



Type B Presentation

May 21, 2018



Corpus Christi Holidays on the Bay

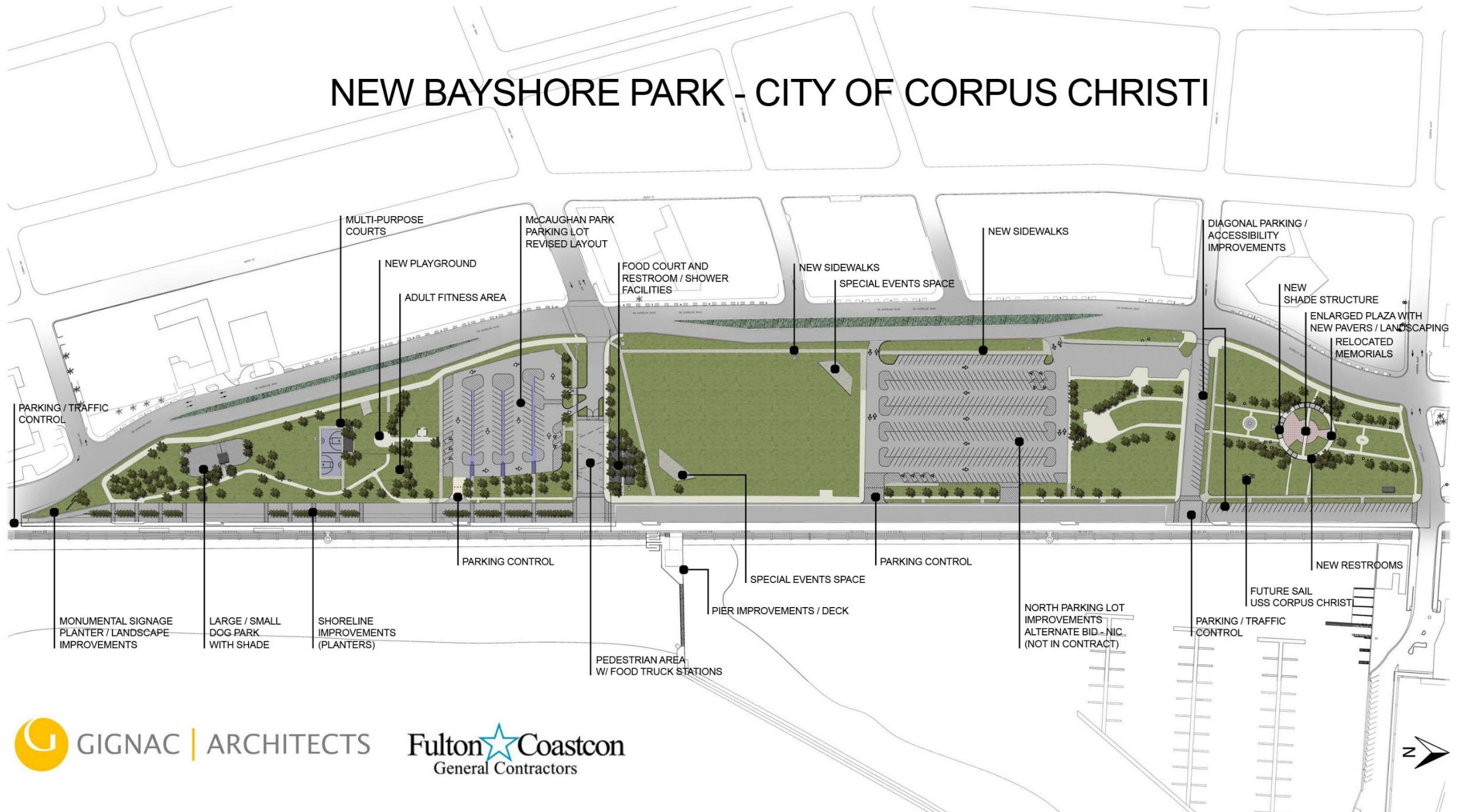
MISSION

Coordinate with existing organizations to deliver cohesive and consistent holiday decorative elements and unique programming during the month of December in order to increase HOT, stimulate the Coastal Bend economy through sales tax and enhance the quality of life of residents.

VISION

Large scale and impactful holiday-inspired decorative elements in the downtown area of Corpus Christi and incorporate unique programming on every weekend in the month of December.

NEW BAYSHORE PARK - CITY OF CORPUS CHRISTI



Decorative Elements



THE MOST BEAUTIFUL,
FABULOUS, GORGEOUS
CHRISTMAS TREE
IN THE ENTIRE PLANET!



