



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.

July 30, 2025

2:00 PM

Visit College Station Large
Conference Room

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 steering of the Tourism Strategic Plan.
- 3.2. Presentation, discussion, and possible action on the minutes of the previous meeting.
- 3.3. Presentation, discussion, and possible action on Hotel Occupancy Tax Grants.
- 3.4. Presentation, discussion, and possible action on a FY26 Budget Update.
- 3.5. Presentation, discussion, and possible action on capital projects utilizing HOT Funds.
- 3.6. Presentation, discussion, and possible action on Christmas in College Station.
- 3.7. Presentation, discussion, and possible action on an agreement renewal with Santa's Wonderland.
- 3.8. Presentation, discussion, and possible action on destination wayfinding.
- 3.9. Presentation, discussion, and possible action on data reports from the previous month.

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.

Adjournment into Executive Session may occur in order 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 July 25, 2025 at 5:00 p.m.


Deputy 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."

July 30, 2025

Item No. 3.1.

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. CSTAT Strategic Plan for Tourism - July



STRATEGIC PLAN

FOR TOURISM



CONTENTS

Stakeholder Update and Findings

Tourism Readiness Index

Demand Driver Scorecard

Timeline Check-in



Initial Stakeholder Engagement Findings- Texas A&M's Role



Stakeholder Engagement Update

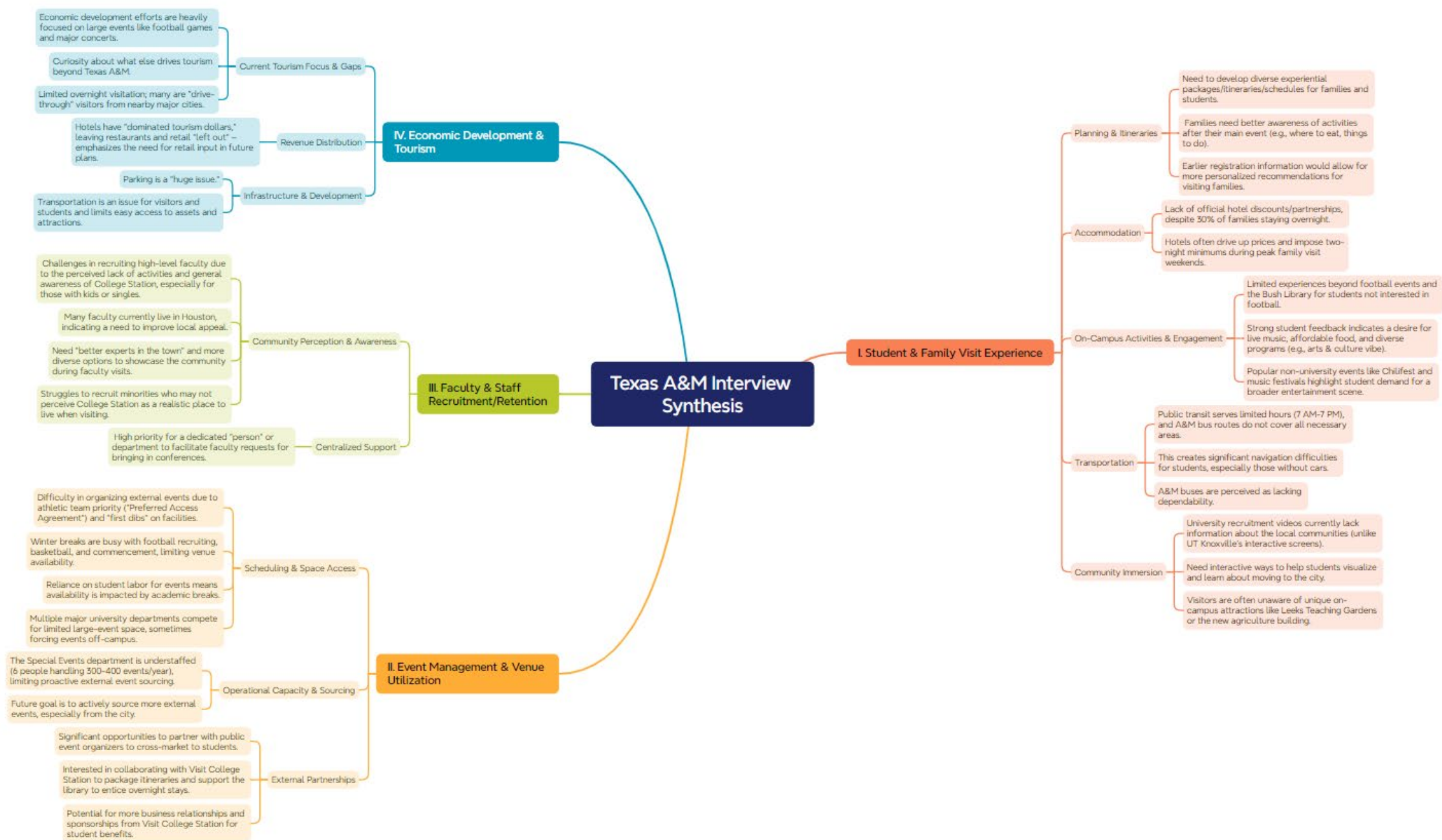
- 17 Stakeholders Interviewed
- 8 Stakeholders to be interviewed

- It's clear that an event at Kyle Field guarantees a substantial audience, equivalent to major football games, which is crucial for our objectives.
- Considering the positive reception from A&M stakeholders, what is our optimal strategy for integration?



Texas A&M Interviewees

Department
Student Government
Texas A&M Office of the President
Provost
Student Affairs
Visitor Center
Athletics
TEES



I. Student & Family Visit Experience

Planning & Itineraries

Need to develop diverse experiential packages/itineraries/schedules for families and students.

Families need better awareness of activities after their main event (e.g., where to eat, things to do).

Earlier registration information would allow for more personalized recommendations for visiting families.

Accommodation

Lack of official hotel discounts/partnerships, despite 30% of families staying overnight.

Hotels often drive up prices and impose two-night minimums during peak family visit weekends.

On-Campus Activities & Engagement

Limited experiences beyond football events and the Bush Library for students not interested in football.

Strong student feedback indicates a desire for live music, affordable food, and diverse programs (e.g., arts & culture vibe).

Popular non-university events like Chilifest and music festivals highlight student demand for a broader entertainment scene.

I. Student & Family Visit Experience

Transportation

Public transit serves limited hours (7 AM-7 PM), and A&M bus routes do not cover all necessary areas.

This creates significant navigation difficulties for students, especially those without cars.

A&M buses are perceived as lacking dependability.

Community Immersion

University recruitment videos currently lack information about the local communities (unlike UT Knoxville's interactive screens).

Need interactive ways to help students visualize and learn about moving to the city.

Visitors are often unaware of unique on-campus attractions like Leeks Teaching Gardens or the new agriculture building.

II. Event Management & Venue Utilization

Scheduling & Space Access

Difficulty in organizing external events due to athletic team priority ("Preferred Access Agreement") and "first dibs" on facilities.

Winter breaks are busy with football recruiting, basketball, and commencement, limiting venue availability.

Reliance on student labor for events means availability is impacted by academic breaks.

Multiple major university departments compete for limited large-event space, sometimes forcing events off-campus.

Operational Capacity & Sourcing

The Special Events department is understaffed (6 people handling 300-400 events/year), limiting proactive external event sourcing.

Future goal is to actively source more external events, especially from the city.

Significant opportunities to partner with public event organizers to cross-market to students.

External Partnerships

Interested in collaborating with Visit College Station to package itineraries and support the library to entice overnight stays.

Potential for more business relationships and sponsorships from Visit College Station for student benefits.

III. Faculty & Staff Recruitment/Retention

Community Perception & Awareness

Challenges in recruiting high-level faculty due to the perceived lack of activities and general awareness of College Station, especially for those with kids or singles.

Many faculty currently live in Houston, indicating a need to improve local appeal.

Need "better experts in the town" and more diverse options to showcase the community during faculty visits.

Struggles to recruit minorities who may not perceive College Station as a realistic place to live when visiting.

Centralized Support

High priority for a dedicated "person" or department to facilitate faculty requests for bringing in conferences.

IV. Economic Development & Tourism

Current Tourism Focus & Gaps

Economic development efforts are heavily focused on large events like football games and major concerts.

Curiosity about what else drives tourism beyond Texas A&M.

Limited overnight visitation; many are "drive-through" visitors from nearby major cities.

Revenue Distribution

Hotels have "dominated tourism dollars," leaving restaurants and retail "left out" - emphasizes the need for retail input in future plans.


Infrastructure & Development

Parking is a "huge issue."

Transportation is an issue for visitors and students and limits easy access to assets and attractions.



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

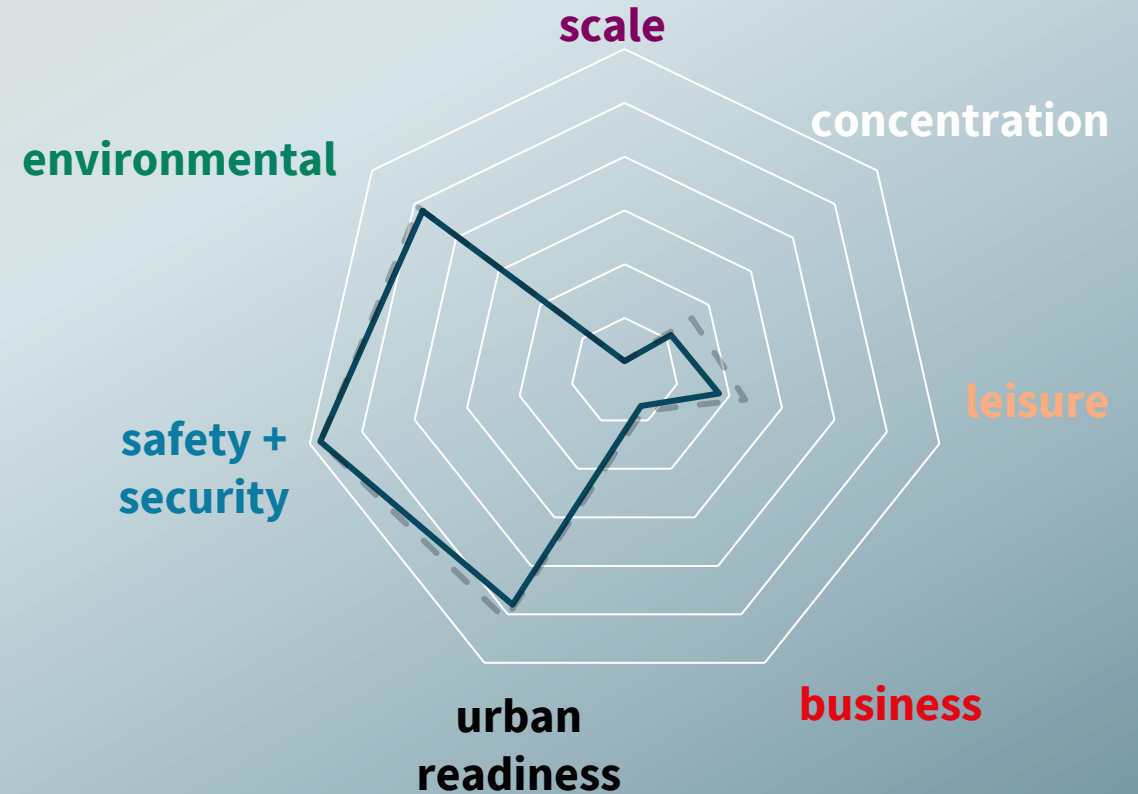
Comparable City Set

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
State College	PA	Pennsylvania State University
Charlottesville	VA	University of Virginia

* Amarillo, Texas was mentioned by Steering Committee as a potential Comparable City and was initially analyzed but was removed due to the lack of major university presence.

Outcomes by Pillar

— College Station - - Comparable Average



College Station’s comparable set includes 15 towns across the United States.



Overall, College Station performs slightly below the average level of the comparable set, ranking 9 of the 15 comparable cities.



College Station ranks about average in most pillars – except the concentration, leisure and urban readiness pillars where College Station under indexes the average.



scale

College Station's overall Scale is below the comparable set analysis; ranking 8/15 cities.

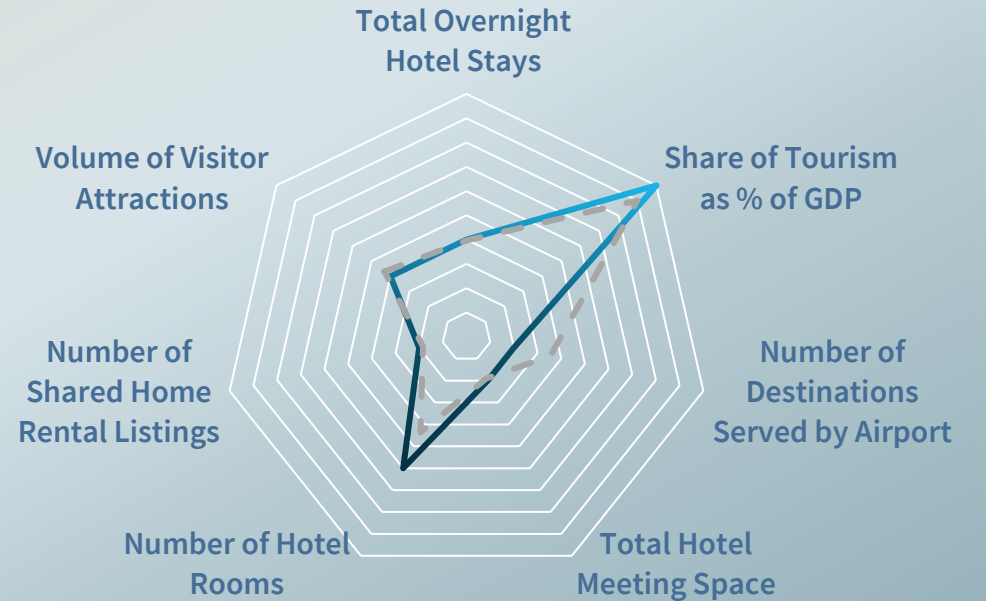
At 990,000 total overnight hotel stays, College Station ranks just above the comparable set average of 878,000.

College Station ranks in line with the comparable set for share of tourism as a percentage of GDP, at 5%.

College Station is one of only 10 cities that has an airport.

College Station has 4,298 hotel rooms, above the 3,402 average.

— College Station - - - Total Comp Set Average



concentration

leisure

business

urban readiness

safety + security

environmental

scale



concentration



leisure



urban readiness



safety + security



environmental

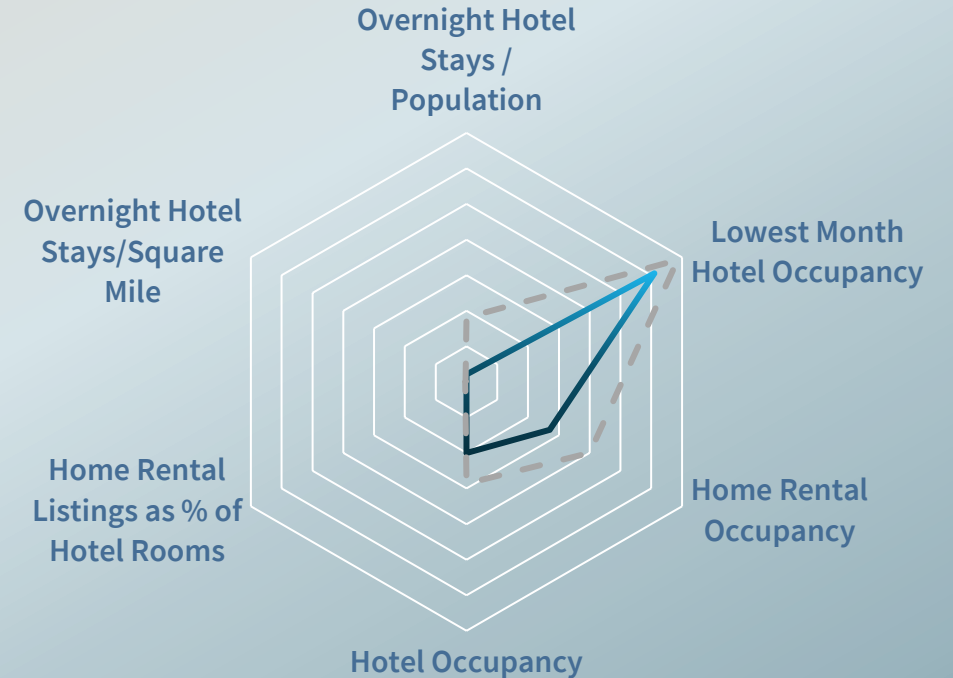
College Station concentration is well below the comparable set analysis; ranking 13/15 cities. This is College Station's lowest ranking in the index.

Overnight hotel stays per square mile are significantly below the comparable set average

Hotel and home rental occupancy are below the comparable set averages. Hotel occupancy is below by 2 percentage points and home occupancy is below by 5.

Home rental inventory account for 16% of all hotel rooms, 8 percentage points behind the comparable set average (Charlottesville and State College 40% +)

— College Station - - Total Comp Set Average



College Station

scale

concentration

leisure

business

urban readiness

safety + security

environmental

College Station leisure score is well below the comparable set analysis; ranking 11/15 cities.

