



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.

August 27, 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 the FY26 Media Plan.
- 3.5. Presentation, discussion, and possible action on data reports from the previous month(s).


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 August 22, 2025, at 5:00 p.m.



City Secretary

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

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

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

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

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

August 27, 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 - August



STRATEGIC PLAN

FOR TOURISM



CONTENTS

Stakeholder Update

Tourism Readiness Index

Demand Driver Scorecard

Timeline Check-in



Stakeholder Engagement Update



Stakeholder Engagement Update

- 19 Stakeholders Interviewed
- 6 focus groups held
 - 35 total attendees



Continued Engagement with TAMU

- Following the in-person site visit, focus groups, and Council meeting, JLL has a comprehensive understanding of the importance of Texas A&M's involvement in this planning process.
- We have begun synthesizing feedback and are starting the process to set up conversations with VIP Texas A&M stakeholders mentioned in our last meeting, and are currently developing discussion topics.



Non – TAMU Stakeholder Interviews

- BCS Chamber of Commerce
- Greater Brazos Partnership
- Brazos Valley SBDC
- Brazos County
- Century Square
- Hilton College Station
- George H.W. Bush Library & Museum
- Museum of the American GI



Takeaways from Site Visit

- Untapped markets exist for conferences, associations, and corporate events
- Critical shortage of music and entertainment venues surfaced after recent closures
- Service gaps exist for both internal and external event planners
- Strong potential exists for festivals and year-round event programming
- Poor coordination across businesses and events creates scheduling conflicts and missed opportunities
- Rich cultural and historical assets remain underutilized for tourism
- Gameday visitation to attractions in the area could be better developed and marketed to increase revenue
- Student-dependent businesses face seasonal staffing and revenue challenges
- Local dining scene lacks visibility despite quality restaurant development
- Transportation infrastructure lacks coordination and comprehensive coverage



Tourism Readiness Index

scale

concentration

leisure

business

urban readiness

safety + security

environmental

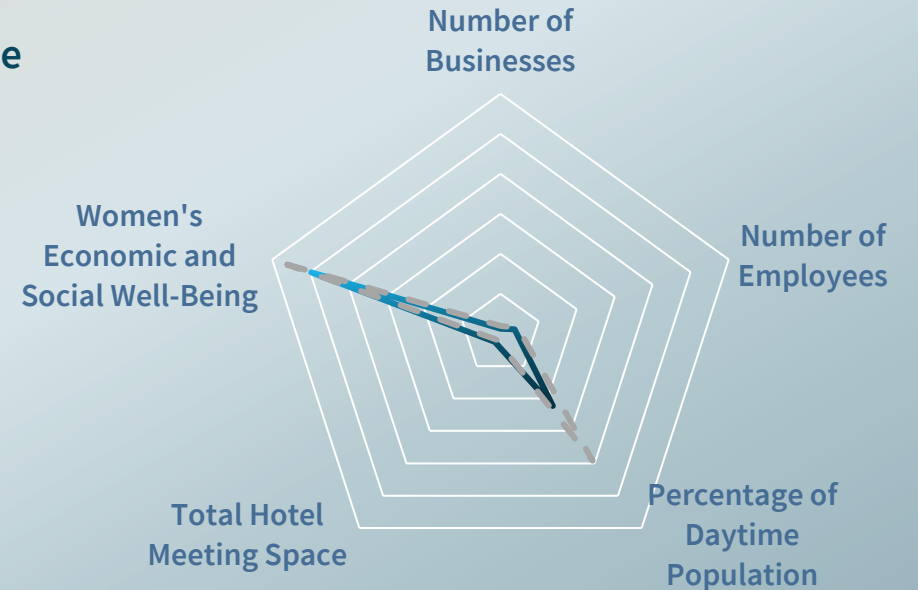
College Station business score is well below the comparable set analysis; ranking 10/15 cities.