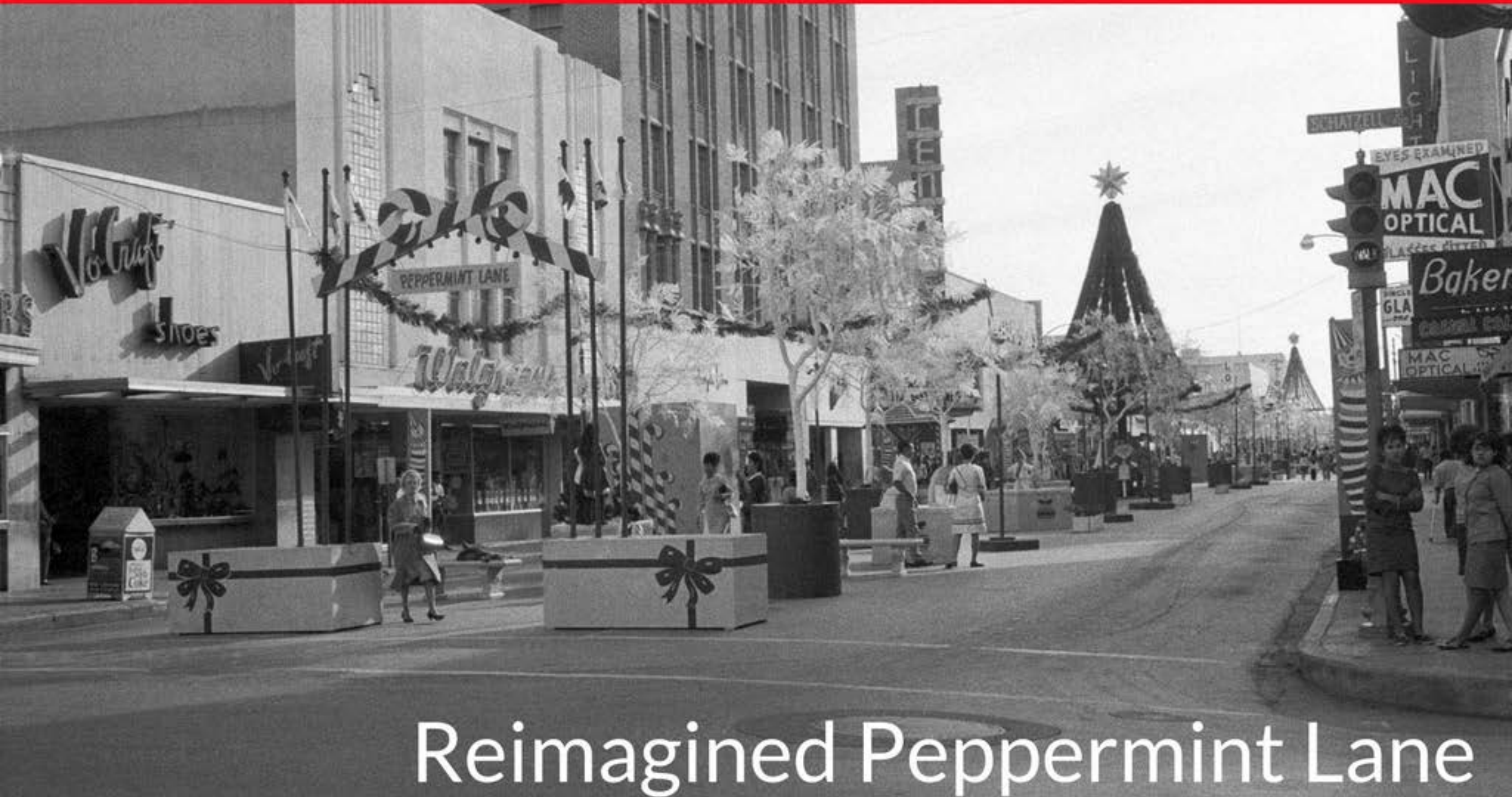
Decorative Elements



Decorative Elements



Decorative Elements



Reimagined Peppermint Lane

Decorative Elements



LIGHTING THE PARKS

La Retama Park, Artesian Park, Heritage Park



DOWNTOWN BUILDINGS HOLIDAY LIGHTS COMPETITION



NEW BOWS AND GARLANDS ON LIGHT POLES

Holiday Programming

2018
1ST
WEEKEND
OF
DECEMBER

HARBOR
LIGHTS
FESTIVAL
AT
WATER'S
EDGE

2018
2ND
WEEKEND
OF
DECEMBER

ARTWALK
IN
DOWNTOWN

2018
3RD
WEEKEND
OF
DECEMBER

CHRISTMAS
VILLAGE
AT
HERITAGE
PARK

2018
4TH
WEEKEND
OF
DECEMBER

FESTIVUS
CELEBRATION
AT
WATER'S
EDGE
AND
DOWNTOWN

2018
5TH
WEEKEND
OF
DECEMBER

HEALTHY
GOALS
BRIDGEWALK
STARTING
AT
HERITAGE
PARK

Holiday Programming

HARBOR
LIGHTS
FESTIVAL
AT
WATER'S
EDGE

In its 37th year, Harbor Lights Festival is an annual tradition that kicks off the holiday season in the Coastal Bend. In 2018, the festival moves to a new home at The Water's Edge on the beautiful Corpus Christi Bayfront.



