

THE STATE OF TEXAS §
§
COUNTIES OF MONTGOMERY AND HARRIS §

RECITALS

NOW THEREFORE, for and in consideration of the mutual covenants, benefits and agreements hereinafter set forth, the parties contract and agree as follows:

I. PROVISION OF MARKETING SERVICES

To the extent that the Township shall deem it necessary and proper and in its interests to do so, Visit the Woodlands shall provide and/or oversee the following services (the "Services") to include, but not necessarily be limited to:

- Public relations campaigns to increase exposure of The Woodlands;
- Destination media buying and production, including television, radio, newspaper, web and other media outlets;
- Printing and production of destination marketing guide;
- International destination consulting and public relations;
- Coordination, marketing information and other resources to assist the tourism industry in The Woodlands so as to create, maintain and project an appealing image on behalf of the Township;
- Promote The Woodlands as a destination to meeting planners, business travelers, tour operators and individual visitors;
- Promote and advertise The Woodlands hotels, convention and meeting facilities, attractions, entertainment venues, restaurants, retail centers and other businesses and organizations that serve visitors;
- Assist visitors and tour planners in planning and developing tours of the Township, including suggested itineraries and overnight accommodations;
- Work with regional partners in promoting The Woodlands as a destination;
- Develop and support training initiatives for hospitality employees in The Woodlands;
- Promote and advertise the transportation services available within and to The Woodlands.

Visit the Woodlands shall be designated as the official destination marketing organization of The Woodlands, Texas.

II. PROVISION OF STAFFING AND FACILITY RESOURCES TO VISIT THE WOODLANDS

Subject to reimbursement, as hereinafter provided, the Township agrees to provide to Visit the Woodlands such staff and office space resources (the "Staff and Facility Resources"), as may reasonably be required by Visit the Woodlands in connection with the Services to be provided by Visit the Woodlands to the Township hereunder.

Such Staff and Facility Resources shall be provided, unless otherwise directed by the Township, in conformity with the Budget - Exhibit A. Notwithstanding anything to the contrary contained herein or otherwise as provided within the Township's Personnel Policy manual and Employee Handbook, all Township employees who are contracted to Visit the Woodlands as part of the staff and facility resources, pursuant to this Agreement, will be subject to the travel and reimbursement policy as established by the Visit the Woodlands Board of Directors and administered through the Visit the Woodlands, specifically the Visit the Woodland's travel and Business Development Guidelines and Procedures. All other personnel policies contained within the Township's Personnel Policy Manual and Employee Handbook will continue to apply to the Township-Visit the Woodlands contract employee group.

III. PAYMENTS

In consideration for Visit the Woodlands's undertaking to provide such Services, the Township agrees to pay Visit the Woodlands, in advance, on or prior to the first (1st) day of each calendar quarter, such amounts as are derived by the Township from (i) the two percent (2%) supplemental hotel occupancy tax of the Township, as actually collected by the Township during the calendar year of 2020, and (ii) the seven percent (7%) general hotel occupancy tax of the Township, as actually collected by the Township during the calendar year 2020, but after deduction from such hotel occupancy tax collections of all amounts required to fund debt service scheduled to come due on any outstanding bonds of the Township, payable, in whole or in part, from such general hotel occupancy tax during calendar year 2020 provided, however, that in no event shall the amounts paid by the Township hereunder be more than the actual amount of the expenditures incurred by Visit the Woodlands, up to and not to exceed three Million One Hundred thirty-One thousand three Hundred Nineteen Dollars and No/100 (\$3, 131,319.00), less any Visit the Woodlands revenues, from whatever source (the "Maximum Sum"), provided further, that should such hotel occupancy tax collections not be equal to or greater than the Maximum Sum, Visit the Woodlands shall first fund any such deficiency from its accumulated undesignated surplus funds for Services to be rendered by Visit the Woodlands for the calendar year 2020.

The Township shall, once per each calendar quarter, submit to Visit the Woodlands an invoice setting forth in detail the costs and expenses incurred by the Township directly arising out of the provision by the Township of the Staff and Facility Resources to Visit the Woodlands in the preceding calendar quarter. Within thirty (30) days following receipt by Visit the

Woodlands of such invoice, Visit the Woodlands shall submit to the Township payment for the amounts specified therein.

IV. REPORTING AND ACCOUNTING

Upon request by the Township, but not more frequently than twelve (12) times per calendar year, Visit the Woodlands shall provide the President/General Manager of the Township or its Board of Directors, with a written or visual report or presentation concerning the Services actually provided hereunder by Visit the Woodlands and the results of such Services. Including the extent of the visitor activity, convention or meeting activity, hotel occupancy, restaurant and concession activity, retail activity and related indicator of the results of the destination marketing efforts of the Township and Visit the Woodlands within and adjacent to the Township, so as to demonstrate to the Township the effectiveness of the Services provided hereunder and that the intended public benefits to be determined from such Services have been or are being realized by the Township.

Similarly, Visit the Woodlands shall provide, not less frequently than quarterly, written and visual financial reports to the President/General Manager of the Township or its Board of Directors, comparing and explaining actual to budgeted expenditures and providing, in reasonable detail, an accounting for the expenditures of public funds paid to Visit the Woodlands by the Township hereunder, so as to ensure that such public funds have been expended for the intended public purposes.

V. TERM, RENEWAL AND TERMINATION

This Agreement shall remain in full force and effect through December 31, 2020, and shall automatically extend for successive annual periods thereafter up to a maximum of five (5) years; provided, however, that either party may terminate this Agreement at any time upon thirty (30) days advance written notice to the other party. Upon termination, any uncommitted or unexpended funds paid by the Township shall be promptly refunded by Visit the Woodlands to the Township; provided, however, that if this Agreement is extended or replaced with a similar agreement for similar services on or immediately following the expiration hereof, any uncommitted or unexpended funds provided by the Township may be retained and carried over by Visit the Woodlands as a contingency reserve for future marketing opportunities or events benefitting the Township unless otherwise provided in such extension or replacement agreement.

Upon renewal of this Agreement, for one or more annual periods, Visit the Woodlands and the Township shall conclude a written amendment to this Agreement within sixty (60) days of the beginning of each calendar year setting forth the revised Budget and the amount and timing of payments for Services to be rendered during such calendar year. Failure to timely agree upon such Budget amendment shall cause the then current Budget and payment procedures to be continued in effect for such new calendar year.

VI. REPRESENTATIONS AND WARRANTIES

Visit the Woodlands affirms that it has submitted the necessary forms to comply with Tex. Gov't Code Section 2252.908, Certificate of Interested Parties (Form 1295)(Exhibit "B"); and Chapter 176, Tex. Loc. Gov't Code, Conflict of Interest Questionnaire (Form CIQ)(Exhibit "C").

VII. EXHIBITS

All exhibits are attached and incorporated for all purposes as part of this Agreement.

Exhibit "A": 2020 Budget
Exhibit "B": Certificate of Interested Parties (Form 1295)
Exhibit "C": Conflict of Interest Questionnaire (CIQ)

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[Signatures on following page]

IN WITNESS WHEREOF, the parties hereby enter into this Agreement as of the date fully executed below.

