



**NOTICE OF APRIL 20, 2022 REGULAR MEETING OF
MEMBERS AND BOARD OF DIRECTORS**

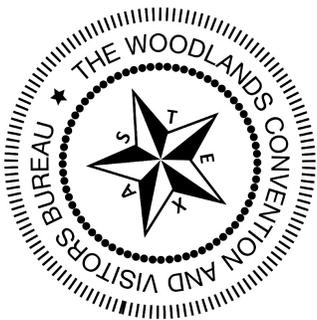
To: Board of Directors and Members

PURSUANT to the call of a majority of the Board of Directors named in the Certificate of Formation of the Corporation, NOTICE IS HEREBY GIVEN that the Board of Directors and the Members of The Woodlands Convention and Visitors Bureau, a Texas non-profit corporation (the "Corporation"), will meet at the principal office of the Corporation, at 2801 Technology Forest Boulevard, The Woodlands, Texas 77381, on April 20, 2022, at 11:30 a.m., for the purpose of:

1. Pledge of Allegiance;
2. Call to order and adoption of Agenda;
3. Public Comment;
4. Consider and approve Minutes from the February 16, 2022 Regular Board Meeting;
5. Consider and approve the Financial Report through February 2022;
6. Receive, consider and act upon an update of the 2022 Budget and the 2023 Budget Planning Process;
7. Receive, consider and act upon the Proclamation for National Travel and Tourism Week;
8. Receive, consider and act upon an update of 2022 Tourism, Advocacy and International promotion efforts;
9. Receive, consider and act upon an update of 2022 Marketing efforts;
10. Receive, consider and act upon an update of 2022 Convention Sales efforts;

11. Staff Initiative Reports;
12. Recess to Executive Session to discuss matters relating to real property pursuant to §551.072, Texas Government Code; deliberation of economic development negotiations pursuant to §551.087, Texas Government Code; discuss personnel matters pursuant to §551.074, Texas Government Code; and to consult with the Corporation's attorney pursuant to §551.071, Texas Government Code;
13. Reconvene in public session;
14. President's Report;
15. Board Announcements;
16. Agenda items for next meeting;
17. Adjournment.

Dated at The Woodlands, Texas, the 13th day of February, 2022.



A handwritten signature in cursive script, appearing to read "W. J. Wolda".

President of The Woodlands Convention & Visitors Bureau

CVB Regular Board Meeting

Meeting Date: 04/20/2022

Information

SUBJECT MATTER:

Consider and approve Minutes from the February 16, 2022 Regular Board Meeting;

BACKGROUND:

See attachment.

RECOMMENDATION

Approve the minutes as presented.

Attachments

2-16-2022 Board Meeting Minutes

DRAFT



February 16, 2022

11:30 a.m.

MINUTES OF MEETING

BOARD OF DIRECTORS MEETING

THE WOODLANDS CONVENTION & VISITORS BUREAU

The Board of Directors for The Woodlands Convention & Visitors Bureau (TWCVB) of Montgomery County, Texas held their Board Meeting on February 16, 2022 at The Woodlands Township located at 2801 Technology Forest Boulevard, The Woodlands, Montgomery County, Texas, 77381 at 11:30 a.m. The roll was called and those in attendance were:

Present: Bruce Rieser, Chairman
John Anthony Brown, Vice Chairman
Fred Domenick, Secretary/Treasurer
Cameron Klepac, Director
Shelley Sekula-Gibbs, Director
Monique Sharp, Director

Absent: Jenny Taylor, Director

Staff Present: Nick Wolda, TWCVB President; Brian Albert, TWCVB Legal Counsel; Elizabeth Eddins, TWCVB Assistant Director; Ashley White, TWCVB Brand Development Manager; Josie Lewis, TWCVB Convention Development Manager; Amber George, TWCVB Marketing Specialist; Ashley Fenner, TWCVB Sales & Servicing Specialist; Eva Castillo, TWCVB Administrative Analyst; Tuan Nguyen, The Woodlands Township Help Desk Analyst

Attendees: Ana Cosio, The Woodlands Township Resident

1. Pledge of Allegiance;

Chairman Bruce Rieser led the Pledge of Allegiance to the United States flag and the Pledge to the Texas flag.

2. Call to order and adoption of Agenda;

Chairman Bruce Rieser called the meeting to order at 11:54 a.m. and called for the Adoption of the Agenda for this meeting that was developed and duly posted as required by law.

Motion by Director Shelley Sekula-Gibbs, seconded by Vice Chairman John Anthony Brown to approve the agenda. Motion carried by unanimous vote. Agenda adopted.

Vote: 6 - 0 Passed

3. Public Comment;

Ana Cosio, a Township resident, spoke highly of Visit The Woodlands staff and of the economic benefit the organization brings to The Woodlands. She would like for more residents to know the impact and benefit tourism and conventions have for The Woodlands.

4. Consider and approve Minutes from the Annual Board Meeting on January 11, 2022;

Chairman Bruce Rieser acknowledged the Minutes from the Annual Board Meeting on January 11, 2022 are in the Board packet for all to evaluate. No objections.

Motion by Director Shelley Sekula-Gibbs, seconded by Vice Chairman John Anthony Brown to approve the Minutes from the Annual Board Meeting on January 11, 2022. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

***NOTE:** Chairman Bruce Rieser decided it was best to recess to Executive Session, at this time, due to technical difficulties with the audio system. The Woodlands Township IT department was working on the issue.*

5. Recess to Executive Session to discuss matters relating to real property pursuant to §551.072, Texas Government Code; deliberation of economic development negotiations pursuant to §551.087, Texas Government Code; discuss personnel matters pursuant to §551.074, Texas Government Code; and to consult with the Corporation's attorney pursuant to §551.071, Texas Government Code;

Recessed to Executive Session at 11:59 a.m.

6. Reconvene in public session;

Reconvene in Public Session at 12:57 p.m.

7. Receive, consider and act upon transferring funding from fund balance to 2022 Marketing efforts;

The Board of Directors discussed adding an additional \$250,000 into Marketing and Sales efforts based on the demand of travel post-pandemic. President Nick Wolda recommended these funds could be transferred from the Fund Balance which currently had a balance of \$1.4 million.

Chairman Bruce Rieser stated this will be the best course of action. Discussion followed.

Motion by Director Shelley Sekula-Gibbs, seconded by Vice Chairman John Anthony Brown to approve \$250,000 fund transfer from the reserve funds to the 2022 Marketing budget. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

8. Receive Staff Updates;

Director of Sales Josie Lewis informed the Board of Directors of her attendance to the Southwest Showcase where she received five R.F.P.s from that showcase alone. She announced that Ashley Fenner will now be responsible for the Wedding Market.

Marketing Director Ashley White presented the paid social and partner spotlights for the first quarter, which promoted The Woodlands Resort and the Pavilion in several ads. Using data analytics, she showed the marketing engagements and impressions created by the ads and social media posts. Amber George has been tracking the impressions and curating all holiday special offers across Visit The Woodlands' website and all social media. Dr. Shelley Sekula-Gibbs asked how the Lowe Company and Coral Tree were involved in The Woodlands Resort.

Discussion followed.

Director Fred Domenick explained how hotels and resorts are managed. In this case, The Woodlands Resort is a franchise of Curio Collection by Hilton, the owner is Lowe Company and Coral Tree is the hotel and property management agency.

Motion by Director Shelley Sekula-Gibbs, seconded by Vice Chairman John Anthony Brown to accept Staff Updates, as presented by Visit The Woodlands staff. Motion carried by unanimous vote.

Vote: 6 - 0 Passed

9. President's Report;

President Nick Wolda informed the Board that Elizabeth Eddins and Josie Lewis will be recognized at the next Township Board Meeting. Elizabeth has been appointed to Texas Travel Alliance Board and Josie has been appointed to Meeting Planners International Houston Chapter Board. Both will be panelists at the Texas Travel Alliance conference next week in downtown Houston.

Visit The Woodlands is sponsoring the welcome reception at the conference Tuesday, February 22, 2022 at the George R. Brown. All are invited to join.

