



College Station, TX

Meeting Agenda Tourism Committee

1207 Texas Ave, College Station, TX 77840

Internet: www.microsoft.com/microsoft-teams/join-a-meeting

Meeting ID: 224 061 693 153 Passcode: 2na7y3P6

Phone: 979-431-4880 / Phone Conference ID 833 345 516#

The City Council may or may not attend this meeting.

June 25, 2025	3:00 PM	Visit College Station Large Conference Room
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1. Call to order and introductions.

2. Hear Visitors.

At this time, the Chairperson will open the floor to citizens wishing to address issues not already scheduled on today's agenda. Each citizen's presentation will be limited to three minutes in order to allow adequate time for the completion of the agenda items. Comments will be received and city staff may be asked to look into the matter, or the matter may be placed on a future agenda for discussion. A recording may be made of the meeting; please give your name and address for the record.

3. Agenda Items

- 3.1. Presentation, discussion, and possible action on the minutes of the previous meeting.
- 3.2. Presentation, discussion, and possible action on the Brazos Valley Veterans Memorial Fiscal Year 2026 funding request.
- 3.3. Presentation, discussion, and possible action on the Arts Center of the Brazos Valley Fiscal Year 2026 funding request.
- 3.4. Presentation, discussion, and possible action on current Hotel Occupancy Tax Grant applications.
- 3.5. Presentation, discussion, and possible action on future signature events.
- 3.6. Presentation, discussion, and possible action on data reports.
- 3.7. Presentation, discussion, and possible action on the steering of the Tourism Strategic Plan.

4. Discussion and possible action on future agenda items.

A member may inquire about a subject for which notice has not been given. A statement of specific factual information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.

5. Adjourn.

The Board or Commission may adjourn into Executive Session to consider any item listed on the agenda if a matter is raised that is appropriate for Executive Session discussion.

I certify that the above Notice of Meeting was posted on the website and at College Station City Hall, 1101 Texas Avenue, College Station, Texas, on June 20, 2025 at 5:00 p.m.

City Secretary

This building is wheelchair accessible. Persons with disabilities who plan to attend this meeting and who may need accommodations, auxiliary aids, or services such as interpreters, readers, or large print are asked to contact the City Secretary's Office at (979) 764-3541, TDD at 1-800-735-2989, or email adaassistance@cstx.gov at least two business days prior to the meeting so that appropriate arrangements can be made. If the City does not receive notification at least two business days prior to the meeting, the City will make a reasonable attempt to provide the necessary accommodations.

Penal Code § 30.07. Trespass by License Holder with an Openly Carried Handgun.

"Pursuant to Section 30.07, Penal Code (Trespass by License Holder with an Openly Carried Handgun) A Person Licensed under Subchapter H, Chapter 411, Government Code (Handgun Licensing Law), may not enter this Property with a Handgun that is Carried Openly."

Codigo Penal § 30.07. Traspasar Portando Armas de Mano al Aire Libre con Licencia.

"Conforme a la Seccion 30.07 del codigo penal (traspasar portando armas de mano al aire libre con licencia), personas con licencia bajo del Sub-Capitulo H, Capitulo 411, Codigo de Gobierno (Ley de licencias de arma de mano), no deben entrar a esta propiedad portando arma de mano al aire libre."

June 25, 2025

Item No. 3.1.

Presentation, discussion, and possible action on the minutes of the previous meeting.

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on the minutes of the previous meeting.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends approval.

Summary:

Budget & Financial Summary:

Attachments:

1. Minutes 20250528

**Minutes Of The Tourism Committee
City Of College Station
May 28, 2025**



1. Call to order and introductions.

Present:

Committee Member Cortney Phillips, Chairperson
Committee Member Hunter Goodwin
Committee Member Rhianon Elizabeth Whitney
Committee Member Costa Dallis
Committee Member Paul Allen Loy
Committee Member Scott Logan
Committee Member Connor Clark
Committee Member Kevin Davis
Committee Member William L. Peel, Jr.
Committee Member Jim Ross
Committee Member Erin Jones - Non-Voting

Virtual:

Committee Member Brandy Tuck - Non-Voting

Absent:

Committee Member Greg Stafford, Vice Chairperson

City Staff:

Brian C. Woods, City Manager
Michael Ostrowski, Chief Development Officer
Jeremiah Cook, Assistant Director Tourism
Kelsey Heiden, Director Parks and Recreation
Brian Piscacek, Assistant Director of Economic Development
Jo Beth Wolfe, Convention Sales Manager
Alex Aguero, Sports Sales Manager
Angie Bertinot, Marketing Manager
Casey Barone, Visitor Center Engagement Manager
Lisa McCracken, Administrative Support Specialist

Chairperson Cortney Phillips called the meeting to order at 3:02 p.m.

With a quorum present, the meeting of the Tourism Committee was called to order by Chairperson Cortney Phillips via In-Person and Teleconference at 3:02 p.m. on Wednesday, May 28, 2025 in the Visitor Center Large Conference Room at 1207 Texas Ave., College Station, Texas 77840.

2. Hear Visitors.

At this time, the Chairperson will open the floor to citizens wishing to address issues not already scheduled on today's agenda. Each citizen's presentation will be limited to three minutes in order to

allow adequate time for the completion of the agenda items. Comments will be received and city staff may be asked to look into the matter, or the matter may be placed on a future agenda for discussion. A recording may be made of the meeting; please give your name and address for the record. No visitors were present.

3. Agenda Items

3.1. Presentation, discussion, and possible action on the minutes of the previous meeting.

MOTION: Upon a motion made by Committee Member Paul Allen Loy and a second by Committee Member William L. Peel, Jr., the committee voted 6 for and 0 opposed, to approve the minutes of the April 30th, 2025, meeting. The motion carried unanimously. Committee Member Jim Ross requested future minutes to include more information relating to discussions within the committee.

Approve

3.2. Presentation, discussion, and possible action on data reports.

Assistant Director Cook went over the monthly data reports for April 2025. Committee members discussed the how Texas A&M Parents' Weekend, Easter, Chilifest, and the the Maroon & White game impacted the tourism economy.

3.3. Presentation, discussion, and possible action on the Convention Center Feasibility Study.

Chief Development Officer Michael Ostrowski gave an update on the Convention Center Feasibility Study, noting that phase two of the study will be delayed until July or August so that we can have further conversations with our stakeholders. Phase two will be presented to the City Council.

3.4. Presentation, discussion, and possible action on current Hotel Occupancy Grants and processes.

Assistant Director Cook presented the current hotel occupancy tax grant award process. Mr. Cook explained that moving forward the grant applications will be brought to the Committee for a recommendation.

Committee members discussed the role that grants play in bringing sports tournaments and conferences to College Station, including recurring events. Committee members also discussed the need to ensure that large events are incentivized at Texas A&M.

3.5. Presentation, discussion, and possible action on future signature events.

Committee members agreed to move this item to the June 25th, 2025 meeting due to time constraints.

3.6. Presentation, discussion, and possible action on the steering of the Tourism Strategic Plan.

Staff from Jones, Lang, and LaSalle, including Dan Fenton (Managing Director Practice Lead), Shirin Jafari (Vice President), and Abigail Harrod (Associate) provided an overview of the completed items for the first phase of the strategic plan, along with what progress is being made on the second phase. An update was also given about the processes to come within the third and fourth phases of the strategic plan. Committee members participated in an activity discussing what they would like to see from a future tourism perspective. Committee members expressed the need for more large-scale events at Texas A&M, investment in music and small businesses, and the need for partnership with Texas A&M University.

4. Discussion and possible action on future agenda items.

A member may inquire about a subject for which notice has not been given. A statement of specific factual information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.

Committee member Davis requested a future agenda item on events at City-owned venues and parks. The committee agreed to place this on a future agenda.

5. Adjourn.

MOTION: Upon a motion made by Committee Member Rhianon Elizabeth Whitney and a second by Committee Member William L. Peel, Jr., the Committee voted 9 for and 0 opposed, to adjourn at 5:20 pm. The motion carried unanimously.

June 25, 2025

Item No. 3.2.

Presentation, discussion, and possible action on the Brazos Valley Veterans Memorial Fiscal Year 2026 funding request.

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: Tourism Committee

Agenda Caption: Presentation, discussion, and possible action on the Brazos Valley Veterans Memorial Fiscal Year 2026 funding request.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee provide guidance on the funding request.

Summary: See attached budget request submitted by the Brazos Valley Veterans Memorial to the City of College Station for Fiscal Year 2026.

Budget & Financial Summary: The Brazos Valley Veterans Memorial is requesting \$30,000 in Hotel Occupancy Tax funds for Fiscal Year 2026.

Attachments:

1. Veterans Memorial Funding Request



March 12, 2025

Mary Ellen Leonard, CPA
Director of Fiscal Services
City of College Station
College Station, Texas 77840

Dear Ms. Leonard,

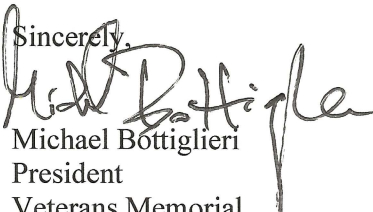
I am pleased to submit this request for Outside Agency Funding on behalf of the Brazos Valley Veterans Memorial, Inc. We continue to strive for excellence in honoring our veterans through the development and operation of this unique and beautiful memorial in Veterans Park and Athletic Complex.

The request for FY2026 is focused on the nation-wide celebration of "*AMERICA 250*" which is the observance of the 250th anniversary of the signing of the Declaration of Independence. To this end, we propose significant enhancements at the existing Revolutionary War memorial site and the War of 1812 site.

Key features of this project include full-size bronze replicas of the Declaration of Independence and the Star-Spangled Banner, mounted upon granite pedestals. The existing stone wall at the Revolutionary War site will be professionally rebuilt and granite pedestals added to each end. In addition, a display depicting a sailing ship that was instrumental in the victory of the battle of Lake Champlain in 1814 will be added along with the role that Texas A&M Nautical Archeology Program played in the research of this ship.

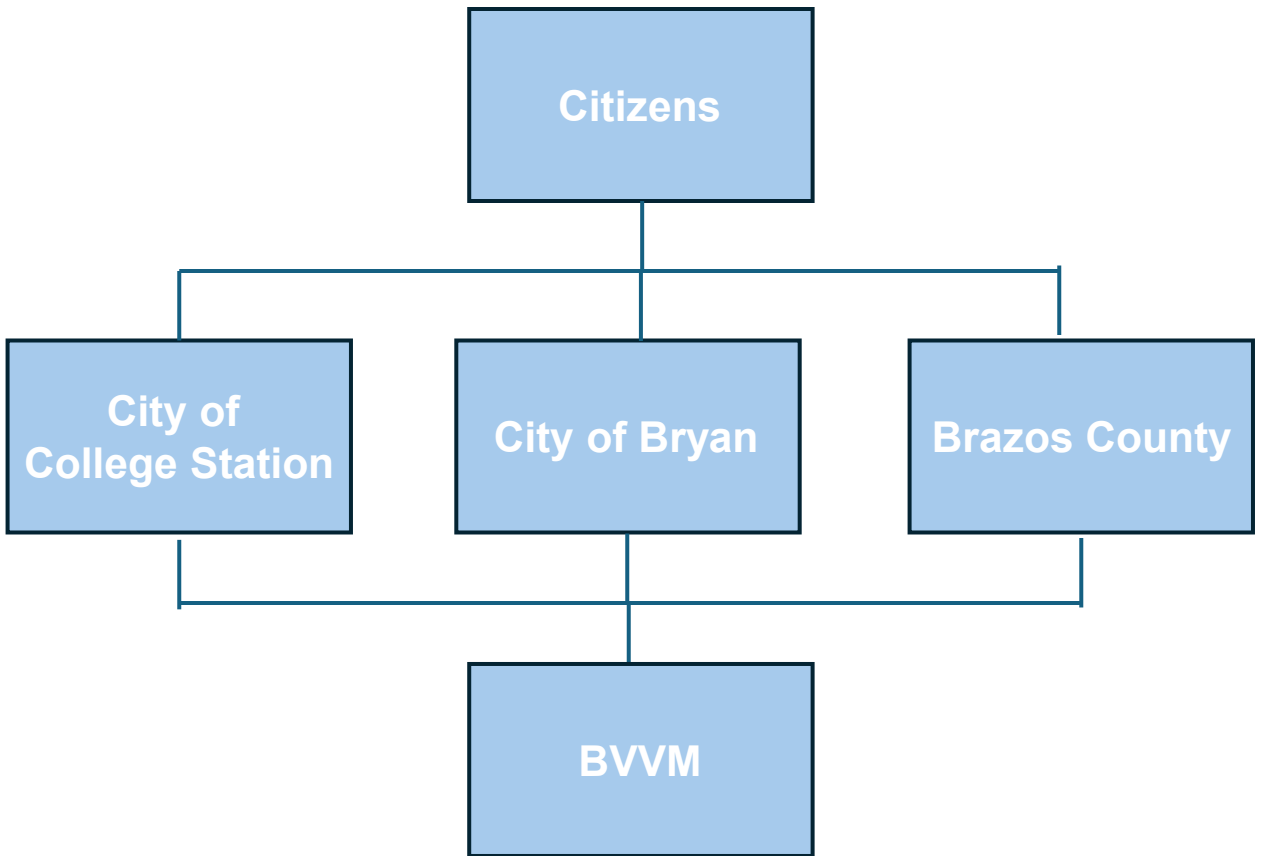
These enhancements will be a fitting tribute to the veterans of that era and will add significant educational value to the memorial. Funding requests will be submitted to the City of Bryan and Brazos County in like amounts. In addition, a pledge of financial support has been received from a private foundation.

All required documents are attached as requested. We deeply appreciate the continuing support of the City of College Station for the Brazos Valley Veterans Memorial. We believe that this project is of great benefit to our veterans, our citizens and visitors to the community.

