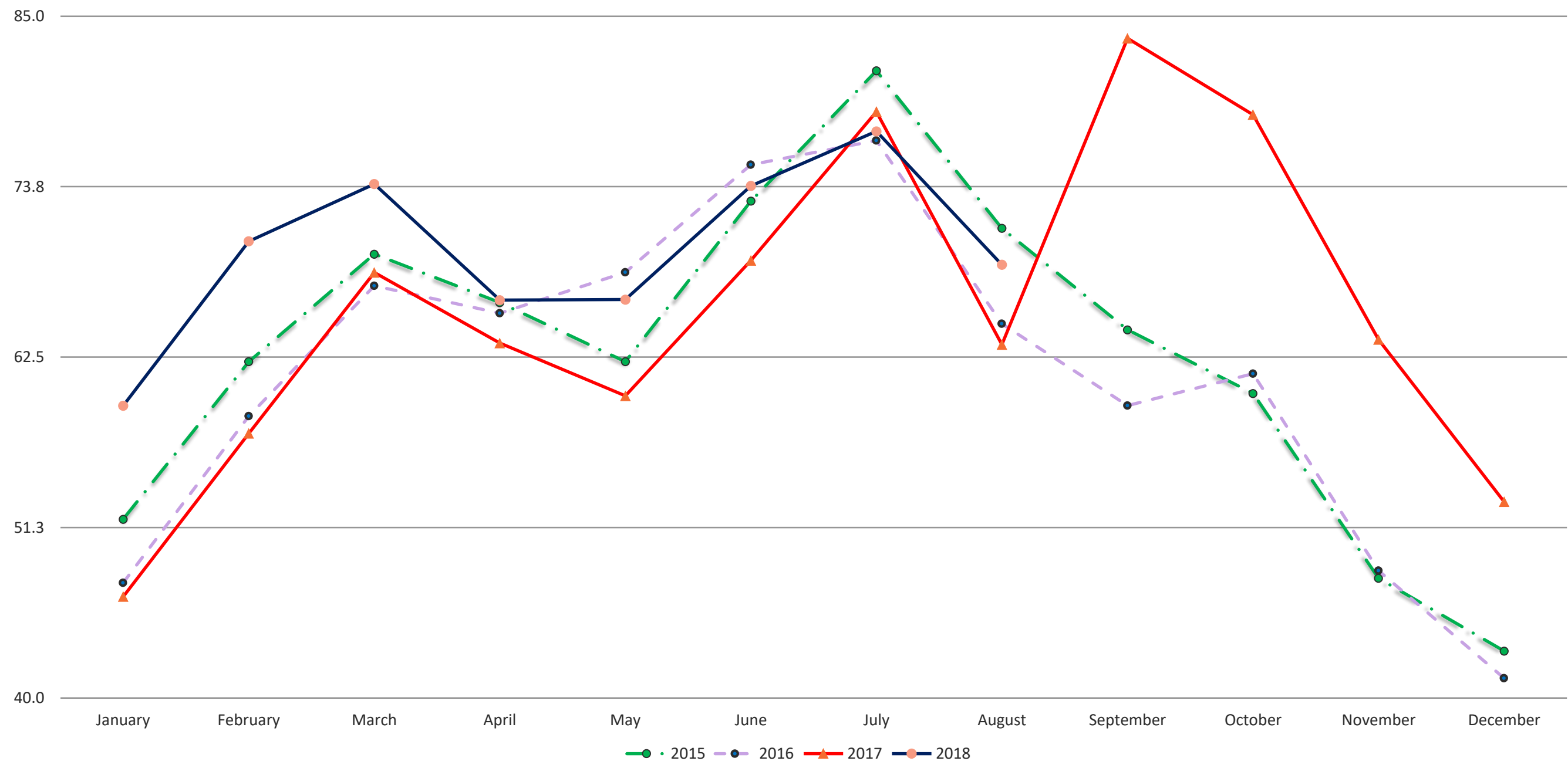




Merry Days by the Bay

Past Performance

STR Occupancy 2015 thru 2018



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**
- Jobs Supported (Direct): **1,520**
- Jobs Supported (Total): **1,825**

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	Sales by Sector	
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		

- 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**
- Jobs Supported (Direct): **5,495**
- Jobs Supported (Total): **6,597**

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**
- Jobs Supported (Direct): **9,471**
- Jobs Supported (Total): **11,369**

What Hoteliers Are Saying...



“With fewer conventions and groups in December, our hotel typically has lower occupancy and we sometimes struggle to keep full staff hours during that time of year,” said Steve Keenan Omni Hotel general manager. “Having events that can help draw visitors to our city is vital to our operations.”

What Hoteliers Are Saying...




“We need more activities to offer in December and a new Christmas tree and festivities all month long will help draw more visitors,” said Jyoti Patel, Managing Partner of US Hospitality.

US Hospitality owns several hotels in the area.