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

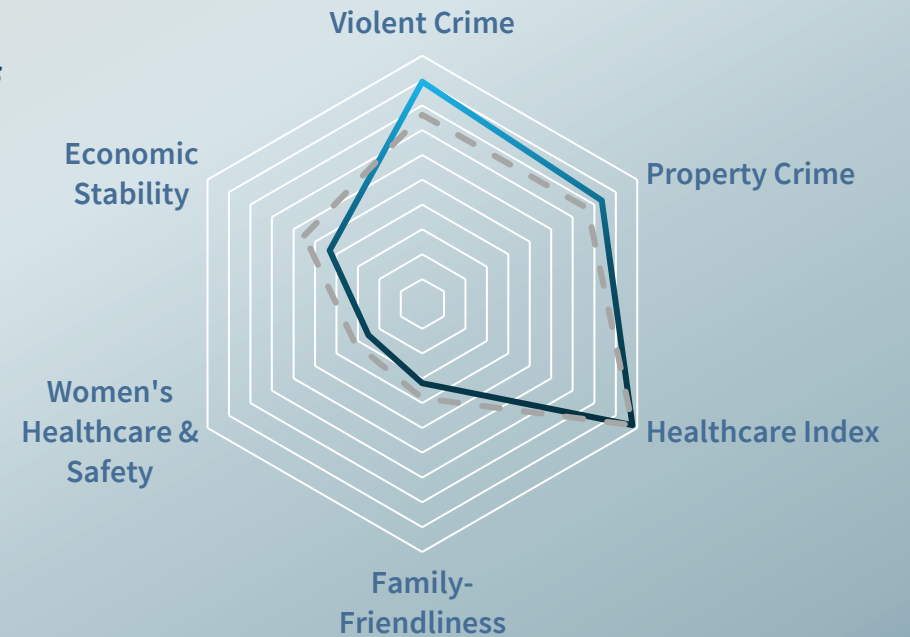
College Station safety and security is below the comparable set analysis; ranking 9/15 cities.

