



# Type B Presentation

May 21, 2018



# Corpus Christi Holidays on the Bay

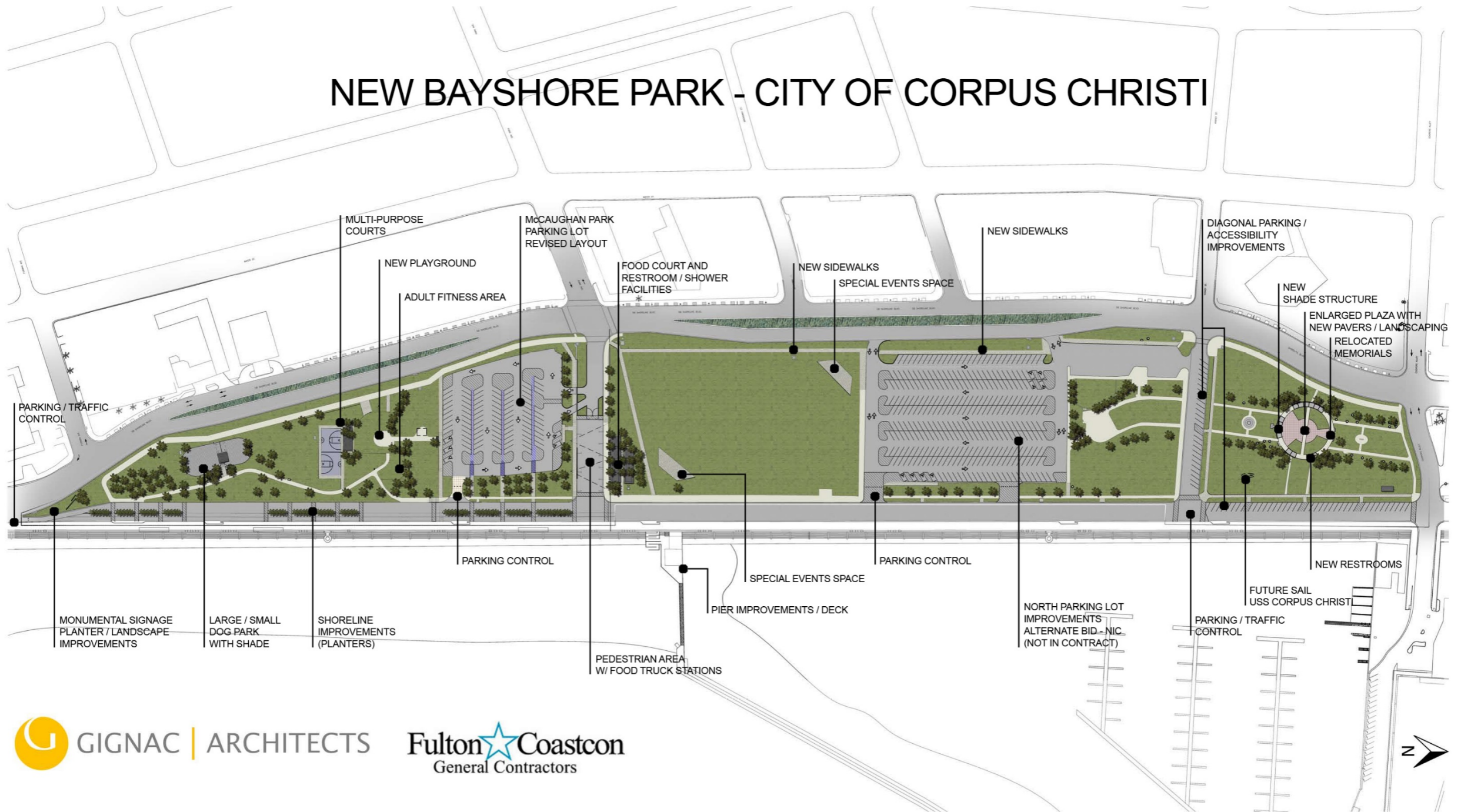
## MISSION

Coordinate with existing organizations to deliver cohesive and consistent holiday decorative elements and unique programming during the month of December in order to increase HOT, stimulate the Coastal Bend economy through sales tax and enhance the quality of life of residents.

