



Visit Bay Area Houston CVB

Plan of Action for April 2021 through September 2021

Scheduling of 6 **FREE** Training sessions for City Staff, Elected officials and Hospitality, Attractions and community partners.

- May – **TH&LA HOT Fund Uses Seminar** for elected officials, Economic Development and Hospitality partners – Virtual due to Legislative session in Austin. Afternoon of **Thursday 5.20.2021** (Save the date emails will be sent out by May 1st for registration)
- May – **Bay Area Houston 101** (Hybrid seminar) This seminar will be open to all City partners, Hotels, Attractions, Restaurants, Retailers and all Tourism related businesses. Overview of all of Bay area Houston's unique features.
- June – **TripAdvisor Seminar** with Scott Caufield. Making the most of your TripAdvisor page
- July – **Social Media Training** for small businesses & Non-profit organizations.
- August – **Texas Friendly Hospitality Training** with Seneca McAdams (Texas Independence Trail Region). Geared at Front desk & Housekeeping, Servers, Bartenders, Attractions and small Tourism-Oriented Businesses.
- September – **Human Trafficking**. How to spot victims and who to notify to get the help needed. Training geared towards our hospitality partners.

Around Houston partnership opportunities for Visit Bay Area Houston that benefit all 4 member cities:

- 365 Houston – Sponsored content featuring our region. Buy-In cost: \$1500
- Sojern – Display Ads - featuring our Cities/Region Buy-In cost: \$3000
- Texas Monthly – Daytrip Listicle on Texas Monthly Buy-In cost: \$2000
- Texas Monthly – Traveling Texan Newsletter (BAH) Buy-In cost: \$750
- TravelZoo – Sponsored photo gallery (Daytrips) Buy-In cost: \$2000
- TripAdvisor – Display Ads for Bay Area Houston Buy-In cost: \$5000
- Inclusion in Around Houston regional OVG distributed alongside Visit Houston OVG Buy-In cost: \$1000
 - Total cost for BAHCVB: \$15,250 suggested programming to participate in.

- Membership in GHCVB: \$750 includes:
 - Meetings leads & Sales resources
 - Work with Houston Film Commission in scouting film locations around the region
 - Support from the Houston Film Commission for photography
 - Discount on working with Bandwango (passport programming) for the first year

Press Releases, Magazine Articles, News Reports, Blogs & Videos

· Being archived on www.visitbayareahouston.com under Blogs and News – **To be completed by May 7th** All partner cities will be notified via email when press releases and news articles are released.

All Videos completed over the last 4 years are being loaded and archived to the website and our YouTube Channel. Videos will also be shared via dropbox for use by partners. **To be completed by May 7th**

Photo Library is being catalogued for ease of finding photos. Once completed Shawna will share the dropbox link to member Cities for their use. **To be completed by May 14th**

Monthly editorial calendar is being created and will be shared to the full Board - April through September 2021. This calendar will include Blogs, Facebook, Instagram and Twitter posts being scheduled along with events calendar and landing pages. **To be completed by April 22nd**

· Shawna is using HootSuite to schedule social media content. This calendar will be shared with Stephanie.

· VBout is being used to manage email lists, build landing pages and set goals for content creation. Also utilizing GoogleSheet to track completion of goals on daily, weekly and monthly basis and share with E-Board for accountability.

Financial Statements – Adding to the Digital Board Book for review by board members. Each Member City will receive the Full year FY 2019/2020 report and quarterly reports for 2020/2021 via email. Updating to Quickbooks 2020 to utilize cloud-based bookkeeping and reporting. Budget meetings for FY2022 will begin in May with goal of having approved budget in place by mid-July 2022.

2021 Official Visitors Guide is available on our Website - [BayAreaVisitorGuideFINALv1.pdf \(visitbayareahouston.com\)](#). Review and update of the current book will begin to ensure changes due to COVID are taken into consideration. Going out for bids to print a limited run of the OVG. Each partner City and Hotel will receive copies when printed. We will also print enough OVG's to send 100 each to the Travel Centers across Texas. A limited number of copies will be held on hand for groups, reunions and email requests for information. **To be completed by May 15 and sent to printer once bid is approved.**

Bay Area Houston Birding Guide is available on our website - [BayAreaBirding-eVersion2021.pdf \(visitbayareahouston.com\)](#) Guide is at the printers and will be distributed to Hotels, Partner Cities and Nature Centers.

SAVE THE DATE: Keels & Wheels 25th Anniversary Concours d'Elegance at Lakewood Yacht Club - May 1st & 2nd 10am - 5pm.

SAVE THE DATE: 2021 National Travel & Tourism Week “The Power of Travel” – May 3-9, 2021 Bay Area Houston social media campaigns, blogs and videos featuring Birding, Nature Tourism, Boating & WaterSports, Attractions & Hotels, etc.

SAVE THE DATE: Galveston Tourism Summit – May 5th Register for this FREE day of Tourism education at the Galveston Island Convention Center: [ABOUT | gitourismsummit \(galvestonsummit.com\)](#)

SAVE THE DATE: May 14-15, 2021 – The Bay Area Big Sit Birding Event. Culmination of our very popular “Bay Area Houston Virtual Birding Classes”, this 2 day event will be held at Heritage Park in League City. Friday, May 14th will feature a movie in the park (The Big Year), food trucks and tours of the Butler Longhorn Museum. Saturday, May 15th will be “The Big Sit” – 1 day long bird count in partnership with the Houston Audubon.

SAVE THE DATE: Epicurean Evening - Bites on the Boardwalk 2021 - May 20, 2021 at the Kemah Boardwalk. 6pm-9pm in conjunction with Rock the Dock. Kids \$10 Adults \$35 FREE Parking, Bites from 30 local restaurants, 2 FREE Beers, mobile auction and live music. Clear Lake Area Chamber of Commerce event.

SAVE THE DATE: Clear Lake Area Chamber of Commerce Tourism Luncheon – Wednesday, May 26, 2021. Shawna, in her role as Tourism Liaison, is working with the Chamber to develop the programming. Special Guest Speakers – Shane Sorenson, Director of Membership, Texas Travel Alliance and Erica Boyd, Interim CEO, Texas Travel Alliance.

SAVE THE DATE: 2021 State of the Bay Tourism Update – Thursday, June 24, 2021. Program will highlight the positives coming out of COVID-19. Invite partner cities, hoteliers, attractions, & tourism-oriented businesses to participate. Fun late afternoon/early evening promoting Travel & Tourism across our region. This year’s venue is Lakewood Yacht Club in Seabrook. Shawna is working with the Executive Board and Julie & Foy at LYC. Save the dates will be sent to all stakeholders in early May 2021.

SAVE THE DATE: 2021 Texas Outlaw Challenge – June 23-27, 2021. 5 full days of high speed boats around Clear Lake and Galveston Bay. Visitors and participants come from around the US.

SAVE THE DATE: Taste of the Bay at South Shore Harbour Resort - October 7, 2021 6pm-9pm. Oktoberfest themed foodie event featuring restaurants, breweries, wineries and distilleries from around Bay Area Houston. League City Regional Chamber of Commerce event.

**Baycations are Better**