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

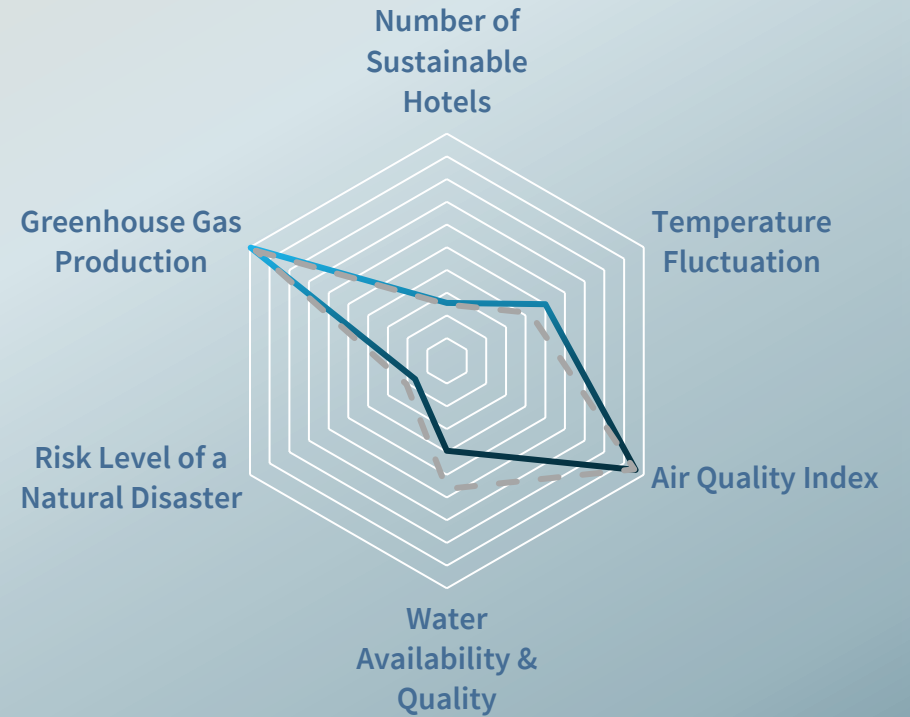
environmental

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








Demand Driver Scorecard

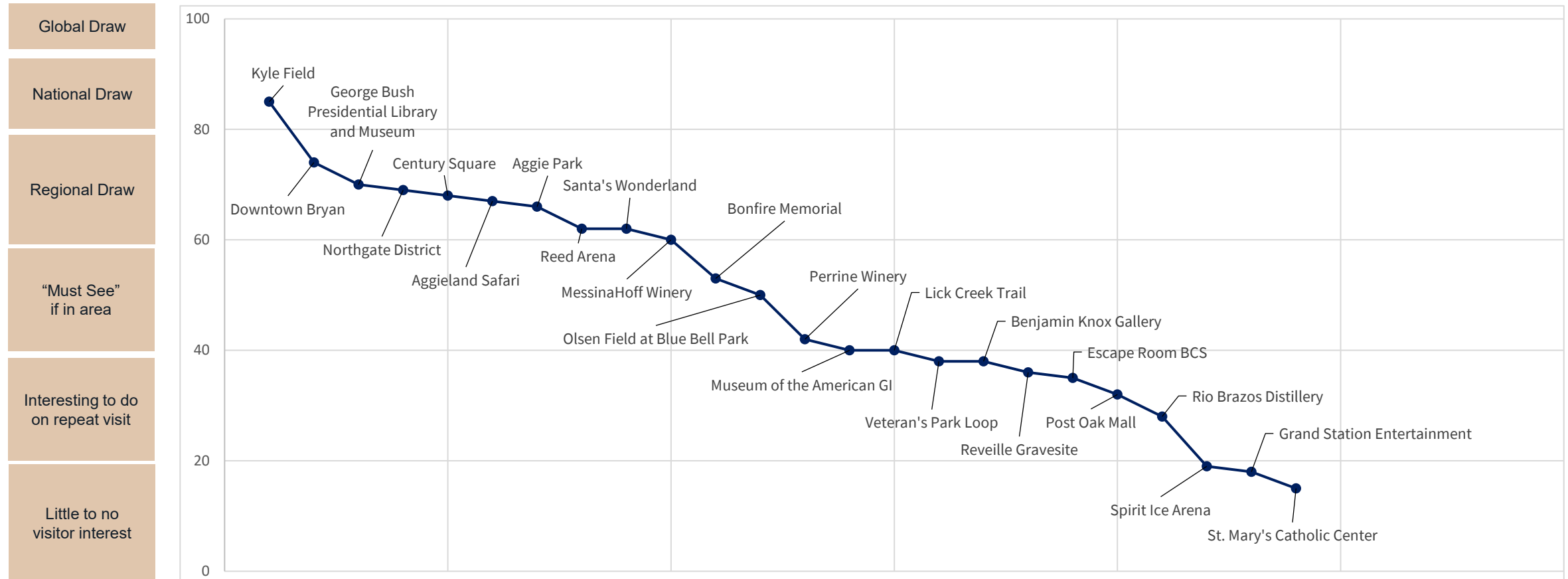
Demand driver scorecard process

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

- 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.



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

August 27, 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 7.30.25

**Minutes Of The Tourism Committee
City Of College Station
July 30, 2025**



1. Call to order and introductions.

With a quorum present, the meeting of the College Station City Tourism Committee was called to order by Chairperson Cortney Phillips via In-Person and Teleconference at 2:05 pm on Wednesday, July 30, 2025 in the Visit College Station Large Conference Room, 1207 Texas Avenue, College Station, Texas 77840.

