

BACKGROUND

- **In August 2017, City Council approved a renewal of the contract and corresponding HOT (Hotel Occupancy Tax) funding allocation with IWSC for the execution of the 2018 Sugar Land Wine & Food Affair**
- **In April 2018, IWSC produced the 15th annual Sugar Land Wine & Food Affair held at various locations throughout Sugar Land**
- **As outlined in the contract, IWSC must present to Council how HOT funds will be utilized for the promotion of tourism to attract visitors to Sugar Land**

TONIGHT'S PRESENTATION OUTLINE

- **Share the 2018 event success and challenges**
- **Discuss the 2019 plans**
- **Present the 2019 Event Marketing Plan & Budget (HOT)**
 - **Promote and advertise the event in regional markets**
 - **Feature Sugar Land as a destination city**



15TH ANNIVERSARY
SUGAR LAND
WINE & FOOD
AFFAIR

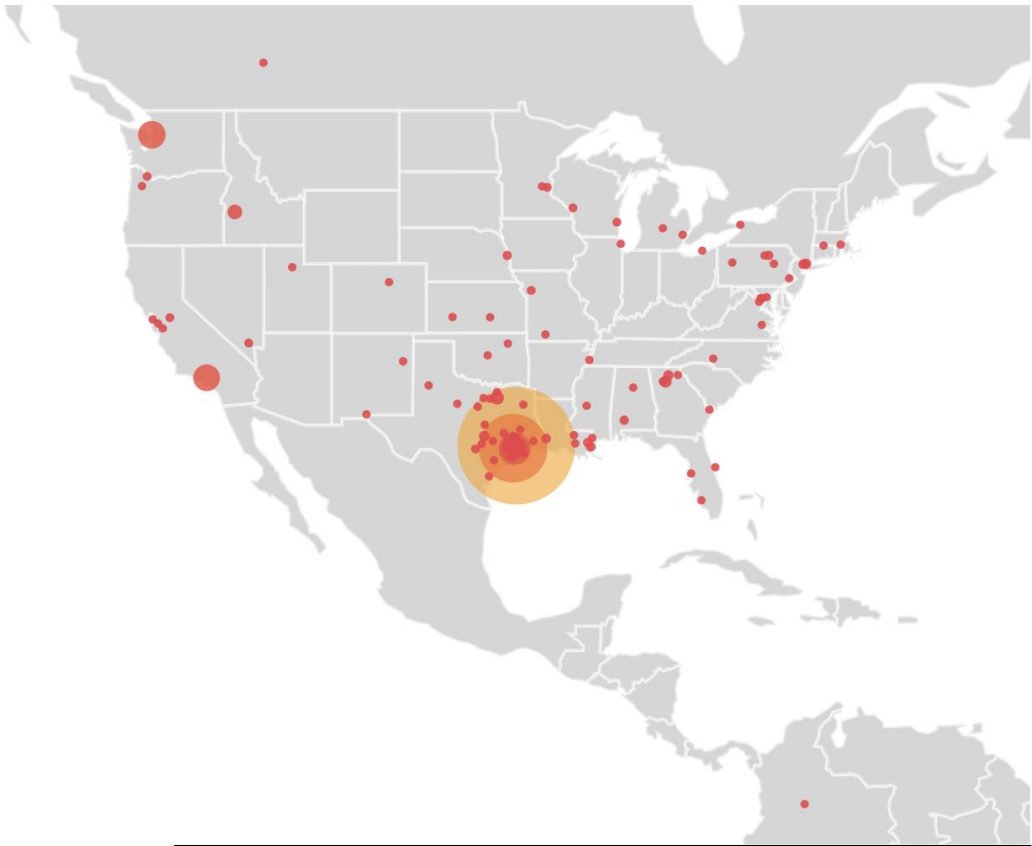
2018 HIGHLIGHTS
CITY COUNCIL PRESENTATION



ATTENDANCE

2016	2017	2018
10	27	34
61	121	166
n/a	Australia Canada England Germany Republic of China	Australia Canada Columbia Germany Hong Kong South Africa U.K.

