



College Station, TX

Meeting Agenda Tourism Committee

1101 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.

December 3, 2025

2:00 PM

**City Hall Bush 4141 Community
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. Consent Agenda.

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

3.2. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with Texas USA Wrestling Inc. - South Region for the Texas Nationals 2026 and Come and Take It Duals.

Sponsors: Alex Aguero

Attachments: 1. HOT Grants Summary 12.3.25
2. TX - USA Wrestling South Region

3.3. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with Texas USA Wrestling Inc. for the TX-USAW Folkstyle Youth State Championships.

Sponsors: Alex Aguero

Attachments: 1. TX-USA Wrestling Folkstyle Youth

3.4. Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with USA Southwest Tournaments for the 2026 NFCA Texas High School Softball Leadoff Classic.

Sponsors: Alex Aguero

Attachments: 1. NFCA Texas High School Softball Leadoff ClassicPacket

4. Agenda Items.

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

4.2. Presentation, discussion, and possible action on FY25 End of Year Reports.

4.3. Presentation, discussion, and possible action on the proposed FY26 Plan of Work.

4.4. Presentation and discussion on the proposed Multi-Events Center.

4.5. Presentation and discussion on the proposed baseball complex.

4.6. Presentation, discussion, and possible action on marketing opportunities.

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

5. 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.

6. 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 November 24, 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."

December 3, 2025

Item No. 3.1.

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

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

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

Relationship to Strategic Goals:

Recommendation(s): Staff recommends approval.

Summary: N/A

Budget & Financial Summary: N/A

Attachments:

1. 20251105 - Minutes

**Minutes Of The Tourism Committee - Amended
City Of College Station
November 5, 2025**



1. Call to order and introductions.

With a quorum present, the meeting of the Tourism Committee was called to order by Chairperson Cortney Phillips via In-Person and Teleconference at 3:01 pm on Wednesday, November 5, 2025, in City Hall Bush 4141 Community Room, 1101 Texas Avenue, College Station, Texas 77840.

Present:

Chairperson Cortney Phillips
Vice Chairperson Greg Stafford
Committee Member Hunter Goodwin
Committee Member Rhianon Elizabeth Whitney
Committee Member Paul Allen Loy
Committee Member Scott Logan
Committee Member Connor Clark
Committee Member Jim Ross
Committee Member Erin Jones

Absent:

Committee Member William L. Peel, Jr. - Excused
Committee Member Costa Dallis - Excused
Committee Member Kevin Davis - Excused

City Staff:

Bryan Woods, City Manager
Michael Ostrowski, Chief Development Officer
Jeremiah Cook, Assistant Director Tourism
Jo Beth Wolfe, Convention Sales Manager
Alex Aguero, Sports Sales Manager
Angie Bertinot, Marketing Manager
Jennifer Luna, District Manager
Gene Ballew, Assistant Director Parks and Recreation
Lisa McCracken, Administrative Support Specialist

Other:

Councilmember Bob Yancy
Ashley Bowersock & Lee Baker - Houston Surf Soccer - Virtual
Andy Cavins - Vette City Events - Virtual
Arlean Rohde - TAMU Superfund Research Centers
Sara Coles -TX Children in Nature - Virtual
Alice Kirk - TX Extension Education

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 minutes of the previous meeting(s).

MOTION: Upon a motion made by Committee Member Paul Allen Loy and a second by Committee Member Rhianon Elizabeth Whitney, the Tourism Committee voted 7 for and 0 opposed.

Motion passed unanimously.

Committee Member Hunter Goodwin joined at 3:25 pm.

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

MOTION: Upon a motion made by Vice Chairperson Greg Stafford and a second by Committee Member Connor Clark, the Committee voted 8 for and 0 opposed, for the following Hot Grants. Motion passed unanimously.

- Legacy Soccer Club Cup dba Houston Surf Soccer Club - February 7-8, 2026 - \$10,000.00
- Texas A&M Lacrosse Tournament - January 31 - February 1, 2026 - \$10,000.00
- American Junior Golf Association - March 27-29, 2026 - no funding due to changes in event timing
- Lifeway Christian Resources - April 24 - 25, 2026 - \$4500
- Texas Children in Nature Network - December 3-5, 2026 - \$10,000.

MOTION: Upon a motion made by Committee Member Jim Ross and a second by Committee Member Paul Loy, the Committee voted 8 for and 0 opposed the recommendation for the following Hot Grants.

- Vette City Event — B/CS Volleyball events — January 3, - March 15, 2026 — recommended amending the amount from \$20,000 to \$25,000

MOTION: Upon a motion made by Committee Member Connor Clark and a second by Committee Member Rhianon Elizabeth Whitney, the Committee voted 5 for and 1 opposed by Committee Member Jim Ross, with 1 abstained by Committee Member Hunter Goodwin for the recommendation of the amount change.

- Texas A&M Superfund Research Centers — December 8-10, 2025 — recommended amending the amount from \$20,000 to \$10,000.

MOTION: Upon a motion made by Committee Member Hunter Goodwin and a second by Committee Member Rhianon Elizabeth Whitney, the Committee voted 8 for and 0 opposed for the recommendation of the amount change.

- Texas Extension Education Association — August 31 - September 3, 2026 — recommended amending the amount from \$25,000 to \$15,000.

3.3. Presentation, discussion, and possible action on the Hotel Occupancy Tax Grant Funding Guidelines.

Staff and committee members discussed the need for clearer guidelines and dynamic models for evaluating grant applications. The conversation included consideration of room night patterns, event growth, and fiscal sustainability. The committee reached consensus to continue refining the guidelines and to consider implementing a consent agenda for future meetings.

3.4. Presentation, discussion, and possible action on the Christmas in College Station Campaign.

Staff provided an update on the Christmas in College Station campaign, outlining paid media efforts, local advertising, event programming, and new holiday initiatives. The committee discussed the strategic importance of holiday events and plans for future expansion.

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

The committee reviewed the eight priorities for the tourism strategic plan and discussed topics including organizational structure, collaboration with local partners, and the upcoming council workshop presentation. No action was taken, and the discussion will continue at future meetings.

3.6. Presentation and discussion on tournament booking procedures.

Staff presented tournament booking procedures, highlighting challenges related to field availability, event scheduling, and balancing local and tourism needs. The committee discussed the recent loss of a major event that moved to Round Rock due to field constraints and emphasized the need for improved processes and a single point of contact for event organizers.

3.7. Presentation and discussion on the proposed Multi-Events Center.

The item was moved to the December 3, 2025 meeting.

3.8. Presentation and discussion on the proposed Southern Roots Baseball Complex.

The item was moved to the December 3, 2025 meeting.

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

The item was moved to the December 3, 2025 meeting.

4. Discussion and possible action on future agenda items.

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

Committee members requested to revisit ballpark discussions and other ongoing items at future meetings.

5. Adjourn.

MOTION: Upon a motion made by Vice Chairperson Greg Stafford and a second by Committee Member Rhianon Elizabeth Whitney, the Committee voted 8 for and 0 opposed to adjourn. Adjourned at 5:09 pm.

December 3, 2025

Item No. 3.2.

Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with Texas USA Wrestling Inc. - South Region for the Texas Nationals 2026 and Come and Take It Duals in the amount of \$5,000.

Sponsor: Alex Aguero

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with Texas USA Wrestling Inc. - South Region for the Texas Nationals 2026 and Come and Take It Duals.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee approve the recommended amount.

Summary: See attached application and staff recommendation.

Budget & Financial Summary: Grant funding would be through the Hotel Occupancy Tax Fund through the Tourism budget.

Attachments:

1. HOT Grants Summary 12.3.25
2. TX - USA Wrestling South Region

HOT Grants Executive Summary

Page: 10

Room Nights: 500

Group name: TX USA Wrestling, South
Region- Texas Nationals 2026 and Come and
Take it Duals

Total Direct Economic Impact: \$500,078

HOT Economic Impact: \$8,982

Dates: 1/9/26-1/11/26

Total Recommended Amount: \$5,000

Attendees: 2,500

	2023	2024	2025
Room Nights	417		432
HOT Grant	\$10,000		\$5,000
Direct EIC	\$405,090		\$426,924
Local HOT EIC	\$7,122		\$7,868

Page: 19

Group name: TX USA Wrestling, TX-USAW
Folkstyle Youth State Championships

Room Nights: 1200

Total Direct Economic Impact: \$1,038,663

Dates: 2/27/26-3/1/26

HOT Economic Impact: \$20,435

Attendees: 5,900

Total Recommended Amount: \$5,000

	2023	2024	2025
Room Nights			1369
HOT Grant			\$5,000
Direct EIC			\$1,144,858
Local HOT EIC			\$20,523

Page: 30

Group name: USA Southwest Tournaments,
NFC A Texas High School Softball Leadoff
Classic

Room Nights: 2,500

Total Direct Economic Impact: \$1,892,622

Dates: 2/12/26-2/14/26

HOT Economic Impact: \$36,959

Attendees: 7,000

Total Recommended Amount: \$20,000

	2023	2024	2025
Room Nights	1,620	1,818	2,116
HOT Grant	\$20,000	\$10,000	\$15,000
Direct EIC	\$1,003,695	\$1,797,815	\$1,868,774
Local HOT EIC	\$17,986	\$28,379	\$29,774

Texas Nationals 2026 and Come and Take It Duals

*College Station Event Funding- Tourism
Committee Approval*

Texas USA Wrestling Inc - South Region

Roy Beckman
16375 Field Stone Lane
College Station, TX 77845

secretary@south-txusaw.com
O: 281-995-2612
M: 815-207-0540
F: TXUSA Wrestling South Reg

Melissa Allen

22223 Ebbets Field Dr
Spring, TX 77389

secretary@south-txusaw.com
O: 303-726-2967
M: 303-726-2967

Evaluation Form

Event Name

Texas Nationals 2026 and Come and Take It Duals

Number of Room Nights*

500

Number of Attendees*

2500

Max Amount of Funding per Guidelines*

\$10,000.00

Staff Recommended Amount*

\$5,000.00

Anything else that would help evaluation of this grant?

Based on their history, this group has shown consistency to hit their room nights and attendee mark. Staff recommends \$5,000 for the group.

Application Form

Event or Expenditure Description

Event Name*

Texas Nationals 2026 and Come and Take It Duals

Event Website

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

<https://www.wrestlehouston.org/>

Event Type*

Select the type that best fits your event.

Sports

Event Start Date*

The date the event is scheduled to begin.

01/09/2026

Event End Date*

The date the event is scheduled to end.

01/11/2026

Event Description*

Detailed description of the event.

The Texas Nationals (formerly known as the Houston Nationals) will be hosting an exciting Folkstyle Wrestling Tournament that includes Open, Novice, and Girls divisions. This tournament has a proven track record of attracting athletes not only from across Texas but also from neighboring states such as Oklahoma, New Mexico, Louisiana, and beyond. The competition provides a platform for athletes of all levels while strengthening the wrestling community regionally. All proceeds directly benefit youth athletes who qualify for Team Texas, helping them cover travel and participation costs for national tournaments. This ensures that young wrestlers have the opportunity to showcase their skills on a larger stage and continue their athletic development.

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.

Legends Event Center

Total number of hotel room nights expected?*

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

500

Nights Hotel Rooms are Needed*

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

Sunday

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.

Courtyard, Drury, Embassy, Holiday inn Express, Holiday Inn Aggieland, Home2, Hyatt Place, La Quinta North, TownePlace, Voco, Wyndham Garden

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:

As part of our registration process through USA Wrestling, all athletes will be required to provide their hotel name and the number of nights booked. This ensures that lodging information is collected consistently at the point of entry.

We also conduct a post-event follow-up survey to capture any missed submissions. All data is then consolidated into a final report for submission to Compete College Station, ensuring compliance with funding requirements and providing a clear measure of the event's economic impact on the community.