## VISION

Large scale and impactful holiday-inspired decorative elements in the downtown area of Corpus Christi and incorporate unique programming on every weekend in the month of December.

# NEW BAYSHORE PARK - CITY OF CORPUS CHRISTI



# Decorative Elements



THE MOST BEAUTIFUL,  
FABULOUS, GORGEOUS  
CHRISTMAS TREE  
IN THE ENTIRE PLANET!



# Decorative Elements



# Decorative Elements



# Decorative Elements



Reimagined Peppermint Lane



# Decorative Elements



## LIGHTING THE PARKS

*La Retama Park, Artesian Park, Heritage Park*



## DOWNTOWN BUILDINGS HOLIDAY LIGHTS COMPETITION



## NEW BOWS AND GARLANDS ON LIGHT POLES

# Holiday Programming

2018  
1ST  
WEEKEND  
OF  
DECEMBER

HARBOR  
LIGHTS  
FESTIVAL  
AT  
WATER'S  
EDGE

2018  
2ND  
WEEKEND  
OF  
DECEMBER

ARTWALK  
IN  
DOWNTOWN

2018  
3RD  
WEEKEND  
OF  
DECEMBER

CHRISTMAS  
VILLAGE  
AT  
HERITAGE  
PARK

2018  
4TH  
WEEKEND  
OF  
DECEMBER

FESTIVUS  
CELEBRATION  
AT  
WATER'S  
EDGE  
AND  
DOWNTOWN

2018  
5TH  
WEEKEND  
OF  
DECEMBER

HEALTHY  
GOALS  
BRIDGEWALK  
STARTING  
AT  
HERITAGE  
PARK

# Holiday Programming

HARBOR  
LIGHTS  
FESTIVAL  
AT  
WATER'S  
EDGE

In its 37th year, Harbor Lights Festival is an annual tradition that kicks off the holiday season in the Coastal Bend. In 2018, the festival moves to a new home at The Water's Edge on the beautiful Corpus Christi Bayfront.



# Holiday Programming

ARTWALK  
IN  
DOWNTOWN

ARTWALK is a monthly favorite thing to do in Corpus Christi. In December, the downtown area comes alive with artisan vendors and activities that will put the *jingle jingle* in the holiday spirit.



# Holiday Programming

CHRISTMAS  
VILLAGE  
AT  
HERITAGE  
PARK

Take a step back in time and enjoy a special holiday experience in Heritage Park. Nestled within the historic homes of Corpus Christi, this event will include multi-cultural family friendly readers theater performances, a Posada, carolers in period dress and more!



# Holiday Programming

## FESTIVUS ACTIVITIES AT THE WATER'S EDGE

Festivus is a pop culture phenomenon that has become an alternative way to celebrate the holidays. Corpus Christi will feature fun events for people who favor a non-traditional celebration. Elements of this event include "The Airing of Grievances" and "Feats of Strength" at The Water's Edge around an unadorned aluminum pole.




# Holiday Programming

HEALTHY  
GOALS  
BRIDGEWALK


Start the New Year off right with a brisk early morning walk on the iconic Harbor Bridge. A monthly staple in Corpus Christi, Bridge Walk has offered attendees great views of the city while offering a unique fitness experience that can only happen in our beautiful city.