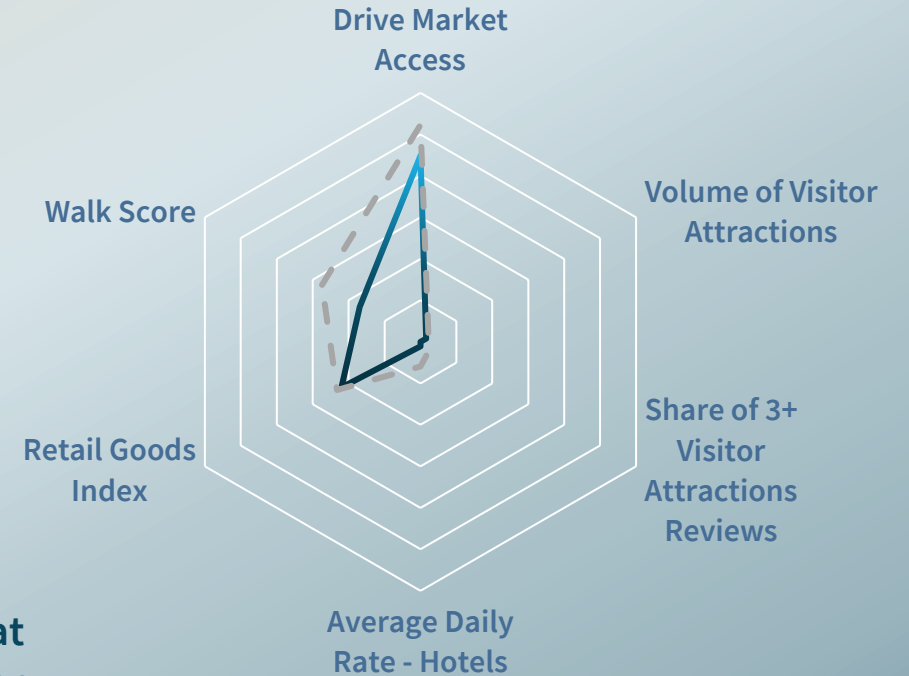
College Station has a below-average drive market access, where State College and Blacksburg rank far above the average due to their positioning in the Northeast.

College Station ranks below the average of spend at restaurants, where Charlottesville ranks 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 163.

— College Station — Total Comp Set Average



scale

concentration

leisure

business

urban readiness

safety + security

environmental

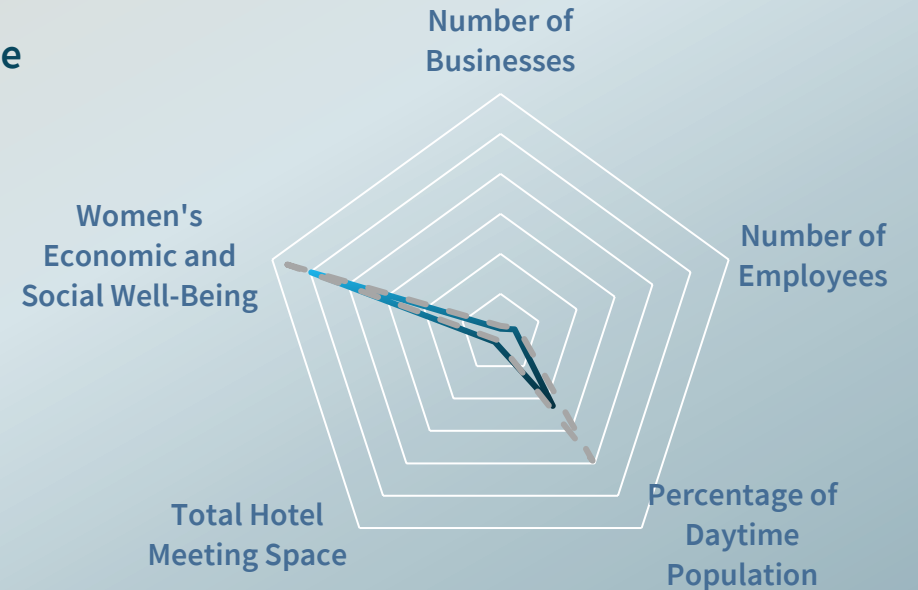
College Station business score is well below the comparable set analysis; ranking 10/15 cities.

College Station ranks slightly higher in the amount of hotel meeting space – with 94,092 square feet of meeting space compared to an average of 73,300.

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

College Station ranks slightly below the average in Women’s Economic and Social Well-Being where State College and Charlottesville rank well above the set average.

— College Station - - - Total Comp Set Average



scale

concentration

leisure

business

urban readiness

safety + security

environmental

College Station urban readiness is below the comparable set analysis; ranking 9/15 cities.

College Station ranks as one of the most affordable housing markets within the comparable set.

Business friendliness is below the set average, where Athens, Waco and San Marcos rank amongst the top.

On average, College Station experiences a total of 11 hours lost in traffic each year. This is well below the comparable set, with Ann Arbor and San Marcos having some of the highest levels of congestion.

— College Station — Total Comp Set Average



scale

concentration

leisure

business

urban readiness

safety + security

environmental

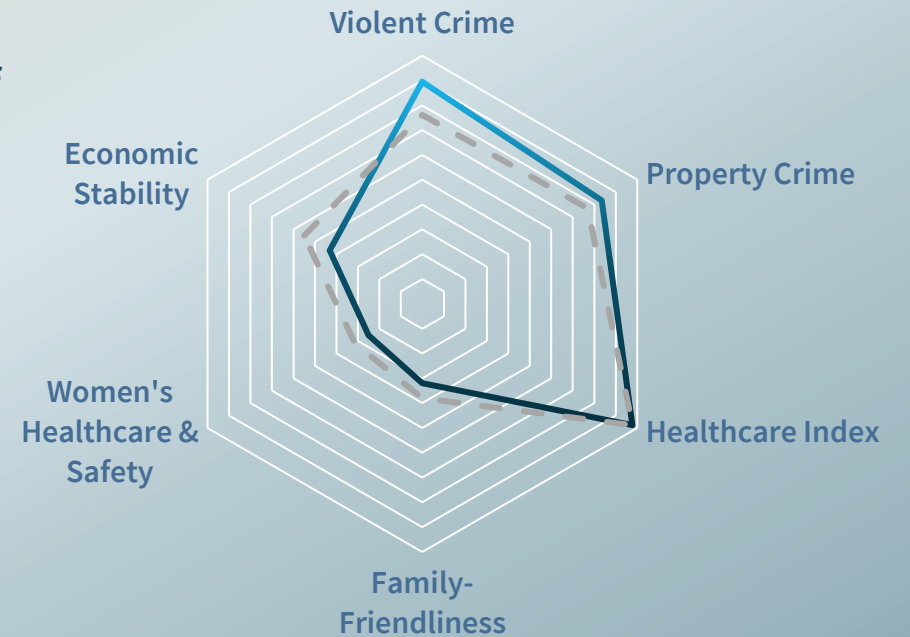
College Station safety and security is below the comparable set analysis; ranking 9/15 cities.

College Station has one of the lowest rates of violent crime and property crime.

College Station ranks below the average in economic stability and healthcare quality and availability.

College Station ranks below the average in Women's Healthcare and Safety and Family Friendliness where Ann Arbor and Athens are the highest performers.

— College Station — Total Comp Set Average



College Station

scale

concentration

leisure

business

urban readiness

safety + security

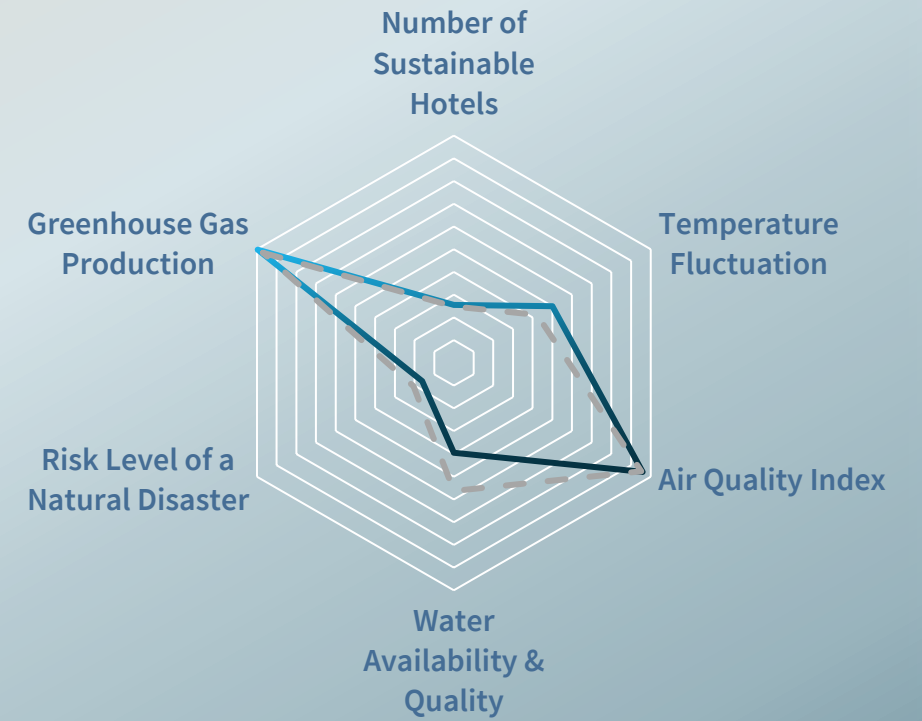
environmental

College Station environment is in line with the comparable set; ranking 7/15 cities.

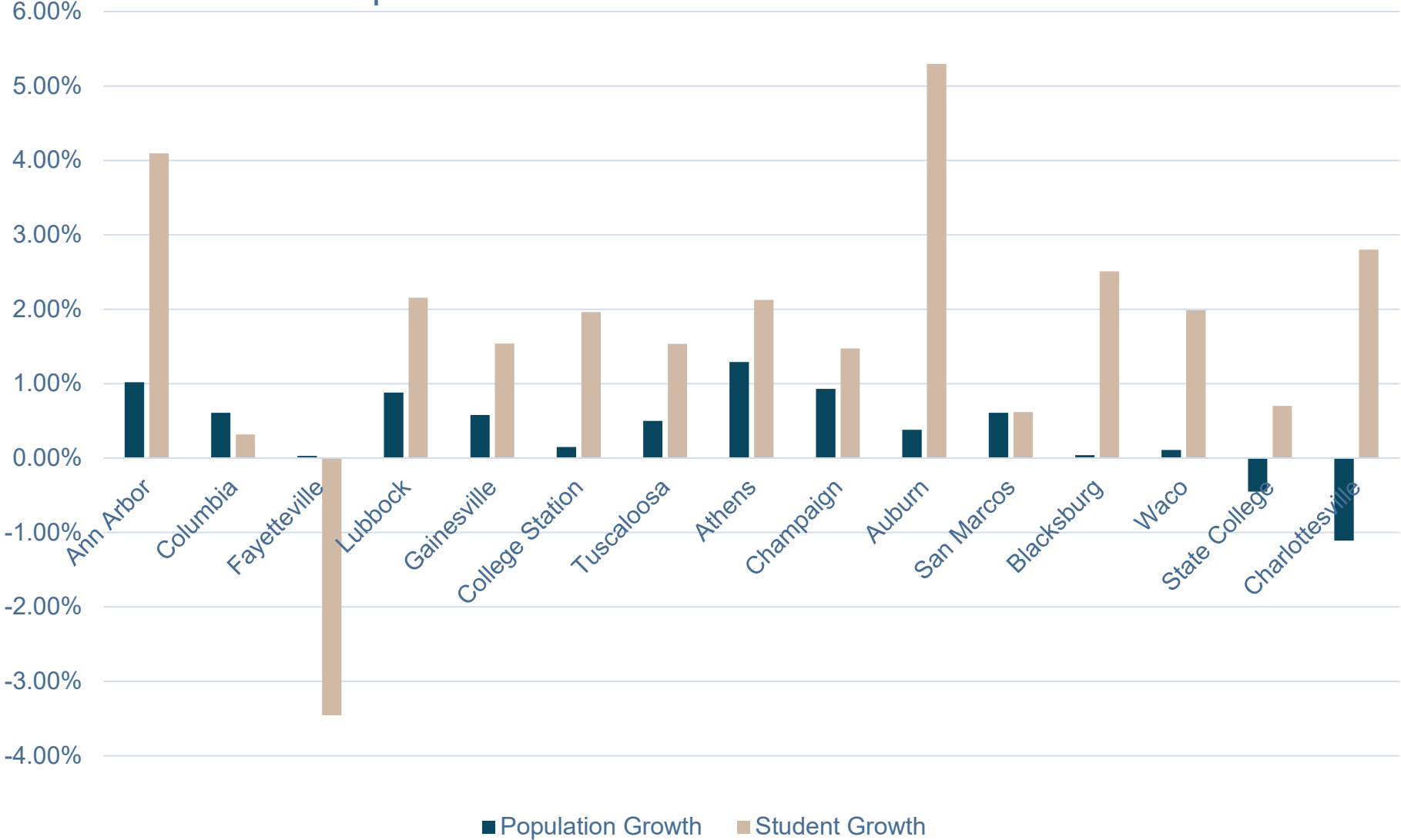
The risk level for natural disaster is below the comparable set average. Cities like Blacksburg and Virginia have some of the highest risk levels.

College Station is relatively comfortable, with fewer temperature fluctuations than the comparable set average.

— College Station - - - Total Comp Set Average



Population vs Student Growth 5-Year CAGR





Comparable City Set- Total Meeting Spaces




City	Comparable 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
Charlottesville	John Paul Jones Arena	23,000
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
State College	Bryce Jordan Center at Penn State University	16,000
Fayetteville	Fayetteville Town Center	13,570
Tuscaloosa	Embassy Suites by Hilton Tuscaloosa	5,600



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

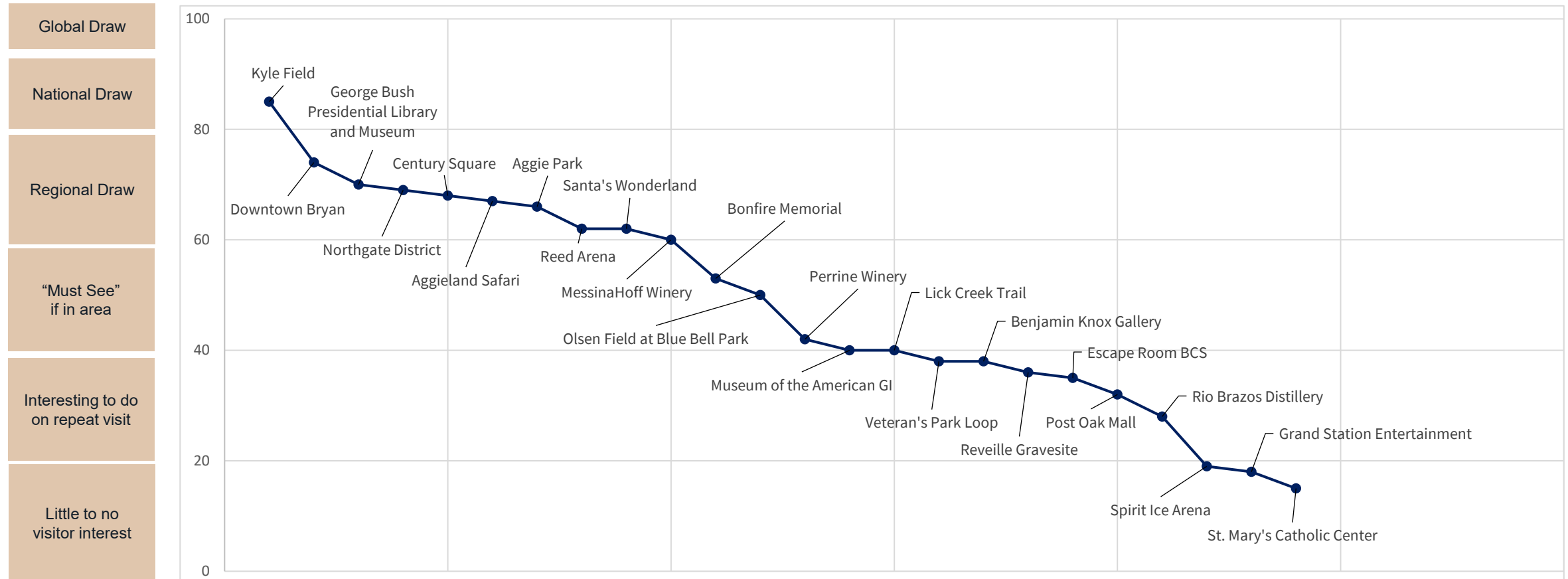
Demand driver scorecard - Assets

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



Demand driver scorecard

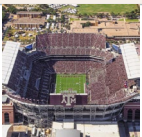
- 25 assets and experiences were studied based on the feedback from the engagement process, as well as desktop research and social listening platforms such as TripAdvisor.
- 40% of assets studied (10/25) are driving national and regional demand to College Station.