Events with Spectators

Number of expected participants*

Participants only include those taking part in the event.

Be sure to include staff attending.

1150

Number of expected spectators*

Spectators only include those watching the event.

1350

Out-of-Town Percentage*

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

80

Number of expected teams (if applicable):

140

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 USA Wrestling Inc

Applicant Name*

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

Melissa Allen

Date*

09/17/2024

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.

Secretary@south-txusaw.com

Contract Signatory Email*

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

Secretary@south-txusaw.com

Funding Request Overview

Amount Requested*

Total amount of funds requested for the event.

\$10,000.00

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.

Requested funds will support key costs to run the Texas Nationals Wrestling Tournament:

- Venue rental
- Individual and team awards for athletes/teams
- Officials, security, and medical staff
- Mat rentals
- Table workers to manage scoring
- Hospitality room to honor and support coaches for their volunteer efforts and dedication to athletes — a feature that sets our event apart from others in Texas
- These expenses are essential to deliver a successful event that benefits athletes, coaches, and the community.

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

Include Name and Amount to Receive

Destination Bryan - Requested \$10,000

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.

USA Wrestling Texas State Tournament - End of February 2026

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

December 3, 2025

Item No. 3.3.

Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with Texas USA Wrestling Inc. for the TX-USAW Folkstyle Youth State Championships in the amount of \$5,000.

Sponsor: Alex Aguero

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with Texas USA Wrestling Inc. for the TX-USAW Folkstyle Youth State Championships.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee approve the recommended amount.

Summary: See attached application and staff recommendation.

Budget & Financial Summary: Grant funding would be through the Hotel Occupancy Tax Fund through the Tourism budget.

Attachments:

1. TX-USA Wrestling Folkstyle Youth

TX-USAW Folkstyle Youth State Championships

*College Station Event Funding- Tourism
Committee Approval*

Texas USA Wrestling Inc

Matt Gordon
14014 Taylorcrest Rd
Houston, TX 77079-5744

women@txusaw.com
O: 713-572-5445
F: Texas USA Wrestling Inc

Anne Yarbrough

14014 Taylorcrest Rd
Houston, TX 77079-5744

women@txusaw.com
O: 7135725445
M: 7135725445

Evaluation Form

Event Name

TX-USAW Folkstyle Youth State Championships

Number of Room Nights*

1200

Number of Attendees*

5900

Max Amount of Funding per Guidelines*

\$30,000.00

Staff Recommended Amount*

\$5,000.00

Anything else that would help evaluation of this grant?

Based on the group exceeding their room night goals for last year, staff recommends \$5,000 in funding.

Application Form

Event or Expenditure Description

Event Name*

TX-USAW Folkstyle Youth State Championships

Event Website

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

www.txusaw.com

Event Type*

Select the type that best fits your event.

Sports

Event Start Date*

The date the event is scheduled to begin.

02/27/2026

Event End Date*

The date the event is scheduled to end.

03/01/2026

Event Description*

Detailed description of the event.

The 2026 Texas USA Wrestling Youth State Tournament at Legends Event Center in Bryan, TX is a key event that brings together young athletes from across the state to compete, develop their skills, and showcase their hard work and dedication. This annual event is not only a celebration of youth wrestling but also an opportunity for athletes, families, coaches, and fans to come together in the spirit of sportsmanship, competition, and community. This event stimulates local businesses and fosters a sense of pride and unity within the area. The influx of participants, coaches, and spectators from all over Texas supports local hotels, restaurants, and shops, creating a vibrant economic boost for the region. This event fosters a deeper sense of community by highlighting the values of discipline, teamwork, and perseverance, values that are fundamental not only to the sport of wrestling but to the development of young people as they grow into responsible citizens and leaders.

Schedule of Events

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

2026 TX-USAW YOUTH STATE CHAMPIONSHIP FLYER.pdf

Host Venue/Facility*

Primary location where event will be held in College Station.

Legends Event Center 2533 Midtown Park Blvd Bryan, TX 77801

Total number of hotel room nights expected?*

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

1200

Nights Hotel Rooms are Needed*

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

Sunday

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.

Whydham Garden College Station

Home2Suites by Hilton College Station

La Quinta Inn & Suites by Wyndam College Station North

Wingate

Best Western Plus

Holiday Inn Aggieland

Microtel

All pending contracts.

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:

Coaches, Athletes and their families are tracked through event entry registration. Texas USA has 5 regions which wrestlers will travel from. The registration system tracks their region which we are able to export and

all regions will need hotels aside from possibly those located in the Houston / College station area. We require them to select their hotel of choice as well as the amount of nights they booked when registering for the event on our USA Wrestling platform and we are able to export the report from this platform. This questionnaire is required when completing their registration.

Events with Spectators

Number of expected participants*

Participants only include those taking part in the event.

Be sure to include staff attending.

2000

Number of expected spectators*

Spectators only include those watching the event.

3900

Out-of-Town Percentage*

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

90

Number of expected teams (if applicable):

155

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 USA Wrestling Inc

Applicant Name*

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

Anne Yarbrough

Date*

11/11/2025

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.

Anne Yarbrough

Contract Signatory Email*

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

women@txusaw.com

Funding Request Overview

Amount Requested*

Total amount of funds requested for the event.

\$10,000.00

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.

Grant funding for food for volunteers at the 2026 Texas USA Wrestling Youth State Tournament would be utilized to ensure that volunteers, who play a crucial role in the successful execution of the event, are wellnourished and motivated throughout the day. Providing meals or snacks to volunteers helps maintain energy levels, supports their well-being, and keeps them focused on their tasks, leading to a smoother event experience for all participants and spectators. These funds would also assist us with rental fees of mats for athletes to compete on. With more mats, we are able to accommodate more athletes. These fund will also help with marketing and promotions, operations, logistics such as cargo vehicles rented to deliver the equipment needed to run the event. For marketing and promotions, we would use the funds toward social media marketing, step and repeat backdrops, LED Lightboard backdrop, DJ and table runners.

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

Include Name and Amount to Receive

We have not received any other financial grants or support.

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.

Our subsidiary branch is hosting a tournament as well on Jan 11-12, 2025 at the same facility. An application was also submitted for that event. This event is called Texas Nationals hosted by Texas USA Wrestling South Region.

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

- 2026 TX-USAW YOUTH STATE CHAMPIONSHIP FLYER.pdf

/////// 2025 TX-USAW \\\\\\\

YOUTH STATE CHAMPIONSHIPS

FEBRUARY 28, 2025 - MARCH 1, 2026

ENTRY DEADLINE WED, FEB 25, 2026 @11:59PM



ENTRY FEES

\$55 - ALL DIVISIONS
\$25 - TO CHANGE WEIGHT

*NO LATE REGISTRATION
*NO ON SITE REGISTRATION

ADMISSONS

\$15 - 1 DAY PASS
\$25 - 2 DAY PASS
\$15 - STUDENT/CHILD 5+ 2 DAY
\$10 - STUDENT/CHILD 5+ 1 DAY
FREE - STUDENT/CHILD UNDER 4

COACH BANDS

COACH BANDS WILL BE ISSUED
BASED ON TX-USAW RULES &
NUMBER OF ENTRIES PER TEAM.
\$30 - EXTRA BANDS

EXTRA BANDS ARE NOT VALID
FOR ACCESS TO HOSPITALITY
ROOM. COPPER CERTIFICATION
OR HIGHER REQUIRED.

Tentative Schedule

WEIGH IN

FRI, FEB 27, 2026
7:00PM - 9:00PM | ROOKIE & OPEN

SAT, FEB 28, 2026
7:00AM - 8:00AM | ROOKIE & OPEN
11:30AM -12:00PM | OPEN
6:00PM - 7:00 PM | NOVICE & GIRLS

SUN, MAR 1, 2026
10:45AM -11:15AM | GIRLS

WRESTLING

SAT, FEB 28, 2026
9:30AM | ROOKIES (TOT - D5)
1:30PM | OPEN (TOT, D1 & D2)
5:00PM | OPEN (D3, D4 & D5)

SUN, MAR 1, 2026
8:00AM | NOVICE (D1-D4)
12:00PM | GIRLS (G1-G5)

PRE-REGISTER

WWW.USAWRESTLINGEVENTS.COM

SEEDING

SEEDING FOR THE 2025
TOURNAMENT WILL USE THE
USA WRES-TLING
PERFORMANCE INDEX (PIN)
SYSTEM. OPEN AND GIRLS WILL
SEED THE TOP 8 WRESTLERS.
ROOKIE AND NOVICE WILL SEED
THE TOP 6 WRESTLERS.

AWARDS

OPEN & GIRLS | 1ST - 6TH
ROOKIES & NOVICE | 1ST -4TH

TEAM TROPHIES PER GROUP

*TOP 15 SCORERS | 1ST & 2ND
TOT - D4 & G1 - G4

*OPEN | 1ST & 2ND SMALL TEAM
NO MORE THAN 10 ENTRIES IN A
GROUP (TOT - D4)
MOW | 1 PER DIVISION

LEGENDS EVENT CENTER | 2533 MIDTOWN PARK BLVD BRYAN, TX 77801



TOURNAMENT DIRECTOR
DAN MCCREEDY
YOUTH@TXUSAW.COM



QUESTIONS
REGISTRATION ISSUES
SAM ESTRADA
WEST@TXUSAW.COM



December 3, 2025

Item No. 3.4.

Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with USA Southwest Tournaments for the 2026 NFCA Texas High School Softball Leadoff Classic in the amount of \$20,000.

Sponsor: Alex Aguero

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on a Hotel Occupancy Tax Grant with USA Southwest Tournaments for the 2026 NFCA Texas High School Softball Leadoff Classic.

Relationship to Strategic Goals:

Recommendation(s): Staff recommends the committee approve the recommended amount.

Summary: See attached application and staff recommendation.

Budget & Financial Summary: Grant funding would be through the Hotel Occupancy Tax Fund through the Tourism budget.

Attachments:

1. NFCA Texas High School Softball Leadoff ClassicPacket

2026 NFCA Texas High School Softball Leadoff Classic

*College Station Event Funding- Tourism
Committee Approval*

USA Southwest Tournaments

Dave Devine
222 W Las Colinas Blvd
Suite 1650E
Irving, TX 75039

td@usasoftballdfw.org
O: 469-337-5635
F: USA Southwest Tournaments

Dave Devine

222 W Las Colinas Blvd
Suite 1650E
Irving, Texas 75039

td@usasoftballdfw.org
O: 4693375635

Evaluation Form

Event Name

2026 NFCA Texas High School Softball Leadoff Classic

Number of Room Nights*

2500

Number of Attendees*

7000

Max Amount of Funding per Guidelines*

\$30,000.00

Staff Recommended Amount*

\$20,000.00

Anything else that would help evaluation of this grant?

Based on the group's continued growth in the market, staff is recommending \$20,000 for the softball tournament.

Application Form

Event or Expenditure Description

Event Name*

2026 NFCA Texas High School Softball Leadoff Classic

Event Website

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

<https://www.texasleadoffclassic.com/>

Event Type*

Select the type that best fits your event.

Sports

Event Start Date*

The date the event is scheduled to begin.

02/12/2026

Event End Date*

The date the event is scheduled to end.

02/14/2026

Event Description*

Detailed description of the event.

The largest high school tournament in the nation returns for the 30th edition. 115 teams from around Texas will come into town for the 2026 edition. A total of 345 games will be played during the 3 day event.

Schedule of Events

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

2026 NFCA Classic-times.pdf

Host Venue/Facility*

Primary location where event will be held in College Station.

Veterans Park, Central Park, Bee Creek Park, A&M Consolidated HS, College Station HS

Total number of hotel room nights expected?*

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

2500

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.