10. Board Announcements;

None.

11. Agenda items for next meeting;

None.

12. Adjournment.

Adjourned at 1:08 p.m.

Motion by Director Shelley Sekula-Gibbs, seconded by Director Monique Sharp to adjourn.
Motion carried by unanimous vote.

Vote: 6 - 0 Passed

Fred Domenick, Secretary/Treasurer
The Woodlands CVB Board of Directors

Date

CVB Regular Board Meeting

Meeting Date: 04/20/2022

Information

SUBJECT MATTER:

Consider and approve the Financial Report through February 2022;

BACKGROUND:

The financial report for the two months ended February 28, 2022 is attached for review.

RECOMMENDATION

Approve Financial Report through February 2022 as presented.

Attachments

February 2022 Finance Report

THE WOODLANDS

CONVENTION & VISITORS BUREAU

visitthewoodlands.com



GENERAL PURPOSE FINANCIAL STATEMENTS
February 28, 2022

These financial statements are unaudited and intended for informational and internal discussion purposes only.

THE WOODLANDS CONVENTION & VISITORS BUREAU
Balance Sheet
As of February 28, 2022

Assets and Other Debits

Cash	1,630,027
Other Receivables	104
Due from Other Funds	775,474
Prepaid Expenses	13,836

Total Assets 2,419,440

Liabilities and Fund Balance

Current Liabilities

A/P and Accrued Liabilities	280,038
Due to Other Funds	734,208

Fund Balance

Undesignated - CVB	1,405,194
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Total Liabilities and Fund Balance 2,419,440

THE WOODLANDS CONVENTION & VISITORS BUREAU
Budget and Actual
For the Two Months Ended February 28, 2022

	2/28/2022 YTD Budget	2/28/2022 YTD Actual	Favorable/ (Unfavorable)
REVENUE			
Operating Transfers	63,288	140,736	77,448
Supplemental Hotel Occupancy Tax	223,490	220,696	(2,794)
Other Income	-	-	-
Interest Income	80	428	348
Sponsorships	-	-	-
Subtotal	286,858	361,860	75,002 (A)
GENERAL EXPENSES			
CVB Township Staff	123,194	102,481	20,713
Staff Development	6,000	3,940	2,060
Facility Expense	11,558	11,558	(0)
Equipment Expense	2,208	3,026	(818)
Contracted Services	5,250	1,500	3,750
Promotional Supplies	2,000	11,063	(9,063)
Administrative	2,250	9,554	(7,304)
Subtotal	152,460	143,122	9,338 (B)
STRATEGIC PARTNERSHIPS			
Visitor Services	-	10,800	(10,800)
Community Festivals & Events	6,000	869	5,131
Market Research	10,000	-	10,000
Subtotal	16,000	11,669	4,331 (C)
MARKETING			
Contracted Services	20,000	87,895	(67,895)
Program Expense	70,000	17,994	52,006
Public Education/Relations	1,250	14,815	(13,565)
Printing	-	-	-
Subtotal	91,250	120,703	(29,453) (D)
CONVENTION SALES			
Sales Missions and Tradeshows	12,500	21,853	(9,353)
Computer Support	-	18,500	(18,500)
Program Expense	8,000	45,945	(37,945)
Site Tours and FAM Tours	5,000	67	4,933
Subtotal	25,500	86,365	(60,865) (E)
Transfers Out	-	-	- (F)
TOTAL EXPENDITURES	285,210	361,860	(76,650)
REVENUE OVER/(UNDER) EXPENDITURES	1,648	-	(1,648)
BEGINNING FUND BALANCE	-	1,405,194	1,405,194
ENDING FUND BALANCE	1,648	1,405,194	1,403,546

THE WOODLANDS CONVENTION & VISITORS BUREAU
Operating Budget Variances
For the Two Months Ended February 28, 2022

A) Revenues

- Operating Transfers – The favorable variance is due to higher than budgeted hotel tax transfers from the Township due to higher than budgeted expenses.
- Supplemental Hotel Occupancy Tax - The unfavorable variance is due to Supplemental HOT revenues being lower than budgeted.

B) General Expenses

- CVB Township Staff - The favorable variance is due to a timing difference between actual and budgeted expenses.
- Staff Development - The favorable variance is due to a timing difference between actual and budgeted expenses.
- Equipment - The unfavorable variance is due to a timing difference between actual and budgeted expenses.
- Contracted Services - The favorable variance is due to a timing difference between actual and budgeted expenses.
- Promotional Supplies - The unfavorable variance is due to a timing difference between actual and budgeted expenses.
- Administrative - The unfavorable variance is due to a timing difference between actual and budgeted expenses.

C) Strategic Partnerships

- Visitor Services - The unfavorable variance is due to a timing difference between actual and budgeted expenses.
- Community Festivals & Events - The favorable variance is due to a timing difference between actual and budgeted expenses.
- Market Research - The favorable variance is due to higher than budgeted expenses.

D) Marketing

- Contracted Services - The unfavorable variance is due to a timing difference between actual and budgeted expenses.
- Program Expense - The favorable variance is due to a timing difference between actual and budgeted expenses.
- Public Education/Relations - The unfavorable variance is due to higher than budgeted expenses.

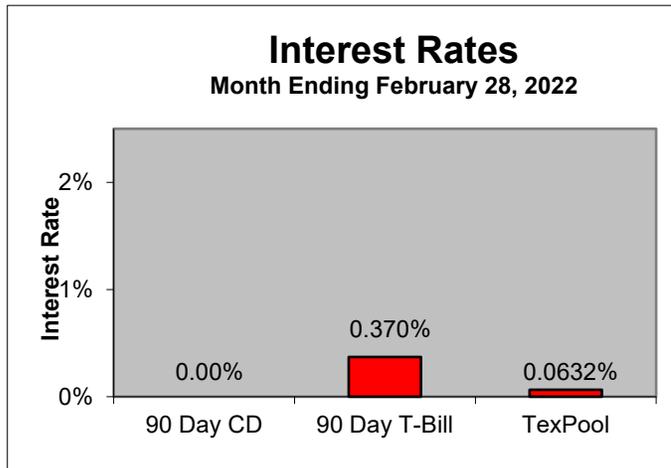
E) Convention Sales

- Sales Missions and Tradeshows - The unfavorable variance is due to a timing difference between actual and budgeted expenses.
- Computer Support - The unfavorable variance is due to lower than budgeted expenses.
- Program Expense - The unfavorable variance is due to a timing difference between actual and budgeted expenses.
- Site Tours and FAM Tours - The favorable variance is due to a timing difference between actual and budgeted expenses.

THE WOODLANDS CONVENTION & VISITORS BUREAU
Cash Report as of February 28, 2022

Investment Type	Description/ Location	Maturity	Beginning Balance	Monthly Activity	Earnings	Ending Balance	Beginning Market	Ending Market	Avg. % Yield
Choice IV Commercial Checking with Interest	Wells Fargo Checking Account	Open	\$ 1,632,203	\$ 21,742	\$ 208	\$1,654,153	\$1,632,203	\$1,654,153	0.05%
Total			\$ 1,632,203	\$ 21,742	\$ 208	\$1,654,153	\$1,632,203	\$1,654,153	0.05%

YTD \$ 428



** The 90 day CD rate is taken from the Federal Reserve website. "An average of dealer bid rates for CD's that are actively traded in the secondary market and are issued by top-tier banks. Bids are generally for CD's issued in denominations of \$1,000,000 or greater. Responses are not reported when the number of respondents is too few to be representative."

CVB Regular Board Meeting

Meeting Date: 04/20/2022

Information

SUBJECT MATTER:

Receive, consider and act upon an update of the 2022 Budget and the 2023 Budget Planning Process;

BACKGROUND:

Each year, Visit The Woodlands follows The Woodlands Township's directives and timelines regarding the submission of its annual operating budget.

For the 2023 Budget process, staff will prepare an operating budget to include general expenses as well as the sales, marketing and tourism initiatives of Visit The Woodlands. One change to the process from prior years is the request of 2 to 4 performance metrics per department to be tracked will be included in the Department Summary.