Demand driver scorecard

Kyle Field

Item	Definition	Max Score	Kyle Field
One of a kind	Captivating content or collections that drive interest and appeal	25	22
Iconic scale	Dramatic visual prompting a curiosity powerful enough to inspire a visit	20	17
Engaging visitor experience	Interaction between the guest and the attraction	15	12
Current visitor demand	Current level of visitor traffic, reviews, etc.	15	12
Event opportunities	Programming temporal, catalytic events	10	10
Venue capabilities	Easy transformation and adaptation to host various functions	5	4
Identified target audience(s)	Multiple target audience and visitor types can be targeted based on overall connectivity	5	4
Future unique development	Upcoming additions or plans that elevate potential	5	4
		100	85

Attractor Level	Largely Local Attraction	Fairly Connected Attraction	Most Connected Attraction	Attractor	Very Compelling Attractor	Most Compelling Attractor
Visitor Level of Interest	Little to no interest	Interesting to do on repeat visit	"Must see" if in the area	Targeted regional draw	National draw	Worldwide draw
						
Rating	0-19	20-39	40-59	60-79	80-95	95-100

Demand driver scorecard

George Bush Presidential Library and Museum

Item	Definition	Max Score	George Bush Presidential Library and Museum
One of a kind	Captivating content or collections that drive interest and appeal	25	20
Iconic scale	Dramatic visual prompting a curiosity powerful enough to inspire a visit	20	14
Engaging visitor experience	Interaction between the guest and the attraction	15	9
Current visitor demand	Current level of visitor traffic, reviews, etc.	15	10
Event opportunities	Programming temporal, catalytic events	10	8
Venue capabilities	Easy transformation and adaptation to host various functions	5	3
Identified target audience(s)	Multiple target audience and visitor types can be targeted based on overall connectivity	5	3
Future unique development	Upcoming additions or plans that elevate potential	5	3
		100	70

Attractor Level	Largely Local Attraction	Fairly Connected Attraction	Most Connected Attraction	Attractor	Very Compelling Attractor	Most Compelling Attractor
Visitor Level of Interest	Little to no interest	Interesting to do on repeat visit	"Must see" if in the area	Targeted regional draw	National draw	Worldwide draw
Rating	0-19	20-39	40-59	60-79	80-95	95-100



Demand driver scorecard

Century Square

Item	Definition	Max Score	Century Square
One of a kind	Captivating content or collections that drive interest and appeal	25	15
Iconic scale	Dramatic visual prompting a curiosity powerful enough to inspire a visit	20	12
Engaging visitor experience	Interaction between the guest and the attraction	15	8
Current visitor demand	Current level of visitor traffic, reviews, etc.	15	10
Event opportunities	Programming temporal, catalytic events	10	8
Venue capabilities	Easy transformation and adaptation to host various functions	5	5
Identified target audience(s)	Multiple target audience and visitor types can be targeted based on overall connectivity	5	5
Future unique development	Upcoming additions or plans that elevate potential	5	5
		100	68

Attractor Level	Largely Local Attraction	Fairly Connected Attraction	Most Connected Attraction	Attractor	Very Compelling Attractor	Most Compelling Attractor
Visitor Level of Interest	Little to no interest	Interesting to do on repeat visit	"Must see" if in the area	Targeted regional draw	National draw	Worldwide draw
Rating	0-19	20-39	40-59	60-79	80-95	95-100



Demand driver scorecard

Reed Arena

Item	Definition	Max Score	Reed Arena
One of a kind	Captivating content or collections that drive interest and appeal	25	12
Iconic scale	Dramatic visual prompting a curiosity powerful enough to inspire a visit	20	12
Engaging visitor experience	Interaction between the guest and the attraction	15	10
Current visitor demand	Current level of visitor traffic, reviews, etc.	15	8
Event opportunities	Programming temporal, catalytic events	10	10
Venue capabilities	Easy transformation and adaptation to host various functions	5	4
Identified target audience(s)	Multiple target audience and visitor types can be targeted based on overall connectivity	5	4
Future unique development	Upcoming additions or plans that elevate potential	5	2
		100	62

Attractor Level	Largely Local Attraction	Fairly Connected Attraction	Most Connected Attraction	Attractor	Very Compelling Attractor	Most Compelling Attractor
Visitor Level of Interest	Little to no interest	Interesting to do on repeat visit	"Must see" if in the area	Targeted regional draw	National draw	Worldwide draw



Rating	0-19	20-39	40-59	60-79	80-95	95-100
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College Station Strategic Plan for Tourism | Project Process





Thank you

Dan Fenton

*Managing Director,
Global Tourism &
Destination Advisory*

dan.fenton@jll.com

Shirin Jafari

*Vice President,
Global Tourism &
Destination Advisory*

shirin.jafari@jll.com

Abigail Harrod

*Associate,
Global Tourism &
Destination Advisory*

abigail.harrod@jll.com

July 30, 2025

Item No. 3.2.

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

**Minutes Of The Tourism Committee
City Of College Station
June 25, 2025**



1. Call to order and introductions.

Present:

Committee Member Greg Stafford
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

Absent:

Committee Member Hunter Goodwin
Committee Member Erin Jones

City Staff:

Michael Ostrowski, Chief Development Officer
Jeremiah Cook, Assistant Director, Tourism - Virtual
Kelsey Heiden, Director, Parks and Recreation
Jo Beth Wolfe, Convention Sales Manager - Virtual
Alex Aguero, Sports Sales Manager
Angie Bertinot, Marketing Manager
Lisa McCracken, Administrative Support Specialist
Gene Ballew, Assistant Director, Parks & Recreation

Others:

Councilmember David White
Councilmember Bob Yancy
Steve Beachy - Brazos Valley Veterans Memorial
Michael Bottigliesi - President of Brazos Valley Veterans Memorial
Leslie Bowlin - CEO of The Arts Center of Brazos Valley

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, June 25, 2025, in the Visitor Center Large Conference Room at 1207 Texas Avenue, 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 William L. Peel and a second by Committee Member Greg Stafford, the committee voted 7 for and 0 opposed to approve the minutes of the May 28th, 2025, meeting.

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

Assistant Director Cook presented the \$30,000 funding request for the Brazos Valley Veterans Memorial (BVVM). Steve Beachy and Michael Bottigliesi presented how the funds would be utilized. Committee Member Stafford expressed concerns about funding through Hotel Tax Revenue. Committee Member Ross recommended that the City and BVVM should monitor visitation numbers and marketing activities, and present the collected data at future meetings for evaluation.

MOTION: Upon a motion made by Committee Member Jim Ross and a second by Committee Member Greg Stafford, the Committee voted 8 for and 0 opposed to recommend approval of 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.

Committee member Connor Clark attended the meeting at 3:45 pm.

Assistant Director Jeremiah Cook provided an overview of how the funding for the Brazos Valley Arts Center will be utilized in FY26, including a detailed breakdown of the funding request. The Arts Center is seeking \$678,785 in Hotel Occupancy Tax funds and \$35,000 in General Funds for FY 2026. This request represents a 21% increase from the \$560,953 awarded in FY 2025.

- Affiliate Pass-through Sub-granting
- Art's Center Affiliate marketing
- Arts Center O&M0
- Arts Tourism Marketing
- Public Art
- Local Arts Marketing

Leslie Bowlin provided an overview of past and upcoming events, highlighting the various opportunities the Art Council offers to the community. These include camps, outreach through the Teens for Life program, Artist Connect, and Artist-in-Residence programs. The Arts Center has been actively marketing its projects within the community through digital marketing, social events, and advertising on local TV stations, newspapers, and magazines. They have been

working diligently in collaboration with other organizations to revive community involvement and outreach.

The committee requested more information about their marketing efforts, given the increased funding request. Ms. Bowlin explained that they have been very aggressive with their marketing strategies, attracting people from other areas and collaborating with the City on the Levitt grant, which aims to enhance the community's art culture. Chief Development Officer, Michael Ostrowski, provided further details to the committee about the Levitt grant and its role in supporting the City and the Arts Center, citing that the Arts Center would be the applicant on behalf of the city.

Committee member Greg Stafford left at 4:30 pm.

Item 3.3 discussion was placed on hold for the presentation of 3.7. The committee opened Item 3.3 for further discussion.

Recommendations:

Approved 21% with contingency, and strongly suggest they come back with an Arts for Tourism program.

MOTION: Upon a motion made by Committee Member Rhianon Elizabeth Whitney and a second by Committee Member Kevin Davis, the Committee voted 8 for and 0 opposed, to recommend approval of the Arts Center of the Brazos Valley Fiscal Year 2026 funding request.

Recommended Approval

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

Assistant Director Jeremiah Cook updated the Committee on two Hotel Occupancy Tax Grant applications.

- Boomfit - BCS Classic - August 22, 2025
- Texas A&M University (RISC) - ASCE 2026 conference - February 23, 2026

MOTION: Upon a motion made by Committee Member Rhianon Elizabeth Whitney and a second by Committee Member Costa Dallis, the Committee voted 8 for and 0 opposed to approve the HOT Grant Application for Boomfit at \$15,000.

Upon a motion made by Committee Member Connor Clark and a second by Committee Member Jim Ross, the Committee voted 8 for and 0 opposed to approve the HOT Grant Application for Texas A&M University (RISC) at \$15,000.

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

Marketing Manager Angie Bertinot introduced to the Committee a potential future signature event in collaboration with Chefs for Farmers (CFF) and A21 Events. CFF and A21 are offering College Station a unique opportunity to quickly establish a successful culinary event by partnering with an established, award-winning brand known for its high-quality production, curated chef talent, and dedicated foodie following. Produced by A21 Events, Chefs for Farmers provides instant credibility, regional media exposure, and a built-in audience that would otherwise take years to develop organically. The mission of this event is to celebrate farm-to-table excellence and highlight local chefs, farmers, and makers, which aligns with College Station's agricultural

heritage and university strengths.

Committee members expressed concern about the lack of room nights produced by the event and the cost of a first-year event.

The committee recommended finding a different signature event that would belong to the City and partnering with Texas A&M or the Arts Center.

MOTION: Upon a motion made by Committee Member Rhianon Elizabeth Whitney and a second by Committee Member Connor Clark, the Committee voted 0 for and 8 opposed to proceed with the Chef's for Farmers event.

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

Assistant Director Jeremiah Cook reviewed data reports indicating that May was an excellent month, which included track and field events, as well as other sporting events and graduation. However, June has been challenging due to a decrease in events. For instance, the softball tournament was canceled due to rain on the second weekend. A more accurate report for June will be provided at the next meeting.

No Action taken

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

Staff members from Jones, Lang and LaSalle(JLL), including Dan Fenton (Managing Director, Practice Lead), Shirin Jafari (Vice President), and Abigail Harrod (Associate), provided updates on stakeholder interviews and asked if the Committee had any recommendations on anyone else they would like to have interviewed. JLL Staff reviewed the Tourism Readiness for the 75 data points under the different topics of Scale, Concentration, with Leisure, Business, Environmental Readiness, Urban Readiness, Safety and Security, and Policy Prioritization during the next meeting. JLL Staff provided the committee with a list of comparable cities to review, and asked if there are any others they would like to see on the list. Members of the Committee recommended that Amarillo, TX, along with Charlottesville, VA, be added, and Columbia, SC, be removed, along with looking at some similar schools close to Texas A&M.

No Action taken at this time.

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.

Recommendations:

Move the July and August meeting to start at 2:00 pm to get through all items, along with the possibility of limited presentation time.

5. Adjourn.

MOTION: Upon a motion made by Committee Member Scott Logan and a second by Committee Member Paul Allen Loy, the Committee voted 8 for and 0 opposed, to Adjourn.

Adjourned at 6:35 p.m.

July 30, 2025

Item No. 3.3.

Presentation, discussion, and possible action on Hotel Occupancy Tax Grants.

Sponsor: Alex Aguero, Jo Beth Wolfe

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on Hotel Occupancy Tax Grants.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the Committee recommend approval of the attached applications.

Summary: See attached applications and staff evaluations.

Budget & Financial Summary:

Attachments:

1. Aggieland Invitational Hot Grant Application
2. Southwest Bowling Hot Grant Application
3. APA Texas State Planning Hot Grant Application

2025 Aggieland Invitational

*College Station Event Funding- Tourism
Committee Approval*

College Station Independent School District

1812 Welsh
College Station, TX 77840

O: 979-764-5400

Megan Symank

1812 Welsh
College Station, TX 77840

msymank@csisd.org
O: 979-571-8265

Evaluation Form

Event Name

2025 Aggieland Invitational

Number of Room Nights*

250

Number of Attendees*

4500

Max Amount of Funding per Guidelines*

\$20,000.00

Staff Recommended Amount*

\$20,000.00

Anything else that would help evaluation of this grant?

The tournament has grown over the past few years, and fills a demand date between Christmas and New Years. Because of this, staff recommends a grant of \$20,000.

Application Form

Event or Expenditure Description

Event Name*

2025 Aggieland Invitational

Event Website

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

<https://www.csisdathletics.org/2025-aggieland-invitational>

Event Type*

Select the type that best fits your event.

Sports

Event Start Date*

The date the event is scheduled to begin.

12/29/2025

Event End Date*

The date the event is scheduled to end.

12/31/2025

Event Description*

Detailed description of the event.

Welcome to the 2025 Aggieland Invitational! College Station ISD in collaboration with Bryan ISD is thrilled to continue the rich tradition of providing the BCS community with a quality holiday high school basketball tournament emphasizing competition and sportsmanship.

Schedule of Events

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

Host Venue/Facility*

Primary location where event will be held in College Station.

A&M Consolidated HS, College Station High School, Bryan High School, Rudder High School

Total number of hotel room nights expected?*

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

650

Nights Hotel Rooms are Needed*

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

Monday
Tuesday

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.

Best Western Plus, Hilton, Embassy, Hyatt Place, La Quinta South, TAMU, Wyndham Garden, Aloft, La Quinta North, and Holiday Inn Express

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:

Hotel Booking Link

Events with Spectators

Number of expected participants*

Participants only include those taking part in the event.

Be sure to include staff attending.

1500

Number of expected spectators*

Spectators only include those watching the event.

3000

Out-of-Town Percentage*

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

80

Number of expected teams (if applicable):

88

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)*

College Station ISD

Applicant Name*

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

Megan Symank

Date*

07/14/2025

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.

Heather Wilson

Contract Signatory Email*

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

hwilson@csisd.org

Funding Request Overview

Amount Requested*

Total amount of funds requested for the event.

\$20,000.00

Grant Dependent*

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

Yes

Fund Expenditures*

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

Awards, officials, supports tournament entry fees

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.

UIL Regional Wrestling Championships by College Station ISD

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

No files were uploaded

Southwest Bowling Proprietors Trade Show

*College Station Event Funding- Tourism
Committee Approval*

Texas Bowling Centers Association

Mrs Karen L Miller
7310 Creekbluff Drive
Austin, TX 78750

klmbowl@sbcglobal.net
O: 512-750-2083
M: 5127502083
F: TBCA

Mrs Karen Miller

Evaluation Form

Event Name

Southwest Bowling Proprietors Trade Show

Number of Room Nights*

225

Number of Attendees*

200

Max Amount of Funding per Guidelines*

\$5,000.00

Staff Recommended Amount*

\$2,000.00

Anything else that would help evaluation of this grant?

As a regional draw attracting visitors from 3 states outside of Texas, staff recommends approving the requested \$2,000 HOT Grant.

Application Form

Event or Expenditure Description

Event Name*

Southwest Bowling Proprietors Trade Show

Event Website

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

texasbowlingcenters.org

Event Type*

Select the type that best fits your event.

Trade Show

Event Start Date*

The date the event is scheduled to begin.

09/28/2025

Event End Date*

The date the event is scheduled to end.

10/01/2025

Event Description*

Detailed description of the event.

Trade show offered for bowling center owners and managers. Vendors include manufacturers, distributors, food companies, insurance, toy vending and video games Education seminars will be offered

Schedule of Events

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

SW Show Schedule.jpg

Host Venue/Facility*

Primary location where event will be held in College Station.

Hilton College Station

Total number of hotel room nights expected?*

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

225

Nights Hotel Rooms are Needed*

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

Sunday
Monday
Tuesday

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.

Hilton Hotel is the host hotel

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:

We are marketing the event for the 4 state show. AR, LA, TX and OK will be represented

Events without Spectators

Number of expected attendees/participants:*

200

Out-of-Town Percentage

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

40

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)*

Texas Bowling Centers Association

Applicant Name*

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

Karen Miller

Date*

06/19/2025

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.

Karen Miller

Contract Signatory Email*

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

klmbowl@sbcglobal.net

Funding Request Overview

Amount Requested*

Total amount of funds requested for the event.

\$2,000.00

Grant Dependent*

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

Yes

Fund Expenditures*

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

The funds will go toward the cost of running the show.

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

Include Name and Amount to Receive

None

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.

Texas Education Boot Camps during the year

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.

NA

File Attachment Summary

Applicant File Uploads

- SW Show Schedule.jpg

**SOUTHWEST
BOWLING
PROPRIETORS**

Celebrating 20 Years

TRADE SHOW 2025

SUNDAY 9/28 - WEDNESDAY 10/1

HILTON COLLEGE STATION & CONFERENCE CENTER
801 University Drive East College Station, TX

\$139 Room Rate (979) 693-7500 Group: Southwest Bowling Proprietors

REGISTRATION

BEFORE September 5th \$75/person AFTER September 5th- \$99/person
Includes: Seminars, Trade Show, Food Functions, Bars, & Entertainment Events

**SUNDAY
SEPTEMBER 28**

8:00 AM - 4:00 PM
12:00 PM - 4:30 PM
6:00 PM - 8:00 PM

Exhibitor Set up
Texas and Louisiana State Meetings
Reception at Grand Station Entertainment Sponsored by:



**MONDAY
SEPTEMBER 29**

8:30 AM - 1:00 PM
1:00 PM - 3:00 PM
10:00AM - 3:00PM
4:00PM - 5:00PM
5:00PM - 6:00PM
6:00PM - 8:00PM

Classic Golf Tournament The Golf Club At Texas A&M
Bruce Davis Growing your business in a challenging economy
Exhibitor Set up / Registration
Industry updates BPAA · Smart Buy · Strike Ten
Open bar with exhibitors
Exhibitor welcome dinner Golf prizes announced & awards

**TUESDAY
SEPTEMBER 30**

8:45 PM - 9:00 AM
9:00AM - 10:15AM

Welcome Mike Logan, Southwest Chairman Andy B. Southwest Regional Director
Steve Lerch – Innovation Leadership

Inspiring People To Think Differently

Former Google Executive and innovation evangelist, a global advocate for driving meaningful transformations through people-centered innovation.