Sincerely,

Michael Bottiglieri
President
Veterans Memorial
PO Box 11055
College Station, TX 77842



BVVM Organization Chart



Brazos Valley Veterans Memorial

Approved Budget for FY 2025

(1/1/25 - 12/31/25)

	Line	GRAND TOTAL	Operating Fund	Capital Fund	R & R* Fund	Footnotes [Excludes Depreciation & In-kind (rent & advert.)]
	Projected Balance Forward (as of 1/1/25)	\$ 251,351	\$ 43,123	\$ 133,183	\$ 75,045	
NON-DIRECTED INCOME	1 Membership Dues (including lunches)	4,000	4,000	-	-	Membership dues and lunch reimbursements from board members
	2 Unrestricted donations	2,500	2,500	-	-	
	3 Interest Income	3,000	-	2,300	700	
	Total Non-Directed Income	9,500	6,500	2,300	700	
DIRECTED INCOME	4 Wall of Honor Names	31,250	31,250	-	-	Based on 125 names x \$250 per name \$30K from City of Bryan not yet received
	5 Submarine Project	30,000	-	30,000	-	
	6 Other	-	-	-	-	
	Total Directed Income	61,250	31,250	30,000	-	
	TOTAL SOURCES OF FUNDS (Incl. beg. Cash)	322,101	80,873	165,483	75,745	
ANNUAL EXPENSES	7 Engraving of Honor Wall Names	20,625	20,625	-	-	Cost to engrave names (125 names x \$165 per name)
	8 Administrative Support	6,000	6,000	-	-	Admin Salary \$500 per month
	9 Audit & Tax Return	9,000	9,000	-	-	Audit & Tax Return
	10 Monthly Meeting	2,400	2,400	-	-	Monthly Meeting Expense (reimbursed by board members as part of membership dues)
	11 Printing	1,500	1,500	-	-	Printing for Wall of Honor certificates, brochures, interpretive panel copies, etc
	12 Memorial Maintenance & Repair	600	600	-	-	As needed
	13 Advertisement	1,000	1,000	-	-	Advertisement (Excludes in-kind)
	14 Kiosk , Computer & Website Maint.	900	900	-	-	Kiosk & Website Maintenance & development; computer replacement
	15 Card service fees	1,200	1,200	-	-	Credit card processing fees
	16 Flag replacement	1,600	1,600	-	-	Flags (Replaced May 1st & Nov. 1st each year)
	17 Miscellaneous	600	600	-	-	Membership Dues and miscellaneous items
	18 Office Supplies	500	500	-	-	As needed
	19 Postage	500	500	-	-	As needed
20 Insurance	-	-	-	-	Not required separately since under city of CS	
	Total Annual Expenses	46,425	46,425	-	-	
CAPITAL OUTLAYS	21 Repair & Replacement Initiative	35,000	-	-	35,000	
	22 Kosovo War / Expeditionary Operations	6,000	-	6,000	-	Completion of two statues
	23 China Relief / Mex. Border Service	38,000	-	38,000	-	Completion of two statues
	24 Submarine Project	30,000	-	30,000	-	\$60K anticipated to be carried over into 2026 for completion
	25 Dedication Expenses	-	-	-	-	
	Total Capital Outlays	109,000	-	74,000	35,000	
	TOTAL USES OF FUNDS	155,425	46,425	74,000	35,000	
	EXCESS (DEFICIT)	166,676	34,448	91,483	40,745	

	<u>12/31/23</u>	<u>12/31/24</u>	<u>12/31/25</u>	
Earmarks against Capital Account Balance as of:	12/31/23	12/31/24	12/31/25	
Balance in Capital Account	\$ 151,231	\$ 133,183	\$ 91,483	
Kosovo War / Expeditionary Operations	(35,000)	(6,000)	-	Expect completion in 2025 Expect completion in 2025 Project \$30K received & \$30K disbursed in 2025; \$60K disbursed in 2026
China Relief / Mex. Border Service	(90,000)	(38,000)	-	
Submarine	-	(60,000)	(60,000)	
Entrance Plaza	(6,500)	(6,500)	(6,500)	
Balance Unencumbered	19,731	22,683	24,983	

	<u>2023</u>	<u>2024</u>	<u>2025</u>	
Balance in Repair & Replacement Fund at Beg. of Year	\$ -	\$ 30,000	\$ 75,045	
Receipts	30,000	60,000	-	
Interest Income	-	218	700	
Disbursements	-	(15,173)	(35,000)	
Balance at end of Year	\$ 30,000	\$ 75,045	\$ 40,745	Balance anticipated to be carried over into 2026 for completion

Brazos Valley Veterans Memorial

DRAFT Budget for FY 2026

(1/1/26 - 12/31/26)

	Line	GRAND TOTAL	Operating Fund	Capital Fund	R & R* Fund	Footnotes [Excludes Depreciation & In-kind (rent & advert.)]	
	Projected Balance Forward (as of 1/1/26)	\$ 166,676	\$ 34,448	\$ 91,483	\$ 40,745		
NON-DIRECTED INCOME	1	Membership Dues (including lunches)	4,000	4,000	-	-	Membership dues and lunch reimbursements from board members
	2	Unrestricted donations	2,500	2,500	-	-	
	3	Interest Income	2,600	-	2,300	300	
		Total Non-Directed Income	9,100	6,500	2,300	300	
DIRECTED INCOME	4	Wall of Honor Names	31,250	31,250	-	-	Based on 125 names x \$250 per name
	5	American 250 Recognition	115,000	-	115,000	-	\$30K each from Bryan, College Station and Brazos County plkus \$25K in private donations.
	6	Other	-	-	-	-	
		Total Directed Income	146,250	31,250	115,000	-	
	TOTAL SOURCES OF FUNDS (Incl. beg. Cash)	322,026	72,198	208,783	41,045		
ANNUAL EXPENSES	7	Engraving of Honor Wall Names	20,625	20,625	-	-	Cost to engrave names (125 names x \$165 per name)
	8	Administrative Support	6,000	6,000	-	-	Admin Salary \$500 per month
	9	Audit & Tax Return	9,000	9,000	-	-	Audit & Tax Return
	10	Monthly Meeting	2,400	2,400	-	-	Monthly Meeting Expense (reimbursed by board members as part of membership dues)
	11	Printing	1,500	1,500	-	-	Printing for Wall of Honor certificates, brochures, interpretive panel copies, etc
	12	Memorial Maintenance & Repair	600	600	-	-	As needed
	13	Advertisement	1,000	1,000	-	-	Advertisement (Excludes in-kind)
	14	Kiosk , Computer & Website Maint.	900	900	-	-	Kiosk & Website Maintenance & development; computer replacement
	15	Card service fees	1,200	1,200	-	-	Credit card processing fees
	16	Flag replacement	1,600	1,600	-	-	Flags (Replaced May 1st & Nov. 1st each year)
	17	Miscellaneous	600	600	-	-	Membership Dues and miscellaneous items
	18	Office Supplies	500	500	-	-	As needed
	19	Postage	500	500	-	-	As needed
20	Insurance	-	-	-	-	Not required separately since under city of CS	
	Total Annual Expenses	46,425	46,425	-	-		
CAPITAL OUTLAYS	21	Repair & Replacement Initiative	41,000	-	-	41,000	Use up remaining funds
	22	Submarine Project	60,000	-	60,000	-	\$30K anticipated to be spent in 2025 w/ remaining \$60K carried over into 2026 for completion
	23	American 250 Recognition	115,000	-	115,000	-	All \$115K expected to be spent for completion for the July 4, 2026 celebrations.
	24	Dedication Expenses	-	-	-	-	
	Total Capital Outlays	216,000	-	175,000	41,000		
	TOTAL USES OF FUNDS	262,425	46,425	175,000	41,000		
	EXCESS (DEFICIT)	59,601	25,773	33,783	45		

Earmarks against Capital Account Balance as of:	12/31/24	12/31/25	12/31/26
Balance in Capital Account	\$ 133,183	\$ 91,483	\$ 33,783
Kosovo War / Expeditionary Operations	(6,000)	-	-
China Relief / Mex. Border Service	(38,000)	-	-
Submarine	(60,000)	(60,000)	-
American 250 Recognition	-	-	-
Entrance Plaza	(6,500)	(6,500)	(6,500)
Balance Unencumbered	22,683	24,983	27,283

Expect completion in 2025
 Expect completion in 2025
 Expect completion in 2026
 All \$115K expected to be spent for completion for the July 4, 2026 celebrations.

	2024	2025	2026
Balance in Repair & Replacement Fund at Beg. of Year	\$ 30,000	\$ 75,045	\$ 40,745
Receipts	60,000	-	-
Interest Income	218	700	300
Disbursements	(15,173)	(35,000)	(41,000)
Balance at end of Year	\$ 75,045	\$ 40,745	\$ 45

Expect balance to be depleted by 12/31/26

FY26 Service Level Adjustment

SLA is: **Maintain Existing Service Level**

Title:	America 250 Celebration enhancements for the Brazos Valley Veterans Memorial
Description:	<p>1. The Revolutionary War Memorial site will be enhanced with the professional reconstruction of the existing, dry stacked, stone wall and the addition of granite Pedestals on each end to stabilize the work. The Pedestals shall be of the same type, color and size as those at the entrance to the Never Forget Garden site. The left pedestal will be inscribed "JULY 4, 1776" and the right pedestal will be inscribed "JULY 4, 2026". The top surface of each will be inscribed with the "AMERICA 250" logo. In addition, a full-size bronze replica of the Declaration of Independence will be procured and mounted upon a large granite boulder and added to the site. Estimated cost: \$60,000</p> <p>2. The War of 1812 Memorial site will be enhanced with the addition of the iconic image of "The Brig Eagle". Dr. Peter Rindlisbacher, the artist, has graciously granted permission to use this image to provide context with the existing bronze statue of a US sailor from that era. The concept is to reproduce this on a large scale, professional interpretive board material suitable for outdoor park display in juxtaposition with the statue. This subject is selected due to the unique connection with the Texas A&M Institute of Nautical Archeology whose members found and researched the wreck in Lake Champlain. A plaque that describes the picture along with the local significance will be included in an appropriate manner. In addition, a bronze plaque with the words of the "Star Spangled Banner" will be mounted on a large boulder in similar manner to the one at the Revolutionary War site. Estimated cost: \$55,000</p>

SLA Costs		SLA Benefits/Savings	
America 250 Celebration enhancements to the BVVM	\$	30,000	
Total*	\$	30,000	Total \$ -

June 25, 2025

Item No. 3.3.

Presentation, discussion, and possible action on the Arts Center of the Brazos Valley Fiscal Year 2026 funding request.

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: Tourism Committee

Agenda Caption: Presentation, discussion, and possible action on the Arts Center of the Brazos Valley Fiscal Year 2026 funding request.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee provide guidance on the funding request.

Summary: See attached budget request submitted by the Arts Center of the Brazos Valley to the City of College Station for Fiscal Year 2026.

Budget & Financial Summary: The Arts Center is requesting \$678,752 in Hotel Occupancy Tax funds and \$35,000 in General Funds for Fiscal Year 2026. This request is a 21% increase from the \$560,953 awarded in Fiscal Year 2025.

Attachments:

1. Arts Center Funding Request



Board of Directors

Grover Vos
Chair

Elizabeth Cunha
Vice Chair

Lallah Howard
Treasurer

Julie Freeman
Secretary

Warren Finch
At Large

James Ball
Carol Henrichs
Susan Marty
Monika Pate
Scott Shafer
Larry Zuber

Jeremiah Cook
John Friebele
Ex officio

Leslie Bowlin
CEO

March 21, 2025
Debra Matthews
City of College Station
1101 Texas Avenue
College Station, TX 77842

Dear Debra,

Please find the enclosed funding request for FY26 on behalf of The Arts Council of Brazos Valley dba The Arts Center of Brazos Valley. In the past fifteen months The Arts Center experienced significant changes; in the most recent eight months many new and exciting transformations have occurred. The results of working to build an even more valuable entity and grow opportunities for the community to engage with the arts is proving to be very well received and successful. The support of the City of College Station allows the community to benefit from these funds through the arts grant funding program for qualifying affiliate projects in College Station while promoting the abundance of art and culture offerings in our community to tourism and local audiences. This important funding sustains the activities of The Arts Center with the management of our arts programming and gallery operations at our facility in College Station.

The Arts Center is committed to working hand in hand with the City of College Station in supporting and expanding access to the arts. This is accomplished by creating new and attractive opportunities to experience all forms of art in the Brazos Valley while attracting new tourism to the City of College Station and The Arts Center. We appreciate the City of College Station's continued investment in the arts in collaboration with The Arts Center. As a result of this investment, the quality of life of the community and visitors is enriched while growing hotel and sales tax revenues.

The final FY26 proposed budget has not yet been approved by the Board of Directors but it will be presented at the April 8, 2025, board meeting; we will confirm the final budget upon approval. The FY24 audit is still in process and expected to be completed shortly.

10.48% of the total HOT collected in FY24 is requested, with a larger increase in general funds as compared to FY25. The increase in requested general funds represents an important expansion of The Arts Center's facility to accommodate a much-needed venue for art and community related workshops, classes and events in College Station. These funds will allow us to reach full programming, grant distribution capacity, supplement staff and impact marketing and tourism development levels.

Thank you again for your consideration of this request and your very generous past support. We would appreciate any opportunity to discuss questions or details of this proposal at your convenience.

Respectfully,

A handwritten signature in blue ink, appearing to read "Leslie", is positioned above the typed name.

Leslie Bowlin
CEO
The Arts Center of Brazos Valley



City of College Station Budget Proposal FY26

FY25 Activity Overview

In FY25, The Arts Council of Brazos Valley rebranded to The Arts Center of Brazos Valley. This name change comes with the goal of creating a more community-inclusive space for artists and art lovers alike, as well as reinforcing The Arts Center's commitment to serving the Brazos Valley.

"'Center' more clearly defines what we are today. It grows the vision of our founders, who created the Council as a support organization without a permanent location. Today, our location is the epicenter of artistic activity for the region, reaching throughout the Brazos Valley. We welcome visitors to The Arts Center for artistic, cultural, and educational programs spanning all forms"

– Leslie Bowlin, Arts Center CEO

These efforts reflect a strategic approach to stay at the forefront of the arts, culture, and heritage sector and meet the evolving needs of the community. The Arts Center is focused on providing innovative leadership in the arts by maintaining and strengthening an arts and culture-friendly community and making the quality of life in the Brazos Valley the best that the state has to offer.

The Arts Center's driving mission is to make the arts accessible to all residents and visitors of the Brazos Valley. In FY25, The Arts Center's focus has been to increase engagement with members of the community by providing new and interesting opportunities to participate in a variety of artistic mediums. The Arts Center's facility has undergone a comprehensive strategic analysis of its current value to residents and visitors to the area. Today, The Arts Center houses a number of exhibit spaces including a two-tier, fully accessible mezzanine gallery; the Main Gallery, and Bradfield Gallery, and an adjoining space referred to as the West Gallery. In addition, the building contains three active artist studios, multiple classrooms and conference spaces, and administrative offices. In the coming year, the goal is to expand the usable space in the facility by enclosing the courtyard area and expanding the West Gallery to enlarge exhibit space.

The Arts Center has also been keenly focused on developing plans to increase engagement with the entire Brazos Valley through new programs, drawing more visitors to its doors. As part of this effort, strategic plans for increased fundraising are critical to grow and improve programs, participation and visitorship. Current projects and events such as Boots & BBQ, membership programs, private donor cultivation, public art, grants, Celebrate The Arts, and the College Arts Scholarship Program will continue to grow and expand. In addition, The Arts Center is working to maintain its impact through youth programs in the current year, including Artist Connect,

Empty Bowls, Jr., and Art Reaching Teens for Life. Through Artist Connect, The Arts Center looks forward to continuing its high-impact workshops in Title-1 schools by providing free, innovative, in-classroom arts programming. Since Empty Bowls Jr.'s inception in 2013, The Arts Center has raised over \$150,000 for much-needed grant support for in-school food pantries in the region. Furthermore, The Arts Center offers spring break and summer art camps that provide an opportunity for supplemental artistic education for local children, and plans to offer more artistic opportunities for adults as well. A well-rounded education is key to building a 21st-century workforce— students who participate in the arts are better prepared to succeed in their careers and contribute to the Texas economy.¹

The next step in The Arts Center's journey is to develop new collaborative relationships with other nonprofits in the Brazos Valley that can benefit from, and add value to, their missions by using art to serve a greater population. The Community Affiliate program is inviting non art-related organizations such as SARC, Voices for Children, Brazos Valley Hospice and others to join and increase visibility for a mutually beneficial outcome.

The Arts Center continues to focus on advocacy and funding for the arts in the Brazos Valley. Grant funds are crucial in maintaining programming and marketing efforts and continuing to build the arts community in the Brazos Valley, which is rapidly growing. The Arts Center aims to bolster the quality of life that companies look for when opening a new business or relocating. A strong arts community will motivate visitors to stay in the area longer, which will help continue to rebuild the economy.

The following is an overview of program and administrative activities conducted by The Arts Center this fiscal year since October 2024.

Arts Center Programs

The Arts Center supports and enhances the community's art, culture, and heritage efforts. Programs include gallery operations, funding opportunities, artistic learning opportunities, affiliate support and marketing, and community involvement and outreach. Milestones and activities achieved through programs are listed below.

Arts Center Galleries

As an arts destination and the hub of information about the region's arts activities, The Arts Center is an epicenter for the public and many Arts Center affiliate organizations. Gallery spaces

¹ (n.d.). State of The Arts Report - Texas Cultural Trust. Retrieved March 22, 2024, from <https://txculturaltrust.org/what-we-do/artcan/sotar/>

and artist studios operated by The Arts Center facilitate public interaction with the arts and provide the residents and visitors of the Brazos Valley with the opportunity to see artwork by contemporary artists from around the state and beyond. The Arts Center's facilities serve as an arts and culture visitors' center and provide the public with information about the many arts organizations and happenings in the area. It also provides affiliates a space to meet, work, or host events vital to fulfilling their missions. Many affiliate groups use the classroom and other visitors as a space to meet, learn, and create new work together.

