



AGENDA ITEM SUMMARY

District Impacted

- ☐ 1 = Haberstroh
- ☐ 2 = Woolard
- ☐ 3 = Boyd
- ☐ 4 = Cisneros
- ☐ 5 = Bergmann
- ☒ X N/A

DESCRIPTION:

CONSIDER RESOLUTION NO. 2016-R12; A RESOLUTION AUTHORIZING THE CITY MANAGER TO PROCEED WITH PURCHASES AS PER SECTION 6.08 OF THE CITY OF BOERNE'S HOME RULE CHARTER. *(Co-op Advertising with San Antonio Convention and Visitors Bureau)*

RECOMMENDED ACTION (be specific)

Approve expenditure of 30,000.00 from Boerne EDC funds for advertising Boerne in this International advertising program.

DEPARTMENT

CVB

CONTACT PERSON

Larry Woods

SUMMARY

For the past three years the San Antonio Convention and Visitors Bureau (CVB) has promoted San Antonio and the Texas Hill Country in the United States, and internationally through a cooperative advertising program. The cities of Fredericksburg and San Marcos have been a part of this program which includes extensive advertising via print, radio, television, and live representation at international trade shows. In 2015, the City of Boerne was included as a new member of this international marketing campaign.

Once again, the San Antonio CVB will be printing over 750,000 collateral pieces that will be provided to international travelers to include itineraries of the participating cities. All marketing materials will include Boerne and we will have the opportunity to work closely with the San Antonio CVB and their ad agencies in bringing qualified travel writers to our City. We will also be represented at international trade shows such as:

- * Canadian Mission
- * Mexico Mission
- * International POW WOW
- * World Travel Market
- * UK Mission
- * ITB Germany

At each of these shows, collateral materials, as well as zip drives, are handed out with information on each participating City.

This is an outstanding opportunity that will allow Boerne to once

	again be represented on an international level and the exposure that we will receive will surely generate positive interest in Boerne as a destination City outside San Antonio.
COST	\$30,000
SOURCE OF FUNDS	City EDC Funds
ADDITIONAL INFORMATION	2015 Post Report from SACVB, SACVB Hill CountryFY16 Intl Outreach Reco & Summary Cover sheet
POWER POINT ?	No

This summary is not meant to be all inclusive. Supporting documentation is attached.