10:30 - 11:30 AM
11:45AM - 12:30PM

Introduction of exhibitors
Danny Gruening – **Beyond Achievement:**

Create Fulfillment in Business and Life

A leading industry expert on personal development and business strategy, Danny has over a decade of experience in business leadership with a focus in personal development.



12:30PM - 2:30PM
2:45PM - 4:00PM

Lunch with exhibitors
Bruce Davis – Idea Round Tables

What's working for centers & how to make things work better

5:00PM - 6:00PM
6:00PM - 8:00PM
8:00PM -11:00PM

Open bar with exhibitors
Dinner – Deck card game winner announced
Casino Party with raffle & cash prizes

This show is open to all facilities with bowling lanes and all states are welcome.

Visit our webpage at texasbowlingcenters.org or contact Karen Miller at kimbowl@sbcglobal.net



APA Texas State Planning Conference

*College Station Event Funding- Tourism
Committee Approval*

American Planning Association Texas Chapter

14828 Single Trace
Austin, TX 78728

administrator@apatexas.org
O: 512-710-6060
F: APA Texas

Chelsea Irby

14828 Single Trace
Austin, TX 78728

administrator@apatexas.org
O: 512.710.6060

Evaluation Form

Event Name

APA Texas State Planning Conference

Number of Room Nights*

850

Number of Attendees*

800

Max Amount of Funding per Guidelines*

\$35,000.00

Staff Recommended Amount*

\$34,000.00

Anything else that would help evaluation of this grant?

Part of the event bid for this group was a \$34,000 sponsorship. The group has worked with College Station to bring this large event to the area, and based on this, staff is recommending approval of a \$34,000 grant.

Application Form

Event or Expenditure Description

Event Name*

APA Texas State Planning Conference

Event Website

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

apatx25.com

Event Type*

Select the type that best fits your event.

Convention

Event Start Date*

The date the event is scheduled to begin.

10/22/2025

Event End Date*

The date the event is scheduled to end.

10/24/2025

Event Description*

Detailed description of the event.

APATX25, hosted by the Texas Chapter of the American Planning Association, attracts professionals from diverse fields, including planners, engineers, architects, public health experts, and more. The conference includes general sessions, breakout sessions, mobile workshops, networking and social events, and exhibit hall.

Schedule of Events

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

Link to program outline.docx

Host Venue/Facility*

Primary location where event will be held in College Station.
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.
850

Nights Hotel Rooms are Needed*

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

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
The George

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:

We use Cvent conference software for registration. We can easily pull reports to show location breakdown of attendees. 90% of our attendees will be from out of town and staying in hotels across the City. We have two room blocks, but many other hotels will receive business to accommodate around 720/800 needing to stay in hotels.

Events without Spectators

Number of expected attendees/participants:*

800

Out-of-Town Percentage

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

90

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)*

American Planning Association Texas Chapter 43

Applicant Name*

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

Chelsea Irby

Date*

07/01/2025

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.

Chelsea Irby

Contract Signatory Email*

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

administrator@apatexas.org

Funding Request Overview

Amount Requested*

Total amount of funds requested for the event.

\$34,000.00

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.

Transportation for mobile workshops, hotel food and beverage

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

Include Name and Amount to Receive

Sponsorships (~\$100,000)

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.

Summer board meeting and retreats

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

- [Link to program outline.docx](#)

Link to program outline: <https://web.cvent.com/event/8f5274f9-9237-4f4c-b05b-98d57195902f/websitePage:63aa24b5-19da-4807-9f3b-edaa008f8d74>

July 30, 2025

Item No. 3.4.

Presentation, discussion, and possible action on a FY26 Budget Update.

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on a FY26 Budget Update.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends that the committee receive the update.

Summary: On Wednesday, July 16th, the City Council met for the annual budget workshop for Fiscal Year 2026. See attached for information on what was presented to the Council for the Hotel Occupancy Tax Fund.

Budget & Financial Summary: In Fiscal Year 2026, there are \$2,000,000 in proposed Service Level Adjustments from the Hotel Occupancy Tax Fund.

Attachments:

1. FY26 Proposed Budget Document
2. SLA's



PROPOSED ANNUAL BUDGET

City of College Station

2025-2026

CITY OF COLLEGE STATION

FISCAL YEAR 2025-2026 PROPOSED BUDGET COVER PAGE AS PROPOSED ON JULY 7, 2025

In accordance with Texas Local Government Code, Sec. 102.005, a proposed municipal budget must contain a cover page that includes the following statement. The revenues described are calculated using the latest property value estimate received at the time of publication.

This budget will raise more total property taxes than last year's budget by approximately \$5,680,000 or 7.7%, and of that amount an estimated \$2,000,000 is tax revenue to be raised from new property added to the tax roll this year.

The above amounts are estimated and will not be final until the approved document is prepared.

City of College Station

Proposed FY26 Budget Key Considerations

1. Budget Summary

\$390,078,560 Operations and Maintenance Budget

\$84,147,138 Capital Budget Appropriations

\$474,225,698 Net Budget Total

2. Strategic Direction Fiscal Discipline & Long-Term Planning

- FY26 budget crafted to be responsive to:
 - Federal legislative changes and executive orders including tariff and grant impacts.
 - State legislative funding changes and compliance mandates.
 - Slow down of growth from Texas A&M student population
 - Changes in consumer confidence
 - Increased cooperation from Texas A&M regarding public safety
 - Moderate regional development.
 - Service expectations in public safety, water resources, and quality of life and infrastructure.
 - Five-Year Forecasting Model actively used to evaluate the fiscal impact of recurring costs, capital investment, and potential changes in revenue assumptions.
 - General Fund balance closely managed.
-

3. Revenue Landscape and Forecasts

- Property Tax
 - ~(5.0%) decrease to the tax rate proposed to \$0.487430; O&M rate would decrease (\$0.0168832) and debt rate decrease (\$0.0087730). However, O&M revenue is still expected to increase ~\$3.0M from valuation growth and new values added to the tax rolls.
 - Each cent on the property tax rate equates to ~\$1.2M in recurring revenue.
 - Market Value Valuation increases by major classification year over year are:
 - Residential = 4.5%
 - Multi Family = 31.0%
 - Commercial = 21.9%
- Sales Tax
 - FY25 Year End Estimate Sales Tax YoY % increase is 0.67%
 - FY25 Budget to Actual Sales Tax increase is ~2%
 - FY26 Budgeted Sales tax assumes a 1% increase or \$417,000 increase over FY25 year-end estimate, after removing the impact of two 1-time events in FY25. This reflects steady consumer activity.

- Other General Fund Revenue
 - Includes public safety grants, reimbursements from Texas A&M, and permit fees. Interest income remains strong due to elevated interest rates and fund balances.
- Hotel Tax
 - FY25 Year End Estimate Hotel Tax YoY % increase is ~5.6%
 - FY25 Budget to Actual Hotel Tax increase is ~3%
 - However, FY26 Budgeted Hotel tax assumes ~0.5 % growth as football for the year does not include major named opponents.
- Utility Revenues
 - No rate increase for Electric, Water, or Wastewater;
 - CPI-U based increase of 3.0% for Drainage, and Roadway Maintenance
 - To maintain quality service Solid Waste has adjusted rates for Single-Family Multi-Family, and Roll-Off Services to the CPI-Garbage & Trash, which is a 5% increase, plus an additional 5% adjustment for certain services.
 - Commercial Services for Solid Waste have been increased to the CPI-Garbage & Trash which is a 5% increase.

○ **4. Expenditure Planning & Staffing Investments**

- Public Safety Staffing:
 - 12 SAFER-funded firefighters onboarded for Fire Station #7 in FY25.
 - 12 Additional proposed as SAFER-funded firefighters onboarded for Fire Station #7 in FY26.
 - 6 Police Officers (1 Patrol Lieutenant and 5 Officers with 4 vehicles), with equipment and support
 - An additional 6 Police Officer could be included via an overhire process. All 12 officers are included in the FY27 forecast
 - Pay & Benefits Strategy:
 - 3% across-the-board pay scale increase for all employees plus a 1% market adjustment for existing non-step employees.
 - Annual step increases for eligible public safety personnel.
 - Merit / other pay pool for top-performing non-step employees and specific adjustments.
 - Employee healthcare premiums remain flat for the sixth consecutive year.
 - No increase in City-paid healthcare premiums.
 - Operational Cost Management:
 - \$200K in fixed/contractual cost savings identified during FY26 planning cycle.
 - \$400K in cost savings identified by departments.
 - Department vacancy rates will be continuously reviewed in FY26.
-

5. General Fund Assigned and Unassigned Fund Balances.

- Of the ~\$92.3 M of General Fund Fund Balance, ~78% is assigned by policy, recommended reserved by staff or discretionarily assigned by Council

Assigned Fund Balances Required/Policy:	FY 26 Proposed Budget (000's)
Required 20% Reserve (Fiscal Policy)	25,647
Federal Opioid Abatement	168
Staff Recommendation:	
Future Operational Reserve (Public Safety)	1,100
Additional reserve for Bond Rating	6,964
State Highway 6 Relocation Costs	550,
Matching Grant Dollars Allocation	1,000
Additional Economic Incentives	2,000
Special Elections	100
Parks TPWD Grant	750
Grant Uncertainty	5,000
Discretionary:	
Future Vehicles	1,500
Baseball Field Capital Reserve	10,000
Future Projects	17,200
Assigned Fund Balance	\$ 71,979

- Remaining unassigned fund balance is ~\$20.3 million

6. Capital Projects & Infrastructure Delivery

- FY26 capital strategy leverages prior bond issuance to deliver:
 - Completion of Fire Station #7 in 2026.
 - Street, sidewalk, and signal enhancements including Rock Prairie Road Rehab from WD Fitch to City Limits and Capstone Realignment needing \$6.1M in appropriations.
 - Public Works Operations Center is included as a funded project from FY25 budget. Construction appropriations of ~\$35MM will be included in a future fiscal year.
 - Parks projects, including new City Baseball Fields, need \$8.4M in appropriations.
 - Electric continuing to fund capital program of \$21.6M with cash.
 - Appropriations for Water-Wastewater capital is \$44.7M including: State HWY 6 relocation of \$8.7M; and water well rehab projects of \$9.1 M; and Wastewater Treatment plant filter improvements of \$8.1M; and Carters Grove W-WW Rehab totaling \$11.5M.

-

7. Debt Capacity & FY26 Planned Issuance

- Debt capacity closely managed
 - General Government debt was structured to maintain ~\$20M of debt capacity annually through FY31.
 - Each cent on the property tax rate funds ~15M-\$17M in capital projects.
 - \$9.7M in real estate gains preserved for future capital infrastructure.
 - FY26 bond issuance is \$96.9M planned with \$27.2M in voter approved General Obligation General Government debt and \$69.7M Certificates of Obligation for Water-Wastewater.
-

8. Key Budget Additions from Service Level Adjustments

- **GENERAL FUND \$6.1M (\$3.0M one time and \$3.1M recurring)**
 - **Fire** - 12 Firefighters for Station #7 including recurring costs, Laryngoscope replacement, Hazmat Equipment upgrades and peer fitness certification, totaling \$1.8M.
 - **Police** - 6 Police Officers (1 Patrol Lieutenant and 5 Officers with 4 vehicles); software to improve report documentation; large Bomb Robot; and various technology licenses totaling \$2.4M.
 - **Public Works** - additional pavement marking material, a drone and portable traffic counting cameras totaling \$215K.
 - **Parks** - cameras for recreation facilities, a pool sanitizer replacement and addition to the residential tree program totaling \$400K.
 - **Planning & Development** - 1 Engineering Construction Inspector with vehicle and funding for the comprehensive plan development totaling \$360K.
 - **Information Technology** - replacement for Planning & Development software totaling \$740K.
 - **General Government** - 1 Assistant City Attorney and community sponsorship funding totaling \$191K.
- **HOTEL TAX FUND \$2.0M (\$1.5M one time and \$510K recurring)**
 - **Tourism** - Signature leisure event, music sponsorship, sales event attraction, marketing and new business development totaling \$975K.
 - **Parks** - Games of Texas funding and wayfinding signage totaling \$1.0M.
- **ENTERPRISE FUND \$2.7M (\$1.6M one time and \$1.1M recurring)**
 - **Northgate Parking** - replacement of Garage Equipment and System Management totaling \$570K.
 - **Electric** - a fiber splicing van replacement upgrade totaling \$51,200.
 - **PEG Fund** - Channel 19 server and equipment totaling \$40,000.
 - **Water Services** - impact fee study and workorder supplies totaling \$500K.
 - **Drainage** - 2 Maintenance Equipment Operators and associated vehicle; and drone program totaling \$309,000

- **Fleet Maintenance** - a forklift totaling \$51,050.
 - **Solid Waste** - 1 Commercial Equipment Operator, a Residential Sideload Collection Vehicle and increase to departmental overtime totaling \$1.2M.
- Additional detail regarding budget additions can be found in the budget document.

9. Community Partnerships & Outside Agency Support

- Funding requests reviewed from partner agencies included at requested amounts.
- Focus on alignment with Council strategic goals and measurable service outcomes.
- Arts Council and Veterans Memorial requests reviewed by the Tourism Advisory Committee.
- Agency representatives to present to Council in Workshop on July 10
- Recommendations on funding levels during the budget process may or may not represent the requested amounts.

10. Key Conclusions

- Budget lays the groundwork to address future challenges and needs both from residents and the broader community.
 - Budget addresses ongoing operational needs and demands.
 - The FY 26 Proposed Budget includes more detailed information on all these items.
-

Timeline

- **Monday, July 7**
 - Proposed Budget submitted to Council, City Secretary, and posted to the website
 - Council to call Budget Public Hearing
- **Thursday, July 10**
 - Outside Agency Presentation
- **Wednesday, July 16**
 - Proposed Budget Workshop
- **Thursday, July 24**
 - Budget Public Hearing
- **Thursday, August 14**
 - Tentative Proposed Budget Workshop (if needed)
 - Voter-Approval Rate and No-New-Revenue Tax Rates formally submitted to City Council
 - Council to call Tax Rate Public Hearing
- **Thursday, August 28**
 - Council to hold Tax Rate Public Hearing, adopt tax rate, and adopt FY26 Budget

CITY OF COLLEGE STATION HOTEL TAX FUND SUMMARY

	FY24 Actual	FY25 Revised Budget	FY25 Year-End Estimate	FY26 Base Budget	FY26 Proposed SLAs	FY26 Proposed Budget	% Change Budget FY25 to FY26
Beginning Fund Balance	\$ 14,383,060	\$ 17,001,089	\$ 17,001,089	\$ 18,819,584		\$ 18,819,584	
Revenues							
Hotel Tax	\$ 8,199,301	\$ 8,400,000	\$ 8,600,000	\$ 8,700,000	\$ -	\$ 8,700,000	3.57%
Investment Earnings	833,552	700,000	755,000	660,000	-	660,000	-5.71%
Misc Non-Operating	2,075	10,000	2,000	-	-	-	-100.00%
Total Revenues	\$ 9,034,929	\$ 9,110,000	\$ 9,357,000	\$ 9,360,000	\$ -	\$ 9,360,000	2.74%
Total Funds Available	\$ 23,417,989	\$ 26,111,089	\$ 26,358,089	\$ 28,179,584	\$ -	\$ 28,179,584	-
Expenditures:							
Parks & Recreation Dept	628,210	1,534,434	1,519,541	798,880	1,025,000	1,823,880	18.86%
Fiscal Services Dept	52,381	56,000	65,565	66,000	-	66,000	17.86%
General Govt Dept*	3,388,816	4,666,029	4,504,159	4,295,997	975,000	5,270,997	12.97%
Pay Plan Contingency	-	-	-	8,414	-	8,414	
Total Operating Expenditures	\$ 4,069,407	\$ 6,256,463	\$ 6,089,265	\$ 5,169,291	\$ 2,000,000	\$ 7,169,291	14.59%
Transfers:							
Transfers Out	-	-	-	-	-	-	-
Shared Services Transfers Out	520,464	574,907	574,907	666,601	-	666,601	15.95%
Capital Transfers Out	1,500,000	-	-	6,000,000	-	6,000,000	-
Total Transfers (Sources) Uses	2,020,464	574,907	574,907	6,666,601	-	6,666,601	1059.60%
Other (Sources) Uses							
Public Agency	811,445	726,653	689,533	779,172	-	779,172	7.23%
Capital Outlay - CIP	162,498	-	-	-	-	-	-
Other	-	1,000	1,000	25,000	-	25,000	2400.00%
Contingency	-	183,800	183,800	200,000	-	200,000	8.81%
Total Other (Sources) Uses	973,943	911,453	874,333	1,004,172	-	1,004,172	10.17%
Total Expenditures & Transfers	\$ 7,063,814	\$ 7,742,823	\$ 7,538,505	\$ 12,840,064	\$ 2,000,000	\$ 14,840,064	91.66%
Total Increase (Decrease)	\$ 1,971,115	\$ 1,367,177	\$ 1,818,495	\$ (3,480,064)	\$ (2,000,000)	\$ (5,480,064)	
Measurement Focus Increase (Decrease)	646,914						
Ending Assigned and Unassigned Fund Balance	\$ 17,001,089	\$ 18,368,266	\$ 18,819,584	\$ 15,339,520	\$ (2,000,000)	\$ 13,339,520	