THE WOODLANDS CONVENTION AND VISITORS
BUREAU d/b/a Visit the Woodlands

By: _____

Nick Wolda
President

Date: _____

10/25/2019

THE WOODLANDS TOWNSHIP

By: _____

Don Norrell
President/General Manager

Date: _____

10-24-2019

APPROVED AS TO FORM

Roberta B. Cross

Township Attorney

Exhibit "A"
2020 Budget

2020 The Woodlands CVB Budget Plan



2020 The Woodlands CVB Budget Plan



I. SITUATION ANALYSIS

II. ACCOMPLISHMENTS OF 2019

III. GOALS OF THE DEPARTMENT'S 2020 BUDGET PLAN

IV. IMPLEMENTATION OF THE DEPARTMENT'S 2020 BUDGET

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I. SITUATION ANALYSIS

As part of its mission, The Woodlands Convention & Visitors Bureau (TWCVB), now referred to as **Visit The Woodlands (VTW)**, works to drive demand for both hotel and retail tax collections. In 2018, The Woodlands Township collected more than \$54 million in Sales and Use Tax, with 43% of that coming from retail. This, combined with a cumulative growth of 31% in hotel tax collections over the past 5 years, shows how Visit The Woodlands continues to prove its value to the local economy and experience significant successes in promoting The Woodlands as a premier destination for meetings and leisure travel.

There have been many articles, television appearances and countless websites that have featured The Woodlands as a destination of choice for leisure travelers and convention attendees alike. Much of this success is attributed to the promotion and sales efforts of Visit The Woodlands through its destination marketing, advertising, public relations outreach, group sales programs and corporate meeting connections. A number of major media outlets, such as *Houston Chronicle*, *ABC 13*, *KPRC*, *Texas Meetings+Events*, *Smart Meetings*, *ConventionSouth* and *Texas Monthly* have covered The Woodlands as a destination for leisure and corporate business travelers as a result of Visit The Woodlands' marketing and public relations efforts.

The organization also continues to grow its international marketing through familiarization visits and by participating with Texas Tourism Sales & Media Missions. In 2019, Visit The Woodlands welcomed groups of both French and German Tour operators in partnership with Texas Tourism and Brand USA. The group explored many areas of town, realizing quickly why The Woodlands is a great destination for both leisure and corporate travel.

A large portion of the growing meetings market for group sales are conventions, conferences, trade shows, corporate meetings and sporting events/tournaments. Visit The Woodlands continues to promote The Woodlands as a corporate and convention meeting destination through trade shows, conferences, organized FAM tours, and traditional sales methods.

Events and festivals such as The Inspire Film Festival, The Woodlands Waterway Arts Festival, Memorial Hermann IRONMAN Texas, Wine & Food Week and The Woodlands Marathon have brought thousands of participants and visitors to The Woodlands in 2019. Visit The Woodlands continues to support these signature events, which significantly increase the flow of visitors to The Woodlands and support shopping, dining, hotels, and entertainment venues for both visitors and residents alike.

Travel Texas, the Office of the Governor Economic Development and Tourism department, estimates that tourism in Texas is a \$75 Billion industry with almost \$372 million in Total Direct Travel Spending in The Woodlands alone. In addition, more than 4,100 people are employed by the travel and tourism industry in The Woodlands.

The goals of Visit The Woodland's 2020 Budget Plan are centered on continuing the appeal of The Woodlands as an ideal destination for both leisure travel and meetings business. This is accomplished

2020 The Woodlands CVB Budget Plan



through continued brand awareness of The Woodlands as an up-and-coming destination, along with targeted marketing and group sales efforts.

Staff recommends continued collaboration with area partners including: The Woodlands Waterway Marriott Hotel and Convention Center, The Woodlands Resort & Conference Center, The Woodlands Mall, Market Street, The Woodlands Area Economic Development Partnership, The Cynthia Woods Mitchell Pavilion, The Woodlands Area Chamber of Commerce and all 14 hotel properties located within The Woodlands. Strategic partnerships with other destination marketing organizations and industry stakeholders are also part of the overall marketing mix.

Visit The Woodlands Board of Directors

Chairman Bruce Rieser, Vice Chairman John Anthony Brown, Secretary/Treasurer Fred Domenick, and Directors Brian Boniface, JJ Hollie, Kevin Viteri and Don Norrell. Nick Wolda serves as President.

Mission Statement

To establish The Woodlands, Texas as a beautiful, lively, and welcoming destination recognized regionally, nationally and internationally for first-class business, convention and leisure travel.

About Mission Statement

Visit The Woodlands drives demand for The Woodlands as a travel destination, creates new revenue for businesses, and increases sales and hotel occupancy tax for The Woodlands Township's general fund. Tax revenue generated by the tourism industry is invested back into improving The Woodlands' infrastructure and programs.

Vision

Visit The Woodlands is an energetic and innovative 501 (c) (6) organization of talented and dedicated professionals who fulfill the organization's Mission Statement by setting high performance standards, expectations and goals. Visit The Woodlands works with its community to create and maintain productive public and private partnerships while serving as a reliable and credible source for The Woodlands' tourism industry.

Purposes & Services

- Provide leadership for the tourism industry in The Woodlands, promoting activities, encouraging marketing programs and projecting an appealing image on behalf of The Woodlands Township.
- Drive the destination of The Woodlands to meeting professionals, business travelers, tour operators and individual visitors.
- Promote hospitality partners in The Woodlands including: hotels, entertainment venues, restaurants, outdoor offerings, museums, retail centers, transportation providers and other businesses who serve visitors.

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- Provide an array of services to meeting planners including: lead distribution assistance, site tour coordination, incentive funds, welcome bags, customized marketing support, itinerary creation, off-site activity suggestions and liaison and restaurant discount program coordination.
- Drive economic impact by actively reaching corporate and professional meeting planners to bring more meetings and events to The Woodlands. This is done through tradeshow participation, regional partnerships, the solicitation of familiarization trips for meeting planner groups, and other traditional sales methods.
- Support key signature events that promote and highlight The Woodlands as a destination for overnight stays.
- Help visitors save time and energy in looking for tourism opportunities in The Woodlands and Greater Houston area by providing visitor services.
- Work with regional partners in promoting The Woodlands as an ideal location to visit and spend the night.
- Develop and support training initiatives for hospitality employees in The Woodlands.
- Support non-partisan issues that generate revenue, protect and grow the business of travel and tourism in Texas, support more than 1 million Texas jobs, and improve the quality of life for all Texans. This involves preserving full funding for state tourism promotion through the Office of the Governor, Economic Development and Tourism.

Core Values

- Equal Opportunity Employer
- Be Consistent and Fair in Business Relations
- Initiate and Implement Cooperative Efforts
- Promote and Encourage Collaboration
- Practice and Execute Initiative and Innovation
- Practice Budget Responsibility
- Extend and Share Expertise
- Work with Integrity in Open Records/Open Meetings Environment

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Target Audience

Visit The Woodlands directs its marketing efforts locally, regionally, nationally and internationally to meeting planners, group tour operators, travel journalists and the general public who directly influence travel to The Woodlands.

