

Bootstrap Marketing Workshop Series III Kemah, May 15-16, 2006

We're turning up the heat on rural tourism!

You won't want to miss this incredible workshop series from the Texas Department of Agriculture in cooperation with the Office of the Governor, Economic Development and Tourism! We're kickin' it up a notch in Kemah! Look inside for all the details on this two-day rural tourism workshop designed to spice up tourism in your rural community. You'll enjoy a feast of topics including event planning, budgeting and sponsorships, minimizing risk, measuring and investing returns, and of course opportunities to meet and greet your fellow rural Texas community leaders. Be sure to sign up early!

Want to know more? Go to www.TexasYes.org or call (866) 4TEX-YES for details on other fun events and activities being planned.



P.O. Box 12847
Austin, Texas 78711

Bootstrap Marketing Workshop We're turning up the heat on rural tourism! Series III

Kemah, May 15-16, 2006

Kick it up a notch in Kemah! (Bam!) Whether you're a seasoned pro or a rookie, this latest in the series of rural tourism workshops cooked up by the Texas Department of Agriculture's Texas Yes! program, in partnership with the Office of the Governor, Economic Development and Tourism, is for you. With a feast of topics including event planning, budgeting and sponsorships, minimizing risk, measuring and investing returns, and of course networking opportunities, this series has all the ingredients to turn up the heat on your community's tourism success. Attend one daylong session or both!

No matter how you slice it, the new host community of Kemah is a "foodie's" delight. In a half-moon pocket on Galveston Bay, Kemah offers a buffet of waterfront dining, shopping, music and relaxation. Sample this Texas tourism destination while learning how to spice up tourism in your rural community. Look inside for details.



It's like a whole other country.

Office of the Governor,
Economic Development and Tourism



Texas Department of Agriculture
Susan Combs, Commissioner

Bootstrap Marketing Workshop Series III

Kemah, May 15-16, 2006

Location:

Landry's Seafood Restaurant – 3rd Floor,
#1 Kemah Waterfront

Who should attend?

Whether you've attended previous workshops or are new to designing a tourism program, these sessions are designed for you!

- Economic Development Specialists
- Chambers of Commerce and Convention Visitors Bureaus
- Councils of Government
- Tourism Councils and Travel-Related Businesses
- Town/City Managers and Elected Officials
- Rural and Small Communities and Regional Associations

Who should you contact for more information?

Texas Department of Agriculture
Toni King (512) 463-7405
E-mail: toni.king@agr.state.tx.us

Partners:

Texas Department of Agriculture
Office of the Governor, Economic Development and Tourism

What is the fee?

Prepaid (includes lunches, breaks and workshop materials):

- \$75 for both days, first attendee from your organization
- \$60 for both days, each additional attendee/spouse from the same organization
- \$60 for one day only
- \$100 at the door per person (both days)

Refund Policy:

Cancellations made five working days before the respective workshop will receive a full refund. No refunds will be issued for cancellations received after the deadline, and no refunds will be issued for "no shows." The Texas Department of Agriculture and the Office of the Governor, Economic Development and Tourism, reserve the right to substitute speakers, dates and times and will exercise every effort to notify registrants in advance.

What's on the menu?

Cooking Up Events 1.01 and

Making Your Event a Three-Course Meal

From the basics of naming an event to attracting the right audience and sponsorships by designing a program with all the right ingredients, follow step-by-step recipes to cook up the perfect event for your community. *With Bruce Erley, President and CEO, Creative Strategies Inc.*

How to Pay for Dinner

Or Better Yet, Getting Someone Else to Pay for Dinner

Learn how to create a revenue stream from merchandise, food and gate sales, and attract sponsorships with appetizing packages that benefit your bottom line. *With Bruce Erley, President and CEO, Creative Strategies Inc.*

Icing on the Cake: The Economic Return

Understanding the economic return on rural tourism can sweeten success. Learn how to project tourism's value to your community and receive a report on the economic impact of rural tourism for Texas communities. *With Roger Hanagriff, Associate Professor at Sam Houston State University.*

How to Boil Water Safely: Managing Risk

Design events and activities with an understanding of the risks; manage and minimize liabilities including alcohol liability and liability for volunteers. *With Tom Shipp, Vice President, Kaliff Insurance, San Antonio.*

Just Desserts: Investing Your Local Occupancy Tax

All the "how to's" of collecting and investing the Texas Local Occupancy Tax. *With Stan Hodge, Director of Travel Research, Office of the Governor, Economic Development and Tourism.*

And more on marketing opportunities, state agency resources, Texas Yes! community successes and leveraging your Texas Yes! membership.

Comments from Bootstrap Marketing Series I and II

"I cannot believe the value of knowledge I received for so little money! Thanks!"

"Very well organized. Would definitely look forward to future presentations!"

"The workshop gave me great info and insight."

"A well spent \$75 for two great days."

2006 Texas Yes! Bootstrap Marketing Series III Workshop Agenda

Day 1: Ready, Set, Cook!

This session is designed to equip rural communities with the basic knowledge, tools and recipes for success when creating or improving a tourism program.

Cooking Up Events 1.01

Bruce Erley, President and CEO, Creative Strategies Inc.

Making Your Event a Three-Course Meal

Bruce Erley, President and CEO, Creative Strategies Inc.

Texas State Agency Partners

How to Pay for Dinner: Revenue Streams

Bruce Erley, President and CEO, Creative Strategies Inc.

Getting Someone Else to Pay for Dinner: Sponsorship Packages

Bruce Erley, President and CEO, Creative Strategies Inc.

Day 2: Blue-Ribbon Creations

This daylong session provides more in-depth details on serving up success for new or existing rural tourism programs.

Icing on the Cake: The Economic Return

Roger Hanagriff, Associate Professor at Sam Houston State University

How to Boil Water Safely: Managing Risk

Tom Shipp, Vice President, Kaliff Insurance, San Antonio

Just Desserts: Investing Your Hotel/Motel Tax

Stan Hodge, Director of Travel Research, Office of the Governor, Economic Development and Tourism

Texas Cooperative Program and Marketing Texas

Tex Toler, TM Advertising

Texas Yes! Membership Benefits

Texas Department of Agriculture Staff

Bootstrap Marketing Workshop Series III

Turning up the heat on rural tourism!

Sign Me Up!

Name _____

Title _____

Organization _____

Additional Attendees _____

Title _____

Title _____

Title _____

Address _____

City _____

State _____

Zip _____

Phone _____

Fax _____

E-mail Address _____

Host Hotels:

Hampton Inn
3000 NASA Parkway
Seabrook, Texas 77586
(281) 532-9200

La Quinta Inn & Suites
3636 NASA Parkway
Seabrook, Texas 77586
(281) 326-7300

Workshop Registration

Includes all workshop materials, lunch and two refreshment breaks

First attendee (both days) \$75 \$ _____

One series session only \$60 _____

May 15, Session One Series _____

May 16, Session Two Series _____

_____ Additional attendees x \$60 _____

TOTAL \$ _____

Make checks payable to Kemah Boardwalk and send registration form and payment to:

City of Kemah
1401 Highway 146
Kemah, Texas 77565

Contact: Kathy Pierce
Phone: (281) 334-1611
kpierce@kemah-tx.com