- Aggieland Boutique Hotel
- Aloft College Station
- Best Western Plus
- Courtyard by Marriott
- Drury Plaza Hotel
- Embassy Suites
- Hampton Inn & Suites
- Hawthorn South CS
- Hilton College Station & Convention Center
- Holiday Inn Express Hotel & Suites
- Holiday Inn Hotel & Suites Aggieland
- Home2 Suites by Hilton
- Hyatt Place College Station
- LaQuinta Inn & Suites - South
- LaQuinta Inn & Suites - North
- Microtell Inn by Wyndham
- Texas A&M Hotel
- Wingate South College STation
- Wyndham Garden 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:

Teams are reporting to us what hotels the team and parents will be staying at. Along with that we will set up at all the complexes and take note of people coming in and out of the complexes

Events with Spectators

Number of expected participants*

Participants only include those taking part in the event.

Be sure to include staff attending.

2500

Number of expected spectators*

Spectators only include those watching the event.

4500

Out-of-Town Percentage*

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

96

Number of expected teams (if applicable):

115

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)*

USA Southwest Tournaments

Applicant Name*

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

Dave Devine

Date*

10/20/2025

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.

Dave Devine

Contract Signatory Email*

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

td@usasoftballdfw.org

Funding Request Overview

Amount Requested*

Total amount of funds requested for the event.

\$40,000.00

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.

With the number of games being played, a large number of umpires are being brought in to accommodate the 115 teams. Funds will help with the cost of the umpires plus housing at hotels locally. Funds will also be used to hire medical personal (Athletic Trainers) at each site.

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

Include Name and Amount to Receive

Teams are asked to pay an entry fee, with the exception of the 4 local schools which the fee is waved for participating. \$71,500

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.

I think a bid need to be made to host a big national tournament put on by USA Softball during the summer months.

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

- 2026 NFCA Classic-times.pdf

**NFCA TEXAS LEADOFF CLASSIC
GAME SCHEDULE**

THURSDAY FEBRUARY 12th, 2026

	<u>BHS</u>	<u>RHS</u>	<u>AMC</u>	<u>CSHS</u>	<u>CHS</u>	<u>VET1</u>	<u>VET 2</u>	<u>VET3</u>	<u>VET4</u>	<u>VET5</u>	<u>CP1</u>	<u>CP2</u>	<u>CP3</u>	<u>CP4</u>	<u>BC1</u>	<u>BC2</u>	<u>GC</u>	<u>GL</u>	<u>BB</u>	<u>YS</u>	<u>TP1</u>	<u>TP2</u>	<u>TP3</u>	
9am			RR	RR																				
11am	RR	RR	RR	RR	RR	1	2	RR	3	4	5	6	7	RR	RR	RR	RR	RR	9	10	11	12	13	
1pm	RR	RR	RR	RR	RR	15	16	RR	17	18	19	20	8	RR	RR	RR	RR	RR	21	22	23	24	14	
3pm	RR	RR	RR	RR	RR	33	49	RR	34	50	35	51	36	RR	RR	RR	RR	RR	37	53	38	54	39	
5pm	RR	RR	RR	RR	RR	56	57	RR	25	26	27	28	52	RR	RR	RR	43	59	29	30	31	32	55	
7pm	RR	RR	RR	RR	RR	40	41	RR	61	45	62	46	58	42			44	RR	63	47	64	48	60	

FRIDAY FEBRUARY 13th, 2026

	<u>BHS</u>	<u>RHS</u>	<u>AMC</u>	<u>CSHS</u>	<u>CHS</u>	<u>VET1</u>	<u>VET2</u>	<u>VET3</u>	<u>VET4</u>	<u>VET5</u>	<u>CP1</u>	<u>CP2</u>	<u>CP3</u>	<u>CP4</u>	<u>BC1</u>	<u>BC2</u>	<u>GC</u>	<u>GL</u>	<u>BB</u>	<u>YS</u>	<u>TP1</u>	<u>TP2</u>	<u>TP3</u>
9am	RR	RR	RR	RR	RR	73	74	RR	75	76	65	66	67	RR	RR	RR	83	84	RR	RR	89	90	91
11am	RR	RR	RR	RR	RR	77	78	RR	79	80	69	70	68	RR	RR	RR	85	86	RR	RR	93	94	92
1pm	RR	RR	RR	RR	RR	105	106	RR	81	82	71	72	101	RR	RR	RR	110	114	87	88	97	95	96
3pm	RR	RR	RR	RR	RR	107	108	RR	125	126	102	103	121	RR	RR	RR	117	115	RR	RR	98	99	118
5pm	RR	RR	RR	RR	RR	127	128	RR	109	113	104	122	123	124	RR	RR	112	111	116	RR	119	120	100

SATURDAY FEBRUARY 14th, 2026

	<u>BHS</u>	<u>RHS</u>	<u>AMC</u>	<u>CSHS</u>	<u>CHS</u>	<u>VET1</u>	<u>VET2</u>	<u>VET3</u>	<u>VET4</u>	<u>VET5</u>	<u>CP1</u>	<u>CP2</u>	<u>CP3</u>	<u>CP4</u>	<u>BC1</u>	<u>BC2</u>	<u>GC</u>	<u>GL</u>	<u>BB</u>	<u>YS</u>	<u>TP1</u>	<u>TP2</u>	<u>TP3</u>
9am	RR	RR	RR	RR	RR	135	136	RR	153	154	145	146	147	RR	RR	RR	155	156	RR	RR	133	134	141
11am	RR	RR	RR	RR	RR	139	140	RR	137	138	149	150	148	RR	RR	RR	157	159	RR	RR	129	130	142
1pm	RR	RR	RR	RR	RR	164	165	RR	179	183	171	172	151	RR	RR	RR	158	160	RR	RR	143	144	RR
3pm	RR	RR	RR	190	RR	131	132	RR	167	169	174	176	152	RR	RR	RR	181	184	180	170	187	163	RR
5pm	RR	RR	RR	191	RR	161	162	RR	166	168	173	175	177	178	RR	RR	185	186	182		188	189	RR
7pm				192																			

December 3, 2025

Item No. 4.1.

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: Jones Lang LaSalle (JLL) will lead the discussion.

Budget & Financial Summary: N/A

Attachments:

None

December 3, 2025

Item No. 4.2.

Presentation, discussion, and possible action on FY25 End of Year Reports.

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on FY25 End of Year Reports.

Relationship to Strategic Goals:

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

Summary: See attached end-of-year reports for the meetings and conventions, sports, marketing, and visitor engagement teams.

Budget & Financial Summary: N/A

Attachments:

1. Conventions EOY Report
2. Marketing EOY Report
3. Sports EOY Report
4. Visitor Engagement EOY Report



Conventions Performance Report

EOY FY2025

QUICK SNAPSHOT

- Total Leads Generated: 192
- Leads Turned Definite: 133
- Prospecting Efforts: 2,825
- Total Requested Room Nights: 38,183
- Average Peak Room Nights: 101
- Total Economic Direct Impact (Estimated): \$17.5 Million
- Number of Hosted Events: 115

Meetings and Conventions Overview

The Meetings and Conventions Division of Visit College Station is strategically targeting the State and Regional Associations market and Texas A&M related events that have historically performed well in College Station. In the past two years, we have been able to grow our reputation in the Social, Military, Educational, Religious and Fraternal meetings markets and we are seeing ROI from involvement in that space.

We know that the biggest impact that we can make is to bring weekday business to our high demand weekend market. The team continues to make investments in opportunities that provide additional reach and spread to return on investment. Our four sales team members each focus on driving business in a particular segment of each market.

Performance Summary

Leads and Conversions

In FY25, Visit College Station generated 192 leads and a total of 133 leads went Definite for a Conversion Rate of 68.9%. For the third year in a row, the Conversion Rate has increased. Events sized 300-499 requested rooms held the largest share of both converted and definite room nights.

Prospecting Efforts

Our team prospected through a variety of means including cold calls, meetings, and attending tradeshow and networking events for a combined total of **2,825** times. We prospected on the local, state, and National level for events. The highest compliment that we receive is when groups connect us to their network or recommend their colleagues reach out to us.

Room Nights and Economic Impact

The team surpassed their room night goal of 35,200 room nights with **38,183** room nights for a total of **\$17.5** million in estimated Economic Impact. Events were booked short term in the fiscal year through the Fall of 2027. We see the highest concentration of bookings 6 months to a year in advance of the event occurring. In FY26, we have already booked 19,650 room nights towards our goal.

Highlight Events and Economic Significance

American Planning Association Texas Chapter Annual Conference

The APA Conference rotates throughout the state annually in October. The conference attendance is generally between 750-1,000 depending on the conference destination. Since 2019, staff has been meeting with and actively recruiting APA Conference organizers to consider College Station. The event generated an estimated Economic Impact of \$1.3 million.

Texas Society of Association Executives Board Retreat

In partnership with the Texas A&M Hotel and Conference Center, Visit College Station hosted the June TSAE Board Retreat. College Station was selected after a competitive bid process and approximately 25 returning and new board members in the association industry came to College Station for 2.5 days. While in town, the Conventions team put together an unforgettable evening at the George H.W. Bush Library Complex. Attendees were treated as VIPs, touring the Bush family apartment, the James Baker III Pavilion and Presidential Library Museum. The evening was topped off with a family style dinner at Daisy's Table and a presentation by Robert Holzweiss, Deputy Director at the museum.

Familiarization Trips and Site Visits

In FY25, the Conventions team hosted 3 Familiarization Tours as well as one local Familiarization Tour for Texas A&M Meeting Planners. On these trips, attendees had a whole destination experience capped off with a group experience. We hosted an additional 11 individual site visits for potential or newly booked clients that had not yet experienced the destination. We have a high success rate in bringing in meeting planners to experience the destination for themselves and it will continue to be a focus in FY26.

Strategic Focus and Future Outlook

Key Strategies Implemented

- The hiring of a dedicated Convention Servicing Coordinator.
- Maximize resources to recruit events that have the potential to bring future events.
- Welcome all attendees with intentional hospitality in order to secure repeat business.
- Focus on weekday meetings in low demand calendar times.

Looking Ahead

As the division looks toward Fiscal Year 2026, the focus will remain on:

- Focused attention to the development of relationships with Texas A&M planners and development of short course like activities.
- Attracting new meetings and conventions in each of our target markets.
- Supporting existing meetings to ensure long-term retention.
- Working in partnership with our hotel sales teams to close leads and support the clients' needs.
- Continue to use data to drive strategy decision making.
- Measuring and communicating the economic impact of meetings to community stakeholders.

Conclusion

FY25 was a successful year for the Conventions team. Due to consistency in staffing, we were able to meet with a record number of clients in order to market College Station as a premier destination. Our team attended new events, strengthened relationships with clients, and successfully hosted another Meeting Planners Showcase. We continue to collaborate internally and with our hospitality community as well as look for ways to innovate our sales strategy and service we provide. We are extremely excited about the changes that have been made to our Marketing strategy over the past year and how it will compliment an already driven sales strategy.



Marketing Performance Report EOY FY2025

QUICK SNAPSHOT

- Website Sessions: 576,400
- Website Page Views: 968,800
- Total Social Followers: 29,145
- Total Social Impressions: 12,719,020
- Total Social Engagements: 157,803
- Digital Media Total Impressions: 6,230.000

WEBSITE OVERVIEW

Year-over-year Visit College Station website traffic declined primarily due to decreases in paid search and paid social as well as the rise of AI. We invested less in paid search this year, and the landscape has shifted with AI-powered search increasing competition and raising costs. AI tools used by Google to enhance search results and ChatGPT are answering more traveler questions directly, which means fewer users click through to websites. However, the information these platforms pull from still relies heavily on strong source content and our site remains a key feeder for accurate destination information, reinforcing the need to continue investing in fresh, rich, optimized content.

While reducing search spending made sense strategically, it did contribute to fewer onsite sessions. If we plan on continuing to spend less in this area, we need to make up traffic in other ways such as Adara (programmatic display), which performed extremely well this past year and made up 32% of our traffic.