Present:

Chairperson Cortney Phillips
Committee Member Rhianon Elizabeth Whitney
Committee Member Scott Logan
Committee Member Connor Clark
Committee Member Kevin Davis
Committee Member William L. Peel
Committee Member Jim Ross
Committee Member Hunter Goodwin
Committee Member Erin Jones
Committee Member Brandy Tuck

Virtual:

Committee Member Greg Stafford, Vice Chairperson

Absent:

Committee Member Costa Dallis
Committee Member Paul Allen Loy
Chief Development Officer Michael Ostrowski

City Staff:

Bryan Woods, City Manager
Jeremiah Cook, Assistant Director of Tourism
Kelsey Heiden, Director, Parks & Recreation
Jo Beth Wolfe, Convention Sales Manager
Alex Aguero, Sports Sales Manager
Angie Bertinot, Marketing Manager
Casey Barone, Visitor Engagement Manager
Jennifer Luna, District Manager

Others:

Kevin Starnes - Aggieland Invitational
Megan Symank - Aggieland Invitational
Fred Lopez - American Planning Association Texas State Planning Conference

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 to address the committee.

3. Agenda Items

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

Assistant Director Jeremiah Cook introduced the in-person team from Jones Lang LaSalle (JLL), Dan Fenton, Shirin Jafari, and Abigail Harrod. JLL presented findings from recent stakeholder interviews and focus groups, emphasizing the need for strategic alignment with Texas A&M University and prioritization of tourism investments. Committee members discussed the importance of engaging high-level university leadership (e.g., Board of Regents, Chancellor, President) and emphasized the need for measurable ROI and change in how university assets are leveraged for tourism.

No action was taken.

Committee Member Erin Jones left at 3:02 pm.

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

MOTION: Upon a motion made by Committee Member Rhianon Elizabeth Whitney and a second by Committee Member Connor Clark, the committee voted 9 for and 0 opposed, to approve the minutes of the June 25, 2025 meeting.

Committee Member Greg Stafford joined virtually at 3:08 pm.

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

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

- Aggieland Invitational - December 29-31, 2025 - Kevin Starnes and Megan Symank were present to answer questions from the Committee.
- Southwest Bowling Proprietors Conference - September 28-October 1, 2025
- American Planning Association Texas State Planning Conference - October 22-24, 2025 - Fred Lopez and Chelsea Irby were virtually present to answer questions from the Committee.

MOTION: Upon a motion made by Committee Member William Peel and a second by Committee Member Connor Clark, the Committee voted 9 for and 0 opposed to approve the HOT Grant Application for Aggieland Invitational for \$20,000 with the understanding that the funds serve as a stimulus for growth and that future requests should demonstrate measurable expansion.

MOTION: Upon a motion made by Committee Member Jim Ross and a second by Scott Logan, the Committee voted 9 for and 0 opposed to approve the HOT Grant Application for Southwest Bowling Proprietors for \$2,000.

MOTION: Upon a motion made by Committee Member Hunter Goodwin and a second by Rhianon Elizabeth Whitney, the Committee voted 9 for and 0 opposed to approve the HOT Grant Application for American Planning Association Texas State Planning Conference for \$34,000.

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

City Manager Bryan Woods presented the draft FY26 budget, noting a projected HOT fund balance of \$17 million and anticipated revenue of \$9.3 million. He highlighted the Council's decision to fund the Arts Center at FY25 levels and discussed the city's capital project planning process. Committee members expressed concern over the allocation of HOT funds to non-tourism-specific capital projects, particularly the proposed \$12.8 million for baseball field renovations.

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

Following the discussion relating to the use of Hotel Occupancy Tax funds as it relates to capital projects, the Committee passed the motion below. Committee members expressed concern over their role in the capital projects process within the City Council's decision-making process, and the need to clarify hotel tax recovery versus hotel revenue recovery in payback calculations.

MOTION: Upon a motion made by Committee Member Greg Stafford and a second by Committee Member Hunter Goodwin, the Committee voted 8 for and 0 opposed with 1 abstained by Cortney Phillips, to recommend HOT fund contributions to the baseball field project be limited to the amount of HOT revenue projected to be generated by the project over a 20-year period (approximately \$5 million).

3.6. Presentation, discussion, and possible action on Christmas in College Station.

Staff presented concepts for expanding Christmas programming, including immersive art installations, projection mapping, and partnerships with local businesses. The Committee expressed support for further exploration and requested cost estimates and implementation plans at a future meeting.

