



DRIPPING SPRINGS
Texas

ECONOMIC DEVELOPMENT COMMITTEE REGULAR MEETING

City of Dripping Springs

Council Chambers, 511 Mercer St, Dripping Springs, TX

Wednesday, August 24, 2022 at 4:00 PM

Agenda

CALL TO ORDER AND ROLL CALL

Committee Members

Kim Fernea, Chair

Robert Avera

Rex Baker

Russell Collins

Tiffany Duncan

Dave Edwards

Melanie Fenelon

Whit Hanks

Susan Kimball

John Kroll

Taline Manassian

Keenan Smith

Jeff Nydegger (Advisory Member)

Staff, Consultants & Appointed/Elected Officials

City Administrator Michelle Fischer

Mayor Bill Foulds, Jr.

AGENDA

- 1. Update regarding the City Wastewater System.**
Mayor Bill Foulds, Jr.
- 2. Presentation regarding Dripping Springs Tourism.**
Pam Owens, CEO Dripping Springs Visitors Bureau
- 3. City Council Monthly Report**
Mayor Pro Tem Taline Manassian
- 4. Emergency Services District Report**
Committee Advisory Member Robert Avera
- 5. Dripping Springs ISD Report**
Committee Member Tiffany Duncan
- 6. TIRZ Projects Report**
Committee Members Dave Edwards and Keenan Smith

7. **Chamber of Commerce Report**
Committee Member Susan Kimball
8. **Community Activities Report**

UPCOMING MEETINGS

Economic Development Committee Meetings

September 28, 2022, at 4:00 p.m.
October 26, 2022, at 4:00 p.m.
December 7, 2022, at 4:00 p.m.

City Council Meetings

August 30, 2022, at 5:30 P.M.
September 6, 2022, at 6:00 p.m.
September 13, 2022, at 5:30 p.m.
September 20, 2022, at 6:00 p.m.
September 27, 2022, at 5:30 p.m.

ADJOURN

This facility is wheelchair accessible. Accessible parking spaces are available. Requests for auxiliary aids and services must be made 48 hours prior to this meeting by calling (512) 858-4725.



**It All Starts With A Visit
Dripping Springs Visitors Bureau**

Dripping Springs Visitors Bureau

- 501(c)(3) charitable non-profit organization
- 2 staff members
 - Pam Owens – President/CEO
 - Samantha Larghe – Brand Manager
- 10 office volunteers – 2 per day
- Governed by a board of directors and assisted by a Tourism Advisory Team made up of local tourism partners as well as a City representative
- Destination Dripping Springs is the marketing arm of the DSVB

The Mission of the Dripping Springs Visitors Bureau is to promote tourism and serve as ambassadors to connect visitors/guests and the community.

Funding Sources

- Annual HOT grant from City of Dripping Springs this budget year - \$195,000
- Small grant from DS Chamber of Commerce - \$2,500 (estimate)
- Portion of ad proceeds from DS Visitor's Guides - \$4,000 (estimate)
- DestinationDrippingSprings.com Enhanced Partners Profile (new program - \$2,000 estimate)
- Fundraisers by DSVB - \$28,500 (estimate)
 - Dripping with Taste Trail Passport
 - Dripping Springs Songwriters Festival
- 2022 DSVB board approved budget - \$232,000

Visitors Center

Regular schedule of 2 volunteers per day,
Monday through Friday, 9am-4pm.

- Number of visitors in 2019 – 1375
- Number of visitors in 2020 – 634
(Closed part of the year due to Covid)
- Number of visitors in 5 months of 2021 – 413 (Closed part of the year due to Covid)
- Number of visitors in 2022 up through July - 821
- Facility provided by City of DS and shared with the DS Chamber of Commerce



Marketing

- Will spend approximately \$43,500 on direct marketing from Oct 1, 2022-Sept 30, 2022 – primarily through bi-annual Visitor’s Guide, digital ads, social media and websites
- We promote all aspects of tourism in the Dripping Springs/Driftwood area including:
 - Wedding Capital of Texas®
 - Dripping with Taste® Trail
 - Dripping Springs Songwriters Festival
 - Natural beauty and parks of the area
 - Events at DS Ranch Park, Founders Day, Christmas on Mercer
 - Local events at music venues, wineries, breweries, distilleries, and food establishments



Destination Dripping Springs

- Destination Dripping Springs website - DestinationDrippingSprings.com
- Analytics show 35,913 individual views during June 2022
- Blog Posts on website – wide variety of information about things to do
- Includes an app – shows events, attractions, lodgings, dining, day trips, etc.
- Newsletters and Event Calendar – live music and events – emailed to 8,200+ per month, with average open rate of 41%
- Social Media – postings weekly
 - **Facebook**
Post Reach – 164k, 6,045 Page Likes
 - **Instagram**
Impressions – 32k - 7,679 Followers
 - **Pinterest** – 6k Impressions in 1 month



Wedding Capital of Texas®

- Wedding Capital of Texas® - WCOT started by DS Chamber of Commerce – now owned and managed by DSVB
- Social Media – postings weekly (Facebook & Instagram)
- Quarterly Newsletter – launched 2021 for wedding professionals
- Bi-Monthly Network Meetings – for wedding professionals
- Showcase – bi-annual event with 30+ local vendors for engaged couples and their families. The Winter Showcase in January and the Summer Showcase in July includes tours at wedding related businesses.