**BRIDGE**  
WALK

# Month-Long Promotions

 **SIGNATURE WEBSITE** that highlights holiday-oriented events in the Coastal Bend

 **TRADITIONAL ADVERTISING** inclusive of billboards, print and television

 **DIGITAL MEDIA PROMOTIONS** inclusive of promoted blogs, targeted social media campaign and Google key word search



# Potential Economic Impact

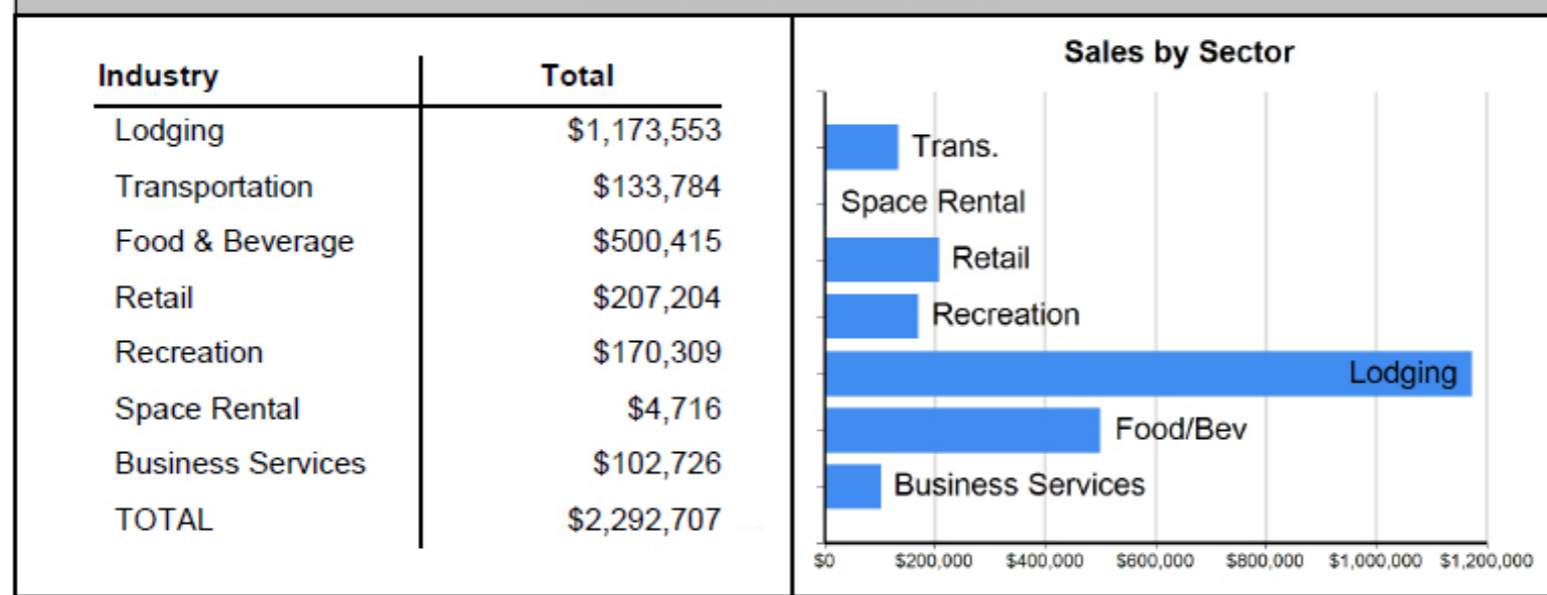


## Event Impact Summary

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	Corpus Christi Holidays on the Bay	Business Sales (Direct):	\$2,292,707
Organization:	CCCVB	Business Sales (Total):	\$3,575,483
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	1,520
Start Date:	12/01/2018	Jobs Supported (Total):	1,825
End Date:	12/31/2018	Local Taxes (Total):	\$135,931
Overnight Attendees:	11330	Net Direct Tax ROI:	\$127,824
Day Attendees:	0	Estimated Room Demand:	13,000

### Direct Business Sales



- In 2016, Corpus Christi ran a **41.3%** occupancy in December
- If we increase the occupancy to **45%**, the increased economic impact will be **\$2,292,709**