Staff would appreciate Board input regarding Q3 and Q4 of 2022 and calendar year 2023.

Visit The Woodlands staff will consider all input and comply with all deadlines given by The Woodlands Township regarding the 2023 Budget Process.

The deadline to submit 2022 Year-End Projections and 2023 Budget to The Woodlands Township is May 20, 2022.

RECOMMENDATION

Accept update as presented.

Attachments

2022 CVB Adopted Budget and Plan



In This Section You Will Find:

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2022 The Woodlands CVB Budget Plan



Mission

The Woodlands Convention and Visitors Bureau, doing business as Visit The Woodlands, is the official destination marketing organization (DMO) of The Woodlands, Texas. Programs and efforts of Visit The Woodlands drive demand and awareness of 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. The Bureau works with the community to create and maintain productive public and private partnerships while serving as a reliable and credible source for The Woodlands Township tourism industry 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. Tax revenue generated by the tourism industry is invested back into improving The Woodlands' infrastructure and programs.

Responsibilities

- 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.
- 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.

2021 Accomplishments

- **COVID-19 Response and Recovery** – Due to the global pandemic, overall travel was halted. Staff responded to COVID-19 in various ways to ensure business and leisure travelers knew The Woodlands was still open for business and ready to welcome visitors as restrictions lifted and travel resumed.
 - **Dedicated Website** – Visit The Woodlands launched a dedicated website to share the latest updates for The Woodlands and Montgomery County. The website shared hotel, restaurant and attraction updates and offered visitors alternatives to some of their favorite activities that may have been modified or closed during the pandemic. Learn more at www.visitthewoodlands.com/covid.
 - **Social Media** – Staff created *Travel Confidently* content that followed the voice and tone of state and national tourism authorities. Photography and video became crucial as visitors wanted to see the destination online before visiting in person.

2022 The Woodlands CVB Budget Plan



- **Recovery Plan** - In order to effectively respond to the ever-changing effects of the COVID-19 pandemic, Visit The Woodlands updated the organization’s 3-phase Covid-19 Recovery Plan. The plan, which was initially released in 2020, conveys tactics that staff is taking across all programs and in the community. The three phases are Response, Recovery and Resilience. The full plan, timeline and strategies are found on Visit The Woodlands COVID website.
- **Updated Editorial & Photography** – In order to allow visitors and meeting planners to feel safe when traveling to the destination, Visit The Woodlands updated editorial to speak to safe meetings, outdoor spaces, enhanced cleaning protocols and more. Photographs were also updated to include people in masks and groups social distancing.
- **Visit The Woodlands Website** – As Visit The Woodlands’ primary marketing tool, the website plays a key role in fulfilling both the organization’s mission and goals. The website, which launched in 2020, showcases The Woodlands as a regionally, nationally & internationally recognized destination. It positions Visit The Woodlands as a leader in the DMO industry with cutting-edge design and technology, while allowing for innovative growth. The new website inspires and educates while also driving demand for hotel and retail sales tax collections.
 - **Partner Website** – Visit The Woodlands launched a dedicated website to act as a resource for hospitality businesses in The Woodlands. The site includes details on Visit The Woodlands sales and marketing initiatives, provides free resources – like marketing collateral – and allows partners to sign up to work with Visit The Woodlands. The site includes information on the Show Your Badge Program, Special Offers, The Woodlands Film Commission and more.
 - **Emergency Information Website** - Visit The Woodlands launched a website that speaks to future emergency situations, like hurricane season or other severe weather events. This will allow Visit The Woodlands to activate quickly when needed. The site includes information on hotel availability, official Township news and more.
- **Strategic Marketing Media Plan** – Visit The Woodlands developed 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.
- **Marketing Collateral** – In an effort to establish Visit The Woodlands as an authority, both inside and outside of the market, The Marketing Department continues to evaluate VTW marketing tools for content, relevance and brand standards. All printed materials are updated on a regular schedule in addition to new projects being researched for viability. Current projects that fall under the Marketing Department are as follows:
 - **Visitors Guide** – A resource for visitors and meeting planners alike, the 23-page visitors guide highlights attractions, hotels, events and experiences in The Woodlands. Sections include Outdoors & Nature, Arts & Culture, Live Music & Nightlife, Dining, Shopping, Celebrations and Accommodations. The guide is updated and printed on an annual basis.
 - **Meeting Planner Guide** – As the primary sales tool for the Sales Department, the Meeting Planner Guide includes 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. The guide is updated and printed on an annual basis.
 - **Tear Off Maps** – A portable and cost-efficient map that features local attractions, hotels, shopping destinations, The Waterway Trolley route and a list of recommendations for things to see and do while in town. The map is distributed to visitors at the Market Street Visitor Services kiosk as well as the 14 hotel properties within The Woodlands. The guide is updated and printed on a quarterly basis.

2022 The Woodlands CVB Budget Plan



- **Postcards** – Repurposing artwork from the Insider’s Guide each quarter, the Marketing Department develops postcards that are used as a promotional item and a sales tool.
- **Media & Public Relations Efforts** – 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*, *Houston Chronicle*, *KPRC*, *Modern Luxury Magazine*, *Texas Meetings+Events*, *SportsEvents Magazine* & and many others.
- **Digital Marketing Efforts** – Visit The Woodlands 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.
- **Digital Asset Manager** – To support the growing need to store, manage and share digital assets, Visit The Woodlands implemented a Digital Asset Manager (DAM). This allows the organization to manage photo, video, audio and document assets and their associated usage rights, credit information and other key details. The (DAM) software allows Visit The Woodlands to easily share these files with media and other key stakeholders. This project was pursued at the direction of the Visit The Woodlands Marketing Committee.
- **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. These organizations include:
 - **TTA & TACVB** – Visit The Woodlands continues its membership with the Texas Travel Association (TTA) in which Executive Director, Elizabeth Eddins, serves on the board and the Texas Association of Convention & Visitor Bureaus (TACVB) which Executive Director, Elizabeth Eddins, serves as a committee chair. Sales Director Josie Lewis is active with TACVB planning annual sales missions to Texas cities. This involvement increases awareness of issues affecting the travel industry.
 - **Around Houston** – Visit The Woodlands also continues to partner with Visit Houston to expand marketing capabilities into new and existing territories through the organization’s Houston & Beyond program. The program includes full marketing and media strategy for the 14 participating destinations surrounding Houston.
 - **Destinations International** – Visit The Woodlands continues its membership with Destinations International, which is the premier education and advocacy association for travel, and tourism with members across the world.
 - **Texas Travel and US Travel Association**- Visit The Woodlands continues to partner with regional, state, national and international entities to spread awareness of The Woodlands as a business and leisure destination.
- **Sales Trade Show Participation** – To continue its mission to bring meetings business to The Woodlands, the Sales Department participated in several trade shows in 2022 including TACVB Dallas Sales Blitz, Smart Meetings Southwest, Connect Marketplace, TSAE New Ideas Conference, Connect Texas, Destination Texas, and an Austin Client Sales Blitz and more.
- **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 Sales Advisory Committee Meetings, plus many more partnership-based meetings.
- **Connect Texas 2021 Win for The Woodlands** – The Visit The Woodlands sales department set aside funds within the approved 2021 budget to place more emphasis on welcoming meeting planners and event

2022 The Woodlands CVB Budget Plan



professionals to come and experience The Woodlands firsthand through FAM trips and site visits. With an emphasis on bringing qualified event professionals to The Woodlands, Visit The Woodlands was able to successfully book Connect Texas to The Woodlands for the 2023 event. This two- and half-day trade show brings in 75+ qualified meeting professionals who specifically book business in Texas along with 75+ industry vendors. Connect Marketplace and Connect Texas are shows attended by Visit The Woodlands sales staff on an annual basis in an effort to spread the word about The Woodlands as an ideal meetings destination and to capture new and beneficial business. In order to host Connect Texas, Visit the Woodlands is responsible for hosting the closing reception at the 2022 event and fully hosting the opening night reception for the 2023 event in The Woodlands. The Visit The Woodlands Board of Directors approved the costs associated with booking this large-scale FAM event in The Woodlands for 2023. There will be an emphasis on Connect shows and participation in 2022 to be able to accommodate the requirements as host.

