



CITY COUNCIL AGENDA ACTION FORM

AGENDA DATE:	3/12/2024		
AGENDA SUBJECT:	Discussion, consideration, and possible action regarding changing "Glen Rose Convention and Visitors Bureau" to "Visit Glen Rose"		
PREPARED BY:	Rita Smith, CVB Director	DATE SUBMITTED:	3/06/2024
EXHIBITS:			
BUDGETARY IMPACT:	Required Expenditure:		\$00.00
	Amount Budgeted:		\$00.00
	Appropriation Required:		\$00.00
CITY ADMINISTRATOR APPROVAL:			
SUMMARY:			
<p>Proposal to change title from "Convention and Visitors Bureau" to "Visit Glen Rose"</p> <p>We would still be an official "CVB" but operate and market under the new title of "Visit Glen Rose." This gives a much broader audience and ability to reach a more diverse group of leisure travelers.</p> <p>DMOs (Destination Marketing Organizations)</p> <ul style="list-style-type: none"> ▪ DMOs are dedicated to promoting a destination as a WHOLE. ▪ They focus on leisure travel and group business travel. ▪ In our case, "group business" travel primarily falls under "SMERF" tourism. <p>SMERF stands for Social, Military, Educational, Religious, and Fraternal groups. These groups encompass a diverse range of smaller gatherings, meetings and events. Here's a breakdown of each category:</p> <ul style="list-style-type: none"> ▪ Social: Includes weddings, family reunions, and other celebratory occasions. ▪ Military: Involves events related to armed forces personnel and veterans. ▪ Educational: Encompasses seminars, workshops, and trainings. ▪ Religious: Pertains to religious gatherings, retreats, and fellowship meetings. ▪ Fraternal: Refers to organizations like the Rotary Club, and other social or community groups. <p>DMOs provide comprehensive information about hotels, attractions, restaurants, and predominantly visitor-driven activities.</p> <ul style="list-style-type: none"> ▪ Their primary goal is to create public awareness about the destination and drive economic growth. ▪ DMOs operate with a broad perspective, catering to both visitors and locals. 			

- In destinations without extensive meeting facilities, like Glen Rose, DMOs may market more exclusively to leisure travelers and SMERF category.

By marketing Glen Rose as a SMERF-friendly destination, the city can attract diverse groups seeking memorable experiences.

CVBs (Convention & Visitors Bureaus):

CVBs focus on convention sales, tourism marketing, event planning, bookings, and services.

I'm essentially asking for the organization to be called "Visit Glen Rose." We are still a city government office under the Convention and Visitor's Bureau, but will market as "Visit Glen Rose."

Moving into the future, as Glen Rose elevates its town square with more shops, restaurants & lodging, "Visit Glen Rose" has a clear pathway for marketing itself as a leisure destination all year round.

A majority of CVB'S statewide have and are changing their names and I've recently met w/the Chairman of TACVB and he stated that TACVB is in the process of changing its name, and will be eliminating CVB from its name by years end.

RECOMMENDED ACTION: