

Visit Bay City

Jan 2020 – May 2020

Tourism Department Update

CURRENT PROJECTS



COVID-19 – Adjustments continue to be made. Modifications implemented to tourism marketing plan. Promptly revised visitbaycitytx.com home page to inform tourist of travel restrictions and stay-at-home orders. Exchanged social media messaging to historic trivia on Facebook and Instagram replacing visitors' attractions. *"Can't wait to welcome you back"* message while waiting for travel restrictions to be lifted. Worked as liaison with restaurants and city to communicate updates from the governor's office through declaration of emergency. Contacted hotels to encourage social distancing, sanitation, common areas were shut down and that CDC Guidelines were being followed at properties. Coordinated Zoom meetings for local hotels with the Texas Hotel & Lodging Association to address questions regarding COVID-19, Payment Protection Plans and Proper Protection Equipment. Spring trade shows and local events were cancelled or postponed.

Logo Design & Branding – The Tourism Department is actively seeking bids for the logo design and brand. Research, immersion, development, design and implementation approximately six - nine months. Logo and brand placed on directional wayfinding signs. [Strategic Plan-Create Clear Message](#)

Directional & Way Finding Signs – Presently identifying locations for best placement of directional and wayfinding signs in addition to sign anatomy and system icons. Approaching the process as first time visitors. [Strategic Plan-Update Signage](#)

Arts & Culture Committee – First mural project of the year at 2824 7th Street in progress. Once the Denn Brothers Sporting Goods store, now 7th Street Market. Committee has determined this to be the ideal location to feature a fishing and hunting mural emphasizing outdoor sports recreation in the county. Will link into history as well. Interactive Summer Art Display ready for construction. Second mural to be sponsored by the Bay City Community Development Corporation. [Vision 2040-Create a Lively Atmosphere, add color and life to the city](#)

"Olympian" Joe DeLoach Statue – Pedestal for the project undergoing the etching phase. Laser processing requires approximately two weeks to finalize. [Vision 2040](#)

Riverside Park Marketing Plan – Assisting Parks & Recreation to implement strategy to attract visitors to the newly restored nature park and the Bay City area as a destination. [Strategic Plan-Destination Awareness](#)

Video Marketing – Organizing promotional video alongside the Bay City Community Development Corporation and Matagorda County Economic Development Corporation to attract businesses to Bay City and Matagorda County. *A great place to invest, live, play and stay.* [Vision 2040-Attract More Unique Downtown Retail, Dining and Nightlife](#)

ONGOING PROJECTS

Love Where You Live Campaign – Most recent Love Where You Live logos developed for the Bay City Public Library and Bay City Police Department. [Strategic Plan-Positive Promotion Campaign-Create Local Pride](#)

Bay City Police Department

Bay City Public Library



Volunteer/Vendor List – Collecting names of volunteers, vendors and entertainers as a resource guide for tourism events. Anyone interested in becoming a volunteer please email hmartinez@cityofbaycity.org

Visit Bay City TX Facebook/Instagram Page – Steady engagement on Facebook and Instagram. At present, 1,769 fans with an engagement of 1.6k. Instagram up to 411 followers with 28.1k impressions and a reach of 22.4k. [Strategic Plan-Social Media Moderator](#)

COMPLETED PROJECTS

National Travel & Tourism Week – *The Spirit of Travel*- Launched an advertising campaign surrounding the Spirit of Travel theme. Designed flyers, advertisements, teamed up with local businesses for prizes to encourage participation. Article submitted to newspaper. [Marketing-Tourism Awareness for Locals](#)

Wild Game & Wine Camo Fest Weekend – Collaborated to combine the Tourism Department's Wolf Moon Concert with the Bay City Mainstreet Department's Camo Festival for an extended event into the evening promoting hotel night stays. [Vision 2040-Enhance Create Regular Downtown Events & Create Large Quarterly Events](#)

Bird Blinds – Construction is complete at Le Tulle Park and Riverside Park. [Strategic Plan-Promote Bay City Matagorda County as Birding Capital](#)

Strategic Planning Session – The Bay City Tourism Council held a Strategic Planning Session in January 2020. Updates carried out contain additions and variations to the existing plan. [Funding-Budget to Match Vision 2040 & Yearly Goals & Objectives](#)

FUTURE PLANNING

Customer Service Training Partnership with BCCDC – Pending safe time to re-schedule course. The goal is to improve the overall visitors experience by enhancing their customer service engagements and attract more thriving tourism businesses to the area. [Vision 2040-Attract More Unique Downtown Retail, Dining and Nightlife](#)

Leadership Matagorda Committee – Tourism educational class delayed due to COVID-19. Awaiting cooler weather to conduct familiarization trip with Class 15. [Positivity Campaign-Education for Locals](#)

Dia de los Muertos – Day of the Dead Festival – Special Events not approved by Governor Abbott. Concert Committee adjusting to plan for 2021. [Vision 2040-Create Large Quarterly Events.](#)

UPCOMING EVENTS

July 4th – Fireworks Display at Schulman’s Movie Bowl & Grille, Bay City, Texas

August 15th – Bay City Rotary Concert

August 29th – Full Moon Food Truck Festival, Matagorda County Birding Nature Center

National Travel & Tourism Week Promo
May 4 – 8, 2020



Social Media Marketing
Don't give up the idea of travel!
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Mural Advertisement: Building Owner