Dripping Springs Songwriters Festival

- Owned and managed by the Dripping Springs Visitors Bureau since 2020, this year's 8th annual production includes but not limited to:
 - Vetting songwriters
 - Soliciting and securing sponsorships
 - Marketing and advertising - print and social media
 - Securing housing for songwriters
 - Securing and managing more than 50 volunteers
 - Securing lodging for 30+ songwriters
 - Working with historic districts' host venues and businesses

Market year long through social media and newsletters



Dripping with Taste® Trail

- The DWT Trail includes all 29 wineries, breweries and distilleries in the DS/Driftwood area.
- The Passport has been a fundraiser for the Visitors Bureau and a way for us to promote our craft beverage scene through participating wineries, breweries and distilleries donating their products to consumers who have purchased the “Trail” digital passport. The Visitors Bureau received funds from participant’s purchase, and we promote the Trail through: social media, press releases, webpage, “Texas Highways” digital banner ads, etc.
- The first highly successful Dripping Springs Brewers Festival was held March 26 downtown near the Stephenson and Old Academy buildings. All eleven brewreies in the DS/Driftwood area participated and the next one is March 25, 2023



Birding In Dripping Springs

- Created Birding webpage on DestinationDrippingSprings.com
- Email a quarterly newsletter – Birds & Blooms
- Assisted City of Dripping Springs with:
 - Bird City designation
 - Festival of Flight at Charro Ranch Park



**BIRD
CITY
TEXAS**



Want to discover the best birding in the Texas Hill Country? Read on!

Texas Lifestyle Magazine recently interviewed Destination Dripping Springs President/CEO, Pam Owens.

" Pam Owens' love for the region combined with her former business experiences made her a natural fit to lead the newly formed **Dripping Springs Visitors Bureau** in 2016. A native of southeast Texas, Owens has lived in Dripping Springs since 1983.

We chatted with her about the recently announced program, **Birds and Blooms** , in the Dripping Springs area."

[Read On](#)

Music Friendly Community

- Received designation in May 2021
- Created Music Friendly page on DestinationDrippingSprings.com
- Developed a PR campaign
- Developed community advisory board
- Collecting names/contacts of community music members



Film Friendly Community

- Received designation in August 2018
- Assist scouts/film producers to find locations, contacts, etc.
- Assist with required city documentation



Designations are through the Office of the Governor.

Holiday Lighting

- Since 2018, the Visitors Bureau has campaigned for community members and businesses to donate to light up Historic Mercer Street.
- Each year we've been able to add additional lighting, decorations and a photo op.
- We will again have a community drive to increase awareness and overall presentation.
- The "Buy A Light" donation campaign starts on September 1.



Visitor's Guides

- Staff assists the publisher with topics, photos, lists and articles
- 15,000 printed twice yearly – Spring/Summer and Fall/Winter
- Distributed to the 11 Texas information centers, Hill Country and Dripping Springs/Driftwood locations and to DS Century News subscribers
- Included in the Chamber of Commerce new resident bags and given to guests who stop by the Visitors Center
- Given to local businesses and homeowner associations
- Placed in the 3 magazine racks on Mercer Street and 2 at the Visitors Center
- Digital copy is on DestinationDrippingSprings.com



Solar Eclipses

- Planning marketing for the 2023 annular and the 2024 total eclipse since the Hill Country and Dripping Springs is in the center of totality for the 2024 total eclipse.
- Have developed webpage on DestinationDrippingSprings.com for information
- Working with the City of DS and other Hill Country community leaders.



Texas Hill Country Trail Region

- Pam serves on the board of directors and is past president of the 19 county organization with an emphasis on historic locations
- We participate with other communities in the Region's marketing and workshops
- Had co-op marketing campaign with Dallas-based social media influencer who visited Dripping Springs



Advocacy

- Participate with the Texas Travel Association's advocacy efforts for tourism funding
- Assisted local tourism businesses with federal grants stemming from Covid closures
- Distribute monthly press releases to local and regional publications to keep Dripping Springs tourism in the forefront and top of mind
- Sponsor Tourism Tuesday & Wedding Capital Networking Group - for local tourism professionals
- Participate in annual National Travel & Tourism Week
- Pam to participate on panel for CVB's with less than \$300,000 budget at Texas Association of Convention & Visitors Bureaus annual conference in August.
- Pam serves on the Dripping Springs Ranch Park Board of Directors and the City's 2045 Comprehensive Plan

2023 Goals

- **Increase** visits to Dripping Springs year around by:
Establishing a media plan with data intelligence – valuable to multiple entities offering visitor statistics showing visitor home and lodging locations, purpose of visit, shopping trends, etc.

Data intelligence will allow us to target future marketing and assist current DS businesses in their marketing, as well as provide insight for future tourism entrepreneurs.

- **Engage** a professional video company to video events, experiences and settings to include in marketing campaigns.
- **Assist** in developing more local art experiences, especially in open spaces
- **Continue** to improve DestinationDrippingSprings.com SEO, ease of use for visitors and residents, increase membership in the Enhanced Partner Profile
- **Continue** to be a source of tourism information for visitors and residents as well as local entities



2021 Dripping Springs Songwriters Festival Video

<https://vimeo.com/641698159>