Hotel activity and visitation were down compared to FY2024, which most likely impacted traffic as well. Last year's numbers were boosted by several major events that drove significant visitor volume and digital engagement, making this year's comparison appear steeper.

Paid social performance underdelivered but we're optimistic about FY2026 strategy. We've addressed this with The Zimmerman Agency, which has a new digital director, and we've begun biweekly meetings to stay aligned on paid social content, explore emerging trends and strengthen overall performance, and we're already seeing a difference. In tandem, we're collaborating with the

creative team to produce more engaging content. including animated imagery and short-form video. to drive stronger audience engagement and traffic.

We saw significant growth in social followers in Q4 and a significant decrease in website traffic. Is there a correlation? A highly successful social media presence doesn't always translate into website visits and in some cases, it may even contribute to reduced traffic. The content we've been posting, such as itinerary ideas, monthly event calendars, etc. has been performing extraordinarily well but does not encourage followers to get more information from our website. Part of our growth strategy for the website is creating a strategic framework for increasing traffic from organic social.

It's important to remember that a higher number of website visitors doesn't always mean better performance. Our focus is on attracting quality traffic that we can tie directly to conversions and bookings. Those are the data points we'll be monitoring more closely moving forward.

Performance

- Total Sessions / 576,400 (-22.5% YOY)
- Total Users / 474,600 (-24.8% YOY)
 - Dallas
 - College Station
 - Houston
- Page Views / 968,800
- Engagement Rate / 50.2% (-11.14% YOY)
- Top Three Landing Pages
 - Homepage
 - Things to Do
 - Events
- Top Three Performing Pages by Engagement
 - Food & Drink
 - Events
 - Homepage
- Top Traffic Sources (organic search, direct, referral, social, paid)
 - Google/Organic (56%)
 - Adara/Paid Digital (16.2%)
 - Direct (10.6%)
 - Meta (8.9%)
- Bounce Rate / 49.8% (+11% YOY)
- Session Duration / 2:36 min (+22 sec YOY; industry benchmark is 3 minutes)

Insights & Analysis

- 78% of users are new
 - It's expected that most visitors to our website are new each month since our primary audience is travelers planning their first (or next) trip to College Station. That said, we want to position VisitCollegeStation.com as a resource for local and regional residents

as well, providing information on upcoming events, attractions, dining and experiences that make it easy to explore and enjoy the city year-round.

- Bounce rates are significantly lower for events, things to do and food and drink pages
- Organic traffic to website is strong; it did not change YOY
- Traffic from direct sources decreased by 39%
 - While direct traffic often represents users who type our URL directly into their browser, it can also result from untracked sessions caused by broken or missing tracking codes. In general, a lower percentage of direct traffic is positive since it indicates stronger attribution through other channels, but in this case, the decline in both direct and paid traffic contributed to the overall drop in sessions.
- Adara had a strong CTR (above industry benchmark) and drove 16.3% of total website traffic.
- Biggest decrease was from paid search and paid social
 - We spent 75% less in paid search in FY2025 thus partially contributing to the decrease
 - We did not begin running paid social ads until March of this year which translated to less website traffic

GOAL: TO GROW WEBSITE SESSIONS BY 25% IN FY2026

Strategies

- Secure backlinks from partners and community stakeholders, tourism and media sites to boost domain authority, improve SEO rankings and drive referral traffic; contribute content to regional and industry platforms that link back to the site.
- Incorporate website URLs and QR codes into environmental graphics, signage, brand awareness and event signage to encourage real-time engagement.
- Feature clear website CTAs across print, digital and collateral materials to convert interest into site visits.
- Leverage Texas A&M partnerships to promote VisitCollegeStation.com through university channels, events and affiliate websites.
- Refresh website with new branding and up our content game, regularly publishing original, engaging articles, itineraries and insider guides optimized for search and shareability.
- Create short-form, story-driven videos for web and social that highlight attractions, experiences and events.
- Incorporate the mapping widget into blogs and key pages highlighting what to do and where to go.
- Drive traffic through compelling social posts, reels and ads that link directly to relevant landing pages.
- Use email newsletters and targeted campaigns to push new content, itineraries and seasonal campaigns directly to subscribers within links back to the website.
- Optimize website content around top search queries.

SOCIAL MEDIA OVERVIEW

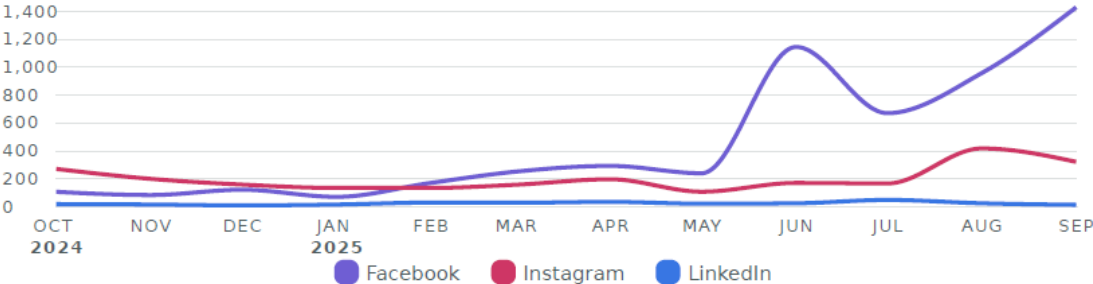
Visit College Station achieved significant digital growth throughout FY25, generating 12.7 million impressions, 157,803 engagements and 2,260 link clicks across social platforms. Facebook remained the strongest driver of visibility, Instagram continued to expand its influence through visual storytelling and Reels and LinkedIn solidified its role in professional and tourism industry communication. We saw the most growth in followers and engagements on all accounts in Q4, primarily due to consistent/high quality posting, community engagement through stories/business highlights/collaboration posts and increased leaning in on trends/algorithm-approved content.

Performance

- Total Followers / 29,145 (+8,091 net growth/+49.6% YOY)
 - Facebook: +5,495 (+53.8% YOY)
 - Instagram: +2,354 (+25.9% YOY)
 - LinkedIn: +242 (+15.6% YOY)

Audience Growth

See how your audience grew during the selected time period.




- Total Impressions / 12,719,020 (+30.7% YOY)
 - Facebook: 11,629,063
 - IG: 1,078,502
 - LinkedIn: 11,455
- Total Engagements (likes, shares, comments, saves, clicks) / 157,803 (+165.7 YOY)
Engagement Rate / 1.2% (0.6% FY24)
 - Facebook: 129,555 (+319%, industry benchmark .9%)
 - IG: 27,144 (-0.8%%, industry benchmark 1.9%)
 - LinkedIn: 1,104 (+2.7%, industry benchmark 3.2%)
- Total Link Clicks / 2,260, Total Video Views / 528,809 (+59.6% YOY)

Best-Performing Posts

By Impressions

Visit College Station
Fri 9/5/2025 3:11 pm CDT

Happiest of birthdays to the First Lady of Aggieland, Reveille X! 🎂🐕
...



Impressions **388,859**

Visit College Station
Fri 9/12/2025 2:53 pm CDT


📍Big news, Aggieland!! Local native and Texas A&M sophomore Aiden Ross is headed to Season 28 of The Voice. Whoop! 🎉...



Impressions **361,391**

Visit College Station
Sun 8/10/2025 9:53 am CDT

There's nothing like fall Saturdays in College Station 🍂🍁
...




Impressions **151,115**

By Engagement

Visit College Station
Tue 12/3/2024 12:07 pm CST


🌟🎉 This week, College Station is sparkling with holiday magic! From twinkling lights to jolly events, the festive vibes are off the...



Engagement Rate (per Impression)	44.2%
Impressions	3,109
Engagements	1,373

Visit College Station
Fri 2/7/2025 4:51 pm CST

❤️ Early Galentine's Celebration in Austin! ❤️
What a special day spent celebrating an intimate group of amazing clients in Austi...



Engagement Rate (per Impression)	27.6%
Impressions	1,440
Engagements	397

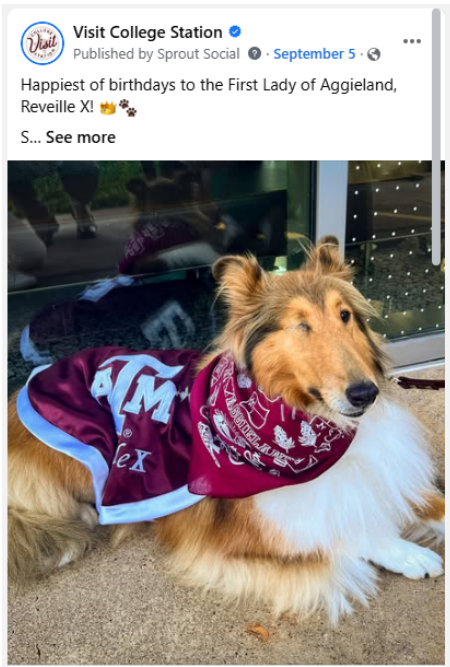
Visit College Station
Tue 3/11/2025 10:58 am CDT

Just a little over a week away until we open the doors to the 2025 Meeting Planners Showcase. Every year, Jenny Blaschke blows us away with her activations and talents. Attendees: make sure to stop by her booth for a personalized fan and the Visit College Station booth for a succulent in a custom Terra Cotta pot.
If you are planning an event in College Station and you want to add an extra special touch for attendees, call on

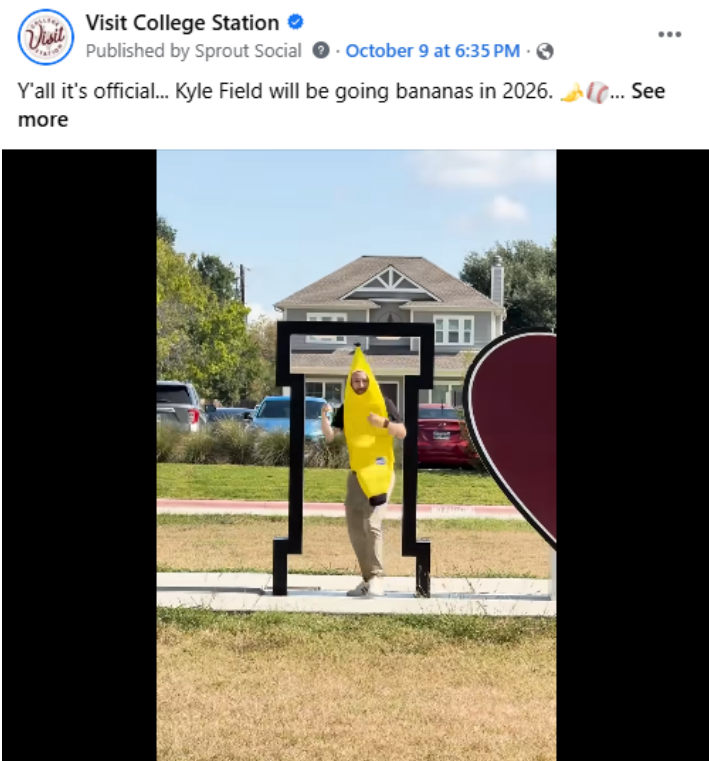
Engagement Rate (per Impression)	23.9%
Impressions	314
Engagements	75

Content Spotlights

- Reveille Birthday Post (FB)
 - Views: 543,937
 - Interactions:
 - Likes: 11,712
 - Comments: 509
 - Shares: 337
 - Saves: 25



- Savannah Bananas Announcement Video (FB)
 - Views: 99,385
 - Interactions:
 - Likes: 969
 - Comments: 69
 - Shares: 76
 - Saves: 11