- **Helmsbriscoe Partner FAM Event** – HelmsBriscoe is one of the nation’s leading third-party planning companies and their associates represent many companies’ events. In 2018, Visit The Woodlands hosted the first “Meeting Planner FAM in The Woodlands” event, which brought in the Houston area HelmsBriscoe associates to experience The Woodlands and to build relationships. Over the last three years there have been many new additions to their team; and for this reason, in 2021, the goal is to do a similar FAM event for the Houston Helmsbriscoe partners. The original goal was to have a June 2020 event, but with the Covid-19 pandemic, this was postponed to a 2021 event.
- **Texas Society of Association Executives Holiday Lunch Participation** – The Texas Society of Association Executives (TSAE) is a great association to meet the executives responsible for booking business on behalf of the association market. Visit The Woodlands is very involved with TSAE to learn more about the association market and to meet valuable contacts. In 2021, Visit The Woodlands participated in the TSAE Holiday luncheon, which offers the chance to invite clients to enjoy the program at the Visit The Woodlands table.
- **Trade Show Participation** – To continue its mission to bring leisure business to The Woodlands, the Tourism Department participated in several trade shows in 2021 including: Texas Travel Show, Travel Texas educational webinars, Travel and Adventure Show in Dallas, US Travel Association’s IPW, and more.
- **Visitor Services Partnership** – Visit The Woodlands continues to collaborate with Market Street to provide visitor information and a host of resources to visitors and residents alike. The central location also allows Visit The Woodlands to have a visible presence in the community. Visit The Woodlands also launched a dedicated form on the website, which allows visitor information to be collected directly via CRM, the organization’s customer relationship management tool. This allows for better tracking and a more holistic view of visitor data.
- **The Woodlands Film Commission** – Visit The Woodlands serves as the local Film Commission to seek, support, and incentivize film, television and online media productions. Staff fulfills requests through an online form on VisitTheWoodlands.com/FILM to provide assistance with location scouting, permits and destination expertise. The dedicated website features a gallery of images to inspire production teams to choose The Woodlands.
- **Local Awareness** – Visit The Woodlands hosts or participates in several events throughout the year to bring awareness of its mission to locals. In addition to quarterly pop-ups at Market Street, Waterway Square or other Township venues, the organization also has booths at events such as IRONMAN and The Woodlands Waterway Arts Festival.

2022 Objectives

- **Marketing The Woodlands** – For 2022, 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:

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- 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 2022, 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
 - 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 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 2022. This will further expose meeting planners and groups to The Woodlands and everything the destination has to offer, as well as allowing 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.
- **International Outreach** – Visit The Woodlands will continue their mission of spreading the message of the different tourism opportunities The Woodlands has to offer. By collaborating with other partners such as Visit Houston and Travel Texas, Visit The Woodlands will continue reaching to specific international markets across Mexico and Latin America.

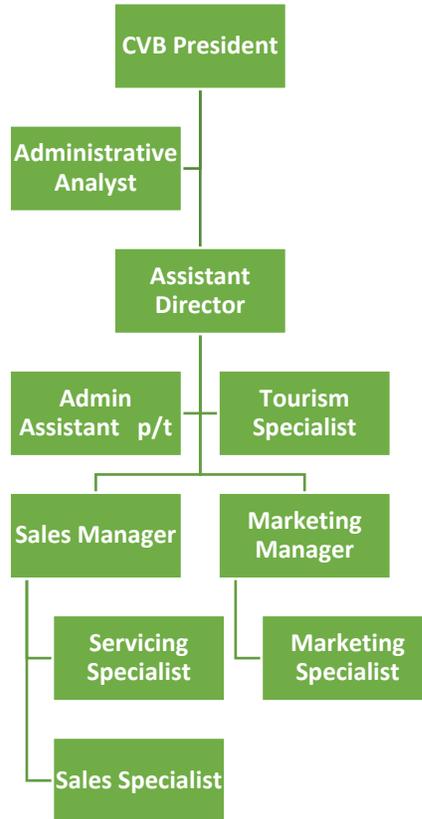
2022 The Woodlands CVB Budget Plan



- **Leisure Market Assistance** – Visit The Woodlands will continue assisting leisure groups when visiting The Woodlands. Special niche markets for the Tourism Department of Visit The Woodlands are weddings, family and school reunions and special event promotional packages. Visit The Woodlands is available to assist to facilitate their experience and answer any questions.



Organization Chart



STAFFING - FTE COUNT	Budget 2021	Budget 2022	Change
Director of Communications/CVB President	1.00	1.00	0.00
Assistant Director of the CVB	1.00	1.00	0.00
Administrative Analyst	1.00	1.00	0.00
Marketing Manager	1.00	1.00	0.00
Sales Manager	1.00	1.00	0.00
Marketing Specialist	1.00	1.00	0.00
Administrative Assistant	1.00	1.00	0.00
Tourism Specialist	0.50	0.50	0.00
Sales Specialist	1.00	1.00	0.00
Servicing Specialist	1.00	1.00	0.00
TOTAL	9.50	9.50	0.00
Position(s) added in 2022 Budget	0.00	0.00	0.00

The Woodlands Convention & Visitors Bureau



Budget Overview

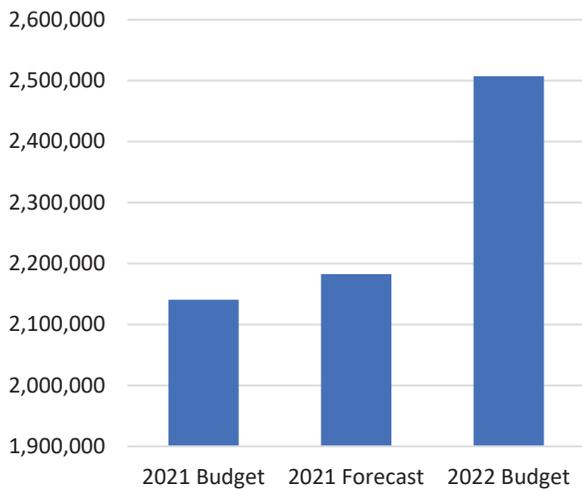
The Woodlands Convention & Visitors Bureau (CVB) is a 501(c)(6) non-profit organization which implements marketing programs and supports certain events to attract convention business and visitors to The Woodlands.

The primary source of funding for the CVB's 2022 Budget is a 2% supplemental hotel occupancy tax. Remaining funding requirements come from revenue generated by The Woodlands Township's base 7% hotel occupancy tax, but only to the extent that the Township's debt service obligations on outstanding revenue bonds have been fully met. If the combination of funding sources referenced above is not adequate to pay for the CVB's budgeted expenditures, the CVB will utilize its available fund balance to supplement required funding.

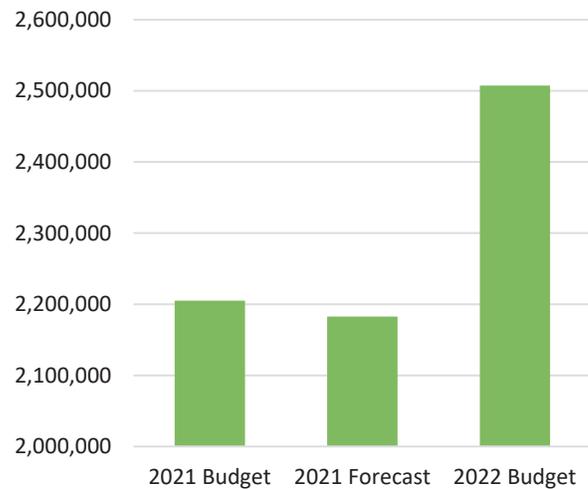
	2021 Budget	2021 Forecast	2022 Budget	\$Inc/(Dec)	%Inc/(Dec)
Total Revenues/Transfers In	\$ 2,140,751	2,182,565	2,507,330	366,579 (A)	17.1%
Total Expenditures/Transfers Out	2,205,009	2,182,565	2,507,330	302,321 (B)	13.7%
Revenues Over/(Under) Expenditures	(64,258)	-	-	64,258	-100.0%
Transfers Out	-	-	-	-	-
Beginning Fund Balance	1,370,458	1,370,458	1,370,458	-	0.0%
Ending Fund Balance	1,306,200	1,370,458	1,370,458	64,258 (C)	4.9%

- (A) The increase in revenues is due to an increase in budgeted hotel occupancy tax proceeds for 2022 due to the recovery from impacts of the COVID-19 pandemic.
- (B) The increase in expenditures is primarily due to increases in marketing and strategic partnerships expenses for 2022 as the CVB recovers from the economic impacts of COVID-19.
- (C) The increase in fund balance of \$64,258 from the 2021 Budget to the 2022 Budget is due to the funding of a position added to staff in a previous year being covered by hotel occupancy tax instead of CVB fund balance.

