

VISIT  
**Baytown**  
**COMMUNITY ADVOCACY GUIDE**



## Purpose of Baytown Tourism's Advocacy Guide

It is important to find the right person to tell the right story to the right audience. When community stakeholders understand the value of tourism, they prioritize and support the tourism industry. To help our Baytown community tell the Baytown story we have designed this Advocacy Guide to briefly outline Visit Baytown's purpose, structure, key messages and strategic imperatives for community stakeholders in 2024. Ultimately, this document is intended to be used as a reference guide for anyone that is invested in the growth and prosperity of Baytown.



## We are the Baytown CVB

But what is a CVB? CVB stands for Convention and Visitors Bureau, which is an organization dedicated to promoting a specific city, region, or other designated area as a prime destination for tourists, business travelers, conferences, and events. So, Visit Baytown's main objective is to enhance Baytown's image as a travel destination and increase visitation which supports the local economy. These days, you will often hear a CVB referred to as a DMO instead. DMO stands for Destination Marketing Organization because most of what Tourism teams focus on is marketing and advertising.

Ultimately, we want to support economic development, foster community pride, protect our funding, and enhance transparency through this document.





## Who is your Tourism Team?

The Tourism Division falls within the Public Affairs Department under the leadership of Thomas Reeves, Director of Public Affairs. The tourism team works closely with both the Strategic Communications and Community Engagement Divisions of Public Affairs.



**THOMAS REEVES**

Director of  
Public Affairs



**ANNA YOWELL**

Tourism  
Manager



**SHEREE CARDWELL**

Marketing  
Coordinator



**STACI WISE**

Sales & Outreach  
Coordinator



**VICTORIA CARRILLO**

Administrative  
Technician

## Tourism Highlights

- The Tourism team enhances Baytown experiences for visitors by producing sales materials that include literature in Spanish, and an accessible visitor center.
- In Baytown, Nature Tourism isn't just a pastime – it's a cornerstone of our identity and allure. We take pride in heavily promoting Nature Tourism such as hiking and biking trails, wildlife and bird watching, paddle areas, nature interpretation, and nature photography.
- New for 2023 was the addition of convention sales and sporting event sales to our portfolio of services. This expansion allows us to diversify our offerings and cater to a broader range of clientele.
- By partnering with convention center and meeting spaces, we facilitate economic growth through attracting business and boosting tourism revenue streams, which in turn supports local businesses and infrastructure development.
- Our collaboration with the city's Parks and Recreation team underscores our commitment to leveraging our city's sports fields to foster direct visitor spending to the City.





**In 2023, the Tourism team and volunteers made big strides towards becoming a Deaf Friendly Destination by successfully implementing a Deaf friendly visitor center.**

## What sets Baytown Tourism apart?

In 2023, the City of Baytown worked with Development Counselors International on an Image Research Study and Messaging Campaign. From that study, several key messages were identified that include and support Tourism initiatives. For 2024, Tourism marketing campaign development will focus on the following key messages:

***Baytown is a Global Powerhouse*** - Just like the theme of National Travel and Tourism Week 2024, Baytown is a Global Industry Powerhouse. Baytown's industrial prowess not only drives global commerce but also fuels its tourism sector by attracting corporate visitors, short-term contractors, and facilitating large meetings and gatherings. With renowned companies like ExxonMobil and Covestro at its helm, coupled with state-of-the-art facilities like TGS Cedar Port Industrial Park, Baytown offers a unique blend of business and leisure opportunities, ensuring a vibrant and diverse visitor experience.

***Baytown is Uniquely Positioned for Growth*** - Baytown is a prime Gulf Coast business location just 30 minutes east of Houston. The city is uniquely positioned on Interstate 10 with easy access to Highways 99 (Grand Parkway), 146 and 225 as well as the Port of Houston and both major Houston airports. The region ranks No. 2 in the nation for having the most Fortune 500 headquarters, totaling 25. This vibrant business environment surrounding Baytown provides numerous opportunities for collaboration, networking and access to a diverse range of industries and resources.



***Family Adventures and Cultural Treasures*** - Baytown offers ample low-to-no-cost options for the whole family. Discover the city's creative side in the Downtown Arts District with a self-guided tour of the Sculpture Trail or by attending one of the free family events. Visitors can also cool off at Pirates Bay Waterpark which offers fun for all ages, or unwind at Yezpe Vineyard while viewing the gorgeous scenery.

