

Leadership Manor #2- Sesquicentennial Class

Project Presentation
Manor Mobile Visitor Center

CITY OF MANOR



150TH

Anniversary



Leadership Manor 2021-2022 Class Members

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Why a Mobile Visitor Center for the City of Manor & Who is it for?

Reasons Manor should invest in a Mobile Visitor Center

City of Manor

- More effectively market the city's attractions and hotels at festivals, conferences, trade functions, and similar events around the region ("Heads in Beds")

Local Businesses

- Increase the visibility of the City of Manor & its businesses to tourists and residents
- Possible sponsorship & marketing opportunities

Current Residents

- Raise community awareness of the City of Manor & activities the city is involved

Tourists & Potential Residents

- Serves as a mobile contact station at outreach and community engagement events

How would the Manor Mobile Visitor Center be Advertised?

- The Mobile Visitor Center would be marketed in all of City of Manor event advertising. For instance, we would announce an event and tell our guests that they can pick up more information on the event and Manor from the mobile visitor center.
- For this year, Texas Highways, Austin Monthly, TourTexas.com, TexasHighways.com, local and television advertising.
- Also, it would be mentioned in all of the City's promotional materials.
 - Social Media
 - Local Newspaper
 - City's Website

Does the Manor Mobile Visitor Center meet criteria for H.O.T Funds?

✓ Criteria #1: First, every expenditure must DIRECTLY enhance and promote tourism AND the convention and hotel industry.

Criteria #2: Every expenditure of the hotel occupancy tax must clearly fit into one of nine statutorily provided categories for expenditure of local hotel occupancy tax revenues.

✓ 1) Funding the establishment, improvement, or maintenance of a convention center or visitor information center
2) Paying the administrative costs for facilitating convention registration.

✓ 3) Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the city or its vicinity.

4) Expenditures that promote the arts.

5) Funding historical restoration or preservation programs.

6) Funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under 1 million.

7) Funding the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities.

8) Funding transportation systems for tourists

✓ 9) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.