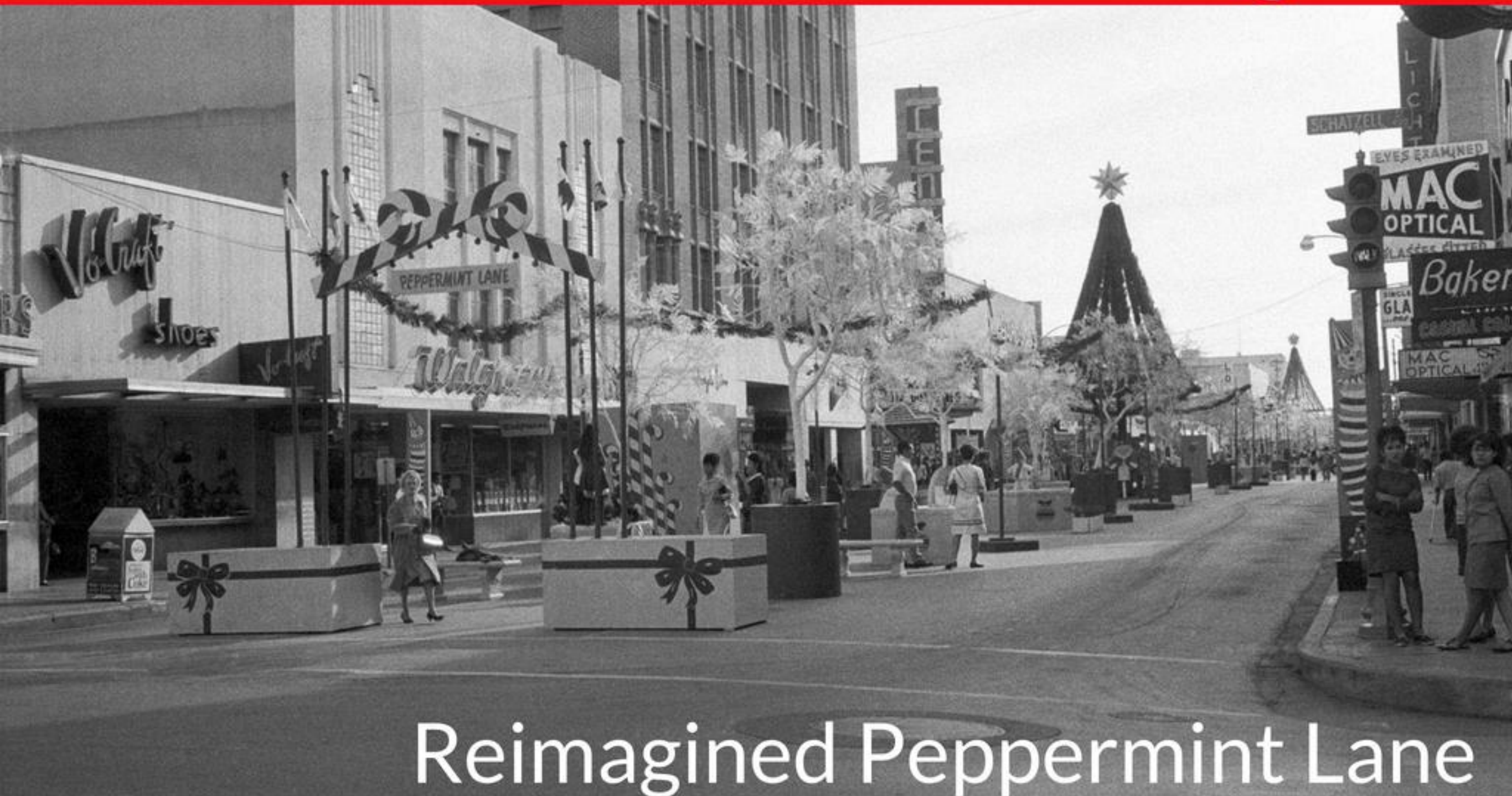
VISION

An umbrella marketing campaign that promotes Corpus Christi as a family-friendly destination option during the month of December for shopping, celebrating the holiday season and experiencing the Gulf Coast during a month when we have historic low occupancy.



The Corpus Christi Convention and Visitors Bureau will coordinate with existing organizations that are currently delivering quality holiday-focused events and present them as one large marketing campaign.

Downtown Management District - New Offerings



Downtown Management District - New Investments



LIGHTING THE PARKS

La Retama Park, Artesian Park, Heritage Park



DOWNTOWN BUILDINGS HOLIDAY LIGHTS COMPETITION



NEW BOWS AND GARLANDS ON LIGHT POLES

SMG - New Programming



Corpus Christi's Annual Winter Festival
Sunday, December 16, 2018 – Monday, January 1, 2019

Signature Events

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.



Other Holiday Features



**Festival
Navideño**

A Christmas Carol



**GLITZ: The Little
Miss Christmas
Pageant Musical**



**CC Symphony
Orchestra**



and more!!!



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





Questions

Thank You!