*See Operational Expenditure Summary for Department Detail

CITY OF COLLEGE STATION

HOTEL TAX FUND FIVE YEAR FORECAST

	FY25 Year-End Estimate	FY26 Proposed Budget	FY27 Forecasted	FY28 Forecasted	FY29 Forecasted	FY30 Forecasted
Beginning Fund Balance	\$ 17,001,089	\$ 18,819,584	\$ 13,339,520	\$ 15,670,300	\$ 17,617,544	\$ 19,868,416
Total Revenues	9,357,000	9,360,000	9,397,952	9,560,987	9,865,108	10,083,395
Total Funds Available	\$ 26,358,089	\$ 28,179,584	\$ 22,737,472	\$ 25,231,287	\$ 27,482,652	\$ 29,951,811
Total Operating Expenditures	6,089,265	7,169,291	5,339,577	5,817,873	5,744,222	5,885,397
Total Transfers (Sources) Uses	574,907	6,666,601	726,595	791,989	863,268	940,962
Total Other (Sources) Uses	874,333	1,004,172	1,001,001	1,003,882	1,006,746	1,009,691
Total Expenditures & Transfers	\$ 7,538,505	\$ 14,840,064	\$ 7,067,172	\$ 7,613,743	\$ 7,614,235	\$ 7,836,050
Total Increase (Decrease)	\$ 1,818,495	\$ (5,480,064)	\$ 2,330,780	\$ 1,947,244	\$ 2,250,872	\$ 2,247,345
Measurement Focus Increase (Decrease)						
Ending Assigned and Unassigned Fund Balance	\$ 18,819,584	\$ 13,339,520	\$ 15,670,300	\$ 17,617,544	\$ 19,868,416	\$ 22,115,761
Add: Unassigned Fund Balances						
Unfunded CIP VPAC Projects		-	1,500,000	-	-	-
Special Events Bids	-	750,000	-	-	-	-
Unassigned Fund Balance	\$ -	\$ 750,000	1,500,000	-	-	-
Ending Unassigned Fund Balance	\$ 18,819,584	\$ 12,589,520	\$ 11,089,520	\$ 15,367,544	\$ 17,618,416	\$ 19,865,761

* Forecast includes 1-time expenses.

Forecast developed in 2025 - future years are subject to change based on the facts and circumstances at the time of analysis.

**CITY OF COLLEGE STATION
HOTEL TAX FUND
OPERATIONS EXPENDITURE SUMMARY**

EXPENDITURE BY DEPARTMENT							
	FY24 Actual	FY25 Revised Budget	FY25 Year-End Estimate	FY26 Proposed Base Budget	FY26 Proposed SLAs	FY26 Proposed Budget	% Change in Budget from FY25 to FY26
Public Communications	\$ 2,879	\$ 125,613	\$ 29,903	\$ 54,413	\$ -	\$ 54,413	-56.68%
Tourism	3,385,937	4,540,416	4,474,256	4,241,584	975,000	5,216,584	14.89%
Hotel Tax Collections/Audits Admin	52,381	56,000	65,565	66,000	-	66,000	17.86%
Parks & Recreation Dept	628,210	1,534,434	1,519,541	798,880	1,025,000	1,823,880	18.86%
Pay Plan Contingency	-	-	-	8,414	-	8,414	
TOTAL	\$ 4,069,407	\$ 6,256,463	\$ 6,089,265	\$ 5,169,291	\$ 2,000,000	\$ 7,169,291	14.59%

EXPENDITURE BY CLASSIFICATION							
	FY24 Actual	FY25 Revised Budget	FY25 Year-End Estimate	FY26 Proposed Base Budget	FY26 Proposed SLAs	FY26 Proposed Budget	% Change in Budget from FY25 to FY26
Salaries and Benefits	\$ 1,521,512	\$ 1,989,508	\$ 1,808,133	\$ 1,900,614	\$ -	\$ 1,900,614	-4.47%
Health Insurance	265,286	260,381	294,605	274,822	-	274,822	5.55%
Supplies	511,550	1,431,367	1,393,702	628,557	870,000	1,498,557	4.69%
Maintenance	19,950	5,270	5,270	5,720	-	5,720	8.54%
Purchased Services	1,751,109	2,569,937	2,587,555	2,351,164	855,000	3,206,164	24.76%
Capital Outlay	-	-	-	-	275,000	275,000	-
Pay Plan Contingency	-	-	-	8,414	-	8,414	
TOTAL	\$ 4,069,407	\$ 6,256,463	\$ 6,089,265	\$ 5,169,291	\$ 2,000,000	\$ 7,169,291	14.59%

PERSONNEL							
	FY24 Actual	FY25 Revised Budget		FY26 Proposed Base Budget	FY26 Proposed SLAs	FY26 Proposed Budget	% Change in Budget from FY25 to FY26
Tourism	14.00	15.00		15.00	-	15.00	0.00%
Parks & Recreation Dept	2.50	2.50		2.50	-	2.50	0.00%
TOTAL	16.50	17.50		17.50	-	17.50	0.00%

SLA Title	One-Time Cost	Recurring Cost	Total
1207 Event Space Supplies	\$ 15,000.00	\$ 10,000.00	\$ 25,000.00
Experiential Marketing	\$ 25,000.00		\$ 25,000.00
Holiday Kickoff	\$ 100,000.00		\$ 100,000.00
Marketing and Info Resources		\$ 70,000.00	\$ 70,000.00
Music Sponsorships	\$ 100,000.00		\$ 100,000.00
New Business Development		\$ 25,000.00	\$ 25,000.00
PR and Influencer Marketing		\$ 55,000.00	\$ 55,000.00
Sales Event Attraction		\$ 100,000.00	\$ 100,000.00
Signature Leisure Event Attraction	\$ 225,000.00		\$ 225,000.00
Tourism HOT Grant		\$ 250,000.00	\$ 250,000.00
Games of Texas (Parks)	\$ 750,000.00		\$ 750,000.00
VPAC Wayfinding Signage (Parks)	\$ 275,000.00		\$ 275,000.00
HOT Fund SLA Total	\$ 1,490,000.00	\$ 510,000.00	\$ 2,000,000.00

July 30, 2025

Item No. 3.5.

Presentation, discussion, and possible action on capital projects utilizing HOT Funds.

Sponsor:

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on capital projects utilizing HOT Funds.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee receive the presentation and provide feedback.

Summary: See attached memo.

Budget & Financial Summary:

Attachments:

1. Capitol Expenditures

Item 3.5 Presentation, discussion, and possible action on capital projects utilizing HOT Funds.

1. Projects Funded

Past	Total Project Cost	Amount from HOT Fund
Veterans Park Turf Fields- 2015	\$ 4,056,304.00	\$ 4,056,304.00
Veterans Park Turf Fields- 2017	\$ 4,630,252.28	\$ 4,630,252.28
College Station Visitor Center- 2022	\$ 4,889,787.00	\$ 4,889,787.00
Veterans Park Field Replacement- 2025	\$ 1,164,852.00	\$ 1,164,852.00
Future Forecasted		
Baseball Phase 1	\$ 20,000,000.00	\$ 12,800,000.00

2. Hotel Tax Code: Sports Facilities

Sec. 351.101

(a) Revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:

subject to Section [351.1076](#), the promotion of tourism by the enhancement and upgrading of existing sports facilities or fields if:

(A) the municipality owns the facilities or fields;

(B) the municipality:

(i) has a population of 80,000 or more and is located in a county that has a population of 610,000 or less;

((C) the sports facilities and fields have been used, in the preceding calendar year, a combined total of more than 10 times for district, state, regional, or national sports tournaments;

Sec. 351.1076. ALLOCATION OF REVENUE: CERTAIN MUNICIPALITIES. (a) A municipality that spends municipal hotel occupancy tax revenue for the enhancement and upgrading of existing sports facilities or fields as authorized by Section [351.101](#)(a)(7) or (n), Section [351.1069](#), Section [351.10691](#), or Section [351.10711](#):

(1) shall determine the amount of municipal hotel occupancy tax revenue generated for the municipality by hotel activity attributable to the sports events and tournaments held on the enhanced or upgraded facilities or fields for five years after the date the enhancements and upgrades are completed; and

(2) may not spend hotel occupancy tax revenue for the enhancement and upgrading of the facilities or fields in a total amount that exceeds the amount of area hotel revenue attributable to the enhancements and upgrades.

(b) The municipality shall reimburse from the municipality's general fund any expenditure in excess of the amount of area hotel revenue attributable to the enhancements and upgrades to the municipality's hotel occupancy tax revenue fund.

3. Hotel Tax Code: Visitor Centers

Sec. 351.101

(a) Revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:

(1) the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both;

4. Payback Explanation

On the following pages, please find summaries of payback calculations with backup for those summaries.

Synthetic Fields Reimbursement (Sailor and Soldier Field)

Cost: \$4.8 million

(Updated 8/18/16)

Completed

<u>Date</u>	<u>Location</u>	<u>Event</u>	<u>Actual # of Teams</u>	<u># of Participants</u>	<u>Est. Overall Attendance</u>	<u>Actual % of Attendance from Out of Town</u>	<u>Est % of Attendance from Out of Town (After Commuter Attrition)</u>	<u>Est. Out of Town Attendance</u>	<u>Est. Economic Impact</u>	<u>Est. Hotel Lodging Revenue (BCS)</u>	<u>Est. Hotel Lodging Revenue (CS Only)</u>
July 10-12	Veterans Athletic Complex	State Tournament 7 on 7 Football	128	2560	6400	97%	87%	5568	\$2,505,600.00	\$1,252,800.00	\$939,600.00
July 12-13	Veterans Athletic Complex	Prime Time Sportz 7 on 7	96	1344	3360	97%	87%	2923.2	\$438,480.00	\$219,240.00	\$164,430.00
July 14-20	Veterans Athletic Complex/CISD	USA Football U-17 Development Camp		250	625	99%	99%	618.75	\$556,875.00	\$278,437.50	\$208,828.13
Aug. 23-24	Veterans Athletic Complex	Aggieland Friendship Cup (Soccer)	65	910	2275	97%	87%	1979.25	\$296,887.50	\$148,443.75	\$111,332.81
October 24-26	Veterans Athletic Complex	Premiere League Soccer Games Tournament	80	1120	2800	80%	70%	1960	\$294,000.00	\$147,000.00	\$110,250.00
November 22nd	Veterans Athletic Fields- Synthetic Only	USAFL College Tournament	4	56	140	75%	50%	70	\$10,500.00	\$5,250.00	\$3,937.50
December 12-14	Veterans Athletic Fields / Southwood	Eastern District D2 / Super 2 Girls Soccer	52	728	1820	80%	70%	1274	\$191,100.00	\$95,550.00	\$71,662.50
January 24-25	Veterans Athletic Complex	ODP: South Texas Regional Soccer Tournament	45	630	1575	100%	90%	1417.5	\$212,625.00	\$106,312.50	\$79,734.38
February 7-8	Veterans Athletic Complex	Texans Aggieland Youth Soccer Tournament	100	1400	3500	87%	77%	2695	\$404,250.00	\$202,125.00	\$151,593.75
April 18th	Veterans Athletic Complex	LoneStar High School Ultimate Tournament	8	96	144	100%	80%	115.2	\$17,280.00	\$8,640.00	\$6,480.00
May 30-31	Veterans Athletic Complex	Copa Rayadas International Qualifier	50	700	1750	100%	90%	1575	\$236,250.00	\$118,125.00	\$88,593.75
June 6-7	Veterans Athletic Complex	STYSA State Cup Finals	52	728	1820	90%	80%	1456	\$218,400.00	\$109,200.00	\$81,900.00
June 27-28	Veterans Athletic Complex	Prime Time Sportz 7 on 7	135	1890	4725	97%	87%	4110.75	\$616,612.50	\$308,306.25	\$231,229.69
July 9-11	Veterans Athletic Complex	State Tournament 7 on 7 Football	128	2560	6400	97%	87%	5568	\$2,505,600.00	\$1,252,800.00	\$939,600.00
July 13-18	Veterans Athletic Complex/CISD	USA Football U-17 Development Camp		400	1000	99%	99%	990	\$891,000.00	\$445,500.00	\$334,125.00
July 24-26	Veterans Athletic Complex	NUC Sports: Top Prospect Camp		300	750	99%	99%	742.5	\$668,250.00	\$334,125.00	\$250,593.75
July 15-16	Veterans Athletic Complex	Preimere League Soccer Tournament	78	1092	2730	100%	90%	2457	\$368,550.00	\$184,275.00	\$138,206.25
Aug. 22-23	Veterans Athletic Complex	Aggieland Friendship Cup (Soccer)	65	910	2275	97%	87%	1979.25	\$296,887.50	\$148,443.75	\$111,332.81
December 5-6	Veterans Athletic Complex	TAAF: Adult 8v8 Flag Football Championship	44	440	660	50%	40%	264	\$39,600.00	\$19,800.00	\$14,850.00
December 11-13	Veterans Athletic Complex	Eastern District D2 / Super 2 Boys Soccer	60	840	2100	90%	80%	1680	\$252,000.00	\$126,000.00	\$94,500.00
January 23-24	Veterans Athletic Complex	ODP: South Texas Regional Soccer Tournament	65	910	2275	100%	90%	2047.5	\$307,125.00	\$153,562.50	\$115,171.88
February 6-7	Veterans Athletic Complex	Texans Aggieland Youth Soccer Tournament	105	1470	3675	87%	77%	2829.75	\$424,462.50	\$212,231.25	\$159,173.44
May 21-22	Veterans / Penberthy	US Club Soccer Cup	126	1764	4410	100%	90%	3969	\$595,350.00	\$297,675.00	\$223,256.25
June 9-12	Veterans Athletic Complex	US Youth Soccer Region III Presidents Cup	120	1680	4200	100%	90%	3780	\$1,701,000.00	\$850,500.00	\$637,875.00
Totals			1,606	24,778	61,409			52,070	14,048,685	7,024,343	5,268,257

**Data for Analysis:
CS Lodging Revenue:**

\$5,268,256.88

**Data for Analysis:
Estimated Area Lodging revenue:**

\$7,024,342.50

Synthetic Fields Reimbursement (Minuteman & Medic)

\$4.8 Million

Completed

2019	Event Name	Sport	Location	Facilities Reserved	#Teams	Est. # of Participants	Est. Overall Attendance	Est. Room Demand	Event Impact Calculator - Lodging Only
May 18-19	USA Ultimate D3 College Championships	Ultimate Frisbee	VPAC	Fields 1-11	36	576	1440	932	\$83,894
May 24-25	TWR 7v7	Football	VPAC	VPAC 7,8,12,13	19	380	950	717	\$64,553
June 22-23	Primetime Sports 7v7	Football	VPAC	Fields 1-13	120	2400	6000	4530	\$407,706
June 27-29	Adidas State 7v7 Championship	Football	VPAC	Fields 1-13	128	2560	6400	6623	\$596,049
July 25-28	TAAF: Games of Texas - Flag Football	Multisport	CS/Bryan	VPAC	276	276	690	413	\$37,202
Aug. 24-25	Aggieland Friendship Cup	Soccer	VPAC	Fields 1-11	90	1350	3375	2549	\$229,372
Nov. 23-24	Southampton Cup - Texas	Soccer	VPAC	Fields 1-4, 7, 8	47	705	1763	1331	\$119,820
Dec. 14-15	ODP Friendlies	Soccer	VPAC/Penberthy	Fields 7-8, 12-13	NA	615	1538	1159	\$104,342
Total									\$1,642,938
2020	Event Name	Sport	Location	Facilities Reserved	#Teams	Est. # of Participants	Est. Overall Attendance	Est. Room Demand	Event Impact Calculator - Lodging Only
Jan. 18-19	BV Elite AggieLand Classic	Football 7v7	VPAC	Fields 7, 8, 12, 13	29	580	1450	1095	\$98,529
Feb. 25-26	BV Calvary Tournament	Soccer	VPAC	Fields 1, 6 & 7, -10, 12, 13	71	1065	2663	2011	\$180,976
June 27-28	Primetime Sports 7v7	Football	VPAC	Fields 1-13	66	1320	3300	1869	\$168,216
Aug. 29-30	AggieLand Friendship Cup	Soccer	VPAC	Fields 1-11	92	1380	3450	1592	\$143,301
Dec. 5-6	Frontier Cup	Soccer	VPAC	Fields 7-8, 12-13	19	304	760	631	\$56,777
Total									\$647,799
2021	Event Name	Sport	Location	Facilities Reserved	#Teams	Est. # of Participants	Est. Overall Attendance	Est. Room Demand	Event Impact Calculator - Lodging Only
Jan. 23-24	BV Calvary Tournament	Soccer	Veterans	Fields 2,4,7-10, 12,13	83	1328	2324	1128	\$101,519
Feb. 12-13	Texas Football All Star Showcase	Football	VPAC	Fields 1-10, 12, 13	116	3750	6563	3057	\$275,140
May 29-June 1	STYSA State Cup	Soccer	VPAC	VPAC 1-13	72	1152	2880	2012	\$181,050
June 5-6	TFL 7v7 Football	Football	VPAC 7,8,12,13	VPAC 7,8,12,13	49	784	1960	637-R	\$57,330
June 24-27	7v7 State Championship	Football	VPAC 1-13	VPAC 1-13	128	2048	5120	2486-R	\$223,740
June 26-27	TOC Texas Elite 7v7	Football	VPAC 1-14	VPAC 1-13	80	1280	3200	1936-R	\$174,240
Aug. 28-29	AggieLand Friendship Cup	Soccer	VPAC	VPAC 1-13	107	1712	4280	1939	\$174,498
Dec. 4-5	EDD Div II Girls Championship	Soccer	VPAC	VPAC 7,8,12,13	45	720	1800	800	\$82,560
Total									\$1,187,517

