



Agenda Report

Agenda of: March 25, 2025

Department: Administration

Subject: Presentation on Tourism Friendly designation by the State of Texas

Recommended Motion: N/A

Background: The City of Castroville has been recognized as a "Tourism Friendly" community. The Tourism Friendly Texas Certified Community program is a new designation created to encourage communities across Texas to pursue tourism as an economic development strategy and provide resources and recognition for those efforts. The program is open to local governments or non-profit organizations that serve as the lead for tourism promotion and development efforts in the community. These organizations are often responsible for administering local hotel occupancy tax. Only ONE entity may apply for a Tourism Friendly Texas Certified Community designation for a given area.

Program Goals

- Strengthen relationships with existing community partners.
- Educate local leaders on the importance of tourism as a tool for economic development and job creation.
- Encourage participation in state government programs available for tourism development.
- Assist small or rural communities with limited tourism resources.

Fiscal Impact: N/A

☐ Budgeted ☐ Requires Budget Amendment

Source of Funding:

Attachments: None

Urgency (0-5 = Low Urgency to High Urgency): 2

Impact (0-5 = Low Impact to High Impact): 3

Submitted by: R. Scott Dixon