



**CITY OF BAY CITY**  
1901 FIFTH STREET  
BAY CITY, TEXAS 77414  
(979) 245-2137  
FAX: (979) 323-1626

## AGENDA ITEM SUBMISSION FORM

Any item(s) to be considered for action by the City Council, must be included on this form, and be submitted along with any supporting documentation. Completed Agenda Item Submission forms must be submitted to the City Secretary's Office no later than 4:00 p.m. on the Monday of the week prior to the Regular Council meeting.

---

**Requestor Name:** Denbow, Samantha **Date Submitted:** 9/11/2024  
*Last, First* *MM/DD/YYYY*

**Requestor Type :** City Staff **Meeting Date:** 9/17/2024  
*Citizen/City Staff/Council Member* *MM/DD/YYYY*

**Position Title** Communications and Cultural Arts Director  
*For City Staff Only*

**Agenda Location:** Presentation  
*(e.g.: Consent Agenda/ Discussion Item/ Public Hearing/ Executive Session/ Presentation)*

### Agenda Content:

---

**Presentation: ~ Discuss, Consider, and adopt the Tourism department's strategic plan for FY2025-2027.**

### Executive Summary of Item:

---

As part of the City Strategic Planning process with Opportunity Strategies LLC, the Tourism staff and members of the Tourism Advisory Council met on May 8, 2024 for a planning meeting.

Six Goals were identified through the meeting and input from community meetings, focus groups, and the community survey.

Goal 1 To review and revise tourism organizational structures.

Goal 2 To re-establish the Visitor Center Kiosk.

Goal 3 To create and execute a Marketing Plan.

Goal 4 To enhance tourism collaboration.

Goal 5 To support and promote Matagorda County events.

Goal 6 To increase the presence of public arts and culture.

On September 9, 2024, the Tourism Advisory Council voted to recommend the 2025-2027 Tourism Strategic Plan to City Council for adoption.

Staff recommends the adoption of the 2025 - 2027 Tourism Strategic Plan.