Holiday Programming

ARTWALK
IN
DOWNTOWN

ARTWALK is a monthly favorite thing to do in Corpus Christi. In December, the downtown area comes alive with artisan vendors and activities that will put the *jingle jingle* in the holiday spirit.



Holiday Programming

CHRISTMAS
VILLAGE
AT
HERITAGE
PARK

Take a step back in time and enjoy a special holiday experience in Heritage Park. Nestled within the historic homes of Corpus Christi, this event will include multi-cultural family friendly readers theater performances, a Posada, carolers in period dress and more!



Holiday Programming

FESTIVUS ACTIVITIES AT THE WATER'S EDGE

Festivus is a pop culture phenomenon that has become an alternative way to celebrate the holidays. Corpus Christi will feature fun events for people who favor a non-traditional celebration. Elements of this event include "The Airing of Grievances" and "Feats of Strength" at The Water's Edge around an unadorned aluminum pole.



Holiday Programming




HEALTHY
GOALS
BRIDGEWALK

Start the New Year off right with a brisk early morning walk on the iconic Harbor Bridge. A monthly staple in Corpus Christi, Bridge Walk has offered attendees great views of the city while offering a unique fitness experience that can only happen in our beautiful city.


BRIDGE
WALK



Month-Long Promotions

 **SIGNATURE WEBSITE** that highlights holiday-oriented events in the Coastal Bend

 **TRADITIONAL ADVERTISING** inclusive of billboards, print and television

 **DIGITAL MEDIA PROMOTIONS** inclusive of promoted blogs, targeted social media campaign and Google key word search

Potential Economic Impact

Event Impact Summary

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	Corpus Christi Holidays on the Bay	Business Sales (Direct):	\$2,292,707
Organization:	CCCVB	Business Sales (Total):	\$3,575,483
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	1,520
Start Date:	12/01/2018	Jobs Supported (Total):	1,825
End Date:	12/31/2018	Local Taxes (Total):	\$135,931
Overnight Attendees:	11330	Net Direct Tax ROI:	\$127,824
Day Attendees:	0	Estimated Room Demand:	13,000
Direct Business Sales			
Industry	Total	Sales by Sector	
Lodging	\$1,173,553		
Transportation	\$133,784		
Food & Beverage	\$500,415		
Retail	\$207,204		
Recreation	\$170,309		
Space Rental	\$4,716		
Business Services	\$102,726		
TOTAL	\$2,292,707		

- In 2016, Corpus Christi ran a **41.3%** occupancy in December
- If we increase the occupancy to **45%**, the increased economic impact will be **\$2,292,709**

Potential Economic Impact

Event Impact Summary

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	Corpus Christi Holidays on the Bay	Business Sales (Direct):	\$8,289,156
Organization:	CCCVB	Business Sales (Total):	\$12,926,961
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	5,495
Start Date:	12/01/2018	Jobs Supported (Total):	6,597
End Date:	12/31/2018	Local Taxes (Total):	\$491,450
Overnight Attendees:	40963	Net Direct Tax ROI:	\$462,140
Day Attendees:	0	Estimated Room Demand:	47,000

Direct Business Sales	
Industry	Total
Lodging	\$4,242,918
Transportation	\$483,688
Food & Beverage	\$1,809,223
Retail	\$749,133
Recreation	\$615,743
Space Rental	\$17,050
Business Services	\$371,401
TOTAL	\$8,289,156

Sales by Sector

Sector	Sales (Approximate)
Trans.	\$483,688
Space Rental	\$17,050
Retail	\$749,133
Recreation	\$615,743
Lodging	\$4,242,918
Food/Bev	\$1,809,223
Business Services	\$371,401

- In 2016, Corpus Christi ran a **41.3%** occupancy in December
- If we increase the occupancy to **55%**, the increased economic impact will be **\$8,289,156**

Potential Economic Impact

Event Impact Summary

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	Corpus Christi Holidays on the Bay	Business Sales (Direct):	\$14,285,605
Organization:	CCCVB	Business Sales (Total):	\$22,278,438
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	9,471
Start Date:	12/01/2018	Jobs Supported (Total):	11,369
End Date:	12/31/2018	Local Taxes (Total):	\$846,969
Overnight Attendees:	70596	Net Direct Tax ROI:	\$796,456
Day Attendees:	0	Estimated Room Demand:	81,000
Direct Business Sales			
Industry	Total	Sales by Sector	
Lodging	\$7,312,283		
Transportation	\$833,591		
Food & Beverage	\$3,118,032		
Retail	\$1,291,063		
Recreation	\$1,061,177		
Space Rental	\$29,384		
Business Services	\$640,074		
TOTAL	\$14,285,605		

- In 2016, Corpus Christi ran a **41.3%** occupancy in December
- If we increase the occupancy to **65%**, the increased economic impact will be **\$14,285,605**



Questions

Thank You!