0 unique guests attended the events including an intimate, Tuesday Night dinner at the Sugar Mill Museum, a re-launched lounge, entertaining Grand Tasting and Bistro Brunch at the new Festival site in Sugar Land.



TOP 5 BUYER LOCATIONS	
Houston, TX	32%
Sugar Land, TX	16%
Missouri City, TX	6%
Los Angeles, CA	4%
Seattle, WA	3%

GEOGRAPHIC REACH

34 TOTAL STATES

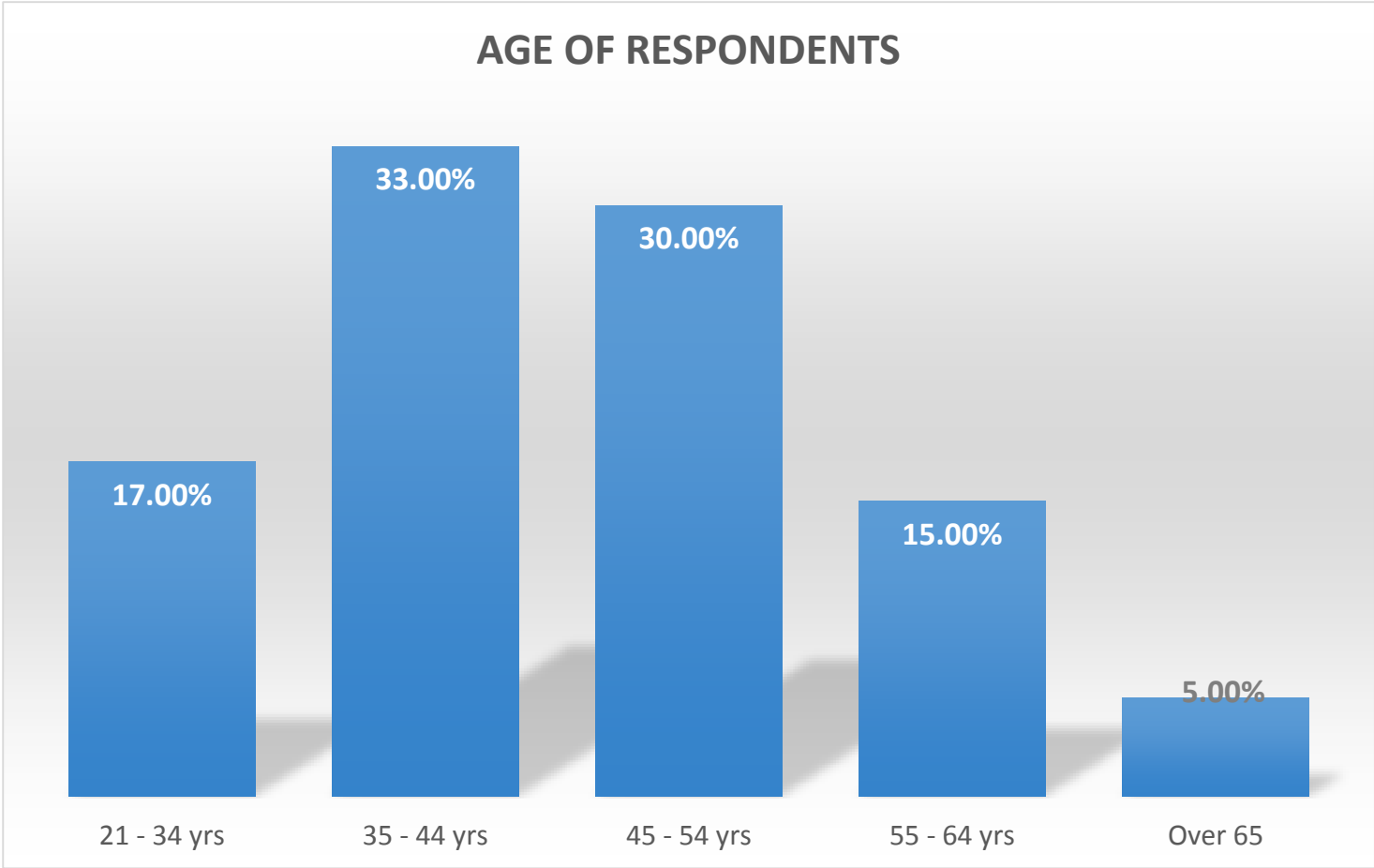
Alabama, Arkansas, California, Colorado, Connecticut, Florida, Hawaii, Idaho, Illinois, Kansas, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Nebraska, New Mexico, New York, New Jersey, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont, Virginia, Washington, Wisconsin