II. ACCOMPLISHMENTS OF 2019

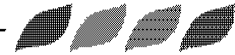
- **Hired New Tourism Specialist** – Visit The Woodlands welcomed Laura Haces as the new Tourism Specialist. Laura works closely with Elizabeth Eddins, Executive Director of Visit The Woodlands and focuses on leisure markets, both domestic and international. Laura is multilingual and fluent in both English and Spanish. She has brought extensive sales and marketing experience, along with a dedication for The Woodlands to the team.
- **Developed Strategic Marketing Media Plan** – Visit The Woodlands worked in conjunction with Adcetera to develop a Strategic Marketing Media Plan with an emphasis on peak planning times, market research, strategic media buys and trackable advertising campaigns. This includes print and digital campaigns targeted at both leisure travelers and meeting planners. The Marketing Department continues to track media placement via: website landing pages for both the leisure and meetings markets, vanity URLs, Google Analytics, Adara and attribution reporting utilizing AJR Media. The 2019 advertising budget is allocated as follows: 64% targeted at the leisure audience and 36% focused on the meetings market.
- **Implemented Advertising in New Market via Cold Weather Campaign** – In a 2019 advertising campaign, Visit The Woodlands encouraged airport travelers in Chicago's Midway and O'Hare International Airports to #EscapeChicago and travel to The Woodlands during the coldest months of the year. This campaign also included targeted digital advertising based on the number of cold weather days and other key factors that met Visit The Woodlands' demographic profile. Those who saw the airport advertising, were encouraged to visit the website to download a Visitor Guide and request more information. Utilizing Adara, the Marketing Department was able to track these advertising efforts and saw a direct positive impact on hotel bookings (20%) and flight bookings (39%). This means that of all the people who saw Visit The Woodlands advertising in February and ultimately ended up booking a hotel in The Woodlands, 20% of those were from Chicago.
- **Insider's Guide Artwork Featured at Market Street** – The artwork featured in the Spring 2019 issue of the Visit The Woodlands Insider's Guide was installed as window clings at Market Street. Shoppers and visitors alike can view this unique piece along with a calendar of upcoming events. Visit The Woodlands continues to update the events portion, extending the life of this Instagrammable marketing piece that also serves to provide awareness of Visit The Woodlands and drive traffic back to the website.
- **Marketing Collateral Audit** – In an effort to establish Visit The Woodlands as an authority, both inside and outside of the market, The Marketing Department evaluated VTW marketing tools for content, relevance and brand standards. After this audit, the following changes were implemented:

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- **Visitors Guide Redesigned** – The Visitor Guide was redesigned to more accurately reflect VTW's new brand identity developed in 2018. A resource for visitors and meeting planners alike, the 23-page guide highlights attractions, hotels, events and experiences in The Woodlands. Sections include Outdoors & Nature, Arts & Culture, Live Music & Nightlife, Dining, Shopping, Celebrations and Accommodations.
- **Meeting Planner Guide Redesigned** – As the primary sales tool for the Convention Development Department, the Meeting Planner Guide was redesigned to incorporate VTW's new brand identity and include key information meeting planners need when making a decision on where to host their next meeting. The 23-page publication includes hotel profiles & meeting space layouts, unique meeting venues, VTW servicing, team building activities, group-dining options and more.
- **Tear Off Map Reimagined** – VTW recognized the need to develop a more impactful, yet portable and cost-efficient collateral piece that could be given to visitors. With this in mind, the Tear-Off Map was reimagined as a two-sided piece that could be utilized by both the Market Street Visitor Services kiosk as well as the 14 hotel properties in The Woodlands. Side one includes a newly redesigned map that was created from scratch, with custom illustrations and icons that feature attractions, hotels, shopping destinations and The Waterway Trolley route. Side two provides visitors a Top 10 list of recommendations for things to see and do while in town.
- **Current Newsletter Reimagined** – The Current Newsletter was creatively refreshed to more accurately reflect Visit The Woodlands' new brand identity. The content was also adjusted to provide a better focus for its intended audience, local stakeholders & industry partners. The objective of this publication is to educate this audience on the organization's mission and strategic initiatives, such as VTW sales and marketing efforts.
- **New Insider's Guide Created** – The Marketing Department developed a new visitor newsletter called the Insider's Guide, which is produced and distributed quarterly. Designed for leisure and business travelers, the goal of this publication is to inspire people to travel to The Woodlands and entice them to visit VTW digital outlets – website, social media, e-newsletters, etc.
- **New Postcards Created** – Repurposing artwork from the Insider's Guide each quarter, the Marketing Department developed postcards that are used as a promotional item and a sales tool.
- **Website Redesign and CMS Vendor Selected** – After rolling out new advertising creative and marketing collateral, the next phase in implementing VTW's new brand identity was updating the website. With this in mind, Visit The Woodlands issued an RFP for website development & redesign and new web content management system in Q1 of 2019. A total of 12 proposals were reviewed and scored. Visit The Woodlands Board of Directors voted to enter into a contract with Simpleview for

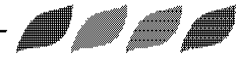
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these services at the April 2019 meeting. The goals of this project are to provide a better website visitor experience and increase conversions, while also driving brand awareness, providing inspiration and ultimately bringing more visitors to The Woodlands. The new website is expected in launch in Q1 of 2020.

- **Hotel Book Program Created** – Visit The Woodlands developed a Book Checkout Program for hotels in The Woodlands. How it Works: Hotel guests check out a book at the front desk, simply remembering to leave it in their room or return it to the front desk upon departure, leaving it for the next family to enjoy. As the first book in the program, Goodnight to The Woodlands features local landmarks and other elements commonly seen by visitors to The Woodlands.
- **Editorial Pitch Calendar Developed** – The 2019 Editorial Pitch Calendar was developed and targets both leisure and meetings publications with a focus on the following: New for The Woodlands (Attractions, Restaurants, etc.), Signature Events, Hotel Renovations, Unique Team Building Activities and Meeting Venue Spotlights.
- **Media Coverage** – Visit The Woodlands works to garner media coverage for The Woodlands through editorial pitches, content development, press trips, individual site visits and relationship building. Through these efforts, the Marketing Department has been able to secure several major media placements with coverage in *ConventionSouth*, *AAA Texas Journey*, *Texas Meetings+Events*, *Smart Meetings* & others.
- **Digital Marketing Efforts** – Visit The Woodland's Marketing Department consistently works to develop a 360-degree approach to digital marketing that encompasses the website, social media, email marketing, video production, content development and a variety of technology initiatives. The department continues to produce monthly eNewsletters for both the leisure and meetings markets as well as host of custom website and video content, which is promoted via social media, email marketing and advertising.
- **Strategic Partnerships** – Visit The Woodlands works with industry partners and stakeholders to amplify the tourism message and increase travel to the U.S., The State of Texas and The Woodlands. This is accomplished through regular communication, attending industry events and participating in partner initiatives.
 - **TTIA & TACVB** – Visit The Woodlands continued its membership with the Texas Travel Industry Association (TTIA), which President Nick Wolda serves as a Board Member and the Texas Association of Convention & Visitor Bureaus (TACVB) which Executive Director Elizabeth Eddins, serves on the board. This involvement increases awareness of issues affecting the travel industry. Team members attended TTIA Unity Dinner, which gives CVBs an opportunity to network with legislators and discuss important travel and tourism topics.
 - **Houston & Beyond** – Visit The Woodlands also continues to partner with Visit Houston to expand marketing capabilities into new and existing territories through the organization's

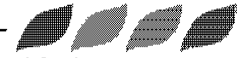
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Houston & Beyond program. The program includes full marketing and media strategy for the 14 participating destinations surrounding Houston.