Group Facility Use: On average, The Arts Center's offices and galleries host more than 50 affiliate and community meetings per quarter, averaging roughly 450 visitors and program participants monthly. The result of intense marketing activity and outreach has brought over three times the number of visitors to The Arts Center in the first quarter alone of FY25 than the prior year.

Arts Center Galleries: The Arts Center's two-tiered mezzanine gallery, lobby space, and hallways will feature a total of 19 planned exhibitions for FY25. Exhibits on display in the Main Gallery and Bradfield Gallery of Fine Art for FY25 include a highly successful Holiday Market and Wreath Auction benefiting community and affiliate members; *Art Feeds the Soul* by members of the Visual Art Society of Bryan/College Station; *Master Reflections* by Daryl Howard and an exhibit of kimonos and other textiles as part of the Japanese Arts & Culture Festival; *Southwest Vistas* by Brent Maxwell; a photography exhibit by Jaimie Ladysh; and *Vedute e Visioni* by Dick Davison and Terry Larsen.

In FY25, exhibits on display in the West Gallery and Sue M. Lee Arts Corridor include *Glimpses of the Hummingbird: Symbols and Traditions of Día De Los Muertos* by Cynthia Castillo; *Wheresoever Things Are Beautiful: Travels Hither and Yon* by Joel Kitchens; *Whispers of the Woods* by Hailey Herrera; an exhibit of Japanese artwork and The Art Collection of Dr. Martin Regan in conjunction with the Japanese Arts & Culture Festival; ; an exhibit by Scott Petty; a joint exhibit by Corby Maupin and Pastor Frank Becker; an exhibit by Stephen Henry; an exhibit by Kay Hand. A newly-launched Emerging Artist Series invites high school students throughout the Brazos Valley to display their artwork in our Sue M. Lee Arts Corridor, beginning with College Station High School and Bryan High School this fiscal year.

Community Galleries at Large: The Community Gallery program fosters appreciation of the role of the arts in our community through partnership with local artists, businesses, and government agencies. In FY25, there are 5 community galleries, each hosting 1-3 exhibits. Gallery spaces are located in the City of College Station City Hall, Brazos Valley Council of Governments, the City of

Navasota City Hall, the Hilton Hotel and Conference Center, and College Station Surgical Associates. An estimated 200 new pieces will be on display throughout the year.

Funding Programs

A longstanding role of The Arts Center has been to evaluate and administrate arts, culture, and heritage grant proposals, many of which originate from arts organizations in College Station. This vital role will continue to be a priority in addition to The Arts Center's focus on elevating the profile of the arts in the Brazos Valley, making more funding available for the arts, attracting more visitors to the Brazos Valley, and increasing the impact of the arts in the Brazos Valley in the aftermath of COVID-19. High priorities include marketing and professional development of local arts organizations and increased public art to accomplish this. Today, public art is valued for its cultural significance as well as its contribution to the local economy - public art encourages tourism and provides a focal point for a community, both of which are strong economic boosters.² The Arts Center operates five funding programs: three grant programs to nonprofit arts organizations, a scholarship program for high school seniors, and a grant program for in-school food pantries through Empty Bowls Jr.

This year, the main funding source for the Annual Marketing & Program Grant program comes solely from the City of College Station. This funding supports initiatives and projects exclusively within College Station. Beginning last fiscal year, the City of Bryan no longer provides funding for this program. Therefore, all allocated funds will be directed toward supporting College Station affiliates and events taking place within the city. The Arts Center will continue to seek funding from the City of Bryan and other entities in the Brazos Valley in the next fiscal year to be able to provide more funding opportunities to the arts and culture organizations in the Brazos Valley. The Navasota Annual Marketing & Program Grant provides hotel occupancy tax funds collected by the City of Navasota to nonprofit arts organizations operating in Navasota's extraterritorial jurisdiction. The Arts Center funds the Rural Grant program and provides small, program-based grants to nonprofit organizations operating in the six rural counties of the Brazos Valley. The awarding process for rural grants is expected to be completed in April.

To date, The Arts Center has received 18 funding requests exceeding \$532,225 from Brazos Valley nonprofit arts, culture, and heritage organizations. Through the generous support for the arts shown by College Station, Navasota, and private donors, The Arts Center has been able to distribute approximately \$184,000 thus far. In FY26, the goal is to award \$401,623 in grant

² (2022, August 17). American Artists And The Role Of Public Art In Economic Development. Retrieved March 17, 2023, from <https://www.midamericaedc.org/news/p/item/45180/american-artists-and-the-role-of-public-art-in-economic-development>

funding to arts, culture, and heritage organizations operating and providing artistic programs in the Brazos Valley. This funding will be crucial for sustaining not only the arts industry but also catalyzing positive growth for the local economy by ensuring that these organizations continue to provide their services to local communities and visitors. The arts will continue being instrumental in restoring and reviving the hotel and tourism industry in the Brazos Valley.

Funded programs for FY26 are projected to directly impact an estimated 587,555 people, a third of whom are anticipated to travel to Bryan/College Station from outside the Brazos Valley. Affiliate arts, culture, and heritage organizations funded through The Arts Center's grant programs have already reported 3,371 room nights in the Brazos Valley in Q1 FY25. Arts attendees also spend \$38.46 per person per event beyond the cost of admission.³ For the FY25 grant process, Arts Center affiliates were asked the following questions:

- I. What is the estimated number of hotel nights your programs will generate for FY25?
Total: 15,000
- II. How many people do you estimate will be directly impacted through your programs in FY25? **Total: 405,294**
- III. What is the estimated number of restaurant meals your programs will generate for FY25? **Total: 14,584** (Note: The Bush Library is not included in this estimate.)

As Arts Center affiliates are still experiencing program obstacles post-COVID, these numbers are expected to increase significantly in FY26 following improvements in the public health situation. Having the City of College Station as a partner makes it possible to serve the many residents and visitors of the Brazos Valley. The Arts Center will continue working with its collective of nonprofit affiliates to increase the positive impact on the local economy while creating a sustainable arts sector in the community.

Additionally, through private fundraising, The Arts Center provides up to \$15,000 in scholarships to graduating high school seniors each year. These scholarships go to talented artists who have graduated from a high school in the Brazos Valley and are planning to pursue a degree program focused on arts, culture, or heritage at an accredited college or university.

³ (n.d.). Arts & Economic Prosperity 6 | Americans for The Arts. Retrieved March 22, 2024, from https://aep6.americansforthearts.org/resources/media/user/1696872054-AEP6_National_Findings_Full_Report-Proof_final-web.pdf

Summary of Grants Programs FY25

Grant Program	Proposals Funded	Funds to be Allocated	Persons Impacted*	Hotel Nights Generated*
College Station Grant Program	7	\$360,000.00	23,749	3,371
Navasota Annual Grant Program	Decisions Pending	\$23,550	TBD	TBD
Rural Grant Program	Decisions Pending	Decisions Pending	TBD	TBD
College Arts Scholarships	Decisions Pending	\$11,000.00	TBD	N/A
TOTAL	7	\$394,450.00	23,749	3,371

*Impact totals only represent numbers reported in the first quarter of the fiscal year.

Summary of Proposals Funded FY25 (as of March 2025, as reported by affiliate organizations)

Organization	FY 2024-2025 Grant Award	Persons Impacted*	Hotel Nights Generated*	Project Description
Ballet Brazos	\$27,820.00	7,022	19	Program & Marketing Support for the 12th Season
Brazos Valley Chorale	\$1,000.00	432	13	Tidings of Comfort and Joy
Brazos Valley Symphony Society	\$30,000.00	2,697	61	Concerts- Serenade to Music; Free family, holiday pops
Friends of Chamber Music	\$4,180.00	542	26	Moanin’ Frogs Concert, The Ruckus Concert
George Bush Presidential Library & Museum	\$14,000.00	5,978	2,774	Marketing Only
OPAS	\$6,000.00	4,258	145	Time for Three, The Tina Turner Musical, The Kingdom Choir - Holidays Are Coming
Museum of the American G.I.	\$10,000.00	2,820	333	History in Motion, Museum General Admission
Navasota Grimes County Chamber of Commerce (Navasota AMPG Grant)	\$6,600.00 (requested)	TBD	TBD	Reds, Wheats & Blues: Bluesfest, Groovy Grapes

**City of College Station
The Arts Center
FY26 Budget Request**

Navasota Theatre Alliance (Navasota AMPG Grant)	\$19,023.00 (requested)	TBD	TBD	Season 39 programming and marketing support
Washington on the Brazos State Park Association (Navasota AMPG Grant)	\$0	N/A	N/A	N/A
Brenham Children’s Chorus (Rural Grant Program)	Request Pending	Report Pending	N/A	No funded programs or marketing this quarter
Navasota Theatre Alliance (Rural Grant Program)	Request Pending	Report Pending	N/A	No funded programs or marketing this quarter
Troupe Over the Hill (Rural Grant Program)	Request Pending	Report Pending	N/A	No funded programs or marketing this quarter
Unity Theatre (Rural Grant Program)	Request Pending	Report Pending	N/A	No funded programs or marketing this quarter
Totals	\$118,623.00	23,749	3,371	

*Only numbers reported from the first quarterly report cycle. Some affiliate events have not yet occurred.

Artistic Learning Opportunities

Spring Break and Summer Art Camps

Purpose: To provide opportunities for supplemental artistic instruction for kids aged 6-17 in the community. Classes focus on the basics of artistic instruction and historical art trends, allowing kids to explore new techniques and media.

Project: Spring Break and summer art camps provide week-long instruction in a variety of different subjects. Spring break camps included clay, felt, and paper crafts, canvas painting, tie-dye, and pebble art. Upcoming camps for the summer of 2025 include 16 week-long classes and will cover topics including painting, sketching, collage, clay, felting, sculpture, crafts, famous artists, and art around the world.

Number of Participants: around 250

Total Expenses (estimated): \$9,000

Art Reaching Teens for Life (ART for Life)

Purpose: To work with youth in detention and on probation to create public art. This program helps youth develop creativity and life skills, give back to their community in a positive way, and stay out of detention.

Project: For FY25, tentatively, professional artist LeAnn Hale will lead program participants in designing and painting an art piece at Bryan Bachmann Community Park, pending city approval. Dallas-based Poet Leantia Anderson will return to lead the poetry workshop of the program to teach participants how to channel their emotions in a creative and therapeutic manner.

Additionally, we will be adding a photography component to the program with the instructor to be determined. In FY24, program participants worked together to create murals in “Art Alley” in Downtown Bryan and host a mic check poetry reception. The Arts Center intends to expand this program to the surrounding counties, and has already met with Grimes County officials to strategize.

Number of Participants: around 35

Total Expenses (estimated): \$16,000

Artist Connect

Purpose: To bring professional artists into classrooms in Title-1 schools around the Brazos Valley that provide unique hands-on artistic opportunities and education that would otherwise be non-present.

Project: The next Artist Connect workshops are tentatively scheduled for Q4 in FY25.

Number of Participants: projected to impact roughly 1360 students in Bryan schools and 1050 students in College Station schools.

Total expenses (estimated): \$8,000

Artist in Residence Programs (AIRs)

Purpose: To help aspiring artists develop professionally and create and market new work.

Project: This program is intended to relaunch in FY26. We will be renting the space to the College of Performance, Visualization, and Fine Arts at Texas A&M University to use for the Master in Fine Arts students for FY26.

Number of Participants: 1

Total Revenue (estimated): \$3,600

Affiliate Support and Arts Marketing

In the current fiscal year, The Arts Center:

- Supported over 50 affiliate arts, culture, and heritage organizations through funding, marketing, professional development workshops, and free facility usage.
- Reached innumerable residents and visitors through regular marketing and outreach programs from mailings, advertisements, brochures, radio and television spots, and, acbv.org. Outreach includes appearances on KBTX, KAMU, Bryan Broadcasting, WTAW, and spots in *The Eagle*. The regular Arts Center newsletters now reach over 2,700 individuals with the latest arts news and activities For FY25, The Arts Center will continue to invest over \$70,000 in marketing local arts organizations to residents and visitors to the area.
- Continued to work closely and lead meetings every other month with the Brazos Valley Museum Collective to create collaborative programs, marketing, and resource-sharing opportunities for area museums. In addition, The Arts Center worked with the Brazos Valley Museum Collective to develop their branding and began support for a summer museum trail
- Continued to lead monthly meetings and work with the Brazos Valley Theatre Collective to encourage local theater groups to collaborate more, share resources, reduce conflicts in scheduling, and develop marketing partnerships.
- Planned to enact a new marketing strategy that provides affiliate members with expanded promotional and advertising opportunities through collaborative campaigning. In doing so, exposure to their events and activities will reach more tourists and, in turn, produce longer stays in College Station.

Plans for Marketing in FY26

Local Marketing Plans FY26	Anticipated Amount	Project/Goal
KAMU	\$7,800	Promoting ACBV events and programs
KBTX	\$15,000	Arts Center program and event promotion and targeting digital advertising
The Eagle	\$500	Newspapers in Education Sponsorship
Bryan Broadcasting or direct mail	\$1,200	Promoting ACBV events and programs
Promotional Video	\$2,500	Production of marketing video(s)

HOT Marketing Plans FY26	Anticipated Amount	Project/Goal
Call for Entry	\$400	Calls for Messina Hof Wine Label Competition
Digital Marketing Social/PPC	\$5,000	Promoting ACBV events/programs
Houston Chronicle, Arts + Culture, Glasstire, Southwest Art, or others	\$12,300	Print or digital advertising for ACBV events/programs
Texas Aggie Magazine	\$5,000	Advertising the region as an arts destination, highlighting events and activities
KBTX	\$15,000	Arts Center program and event promotion and targeting digital advertising
National Sign Plaza	\$2,200	Directional city signage pointing the public to The Arts Visitor Center
Copy Corner, VistaPrint, Admail, Newman Printing, etc.	\$3,000	Printing of rack cards/brochures for distribution out of market
Promotional items	\$2,000	Promotional items for distribution out of the market
Miscellaneous	\$3,500	Other printing, supplies, design work, etc.
Overall Total	\$48,400	

Arts Centers' Affiliate Marketing Funds 2024-2025	Anticipated Amount	Project/Goal
Digital Marketing Social/PPC	\$7,000	Promoting ACBV Affiliates

Houston Chronicle, Arts + Culture, Glasstire, or others	\$3,000	Print or digital advertising for ACBV Affiliates
Digital/Streaming platforms	\$3,955	Advertising the region as an arts destination, highlighting ACBV Affiliates
Digital Marketing	\$2,545	Campaigns partner with businesses to advertise, targeting prospective visitors
Overall Total	\$16,500	

Community Involvement and Outreach

- In addition to in-person opportunities, The Arts Center provides online arts opportunities through virtual gallery tours, art project tutorials, and online interviews with artists, affiliates, and programming volunteers for various programs.

