

## City Council Update – Convention & Visitors Bureau (CVB)

August 2025

We're pleased to share several exciting updates from the CVB:

- **Website Redesign:** Tex is leading a full redesign of the CVB website, which will feature updated content, new images, and engaging video to better promote our destination.
- **Social Media & Marketing:** A new social media marketing plan has been created and implemented to drive consistent, strategic content. Traci is working on establishing a baseline of Instagram/Facebook statistics so that we can measure our marketing efforts. Additionally, Tex has launched a radio advertising campaign in Houston, San Antonio, and Austin to boost regional awareness.
- **Visitor Center:** We are actively working on securing a temporary location for the Visitor Center on the square, to serve the public while the permanent building is under renovation.
- **Tourism Database:** A comprehensive tourism database is being developed, which will include local lodging, retail, restaurants, and attraction partners. This tool will help strengthen community partnerships and improve responsiveness to tourism needs.
- **Hospitality & Tourism Education:** Plans are underway to launch a Hospitality & Tourism Workshop series, starting with a "Lunch & Learn" format designed to engage local businesses and partners. Potentially, we'd like to see an Ambassador program develop from this.
- **Upcoming Event:** The CVB is hosting a special event at the **Palace Theatre on August 23, 3-5pm** to commemorate the Moonshine Raid, celebrating a unique chapter of our local history. We will work with Martin Brown (author) and Whisky Woods.
- **New In-Town Initiatives:** We are in the early stages of creating engaging, family-friendly experiences designed to keep visitors on the square longer. Ideas in development include a dinosaur-themed scavenger hunt or passport system, as well as historical walking tours with a touch of "ghost tour" intrigue. These initiatives aim to create memorable visitor experiences and ultimately drive our key goal: *to increase hotel stays*.

We're excited about the momentum and look forward to continued collaboration with the City Council to support tourism and economic development.