Total Revenues



Total Expenditures



The Woodlands Convention & Visitors Bureau

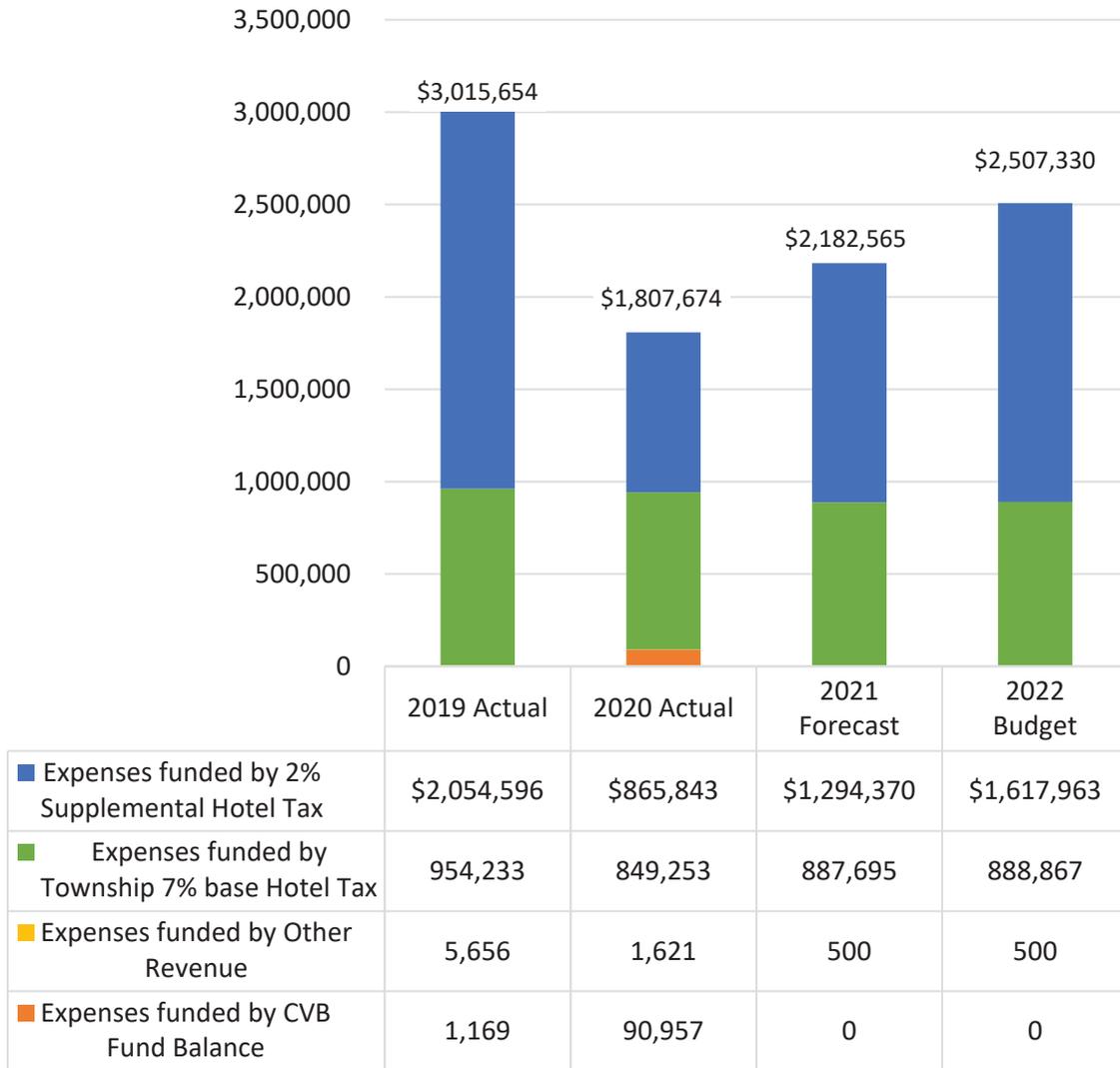


THE WOODLANDS CONVENTION & VISITORS BUREAU
Statement of Revenues, Expenditures & Changes in Fund Balance
(in whole dollars)

	2021 Budget	2021 Forecast	2022 Budget	\$ Inc/(Dec)	% Inc/(Dec)
REVENUES					
Supplemental Hotel Tax	\$ 1,294,370	\$ 1,294,370	\$ 1,617,963	\$ 323,593	25.0%
Sponsorships	-	-	-	-	
Interest Income	500	500	500	-	0.0%
Transfers In (General Fund - HOT)	845,881	887,695	888,867	42,986	5.1%
TOTAL REVENUES	\$ 2,140,751	\$ 2,182,565	\$ 2,507,330	\$ 366,579	17.1%
EXPENDITURES					
General					
Contracted Township Salaries and Benefits	866,909	844,465	893,730	26,821	3.1%
Staff Development	32,000	32,000	40,000	8,000	25.0%
Facility Expense	69,350	69,350	69,350	-	0.0%
Equipment Expense	12,750	12,750	12,750	-	0.0%
Contracted Services	51,000	51,000	51,000	-	0.0%
Public Education/Relations	25,000	25,000	20,000	(5,000)	-20.0%
Administrative	26,500	26,500	36,500	10,000	37.7%
	1,083,509	1,061,065	1,123,330	39,821	3.7%
Strategic Partnerships					
Contracted Services	65,500	65,500	40,000	(25,500)	-38.9%
Community Festivals & Events	185,000	185,000	315,000	130,000	70.3%
Public Education/Relations	40,000	40,000	40,000	-	0.0%
	290,500	290,500	395,000	104,500	36.0%
Marketing					
Contracted Services	210,000	210,000	242,500	32,500	15.5%
Program Expense	352,000	352,000	495,000	143,000	40.6%
Public Education/Relations	27,000	27,000	30,000	3,000	11.1%
Administrative	5,000	5,000	5,000	-	0.0%
	594,000	594,000	772,500	178,500	30.1%
Convention Sales					
Staff Development	75,000	75,000	75,000	-	0.0%
Contracted Services	17,000	17,000	16,500	(500)	-2.9%
Program Expense	120,000	120,000	90,000	(30,000)	-25.0%
Public Education/Relations	25,000	25,000	35,000	10,000	40.0%
	237,000	237,000	216,500	(20,500)	-8.6%
TOTAL EXPENDITURES	\$ 2,205,009	\$ 2,182,565	\$ 2,507,330	\$ 302,321	13.7%
REVENUE OVER/(UNDER) EXPENDITURES	(64,258)	-	-	64,258	-100.0%
NET TRANSFERS	-	-	-		
BEGINNING FUND BALANCE	1,370,458	1,370,458	1,370,458	-	0.0%
ENDING FUND BALANCE	\$ 1,306,200	\$ 1,370,458	\$ 1,370,458	\$ 64,258	4.9%



Analysis of Funding Sources for Expenditures



The Convention & Visitors Bureau's operating expenditures have decreased from \$3.0 million in 2019 to a projected total of \$2.5 million for 2022, a reduction of \$0.5 million or 16.9% over the three-year period. This reduction is due to the impact of the COVID-19 pandemic on hotel occupancy tax revenue.