Insights & Analysis

- Though cross-platform engagement rate is still lower than industry standard (1.2% vs 1.9% standard), overall growth shows promise given the volume of engagements continuing to grow month over month.
- Follower growth remained consistent for the majority of the first half of the year, saw a peak in June, specifically on Facebook (primarily due to really highly engaged business highlights), levelled out, then shot up again in late July and onward thanks to the following:
 - Event and tradition-based content perform best, especially posts tied to Aggie culture, community pride and emotion-driven storytelling.
 - Authentic, human-centered imagery (smiling faces, celebrations, local stories) significantly outperforms static promotional posts.
 - Reels and video content drive reach but need stronger storytelling and calls-to-action to convert viewers into engagers.
- LinkedIn's 7%+ engagement rate shows untapped potential for professional storytelling, tourism impact pieces and partnership highlights.
- Engagement consistently surges during major moments such as Reveille's birthday, Aiden Ross' "The Voice" feature and Aggie football weekends, revealing an opportunity to maintain consistency with evergreen "bridge content"—lifestyle, dining and destination posts that sustain interest between peak events.
- While 2,260 total link clicks indicate healthy site referral activity, the conversion rate is relatively low compared to engagement volume, signaling room to improve CTA clarity and visual linking to our website.
- Compared to other accounts in our industry, we typically published 20-40 more pieces of content per month on FB, which generated almost 4X the interactions with our content. Similarly, our IG profile generated almost 2X the interactions as similar accounts in our industry. Across all platforms, posts with photos outperformed videos by almost 100%.
- Profile traffic tends to peak in March/April and July/August as seasons change, holidays come up and people are looking for things to do.
- Aggie-related content, specifically tied to sports/students/traditions/city pride, continued to be top performing content, consistently generating +50k views per post on IG (highest reaching 159k) and +100k per post on FB (highest reaching over 550k).
- IG stories tended to affect engagement numbers in the negative (received impressions but no engagements). There is a great need for more purposeful/intentional content strategy, rather than cross-pollination of all content on all platforms. Greater need for strong Calls-to-Action and updated links on posts/in bio.

GOAL: TO DOUBLE OUR SOCIAL FOLLOWING IN FY2026

Strategies

- Expand LinkedIn’s strategic presence by increasing posting cadence to showcase conference wins, tourism economic impact and local business partnerships that reinforce destination credibility (LinkedIn will focus mostly on Meetings & Conference business).
- Integrate stronger CTA phrasing into captions and visuals to convert more engagements into measurable clicks.
- Work with Zimmerman to allocate small, boosted post spends to amplify top-performing organic posts, ensuring high-impact content reaches accounts outside of standard audience/following.
- Enhance visual consistency across platforms by developing a unified visual identity for all graphics, reels covers, and stories highlights to strengthen brand recall and create a cohesive destination presence.
- Plan small, theme-based pushes (e.g., “12 Days of Christmas in CSTX,” “Fall Flavor Tour,” “Summer Weekenders”) that align with tourism trends and encourage repeat visitation.
- Differentiate content per platform, for example Facebook for community connection, Instagram for lifestyle inspiration, LinkedIn for meetings and tourism thought leadership.
- Experiment with interactive story formats such as polls, quizzes and countdown stickers to drive engagement on Instagram Stories while gathering data on visitor interests.
- Encourage followers to share their own photos or stories using a branded hashtag, helping establish community trust and organic advocacy.
- Consistently incorporate UGC into social calendar to amplify reach and highlight College Station through real stories and perspectives.
- Do more collaborative posts with key partners, businesses and influencers to expand reach, boost engagement and strengthen community ties across our social platforms.
- Push out positive news stories to celebrate community wins, spark engagement and encourage followers to share and spread the good news.

PAID MEDIA OVERVIEW

Paid campaigns delivered strong performance throughout the year, reflecting consistent growth across all major channels and metrics. Overall, engagement rates exceeded industry standards, with continuous optimizations leading to higher click-through rates (CTR) and more cost-efficient cost-per-clicks (CPC).

Adara’s performance, measured through indirect attribution (more info below), was a major driver of success, generating over \$1.3 million in estimated revenue, more than 4,500 bookings, and 52,495 searches. The campaign achieved an impressive 1.82% CTR—well above the 0.10% industry benchmark—with top origin markets including Dallas-Fort Worth, Houston, San Antonio, Austin, Waco, Tyler, Chicago, Indianapolis and Lake Charles. Adara also achieved a remarkable 40.5X return on investment, far surpassing industry expectations.

Paid Search showed continued strength, with the Brand campaign delivering the highest impressions and conversions, while the Local campaign achieved the top CTR. Expanding keyword coverage in the Local campaign improved efficiency and reduced costs, bringing the average CPC

to \$1.11—well below the \$1.53 benchmark. Collectively, paid search efforts produced more than 40 conversions and an overall CTR of 8.88%, exceeding benchmarks by 82%.

Paid Social made a significant impact, reaching over 5.3 million users and generating 9.7 million impressions at an efficient \$2.82 CPM. Standout creative assets, particularly carousel formats, drove exceptional engagement with a 9.27% CTR and \$0.13 CPC. The LinkedIn pilot targeting meetings and events audiences also performed above expectations, achieving a cost-efficient \$1.69 CPC.

Adara Performance

Overall, the Adara programmatic campaign has delivered a strong CTR well above the benchmark of 0.10%.

- Adara drove significant performance for bookings and revenue.
- Over \$1.3 million in estimated revenue, with over 4,500 bookings and an ROI of 40.5x
 - The ROI exceeded industry benchmarks by 2-4x, signaling exceptional efficiency and high traveler conversion value.
- Top ad sizes include 728x90, 320x50, 300x250 and 300x600.
- Outdoor and Shopping themes appear to resonate better than Dining overall.
- The retargeting tactic was the top performer in driving the highest CTR and the most impressions.

Insights & Strategies

- Lean into top-performing creatives themes.
 - A/B test new versions of these themes with refreshed copy or local event tie-ins.
- Reallocate impressions strategically.
 - Continue to shift delivery from low-performing units towards top-performing formats such as Outdoor and Shopping.
 - Prioritize high CTR sizes like 300x600 and 300x250.
- Continue to refine audience targeting.
- Optimize campaigns by focusing on the top-performing audience segments while testing or adding new behavioral or intent segments.

Note: Indirect touches are the marketing actions that influence a customer along their journey, even if they aren't the final step. This means if a traveler sees an ad but doesn't click on it, that impression can still receive credit if they convert within the attribution window.

Paid Search Performance

Overall, the paid search campaign delivered a strong CTR well above the benchmark of 4.68%.

- The Brand campaign garnered the highest impressions and conversions.
 - The Local campaign drove the highest CTR.
- Both campaigns struggled with high CPCs throughout the year, but through optimizations we were able to drive efficiencies to help reduce the overall average CPC.

Campaign	Impressions	Clicks	CTR	Benchmark (-/+)	Avg. CPC	Conversions
College Station Brand	69,086	5,852	8.47%	74%	\$1.05	42
College Station Local	25,492	2,547	9.99%	105%	\$1.25	0
Total	94,578	8,399	8.88%	82%	\$0.50	42

Insights & Strategies

While performance was strong overall, several factors limited full conversion potential.

- Higher CPCs throughout the year limited overall traffic volume despite strong engagement.
 - New ad groups were implemented to help drive efficiencies, which we saw.
 - Continue optimizing these campaigns to drive overall efficiencies.
- Expand high-performing keywords by reallocating budget toward top-performing search terms while adding and testing new variants around “things to do,” “weekend getaways” and “events in College Station.”
- Enhance local relevance.
- Test ad copy that highlights nearby attractions, events, or drive-market messaging to boost engagement and conversion in the local campaign.

Paid Social Overview

In FY2025, our paid social campaigns on Meta and LinkedIn delivered strong, efficient results. With a \$27,500 investment on Meta, we reached over 5.3 million users, drove 9.7 million impressions at \$2.82 CPM, and generated 108,900 engagements. Traffic campaigns delivered 71,000 clicks to the website per Meta reporting (51,000 via Google Analytics, reflecting a standard tracking discrepancy). Standout creative using animated and carousel formats achieved a 9.27% CTR and \$0.13 CPC. Our LinkedIn pilot for meetings and events audiences also outperformed benchmarks, achieving a \$1.69 CPC.

In FY2026, with a \$43,937.50 paid social budget, we’re continuing a multi-objective approach while testing and optimizing for deeper site engagement, such as multi-page views. While this shift may affect traffic efficiency metrics, it will help drive more meaningful website interactions as we pursue 35–45% growth in reach, engagement, and high-quality visits across platforms.

Meta Performance

- \$27.5k Invested
- 5.33 M Reach
- 9.73M Impressions
- \$2.82 CPM
- 108.9K Engagements

During FY25, we ran a mix of ads on Meta, grouped under 3 core objectives: Awareness, Engagement, and Traffic.

- Brand Awareness ads reached over 3.5m users, with an average frequency of 2 impressions per user.
 - With just \$1.50 cpm, these ads garnered nearly 29k engagements and drove 5.4k clicks to the site.
- Traffic campaigns in FY25 drove nearly 71k clicks to the website, through compelling messages about MICE, Spring Break, family weekends, College Station events, Aggie football, and more.
 - We spent just \$0.21 cpc within our traffic campaigns, with a very solid 4.18% click-through rate.
- Engagement campaigns drove 2,272 new followers at just \$0.79 cpa for each new follow.

Top Performing Creative

Most clickable ad (9.27% CTR)

Visit College Station Sponsored

Discover where tradition meets today in College Station! From indulging in local flavors to soaking in the sounds of live music, there's never a dull moment. Plan your trip now and become part of our storied legacy.

0:10 / 0:10

41

Like Comment Share

Most engaging ad (18.59% ER)

Visit College Station Sponsored

Aggie football weekends are legendary, but there's so much more to do! Explore College Station's best activities during football season.

VISIT.CSTX.GOV

The Ultimate Aggie Getaway

College Station

Learn more

Share

Insights & Strategies

FY25 Performance against industry benchmarks:

- Overall CPM: \$2.82 — well below industry averages for travel/hospitality (\$4–\$8)
- Traffic Campaign CPC: \$0.21— excellent, industry avg. \$0.40–\$1.00+
- Traffic Campaign CTR: 4.18% — well above industry avg. (1–2%)
- Most Engaging Ad Engagement Rate: 18.59% — exceptionally strong; typical is 1–5%
- Follower campaign CPA: \$0.79 — very efficient (industry \$1.50–\$3.00)

FY26 next steps:

- Continue multi-objective approach: Awareness (reach new audiences), Traffic (drive site visits), Engagement (grow followers, community).
- Prioritize animated/interactive creatives: Slide shows, carousels, and video performed best.
- Utilize Meta Advantage+ creative: Personalization is working, keep testing variations.
- Optimize for high CTR and low CPC: Maintain strong creative testing and audience refinement.
- Increase emphasis on retargeting: Use Meta’s pixel to re-engage past site visitors and lookalikes.

LinkedIn Summary

FY25 Performance against industry benchmarks:

- CPC: \$1.69 — well below industry average (\$5.58)
- CPM: \$17.41— below industry (\$25–\$35 for B2B/meetings sector)

FY26 Next Steps:

- Keep “always-on” with \$5,500 budget: Target highly relevant B2B audiences (event planners, associations, state/regional orgs).
- Ramp up before 2026 Meeting Planners Showcase with tailored messaging.
- Test more animated and incentive-driven creative.
- Optimize for landing page clicks but watch cost per engaged user.

Paid Social Goals

With more budget, but a focus on higher-value actions, we expect moderate growth in traffic and landing page views rather than simply maximizing clicks or reach.

Engagement and reach/impression growth will be steady, not aggressive, reflecting the focus on quality over quantity.

- Prioritize campaigns that optimize for landing page views and multi-page sessions.
- Maintain efficient cost per action but expect slightly higher CPCs as we target higher-quality site visitors.