2022	Event Name	Sport	Location	Facilities Reserved	#Teams	Est. # of Participants	Est. Overall Attendance	Est. Room Demand	Event Impact Calculator - Lodging Only
Jan. 8-9	ODP Team Training	Soccer	VPAC	VPAC 7, 8, 12, 13	32	512	1,280	966	\$86,977
January 22-23	Cavalry Soccer - Aggieldand Classic	Soccer	VPAC	VPAC 1-13	112	1,792	4,480	2,156	\$194,068
Feb. 12-13	The Cup 2022	Soccer	VPAC	VPAC 1-13	111	1,776	4,440	2,137	\$192,335
May 20-22	STYSA Presidents Cup	Soccer	VPAC	VPAC 1-13	75	1,200	3,000	2,095	\$188,594
June 4-5	TFL 7v7 Football	Football	VPAC	VPAC 7,8,12,13	69	1,104	2,760	907	\$81,592
June 23-25	State 7v7 Championship	Football	VPAC	VPAC 1-13	128	2,048	5,120	4,222	\$379,981
June 25-26	Tournament of Champions 7v7	Football	VPAC	VPAC 1-13	91	1,456	3,640	2,229	\$200,606
Aug. 27-28	Aggieldand Friendship Cup	Soccer	VPAC + Bachmann	VPAC 1-13	149	2,384	5,960	2,700	\$242,993
Dec. 10-11	Frontier Cup	Soccer	VPAC	VPAC 12, 13	19	304	760	540	\$301,305
Dec. 9-10	Keeper Wars	Soccer	VPAC	VPAC 7, 8	-	106	265	196	\$19,362
								Total	\$1,887,813
2023	Event Name	Sport	Location	Facilities Reserved	#Teams	Est. # of Participants	Est. Overall Attendance	Est. Room Demand	Event Impact Calculator - Lodging Only
Jan. 7-8	ODP Team Training	Soccer	VPAC	VPAC 7, 8, 12, 13	32	512	1280	966	\$378,957
Jan. 21-22	2023 Aggieldand Classic	Soccer	VPAC	VPAC 1-13	145	2320	5800	2792	\$251,249
Feb. 11-12	The Cup 2023	Soccer	VPAC	VPAC 1-13	160	2560	6400	3080	\$277,240
May 27-29	STYSA State Cup	Soccer	VPAC	VPAC 1-13	78	1248	3120	2179	\$196,137
June 3-4	Texas Youth 7v7 State Championships	Football	VPAC	VPAC 7, 8, 12, 13	84	1344	3360	1513	\$136,137
June 22-24	State 7v7 Championship	Football	VPAC	VPAC 1-13	128	2560	6400	4222	\$379,981
June 24-25	Tournament of Champions 7v7	Football	VPAC	VPAC 1-13	83	1328	3320	2227	\$200,455
Aug. 26-27	Aggieldand Friendship Cup	Soccer	VPAC + Bachmann	VPAC 1-13	150	2400	6000	2718	\$244,623
Dec. 9-10	2023 Fall Championships - Boys State Finals	Soccer	VPAC	VPAC 7, 8, 12, 13	32	512	1280	652	\$64,581
								Total	\$2,129,360
2024	Event Name	Sport	Location	Facilities Reserved	#Teams	Est. # of Participants	Est. Overall Attendance	Est. Room Demand	Event Impact Calculator - Lodging Only
Jan. 6-7	ODP Team Training	Soccer	VPAC	VPAC 7, 8, 12, 13	32	512	1280	966	\$86,977
Jan. 20-21	2024 Aggieldand Classic	Soccer	VPAC	VPAC 1-13	190	3040	7600	3658	\$329,222
Feb. 3-4	The Cup 2023	Soccer	VPAC	VPAC 1-13	89	1424	3560	1713	\$154,215
May 25-27	Texas Shootout	Soccer	VPAC	VPAC 1-13	126	2016	5040	3325	\$299,235
June 1-2	Texas Youth 7v7 State Championships	Football	VPAC	VPAC 7, 8, 12, 13	114	1824	4560	1498	\$134,798
June 27-29	State 7v7 Championship	Football	VPAC	VPAC 1-13	128	2048	5120	4222	\$379,981
Aug. 24-25	Aggieldand Friendship Cup	Soccer	VPAC + Bachmann	VPAC 1-13	171	2736	6840	3292	\$296,300
Dec. 14-15	2023 Fall Championships - Boys State Finals	Soccer	VPAC	VPAC 7, 8, 12, 13	32	512	1280	966	\$86,977
								Total	\$1,767,705

Synthetic Fields Reimbursement (Soldier & Sailor) 2025-2030

2025	Event Name	Sport	Location	Facilities Reserved	#Teams	Est. # of Participants	Est. Overall Attendance	Est. Room Demand	Event Impact Calculator - Lodging Only
Jan. 24-26	Aggieland Classic	Soccer	VPAC + Bachmann	VPAC + Bachmann	195	3,120	7800	5,146	\$463,102
Feb. 8-9	The Cup 2025	Soccer	VPAC	VPAC 1-13	196	3,136	7840	3,774	\$339,619
May 24-26	STYSA State Cup	Soccer	VPAC	VPAC 1-13	65	1,040	2600	1,816	\$163,448
May 30-June 1	Texas Youth 7v7 State Championship	Football	VPAC	VPAC 7, 8, 12, 13	110	1,760	4400	1,981	\$178,256
June 26-28	State 7on7 Championship	Football	VPAC	VPAC 1-13	128	2,048	5120	3,378	\$303,985
July 20-25	Texas Firefighter Summer Games	Soccer	VPAC	VPAC 7, 8, 12, 13	32	512	1280	1,028	\$92,519
July 31-Aug.3	Games of Texas	Soccer	VPAC	VPAC 1-13	32	512	1280	848	\$76,324
Aug. 23-24	Aggieland Friendship Cup	Soccer	VPAC + Bachmann	VPAC + Bachmann	170	2,720	6800	3,273	\$294,567
Dec. 13-14	STYSA Fall Championships	Soccer	VPAC	VPAC 7, 8, 12, 13	32	512	1280	652	\$64,581
								Total	\$1,911,820
2026	Event Name	Sport	Location	Facilities Reserved	#Teams	Est. # of Participants	Est. Overall Attendance	Est. Room Demand	Event Impact Calculator - Lodging Only
Jan. 30-Feb. 1	Aggieland Classic	Soccer	VPAC + Bachmann	VPAC + Bachmann	196	3,136	7840	5,146	\$463,102
Feb. 7-8	The Cup 2026	Soccer	VPAC	VPAC 1-13	196	3,136	7840	3,774	\$339,619
May 23-25	STYSA State Cup	Soccer	VPAC	VPAC 1-13	65	1,040	2600	1,816	\$163,448
May 29-31	Texas Youth 7v7 State Championship	Football	VPAC	VPAC 7, 8, 12, 13	110	1,760	4400	1,981	\$178,256
June 25-27	State 7on7 Championship	Football	VPAC	VPAC 1-13	128	2,048	5120	3,378	\$303,985
July 31-Aug.3	Games of Texas	Soccer	VPAC	VPAC 1-13	32	512	1280	848	\$76,324
Aug. 22-23	Aggieland Friendship Cup	Soccer	VPAC + Bachmann	VPAC + Bachmann	170	2,720	6800	3,273	\$294,567
Dec. 12-13	STYSA Fall Championships	Soccer	VPAC	VPAC 7, 8, 12, 13	32	512	1280	652	\$64,581
								Total	\$1,883,882
2027	Event Name	Sport	Location	Facilities Reserved	#Teams	Est. # of Participants	Est. Overall Attendance	Est. Room Demand	Event Impact Calculator - Lodging Only
Jan. 22-24	Aggieland Classic	Soccer	VPAC + Bachmann	VPAC + Bachmann	196	3,136	7840	5,146	\$463,102
Feb. 6-7	The Cup 2027	Soccer	VPAC	VPAC 1-13	196	3,136	7840	3,774	\$339,619
May 29-31	STYSA State Cup	Soccer	VPAC	VPAC 1-13	65	1,040	2600	1,816	\$163,448
June 4-6	Texas Youth 7v7 State Championship	Football	VPAC	VPAC 7, 8, 12, 13	110	1,760	4400	1,981	\$178,256
June 24-26	State 7on7 Championship	Football	VPAC	VPAC 1-13	128	2,048	5120	3,378	\$303,985
Aug. 22-23	Aggieland Friendship Cup	Soccer	VPAC + Bachmann	VPAC + Bachmann	100	1,600	4000	3,273	\$294,567
Dec. 12-13	STYSA Fall Championships	Soccer	VPAC	VPAC 7, 8, 12, 13	32	512	1280	652	\$64,581
								Total	\$1,742,977

2028	Event Name	Sport	Location	Facilities Reserved	#Teams	Est. # of Participants	Est. Overall Attendance	Est. Room Demand	Event Impact Calculator - Lodging Only
Jan. 28-30	Aggieland Classic	Soccer	VPAC + Bachmann	VPAC + Bachmann	196	3,136	7840	5,146	\$463,102
Feb. 5-6	The Cup 2028	Soccer	VPAC	VPAC 1-13	196	3,136	7840	3,774	\$339,619
May 27-29	STYSA State Cup	Soccer	VPAC	VPAC 1-13	65	1,040	2600	1,816	\$163,448
June 2-4	Texas Youth 7v7 State Championship	Football	VPAC	VPAC 7, 8, 12, 13	110	1,760	4400	1,981	\$178,256
June 22-24	State 7on7 Championship	Football	VPAC	VPAC 1-13	128	2,048	5120	3,378	\$303,985
Aug. 27-28	Aggieland Friendship Cup	Soccer	VPAC + Bachmann	VPAC + Bachmann	100	1,600	4000	3,273	\$294,567
Dec. 10-11	STYSA Fall Championships	Soccer	VPAC	VPAC 7, 8, 12, 13	32	512	1280	652	\$64,581
								Total	\$1,807,558
2029	Event Name	Sport	Location	Facilities Reserved	#Teams	Est. # of Participants	Est. Overall Attendance	Est. Room Demand	Event Impact Calculator - Lodging Only
Jan. 26-28	Aggieland Classic	Soccer	VPAC + Bachmann	VPAC + Bachmann	196	3,136	7840	5,146	\$463,102
Feb. 3-4	The Cup 2029	Soccer	VPAC	VPAC 1-13	196	3,136	7840	3,774	\$339,619
May 26-28	STYSA State Cup	Soccer	VPAC	VPAC 1-13	65	1,040	2600	1,816	\$163,448
June 1-3	Texas Youth 7v7 State Championship	Football	VPAC	VPAC 7, 8, 12, 13	110	1,760	4400	1,981	\$178,256
June 28-30	State 7on7 Championship	Football	VPAC	VPAC 1-13	128	2,048	5120	3,378	\$303,985
Aug. 26-27	Aggieland Friendship Cup	Soccer	VPAC + Bachmann	VPAC + Bachmann	100	1,600	4000	3,273	\$294,567
Dec. 9-10	STYSA Fall Championships	Soccer	VPAC	VPAC 7, 8, 12, 13	32	512	1280	652	\$64,581
								Total	\$1,807,558
2030	Event Name	Sport	Location	Facilities Reserved	#Teams	Est. # of Participants	Est. Overall Attendance	Est. Room Demand	Event Impact Calculator - Lodging Only
Jan. 25-27	Aggieland Classic	Soccer	VPAC + Bachmann	VPAC + Bachmann	196	3,136	7840	5,146	\$463,102
Feb. 9-10	The Cup 2030	Soccer	VPAC	VPAC 1-13	196	3,136	7840	3,774	\$339,619
May 25-27	STYSA State Cup	Soccer	VPAC	VPAC 1-13	65	1,040	2600	1,816	\$163,448
May 31-June 2	Texas Youth 7v7 State Championship	Football	VPAC	VPAC 7, 8, 12, 13	110	1,760	4400	1,981	\$178,256
June 27-29	State 7on7 Championship	Football	VPAC	VPAC 1-13	128	2,048	5120	3,378	\$303,985
Aug. 25-26	Aggieland Friendship Cup	Soccer	VPAC + Bachmann	VPAC + Bachmann	100	1,600	4000	3,273	\$294,567
Dec. 8-9	STYSA Fall Championships	Soccer	VPAC	VPAC 7, 8, 12, 13	32	512	1280	652	\$64,581
								Total	\$1,807,558

BASEBALL FORECASTED PAYBACK (per year)

EXISTING/NEW	EVENT NAME	SPORT	LOCATION	EST. TEAMS	EST. PARTICIPANTS	Est. Overall Attendance	Est. Room Demand	Estimated Economic Impact -Lodging Only	Event Impact Calculator Total
Existing	NFCA Texas Leadoff Classic (Bryan High Tournament)	Softball	VPAC/Central/Bee Creek Softball	100	1,600	4,000	1,649	\$148,452	\$1,078,567
Existing	Triple Crown Softball	Softball	VPAC/Central/Bee Creek Softball	110	1,760	4,400	2,242	\$201,814	\$1,320,402
Existing	PGF Super Select SW Championship	Softball	VPAC/Central/Bee Creek Softball	105	1,680	4,200	3,097	\$278,699	\$1,802,651
Existing	Prospect Wire Champions Cup	Softball	VPAC/Central/Bee Creek Softball	75	1,200	3,000	1,189	\$107,023	\$753,055
Existing	TFL Juniors	Softball	VPAC/Central/Bee Creek Softball	75	1,200	3,000	1,189	\$107,023	\$753,055
Existing	Aggieland Classic	Softball	VPAC/Central/Bee Creek Softball	100	1,600	4,000	1,812	\$163,082	\$1,102,221
Existing	USSSA Coors Light Festival	Softball	VPAC/Central/Bee Creek Softball	198	3,168	7,920	4,291	\$424,856	\$2,820,811
Existing	Triple Crown Baseball	Baseball	Veterans Park/Bachamnn/WS	75	1,200	3,000	1,189	\$107,023	\$753,055
Existing	Impact Gold Summer Warm-up	Softball	VPAC/Central/Bee Creek Softball	100	1,600	4,000	1,667	\$150,061	\$1,056,624
Existing	Stars Over Texas Aggjeland Showcase	Softball	VPAC/Central/Bee Creek Softball	135	2,160	5,400	3,353	\$301,750	\$2,019,477
Existing	USFA Super Six Nationals	Softball	VPAC/Central/Bee Creek Softball	100	1,600	4,000	2,904	\$261,378	\$1,754,972
Existing	TCS SW Summer Nationals	Softball	VPAC/Central/Bee Creek Softball	120	1,920	4,800	3,921	\$352,861	\$2,321,442
Existing	Alliance Southern Championships	Softball	VPAC/Central/Bee Creek Softball	75	1,200	3,000	1,189	\$107,023	\$753,055
Existing	Banana Bash	Baseball	Veterans Park/Bachamnn/WS	75	1,200	3,000	1,189	\$107,023	\$753,055
Existing	Prospect Wire Super Cup	Softball	VPAC/Central/Bee Creek Softball	75	1,200	3,000	1,189	\$107,023	\$753,055
Existing	Impact Gold Fall Exposure Weekend	Softball	VPAC/Central/Bee Creek Softball	100	1,600	4,000	1,925	\$173,275	\$1,151,293
Existing	Bombers Exposure Weekend - Elite Division	Softball	VPAC/Central/Bee Creek Softball	75	1,200	3,000	1,189	\$107,023	\$753,055
New	Various Baseball Groups	Baseball	Veterans Park/Bachamnn/WS	60	960	2,400	1,087	\$97,849	\$661,332
								\$3,303,238	\$22,361,177

July 30, 2025
Item No. 3.6.
Christmas in College Station

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on Christmas in College Station.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee receive the presentation and provide feedback.

Summary: In 2020, College Station launched the Christmas in College Station campaign to capitalize on the popular attraction, Santa's Wonderland, during a typically slow period. The campaign included digital and physical advertising, a partnership with Santa's Wonderland, and multiple vendor fairs throughout November and December. These efforts successfully began the process of transforming the city into a festive hub, attracting visitors and boosting the local economy. Looking forward, discussions regarding the continuation and enhancement of the campaign are underway. Future investments may focus on expanded marketing efforts, new partnerships, and expanded event offerings to draw more visitors and enhance their experience.