- **Destinations International** – Visit The Woodlands hosted Don Welsh, President and CEO of Destinations International, for a site visit of The Woodlands. Destinations International is the premier education and advocacy association for travel and tourism, with members across the world. The Woodlands is a possible host destination for the 2021 CEO Summit previously held in the Bermuda and Asheville, NC.
- **Sales Trade Show Participation** – To continue its mission to bring meeting business to The Woodlands, the Convention Development Department participated in several trade shows in 2019 including: Rendezvous South, HelmsBriscoe ABC Conference, MPI's World Education Congress, CVENT Connect, Connect Marketplace, Connect Texas, IMEX America, the Texas Society of Association Executives Annual Conference, and Plan Your Meetings Signature Events.
- **Quarterly Local Partner & Stakeholder Meetings** – Visit The Woodlands continues to hold quarterly committee and partner meetings to allow the team to discuss group sales and marketing initiatives with local partners. These partner and stakeholder meetings include the Quarterly Marketing Committee Meetings, Quarterly Convention Development Advisory Committee Meetings, and Quarterly All Hotel Partner Meetings, plus many more partnership-based meetings.
- **Copa Rayados Soccer Tournament** – At the first annual Board of Directors meeting of 2019, the Convention Development Manager presented a study of the Copa group's performance over the previous three-year term. In 2016 the tournament brought in 483 hotel rooms nights to The Woodlands hotels; in 2017 the tournament brought in 440 hotel rooms nights to our hotels; and in 2018, 1,385 hotel rooms nights were utilized. During the January Visit The Woodlands Board of Directors Meeting, the Board agreed to move forward with another three-year term that offers complimentary field usage contingent upon the utilization of 1,400 hotel room nights per year.
- **Rendezvous South Conference Hosted in The Woodlands** – After nearly a year of proposals, site tours, planning visits, and many update calls- Rendezvous South 2019 was a successful event in The Woodlands. Visit The Woodlands welcomed 37 meeting planners and over 100 destination and industry professionals to connect over potential business and to create lasting relationships with meeting planners that book business in the South. Visit The Woodlands organized and planned the opening night reception that took place at Glade Gallery and also organized all transportation for the event. In addition, staff participated in the hosted buyer meet-ups and had the chance to meet with 18 planners one-on-one to discuss specific business. Visit The Woodlands staff followed-up after the event with personalized emails and hand-written letters to all meeting planners and hope to see business and RFP has come in before the end of 2019. Surveys came back with very complimentary comments on The Woodlands as a destination, many stating that The Woodlands is set up perfectly for convention business.
- **Connect Meeting Planner FAM Hosted** – In 2019, the Convention Development Department, with approval and oversight by the Visit the Woodlands Board of Directors and the Convention

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Development Advisory Committee hosted a three day Connect FAM with 14 qualified meeting planners in attendance. Connect is a leading national industry meeting planner tradeshow organizer that Visit The Woodlands partnered with to qualify and hone in on meeting planners that not only were interested in doing a FAM and educational tour of The Woodlands, but also had qualified business that has the ability to fit in The Woodlands hotel properties for future dates. During this tour, Visit The Woodlands coordinated hotel rooms, meals, activities, and site tours to highlight our larger properties. This was a great opportunity to showcase The Woodlands as a meetings destination and to encourage future business.

- **Increase in Cvent Leads** – With the growing popularity of The Woodlands as a destination for groups, Visit The Woodlands nearly doubled its efforts with Cvent Supplier Network in order to educate more suppliers on The Woodlands meeting offerings. In 2019, Visit The Woodlands received 53% more RFP's as a destination worth 80% more in total RFP value. Cvent has more than 70,000 customers in its database that research destinations to host meetings and conferences. In the first quarter of 2019, the CVB received 64 leads as compared to 51 leads in 2018, 33 leads in 2017 and only 2 leads in 2016.
- **Increase in Sales Leads and Servicing** – In Q1 of 2019, Visit The Woodlands had a significant increase in sales leads, site tours, groups being serviced, and collateral distribution. In addition, over 10 groups submitted incentive fund requests with an estimated room revenue of over \$1,403,000 in total room revenue and over \$126,270 in Hotel Occupancy Tax.
- **Implementation of Sales Lead Process** – Visit The Woodlands Convention Development Team saw a great opportunity to develop and implement a streamlined sales lead process that allowed for easier distribution of leads to hotel properties. Staff formatted and adopted a new distribution process for all leads that will be sent to The Woodlands hotel properties. This new process utilizes Simpleview CRM, Visit The Woodlands' database management system to easily distribute and track the full life cycle of each lead being worked.
- **Updated Visitor Services Partnership** – In partnership with the Market Street and the Visitor Services program, Visit The Woodlands was able to track 87,110 visitors from 900 unique Texas zip codes, 119 countries and 91 states and U.S. territories in 2017. These numbers are expected to stay consistent through 2019 and beyond.

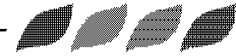
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III. GOALS OF THE DEPARTMENT'S 2020 BUDGET PLAN

- **Marketing The Woodlands** – For 2020, Visit The Woodlands strives to continue its success of marketing and promoting The Woodlands as having over 11 million square feet of shopping, dining, hospitality and entertainment as well as a place to shop, stay the night, dine, visit, meet and be entertained. This will be accomplished via:
 - Market Research
 - Integrated Marketing Campaigns (digital advertising, marketing collateral development)
 - Media & Public Relations Efforts
 - Online Initiatives (website development, social media, email marketing)
 - Strategic Partnerships (industry and local stakeholders)
- **Meeting Sales Initiatives** – For 2020, Visit The Woodlands will drive convention and group business to The Woodlands via the following meeting sales initiatives:
 - Active lead generation through Trade Show Participation (national & international, as approved by Board of Directors)
 - Meeting Planner Familiarization Tours
 - Submitting RFP Bid Proposals (for The Woodlands to host conferences)
 - Traditional Sales Efforts (leads, servicing, incentive funds, etc.)
 - Development and execution of partner meetings to encourage a positive sales environment and partnership atmosphere in The Woodlands
- **Local Outreach** – Visit The Woodlands will educate the general public and the business community on the mission of Visit The Woodlands and its impact on the local economy. This includes hosting quarterly meetings for marketing and convention development partners, hotel properties and other local stakeholders. As part of these efforts, the organization continues to seek out and create cooperative opportunities with organizations in The Woodlands to garner meetings and leisure business.
- **Public Relations Efforts** – Visit The Woodlands Marketing Department plans to continue its public relations efforts via the following initiatives: custom editorial pitches, press trips, individual site visits with travel journalists, and actively seeking opportunities to promote The Woodlands in media outlets and publications.
- **Strategic Marketing Media Plan** – Visit The Woodlands will develop a Strategic Marketing Media Plan in an effort to maximize advertising dollars and increase return on investment. Efforts will continue to be focused on the leisure, meetings and international markets. Specifically, the team will work to expand into new markets, at the direction of Visit The Woodlands Board of Directors.
- **Meeting Planner Familiarization Tour Opportunities** – Visit The Woodlands sales team plans to continue to host meeting planner familiarization tours in 2020 to expose more meeting planners to

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The Woodlands and everything the destination has to offer for meetings and groups. This will allow The Woodlands to stay up to par with industry standards and remain competitive in the marketplace.

- **Support of Signature Events in The Woodlands** – Visit The Woodlands strongly believes in the economic impact provided by quality events that help drive overnight hotel stays in The Woodlands. As such, Visit The Woodlands will continue to support events such as the Memorial Hermann IRONMAN Texas, The Woodlands film commission and other multi-day events with a potential to increase the flow of visitors to The Woodlands and drive both retail and hotel tax collections.
- **Board of Directors Meetings & Reporting** – Visit The Woodlands will continue to rely on the Board of Directors to provide direction and oversight on initiatives that support the organization's missions and goals. In addition, the team will work to streamline reports and presentations so as to provide a clear overview of the organization's productivity as it relates to staff efforts.