- Continue robust creative testing and audience refinement to ensure the best return on investment.

Metric	FY2025 Actual	FY2026 Goal	Change
Spend (total paid)	\$27,500	\$43,937.50	60%
Meta Website Clicks (Meta)	71,000	80,000	13%
Meta Website Clicks (GA)	51,000	58,000	14%
Meta Engagements	108,900	115,000	6%
Meta Reach	5.33 million	5.9 million	10%
Meta Impressions	9.73 million	10.5 million	8%
LinkedIn Website Clicks	679	1,200	77%

Marketing Performance Report

Q4 (July- Sept 2025)

QUICK SNAPSHOT

- Website Sessions: 147,700
- Website Page Views: 968,800
- Total New Social Followers: 4,010
- Total Social Impressions: 4,544,328
- Total Social Engagements: 115,187 / 2.5% engagement rate

Note: Q4 2025 only includes website and social data. Beginning in Q1 2026, quarterly reporting will also include advertising (adv is included in the EOY 2025 Report) and Public Relations & Influencer reporting.

WEBSITE OVERVIEW

Quarter-over-quarter website traffic declined primarily due to decreases in paid search and paid social as well as the rise in AI tools being used by Google and others to enhance search results. We invested less in paid search this year coupled with the landscape having become increasingly competitive and costly as AI-driven changes make it more difficult to achieve efficient returns. While reducing spend made sense strategically, it contributed to fewer overall sessions.

Paid social performance also underdelivered. Creative and targeting have not performed at the level needed to drive consistent traffic, indicating an opportunity to refresh content, optimize campaigns and better align messaging with audience behavior.

Lastly, this is just a hunch, but a highly successful social media presence doesn't always translate into website visits and in some cases, it may even contribute to reduced traffic. The content we've been posting, such as itinerary ideas, monthly event calendars, etc. have been performing extraordinarily well but does not encourage a follower to get more information from our website. We need to strategize how to drive more visitors to our website from organic social.

Performance:

- Total Sessions / 147,700
- Total Users / 124,200 (80% are new users)
 - Houston
 - College Station
 - Dallas
- Page Views / 233,300
- Engagement Rate / 46% (benchmark is 60%)
- Top Three Landing Pages

- Hotels
- Home
- Things to Do
- Top Three Performing Pages by Engagement
 - Food & Drink
 - Events
 - Things to Do/Attractions
- Top Traffic Sources (organic search, direct, referral, social, paid)
 - Google/Organic (45.5%)
 - Meta/Paid Social (26.2%)
 - Adara/Paid Digital (12.2%)
- Bounce Rate / 54% (left site after viewing only one page- industry benchmark is 50.65%)
- Session Duration / 2:07 min (industry benchmark is 3 minutes)

** Insights & Strategies can be found in above EOY 2025 Report

SOCIAL OVERVIEW

Visit College Station reached over 4.5 million impressions this quarter, earning 115,187 engagements across platforms with an average engagement rate of 2.5%. Facebook continues to drive most of the reach (4 million impressions) and engagement (103k engagements), while Instagram Reels show expanding visibility potential (113k views). LinkedIn, though minimally used, achieved the highest engagement rate at 7.2%.

Performance:

- Impressions: 4,544,328 (-14.2% compared to Q3)
 - July: 1,129,589
 - August: 1,325,655
 - September: 2,089,075
- Engagements: 115,187 – 2.5% average (rate went up 733% from previous quarter)
 - July: 2,191 (0.2% engagement rate)
 - August: 15,428 (1.2% engagement rate)
 - September: 97,567 (4.7% engagement rate)
- Video Views: 307,111 (+573.7% compared to Q3)
 - July: 4,747
 - August: 170,442
 - September: 131,922
- Total Followers: 29,138 (+4,010 net growth/ +16.2% total and +81.8% net growth compared to Q3)
- Link Clicks: 1,096 (+86.1% compared to Q3)
 - July: 264
 - August: 89
 - September: 743

Best-Performing Posts:

By Impression:

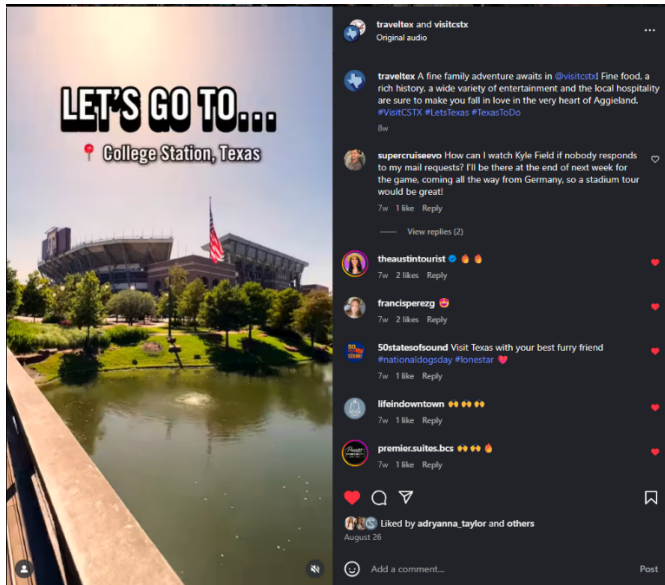
Post Date	Engagement Rate (per Impression)	Impressions	Engagements
Fri 8/22/2025 2:47 pm CDT	15.4%	30,518	4,688
Wed 9/3/2025 7:25 pm CDT	13.8%	38,219	5,288
Mon 7/14/2025 8:54 am CDT	11.5%	3,274	376
Fri 9/5/2025 3:11 pm CDT	9.9%	388,818	38,390

By Engagement Rate

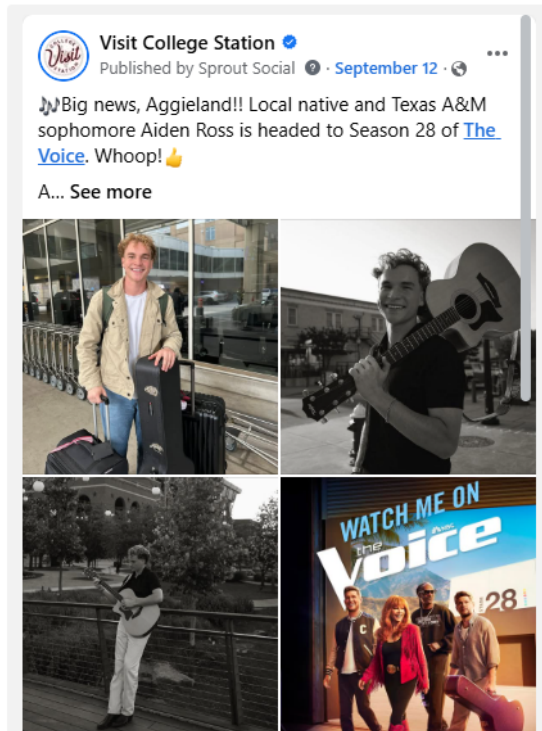
Post Date	Impressions
Fri 9/5/2025 3:11 pm CDT	388,818
Fri 9/12/2025 2:53 pm CDT	361,309
Sun 8/10/2025 9:53 am CDT	151,028
Sat 9/20/2025 9:55 am CDT	144,159

Content Spotlight

- Travel Texas Collaborative Video (IG/paid)
 - Views: 65,980
 - Interactions:
 - Likes: 10,456
 - Comments: 25
 - Shares: 232



- Aiden Ross on The Voice Post (FB)
 - Views: 299,453
 - Interactions:
 - Likes: 3,603
 - Comments: 170
 - Shares: 323
 - Saves: 44



** Insights & Strategies can be found in above EOY 2025 Report



Sports Performance Report EOY FY2025

Quick Snapshot

- Total Leads Generated: 80
- Leads Turned Definite: 57
- Prospecting Efforts: 549
- Total Room Nights Requested: 38,821
- Total Economic Direct Impact (Estimated): \$50.8 Million
- Number of Hosted Events: 38 (40 Scheduled)
- Total Attendance (Participants + Spectators): 155,300

Compete College Station Overview

The Sports Division of Visit College Station—Compete College Station—continues to serve as a driving force in advancing sports tourism throughout the community. Fiscal Year 2025 emphasized strengthening strategic partnerships, hosting marquee events, and reinforcing College Station’s reputation as a premier destination for youth, collegiate, and amateur sports.

Through close collaboration with local partners, city departments, and event rights holders, the division was apart of 38 tournaments and competitions that contributed significantly to the city’s economic growth and community engagement.

Performance Summary

Leads and Conversions

A total of 80 leads were generated during FY25, reflecting continued interest from tournament organizers and rights holders across multiple sports disciplines. Of these, 57 leads converted to definite events, resulting in a strong conversion rate of 71.25%. And of those 57 definite events, 44 were repeat events, accounting for 70% of all business generated.

This performance underscores the division’s reputation for operational excellence, responsive communication, and strong hospitality partnerships that ensure successful event experiences.

Prospecting Efforts

Throughout FY25, the team conducted 549 prospecting efforts, including targeted outreach to event organizers, attendance at national conferences, and engagement with sports industry associations. These efforts helped maintain a healthy pipeline of future opportunities while positioning College Station as a preferred site for new and returning events.

Tradeshows Attended:

- Sports The Relationship Conference
- Sports ETA Symposium
- Sports The Invitational
- Connect Marketplace

Room Nights and Economic Impact

The division's goal for FY25 was 29,800 room nights. The team surpassed expectations with 38,821 room nights requested, a 30.3% increase and 130.3% goal achievement rate.

While 57 leads were confirmed definite in FY25, some events will occur in FY26, which is why 40 events were scheduled and 38 actually occurred – two events were canceled due to weather in FY25.

Here are the estimated numbers from those 38 actual events:

- Participants: 48,300
- Spectators: 107,000
- Total Attendance: 155,300
- Total Visitor Days: 304,900
- Room Nights: 102,000
- Direct Economic Impact: \$50.8 Million
- Local Sales Tax Generated: \$627,600
- Hotel Occupancy Tax Generated: \$1,078,070

These results demonstrate the sustained economic value of sports tourism for local businesses, hotels, and restaurants throughout the year.

Highlight Events and Economic Significance

2025 TAAF Games of Texas

As one of the largest multi-sport youth competitions in the state, the Texas Amateur Athletic Federation (TAAF) Games of Texas brought a significant impact to the community. The event brought in over 7,000 athletes and more than 16,000 of their friends and family members to College Station, generating a \$6.5 million economic impact. This event was also recognized as a “2025 Champions of Economic Impact in Sports Tourism” for Mid-Markets by *Sports Destination Management*.

2025 Dave Campbell's Texas Football State 7on7 Championships

A long-standing tradition and major annual highlight in College Station, the Dave Campbell's State 7on7 Championships continues to draw state-wide attention with 128 high school teams competing and bringing in more than 6,000 attendees over the three-day event.

The tournament produces a direct economic impact of \$2.7 million, \$34,000 in local sales tax, and nearly \$55,000 in hotel occupancy tax. The event not only showcases elite high school football talent but also delivers substantial visitor spending for College Station.

Prospect Wire Softball Events – Alliance Southern Championship and Others

Prospect Wire Softball hosts 7-8 tournaments a year in College Station, highlighting our strong partnership with the organization, including the Alliance Southern Championship. Prospect Wire Softball tournaments generated the following to our local economy this past fiscal year:

- Participants: 8,500
- Spectators: 20,500
- Total Attendance: 29,000
- Total Visitor Days: 60,500
- Local Sales Tax: \$123,375
- Hot Occupancy Tax: \$249,040

These tournaments consistently drive high hotel demand, restaurant traffic, and repeat visitation, offering families and athletes an exceptional tournament experience, underscoring the organization's importance to College Station.