- The Arts Center Public Art program promoted and maintained over 29 outdoor sculptures.
- On March 1, 2025, The Arts Center partnered with Allen Honda; Bryan Broadcasting; KBTX; College Station, Bryan, Brenham, North Zulch, and Caldwell ISD schools; and local restaurants in bringing Empty Bowls Jr. to Allen Honda. This 13th annual Empty Bowls Jr. raised awareness of hunger in the Brazos Valley, showcasing nearly 1,200 artistic bowls created by local students from over 25 schools and raising awareness of hunger in the Brazos Valley. Attendees from all around the Brazos Valley attended, and the money raised supports local, in-school food pantries and Arts Center youth programs.
- The Arts Center continued its long-standing partnership with Messina Hof Winery & Resort by coordinating the 2025 statewide Texas Artist Wine Label Competition. As of March 21st this year, 88 entries have been received from all over the state, with the deadline to enter set for March 21. A committee of Arts Center and Messina Hof representatives will choose the finalists. The public will vote for the winner in person at Messina Hof's Wine & Roses Festival on April 26th.
- Celebrate The Arts 2025 is set to take place on May 15, 2025 at 6:00PM at the Marine One/4141 Locomotive Pavilion. Local artists and community members who have made an impact in the arts in their community will be recognized. Celebrate The Arts raises funds for the College Arts Scholarship and other Arts Center programs.
- Stories at the Gallery hosts published authors and serves as an intimate gathering where the community can engage in book readings, author testimonials, and signings. The next Stories at the Gallery event is anticipated to take place in the fall.
- The ACBV Holiday Market took place from November 14th to December 19th, 2024. The Main Gallery was converted into a holiday market with booths from over 20 local artists and artisans. A wreath auction was also incorporated, where affiliate organizations and local nonprofits had the opportunity to raise funds during the holiday season. The market also incorporated art supplies for visitors to make holiday cards for local nursing home residents, ornament-making stations, and other interactive holiday activities for the community.
- In FY25, The Arts Center partnered with the Sexual Assault Resource Center, Texas A&M Academy for the Visual and Performing Arts, other Texas A&M organizations, and artist Dianne Sonnenberg for "Anti-Sexual Violence Advocacy and Community Art: A Mosaic Workshop". This two-day workshop is part of a larger research project by Drs. Chaitanya Lakkimsetti and Vanita Reddy (Texas A&M University) called "Aesthetic Justice." This project investigates the role of art in advancing social justice, particularly in addressing gender-based violence. Participants who advocate against sexual violence will create a framed 10" square mosaic focusing on healing, courage, strength, support, and/or empowerment.
- The Arts Center hosted the inaugural International Arts & Culture Festival in FY25, displaying artistic and cultural items from Japan, including woodblock prints, kimonos and textiles, dolls, fans, bonsai, and more. Festival events include a woodblock print lecture, kimono demonstration, tea ceremony demonstration, sake and sushi tastings, and, in conjunction with the 2025 World Shakuhachi Festival, shakuhachi performances by Dr. Martin Regan (Texas A&M University).

- In an effort to provide talented high school students the opportunity to showcase their artwork, The Arts Center plans to host a series of emerging artist exhibits. Each exhibit will feature artwork from a different Brazos Valley high school, with artwork from College Station High School and Bryan High School in FY25.
- The Arts Center partnered with Amanda Dominguez of Brazos Valley Ostomy & Wellness to host a canned food and toiletry drive benefiting Phoebe's Home.

Administrative Activities

The Arts Center is continuing private fundraising activities and strategic planning efforts for FY25 and will continue to do so in FY26. The Arts Center operates and provides to its affiliates and the community a two-tier gallery, 3 artist studios, classrooms, a visitor center, and meeting and rental spaces.

The Arts Center has a governing Board of Directors of 13 Brazos Valley residents and 4 full-time staff positions, including a CEO, Business Manager, and Marketing Manager, and a Programs Manager (vacant).

Leslie Bowlin, CEO, served as the Executive Director of The Houston Maritime Center & Museum for ten years. Her extensive background includes public relations, investing, and business operations, as well as chairing many high-profile and successful charity events. She has also served on several non-profit boards. Educated at the Universite de Paris-Sorbonne, Leslie has traveled extensively, lived abroad, and brings a keen interest in multi-cultural inclusion in the arts. At The Arts Center, she leads development and community engagement efforts as well as manages daily operations with the small, dedicated staff.

Hailey Mallett, Marketing Manager, graduated with a Bachelor of Arts in Communication from Texas A&M University and a minor in Art-New Media. She has also earned a Certificate in Graphic Design from Tufts University. As a long-time advocate for the arts, her passion and creativity drive her to continuously research and implement new ways to promote The Arts Center and local arts organizations, in an effort to keep art alive in the Brazos Valley. Hailey also serves as a volunteer for Bryan-College Station Sister Cities, providing website support and serving as a member of the Media Committee.

Blane Council, Business Manager, earned a Bachelor of Science in Agricultural Economics from Texas A&M University and furthered his education by attending the Bush School of Government and Public Service where he completed a Masters Degree in Public Service Administration with a concentration in Cybersecurity Management. While at Texas A&M he also completed certificate programs in Homeland Security, Leadership Excellence, and International Trade in Agriculture. At the Arts Center his focus is the daily business management as well as procedural development and implementation. He also serves on the board of directors for a non-profit and volunteers on several committees for the San Antonio and Houston Livestock Shows.

The Arts Center facility is open to the public for six days a week. However, it frequently exceeds that due to special events, affiliate meetings, and programs hosted after regular hours.

The Arts Center continues to increase its presence and visibility in the community. It has done so by maintaining its website as a central source for arts information and by growing media partnerships with Bryan Broadcasting, KBTX, and KAMU, as well as media outlets throughout the state targeted at arts tourism audiences. The goal is to make The Arts Center and the economic impact of the arts more known and visible to the public. The Arts Center utilizes social media, e-newsletters, and website platforms to deliver Arts Center and arts-related news to the public. Affiliates are highlighted in weekly feature posts. The Arts Center also holds a biweekly segment on The Three on KBTX and provides a newsletter with detailed information for art lovers who wish to plan their arts and culture activities in advance.

FY26 Budget Request Details

The Arts Center presents the following funding proposal to the City of College Station for FY26. The FY26 Proposed budget has not been approved by the board yet but will be presented at the April 8, 2025 board meeting.

FY26 Funding Request: In this proposal, The Arts Center requests \$771,502 in funding support from the City of College Station for FY26. This is a 10% increase in total HOT funds requested compared to FY25. Additionally, the General funds increase is based on necessary building improvements, maintenance needs, and expansion of facilities to accommodate larger capacity groups and events. This increase aims to assist in the continued growth of the local arts community and economy, serving to expand operations benefiting the community's quality of life through the arts. These funds will allow The Arts Center to fully fund programs and grant distribution capacity for necessary levels of marketing and tourism development.

The breakdown of the requested funding is as follows:

HOTEL OCCUPANCY TAX FUNDS: \$678,752

- \$435,600– Affiliate Pass-through Sub-granting: These funds will 100% pass through to affiliate arts and culture organizations who apply for grants through The Arts Center Bryan/College Station Annual Program & Marketing Grant.
- \$18,150 – Art Center's affiliate marketing: New category of marketing to allow The Arts Center a place to advertise those affiliates who receive grant funds together to gain longer stays for visitors. This will let visitors know of the many art and cultural activities they see and partake in during their stay here. Please see pages 11-12 for the plans for these funds.
- \$95,629 – Arts Center O&M: These funds will partially support marketing and grant management staff salaries, tourism marketing interns, and operating expenses for galleries and grant software.
- \$53,240– Arts Tourism Marketing: These funds will be used for marketing and advertising the Brazos Valley and College Station as an arts destination to out-of-market travelers. Please see pages 11-12 for the plans for these funds.
- \$76,133– Public Art: These funds will be used for repairs and maintenance needed to preserve current public art to continue growing mural projects by partnering with city individuals and businesses and starting a one-year studio Artist in Residence program.

GENERAL FUND: \$ 35,000

- \$10,000– Arts Center O&M: These funds will be used for partial support for audit expenses, copier lease and office supplies, and a programs intern.

- \$25,000 – Local Arts Marketing: These funds will be used for local marketing and advertising for The Arts Center’s events and programs. Please see page 12 for the plans for these funds.

Summary

The Arts Center’s request is about 10.48% of the roughly \$7,362,872 million in Hotel Occupancy Tax collected by the City of College Station in fiscal year FY24.

The arts are a cornerstone of the tourism industry and vital to restoring local economies. The Texas Cultural Trust’s 2023 key findings report states that not only do art and culture tourists stay longer and spend more, but nearly one in four visitors participate in cultural tourism when traveling in Texas. The Texas Arts and Culture Industry has grown 30% over the past decade, generating \$6 billion for the Texas economy and nearly \$380 million in state sales tax revenue in 2021. Furthermore, creative sector employment is projected to increase by over 22%, or 205,000 net new jobs, by 2030.¹ In 2017, Americans for The Arts reported that Brazos County’s creative industries represent 3.3% of all businesses and 3.9% of all employees⁴. Likewise, in the US, the nonprofit arts industry generated \$151.7 billion in economic activity in 2022—spending by organizations and their audiences—which supports 2.6 million jobs and generates \$29.1 billion in government revenue. Arts attendees spend \$38.46 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses. Approximately 77% of tourism in the US is driven by Arts. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences.³

Moving forward, by focusing on advocacy and funding roles, The Arts Center will vigorously endeavor to grow and improve private funding efforts, fundraising projects, events, and programs and work to maintain its impact through at-risk youth programs.

We are greatly appreciative of the City of College Station’s continued support of our efforts and the generous support that The Arts Center shows for the arts in our community. The arts are and will continue to be, a crucial part of boosting the economy, driving tourism, and connecting people in College Station. Do not hesitate to contact us at lbowlin@acbv.org or (979) 696-2787 ext. 1002 if you have any additional questions.

⁴ (n.d.). Arts & Economic Prosperity 6 | Americans for The Arts. Retrieved March 22, 2024, from https://aep6.americansforthearts.org/resources/media/user/1696872054-AEP6_National_Findings_Full_Report-Proof_final-web.p

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3. *Arts & Economic Prosperity 6. (2023, October 12). Americans for The Arts.*
<https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-6>
4. *The Creative Industries in Brazos Valley, TX. (2017). Americans for The Arts.*

PLEASE DO NOT CHANGE THE FORMULAS

ESTIMATED AMOUNT

DESCRIPTION OF NEW SERVICE LEVEL	FTE	VEH	ONE-TIME	RECURRING	TOTAL	ACCUM. TOTAL	PREV. SUBMITTED (Yes / No and Year)	BRIEF JUSTIFICATION
FY26								
1 Arts Affiliate Pass Through Grant Funding				435,600	435,600	435,600		FUTURE GROWTH
2 Arts Center's Affiliate Marketing Funds				18,150	18,150	453,750		COST INCREASE
3 Tourism Based Arts Marketing				53,240	53,240	506,990		FUTURE GROWTH
4 General Operations Support - HOT Fund				95,629	95,629	602,619		COST INCREASE
5 General Operations Support - General Fund				10,000	10,000	612,619		COST INCREASE
6 Local Arts Marketing				25,000	25,000	637,619		GOOD TO HAVE
7 Public Art				76,133	76,133	713,752		FUTURE GROWTH
TOTAL	-	-	-	713,752.0	713,752	713,752	Yes 2025	
FY27								
1 Arts Affiliate Pass Through Grant Funding				479,160	479,160	479,160		FUTURE GROWTH
2 Arts Center's Affiliate Marketing Funds				19,965	19,965	499,125		COST INCREASE
3 Tourism Based Arts Marketing				58,564	58,564	557,689		FUTURE GROWTH
4 General Operations Support - HOT Fund				105,191	105,191	662,880		COST INCREASE
5 General Operations Support - General Fund				11,000	11,000	673,880		COST INCREASE
6 Local Arts Marketing				27,500	27,500	701,380		GOOD TO HAVE
7 Public Art				83,746	83,746	785,126		FUTURE GROWTH
TOTAL	-	-	-	785,126.0	785,126.0	785,126	No	
FY28								
1 Arts Affiliate Pass Through Grant Funding				527,076	527,076	527,076		FUTURE GROWTH
2 Arts Center's Affiliate Marketing Funds				21,962	21,962	549,038		COST INCREASE
3 Tourism Based Arts Marketing				64,420	64,420	613,458		FUTURE GROWTH
4 General Operations Support - HOT Fund				115,710	115,710	729,168		COST INCREASE
5 General Operations Support - General Fund				12,100	12,100	741,268		COST INCREASE
6 Local Arts Marketing				30,250	30,250	771,518		GOOD TO HAVE
7 Public Art				92,121	92,121	863,639		FUTURE GROWTH
TOTAL	-	-	-	863,639.0	863,639.0	863,639	No	
FY29								
1 Arts Affiliate Pass Through Grant Funding				579,783	579,783	579,783		FUTURE GROWTH
2 Arts Center's Affiliate Marketing Funds				24,158	24,158	603,941		COST INCREASE
3 Tourism Based Arts Marketing				70,862	70,862	674,803		FUTURE GROWTH
4 General Operations Support - HOT Fund				127,281	127,281	802,084		COST INCREASE
5 General Operations Support - General Fund				13,310	13,310	815,394		COST INCREASE
6 Local Arts Marketing				33,275	33,275	848,669		GOOD TO HAVE
7 Public Art				101,333	101,333	950,002		FUTURE GROWTH
TOTAL	-	-	-	950,002.0	950,002.0	950,002	No	
FY30								
1 Arts Affiliate Pass Through Grant Funding				637,762	637,762	637,762		FUTURE GROWTH
2 Arts Center's Affiliate Marketing Funds				26,573	26,573	664,335		COST INCREASE
3 Tourism Based Arts Marketing				77,949	77,949	742,284		FUTURE GROWTH
4 General Operations Support - HOT Fund				140,009	140,009	882,293		COST INCREASE
5 General Operations Support - General Fund				14,641	14,641	896,934		COST INCREASE
6 Local Arts Marketing				36,603	36,603	933,537		GOOD TO HAVE
7 Public Art				111,466	111,466	1,045,003	No	FUTURE GROWTH
TOTAL	-	-	-	1,045,003.0	1,045,003.0	1,045,003		

June 25, 2025

Item No. 3.4.

Presentation, discussion, and possible action on current Hotel Occupancy Tax Grant applications.

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on current Hotel Occupancy Tax Grant applications.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the Committee approve the attached applications.

Summary: See attached applications and staff evaluations.

Budget & Financial Summary: Based on the committee's recommendation, these applications will be contracted and executed by the City Manager utilizing HOT Funds in the Economic Development & Tourism budget.

Attachments:

1. HOT Grant Requests

Evaluation Form

Event Name

ASCE 2026

Number of Room Nights*

975

Number of Attendees*

500

Max Amount of Funding per Guidelines*

\$40,000.00

Staff Recommended Amount*

\$15,000.00

Anything else that would help evaluation of this grant?

Staff recommends \$15,000 as the group has been in College Station for 10 years, without a grant. The goal of the funding is to help grow the event, and encourage them to stay in College Station.

ASCE 2026

Updated College Station Event Funding Application

The Texas A&M University System (RISC)

Rita Presley
200 Discovery Drive, Ste 144
MS 4350
College Station, TX 77845

rpresley@tamus.edu
O: 979-458-7467
M: 9792295451
F: RISC Institutue

Dr. Kevin Gamache

200 Discovery Drive, Ste 144
MS 4350
College Station, TX 77845

kgamache@tamus.edu
O: 9798621965

Application Form

Event or Expenditure Description

Event Name*

ASCE 2026

Event Website

Website where event information (details, registration, etc.) may be found.

<https://web.cvent.com/event/9dab7859-0be0-4662-8268-c450bf010954/summary>

Event Type*

Select the type that best fits your event.

Convention

Event Start Date*

The date the event is scheduled to begin.

02/23/2026

Event End Date*

The date the event is scheduled to end.

02/27/2026

Event Description*

Detailed description of the event.

The Academic Security and Counter Exploitation (ASCE) program, spearheaded by The Texas A&M University System's RISC Institute, fosters a sense of community among university research security professionals, uniting them in a collaborative defense against emerging threats. Since its inception in 2016, ASCE has been a beacon in the fight against foreign influence, equipping academic institutions with the knowledge and tools needed to protect their invaluable research. In 2026, we will hold our 10th annual ASCE Seminar in College Station. ASCE stands as the preeminent gathering for training, networking, and collaboration, laser-focused on fortifying the academic research enterprise. We anticipate a dynamic convergence of over 600 leaders from federal agencies, 150+ universities, and 32 countries.

Also in 2026, we will be partnering with AUECO to do a joint conference which will extend the conference for the full week.

Schedule of Events

Please upload the event schedule. If not available, please upload the most recent event's schedule for reference.

