

# VISIT BASTROP + CITY OF BASTROP

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## JOINT WORKSHOP PLANNING SESSION

Ashton LaFuente, Director of Operations

Lee Harle, Chair, Visit Bastrop

August 13, 2024



# **MISSION**

Visit Bastrop promotes and develops community through a targeted destination strategy that drives economic growth and quality of place.

# **VISION**

To champion Bastrop and the Lost Pines region branded experiences to facilitate Bastrop area tourism, business development, education, and advocacy.



# KEY FOCUS - FISCAL YEAR 2024-2025

- Governance
- Policies and Procedures
- Internal Operations
- Mission Critical
- HOT Special Event Funding
- Support Community Assets

# GOVERNANCE

## New Board of Directors

- Diverse Skill Set
- Experience in the Industry
- Representative of the local tourism sectors
- Ready to roll up their sleeves and work

# 2024 - 2025 BOARD OF DIRECTORS

**LEE HARLE**

Chair

**KATHY DANIELSON**

Ex-Officio

**BECKI WOMBLE**

Ex-Officio

**JANE HUNT**

Arts

**HEATHER YOUNG-LIRA**

**ALEX HENLEY**

**BARBARA CALDWELL**

**JESSICA UPTON**

**AMY BAILEY**

Film

**WESLEY DILLS**

Restaurants

**ROBERT KRAFT**

Nightlife/Entertainment

**HARRISON WOOD**

Outdoor/Recreation



# VISIT BASTROP STAFF

## **ASHTON LAFUENTE**

Director of Operations

## **CHERRY KAY ABEL**

Director of Sales

## **STEPHANIE DORADEA**

Business Manager



# IMPROVED GOVERNING PRACTICES

- Transparency, transparency, transparency
- Adjusting strategic calendar to complement the parent/child relationship with the city
- Re-establish executive team
- Board members committed to sub-committee work
  - Finance, Advocacy, Nominating Committees

# INTERNAL OPERATIONS - PERSONNEL

- Key personnel roles & responsibilities
- Evaluate priorities and workflow
- Work with agency partners to expedite and optimize workloads



# **INTERNAL OPERATIONS - POLICIES AND PROCEDURES**

- Employee Handbook Review and Revisions
  - mirror city policy, when possible
- New Financial Policies & Procedures
  - Audit and make changes where needed
  - Controls to cover risk exposure

# **INTERNAL OPERATIONS - BOARD OF DIRECTORS SUPPORT**

- Re-establish executive team and sub-committees to provide support to staff
  - Vice Chair, Treasurer, Secretary
  - Financial, Advocacy and Nominating Committee

# MISSION CRITICAL

- Budget Guided Initiatives
- Skilled Personnel
- Focused on Promoting Bastrop
- Reduce Overhead Costs

# SCOPE OF SERVICES

Visit Bastrop shall work to:

- Attract leisure visitors to the city and its vicinity
- Attract meetings, events, retreats, and conventions to the city and its vicinity
- Serve as a liaison to local businesses and City departments in furtherance of tourism

# VISIT BASTROP MOVING FORWARD

Position Bastrop as a preferred destination for travel among the competition.

Continue to drive overnight visitation and visitor spending throughout Bastrop by targeting key Texas drive markets, including Austin, Houston, San Antonio, and Dallas—Fort Worth.

Leverage digital marketing initiatives to reach customers and increase visitation to Bastrop by providing information to targeted audiences.

Use data intelligence and other data sets to aggregate comprehensive information that shows the economic health of Bastrop.

Advocate for tourism, hospitality, and the need for destination marketing.

Maintain year-round communication with local stakeholders, hoteliers and other key business partners.



# AUDIENCE OVERVIEW

(Internal & External)

## Leisure Travel

Leisure travelers are visitors who stay in Bastrop and enhance the local economy by spending directly, generating sales tax at local businesses, and contributing to the Hotel Occupancy Tax (HOT).

## Meeting Planners

Meeting Planners manage the planning and operations for conferences, meetings, and events.

## Local Community

Members and leaders of the Bastrop community from several organizations, including the City of Bastrop, hospitality and tourism businesses, including hotels, restaurants, retail, attractions, recreation, event organizers, residents, and government officials.



# LEISURE TRAVEL METHODOLOGY

- Develop integrated media campaigns that highlight Bastrop as a desired destination. Utilize quantitative and qualitative data to develop targeted and cohesive marketing campaigns that convert online consumers into in-market day-trippers and overnight visitors.
- Convert day-trippers to overnight guests.
- Use digital marketing to communicate a visually compelling reason to visit while also strengthening awareness of Bastrop.
- Leverage social media to increase reach to target audiences.