Budget & Financial Summary: In Fiscal Year 2025, \$200,000 was budgeted for this endeavor, of which \$179,803 has been expended. In Fiscal Year 2026, under the direction of the Tourism Committee, an additional \$100,000 was allocated for a special Christmas event. These funds are sourced from the Hotel Occupancy Tax fund.

Attachments:

None

July 30, 2025

Item No. 3.7.

Presentation, discussion, and possible action on an agreement renewal with Santa's Wonderland.

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on an agreement renewal with Santa's Wonderland.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends that the committee recommend approval of the renewal contract with Santa's Wonderland.

Summary: Santa's Wonderland is a top Christmas attraction that draws visitors to the College Station area. To encourage overnight stays after visiting Santa's Wonderland, the City of College Station has a sponsorship agreement with Santa's Wonderland. This agreement includes College Station signage at the Snow Play Space, on the Big Red Barn, and Visit College Station/Christmas in College Station signage on the premises and on bus decals, in exchange for \$75,000. The agreement is currently in its second and final renewal.

Budget & Financial Summary: The agreement with Santa's Wonderland utilizes \$75,000 from the Hotel Occupancy Tax Fund.

Attachments:

1. 23300810 Lan of Lights Inc, DBA Santa's Wonderland
2. 23300810 R1 A1 Land of Lights Inc.,



CONTRACT & AGREEMENT ROUTING FORM

CONTRACT#: 23300810 PROJECT #: N/A BID/RFP/RFQ#: N/A

Project Name / Contract Description: Sponsorship Agreement

Name of Contractor: Land of Lights Inc., DBA Santa's Wonderland

CONTRACT TOTAL VALUE: \$ 75,000.00 Grant Funded Yes No
If yes, what is the grant number:

Debarment Check Yes No N/A Davis Bacon Wages Used Yes No N/A
Section 3 Plan Incl. Yes No N/A Buy America Required Yes No N/A
Transparency Report Yes No N/A

NEW CONTRACT RENEWAL # _____ CHANGE ORDER # _____ OTHER _____

BUDGETARY AND FINANCIAL INFORMATION (Include number of bids solicited, number of bids received, funding source, budget vs. actual cost, summary tabulation)

One year term with an option to renew for two additional one-year terms. Sponsorship payments by City to Santa's Wonderland shall be made in two separate payments of \$37,500; one at contract execution, and the other midway through the season (October-December 2023).
Funding Account: 31210173-5399

(If required)*
CRC Approval Date*: 09/20/23 Council Approval Date*: 09/28/2023 Agenda Item No*: _____

--Section to be completed by Risk, Purchasing or City Secretary's Office Only--

Insurance Certificates: DDV Performance Bond: N/A Payment Bond: N/A Info Tech: N/A

SIGNATURES RECOMMENDING APPROVAL

Brian Piscacek 9/29/2023
DEPARTMENT DIRECTOR/ADMINISTERING CONTRACT DATE

[Signature] 9/29/2023
ASST CITY MGR – CFO DATE

Aaron Longoria 9/29/2023
LEGAL DEPARTMENT DATE

APPROVED & EXECUTED

Bryan C. Woods 9/29/2023
CITY MANAGER DATE

N/A
MAYOR (if applicable) DATE

N/A
CITY SECRETARY (if applicable) DATE

**CITY OF COLLEGE STATION
SPONSORSHIP AGREEMENT**

This Sponsorship Agreement (“Agreement”) is executed by and between The City of College Station (“City”), a Texas, home-rule municipal corporation, and Land of Lights, Inc., DBA Santa’s Wonderland (“Santa’s Wonderland”), a Texas Corporation.

Whereas, the City has adopted the “City of College Station Sponsorships and Support Requests Policies and Procedures” Policy (“Policy”) setting forth guidelines for the City’s sponsorship of events, programs, and services in the community; and

Whereas, Santa’s Wonderland provides a unique form of recreation and entertainment to area residents; and

Whereas, the City desires to assist in promoting and providing such form of recreation and entertainment for the City and Brazos County, Texas; and

Whereas, the City and Santa’s Wonderland share a mutual purpose of enhancing the image of the City as a Christmas destination and attracting more visitors to the City; and

Whereas, the City’s sponsorship of the event, as described in this Agreement, is of general interest and relevance to City residents and the general public; and

Whereas, it is determined that Santa’s Wonderland creates a local impact on City; and

NOW, THEREFORE, for and in consideration of the terms and conditions set forth herein, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Event/program/service. The event, program, or service which is the subject of this Agreement is as follows: Promotion of “Christmas in College Station”, an ongoing event from opening day of Santa’s Wonderland (November 10, 2023) through December 30, 2023. “Christmas in College Station” shall be marketed as an event to encourage visitors and residents to visit Santa’s Wonderland, City park facilities, City restaurants and retail, and stay in City hotels.
2. Sponsorship. City agrees to sponsor the above-described event, program, or service by being a Cash Sponsor in the amount of Seventy-Five Thousand Dollars (\$75,000) to preserve the ‘College Station’ signage at the main entrance and the State of Texas flag (“College Station, Texas”) as well as adjacent to the snow play space at the former ice-skating rink location at Santa’s Wonderland (“College Station”) and carry out a marketing campaign for Santa’s Wonderland with increased emphasis on the City of College Station events and activities. Santa’s Wonderland shall submit an initial invoice to City in an amount not to exceed Thirty-Seven Thousand Five Hundred Dollars (\$37,500) within seven (7) calendar days of the execution of this Agreement and a final invoice to the City in an amount not to exceed Thirty-Seven Thousand Five Hundred Dollars (\$37,500) within seven (7) calendar days of November 15, 2023, requesting payment for services provided. Payment(s) shall be made within thirty (30) calendar days of City’s receipt of approved invoices.

3. Signage Recognition. In recognition of City's sponsorship set forth in this Agreement, Santa's Wonderland agrees to provide the following recognition from the first day of the venue opening for the 2023 season:

- (a) Snow Play Space - Santa's Wonderland will maintain prominently displayed, illuminated 'College Station' signage, accessible for photo opportunities of Santa's Wonderland guests at the snow play space (formerly the location of the ice skating rink) and said illuminated signage shall be consistent with previous seasons and no less than twenty-five feet wide by twenty feet tall.
- (b) Big Red Barn and State of Texas Flag - At the main entrance and the State of Texas flag, Santa's Wonderland will maintain illuminated 'College Station, Texas' signage consistent with previous seasons, being the 'College Station, Texas' sign on the big red barn and the 'College Station, Texas' sign on the illuminated State of Texas flag used for visitor photos.
- (c) Bus Decals - Signage shall also be displayed via large vinyl decals placed on either side of each bus transporting guests to and from the pick-up site at Post Oak Mall highlighting "Christmas in College Station" and featuring the "Visit College Station" logo, website, social media handles, and QR code encouraging patrons to download the "Christmas in College Station" mobile pass. Signage shall be clearly visible to the public and illustrate the partnership between City of College Station and Santa's Wonderland.
- (d) For the avoidance of doubt, all costs related to signage, including but not limited to production and installation, shall be inclusive of this Agreement and paid for by Santa's Wonderland.

4. Marketing Recognition. The Santa's Wonderland marketing campaign will reach individuals outside of a seventy-five (75) mile radius of the City and shall encourage visitors to stay, eat, shop, and play in College Station over the Christmas season. Santa's Wonderland marketing emails to email addresses previously provided by Santa's Wonderland patrons and Santa's Wonderland website subscribers will highlight "Christmas in College Station". Strategic emails designed by Santa's Wonderland shall contain the "Christmas in College Station" logo and link. Links to the "Christmas in College Station" landing page and "Visit College Station" website shall also be prominently displayed on the Santa's Wonderland website. Santa's Wonderland shall provide detailed reports containing online traffic generated to the "Christmas in College Station" landing page and Visit College Station website. Santa's Wonderland shall share photo assets with the City for approved uses in complementary marketing collateral.

5. Compliance. Santa's Wonderland represents having read and understood the Policy and agrees to abide by its terms unless expressly provided for otherwise in this Agreement. Santa's Wonderland agrees to adhere to all applicable rules and regulations, including safety regulations.

6. City Mark Approval. No materials, or communications, including but not limited to, print, video, internet, broadcast, or display items developed to promote or communicate the sponsorship using the City's logo, marks, or name may be used without the City's written approval.

7. Additional documents. The Policy is made a part of this Agreement and is incorporated by reference, and the terms used therein have the same meaning when used in this Agreement. Santa Wonderland's application or other documentation, if any, shall be attached and made a part of this Agreement. In the event of a conflict, the provisions and information provided by City shall prevail over information provided by Santa's Wonderland; and the information dated later in time by the City shall prevail over earlier information provided by the City.

8. Indemnification. Santa's Wonderland shall indemnify, hold harmless, and defend the City, its officers, agents, employees and volunteers from and against any and all claims, losses, damages, causes of action, suits, and liability of every kind, including all expenses of litigation, court costs, and attorney's fees, for injury to or death of any person or for damage to any property arising out of or in connection with this Sponsorship Agreement. Such indemnity shall apply regardless of whether the claims, losses, damages, causes of action, suites, or liability arise in whole or in part from the negligence of the City, any other party indemnified hereunder, Santa's Wonderland, or any third party. It is the intent of the parties that this provision shall extend to, and include, any and all claims, causes of action or liability caused by the concurrent, joint and/or contributory negligence of the City, an alleged breach of an express or implied warranty by the City or which arises out of any theory of strict or products liability. There shall be no additional indemnification other than set forth in this section. All other provisions regarding the same subject matter shall be declared void and of no effect.

9. Release. Santa's Wonderland hereby releases, relinquishes and discharges the City, its officers, agents, employees, and volunteers from all claims, demands, and causes of action of every kind and character, including the cost of defense thereof, for any injury to or death of any person and any loss of or damage to any property that is causes by or alleged to be causes by, arising out of, or in connection with this Sponsorship Agreement whether or not said claims, demands, or causes of action are covered in whole or in part by insurance. There shall be no additional release other than set forth in this section. All other provisions regarding the same subject matter shall be declared void and of no effect.

10. Insurance. The Applicant has filed with the City a certificate or certificates of insurance which meet the following requirements:

Commercial General Liability. The following Commercial General Liability requirements shall apply:

- (a) Commercial General Liability insurance shall be written by a carrier rated A:VIII or better in accordance with the current A.M. Best Key Rating Guide.
- (b) Limit of \$1,000,000.00 per occurrence for bodily injury and property damage with an annual aggregate limit of \$2,000,000.00.
- (c) Coverage shall be at least as broad as ISO form GC 00 01.
- (d) No coverage shall be excluded from the standard policy without notification of individual exclusions being available for review and acceptance.

- (e) The coverage shall not exclude: premises/operations with separate aggregate; independent contracts; products/completed operations; contractual liability (insuring the indemnity provided herein) Personal & Advertising Liability; Host Liquor Liability Coverage.

Business Automobile Liability. The following Business Automobile Liability requirements shall apply:

- (a) Business Automobile Liability insurance shall be written by a carrier rated A:VIII or better in accordance with the current A.M. Best Key Rating Guide.
- (b) Minimum Combined Single Limit of \$1,000,000.00 per occurrence for bodily injury and property damage.
- (c) Coverage shall be at least as broad as Insurance Services Office Number CA 00 01.
- (d) The Business Auto Policy must show Symbol 1 in the Covered Autos Portion of the liability section in Item 2 on the declarations page.
- (e) The coverage shall include owned autos, leased and rented autos, non-owned autos, hired autos, and any autos.

Workers' Compensation/Employer's Liability Insurance. The Workers' Compensation Insurance shall include the following terms:

- (a) Employer's Liability minimum limits of liability not less than \$1,000,000 for each accident/each disease/each employee required;
- (b) "Texas Waiver of Our Right to Recover from Others Endorsement, WC 42 03 04" shall be included in this policy; and
- (c) TEXAS must appear in Item 3A of the Workers' Compensation coverage or Item 3C must contain the following: "All States except those named in Item 3A and the States of NV, ND, OH, WA, WV, and WY".

Endorsement Required. Those policies set forth in the above Insurance section shall contain an endorsement listing the City as an Additional Insured and further providing that those policies are primary to any City insurance policies which shall be non-contributory. The additional insured endorsement shall be in a form at least as broad as ISO form GC 2026. Waiver of subrogation in a form at least as broad as ISO form 2404 shall be provided in favor of the City on all policies obtained by Santa's Wonderland in compliance with the terms of this Agreement. Santa's Wonderland shall be responsible for all deductibles which may exist on any policies obtained in compliance with the terms of this Agreement. All coverage for subcontractors shall be subject to all of the requirements stated herein. All Certificates of Insurance with evidence of endorsements shall be furnished to the City's Representative at the time of execution of this Agreement on the most current State of Texas Department of Insurance-approved forms, attached hereto as Exhibit A, and approved by the City before work commences.

11. Term. The term of this Agreement is for one (1) year, with the option to renew for two (2) additional one (1) year terms for a total of three (3) years. Any renewal must be in writing and executed by the parties.

12. Termination. The City may terminate this Agreement for convenience with thirty (30) days written notice for any reason. In the event of such termination the City will notify Santa's Wonderland in writing and the obligations of the City shall cease.

13. Choice of Law. This Agreement has been made under and shall be governed by the laws of the State of Texas. The parties agree that performance and all matters related thereto shall be in Brazos County, Texas.

14. Verification No Boycott. To the extent applicable, this Contract is subject to the following:

- (a) Boycott Israel. If this Contract is for goods and services subject to § 2270.002 Texas Government Code, User verifies that it i) does not boycott Israel; and ii) will not boycott Israel during the term of this Contract.
- (b) Boycott Firearms. If this Contract is for goods and services subject to § 2274.002 Texas Government Code, User verifies that it i) does not have a practice, policy, guidance, or directive that discriminated against a firearm entity or firearm trade association; and ii) will not discriminate during the term of this Contract against a firearm entity or firearm trade association; and
- (c) Boycott Energy Companies. Subject to § 2274.002 Texas Government Code, User herein verifies that it i) does not boycott energy companies; and ii) will not boycott energy companies during the term of this Contract.
- (d) Amendment. This Agreement may only be amended by written instrument approved and executed by both parties.
- (e) This Agreement shall never be deemed or construed to create a partnership or joint venture between the parties.
- (f) Waiver. Waiver of one provision or on one occasion with respect to this Agreement does not constitute waiver of other provisions or on other occasions. If any provision of this Agreement should be held to be invalid or unenforceable, the validity and enforceability of the remaining provisions of this Agreement shall not be affected thereby.
- (g) Assignment. This Agreement may not be assigned by a party without the written approval of the other. This Agreement does not and is not intended to confer any rights or remedies upon any person other than the parties.

(h) Entire Agreement. This Agreement contains the entire agreement between the parties. There are no other written or oral agreements, contracts, or understandings between the parties.

This Agreement shall become binding on the date of the last signature of the Authorized Representative, as identified in the signature blocks below.

Land of Lights DBA
Santa's Wonderland

City of College Station

By: Scott Medlin
Name: Scott Medlin
Title: Manager
Date: 9/29/2023

By: Bryan C. Woods
City Manager
Date: 9/29/2023

APPROVED:

Aaron Longoria
City Attorney
Date: 9/29/2023

Jim Enste
Assistant City Manager/CFO
Date: Jim Enste



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
09/28/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER K&K INSURANCE GROUP, INC. P.O. BOX 2338 FORT WAYNE, IN 46801	CONTACT NAME: EVENTS & ATTRACTIONS	
	PHONE (A/C, No, Ext): 800-553-8368 x5589	FAX (A/C, No): 260-459-5624
E-MAIL ADDRESS:		
INSURER(S) AFFORDING COVERAGE		NAIC #
INSURER A: MARKEL INSURANCE COMPANY	38970	
INSURER B: MARKEL AMERICAN INSURANCE COMPANY	28932	
INSURER C:		
INSURER D:		
INSURER E:		
INSURER F:		

INSURED
 LAND OF LIGHTS, INC. (SEE KR-SP-1)
 DBA : SANTA'S WONDERLAND
 P.O. BOX 10151
 COLLEGE STATION, TX 77845

COVERAGES


CERTIFICATE NUMBER: C158543

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> LIQUOR LIABILITY \$1,000,000 EA OCCUR/ \$1,000,000 AGGREGATE GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input checked="" type="checkbox"/> LOC OTHER:	Y	Y	MKP0000500925000	6/21/2023 12:01 AM	6/21/2024 12:01 AM	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea Occurrence) \$300,000 MED EXP (Any one person) EXCLUDED PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$5,000,000 PRODUCTS - COMP/OP AGG \$5,000,000 BODILY INJURY TO PARTICIPANTS PROFESSIONAL LIABILITY
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			MKA0000500925100	6/21/2023 12:01 AM	6/21/2024 12:01 AM	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)
B	<input type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION			MKX0000500925200	6/21/2023 12:01 AM	6/21/2024 12:01 AM	EACH OCCURRENCE \$5,000,000 AGGREGATE \$5,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/ EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> If yes, describe under DESCRIPTION OF OPERATIONS below	N/A					<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT E.L. DISEASE - EA EMPLOYEE E.L. DISEASE - POLICY LIMIT
	PARTICIPANT ACCIDENT						AD&D Primary Medical Excess Medical Weekly Indemnity

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 CERTIFICATE HOLDER IS ADDED AS ADDITIONAL INSURED, BUT ONLY FOR LIABILITY CAUSED, IN WHOLE OR IN PART, BY THE ACTS OR OMISSIONS OF THE NAMED INSURED. INSURANCE IS PRIMARY AND NON-CONTRIBUTORY. WAIVER OF SUBROGATION APPLIES.
 \$50,000 SIR APPLIES.