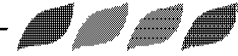
New Initiatives for 2020

Revenue projection for Visit The Woodlands in 2020 is expected to be \$3.1 million, with the organization's base budget currently at \$3.1 million. In addition, Visit The Woodlands has a reserve of \$1.7 million.

The following items are new for 2020, but have been planned & allocated for in Visit The Woodland's base budget:

- **Launch New Website** – As Visit The Woodlands' primary marketing tool, the website plays a key role in fulfilling both the organization's mission and goals. The new website, which will launch in Q1 of 2020, will showcase The Woodlands as a regionally, nationally & internationally recognized destination. It will position Visit The Woodlands as a leader in the DMO industry with cutting-edge design and technology, while allowing for innovative growth. The new website will inspire and educate while also driving demand for hotel and retail sales tax collections.
- **Implement a Digital Asset Manager** – To support the growing need to store, manage and share digital assets, Visit The Woodlands will implement a Digital Asset Manager (DAM). This will allow the organization to manage photo, video, audio and document assets and their associated usage rights, credit information and other key details. The software will also allow Visit The Woodlands to easily share these files with media and other key stakeholders.
- **Trade Show Sponsorships & Convention Bid Proposals** – Visit The Woodlands would like to bring more exposure to The Woodlands for meetings and events through researching and submitting proposals and/or sponsorships for conventions that bring meeting planners to The Woodlands. An example of the type of shows the organization would be pursuing are: Meeting Planners

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International Plan Your Meeting Houston Event and Destination Texas which bring extra exposure by hosting meeting planners during the events.

The following initiatives are proposed and approved in concept by Visit The Woodlands Board of Directors. Funding sources will be determined as each initiative is individually approved:

- **Addition of New Staff Member** – As Visit The Woodlands continues to grow and develop the sales program and initiatives, more and more meeting planners and companies are interested in hosting groups and conferences in The Woodlands. With an influx of new leads, committees, sales specific responsibilities, and partner interest, Visit The Woodlands plans to introduce a new sales specific staff member to the Sales Department. This addition will allow for the division of markets with the Convention Development Manager and who will be involved in lead generation, client appreciation programs, sales blitz programs and other traditional sales processes to ensure every market segment has the appropriate time committed to the markets development.
- **New Lead Generation and Prospecting Software-** Visit The Woodlands has researched tools that can assist in the lead generation and verification process to assist in the sales process. Visit The Woodlands has reviewed the Knowland Reader Board service and has reviewed this system with both the Marketing Committee and the Convention Development Advisory Committee with oversight to move forward.
- **Creation of New App** – To capitalize on the gamification of tourism, Visit The Woodlands is researching apps that allow for an itinerary-based or passport style interface, so users can interact with destinations in The Woodlands. This can be used as a meeting sales tool or a new and unique way to engage with leisure travelers.
- **Commission of Public Art** – Visit The Woodlands is researching art projects. This can encompass an Art Bench, murals or other public art pieces that will add to the destination's culture and elevate the brand.
- **Boats on The Waterway** – Visit The Woodlands is researching new boat operations for The Woodlands Waterway to replace the recently retired Waterway Cruisers. Budget dollars, if any, would be determined at later date by Visit The Woodlands Board of Directors.

Big Ideas Committee

Visit The Woodlands Board of Directors established a new "Big Ideas" committee lead by Township Director and Visit The Woodlands Vice Chairman, John Anthony Brown. This committee will identify opportunities to further position The Woodlands as a premier destination by bringing grand ideas to fruition through strategic partnership and action. This could also allow Visit The Woodlands to utilize reserve funds.

2020 The Woodlands CVB Budget Plan



IV. IMPLEMENTATION OF THE DEPARTMENT'S 2020 BUDGET

GENERAL EXPENDITURES

\$1,124,236

(In accordance with Key Initiative 5.3.1 – Support convention and visitors bureau)

Development

\$69,500

- Meetings (\$12,500) – Includes expenses for: meetings with The Woodlands merchants, hotels, restaurants and tourism operators discussing Visit The Woodlands business. This line item includes expenses associated with holding Visit The Woodlands meetings for: Board of Directors, Marketing Committee, Convention Development Advisory Committee, and Quarterly Hotel Meetings.
- Promotional & Advocacy Travel (\$55,000) – Includes travel, conference registration, and expenses to attend industry events which advocate for the travel industry and allow staff to promote The Woodlands. An annual sales, promotion and advocacy travel schedule is presented to and approved by Visit The Woodlands Board of Directors in the fall of each year.
 - Participation in industry associations including Destination International, U.S. Travel Association, Texas Travel Industry Association, Texas Association of Convention & Visitors Bureau and Greater Houston Convention & Visitor Bureau.
 - Participation in strategic partnerships to promote The Woodlands as a leisure destination including Texas Tourism media missions, Visit The Woodlands press trips and media appointments.
- Uniforms (\$2,000) – Includes expenses for Visit The Woodlands branded shirts and clothing items that will be used to promote The Woodlands as a leisure and business travel destination.

Facility Expense

\$69,350

- Office Space (\$69,350) – Includes expenses related to the leased office space from The Woodlands Township.

Equipment Expense

\$12,750

- Equipment (\$2,500) – Includes miscellaneous equipment costs as required by Visit The Woodlands staff.
- Data Services (\$10,250) – Includes communication expenses incurred by Visit The Woodlands staff.

Contracted Services

\$936,136

- Legal (\$46,000) – Includes general and specialized legal fees related to the state and federal filings, contract review, and other items as they arise.
- Contract Labor (\$5,000) – Includes expenses for outsourcing special projects related to Visit The Woodlands initiatives.

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- CVB Staff (\$885,136) – This budget line includes salary and benefits for Visit The Woodlands staff positions, with 70% allocated cost of the Director of Community Relations/Visit The Woodlands President. Visit The Woodlands staff currently includes 9 full time positions and 1 part time position.

Administrative Expense

\$36,500

- Supplies (\$7,500) – Includes office supplies, labels, name tags, copier ink and servicing, framing and other general office needs for Visit The Woodlands.
- Postage and Delivery (\$5,000) – Includes the mailing of promotional materials including The Woodlands Visitor Guide, Meeting Planner Guide and collateral for conferences and tradeshows. This line item also includes courier services.
- Dues & Subscriptions (\$20,000) – Includes dues for industry associations, local community organizations, and subscriptions to industry related publications. This line item also includes expenses related to social media monitoring, media placement tracking, and website domain hosting and other technology related subscriptions.
- Mileage Reimbursement (\$4,000) – Includes mileage, parking, tolls, etc. for Visit The Woodlands.

STRATEGIC PARTNERSHIPS

\$315,000

(In accordance with Key Initiative 5.3.4 – Expand collaborative efforts with other regional visitor attraction entities and Key Initiative 5.3.5 – Expand Hotel and Occupancy Tax revenues and tax base)

Contracted Services

\$65,500

- Visitor Services (\$65,500) – In partnership with Market Street, Visit The Woodlands was able to track 87,110 visitors from 900 unique Texas zip codes, 119 countries and 91 states and U.S. territories in 2018. This line item includes expenses related to this partnership, such as managing the kiosks at Market Street and The Woodlands Mall.