Agenda - ASCE 2025 Seminar.pdf

Host Venue/Facility*

Primary location where event will be held in College Station.

The Texas A&M Hotel and Conference Center

Total number of hotel room nights expected?*

Sum of all hotel rooms over the course of the event.

975

Nights Hotel Rooms are Needed*

Select the days of the week hotel rooms will be needed for attendees.

Sunday

Monday

Tuesday

Wednesday

Thursday

List host hotel or hotels that currently have a block of rooms for this event:*

List the *College Station* hotels currently holding a contracted room block for the event.

Texas A&M Hotel and Conference Center

In 2025, we also had overflow room blocks at Home 2 Suites and Hyatt Place

Tracking Out-of-town guests*

It is *required* that you determined how the event will track out-of-town guests, demonstrating that the event will attract tourists that will support the tourism and hotel industry in College Station.

Describe the tracking method here:

Participant registration

Events without Spectators

Number of expected attendees/participants:*

500

Out-of-Town Percentage

Estimated percentage of attendees from outside a 50 mile radius of College Station.

95

Funding Agreement Acknowledgement

As you continue through the review process, we may ask for additional information. This may include:

- Proposed Schedule of Activities
- Evidence of Commitment for the Event
- Tax Exempt Certificate
- Previous Year's Event Budget
- 501(c) Certificate
- Proof of Insurance

I have read the HOT Tax Stimulus Application Process including the Rules Governing the Application and the Reimbursement Process.

I fully understand the HOT Stimulus Fund Application Process, Rules Governing the Application and the process established by the City of College Station. I intend to use these funds for the aforementioned event/project to forward the efforts of Brazos County and Visit College Station in directly enhancing and promoting tourism and the tourism and hotel industry by attracting visitors and hotel guests from outside Brazos County into the city or its vicinity.

I understand that if I am awarded funds through the HOT Stimulus Program, any deviation from the approved project or from the Rules Governing the Application may result in the partial or total withdrawal of the HOT Stimulus Fund or a requirement to refund any and all funds received.

Entity Name (As it appears on line 1 of W9 form)*

The Texas A&M University System

Applicant Name*

By entering your name you are agreeing to the above statement.

Kevin R. Gamache

Date*

05/05/2025

Contract Signatory

Contract Signatory Name*

Please note the name of the representative that will be signing the contract on behalf of your organization, if approved.

Kevin R. Gamache

Contract Signatory Email*

Please note the email of the representative that will be signing the contract on behalf of your organization, if approved.

krgamache@tamus.edu

Funding Request Overview

Amount Requested*

Total amount of funds requested for the event.

\$25,000.00

Grant Dependent*

Is the event being held in College Station contingent on receiving HOT Stimulus Funds?

No

Fund Expenditures*

Provide a detailed description of how the HOT Stimulus Funds will be utilized for the event.

To offset 2026 ASCE costs of conference and dinners. The estimated total cost to host conference is \$450,000.

List other means of financial support/sponsorships/grants - including in-kind support

Include Name and Amount to Receive

Sponsorships from various companies - \$50,000 (we do not have sponsorships/companies yet)

Referral

We hope you will consider recommending College Station as a potential host for other events. Please let us know below if there are events, conferences, meetings, seminars, tournaments, festivals, etc. you believe would be a great fit for College Station.

Additional Events with Organization

Are there other events hosted **by your organization** that you would consider College Station as a host community? If so, please list them below.

Other Organization's Events

Are there **other organizations or events** you believe would benefit from learning more about the College Station HOT Funds Stimulus Program? If so, please list them below.

File Attachment Summary

Applicant File Uploads

- Agenda - ASCE 2025 Seminar.pdf



Tuesday, February 25
through
Thursday, February 27, 2025

Texas A&M Hotel and Conference Center
College Station, Texas

Agenda

We plan to provide virtual access to as many sessions as possible. Ultimately, the presenter will decide whether they wish to grant access to a virtual audience. Those discussions are taking place with the presenters and are noted in the session details.

As a reminder, our virtual attendee audience is limited so reserve now knowing that you may cancel for a full refund, as a virtual attendee, up until Feb 10, 2025.

MONDAY'S SHORT COURSES ARE NOT AVAILABLE VIRTUALLY.

All Dates
2/24-2/27

Monday
2/24

Tuesday
2/25

Wednesday
2/26

Thursday
2/27

February 24, 2025

Monday, Optional Short Courses

OPTIONAL SHORT COURSE: Enhancing Research Integrity and Security through Forensi...

8:00 AM-12:00 PM

Course Fee - \$49.00

Presented by: Digital Science | Dr. Leslie McIntosh, VP Research Integrity

...

[view more](#)



Leslie McIntosh
VP of Research Integrity
Digital Science

OPTIONAL SHORT COURSE: Using Research Activity Data to Inform Due Diligence

10:00 AM-12:00 PM

Course Fee - Complimentary

Presented by: Digital Science | Heidi Becker, Product Manager, Dimensions Research Security

This 2-hour course will introduce participants to methods for conducting research security due diligence by examining ...
publications awarded grants patents and clinical trials. Participants will learn how to examine use of affiliations

[view more](#)



Heidi Becker
Product Manager
Dimensions

OPTIONAL SHORT COURSE: Research Security Basic Training Workshop

1:00 PM-5:00 PM

Course Fee - \$99.00

Presented by IPTalons | Allen Phelps, Founder & CEO

Abstract: Innovation Defense Academy offers specialized training on research security for universities, corporations, and ...
government agencies to educate researchers, executives, and administrators. The Research Security Basic Training

[view more](#)



Allen Phelps
Founder & CEO
IPTalons

February 25, 2025

Tuesday

Breakfast

7:00 AM-8:00 AM

Century Ballroom

25-1: Keynote Presentation: Dr. Rebecca Spyke Keiser

Featured 8:00 AM-8:50 AM

Century Ballroom

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE



Rebecca Spyke Keiser
Chief of Research Security Strategy and Policy
U.S. National Science Foundation

25-2: Keynote Presentation: David Cattler

Featured 9:00 AM-9:50 AM

Century Ballroom

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE



David Cattler
Director
Defense Counterintelligence and Security Agency

25-3: Featured Presentation: Erik Lowe

Featured 10:30 AM-11:05 AM

Century Ballroom

AVAILABLE VIRTUALLY - PENDING APPROVAL

25-4: Featured Presentation: SECURE Panel

Featured 11:15 AM-12:15 PM

Century Ballroom

AVAILABLE VIRTUALLY - PENDING APPROVAL

Lunch

12:15 PM-1:30 PM

Century Ballroom

25-19: DCSA Classified Briefing

1:30 PM-5:20 PM

To make your request to attend the DCSA Classified Briefing being held on Tuesday, February 25th from 1:30pm - 5:30pm, please do so by following the instructions below.

CLASSIFIED BRIEFING REQUIREMENTS:...

[👁 view more](#)

25-20: SECURE SW CSA: Focus Session on RSO Priority Needs for Conducting Effective ...

1:30 PM-5:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE



Kevin Gamache
Associate Vice Chancellor and Chief Research Security Officer, Director, RISC
The Texas A&M University System

25-5: Towards a National Research Security Strategy: Germany at a Crossroads

1:30 PM-2:20 PM

AVAILABLE VIRTUALLY THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE

25-6: NIST-NatCast Research Security Collaboration from Policy to Implementation

1:30 PM-2:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE



Don Fischer
Principal
Fischer and Associates



Laurel Dean
Senior Consultant
Fischer and Associates

25-7: Deceptive Alliances: Unmasking the Underbelly of Research

1:30 PM-2:20 PM

AVAILABLE VIRTUALLY



Leslie McIntosh
VP of Research Integrity
Digital Science

25-8: The University of Adelaide's Systematic Approach to Driving and Maintaining a Go...

1:30 PM-2:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE

25-10: MITRE Insider Risk Education and Awareness Seminar for the University Commu...

2:30 PM-4:20 PM

THIS SESSION WILL NOT BE AVAILABLE TO OUR VIRTUAL AUDIENCE

25-11: Research Security and Freedom of Science: Case Studies from German Universit...

2:30 PM-3:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE



Christian Strowa
Director DAAD North America and DWIH New ...
German Academic Exchange Service (DAAD)



Ben Brisch
Head of Division Knowledge Exchange and K >
German Academic Exchange Service (DAAD)

25-9: Strengthening Research Security: Lessons from Taiwan's Defense Against Strate...

2:30 PM-3:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE

25-14: Controlled Unclassified Briefing

Featured 3:30 PM-4:20 PM

AVAILABLE VIRTUALLY - PENDING APPROVAL

25-13: Implementing NSPM-33 and CHIP's Act Requirements and Other Research Secu...

3:30 PM-5:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE



Amy Weber
Senior Director of Export Controls and Interna...
Northwestern University

A G

Adam Grant
Director, Research Security Office
University of Maryland



25-15: Assessing Technology for Research Security Risks

3:30 PM-4:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE



Walker Munro
Senior Lecturer (Law)
Southern Cross University

25-16: Is it Worth Taking the Risk? Supporting Institutional Leadership's Research Se...

4:30 PM-5:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE

25-17: Revealing Secrets About Graduate Intelligence and Cyber Education In Australia

4:30 PM-5:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE



John Blaxland
Director
Australian National University (ANU) North America Liaison Office in Washington DC

25-18: Risk-Based Approach to Visiting Scholars

4:30 PM-5:20 PM

THIS SESSION WILL NOT BE AVAILABLE TO OUR VIRTUAL AUDIENCE



David Flanagan
 Assistant Vice President for Research Security and Export Control
 Old Dominion University

Welcome Reception & Vendor Fair

5:30 PM-7:30 PM

Century Ballroom Foyer

February 26, 2025

Wednesday

Breakfast

7:00 AM-8:00 AM

Century Ballroom

26-1: Featured Presentation: CI is a Team Sport: Perspectives from Government, Indus...

Featured 8:00 AM-8:50 AM

Century Ballroom

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE



MaryJo "MJ" Thomas
 Senior Director for Counterintelligence and In...
 General Dynamics



Andrew Lochli
 Assistant Director
 Defense Counterintelligence and Security Age. >

26-2: Keynote Presentation: Signe Ratso, Deputy Director-General, DG Research and I...

Featured 9:00 AM-9:50 AM

Century Ballroom

AVAILABLE VIRTUALLY - PENDING APPROVAL



Signe Ratso
Deputy Director-General DG RTD
European Commission

26-3: Featured Presentation: Sir Peter Mathieson, Principal and Vice Chancellor, Univ...

Featured 10:30 AM-11:15 AM

Century Ballroom

AVAILABLE VIRTUALLY - PENDING APPROVAL



Peter Mathieson
Principal and Vice-Chancellor
University of Edinburgh

26-4: Foreign Malign Influence

11:15 AM-12:05 PM

Century Ballroom

AVAILABLE VIRTUALLY - PENDING APPROVAL

26-5: Lunch Presentation: Research Security Q&A with The Texas A&M University Syst...

Featured 12:15 PM-1:30 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE

Since its inception in November 2023, the RISC Institute has served as the leading resource for securing the research ...
enterprises by protecting the strengths of academic and industrial research communities while promoting forward-thinking

[👁 view more](#)

26-10: ASCE Internal Issue Reviews CSA: Defining the Gray Areas

1:30 PM-5:20 PM

THIS SESSION WILL NOT BE AVAILABLE TO OUR VIRTUAL AUDIENCE

TS

Tessa Seales
Research Security Analyst & SECURE Northea...
Northeastern University

SS

Sonia Savelli
Co-Creation Lead, SECURE National Center >
University of Washington

26-6: Developing a New Research Security Program: Lessons Learned and Case Studies

1:30 PM-2:20 PM

THIS SESSION WILL NOT BE AVAILABLE TO OUR VIRTUAL AUDIENCE



Akshay Singh
Director, Research Security
The University of British Columbia

26-7: CMMC 2.0 and CUI Compliance – How to Adapt to Recent Changes

1:30 PM-2:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE

26-8: Data-Driven Early Indicators of Employee Suicide Risk

1:30 PM-2:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE

26-9: Innovation: Influence and Control Through Small Investments

1:30 PM-2:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE

Exploratory case studies that highlight vulnerabilities from low-percentage or minority investments that malign entities ca...

[👁 view more](#)



Dennis Hernandez
Senior Intelligence Officer
Department of the Air Force



Frank Beauchamp
Intelligence Specialist
Air Force Office of Special Investigation (OSI)

26-11: Balancing Open Science and Research Security: Denmark's Approach Within th...

2:30 PM-3:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE



Merian Skouw Haugwitz
Chief Intelligence Officer
Technical University of Denmark



Jakob Dragsdal Sorensen
Chief Advisor on Research Security
Aarhus University

26-12: How to Cover All the Bases: Practical Discussion on Addressing all the Aspects i...

2:30 PM-3:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE



Chris Jenkins
Research Security Officer, Assistant Director
Mississippi State University

26-13: Securing Science: Understanding and Mitigating Foreign Adversary Threats to ...

2:30 PM-3:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE



Chris Gragg
Principal Intelligence Advisor
Strider Technologies

26-14: State Department Panel

2:30 PM-3:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE



Binaya Ranjan
Professor
Jawaharlal Nehru University



Miriam Igwo-Ezikpe
Environmental Biochemist
University of Lagos

26-15: The Dual Use Dilemma: Civil-Military Research in Germany's Academic Landsc...

3:30 PM-4:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE



Alexandra Rosenbach
Deputy Director Communication & External A...
Helmholtz Association



Branislav Aleksic
Head of Foreign Trade Law and Corporate Sec..
Fraunhofer-Gesellschaft

26-16: Leveraging Research Administration Systems for Enhanced Research Security

3:30 PM-4:20 PM

THIS SESSION WILL NOT BE AVAILABLE TO OUR VIRTUAL AUDIENCE

26-18: Research security and Integrity in Italy: Risk Perception and a National Model

3:30 PM-4:20 PM

THIS SESSION WILL NOT BE AVAILABLE TO OUR VIRTUAL AUDIENCE



Anna Zeppieri
Professor
Ministry of University and Research - Italy



Fabrizio Barberis
Assistant Professor of Material Science and >
Bio Applications

26-19: Domestic and International Harmonization in Research Security Panel

4:30 PM-5:20 PM

Century Ballroom

AVAILABLE VIRTUALLY - PENDING APPROVAL



Christian Strowa
Director DAAD North America and DWIH New ...
German Academic Exchange Service (DAAD)



Holger Impekoven
Vice Provost
University of Bonn >

26-20 Who Is the Virginia Research Network Institutional Security Hub (VaRNISH)?

4:30 PM-5:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE



David Flanagan
Assistant Vice President for Research Security and Export Control
Old Dominion University

26-21: Lessons Learned from the Front Lines: Research Security Threats from China

4:30 PM-5:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE

26-22: ODNI Work Products for Academia

4:30 PM-5:20 PM

THIS SESSION WILL BE AVAILABLE TO OUR VIRTUAL AUDIENCE

ASCE 2025 Reception

Featured 6:00 PM-8:30 PM

Marine One|Bush 4141 Pavilion @ George H.W. Bush Presidential Library

February 27, 2025

Thursday

Breakfast

7:00 AM-8:00 AM

Century Ballroom

27-1: Keynote Presentation: Jill Murphy, Deputy Assistant Director, Counterintelligenc...

Featured 8:00 AM-8:50 AM

Century Ballroom

AVAILABLE VIRTUALLY - PENDING APPROVAL



Jill Murphy
Deputy Assistant Director
Counterintelligence Division, FBI



RESEARCH AND INNOVATION SECURITY AND COMPETITIVENESS INSTITUTE

THE TEXAS A&M UNIVERSITY SYSTEM

Privacy Policy

Evaluation Form

Event Name

BCS CLASSIC

Number of Room Nights*

800

Number of Attendees*

4900

Max Amount of Funding per Guidelines*

\$20,000.00

Staff Recommended Amount*

\$15,000.00

Anything else that would help evaluation of this grant?