CERTIFICATE HOLDER CITY OF COLLEGE STATION ATTN: RISK MANAGER PO BOX 9960 COLLEGE STATION, TX 77842	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 
--	---



CONTRACT & AGREEMENT ROUTING FORM

CONTRACT#: 23300810 R1 A1 PROJECT #: N/A BID/RFP/RFQ#: N/A

Project Name / Contract Description: Sponsorship Agreement
for FY 2024-2025

Name of Contractor: Land of Lights Inc., DBA Santa's Wonderland

CONTRACT TOTAL VALUE: \$ 75,000.00 **Grant Funded** Yes No
If yes, what is the grant number:

Debarment Check Yes No N/A **Davis Bacon Wages Used** Yes No N/A
Section 3 Plan Incl. Yes No N/A **Buy America Required** Yes No N/A
Transparency Report Yes No N/A

NEW CONTRACT **RENEWAL #** 1 **CHANGE ORDER #** **OTHER** Amendment #1

BUDGETARY AND FINANCIAL INFORMATION (Include number of bids solicited, number of bids received, funding source, budget vs. actual cost, summary tabulation)
First renewal of sponsorship agreement with modifications to the scope regarding on-premise signage. Sponsorship payments by City to Santa's Wonderland shall be made in two separate payments of \$37,500 in FY 25.
Funding Account: 31210173-5326

CRC Approval Date*: 07/02/2024 *(If required)** **Council Approval Date*:** 07/25/2024 **Agenda Item No*:**

--Section to be completed by Risk, Purchasing or City Secretary's Office Only--

Insurance Certificates: DDV **Performance Bond:** N/A **Payment Bond:** N/A **Info Tech:** N/A

SIGNATURES RECOMMENDING APPROVAL

Michael Ostrowski 7/25/2024
DEPARTMENT DIRECTOR/ADMINISTERING CONTRACT DATE

[Signature] 7/27/2024
ASST CITY MGR – CFO DATE

Baron Longoria 7/29/2024
LEGAL DEPARTMENT DATE

APPROVED & EXECUTED

Bryan C. Woods 7/29/2024
CITY MANAGER DATE

N/A
MAYOR (if applicable) DATE

N/A
CITY SECRETARY (if applicable) DATE

**FIRST AMENDMENT TO CITY OF COLLEGE STATION
SPONSORSHIP AGREEMENT**

This First Amendment (“Amendment”) is made and entered into by and between the **City of College Station**, a Texas Home-Rule Municipal Corporation (the “City”), and **Land of Lights, Inc., DBA Santa’s Wonderland**, a Texas corporation (“Santa’s Wonderland”), hereinafter collectively referred to as the “Parties”.

WHEREAS, the Parties entered into the City of College Station Sponsorship Agreement dated September 29, 2023 (“Agreement”) for the promotion of “Christmas in College Station” in Santa’s Wonderland; and

WHEREAS, the Parties desire to amend the Agreement by extending the term for one additional 1-year renewal period and revising the Signage Recognition section of the Agreement; and

NOW THEREFORE, in consideration of the mutual promises set forth herein, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree to amend the Agreement as follows:

1. The Parties mutually agree to renew the Agreement for an additional one (1) year term beginning September 30, 2024 through September 30, 2025 for an amount not to exceed **Seventy-Five Thousand Dollars (\$75,000.00)**. This is the first renewal option after the initial one (1) year contract term.

2. Section 1, “Event/program/service”, will be deleted in its entirety and replaced with the following:

“1. Event/program/service. The event, program or service which is the subject of this Agreement is as follows: Promotion of “Christmas in College Station”, an ongoing event from opening day of Santa’s Wonderland through December 30th of the current year of this Agreement. “Christmas in College Station” shall be marketed as an event to encourage visitors and residents to visit Santa’s Wonderland, City park facilities, City restaurants and retail, and stay in City hotels.”

3. Section 2, “Sponsorship”, the second sentence of which is hereby deleted and replaced with the following:

“Santa’s Wonderland shall submit an initial invoice to City in an amount not to exceed Thirty-Seven Thousand Five Hundred Dollars (\$37,500) within seven (7) calendar days after October 1st of the current year of this Agreement and a final invoice to the City in an amount not to exceed Thirty-Seven Thousand Five Hundred Dollars (\$37,500) within seven (7) calendar days of November 15th of the current year, requesting payment for services provided.”

4. Section 3, “Signage Recognition” will be deleted in its entirety and replaced with the following:

“3. Signage Recognition. In recognition of City’s sponsorship set forth in this Agreement, Santa’s Wonderland agrees to provide the City of College Station the exclusive right to market and/or advertise as a municipality and/or destination marketing organization through the following means:

- (a) Snow Play Space - Santa's Wonderland will maintain prominently displayed, illuminated ‘College Station’ signage, accessible for photo opportunities of Santa’s Wonderland guests at the snow play space (formerly the location of the ice-skating rink) and said illuminated signage shall be consistent with previous seasons and no less than twenty-five feet wide by twenty feet tall.
- (b) Big Red Barn and State of Texas Flag - At the main entrance and the State of Texas flag, Santa’s Wonderland will maintain illuminated ‘College Station, Texas’ signage consistent with previous seasons, being the ‘College Station, Texas’ sign on the big red barn and the ‘College Station, Texas’ sign on the illuminated State of Texas flag used for visitor photos.
- (c) Bus Decals - Signage shall also be displayed via large vinyl decals placed on either side of each bus transporting guests to and from the pick-up site at the nearby parking lot(s), highlighting “Christmas in College Station” and featuring the “Visit College Station” logo, website, social media handles, and QR code encouraging patrons to download the “Christmas in College Station” mobile pass. Signage shall be clearly visible to the public and illustrate the partnership between City of College Station and Santa’s Wonderland.
- (d) On-Premise Signage - Signage shall be displayed at both entrances to the park and included on the Santa’s Wonderland park map highlighting “Christmas in College Station” and featuring the “Visit College Station” logo, website, social media handles, and QR code encouraging patrons to download the “Christmas in College Station” mobile pass. Signage shall be clearly visible to the public and illustrate the partnership between City of College Station and Santa’s Wonderland.
- (e) For the avoidance of doubt, all costs related to signage, including but not limited to production and installation, shall be inclusive of this Agreement and paid for by Santa’s Wonderland.”

3. All other terms, covenants and conditions of the Agreement shall remain in full force and effect.

[Signatures follow on Next Page]

IN WITNESS WHEREOF, authorized representatives of the parties have executed this Amendment to be effective as of the last date specified below.

**LAND OF LIGHTS DBA
SANTA'S WONDERLAND**

CITY OF COLLEGE STATION

By: Scott Medlin

By: Bryan C. Woods

Printed Name: Scott Medlin

City Manager

Date: 7/29/2024

Title: Manager

APPROVED:

Date: 7/12/2024

Baron Longoria

City Attorney

Date: 7/29/2024

Jim Koster

Assistant City Manager/CFO

Date: 7/27/2024



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
06/21/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER K&K INSURANCE GROUP, INC. P.O. BOX 2338 FORT WAYNE, IN 46801	CONTACT NAME: EVENTS & ATTRACTIONS	
	PHONE (A/C, No, Ext): 800-553-8368 x5589	FAX (A/C, No): 312-381-6003
E-MAIL ADDRESS:		
INSURER(S) AFFORDING COVERAGE		NAIC #
INSURER A: MARKEL INSURANCE COMPANY		38970
INSURER B: MARKEL AMERICAN INSURANCE COMPANY		28932
INSURER C:		
INSURER D:		
INSURER E:		
INSURER F:		
INSURED LAND OF LIGHTS, INC; M GROUP VENTURES, LLC; TEX KRINGLE'S FUN WORKS, INC. DBA : SANTA'S WONDERLAND P.O. BOX 10151 COLLEGE STATION, TX 77845		

COVERAGES

CERTIFICATE NUMBER: C166680

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> LIQUOR LIABILITY \$1,000,000 EA OCCUR/ \$1,000,000 AGGREGATE GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input checked="" type="checkbox"/> LOC OTHER:	Y	Y	MKP0000500925001	6/21/2024 12:01 AM	6/21/2025 12:01 AM	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea Occurrence) \$300,000 MED EXP (Any one person) EXCLUDED PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$5,000,000 PRODUCTS - COMP/OP AGG \$5,000,000 BODILY INJURY TO PARTICIPANTS PROFESSIONAL LIABILITY
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			MKA0000500925101	6/21/2024 12:01 AM	6/21/2025 12:01 AM	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)
B	UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION			MKX0000500925201	6/21/2024 12:01 AM	6/21/2025 12:01 AM	EACH OCCURRENCE \$5,000,000 AGGREGATE \$5,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/ EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> If yes, describe under DESCRIPTION OF OPERATIONS below	N/A					<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT E.L. DISEASE - EA EMPLOYEE E.L. DISEASE - POLICY LIMIT
	PARTICIPANT ACCIDENT						AD&D Primary Medical Excess Medical Weekly Indemnity

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER IS ADDED AS ADDITIONAL INSURED, BUT ONLY FOR LIABILITY CAUSED, IN WHOLE OR IN PART, BY THE ACTS OR OMISSIONS OF THE NAMED INSURED. INSURANCE IS PRIMARY AND NON-CONTRIBUTORY. WAIVER OF SUBROGATION APPLIES.

\$50,000 GL DEDUCTIBLE APPLIES.

CERTIFICATE HOLDERCITY OF COLLEGE STATION
ATTN: RISK MANAGER
PO BOX 9960
COLLEGE STATION, TX 77842**CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

7/10/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

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PRODUCER Dean & Draper Brazos Valley 2752 Longmire Drive College Station TX 77845	CONTACT NAME: Darlene Keller PHONE (A/C, No, Ext): 936-232-6002 E-MAIL ADDRESS: dkeller@deandraper.com		FAX (A/C, No): 979-704-6006
	INSURER(S) AFFORDING COVERAGE		
License#: 3093 LANDOFL-01	INSURER A: Texas Mutual Insurance Company	NAIC # 22945	
INSURED Land Of Lights, Inc. DbA: Santa's Wonderland P.O. Box 10151 College Station TX 77842	INSURER B: National General Insurance Company	23728	
	INSURER C:		
	INSURER D:		
	INSURER E:		
	INSURER F:		

COVERAGES

CERTIFICATE NUMBER: 1066895143

REVISION NUMBER:


THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:						EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$
B	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS			2023142862	5/16/2024	5/16/2025	COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	0002083505	9/21/2023	9/21/2024	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

The workers' compensation policy contains a blanket waiver of subrogation in favor of the certificate holder when required by the holder in a written contract or statement.
 Certificate Holder: City of College Station
 The additional insured endorsement and waiver of subrogation endorsement will be requested from the commercial auto Company in favor of City of College Station.

CERTIFICATE HOLDER**CANCELLATION**

City of College Station Attn: Risk Manager P.O. Box 9960 College Station TX 77842	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 
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TEXAS WAIVER OF OUR RIGHT TO RECOVER FROM OTHERS ENDORSEMENT

This endorsement applies only to the insurance provided by the policy because Texas is shown in item 3.A. of the Information Page.

We have the right to recover our payments from anyone liable for an injury covered by this policy. We will not enforce our right against the person or organization named in the Schedule, but this waiver applies only with respect to bodily injury arising out of the operations described in the schedule where you are required by a written contract to obtain this waiver from us.

This endorsement shall not operate directly or indirectly to benefit anyone not named in the Schedule.

The premium for this endorsement is shown in the Schedule.

Schedule

1. () Specific Waiver

Name of person or organization

(X) Blanket Waiver

Any person or organization for whom the Named Insured has agreed by written contract to furnish this waiver.

2. Operations: All Texas operations

3. Premium:

The premium charge for this endorsement shall be **2.00** percent of the premium developed on payroll in connection with work performed for the above person(s) or organization(s) arising out of the operations described.

4. Advance Premium: Subject to Final Audit

This endorsement changes the policy to which it is attached effective on the inception date of the policy unless a different date is indicated below.
(The following "attaching clause" need be completed only when this endorsement is issued subsequent to preparation of the policy.)
This endorsement, effective on 9/29/23 at 12:01 a.m. standard time, forms a part of:

Policy no. 0002083505 of Texas Mutual Insurance Company effective on 9/21/23

Endorsement no. 2

Issued to: LAND OF LIGHTS INC

DBA: Santa's Wonderland

Premium change: \$819.00

This is not a bill



Authorized representative

NCCI Carrier Code: 29939

9/28/23

July 30, 2025

Item No. 3.8.

Presentation, discussion, and possible action on Destination Wayfinding.

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on destination wayfinding.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee give recommendations on next steps.

Summary: In 2008, the Bryan College Station Convention and Visitors Bureau initiated a destination wayfinding project to introduce signage throughout Brazos County. A committee was formed, and a study on location and design was conducted. By 2012, these signs were installed across the community, including roadways and pedestrian areas in Northgate and Downtown Bryan. The initial contract included five years of maintenance and upkeep, which expired in 2018. Since then, the signs have deteriorated, with issues in accuracy and longevity, leading to the project's shelving. The City Council has requested an item for August to discuss next steps for the signage.

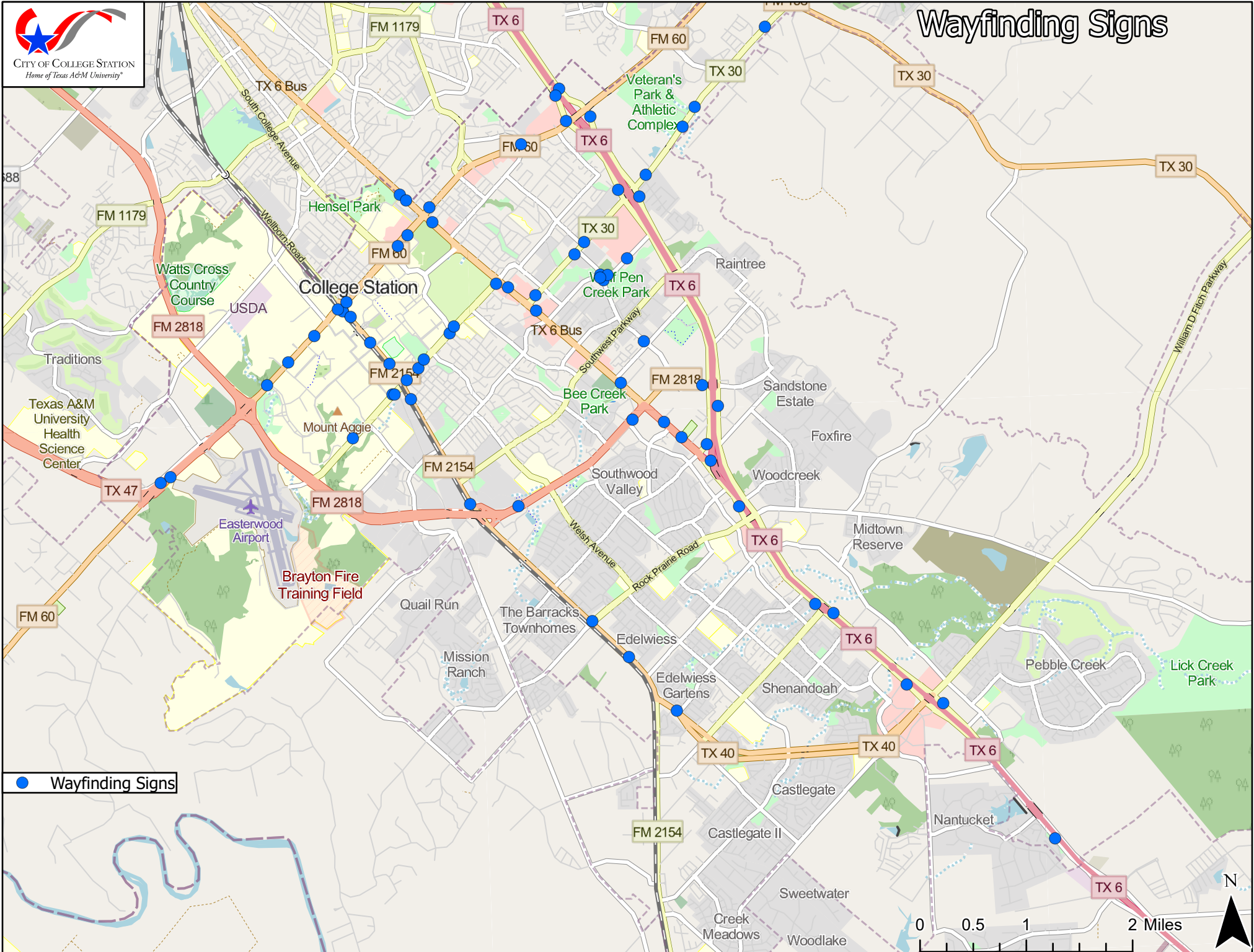
Budget & Financial Summary:

Attachments:

1. Wayfinding Signs Map



Wayfinding Signs



● Wayfinding Signs

0 0.5 1 2 Miles



July 30, 2025

Item No. 3.9.

Presentation, discussion, and possible action on data reports from the previous month.

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on data reports from the previous month.

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