Revenues generated by the 2% supplemental hotel occupancy tax fund approximately 64.5% of CVB's total expenditures annually, and revenues from the Township's 7% base hotel tax fund 35%. Occasionally, certain defined expenses are paid from CVB's existing fund balance. A recent example of these expenses includes costs related to the convention center expansion and renovation project.

Revenues from the 2% supplemental hotel tax have decreased from \$2.0 million in 2019 to a projected total of \$1.6 million for 2022, which is a decrease of \$0.4 million or 21.3%. During the same period, funding required by the CVB from the Township's 7% base hotel tax revenues has decreased from \$0.95 million to \$0.89 million, or 3.2%.

The Woodlands Convention & Visitors Bureau

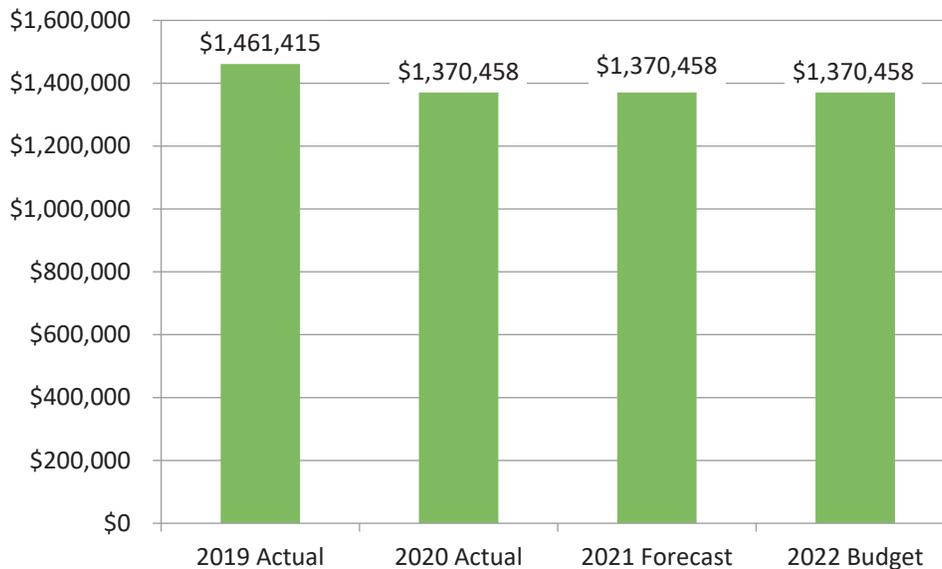


Fund Balance Analysis

	2019 Actual	2020 Actual	2021 Forecast	2022 Budget
Revenues				
2% Supplemental Hotel Tax	\$ 2,054,596	\$ 865,843	\$ 1,294,370	\$ 1,617,963
Allocation from Township Hotel Tax	954,233	849,253	887,695	888,867
Interest Income/Other	5,656	1,621	500	500
Total Revenues	\$ 3,014,485	\$ 1,716,717	\$ 2,182,565	\$ 2,507,330
Expenditures				
General	\$ 992,273	\$ 973,837	\$ 1,061,065	\$ 1,123,330
Strategic Partnerships	306,791	149,097	290,500	395,000
Marketing	1,400,761	625,801	594,000	772,500
Convention Sales	314,660	56,880	237,000	216,500
Waterway Crusiers, net (A)	1,169	2,059	-	-
Transfers Out	-	-	-	-
Total Expenditures	\$ 3,015,654	\$ 1,807,674	\$ 2,182,565	\$ 2,507,330
Increase/(Decrease) in Fund Balance	\$ (1,169)	\$ (90,957)	\$ -	\$ -

(A) The CVB ceased operating the Waterway Cruisers program on March 31, 2016. The program was being operated by a private company until late 2017. Expenses incurred in 2019 and 2020 are related to exploring a new option/service.

CVB Fund Balance



The \$90,957 decrease in fund balance from 2019 to 2020 is due to funding for waterway cruiser expenses, consultant fees on the renovation of the convention center, and funds used for COVID shortfalls.

The Woodlands Convention & Visitors Bureau

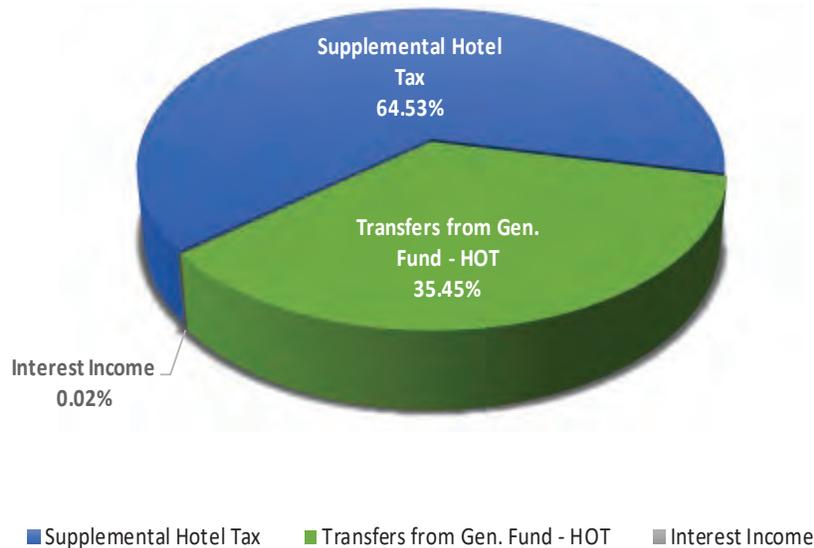


Revenue by Type

Revenues				2021 Budget to 2022 Budget	
	2021 Budget	2021 Forecast	2022 Budget	\$ Change	% Change
Supplemental Hotel Tax	\$ 1,294,370	\$ 1,294,370	\$ 1,617,963	\$ 323,593	25.0%
Interest Income	500	500	500	-	0.0%
Transfers from Gen. Fund - HOT	845,881	887,695	888,867	42,986	5.1%
Total Revenues	\$ 2,140,751	\$ 2,182,565	\$ 2,507,330	\$ 366,579	17.1%

% of Total	2021	2021	2022
	Budget	Forecast	Budget
Supplemental Hotel Tax	60.46%	59.30%	64.53%
Interest Income	0.02%	0.02%	0.02%
Transfers from General Fund - HOT	39.51%	40.67%	35.45%
Total	100.00%	100.00%	100.00%

2022 BUDGET % of TOTAL REVENUES



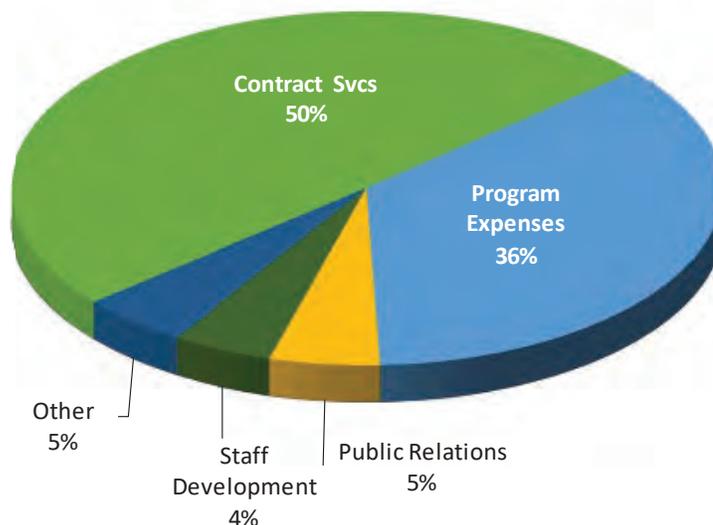


Expenditures by Type

Expenditures	2021 Budget	2021 Forecast	2022 Budget	2021 Budget to 2022 Budget	
				\$ Change	% Change
Staff Development	\$ 107,000	\$ 107,000	\$ 115,000	\$ 8,000	7.5%
Facility Expense	69,350	69,350	69,350	-	0.0%
Equipment Expense	12,750	12,750	12,750	-	0.0%
Contracted Services	1,210,409	1,187,965	1,243,730	33,321	2.8%
Program Expense	657,000	657,000	900,000	243,000	37.0%
Public Relations	117,000	117,000	125,000	8,000	6.8%
Administrative Expense	31,500	31,500	41,500	10,000	31.7%
Total Expenditures	\$ 2,205,009	\$ 2,182,565	\$ 2,507,330	\$ 302,321	13.7%