With an estimated 4,900 attendees, and 800 room nights in College Station (an increase over the previous year) the BCS Classic drives economic impact. The group received \$10,000 in funding last year. Staff recommends awarding the group \$15,000.

BCS Classic

*College Station Event Funding- Tourism
Committee Approval*

BOOMFIT BCS CLASSIC

Alicia Lima
3200 Longmire
College Station, TX 77845

charlie@boomfitbcs.com
O: 979-693-3103
F: BOOMFIT BCS CLASSIC

Charlie Lima

3200 Longmire
College Station, TX 77845

charlie@boomfitbcs.com
O: 979-693-3103

Application Form

Event or Expenditure Description

Event Name*

BCS Classic

Event Website

Website where event information (details, registration, etc.) may be found.

<https://bcsclassic.com>

Event Type*

Select the type that best fits your event.

Sports

Event Start Date*

The date the event is scheduled to begin.

08/22/2025

Event End Date*

The date the event is scheduled to end.

08/23/2025

Event Description*

Detailed description of the event.

This is year sixteen of this event. The event started with 80 participants at the Lincoln Center on Holleman in 2010 and has now grown into 1000+ athletes at the Brazos County Expo. The BCS Classic is a fitness competition for all levels and abilities. We offer a team competition with fifteen divisions consisting of male/male female/female and male/female teams. Teams of two will participate in four fitness events through out the two day event.

The event has grown tremendously because a celebrity in the sport of crossfit has come the past five years and is coming back again this year. His name is Rich Froning. This event has given \$150,000 for the Ronald McDonald Charities of Central Texas the past five years and \$100,000 to Mayhem Mission the past four years. Mayhem Mission is a non-profit that meets needs globally and domestically. This year we plan to give over \$50,000 to both charities.

Schedule of Events

Please upload the event schedule. If not available, please upload the most recent event's schedule for reference.

Schedule of Events.pdf

Host Venue/Facility*

Primary location where event will be held in College Station.

Brazos County Expo

Total number of hotel room nights expected?*

Sum of all hotel rooms over the course of the event.

800

Nights Hotel Rooms are Needed*

Select the days of the week hotel rooms will be needed for attendees.

- Wednesday
- Thursday
- Friday
- Saturday

List host hotel or hotels that currently have a block of rooms for this event:*

List the *College Station* hotels currently holding a contracted room block for the event.

- Hyatt Place - 1100 University Drive East, College Station
- Towneplace Suites Marriott - 1300 University Drive East College Station
- Wynhdam Garden - 2829 Texas Avenue, College Station
- Hawthorne Extended Stay - 1010 University Drive East College Station
- Best Western Plus - 950 Arrington Rd, College Station
- Embassy Suites -201 University Dr E, College Station
- Hilton - 801 University Drive E, College Station
- Holiday Inn Express - 1203 Universtiy Dr E, College Station
- Texas A&M University Hotel & Conference Center - 177 Joe Routt Blvd, College Station
- Comfort Suites - 907 University Dr E, College Station

Tracking Out-of-town guests*

It is *required* that you determined how the event will track out-of-town guests, demonstrating that the event will attract tourists that will support the tourism and hotel industry in College Station.

Describe the tracking method here:

Each hotel set up a direct link for our participants and their guests to book. We sent a direct link to book to every participant and spectator.

Events with Spectators

Number of expected participants*

Participants only include those taking part in the event.

Be sure to include staff attending.

1400

Number of expected spectators*

Spectators only include those watching the event.

3500

Out-of-Town Percentage*

Estimated percentage of attendees from **outside a 50 mile radius** of College Station.

80

Number of expected teams (if applicable):

Funding Agreement Acknowledgement

As you continue through the review process, we may ask for additional information. This may include:

- Proposed Schedule of Activities
- Evidence of Commitment for the Event
- Tax Exempt Certificate
- Previous Year's Event Budget
- 501(c) Certificate
- Proof of Insurance

I have read the HOT Tax Stimulus Application Process including the Rules Governing the Application and the Reimbursement Process.

I fully understand the HOT Stimulus Fund Application Process, Rules Governing the Application and the process established by the City of College Station. I intend to use these funds for the aforementioned event/project to forward the efforts of Brazos County and Visit College Station in directly enhancing and promoting tourism and the tourism and hotel industry by attracting visitors and hotel guests from outside Brazos County into the city or its vicinity.

I understand that if I am awarded funds through the HOT Stimulus Program, any deviation from the approved project or from the Rules Governing the Application may result in the partial or total withdrawal of the HOT Stimulus Fund or a requirement to refund any and all funds received.

Entity Name (As it appears on line 1 of W9 form)*

BOOMFIT LLC

Applicant Name*

By entering your name you are agreeing to the above statement.

Charlie Lima

Date*

06/14/2025

Contract Signatory

Contract Signatory Name*

Please note the name of the representative that will be signing the contract on behalf of your organization, if approved.

Charlie Lima

Contract Signatory Email*

Please note the email of the representative that will be signing the contract on behalf of your organization, if approved.

charlie@boomfitbcs.com

Funding Request Overview

Amount Requested*

Total amount of funds requested for the event.

\$25,000.00

Grant Dependent*

Is the event being held in College Station contingent on receiving HOT Stimulus Funds?

No

Fund Expenditures*

Provide a detailed description of how the HOT Stimulus Funds will be utilized for the event.

Food for athletes and volunteers.

Signage and welcome gifts for attendees.

T-shirts, prizes and swag for athletes and volunteers.

Equipment, shipping costs and transportation.

All to be provided by local businesses.

Paying staff and bringing Rich Froning - travel expenses and booking fee.

Cost for venue.

List other means of financial support/sponsorships/grants - including in-kind support

Include Name and Amount to Receive

N/A

Referral

We hope you will consider recommending College Station as a potential host for other events. Please let us know below if there are events, conferences, meetings, seminars, tournaments, festivals, etc. you believe would be a great fit for College Station.

Additional Events with Organization

Are there other events hosted **by your organization** that you would consider College Station as a host community? If so, please list them below.

N/A

Other Organization's Events

Are there **other organizations or events** you believe would benefit from learning more about the College Station HOT Funds Stimulus Program? If so, please list them below.

N/A

File Attachment Summary

Applicant File Uploads

- Schedule of Events.pdf

— BCS — CLASSIC 2025

Schedule of Events

FRIDAY – August 22, 2025

- **8:00 AM** – Doors Open
- **10:00 AM** – Athlete Check-In
- **12:00 PM** – First Heat Begins
- **9:00 PM** – Doors Close

SATURDAY – August 23, 2025

- **7:00 AM** – Doors Open
- **7:30 AM** – First Heat Begins
- **12:00–1:00 PM** – Lunch Break
- **4:00 PM** – Finals
- **6:00 PM** – Awards Ceremony
- **8:00 PM** – Event Ends

June 25, 2025

Item No. 3.5.

Presentation, discussion, and possible action on future signature events.

Sponsor: Angie Bertinot

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on future signature events.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the Committee receive the presentation and provide direction.

Summary: Partnering with **Chefs for Farmers (CFF)** and **A21 Events** offers College Station a unique opportunity to fast-track the success of a signature culinary event by aligning with an established, award-winning brand known for elevated production, curated chef talent and a loyal foodie following. Produced by A21 Events, Chefs for Farmers brings instant credibility, regional media exposure and a built-in audience that would take years to cultivate organically. Its mission—to celebrate farm-to-table excellence and spotlight local chefs, farmers and makers—aligns seamlessly with College Station’s agricultural heritage and university strengths.

CFF also recognizes the value of collaborating with Texas A&M University, particularly with Texas A&M’s AgriLife and Hospitality programs, making that partnership a key differentiator. Tapping into the university’s network of former students, current students, faculty and staff adds powerful marketing reach and engagement potential—further amplifying the event’s success and community relevance. In addition, the existing Chefs for Farmers events in **Houston and Dallas** offer College Station a platform for extended brand exposure. By participating in and activating at these high-profile events, we’ll have direct access to influential audiences, media and culinary talent, giving us a head start on marketing and positioning our destination to key feeder markets.

Rather than building from the ground up, this partnership plugs College Station into a proven model that attracts top-tier talent, sponsors and tourism dollars, while setting the city apart from more conventional food festival markets. A21’s expertise in logistics, media and sponsorship development minimizes the burden on city resources and maximizes visibility. It’s a collaboration that delivers immediate brand value, strong economic potential and long-term cultural impact..

While food and wine festivals may not yield immediate financial returns, early investment—particularly through city sponsorship—can be strategically justified. This event has the potential to **build long-term brand equity** by positioning College Station as a dynamic, experience-driven destination beyond football weekends. It also will drive visitation, generate earned media and influencer buzz and supports local hotels, restaurants and small businesses. Beyond tourism, it fosters community pride and deepens relationships with culinary partners. The festival offers a unique opportunity to collaborate with Texas A&M’s AgriLife and Hospitality departments, reinforcing key partnerships and spotlighting the university’s academic excellence and industry leadership. Sponsorship demonstrates the city’s commitment to cultural enrichment and economic development, while laying the groundwork for future revenue through ticketing, vendor participation and expanded sponsorships. With this opportunity, we’re investing in placemaking, economic growth and brand-building. And with the right team and partnerships, the ROI becomes measurable across visitation, media exposure and overall destination perception.

Tourism Impacts

- **Tourism + Hotel Impact:** A signature culinary event drives visitation and provides hotel packaging opportunities to boost overnight and extended stays.
- **Brand Building:** A well-executed festival can elevate College Station’s reputation beyond football weekends. It adds depth to your destination identity—“there’s more here than you think.”
- **Partnership Opportunities:** It creates touchpoints with local restaurants, TAMU programs (e.g. AgriLife, Viticulture, Coffee Research, Hospitality), regional farms and Texas-based beverage brands—great for economic development and engagement.
- **Media + PR Leverage:** These events are ripe for earned media, influencer attendance and cross-promotions, especially if there’s a unique hook.
- **Community Engagement:** Locals love to rally around food. Done right, it’s not just a tourist draw—it becomes a beloved annual tradition that fuels pride and participation.

Budget & Financial Summary: The Service Level Adjustments submitted included \$225,000 for Signature Events for Fiscal Year 2026.

Attachments:

1. CFF Presentation



**COLLEGE
STATION**



Chefs For Farmers Food & Wine Festival

June 25, 2025



WHY FOOD FESTIVALS ARE EVERYWHERE

- **Universal Appeal:** Food and drink are cultural connectors. Everyone eats, and many people love to explore new flavors, especially when local chefs, wineries, breweries, distilleries and producers are involved. Per YouGov.com, food and drink festivals are the most popular in-person events followed by Film/Theater and Music.
- **Experiential Tourism:** Travelers now crave experiences over souvenirs—a food and wine festival delivers something memorable, shareable and immersive.
- **Economic Drivers:** These festivals draw locals and out-of-towners who spend on hotels, transportation, shopping and entertainment—boosting local revenue.
- **Community & Celebrity Chefs:** Festivals provide a platform to spotlight local culinary talent while also attracting big-name chefs and personalities who increase visibility, boost ticket sales and give the event prestige.
- **Social Media Gold:** From beautifully plated dishes to buzzing crowds, these festivals are visual, engaging and made for online buzz—great for destination branding



TOURISM + BOOKINGS

A signature culinary event drives visitation and provides hotel packaging opportunities to boost overnight and extended stays.



BRAND BUILDING

A well-executed festival can elevate College Station's reputation beyond football weekends. It adds depth to our destination identity—"there's more here than you think."



PARTNERSHIPS

It creates touchpoints TAMU programs, local businesses, regional farms and chefs and Texas-based beverage brands—great for economic development and engagement.



MEDIA + PR

These events are ripe for earned media, influencer attendance and cross-promotions, especially if there's a unique hook.



COMMUNITY

Locals love to rally around food. Done right, it's not just a tourist draw—it becomes a beloved annual tradition that fuels pride and participation.

WHY HOST A FOOD FESTIVAL IN COLLEGE STATION



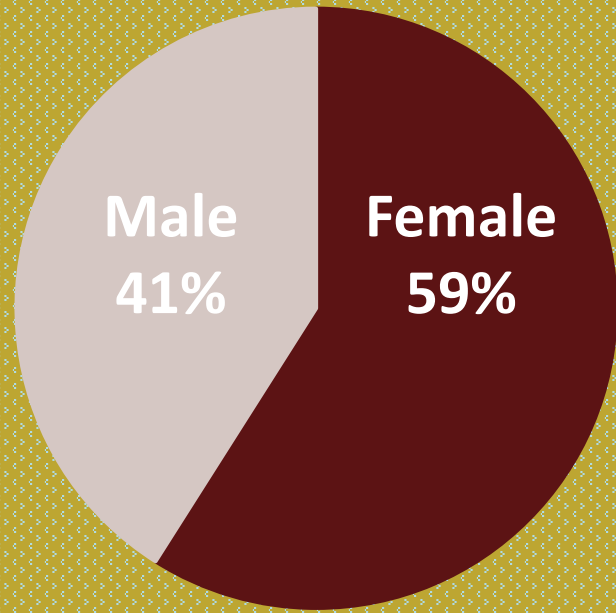
CFF MISSION STATEMENT

Support the local farmers, artisans and chefs who are dedicated to showcasing the best of the region's culinary scene.

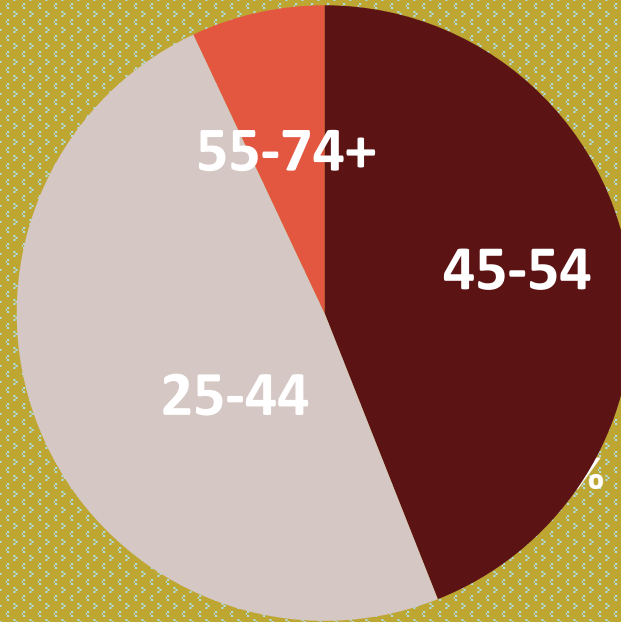
WHY CHEFS FOR FARMERS + A21 Events

- A21 Events is an award-winning, established brand; produces and owns some of the most influential and respected culinary properties in the country including Pebble Beach Food & Wine, South Beach Food & Wine, NYC Food & Wine, Atlanta Food & Wine, etc.
- Instead of slowly building something from scratch, we're investing in experienced producers with a proven track record to deliver a high-quality, turnkey event from day one
- Reduces city burden by leveraging A21's expertise in logistics, media and sponsorship development
- Fast-tracks success with a proven event model that delivers economic, cultural and branding benefits
- Delivers elevated production value, curated chef talent and a loyal foodie audience
- Provides instant credibility and access to regional media and a built-in following
- Aligns with College Station's agricultural roots and Texas A&M's academic strengths (CFF on brand for College Station)
- Reinforces key partnerships with Texas A&M's AgriLife and Hospitality programs
- Extends College Station's brand visibility through activations at existing CFF events in Houston and Dallas, our top two drive markets

