



AGENDA MEMORANDUM
City Council Meeting of September 19, 2017

DATE: August 21, 2016
TO: Margie C. Rose, City Manager
FROM: Tom Schmid, President and CEO of Texas State Aquarium

Texas State Aquarium Update

STAFF PRESENTER(S):

<u>Name</u>	<u>Title/Position</u>	<u>Department</u>
1.		
2.		
3.		

OUTSIDE PRESENTER(S):

<u>Name</u>	<u>Title/Position</u>	<u>Organization</u>
1. Tom Schmid	President & CEO	Texas State Aquarium
2.		

BACKGROUND:

With the opening of the new Caribbean Journey at the Texas State Aquarium, the city has experienced a strong summer tourism season. The briefing will cover information regarding Aquarium attendance, visitor origin, and preliminary information from recent research that the CVB has commissioned regarding tourism drivers in the city. It will also cover how HOT funding has been utilized this year, and plans for 2018.

LIST OF SUPPORTING DOCUMENTS:

Presentation – Corpus Christi CVB Tourism Brand Health Study