

PORT ARANSAS TOURISM BUREAU & CHAMBER OF COMMERCE  
BOARD OF DIRECTORS 2021–2024 STRATEGIC PLAN

*Build a place where people want to*  
**LIVE, VISIT, & WORK**

2021–2024



Photo Credit: Steve Coons

[VISITPORTARANSAS.COM](https://www.visitportaransas.com)

**PORT ARANSAS**  
the island life

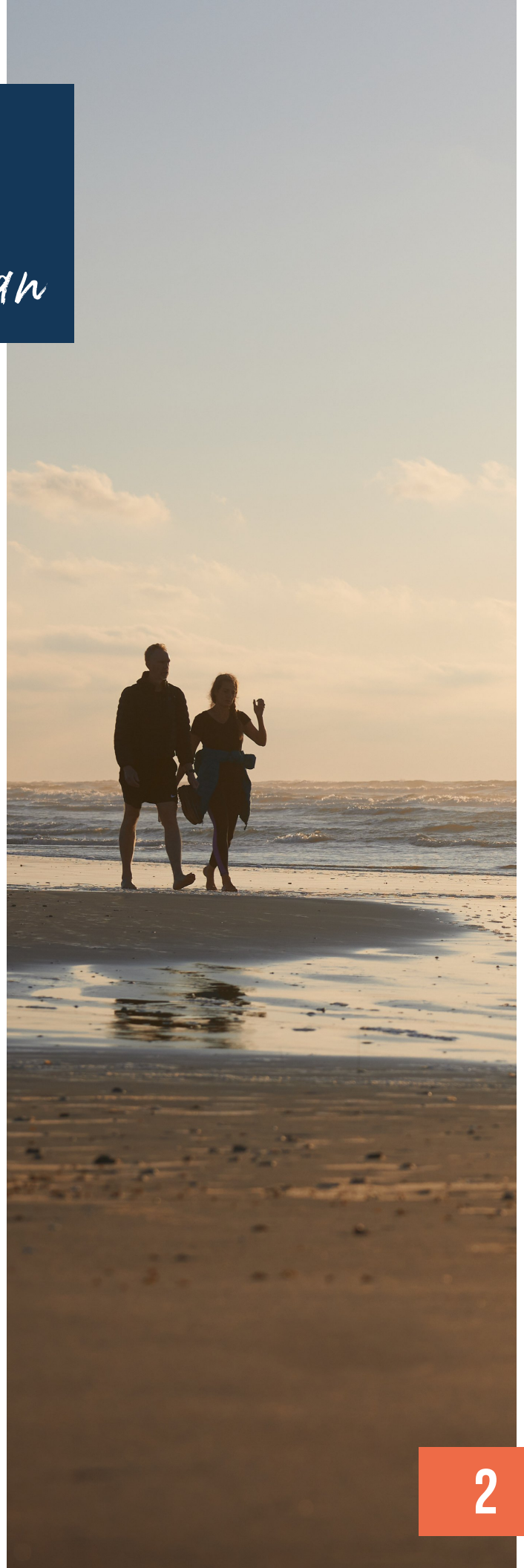
# FORWARD

## *Strategic Plan*

The Port Aransas Tourism Bureau & Chamber of Commerce's Board of Directors met on April 21st, 2021 to map out a strategy for the evolution of the organization and destination over the next three years. No longer content to continue with traditional destination marketing strategies, the Board has reimagined the role of the destination marketing organization (DMO).

In preparation for the Board Workshop to develop this Strategic Plan, DMOproz gathered online survey responses from over 200 community and business leaders and met face-to-face with another 30 key community stakeholders. This background intelligence was shared with the Board as it gathered to ideate how the Tourism Bureau will address the opportunities before the community and the organization.

In the DMO world, a Strategic Plan is the Board's action plan, outlining things that it can and will do to propel the destination and the organization forward. The DMO Marketing Plan is the roadmap for professional staff as they identify and work the markets most appropriate for the destination with new promotional and sales tactics.





# THE VISION



Port Aransas will be known as the premier family beach destination in Texas.

## THE MISSION

We work to enhance the community's quality of life by attracting visitors who share our love of the Texas Gulf Coast.

## THE PURPOSE

We support our community by advocating for sensible development and leading the marketing of Port Aransas & Mustang Island.





# Goals

A SERIES OF STRATEGIES HAVE BEEN IDENTIFIED TO SUPPORT EACH GOAL



## DESTINATIONAL GOAL

Support and Advocate for Sustainable Destination Development



Build Demand Generators to Build Meaningful Off-Season Visitation



Work to Enhance the Destination's Sense of Place



Advocate for Transportation Upgrades



## ORGANIZATIONAL GOAL

Continue to Develop Organizational Excellence



Analyze Opportunities to Increase and Diversify the Organization's Business Partners to Better Serve our Community



Increase Outreach to Align the Organization's Work with the Community's Quality of Life



Analyze Opportunities to Increase Organizational Resources



# Meet the Team

## Meet the Team

**BRETT STAWAR**  
President & CEO

**LISA SHELTON**  
Special Events & Community  
Relations Manager

**MICHELLE ZALUDEK**  
Marketing Manager

**KIMBERLY SHAW**  
Visitor Experience &  
Program Manager

**CANDY KELLEY**  
Bookkeeper

**SHELLEY WITCHER**  
Business Development  
& Sales Manager

**MELINDA MAYDEN**  
Marketing & Digital Content  
Associate

## Board Members

**BRETT STAWAR\***  
President & CEO

**KEITH MCMULLIN**  
Secretary

**BILL BAUDER**  
Hotel/Lodging

**GREG CARR**  
Hotel/Lodging

**LAURIE SOECHTING**  
Bar/Restaurant

**VINCE VANORMAN**  
Hotel/Lodging

**TANYA CHAMBERS**  
Chairperson

**FRED SAMUDIO**  
Treasurer

**CHRIS COLLINS**  
At Large

**JEFF LAMKIN**  
Hotel/Lodging

**MARNIE PATE**  
At Large

**WILL COCKE**  
Fishing/Marina

**MARSHA STARKEY**  
Vice Chairperson

**DEVEN BHAKTA\***  
Immediate Past Chair

**CHRISSY BELL**  
At Large

**KIM WINTON**  
Retail

**SHAWN ETHEREDGE**  
Bar/Restaurant

**DAVID PARSONS**  
Ex Officio

\*Non-voting member



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