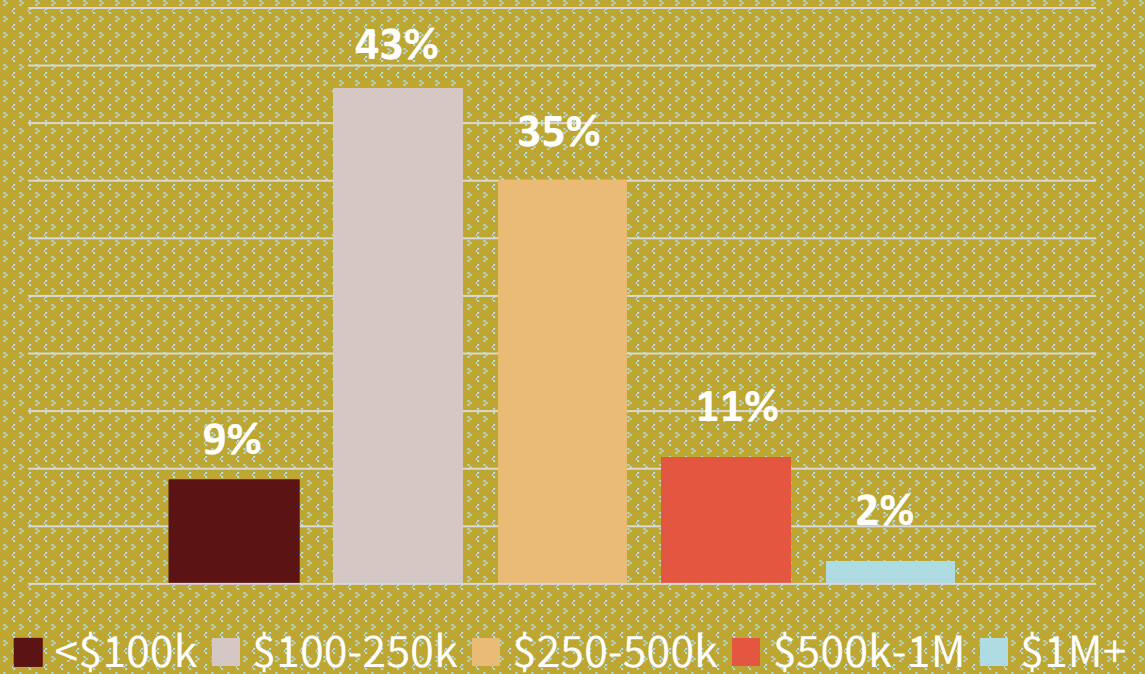
DALLAS + HOUSTON CFF FESTIVAL DEMOS



Gender



Age



HHI

Dallas 2025 Anticipated Attendance: 7,500

Houston 2025 Anticipated Attendance: 5,000

3 YEAR GROWTH PLAN

Year 1 / Establish & Launch:

Introduce CFF to College Station with a high-impact launch event, build awareness and establish key partnerships.

Key Events:

- Kick-off dinner – intimate, exclusive dinner featuring top chefs, media, influencers and key stakeholders
- Walk-Around Tasting/The Main Event (25 chefs, 1,000+ attendees) – Showcase regional chefs, farmers and artisans with interactive food and beverage stations
- AgriLife activations: Viticulture, Coffee Research, etc.

Goals & Focus Areas:

- Build initial buzz through strategic marketing and PR efforts
- Secure local chef and restaurant participation
- Develop relationships with Texas A&M, local businesses and media partners
- Engage Visit Station's marketing channels to drive attendance



3 YEAR GROWTH PLAN

Year 2 / Expansion & Engagement:

Expand the festival's footprint with additional experiences, attracting a broader audience and increasing sponsorship engagement.

Key Events:

- Signature Dinners (multiple locations) – Themed chef-driven dinners held at top restaurants and unique venues
- Evening Walk Around Event (500 attendees) – A more intimate, high-energy tasting experience featuring curated pairings
- The Main Event (expanded to 40-50 chefs, 2,500+ attendees) – Showcase regional chefs, farmers and artisans with interactive food and beverage stations
- Industry Panels & Educational Sessions – Engage students, industry professionals and the community in discussions and demos

Goals & Focus Areas:

- Increase attendance and community engagement
- Deepen Texas A&M integration through student volunteer programs and partnerships
- Enhance marketing reach with targeted advertising and influencer collaborations
- Grow sponsor activations and brand partnerships



3 YEAR GROWTH PLAN

Year 3 / Full-Scale Festival:

Establish CFF College Station as a premier culinary event, drawing regional and national attention.

Key Events:

- The Main Event (expanded to 75-80 chefs, 4,000+ attendees) – A large-scale festival experience featuring top chefs, wineries, breweries and interactive activations
- Multiple Signature Dinners – Expanded chef-driven dinner series in collaboration with sponsors and partners
- Walk Around Events & Industry – Exclusive tastings, meet-the-chef experiences and VIP lounges
- Educational & Community Programming – Culinary workshops, farm tours and sustainability discussions

Goals & Focus Areas:

- Drive regional tourism and national recognition for College Station as a food and hospitality hub
- Secure long-term partnerships with corporate sponsors, media and industry stakeholders
- Enhance economic impact through increased visitor spending and hotel stays
- Establish CFF College Station as an annual flagship culinary event



FESTIVAL SUPPORT

City of College Station Support Services

- Marketing & Promotion: Integrate “CFF presented by College Station” into regional advertising campaigns
- Audience Development: Leverage Visit College Station’s network to drive local and regional attendance
- Venue & City Services Assistance:
 - Waived or reduced fees for city-owned venues and event spaces
 - Coordination of city services, including police, fire and sanitation
 - Streamlined permitting process for festival operations
- Hotel & Hospitality Partnerships: Work with local hotels to secure discounted rates and/or room blocks for chefs, media and attendees
- Local Business Engagement: Facilitate partnerships with College Station restaurants, breweries and food producers

Texas A&M University Support Services

- Aggie Park Venue Support: Assistance in securing waived rental fees for the festival venue
- University Stakeholders: Connections to Texas A&M boosters, alumni networks and corporate/agriculture partners for marketing, sponsorships and festival integration
- Student Volunteer Program Development:
 - Hands-on experience for students in Culinary, Agriculture, Hospitality and Marketing programs
 - Internship and mentorship opportunities with chefs, farmers and industry professionals
- Event Staffing & Logistics Support: Assistance from student organizations and university resources for event execution
- Academic & Industry Collaborations: Partnering with agriculture and sustainability programs to showcase local farming initiatives

JUSTIFYING SPONSORSHIP DESPITE LIMITED EARLY ROI

1. This opportunity would not exist without our initiative and financial investment— festival producers are assuming a significant risk and our investment is mitigating that risk
2. Early sponsorship, even without immediate returns, positions College Station as a dynamic, experience-driven destination beyond football weekends
3. Drives visitation, generates earned media and influencer buzz, and supports hotels, restaurants and small businesses
4. Fosters community pride and strengthens relationships with local, regional and national culinary partners
5. Connects Visit College Station with valuable sponsors
6. Provides FAM opportunities for VSC and ED teams
7. Enables collaboration with Texas A&M's AgriLife and Hospitality departments, reinforcing key academic and industry partnerships
8. Demonstrates the city's commitment to cultural enrichment and economic development
9. Lays groundwork for future revenue through ticket sales, vendor fees and expanded sponsorship opportunities
10. Enhances overall destination perception through measurable ROI in visitation, media exposure and brand equity
11. This is not just a party—it's a calculated investment in tourism, placemaking, economic growth and brand-building

Q&A



June 25, 2025

Item No. 3.6.

Presentation, discussion, and possible action on data reports.

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on data reports.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the Committee receive the presentation and provide direction.

Summary: Staff will present on the data reports from the previous month.

Budget & Financial Summary: N/A

Attachments:

None

June 25, 2025

Item No. 3.7.

Presentation, discussion, and possible action on the steering of the Tourism Strategic Plan.

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on the steering of the Tourism Strategic Plan.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee participate in the steering process for the strategic plan.

Summary: See attached presentation for discussion led by Jones Lang LaSalle.

Budget & Financial Summary: N/A

Attachments:

1. Strategic Plan Presentation



STRATEGIC PLAN

FOR TOURISM



CONTENTS

Stakeholder Update

Tourism Readiness Index

Demand Driver Scorecard

Timeline Check-in




Stakeholder Engagement Update

11 Stakeholders Interviewed
15 Stakeholders to be interviewed



Tourism Readiness Index



75
Data points

**Comprehensive Analysis for
Destination Positioning**

Globally recognized tool validated by over 100 domestic and international destinations + World Travel & Tourism Council

Tourism Readiness Index Pillars

Scale	Concentration
Leisure	Business
Environmental readiness	Urban readiness
Safety and security	Policy prioritization

Full report available at <https://www.us.jll.com/content/dam/jll-com/documents/pdf/other/global/jll-destination-2030-wttc-report-2022.pdf>

Levels of Readiness

Destination Typologies



Dawning Developers

Limited tourism infrastructure

Gradual tourism growth

Opportunities ahead with planning



Emerging Performers

Growing momentum

Rising infrastructure

Opportunities for strategic development

Smaller scale –may experience pressures



Balanced Dynamics

Established infrastructure

Growth in business and leisure paces with scale

Equalized scale and concentration



Mature Performers

Strong leisure and/or business travel dynamics

Established tourism infrastructure

Proactively manage pressures & capacity building



Managing Momentum

Historically high growth momentum

Aging or strained tourism infrastructure

Feeling the pressures of scale & concentration

Comparable City Set

City	State	College
Fayetteville	AR	University of Arkansas
Waco	TX	Baylor University
Lubbock	TX	Texas Tech University
San Marcos	TX	Texas State University
Athens	GA	University of Georgia
Tuscaloosa	AL	University of Alabama
Columbia	SC	University of South Carolina
Blacksburg	VA	Virginia Tech
Auburn	AL	Auburn University
Ann Arbor	MI	University of Michigan
Champaign	IL	University of Illinois
Gainesville	FL	University of Florida

College Station



College Station's comparable set includes 13 college towns across the United States.

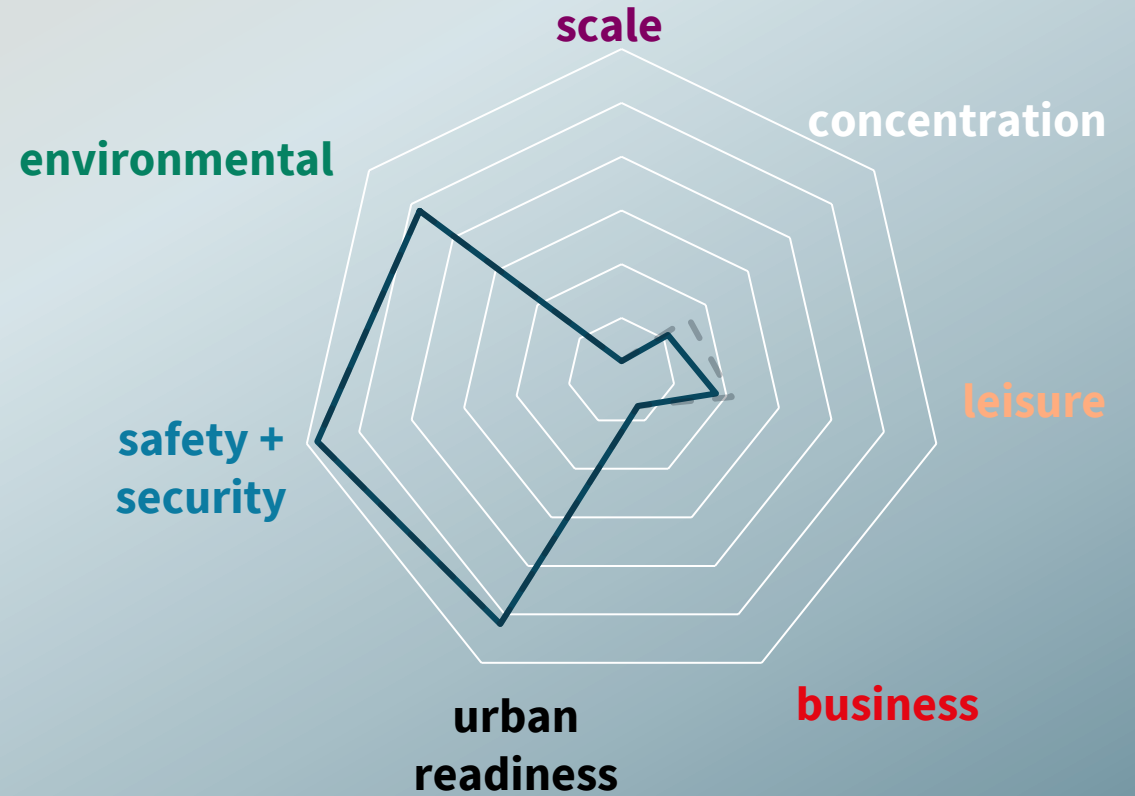


Overall, College Station performs at the average level of the comparable set, although they perform slightly below in concentration and leisure.



Outcomes by Pillar

— College Station - - Comparable Average



scale

College Station's overall Scale is below the comparable set analysis; ranking 7/13 cities.

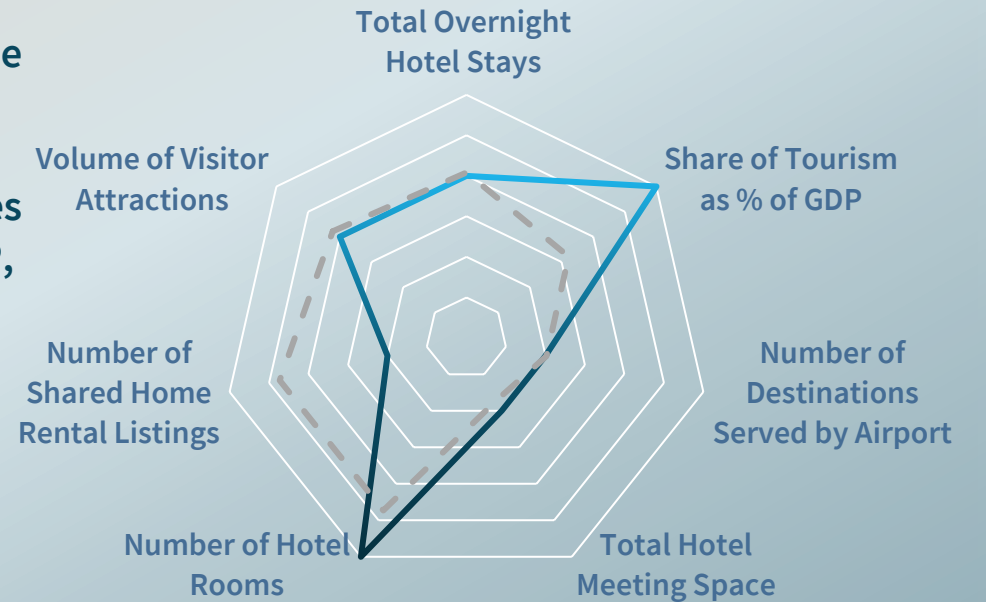
At 990,000 total overnight hotel stays, College Station ranks above the comparable set average of 867,000.

College Station ranks as one of the top cities for share of tourism as a percentage of GDP, at 5%.

College Station is one of only 8 cities that has an airport.

College Station has 4,298 hotel rooms, above the 3,477 average.