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

Staff presented on the renewal of the contract for Santa's Wonderland, which is a top Christmas attraction that draws visitors to the College Station area. The sponsorship agreement includes College Station signage on the Big Red Barn, and the Visit College Station/Christmas in College Station signage on the premises and on the bus decals, in exchange for \$75,000.

MOTION: Upon a motion made by Committee Member Rhianon Elizabeth Whitney and a second by Committee Member Hunter Goodwin, the Committee voted 8 for and 0 opposed with 1 abstained by Jim Ross, on the agreement renewal with Santa's Wonderland.

3.8. Presentation, discussion, and possible action on destination wayfinding.

Staff presented the current state of the city's wayfinding signage and requested direction on future investment. The committee supported further study and recommended coordination with the City of Bryan and Texas A&M University to ensure cohesive signage and cost efficiency.

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

Assistant Director Jeremiah Cook reported a significant decline in June tourism metrics, citing weather-related event cancellations and reduced visitation. Staff are working with the city's ad agency to analyze trends and adjust marketing strategies accordingly.

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.

MOTION: Upon a motion made by Committee Member Scott Logan and a second by Committee Member Jim Ross, the City Council voted 9 for and 0 opposed, to adjourn.
Adjourned at 5:02 pm.

August 27, 2025

Item No. 3.3.

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

Sponsor: Alex Agüero, 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. SWACUHO
2. Williams Fire
3. College Station Marathon Half

SWACUHO Student Staff Leadership Conference

*College Station Event Funding- Tourism
Committee Approval*

SWACUHO

Steven Smith
624 W. University Drive
PMB 418
Denton, TX 76201

treasurer@swacuho.org
O: 870-208-3982
F: SWACUHO

Madison Evans

166 Houston St
College Station, TX 77843

mevans19@tamu.edu
O: 979-847-1879
M: 601-938-8233

Evaluation Form

Event Name

SWACUHO Student Staff Leadership Conference

Number of Room Nights*

202

Number of Attendees*

300

Max Amount of Funding per Guidelines*

\$5,000.00

Staff Recommended Amount*

\$5,000.00

Anything else that would help evaluation of this grant?

This is a new group to College Station with interest in bringing other events to our community through Texas A&M. To continue to encourage the group to bring events to College Station, staff recommends \$5,000.

Application Form

Event or Expenditure Description

Event Name*

SWACUHO Student Staff Leadership Conference

Event Website

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

<https://sites.google.com/tamu.edu/sslc2025/conference-overview/programing-sessions>

Event Type*

Select the type that best fits your event.

Convention

Event Start Date*

The date the event is scheduled to begin.

10/24/2025

Event End Date*

The date the event is scheduled to end.

10/25/2025

Event Description*

Detailed description of the event.

The SWACUHO Student Staff Leadership Conference is a two-day leadership conference for student staff employees for universities and colleges in Texas, Arkansas, Oklahoma and Mexico.

The conference will have an opening ceremony where schools can engage in showing off school pride and traditions.

On Saturday, we will kick off with a keynote speaker on leadership and community and why the work we do in university/college housing matters in helping connect our residents. After this, we will have numerous breakout sessions where attendees can learn and attend various programming on leadership, communication, self-development, teambuilding, programming, and more.

We will close it off Saturday night, with a closing ceremony and entertainment that includes awards for best programs and spirit, a swap shop for people to swap school merchandise/swag, graduate school tabling for institutions that will be represented, and prizes.

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.

Texas A&M Hotel and Conference Center, TAMU - ILCB

Total number of hotel room nights expected?*

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

202

Nights Hotel Rooms are Needed*

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

Friday

Saturday

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

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

Home 2 Suites by Hilton College Station

Hilton College Station & Conference Center

Texas A&M Hotel & Conference Center

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:

Registration and Conference Check-In

Events without Spectators

Number of expected attendees/participants:*

300

Out-of-Town Percentage

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

95

Funding Agreement Acknowledgement

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

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

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

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

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

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

Southwest Association of College and University Housing Officers (SWACUHO)

Applicant Name*

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

Madison Evans

Date*

08/11/2025

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.