# MEETING PLANNER METHODOLOGY

- Generate content to position Bastrop as a preferred destination for meetings and events.
- Support the City and funnel leads to appropriate resources.
- Continue to engage local stakeholders, hotels and other key business partners to share ideas and discuss marketing and advertising opportunities.



# LOCAL COMMUNITY METHODOLOGY

- Produce and translate important data reports to partners as needed.
- Be the trusted resource for hospitality partners, taking the lead on business intelligence to assist with important decision-making.
- Serve as a marketing consultant to local businesses, hotels, restaurants and attractions to help them achieve their business goals.
- Develop opportunities and build quality of life to benefit all the residents of our community while educating them about the value of travel and tourism.



# SUPPORT COMMUNITY ASSETS

- Complimentary Promotion through Visit Bastrop-owned channels
- Visibility in the Visit Bastrop Visitor & Meeting Planner Guide
- Co-op Advertising Opportunities

# AVENUES FOR REACHING AUDIENCES

Marketing & Advertising: Print & Digital Advertising, Visitor Guide, Website (SEO, Google Paid Search, Extranet), Billboards, E-newsletters, Social Media (Facebook, Instagram) Blogs, Bucee's Kiosk, Billboards, LinkedIn, Travel Texas Partnerships

Public Relations: Media Writers, Social Media Influencers, FAM (Familiarization) Tours, Proactive Outreach/Pitching, Media Alerts, Press Releases, Earned Media Coverage



# HOT SPECIAL EVENT FUNDS

- Adopt a new funding policy designed to:
  - Support existing events to the point of sustainability
  - Identify and vet new event opportunities for Bastrop that meet state and local criteria for funding
  - Maximize the economic return on public and private investments by leveraging funds to optimize marketing impact

# GALLERY FILMS PARTNERSHIP

Partnership with local film company to produce b-roll film footage, :30/:60 second promotional videos, and still images for use in Visit Bastrop advertising and marketing initiatives.

This partnership has also yielded 5-7 documentary-style videos of various local ambassadors, which Visit Bastrop is excited to use in new marketing campaigns.