Program Expense

\$171,000

- Other Festivals/Special Events (\$116,000) – Visit The Woodlands strongly believes in the economic impact provided by quality events that help drive overnight hotel stays in The Woodlands. As such, Visit The Woodlands will continue to consider supporting multi-day events with a potential to increase the flow of visitors to The Woodlands and drive both retail and hotel tax collections.
- Tourism/Leisure Initiatives (\$20,000) – Visit The Woodlands staff participates in numerous events or opportunities that drive the brand awareness or identity of The Woodlands. Activations like a

2020 The Woodlands CVB Budget Plan



Pop-Up Travel Rally during National Travel & Tourism Week, holiday booths at Market Street or special events out of area.

- Advocacy & Business Development (\$35,000) – As part of its mission, Visit The Woodlands participates in strategic partnerships that allow the organization to amplify the destination message. One of these partnerships is Houston & Beyond, which allows Visit The Woodlands to participate in advertising opportunities, trade shows and events that promote the entire Southeast Texas area, thus driving brand awareness of The Woodlands.

Public Educations / Relations

\$78,500

- Market Research (\$78,500) – Includes visitor surveys, advertising tracking, destination studies, and other market research initiatives that allow Visit The Woodlands to measure visitor origins and their impact on the area.

MARKETING

\$1,424,000

(In accordance with Key Initiative 5.3.5 – Expand Hotel and Occupancy Tax revenues and tax base)

Contracted Services

\$405,000

- Website (\$100,000) – This line item includes expenses related to the implementation and development of a robust Content Management System (CMS), Search Engine Optimization (SEO) efforts, technical diagnosis and fixes, customized reporting and analytics and new technology offerings for the website.
- Content Development (\$55,000) – Includes the production of high-quality videos to promote and educate the general public on the destination aspects of The Woodlands. Includes the development of new photography assets for use in advertising, digital marketing efforts and other marketing materials to promote The Woodlands.
- Public Relations (\$50,000) – Includes writing, pitching and tracking of articles in hundreds of different media outlets.
- Professional Services (\$200,000) – Includes costs associated with the creative design and production of advertising placements, trade show booths backdrops, marketing collateral and special projects that are used to promote The Woodlands as a leisure and business travel destination. Includes costs associated to developing and implementing a Strategic Marketing Media Planning, reporting and status calls, consulting on special projects, and working daily with Visit The Woodlands staff.

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Program Expense

- Leisure Advertising (\$505,000) – Includes purchased media that promotes The Woodlands as a leisure travel destination. This line item also includes general brand awareness and niche market advertising.
- International Advertising (\$35,000) – Includes purchased media that promotes The Woodlands as an international travel destination.
- Co-operative Advertising (\$25,000) – Includes purchased media and other expenses related to promoting The Woodlands in conjunction with financial participation from other organizations in The Woodlands.
- Meeting Advertising (\$315,000) – Includes purchased media that promotes The Woodlands as a meeting and convention destination.

Public Education/Relations

\$134,000

- Other Advertising (\$40,000) – Includes advertising and promotion of The Woodlands as new opportunities arise.
- Leisure Collateral (\$94,000) – Includes the production and printing of The Woodlands Visitor Guide that are distributed to visitors, hospitality partners in The Woodlands and key visitor entrances into the State of Texas. Includes the production and printing of the Hotel / Restaurant Tear-Off Map, which is distributed to visitors via all 14-hotel properties in The Woodlands and Visitor Services kiosks. Includes the production and printing of the quarterly, four color process publication that is distributed locally, regionally, nationally and internationally.

Administrative Services

\$5,000

- Printing (\$5,000) – Includes the printing for marketing and promotional materials not already allocated to specific line items within the budget or as new items arise throughout the year.

CONVENTION SALES

\$334,900

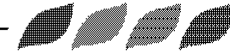
(In accordance with Key Initiative 5.3.5 – Expand Hotel and Occupancy Tax revenues and tax base)

Development

\$125,000

- Sales Missions & Trade Shows (\$125,000) – Includes travel, conference registration, and expenses to attend conferences and trade shows related to marketing and promoting The Woodlands as a leisure travel and meeting destination. Some of the shows Visit The Woodlands will considering participating in are:
 - IPW – An international tradeshow for travel, tour operators and international media to attend. With other 6,000 attendees and 500 media outlets, this trade show presents a

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prime opportunity for The Woodlands to create international brand recognition and strengthen ties to growing markets.

- MPI WEC (World Education Conference) – Historically, this conference attracts 2,000 attendees for one-on-one appointments prior to and during the conference. This trade show also includes educational components.
- IMEX America – With 12,000 total attendees and 3,200-hosted buyers, this trade show is an international show for incentive travel, meetings and events with a one-on-one appointment style.
- Cvent Connect – With a 5:1 planner to exhibitor ratio, this event is held by Cvent, which is one of the largest systems that meeting planners use to source business. With 1,800 planners in 2016, this event is well attended.
- Connect Marketplace – Connect Marketplace is a reverse style tradeshow with a 1:1 planner-to-supplier ratio. This presents an opportunity to connect partners to destinations they're interested in.
- Connect Texas- Educational conference and appointment-only tradeshow that brings together the most active planners, suppliers and experts in Texas meetings and events.
- TSAE New Ideas Annual Conference- TSAE brings together 600 association professionals and suppliers from all aspects of association management.
- Destination Texas- A leading hosted-buyer event for qualified meetings professionals looking to do business in Texas.

Contracted Services

\$17,000

- Computer Support/CRM (\$17,000) – This line item includes the annual contract for Simpleview CRM, a database management system used by Visit The Woodlands that combines relationship management with sales, reporting, forecasting and more.

Program Expense

\$120,000

- Incentive Fund (\$45,000) – This includes utilizing funds to offer meeting planners to bring business to The Woodlands.
- Trade Show Sponsorship Opportunities (\$25,000) – Includes sponsorships at trade shows to enhance Visit The Woodlands brand, message or booth placement for sales tradeshow.
- RFP Bid Proposals & Fulfillment (\$50,000) – Includes funds to fulfill obligations upon winning conferences and conventions who choose to host their event in The Woodlands.

Public Education/Relations

\$72,900

- Specialty Items / Business Development (\$47,900) – Includes expenses for VIP and specialty promotional items. This line item also includes expenses for special presentations, awards and

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plaques. Includes expenses for bulk promotional items for conventions, groups and media fulfillment.

- Site Tours & FAM Tours (\$25,000) – Includes meeting planner site visits and familiarization tours of The Woodlands area including organized group sales focused FAMS or individual site tours.