Elizabeth Eppinger

Contract Signatory Email*

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

president@swacuho.org

Funding Request Overview

Amount Requested*

Total amount of funds requested for the event.

\$5,000.00

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.

Event Food and Beverage

To enhance the attendee experience in order to increase attendance

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.

SWACUHO Mid Year

SWACUHO Annual Conference 2028

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

Williams Fire and Hazard Control Xtreme Training 2026

*College Station Event Funding- Tourism
Committee Approval*

Williams Fire & Hazard Control

Ms Lindsey Boren
9605 Richard Wycoff Drive
Port Arthur, TX 77640

lindsey.boren@williamsfire.com
O: 409-727-2347
M: 4095503751
F: Williams Fire & Hazard

Ms Lindsey Boren

9605 Richard Wycoff Drive
Port Arthur, TX 77640

lindsey.boren@williamsfire.com
O: 4099714134
M: 4095503751

Evaluation Form

Event Name

Williams Fire and Hazard Control Xtreme Training 2026

Number of Room Nights*

1320

Number of Attendees*

300

Max Amount of Funding per Guidelines*

\$45,000.00

Staff Recommended Amount*

\$30,000.00

Anything else that would help evaluation of this grant?

This group brings weekday business during a traditionally slow period- June. Staff recommends the requested \$30,000.

Application Form

Event or Expenditure Description

Event Name*

Williams Fire and Hazard Control Xtreme Training 2026

Event Website

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

www.williamsfire.com/xtreme

Event Type*

Select the type that best fits your event.

Business Meeting

Event Start Date*

The date the event is scheduled to begin.

06/07/2026

Event End Date*

The date the event is scheduled to end.

06/12/2026

Event Description*

Detailed description of the event.

Our WFHC firefighting professionals offer first-hand experience confronting industry's largest fire events in our annual training. Classroom study and practical exercises will cover various incident profiles and fire dynamics, foam and dry chemical applications, response logistics and field operations, and large-volume equipment applications. The course is designed primarily for advance level firefighters. WILLIAMS 2026 Xtreme Industrial Fire & Hazard Training will take place in College Station, TX June 7-12, 2026.

The schedule of events uploaded is for the 2025 class, we will repeat the same agenda in 2026 but instead of 2 smaller classes completed over two sessions, we will combine them into one group over one session.

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.

The Hilton & TEEEX

Total number of hotel room nights expected?*

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

1320

Nights Hotel Rooms are Needed*

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

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

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

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

The Hilton, 801 University Drive East, College Station, TX 77840

We will secure an overflow block at a neighboring property in January if registration fills up fast.

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:

Registration will be used to track out of town guests. 99% of the people providing training and attending will be from out of town. We utilize TEEEX Brayton Fire Field for our hands on fire activities.

Events without Spectators

Number of expected attendees/participants:*

300

Out-of-Town Percentage

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

99

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)*

Williams Fire and Hazard LLC dba Williams Fire & Hazard Control

Applicant Name*

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

Lindsey Boren

Date*

08/08/2025

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.

Lindsey Boren

Contract Signatory Email*

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

lindsey.boren@williamsfire.com

Funding Request Overview

Amount Requested*

Total amount of funds requested for the event.

\$30,000.00

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.

Funds will be utilized to offset food/meal costs for attendees as well as promotion and marketing costs to

grow the class attendance. We also have nights that the attendees will be free to go into town and we plan on taking them to various restaurants in town.

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

Include Name and Amount to Receive

Some of our vendors sponsor a snack break or part of a meal. We normally get anywhere from \$5,000 to \$7,500 from sponsors. The company absorbs the remaining cost for the class over and above the fee's collected for tuition from the attendees. Our budgeted spend for 2026 is \$700,000 to \$800,000 depending on attendee quantity and meal costs.

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.

We provide a hospitality event for the guest instructors that attend TEEX Industrial week training event, this is normally held at a local hotel venue in July.