% of Total	2021 Budget	2021 Forecast	2022 Budget
Contracted Services	54.9%	54.4%	49.6%
Program Expense	29.8%	30.1%	35.9%
Public Relations	5.3%	5.4%	5.0%
Staff Development	4.9%	4.9%	4.6%
Facility Expense	3.1%	3.2%	2.8%
Administrative Expense	1.4%	1.4%	1.7%
Equipment Expense	0.6%	0.6%	0.5%
Total	100.0%	100.0%	100.0%

2022 BUDGET
% of TOTAL EXPENDITURES



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

	<u>Budget Code</u>	<u>Actual 2020</u>	<u>Budget 2021</u>	<u>Forecast 2021</u>	<u>Budget 2022</u>	<u>\$ Inc/(Dec)</u>	<u>% Inc/(Dec)</u>
REVENUES							
Tax Revenue							
Supplemental HOT Revenue	110-820-4031-0000-35	865,843	1,294,370	1,294,370	1,617,963	323,593	25.0%
		865,843	1,294,370	1,294,370	1,617,963	323,593	25.0%
Other Revenue							
Interest Income	110-190-4400-0000-35	1,621	500	500	500	-	0.0%
Other Income	110-821-4599-0000-35	-	-	-	-	-	-
		1,621	500	500	500	-	0.0%
Transfers In							
Operating Transfer (from GF - HOT)	110-190-4800-8080-35	849,253	845,881	887,695	888,867	42,986	5.1%
		849,253	845,881	887,695	888,867	42,986	5.1%
TOTAL REVENUES		1,716,717	2,140,751	2,182,565	2,507,330	366,579	17.1%
GENERAL - Dept 820							
Staff Development							
Meetings	110-820-5100-0000-35	6,340	5,000	5,000	8,000	3,000	60.0%
Training & Conferences	110-820-5120-0000-35	9,783	25,000	25,000	30,000	5,000	20.0%
Uniforms	110-820-5130-0000-10	1,502	2,000	2,000	2,000	-	0.0%
		17,625	32,000	32,000	40,000	8,000	25.0%
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	622	2,500	2,500	2,500	-	0.0%
Data Services	110-820-5335-0000-35	7,617	10,250	10,250	10,250	-	0.0%
		8,240	12,750	12,750	12,750	-	0.0%
Contracted Services							
CVB Staff from The Township	110-820-5490-0000-35	772,103	866,909	844,465	893,730	26,821	3.1%
Consulting	110-820-5400-0000-35	19,200	-	-	-	-	-
Legal	110-820-5402-0000-35	58,862	46,000	46,000	46,000	-	0.0%
Contract Labor	110-820-5407-0000-35	44	5,000	5,000	5,000	-	0.0%
		850,209	917,909	895,465	944,730	26,821	2.9%
Public Education/Relations							
Promotional Supplies	110-820-5702-0000-35	7,033	25,000	25,000	20,000	(5,000)	-20.0%
		7,033	25,000	25,000	20,000	(5,000)	-20.0%
Administrative Expense							
Supplies	110-820-5800-0000-35	1,037	7,500	7,500	7,500	-	0.0%
Dues & Subscriptions	110-820-5802-0000-35	18,762	10,000	10,000	20,000	10,000	100.0%
Postage and Delivery	110-820-5801-0000-35	1,310	5,000	5,000	5,000	-	0.0%
Mileage Reimbursement	110-820-5804-0000-35	272	4,000	4,000	4,000	-	0.0%
		21,380	26,500	26,500	36,500	10,000	37.7%
TOTAL GENERAL		973,837	1,083,509	1,061,065	1,123,330	39,821	3.7%

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

	Budget Code	Actual 2020	Budget 2021	Forecast 2021	Budget 2022	\$ Inc/(Dec)	% Inc/(Dec)
STRATEGIC PARTNERSHIPS - Dept 821							
Contracted Services							
Visitor Services	110-821-5475-0000-35	45,000	65,500	65,500	40,000	(25,500)	-38.9%
		<u>45,000</u>	<u>65,500</u>	<u>65,500</u>	<u>40,000</u>	<u>(25,500)</u>	<u>-38.9%</u>
Program Expense							
Community Festivals & Events							
Other Festivals/Special Events	110-821-5613-0000-35	26,224	145,000	-	55,000	(90,000)	-62.1%
Major Venue Sponsor Agreement	110-821-5613-TBD-35	-	-	145,000	200,000	200,000	
Tourism/Leisure Initiatives	110-821-5613-4115-35	7,273	20,000	20,000	45,000	25,000	125.0%
Advocacy & Business Development	110-821-5613-4116-35	4,656	20,000	20,000	15,000	(5,000)	-25.0%
		<u>38,154</u>	<u>185,000</u>	<u>185,000</u>	<u>315,000</u>	<u>130,000</u>	<u>70.3%</u>
Public Education/Relations							
Market Research	110-821-5709-0000-35	65,944	40,000	40,000	40,000	-	0.0%
		<u>65,944</u>	<u>40,000</u>	<u>40,000</u>	<u>40,000</u>	<u>-</u>	<u>0.0%</u>
TOTAL STRATEGIC PARTNERSHIPS		<u>149,097</u>	<u>290,500</u>	<u>290,500</u>	<u>395,000</u>	<u>104,500</u>	<u>36.0%</u>
MARKETING - Dept 822							
Contracted Services							
Website	110-822-5470-0000-35	36,031	85,000	85,000	85,000	-	0.0%
Video Production	110-822-5471-0000-35	27,434	25,000	25,000	20,000	(5,000)	-20.0%
Public Relations	110-822-5473-0000-35	17,945	25,000	25,000	30,000	5,000	20.0%
Professional Services	110-822-5474-0000-35	100,729	75,000	75,000	100,000	25,000	33.3%
Photography	110-822-5478-0000-35	-	-	-	7,500	7,500	
		<u>182,138</u>	<u>210,000</u>	<u>210,000</u>	<u>242,500</u>	<u>32,500</u>	<u>15.5%</u>
Program Expense							
Leisure Advertising	110-822-5620-0000-35	261,622	202,000	202,000	285,000	83,000	41.1%
International Advertising	110-822-5621-0000-35	2,300	14,000	14,000	30,000	16,000	114.3%
Cooperative Advertising	110-822-5622-0000-35	-	10,000	10,000	60,000	50,000	500.0%
Meetings - Advertising	110-822-5624-0000-35	151,393	126,000	126,000	120,000	(6,000)	-4.8%
		<u>415,315</u>	<u>352,000</u>	<u>352,000</u>	<u>495,000</u>	<u>143,000</u>	<u>40.6%</u>
Public Education/Relations							
Other Advertising	110-822-5704-0000-35	2,044	2,000	2,000	5,000	3,000	150.0%
Marketing Collateral	110-822-5707-0000-35	25,541	25,000	25,000	25,000	-	0.0%
		<u>27,586</u>	<u>27,000</u>	<u>27,000</u>	<u>30,000</u>	<u>3,000</u>	<u>11.1%</u>
Administrative Expense							
Printing	110-822-5803-0000-35	762	5,000	5,000	5,000	-	0.0%
		<u>762</u>	<u>5,000</u>	<u>5,000</u>	<u>5,000</u>	<u>-</u>	<u>0.0%</u>
TOTAL MARKETING		<u>625,801</u>	<u>594,000</u>	<u>594,000</u>	<u>772,500</u>	<u>178,500</u>	<u>30.1%</u>
CONVENTION SALES - Dept 823							
Staff Development							
Sales Missions and Tradeshows	110-823-5125-0000-35	20,406	75,000	75,000	75,000	-	0.0%
		<u>20,406</u>	<u>75,000</u>	<u>75,000</u>	<u>75,000</u>	<u>-</u>	<u>0.0%</u>
Contracted Services							
Computer Support	110-823-5400-0000-35	18,250	17,000	17,000	16,500	(500)	-2.9%
		<u>18,250</u>	<u>17,000</u>	<u>17,000</u>	<u>16,500</u>	<u>(500)</u>	<u>-2.9%</u>
Program Expense							
Incentives	110-823-5625-0000-35	11,175	45,000	45,000	25,000	(20,000)	-44.4%
Tradeshaw Sponsorship Opportunities	110-823-5628-0000-35	3,710	25,000	25,000	25,000	-	0.0%
RFP Bid Proposals and Fulfillment	110-823-5629-0000-35	71	50,000	50,000	40,000	(10,000)	-20.0%
		<u>14,956</u>	<u>120,000</u>	<u>120,000</u>	<u>90,000</u>	<u>(30,000)</u>	<u>-25.0%</u>
Public Education/Relations							
Business Development	110-823-5710-0000-35	-	-	-	-	-	
Site Tours and FAM Tours	110-823-5713-0000-35	3,267	25,000	25,000	35,000	10,000	40.0%
		<u>3,267</u>	<u>25,000</u>	<u>25,000</u>	<u>35,000</u>	<u>10,000</u>	<u>40.0%</u>
TOTAL CONVENTION SALES		<u>56,880</u>	<u>237,000</u>	<u>237,000</u>	<u>216,500</u>	<u>(20,500)</u>	<u>-8.6%</u>