Total Estimated Cost for The Woodlands CVB 2020 Budget Plan

\$3,198,136

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**The Woodlands Convention and Visitors Bureau
Department Budget Detail
(in whole dollars)**

	<u>Budget Code</u>	<u>Actual 2018</u>	<u>Budget 2019</u>	<u>Forecast 2019</u>	<u>Budget 2020</u>	<u>\$ Inc/(Dec)</u>	<u>% Inc/(Dec)</u>
REVENUES							
Tax Revenue							
Supplemental HOT Revenue	110-820-4031-0000-35	1,997,651	2,153,873	2,114,984	2,157,284	3,411	0.2%
		1,997,651	2,153,873	2,114,984	2,157,284	3,411	0.2%
Program Revenue							
Sponsorships - SXSW	110-820-4108-4016-35	23,669	-	-	-	-	
		23,669	-	-	-	-	
Other Revenue							
Interest Income	110-190-4400-0000-35	626	500	500	500	-	0.0%
Other Income	110-821-4599-0000-35	-	-	-	-	-	
		626	500	500	500	-	0.0%
Transfers In							
Operating Transfer (from GF - HOT)	110-190-4800-8080-35	497,197	951,449	996,595	973,535	22,086	2.3%
		497,197	951,449	996,595	973,535	22,086	2.3%
TOTAL REVENUES		2,519,143	3,105,822	3,112,079	3,131,319	25,497	0.8%

**The Woodlands Convention and Visitors Bureau
Department Budget Detail
(in whole dollars)**

	Budget Code	Actual 2018	Budget 2019	Forecast 2019	Budget 2020	\$ Inc/(Dec)	% Inc/(Dec)
GENERAL - Dept 820							
Staff Development							
Meetings	110-820-5100-0000-35	8,406	12,500	12,500	12,500	-	0.0%
Training & Conferences	110-820-5120-0000-35	207,647	30,000	30,000	55,000	25,000	83.3%
Uniforms	100-820-5130-0000-35	-	4,000	4,000	2,000	(2,000)	-50.0%
		216,053	46,500	46,500	69,500	23,000	49.5%
Facility Expense							
Township Office Space	110-820-5206-0000-35	69,350	69,350	69,350	69,350	-	0.0%
		69,350	69,350	69,350	69,350	-	0.0%
Equipment Expense							
Equipment	110-820-5330-0000-35	2,400	5,000	5,000	2,500	(2,500)	-50.0%
Data Services	110-820-5335-0000-35	7,245	10,250	10,250	10,250	-	0.0%
		9,645	15,250	15,250	12,750	(2,500)	-16.4%
Contracted Services							
CVB Staff from The Township	110-820-5490-0000-35	671,270	792,822	799,079	885,136	92,314	11.6%
Legal	110-820-5402-0000-35	23,865	46,000	46,000	46,000	-	0.0%
Contract Labor	110-820-5407-0000-35	7,977	15,000	15,000	5,000	(10,000)	-66.7%
		703,112	853,822	860,079	936,136	82,314	9.6%
Administrative Expense							
Supplies	110-820-5800-0000-35	6,349	7,500	7,500	7,500	-	0.0%
Dues & Subscriptions	110-820-5802-0000-35	13,265	14,000	14,000	20,000	6,000	42.9%
Postage and Delivery	110-820-5801-0000-35	1,912	5,000	5,000	5,000	-	0.0%
Mileage Reimbursement	110-820-5804-0000-35	3,864	4,000	4,000	4,000	-	0.0%
Other Admin	110-820-5899-0000-35	4,568	-	-	-	-	-
		29,958	30,500	30,500	36,500	6,000	19.7%
TOTAL GENERAL		1,028,118	1,015,422	1,021,679	1,124,236	108,814	10.7%
STRATEGIC PARTNERSHIPS - Dept 821							
Contracted Services							
Visitor Services	110-821-5475-0000-35	65,500	65,500	65,500	65,500	-	0.0%
		65,500	65,500	65,500	65,500	-	0.0%
Program Expense							
Community Festivals & Events							
Other Festivals/Special Events	110-821-5613-0000-35	122,500	161,000	161,000	116,000	(45,000)	-28.0%
Tourism/Leisure Initiatives	110-821-5613-TBD-35	-	-	-	20,000	20,000	-
Advocacy & Business Development	110-821-5613-TBD-35	-	-	-	35,000	35,000	-
		122,500	161,000	161,000	171,000	10,000	6.2%
Public Education/Relations							
Market Research	110-821-5709-0000-35	18,576	45,000	45,000	78,500	33,500	74.4%
		18,576	45,000	45,000	78,500	33,500	74.4%
TOTAL STRATEGIC PARTNERSHIPS		206,576	271,500	271,500	315,000	43,500	16.0%

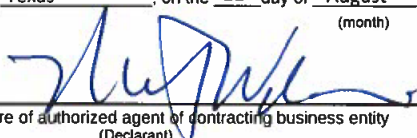
**The Woodlands Convention and Visitors Bureau
Department Budget Detail
(in whole dollars)**

	Budget Code	Actual 2018	Budget 2019	Forecast 2019	Budget 2020	\$ Inc/(Dec)	% Inc/(Dec)
MARKETING - Dept 822							
Contracted Services							
Website	110-822-5470-0000-35	28,086	100,000	100,000	100,000	-	0.0%
Video Production	110-822-5471-0000-35	17,744	40,000	40,000	55,000	15,000	37.5%
Public Relations	110-822-5473-0000-35	41,845	50,000	50,000	50,000	-	0.0%
Professional Services	110-822-5474-0000-35	112,820	140,000	140,000	200,000	60,000	42.9%
Account Services	110-822-5477-0000-35	23,668	60,000	60,000	-	(60,000)	-100.0%
Photography	110-822-5478-0000-35	-	15,000	15,000	-	(15,000)	-100.0%
		<u>224,163</u>	<u>405,000</u>	<u>405,000</u>	<u>405,000</u>	<u>-</u>	<u>0.0%</u>
Program Expense							
Leisure Advertising	110-822-5620-0000-35	447,855	520,000	520,000	505,000	(15,000)	-2.9%
International Advertising	110-822-5621-0000-35	20,157	20,000	20,000	35,000	15,000	75.0%
Cooperative Advertising	110-822-5622-0000-35	24,495	25,000	25,000	25,000	-	0.0%
Meetings - Advertising	110-822-5624-0000-35	327,714	315,000	315,000	315,000	-	0.0%
Niche Market Outreach	110-822-5626-0000-35	28,692	-	-	-	-	-
Medical Tourism Marketing	110-822-5627-0000-35	10,000	-	-	-	-	-
		<u>858,913</u>	<u>880,000</u>	<u>880,000</u>	<u>880,000</u>	<u>-</u>	<u>0.0%</u>
Public Education/Relations							
Other Advertising	110-822-5704-0000-35	10,999	40,000	40,000	40,000	-	0.0%
Marketing Collateral	110-822-5707-0000-35	53,922	35,000	35,000	94,000	59,000	168.6%
Current Newsletter	110-822-5708-0000-35	23,662	20,000	20,000	-	(20,000)	-100.0%
Meeting Planner Guide	110-822-5711-0000-35	-	21,000	21,000	-	(21,000)	-100.0%
Tear-off Maps	110-822-5712-0000-35	-	5,000	5,000	-	(5,000)	-100.0%
		<u>88,583</u>	<u>121,000</u>	<u>121,000</u>	<u>134,000</u>	<u>13,000</u>	<u>10.7%</u>
Administrative Expense							
Printing	110-822-5803-0000-35	4,846	18,000	18,000	5,000	(13,000)	-72.2%
		<u>4,846</u>	<u>18,000</u>	<u>18,000</u>	<u>5,000</u>	<u>(13,000)</u>	<u>-72.2%</u>
TOTAL MARKETING		<u>1,176,505</u>	<u>1,424,000</u>	<u>1,424,000</u>	<u>1,424,000</u>	<u>-</u>	<u>0.0%</u>
CONVENTION SALES - Dept 823							
Staff Development							
Sales Missions and Tradeshow	110-823-5125-0000-35	-	150,000	150,000	125,000	(25,000)	-16.7%
		<u>-</u>	<u>150,000</u>	<u>150,000</u>	<u>125,000</u>	<u>(25,000)</u>	<u>-16.7%</u>
Contracted Services							
Computer Support	110-823-5400-0000-35	23,610	17,400	17,400	17,000	(400)	-2.3%
		<u>23,610</u>	<u>17,400</u>	<u>17,400</u>	<u>17,000</u>	<u>(400)</u>	<u>-2.3%</u>
Program Expense							
Incentives	110-823-5625-0000-35	39,412	55,000	55,000	45,000	(10,000)	-18.2%
Tradeshow Sponsorship Opportunities	110-823-5628-0000-35	-	25,000	25,000	25,000	-	0.0%
RFP Bid Proposals and Fulfillment	110-823-5629-0000-35	-	75,000	75,000	50,000	(25,000)	-33.3%
		<u>39,412</u>	<u>155,000</u>	<u>155,000</u>	<u>120,000</u>	<u>(35,000)</u>	<u>-22.6%</u>
Public Education/Relations							
Promotional Supplies	110-820-5702-0000-35	36,373	47,500	47,500	47,900	400	0.8%
Business Development	110-823-5710-0000-35	8,548	-	-	-	-	-
Site Tours and FAM Tours	110-823-5713-0000-35	-	25,000	25,000	25,000	-	0.0%
		<u>44,921</u>	<u>72,500</u>	<u>72,500</u>	<u>72,900</u>	<u>400</u>	<u>0.6%</u>
TOTAL CONVENTION SALES		<u>107,943</u>	<u>394,900</u>	<u>394,900</u>	<u>334,900</u>	<u>(60,000)</u>	<u>-15.2%</u>