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

College Station Marathon/Half

*College Station Event Funding- Tourism
Committee Approval*

BCS Marathon

Chris Field
PO Box 3005
Bryan, TX 77805

info@bcsmarathon.com
O: 214-673-6732
F: BCS Marathon

Rodney Wellmann

PO Box 3005
Bryan, TX 77805

rodney@bcsmarathon.com

Evaluation Form

Event Name

College Station Marathon/Half

Number of Room Nights*

800

Number of Attendees*

5500

Max Amount of Funding per Guidelines*

\$30,000.00

Staff Recommended Amount*

\$55,000.00

Anything else that would help evaluation of this grant?

Based on the recent name change of the College Station Marathon, and the economic activity the event brings to College Station, staff recommends funding the group at the recommended \$55,000. Staff will continue to work with the client on completion of naming transition to the College Station Marathon.

Application Form

Event or Expenditure Description

Event Name*

College Station Marathon/Half

Event Website

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

bcsmarathon.com

Event Type*

Select the type that best fits your event.

Sports

Event Start Date*

The date the event is scheduled to begin.

12/14/2025

Event End Date*

The date the event is scheduled to end.

12/14/2025

Event Description*

Detailed description of the event.

The College Station Marathon is a celebration of the College Station/Texas A&M communities. We host over 3,000 runners from 29 different states. This year's race will be the 14th annual. Our participants will start and end their tour of the Brazos Valley at Wolf Pen Creek Park.

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.

Wolf Pen Creek Park

Total number of hotel room nights expected?*

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

800

Nights Hotel Rooms are Needed*

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

Sunday
Saturday

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

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

- Aloft
- Comfort Suites
- Hampton Inn
- Best Western
- Holiday Inn Express
- Embassy Suites
- Drury Inn
- Home2Suites
- Texas A&M Hotel
- Holiday Inn
- Wyndam Garden
- Townplace Suites

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:

Part of our registration process involves participants to identify the following:

- Do you live 30 miles outside College Station?
- How many nights will you be staying in College Station?
- Will you be staying at a host hotel, Air B&B, or other College Station hotel?

Registration for race cannot be complete without answering those 3 questions.

Events with Spectators

Number of expected participants*

Participants only include those taking part in the event.

Be sure to include staff attending.

3500

Number of expected spectators*

Spectators only include those watching the event.

2000

Out-of-Town Percentage*

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

60

Number of expected teams (if applicable):

100

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)*

BCS Marathon

Applicant Name*

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

Rodney Wellmann

Date*

07/09/2025

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.

Rodney Wellmann

Contract Signatory Email*

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

rodney@bcsmarathon.com

Funding Request Overview

Amount Requested*

Total amount of funds requested for the event.

\$55,000.00

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.

All money goes towards race cost (police, traffic cones/signs set up, t-shirts, port a potties, registration site, advertising, medals, timing company, insurance, food drinks at finish line, EMS, food throughout the course, and many other expenses.)

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

Include Name and Amount to Receive

- HEB \$3000
- Karbach Beer \$100
- C-Force Water \$1500
- Fuegos Tacos \$3000

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.

Oktoberfest Half Marathon/10K

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.

Turkey Trot 5K. This event had 2200 participants last year!

File Attachment Summary

Applicant File Uploads

No files were uploaded

August 27, 2025
Item No. 3.4.
FY26 Media Plan

Sponsor: Angie Bertinot

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on the FY26 Media Plan.

Relationship to Strategic Goals:

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

Summary: The Zimmerman Agency and staff will present an overview of Visit College Station's new advertising campaign and the draft FY2026 media plan. The presentation will highlight creative concepts and media mix strategy for our leisure, meetings and sports markets. Committee members will hear about anticipated reach and how the campaign aligns with Visit College Station's broader efforts to increase brand awareness and drive visitation.

Budget & Financial Summary:

Attachments:

None

August 27, 2025
Item No. 3.5.
Data Reports

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(s).

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee receive the reports and provide direction.

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

Budget & Financial Summary: N/A

Attachments:

None