— College Station — Total Comp Set Average



- concentration
- leisure
- business
- urban readiness
- safety + security
- environmental

scale



concentration



leisure



urban readiness



safety + security



environmental

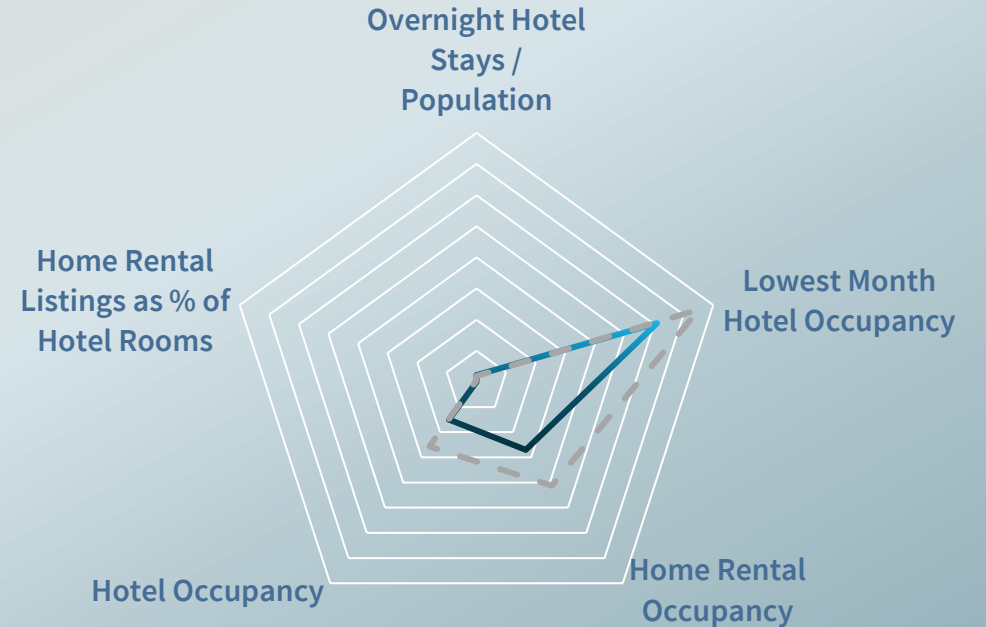
College Station concentration is above the comparable set analysis; ranking 2/13 cities.

Overnight hotel stays per square mile in line with comparable set average

Hotel and home rental occupancy are below the comparable set averages. Hotel occupancy is below by 4 percentage points and home occupancy is below by 5.

Home rental inventory account for 16% of all hotel rooms; 4 percentage points behind the comparable set average (Fayetteville and Athens 30% +)

— College Station — Total Comp Set Average



scale

concentration

leisure

business

urban readiness

safety + security

environmental

College Station has a below-average drive market access, where Blacksburg ranks far above the average due to its positioning in the Northeast.

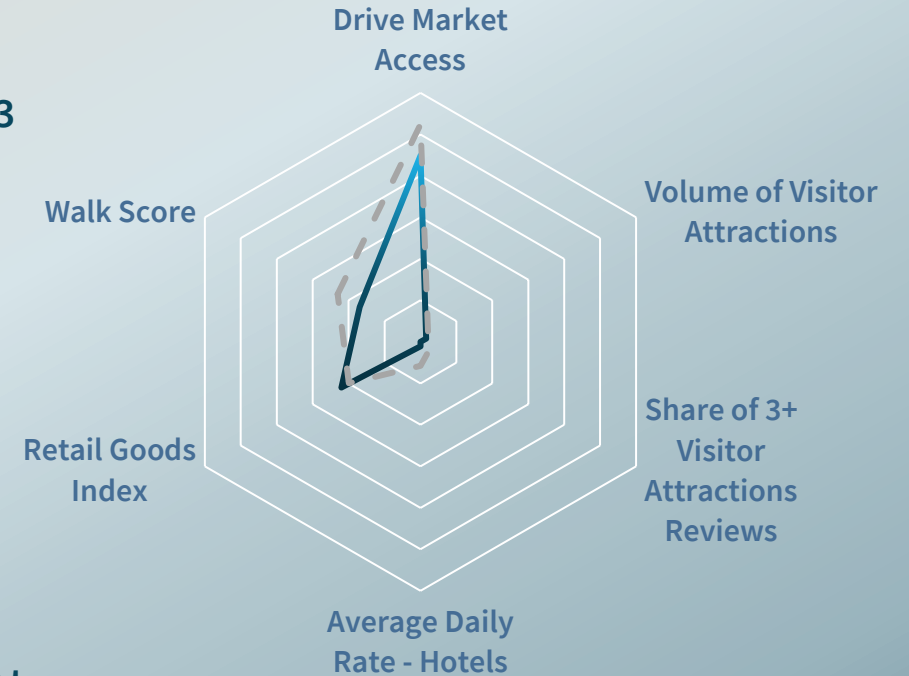
College Station ranks third as the highest 2023 Retail Index ranking, behind Ann Arbor, Lubbock and Auburn.

College Station ranks below the average of spend at restaurants, where Lubbock and Columbia rank in the top.

College Station is one of only five cities with a luxury hotel in the market.

College Station ranks slightly below average at 122 visitor attractions, compared to an average of 154.

— College Station — Total Comp Set Average



College Station

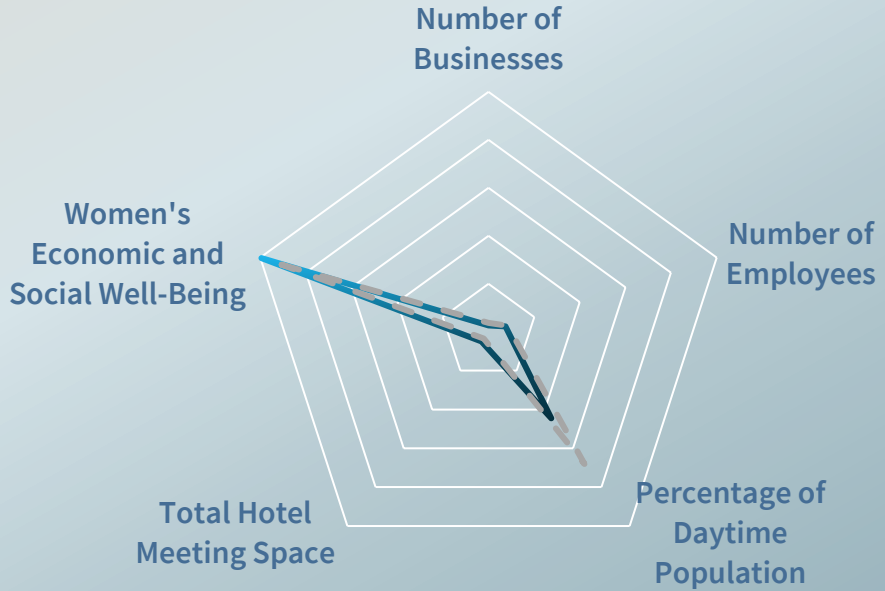
- scale
- concentration
- leisure
- business**
- urban readiness
- safety + security
- environmental

College Station ranks third in the total hotel meeting space at 94,000 square feet, behind Lubbock and Columbia.

College Station has one of the set's smallest number of employees at 74,000 where cities like Ann Arbor, Lubbock, Columbia and Gainesville have over 100,000.

College Station ranks slightly above the average in Women's Economic and Social Well-Being where Athens and Ann Arbor rank well above the set average.

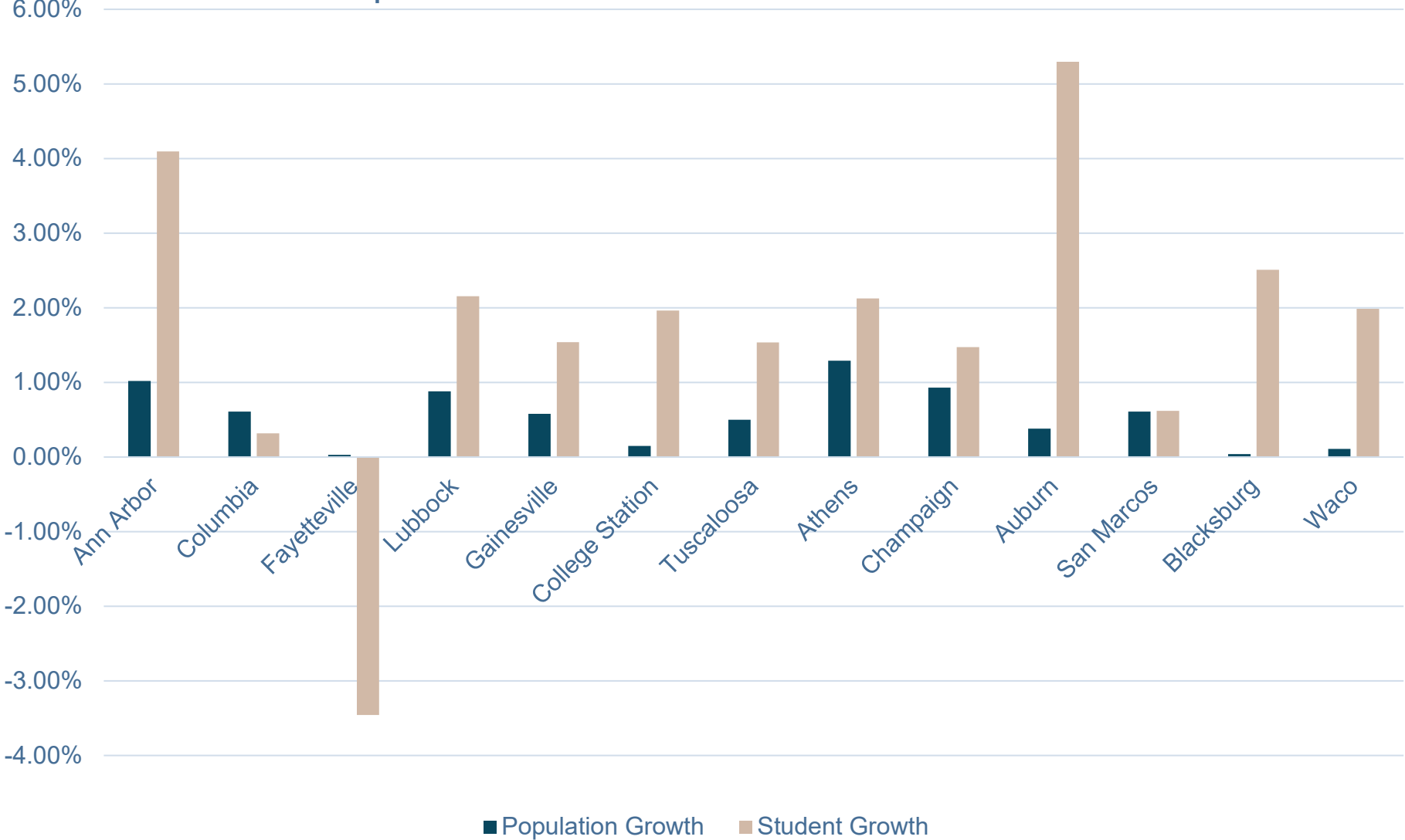
— College Station - - - Total Comp Set Average



Comparable City Set

City	Non-University Meeting Space	Total Meeting and Event Space (Sq Ft)
Athens	The Classic Center	373,000
Lubbock	Lubbock Memorial Civic Center	300,000
Waco	Waco Convention Center	144,000
Ann Arbor	Ann Arbor Marriott Ypsilanti at Eagle Crest	42,000
San Marcos	Embassy Suites San Marcos Hotel & Conference Center	41,280
College Station	Texas A&M Hotel and Conference Center	35,000
Gainesville	Hilton University of Florida Conference Center Gainesville Meeting Space	30,811
Blacksburg	The Inn at Virginia Tech and Skelton Conference Center	23,705
Auburn	The Hotel at Auburn University and Dixon Conference Center	22,000
Columbia	Marriott Columbia	17,896
Champaign	Hilton Garden Inn Champaign/ Urbana	17,810
Fayetteville	Fayetteville Town Center	13,570
Tuscaloosa	Embassy Suites by Hilton Tuscaloosa	5,600

Population vs Student Growth 5-Year CAGR








Demand Driver Scorecard

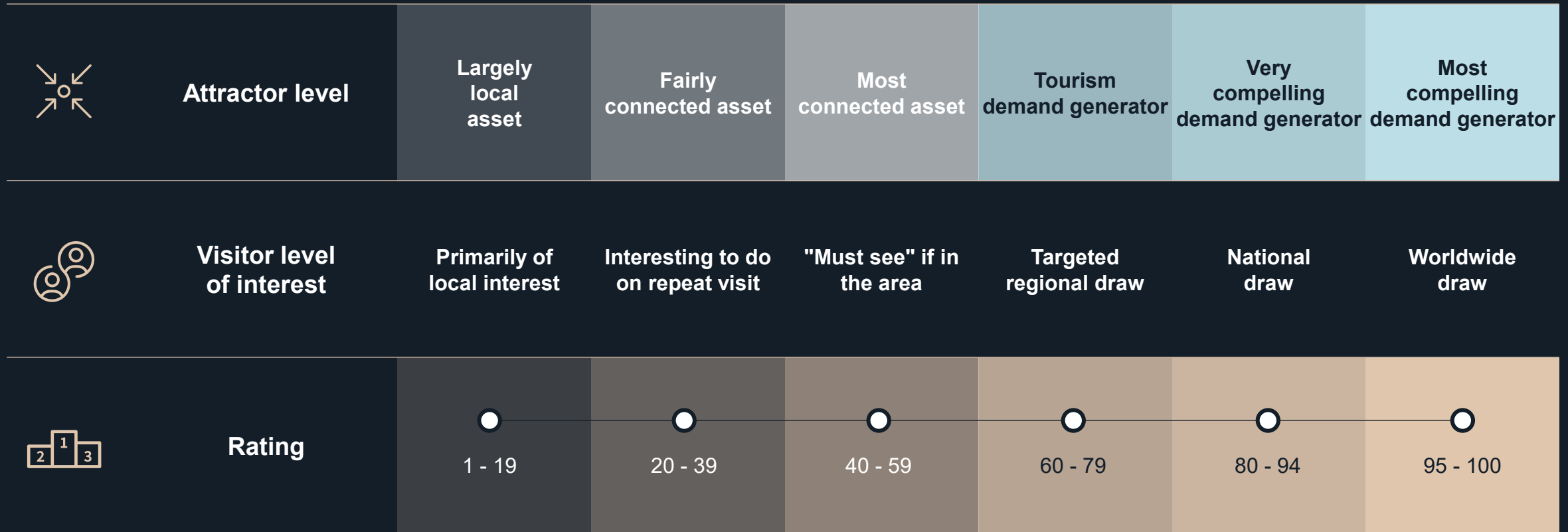
Demand driver scorecard process

Scorecard criteria

 Item	 Definition	 Max Value
1 One of a kind	Captivating content or collections that drive interest and appeal (proximity of alternative similar offerings can be a factor in overall uniqueness)	25
2 Iconic scale	Dramatic visual prompting a curiosity powerful enough to inspire a visit (Instagram worthy- trying to capture a moment)	20
3 Engaging visitor experience	Interaction between the guest and the attraction	15
4 Current visitor demand	Current level of visitor traffic, reviews, etc.	15
5 Event opportunities	Programming temporal, catalytic events (e.g. for an asset like golden gate bridge we are including the surrounding parkland)	10
6 Venue capabilities	Easy transformation and adaptation to host various functions	5
7 Identified target audience(s)	Multiple target audience and visitor types can be targeted based on overall connectivity	5
8 Future unique development	Upcoming additions or plans that elevate potential	5
Total		100

Demand driver scorecard process

Phase 3 | Demand Driver Scorecard



Demand driver scorecard - Assets

- Kyle Field
- Downtown Bryan
- George Bush Presidential Library and Museum
- Northgate District
- Century Square
- Aggieland Safari
- Reed Arena
- Santa's Wonderland
- MessinaHoff Winery
- Bonfire Memorial
- Olsen Field at Blue Bell Park
- Perrine Winery
- Museum of the American GI
- Lick Creek Trail
- Veteran's Park Loop
- Benjamin Knox Gallery
- Reveille Gravesite
- Escape Room BCS
- Post Oak Mall
- Rio Brazos Distillery
- Spirit Ice Arena
- Grand Station Entertainment
- St. Mary's Catholic Center



College Station Strategic Plan for Tourism | Project Process





Thank you

Dan Fenton

*Managing Director,
Global Tourism Advisory
& Destination Development*

dan.fenton@jll.com

Shirin Jafari

*Vice President,
Global Tourism Advisory
& Destination Development*

shirin.jafari@jll.com

Abigail Harrod

*Associate,
Global Tourism Advisory
& Destination Development*

abigail.harrod@jll.com