# Potential Economic Impact

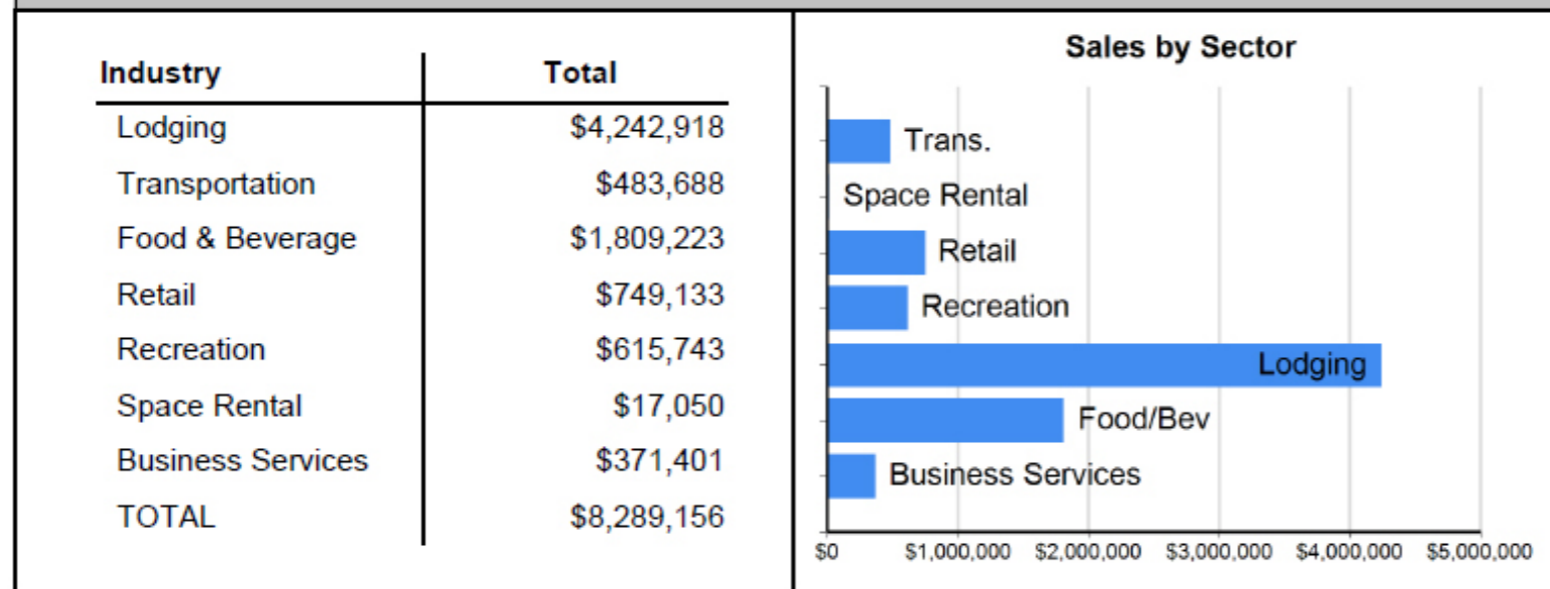


## Event Impact Summary

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	Corpus Christi Holidays on the Bay	Business Sales (Direct):	\$8,289,156
Organization:	CCCVB	Business Sales (Total):	\$12,926,961
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	5,495
Start Date:	12/01/2018	Jobs Supported (Total):	6,597
End Date:	12/31/2018	Local Taxes (Total):	\$491,450
Overnight Attendees:	40963	Net Direct Tax ROI:	\$462,140
Day Attendees:	0	Estimated Room Demand:	47,000

### Direct Business Sales



- In 2016, Corpus Christi ran a **41.3%** occupancy in December
- If we increase the occupancy to **55%**, the increased economic impact will be **\$8,289,156**

# Potential Economic Impact



## Event Impact Summary

Destination: CORPUS CHRISTI CONVENTION & VISITORS BUREAU

Event Parameters		Key Results	
Event Name:	Corpus Christi Holidays on the Bay	Business Sales (Direct):	\$14,285,605
Organization:	CCCVB	Business Sales (Total):	\$22,278,438
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	9,471
Start Date:	12/01/2018	Jobs Supported (Total):	11,369
End Date:	12/31/2018	Local Taxes (Total):	\$846,969
Overnight Attendees:	70596	Net Direct Tax ROI:	\$796,456
Day Attendees:	0	Estimated Room Demand:	81,000

### Direct Business Sales

Industry	Total
Lodging	\$7,312,283
Transportation	\$833,591
Food & Beverage	\$3,118,032
Retail	\$1,291,063
Recreation	\$1,061,177
Space Rental	\$29,384
Business Services	\$640,074
<b>TOTAL</b>	<b>\$14,285,605</b>

Sector	Total
Trans.	\$833,591
Space Rental	\$29,384
Retail	\$1,291,063
Recreation	\$1,061,177
Lodging	\$7,312,283
Food/Bev	\$3,118,032
Business Services	\$640,074

- In 2016, Corpus Christi ran a **41.3%** occupancy in December
- If we increase the occupancy to **65%**, the increased economic impact will be **\$14,285,605**



Questions

Thank You!