Strategic Focus and Future Outlook

Key Strategies Implemented

Over the past year, the team focused on three key strategic pillars—relationship development, targeted outreach, and brand amplification. These efforts have created a robust pipeline of opportunities and established a deeper level of trust with event rights holders seeking reliable, high-quality host destinations. The collaboration with Texas A&M Rec Sports, local hoteliers, facilities, and community partners continues to be instrumental in ensuring seamless event execution and market competitiveness.

Looking Ahead

As the division looks toward the upcoming fiscal year, priority areas will include:

- **Aggressively pursuing new regional, national, and championship-level events** that align facility assets and high-value economic impact potential.
- **Strengthening retention of existing partners** through enhanced service delivery, improved operational support, and expanded year-round engagement strategies.
- **Enhancing facility storytelling and brand presence** through coordinated digital marketing, targeted advertising campaigns that highlight College Station's unique

advantages.

- **Leveraging data-driven insights** to better quantify economic impact, visitor behavior, and ROI, ensuring that sports tourism continues to be recognized as a vital contributor to community development.

Conclusion

Fiscal Year 2025 reaffirmed College Station's position as a premier sports tourism destination in Texas. The achievements of FY2025 underscore the division's commitment to operational excellence and its ability to enhance community pride through sports. As sports tourism continues to play a pivotal role in the city's economic development, Compete College Station is well-positioned to build upon this success and capitalize on future opportunities and retain current business.

With a strong foundation of collaboration and a clear vision for growth, the division enters FY2026 ready to advance College Station's standing in sports tourism—ensuring continued impact for residents, visitors, and the local economy.



Visitor Engagement Performance Report

EOY FY2025

QUICK SNAPSHOT

- Event Space
 - Total Events Hosted: 82
 - Internal Events: 18
 - Sponsored Events: 16
 - Paid Events: 12
 - One Million Cups: 36
 - Total Income Generated: \$26,500
- Merchandise Sales (May–Sept 2025): \$10,146.50

Visitor Engagement Overview

Over the past year, we've made meaningful progress in strengthening College Station's local music scene and enhancing the overall visitor experience. Major initiatives included hosting the Texas Music Scene taping, expanding our Hang Out & Tune In series, and launching the inaugural Aggieland Music Industry Summit. In its second year, Make Music Day saw strong growth, with support by a new committee focused on collaboration and smooth execution. We also partnered with the Texas Music Office to host a TMIR informational session, helping local venues better understand and access available state resources. In addition to these music-focused efforts, our newly established Visitor Engagement Division elevated how we interact with visitors through expanded staffing, Saturday Visitor Center hours, and the rollout of our Visitor Engagement Tours.

Performance Summary

Visitor Engagement Initiatives

- Music Industry Growth: Hosted *Texas Music Scene* taping, continued "Hang Out & Tune In" series, and launched the Aggieland Music Industry Summit.
- Make Music Day 2025: 11 venues, 21 performers, 26 performances. Collaborated with Century Square and local businesses.
- Event Space Process Enhancement: worked with city departments to streamline event space bookings to ensure staff time is dedicated to enhancing the visitor experience.

- Visitor Tours: Since September, tours have included Veterans Park, Wolf Pen Creek, George Bush Library, and more. Future plans include University Art Galleries, Northgate, and local eateries.

Key Engagements

- **Aggieland Music Industry Summit – April 2025**
Collaborated with the College of Performance, Visualization & Fine Arts, as well as Texas Music Friendly Committee to provide a day of panel discussions from around Texas and the nation, to discuss different sides of the music industry, community involvement and how to get a start in the industry field. We received positive feedback from this event and hope to continue this each year.
- **Hosting of TMIR (Texas Music Incubator Rebate) Program with Texas Music Office**
Worked with Texas Music Office to host a TMIR informative session. Welcomed music venues around the area to learn more about TMIR and how to apply to receive a rebate on beer & wine taxes from the State for their music venues.

Strategic Focus and Future Outlook

Key Strategies Implemented

- Formation of a dedicated Visitor Engagement team.
- Expansion of tour offerings and community partnerships.
- Integration of local businesses into visitor experiences.

Looking Ahead

- Continue expanding tour destinations and partnerships.
- Deepen community engagement through music and cultural programming.
- Leverage data from events and merchandise sales to refine strategy.

Conclusion

This year's accomplishments highlight meaningful progress in strengthening College Station's music scene while elevating visitor engagement. With key strategies such as forming a dedicated Visitor Engagement team and integrating local businesses into visitor experiences, the foundation has been set for long-term growth. In addition, our transition to a new point-of-sale system has strengthened customer service within the Visitor Center by streamlining transactions and improving the overall guest experience. Looking ahead, our focus will be on broadening our tour destinations and community partnerships while continuing to support and engage with the music community. Together, these efforts position Visit College Station for continued expansion and stronger community connections in the coming year.

December 3, 2025

Item No. 4.3.

Presentation, discussion, and possible action on the proposed FY26 Plan of Work.

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on the proposed FY26 Plan of Work.

Relationship to Strategic Goals:

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

Summary: The Fiscal Year for the tourism division is October 1 through September 30th. The following items are included in this year's plan of work as discussed at the City Council Economic Development Committee on November 19th, 2025.

- Tourism Strategic Plan
- Standard Operating Procedures
- Destination International Accreditation Program (DMAP)
- Marketing Plan Execution
- Signature Leisure Event Attraction
- Short Course Development
- Major Sports Event Attraction
- Current Sports Business Enhancement
- Sales Plan Development
- Visitor Center Optimization/Visitor Services
- Wayfinding
- Partner Engagement Plan Development

Budget & Financial Summary: N/A

Attachments:

None

December 3, 2025

Item No. 4.4.

Presentation and discussion on the proposed Multi-Events Center.

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation and discussion on the proposed Multi-Events Center.

Relationship to Strategic Goals:

Diverse & Growing Economy

Recommendation(s): Staff recommends the committee receive the update and provide recommendations, if desired.

Summary: On September 29th, the City Council received a presentation from Legends Global on a multi-event center. The following excerpt from the minutes of that meeting summarizes its contents:

Bill Rhoda, EVP Business Development with Legends Global, provided a presentation to the City Council outlining their business model and exploring potential opportunities for a multi-event center in College Station. The presentation provided the City Council with an opportunity to learn about possible approaches to a convention or multi-use facility and to engage in discussion regarding future possibilities for such a project. Mr. Rhoda explained that Legends Global (Legends) offers a complete solution for clients, covering building plans, acquisition, development, sales, and food and beverage services. Legends are unique in supporting clients from start to finish, assisting with planning and execution. Their services include financial market analysis, project development, and valuation for clients like universities. They help determine which facilities to build, such as arenas or convention centers, offering insights into size, revenues, expenses, and financing options. As an owner's representative, Legends will manage schedules and budgets, ensuring projects stay on track and within budget. They oversee construction, focusing on architects and contractors. Notable projects include: University of Kansas (KU) \$400 million football stadium renovation, Florida State's football stadium renovation, OU Arena project for the University of Oklahoma, Sofi Stadium's \$5 billion project for the Rams and Chargers, Rogers Centre's \$400 million renovation in Toronto, Superdome's \$550 million renovation during COVID, Buffalo Bills' \$2.3 billion venue opening next year.

In addition, ASM Global (ASM) is a global venue management company, and Legends is its largest client. ASM handles operations, security, marketing, tech, janitorial services, and more for sports and entertainment buildings. Their focus is on delivering projects on time and within budget while enhancing the guest experience to benefit clients financially. Collaboration with stakeholders such as cities, counties, and universities is crucial. ASM's expertise ensures buildings are optimized for operations, revenue, and guest satisfaction. They work closely with design and construction teams to address budget concerns and ensure seamless project completion.

In closing, Mr. Rhoda provided the following framework for a successful project:

- Establish a project governance structure early.
- Engage the contractor early — having the construction manager (CMaR) input on pricing, materials, schedule, constructability, and means & methods is critical to finalizing the budget and setting up the project for success.

- Finalize development agreement early and finalize financing, understanding any funding, reporting, and mitigation requirements necessary to include in architect or CMaR agreements and budgeting exercises. Completing later can impact the budget and schedule.
- Determine priorities, goals, and program early, i.e. sustainability and technology goals.
- Engage the concessionaire early in the project to determine the approach, equipment, and technology required.
- Engage sales & sponsorship early to finalize sales program and naming rights / founding partner activations, eliminating change orders and redesign later.
- Conduct peer reviews of design with other building operators and any leagues.

Budget & Financial Summary:

Attachments:

None

December 3, 2025
Item No. 4.5.
Baseball Complex

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: N/A

Agenda Caption: Presentation and discussion on the proposed baseball complex.

Relationship to Strategic Goals:

Diverse & Growing Economy

Recommendation(s): Staff recommends the committee receive the presentation and provide recommendations, if desired.

Summary: On July 30, 2025, the Tourism Committee reviewed the use of Hotel Occupancy Tax (HOT) funds for capital projects. They recommended capping the City's contribution to the Veterans Park baseball field project at the amount of HOT revenue the project is expected to generate over a 20-year period—approximately \$5 million.

On October 9, 2025, the City Council directed staff to further evaluate a proposal for a new 80-acre, nine-field, all-turf baseball complex in the Midtown Business Park. The estimated cost of the project is \$55–60 million, with the City potentially contributing \$15–20 million and providing the land. During the same meeting, the Council also discussed how this proposal might impact the previously considered \$30–35 million expansion of baseball facilities at Veterans Park.

On October 24, 2025, the City Council directed staff to proceed with a public-private baseball development in Midtown Business Park and to discontinue plans for new field construction at Veterans Park. As part of this direction, the City will construct the championship field itself, estimated at \$23 million, the private sector group would construct the remaining eight fields. This approach would reduce the City's direct capital contribution to the private sector group to approximately \$12.5 million, bringing the total estimated cost for the nine-field complex to approximately \$35 million. Additional infrastructure expenses, such as streets and utilities, will be required to support access to the site.

For additional details, attached is the presentation the private sector group delivered at the October 9th Council meeting.

Budget & Financial Summary:

Attachments:

1. Presentation



SOUTHERN ROOTS BASEBALL COMPLEX

COLLEGE STATION, TEXAS

EXECUTIVE SUMMARY | DATE SEPTEMBER 20, 2025

EXECUTIVE SUMMARY

Facility Features

- Tournament and Field Infrastructure
- Field Design
- Community Access
- Tournament Operations

Training and Performance Facilities

- Athletic Performance Gym
- Indoor Batting Cages
- Pitching Technology
- Pro Shop

Hospitality and Amenities

- On-Site Lodging
- Recreational Amenities
- Dining Options
- Photography and Merchandising

Unique Value Proposition

Economic & Community Impact

- Professional Baseball Draw
- Community Commitment

EXECUTIVE SUMMARY



Community Commitment

- College Station Little League
- BCS Outlaws
- Crusade Baseball Program
- Local Travel Teams
- Bombers Baseball
- HOA Receptivity
- Turtlebox Audio
- MLB Players
- Brazos Valley Baseball
- Local HS coaches

WELBORN SITE PLAN

Community Summary

Total acreage	80 acres
Future development	20 acres
Baseball Fields	9
Community Amenities	Greenspace, parks, lifestyle center, sports courts, community pool, community trails