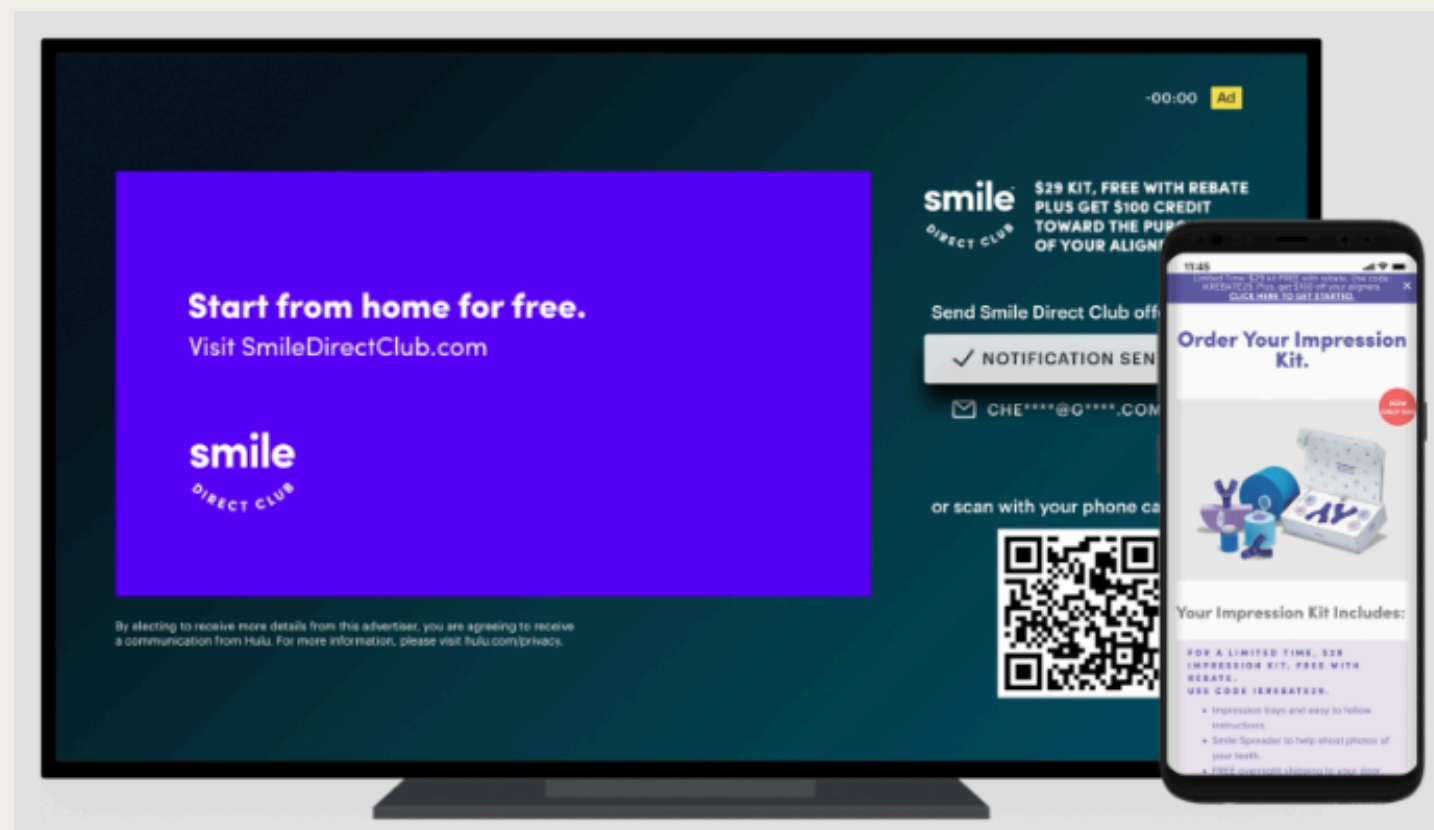


# GALLERY FILMS PARTNERSHIP



# DISNEY ENTERTAINMENT = HULU

Hulu interactive ads provide action-oriented capabilities to facilitate seamless connections between viewers and advertisers - such as receiving more information from a brand.

A report titled "Disney Advertising hulu" with the subtitle "NOT FOR DISTRIBUTION". It features logos for FX, abc, 21st Century Fox, ESPN, and Freeform. The report lists key statistics and content breakdowns.

Reach the next generation of viewers with the leading ad-supported streaming TV brand.

FX abc 21st CENTURY FOX ESPN Freeform

- Disney Entertainment = Hulu
- All the TV viewers love live and on demand
- Breakthrough, culturally relevant content
- Young, diverse, cordless audience
- Large SVOD reach and high CTV engagement
- Viewer-first ad experiences
- Transacted on completes

CONTENT BREAKDOWN

82%	Full Episodes & Movies	18%	Live Stream DAI
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PLATFORM DELIVERY

83%	CTV	13%	Mobile/Tablet (App)	4%	Desktop (With Mobile Web)
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A grid of 12 small images showing various Disney+ content, including characters from Star Wars, Marvel, and other franchises.

# VISIT BASTROP METRICS & KPI'S

DIGITAL		22/23 ACTUAL		% INCREASE	23/24 GOAL		YTD	
Digital - Website	Traffic - Overall	252,575	sessions	+ 3% YOY	260,152	sessions	194,533	sessions
Digital - Website	Paid Search (Google SEM)	87,984	sessions	+ 3% YOY	90,624	sessions	44,907	sessions
Digital - Website	Organic Traffic	110,528	sessions	+ 3% YOY	113,844	sessions	106,371	sessions
Digital - Website	New Users	188,782	new users	+ 3% YOY	194,445	new users	139,371	new users
Digital - Website	Visit Bastrop Blog Traffic	6,789	sessions	+ 3% YOY	6,993	sessions	7,372	sessions
SOCIAL MEDIA								
Social Media	Facebook Engagements	24,742	engagements	+ 20% YOY	29,690	engagements	26,906	engagements
Social Media	Instagram New Followers	290	new followers	+ 30% YOY	377	new followers	457	new followers

\*metrics as of June 2024





# VISIT BASTROP BUDGET

Visit Bastrop 2024/2025 Operating Budget	\$\$\$	% of Budget
Total Revenue	\$ 1,043,840.00	
Client Development	\$ 28,000.00	2.68%
Dues,Memberships, Subscriptions	\$ 11,975.00	1.15%
Local Meetings/Transportation	\$ 12,500.00	1.20%
Marketing	\$ 587,919.33	56.50%
Office Expenses	\$ 40,471.40	3.88%
Information Technology	\$ 10,000.00	0.96%
Personnel Costs	\$ 235,255.00	22.54%
Professional Development	\$ 17,000.00	1.63%
Operational Costs	\$ 98,829.27	9.47%
Total Expense	\$ 1,041,950.00	



# THANK YOU!

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