***Outdoor Exploration Abounds*** - Baytown is a coastal oasis for birding, fishing, kayaking, picnicking and outdoor play. As a designated site on the Great Texas Coastal Birding Trail, the center's diverse habitats, including hardwood uplands, tidal marsh and freshwater wetlands, attract more than 300 species of resident and neo-tropical migrant birds. With 50+ parks, more than 15 miles of scenic trails, and expansive green spaces, residents and visitors can immerse themselves in the beauty of the city.





## What does the Visit Baytown team offer you?

- Tourism promotion and marketing of Baytown's assets
- Providing resources to visitors at our visitor center and online
- Local business and community liaisons
- Meeting and event planning assistance
- Event calendars, brochures, and dining guides
- Conference registration support
- Welcome bags

## Who uses our services?

- Tourists and visitors
- Event planners
  - » Conference hosts
  - » Sports organizations
- Local businesses
- Community members

# How do these services benefit Baytown?



**BOOSTS**  
the local economy



**FOSTERS**  
community pride



**ENHANCES**  
city's image  
and visibility



**SUPPORTS**  
local business



**PRESERVATION**  
of historical resources



Fun Fact: Close to 3,000,000 visitors stopped at Buc-ee's Baytown during 2023, at least once!


## **Top 2024 Strategic Imperatives**

- Celebrate Baytown's tourism successes more broadly
- Build a bigger tourism tent by way of a Tourism Collaborative
- Leverage the strong potential of amateur and youth sports
- More prominently promote Baytown as a wedding and family reunion destination
- Sharpen our Tourism Brand; particularly focusing on water assets.
- Increase awareness to new audiences and re-imagine new relationships.

## **Top 2023 Success Stories**

- Baytown Tourism was recognized statewide for the Lobby Outreach Program
- Tourism staff member gained appointment to the Texas Independence Trail Region board of directors
- Garnered 3 Texas Travel Awards for local tourism programming: Best Under the Radar Activity, Best Community Event, and Best Visitor Center

## **Charting the Course for 2024**

- Pursuing Film Friendly Destination designation
  - Pursuing Bird City Destination designation
  - Providing a year long hospitality education series to local business stakeholders
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## How are we funded?

The Baytown CVB is funded by Hotel Occupancy Tax (HOT) dollars. This tax is charged to guests who stay in a hotel or motel within the city limits. Each overnight stay is charged a 17% tax per room, per night.

**2% goes to Harris County**



**2% goes to the Harris County Sports Authority**



**6% goes to the state of Texas**



**7% goes to the City of Baytown**



Once the funds go to Baytown, a large portion is allocated to the tourism division for the employees, operations, marketing, and promotions. A portion of the HOT is also used to support local events and improve amenities such as parks, waterways, and other infrastructure that enhance the visitor experience. It ensures that the revenue generated from tourism directly benefits the community by enhancing its attractiveness as a destination and maintaining its appeal to visitors.



## Lodging



30 overnight  
lodging properties



over 2,000 rooms



3 hotels with  
convention or  
event space



## Benefits of Tourism in Baytown – Year 2023

Visitors direct spending on overnight stays at lodging properties, meals, and other activities contributes vital cash into Baytown’s economy which supports jobs and businesses.

### Total Direct Travel Spending

**\$252.9M**  **up 6.5% YOY**

These are purchases by visitors during their trip, including lodging taxes and other applicable local and state taxes.

### Local Direct Tax Receipts

**\$11.5M**  **up 7.7% YOY**

Taxes collected by municipalities, levied on applicable travel-related purchases, including lodging, food and beverage, retail and motor fuel and other miscellaneous taxes applied at the point of sale.

### Tax Relief Per Household



**\$650**  
**per Household**

Visitor spending in Baytown results in an estimated \$650 in tax relief per household.



## Total Direct Earnings - Wages/Salaries

**\$76.9M**  **up 4.9% YOY**

Earnings of employees and owners of businesses that are attributable to travel expenditures. This includes wage and salary disbursements, earned benefits and proprietor income.

## Total Direct Employment

 **1,620 Jobs**

Employment earnings associated directly with travel expenses include both full- and part-time positions of wage and salary workers and proprietors.



**1 in 10 jobs**

Travel supports one out of every ten jobs in Baytown.

Increased visitor spending contributes to funding essential city services, including fire and police departments. Tourism dollars also play a pivotal role in sustaining local restaurants and providing livelihoods for hospitality workers in the community.



# Contact Us

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