WELBORN SITE PLAN



WELBORN SITE PLAN



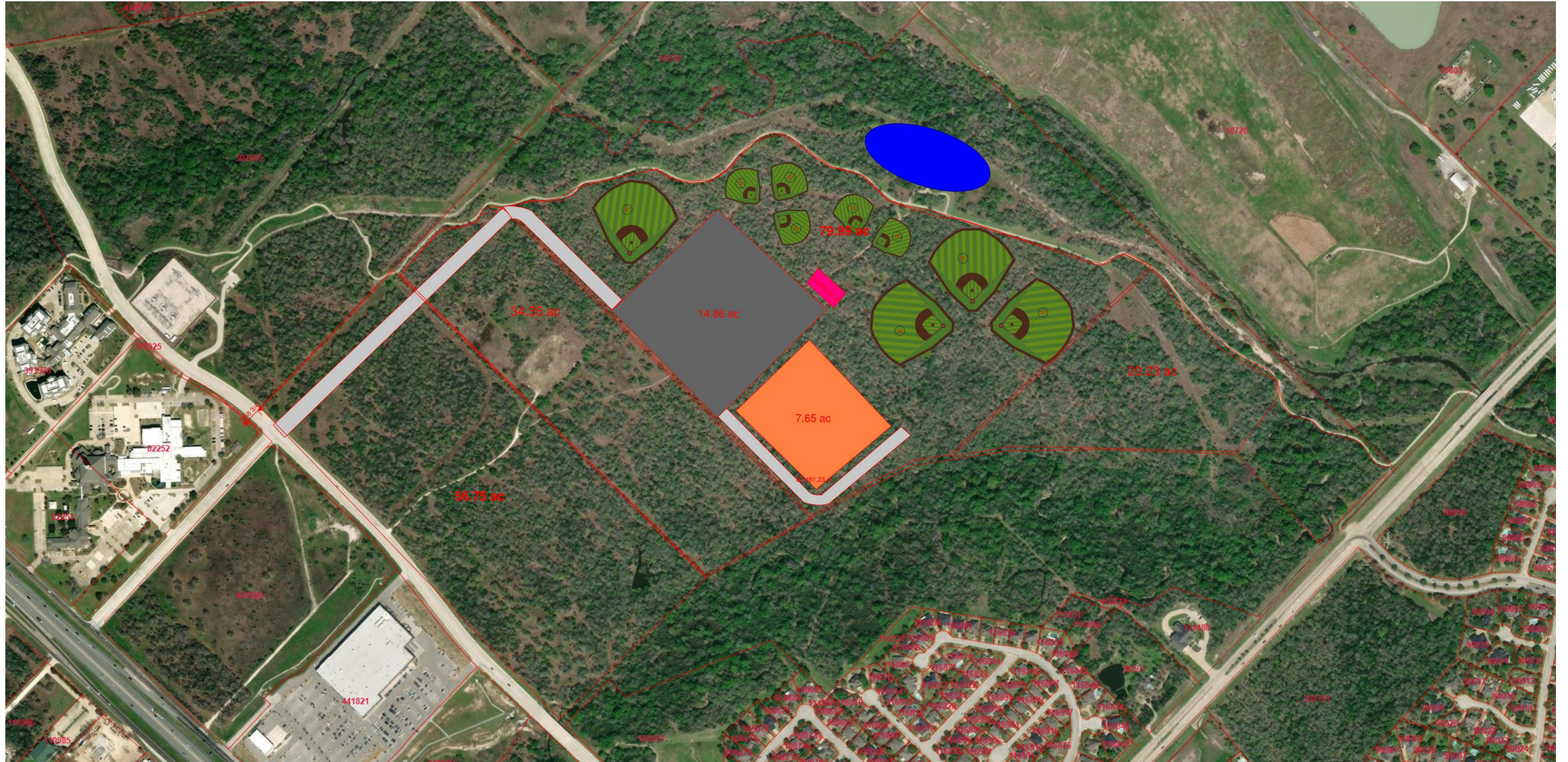
WELBORN SITE PLAN



WELBORN SITE PLAN



MIDTOWN SITE PLAN- DRAFT PROCESS



MIDTOWN SITE PLAN



MIDTOWN SITE PLAN



Why it Works

Fulfills City's Prior Midtown Baseball Vision

Aligned with City's Original Vision

- Consistent with the City's previous plan for a baseball park in Midtown (discontinued due to soils issues).
- Southern Roots brings that vision back to life: a baseball-first, family-friendly destination that elevates College Station's national profile.

Neighborhood & Community Support

- Midtown residents have expressed support for recreational, family-oriented uses over heavy commercial alternatives.
- This project is compatible with surrounding neighborhoods and enhances the family identity of College Station.

Perfect Site for Access & Visibility

- Behind Costco with excellent regional access for visitors and scouts.
- Proximity to hotels, restaurants, and retail ensures direct economic benefit to local businesses.

A Win-Win for Midtown and the City

- Anchors Midtown with a national sports tourism destination.
- Provides an amenity the community already wanted, with local youth access baked in.
- Reinforces Midtown as a vibrant, family-focused district.



LOCATION MAP

Southern Roots Baseball Academy is strategically located in the Brazos Valley Urban Triangle with close proximity to large markets including Houston, Austin, and Dallas-Fort Worth.

Distances:

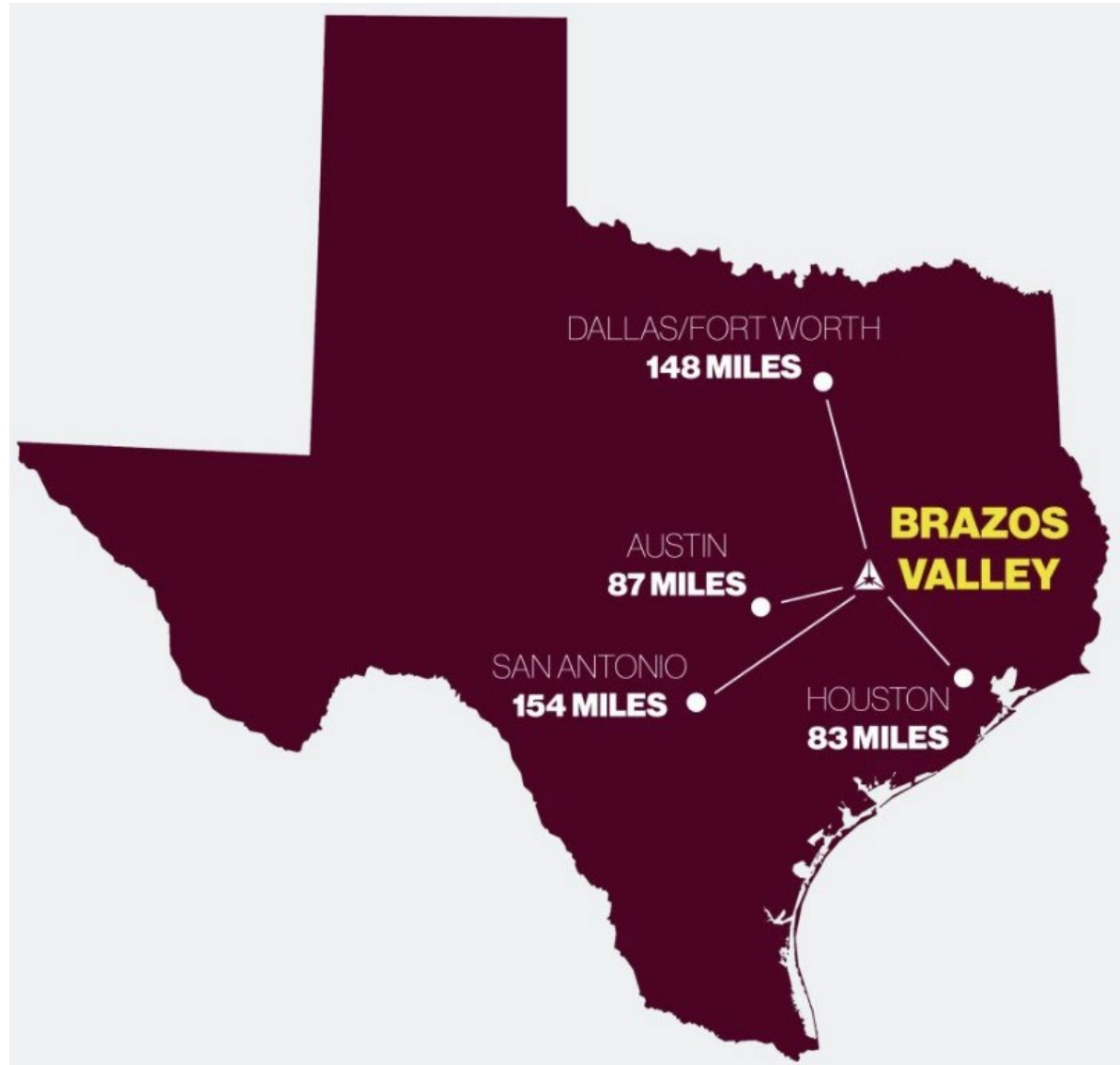
Texas A&M University: 10 miles

Houston: 83 Miles
Approximately 7.1 million people

Dallas/Fort Worth: 148 Miles
Approximately 7.6 million people

San Antonio: 154 Miles
Approximately 2.6 million people

Austin: 87 Miles
Approximately 2.3 million people



CITY PARTNERSHIP REQUEST (MIDTOWN)

What we're requesting from the City of College Station

- **Land:** Donate 80 acres in the Midtown district (behind Costco) with an option to purchase +20 acres for future expansion.
- **Capital Participation:** \$15MM-\$20MM (eligible to phase over 2-3 years). 15M for base model and an additional 5M to incorporate a 3,800 seat stadium with pressbox and suites.
- **City is a minority participant:** Total project build-out cost \$55-60MM; City support represents a small share of total capitalization.
- **Local Access:** Weekday field access at no cost for local youth leagues and city programs (measurable, scheduled, and reported annually).

City Revenues & Local Business Lift

- **New direct visitor spending:** \$45-\$50M/year (lodging, dining, retail, entertainment).
- **Tax base growth:** Hotel Occupancy Tax, sales tax, and property tax from on-site/private development.
- **Jobs:** Construction + permanent positions across operations, hospitality, and local businesses.

Private Capital Stack (for context)

- **Senior Debt:** ≈ \$20MM-\$25MM (conservative leverage; low LTV).
- **Private Equity:** Balance from private investors (no City backstop).
- **Capital Reserve:** \$1MM dedicated debt service reserve funded after Year 1 of operations.



The Academy School at Southern Roots- FUTURE POTENTIAL PHASE

A First for College Station

Integrated Baseball Academy + Accredited School

- Year 1: ~ 100 student-athletes, growing to 150 by Year 3
- On-site classrooms, tutoring, study halls, and cafeteria for full academic + athletic support
- Prep Program for gap-year students with junior college classes on-site

Why It's Unique

- No other youth sports facility in Texas integrates year-round baseball, professional training, and private schooling in one destination at this scale.
- Provides families a comprehensive development model—academics, athletics, life skills.
- High visibility: national draw of elite players, scouts, and families positions College Station as a leader in innovative youth development.

City of College Station Benefit

Economic Impact

- Attracts families from across the U.S. for long-term enrollment, creating housing, retail, and service demand year-round.
- Expands College Station's profile beyond weekend tournaments into permanent residency-driven spending.

Community Value

- Creates local teaching, tutoring, and support jobs in education and performance science.
- Partnerships possible with Texas A&M, Blinn, and local businesses for tutoring, nutrition, NIL education, and workforce development.
- Establishes College Station as a national hub for baseball education, not just tournaments.
- Commitment to national and international players to not disrupt local High School leagues. Advisory input with ISD to integrate without conflict.

Civic Pride

- Reinforces Midtown as a family- and youth-oriented district.
- A project the community can point to as truly unique in Texas—a model other cities will look to replicate.

December 3, 2025

Item No. 4.6.

Presentation, discussion, and possible action on marketing opportunities.

Sponsor: Angie Bertinot

Reviewed By CBC: N/A

Agenda Caption: Presentation, discussion, and possible action on marketing opportunities.

Relationship to Strategic Goals:

Diverse & Growing Economy

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

Summary: Staff will provide an update on pending marketing opportunities.

Budget & Financial Summary: N/A

Attachments:

None

December 3, 2025

Item No. 4.7.

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 reports and provide direction.

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

Budget & Financial Summary: N/A

Attachments:

None