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

<u>Budget Code</u>	<u>Actual 2020</u>	<u>Budget 2021</u>	<u>Forecast 2021</u>	<u>Budget 2022</u>	<u>\$ Inc/(Dec)</u>	<u>% Inc/(Dec)</u>
WATERWAY CRUISERS - Dept 824						
Contracted Services						
Waterway Cruisers	110-823-5461-0000-35	-	-	-	-	-
Maintenance and Operations	110-824-5401-0000-37	-	-	-	-	-
Legal	110-824-5402-0000-37	2,059	-	-	-	-
Consulting	110-824-5499-0000-37	-	-	-	-	-
	<u>2,059</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
TOTAL WATERWAY CRUISERS	<u>2,059</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
TOTAL EXPENDITURES	<u>1,807,674</u>	<u>2,205,009</u>	<u>2,182,565</u>	<u>2,507,330</u>	<u>302,321</u>	<u>13.7%</u>
TOTAL TRANSFERS OUT	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
TOTAL EXPENSES AND TRANSFERS OUT	<u>1,807,674</u>	<u>2,205,009</u>	<u>2,182,565</u>	<u>2,507,330</u>	<u>302,321</u>	<u>13.7%</u>

**The Woodlands Township
Department Budget Detail
(in whole dollars)**

Budget Code	Actual 2020	Budget 2021	Forecast 2021	Budget 2022	\$ Inc/(Dec)	% Inc/(Dec)
CVB STAFF SERVICES - Dept 510						
Salaries and Benefits						
Salaries and Wages	100-510-5010-0000-10 565,998	636,396	615,547	658,080	21,684	3.4%
Overtime	100-510-5011-0000-10 4,654	8,000	8,000	8,000	-	0.0%
Employee Benefits - FICA	100-510-5020-0000-10 37,853	49,081	47,486	50,806	1,725	3.5%
Employee Benefits - TEC	100-510-5021-0000-10 1,283	1,440	1,440	2,520	1,080	75.0%
Employee Benefits - Retirement	100-510-5030-0000-10 58,798	64,485	64,485	66,823	2,338	3.6%
Employee Benefits - Insurance	100-510-5031-0000-10 103,091	106,815	106,815	106,788	(27)	0.0%
Employee Benefits - Workers Comp	100-510-5032-0000-10 427	692	692	713	21	3.0%
[Includes Allocated Cost (70% Director Comm Relations)]	772,103	866,909	844,465	893,730	26,821	3.1%
Total CVB Staff Services	772,103	866,909	844,465	893,730	26,821	3.1%

CVB Regular Board Meeting

Meeting Date: 04/20/2022

Information

SUBJECT MATTER:

Receive, consider and act upon the Proclamation for National Travel and Tourism Week;

BACKGROUND:

Visit The Woodlands joins destinations across the U.S to designate May 1-7, 2022 as National Travel and Tourism Week.

Visit The Woodlands will recognize National Travel and Tourism Week in a number of ways beginning April 30, 2022 at the Market Street Fine Arts Show. Visitors will see custom signage and travel facts in high-traffic areas and at the Visit The Woodlands' Concierge kiosk celebrating the positive impacts of Travel and Tourism in The Woodlands. Board, partners and the local community are invited to attend the Fine Arts Show and to stop by the Visit The Woodlands booth on April 30, 2022 at 10:00 AM.

Staff will feature unique content to promote #NTTW2022 in The Woodlands across all social media channels like Facebook, Instagram and Visit The Woodlands' website. The Dining and Retail guides both encourage supporting local businesses. In previous months, staff created custom Zoom backgrounds, coloring pages, digital puzzles and recipes from area chefs to promote the destination and participated in the "Virtual Road Trip Across America" with the U.S. Travel Association.

RECOMMENDATION

Approve the proclamation.

Attachments

2022 NTTW Proclamation



PROCLAMATION

The Woodlands, Texas

BE IT PROCLAIMED:

Whereas, Visit The Woodlands is the official Destination Marketing and Management Organization of The Woodlands Township, encouraging travel and tourism to The Woodlands, Texas; and

Whereas, The Woodlands Township recognizes the Future of Travel and the critical role the travel and tourism industry will play in rebuilding the workforce, helping The Woodlands Township economically, reconnecting travelers in the U.S. and around the world; and

Whereas, 2,500 people are employed by the travel and tourism industry in The Woodlands, generating millions of dollars annually in sales and hotel taxes; and

Whereas, as travel confidence grows, the pent-up demand for exploration allows for tourism to make a comeback; and

Whereas, return to a thriving travel industry and local economy is dependent on the swift return of business and leisure travel, conventions, concerts, festivals, events and more; and

Whereas, the future of travel will provide positive economic impact in The Woodlands and the United States and drive us forward to a more prosperous future;

Now, therefore, I, Gordy Bunch, as Chairman of the Board of Directors of The Woodlands Township, do hereby proclaim the week of May 1, 2022, as:

National Travel and Tourism Week

In The Woodlands, Texas

IN WITNESS WHEREOF:

I have hereunto set my hand and caused this Seal of The Woodlands Township to be affixed hereto this 21st day of April in the year Two Thousand Twenty-Two.

Gordy Bunch, Chairman of the Board, The Woodlands Township
The Woodlands, Texas

CVB Regular Board Meeting

Meeting Date: 04/20/2022

Information

SUBJECT MATTER:

Receive, consider and act upon an update of 2022 Tourism, Advocacy and International promotion efforts;

BACKGROUND:

Staff will update Board on previously reported initiatives specific to Tourism, Advocacy and International promotion efforts and will present updates regarding future ongoing projects.

RECOMMENDATION

To be determined by Board of Directors.

Attachments

No file(s) attached.

CVB Regular Board Meeting

Meeting Date: 04/20/2022

Information

SUBJECT MATTER:

Receive, consider and act upon an update of 2022 Marketing efforts;

BACKGROUND:

Staff will update Board on previously reported initiatives specific to 2022 Marketing efforts and will present updates regarding future ongoing projects.

RECOMMENDATION

To be determined by Board of Directors.

Attachments

No file(s) attached.

CVB Regular Board Meeting

Meeting Date: 04/20/2022

Information

SUBJECT MATTER:

Receive, consider and act upon an update of 2022 Convention Sales efforts;

BACKGROUND:

Staff will update Board on previously reported initiatives specific to 2022 Convention Sales efforts and will present updates regarding future ongoing projects.

RECOMMENDATION

To be determined by Board of Directors.

Attachments

No file(s) attached.