The Woodlands Convention and Visitors Bureau
Department Budget Detail
(in whole dollars)

	Budget Code	Actual 2018	Budget 2019	Forecast 2019	Budget 2020	\$ Inc/(Dec)	% Inc/(Dec)
WATERWAY CRUISERS - Dept 824							
Facility Expense							
Utilities	110-820-5220-0000-35	1,564	-	-	-	-	
Facility Repair & Maintenance	110-820-5230-0000-35	2,341	-	-	-	-	
		3,905	-	-	-	-	
Contracted Services							
Waterway Cruisers	110-823-5461-0000-35	-	-	-	-	-	
Maintenance and Operations	110-824-5401-0000-37	81,362	-	-	-	-	
Legal	110-824-5402-0000-37	39,241	-	-	-	-	
Consulting	110-824-5499-0000-37	-	-	-	-	-	
		120,603	-	-	-	-	
Public Education/Relations							
Advertising	110-824-5704-0000-37	2,305	-	-	-	-	
		2,305	-	-	-	-	
Administrative Expense							
Supplies	110-824-5801-0000-37	8	-	-	-	-	
		8	-	-	-	-	
TOTAL WATERWAY CRUISERS		126,821	-	-	-	-	
TOTAL EXPENDITURES		2,645,963	3,105,822	3,112,079	3,198,136	92,314	3.0%
TOTAL TRANSFERS OUT		28,055	-	-	-	-	
TOTAL EXPENSES AND TRANSFERS OUT		2,674,018	3,105,822	3,112,079	3,198,136	92,314	3.0%

Exhibit "B"
Certificate of Interested Parties (Form 1295)

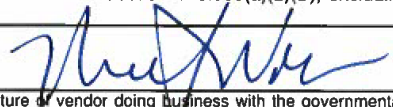
CERTIFICATE OF INTERESTED PARTIES		FORM 1295	
		1 of 1	
Complete Nos. 1 - 4 and 6 if there are interested parties. Complete Nos. 1, 2, 3, 5, and 6 if there are no interested parties.		OFFICE USE ONLY	
1 Name of business entity filing form, and the city, state and country of the business entity's place of business. The Woodlands Convention & Visitors Bureau The Woodlands, TX United States		Certificate Number: 2019-532321	
2 Name of governmental entity or state agency that is a party to the contract for which the form is being filed. The Woodlands Township		Date Filed: 08/22/2019	
3 Provide the identification number used by the governmental entity or state agency to track or identify the contract, and provide a description of the services, goods, or other property to be provided under the contract. C-2019-0428 Marketing Services and related.		Date Acknowledged:	
4 Name of Interested Party	City, State, Country (place of business)	Nature of interest (check applicable)	
		Controlling	Intermediary
Rieser, Bruce	The Woodlands, TX United States	X	
Brown, John	The Woodlands, TX United States	X	
Domenick, Fred	The Woodlands, TX United States	X	
Hollie, John	The Woodlands, TX United States	X	
Norrell, Don	The Woodlands, TX United States	X	
Viteri, Kevin	The Woodlands, TX United States	X	
Brian, Boniface	The Woodlands, TX United States	X	
5 Check only if there is NO Interested Party. <input type="checkbox"/>			
6 UNSWORN DECLARATION			
My name is <u>Nick Wolda</u> , and my date of birth is <u>May 29, 1963</u> .			
My address is <u>2801 Technology Forest Blvd.</u> , <u>The Woodlands</u> , <u>TX</u> , <u>77381</u> , <u>U. S.</u> <div style="display: flex; justify-content: space-between; font-size: small;"> (street) (city) (state) (zip code) (country) </div>			
I declare under penalty of perjury that the foregoing is true and correct.			
Executed in <u>Montgomery</u> County, State of <u>Texas</u> , on the <u>22</u> day of <u>August</u> , 20 <u>19</u> . <div style="display: flex; justify-content: flex-end; font-size: small;"> (month) (year) </div>			
 _____ Signature of authorized agent of contracting business entity (Declarant)			

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Version V1.1.39f8039c

Exhibit "C"
Conflict of Interest Questionnaire ("CIQ")

CONFLICT OF INTEREST QUESTIONNAIRE For vendor doing business with local governmental entity		FORM CIQ
<p>This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.</p> <p>This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).</p> <p>By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.</p> <p>A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.</p>		OFFICE USE ONLY <div style="border: 1px solid black; height: 100px; width: 100%;"></div>
<p>1 Name of vendor who has a business relationship with local governmental entity.</p> <p style="margin-left: 40px;">The Woodlands Convention & Visitor Bureau</p>	<p>2 <input type="checkbox"/> Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)</p>	
<p>3 Name of local government officer about whom the information is being disclosed.</p> <p style="margin-left: 100px;">Nick Wolda</p> <p style="margin-left: 150px;">_____</p> <p style="margin-left: 150px;">Name of Officer</p>		
<p>4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.</p> <p style="margin-left: 40px;">Director of Community Relations for The Woodlands Township</p> <p style="margin-left: 40px;">A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?</p> <p style="margin-left: 100px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p> <p style="margin-left: 40px;">B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?</p> <p style="margin-left: 100px;"> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No </p>		
<p>5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.</p> <p style="margin-left: 40px;">Director of Community Relations for The Woodlands Township</p>		
<p>6 <input type="checkbox"/> Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).</p>		
<p>7</p> <div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="width: 45%;"> <p style="text-align: center;">  _____ Signature of vendor doing business with the governmental entity </p> </div> <div style="width: 45%; text-align: right;"> <p style="font-size: 1.2em;">8/19/2019</p> <p style="text-align: center;">_____ Date</p> </div> </div>		

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Revised 11/30/2015