7 INTERNATIONAL COUNTRIES

Australia, Canada, Columbia, Germany, Hong Kong, South Africa, United Kingdom

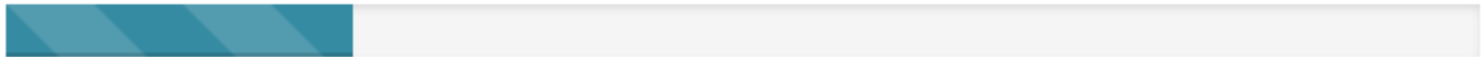
ATTENDANCE

AGE OF RESPONDENTS



Male

23.54%



Female

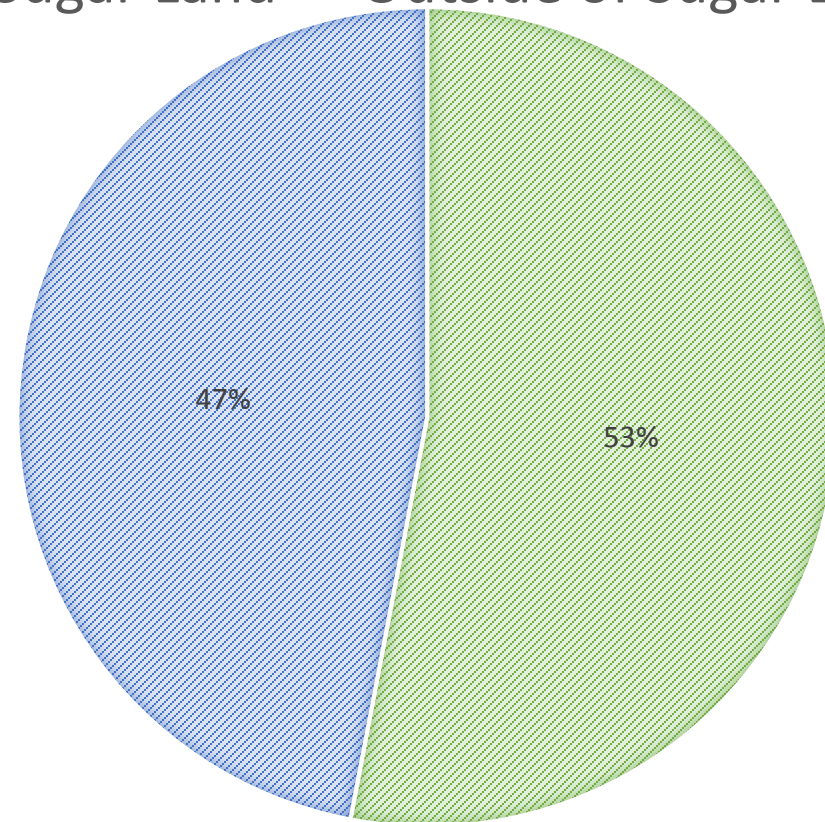
76.48%



ATTENDANCE

VISITORS TO SLWFA

■ Sugar Land ■ Outside of Sugar Land



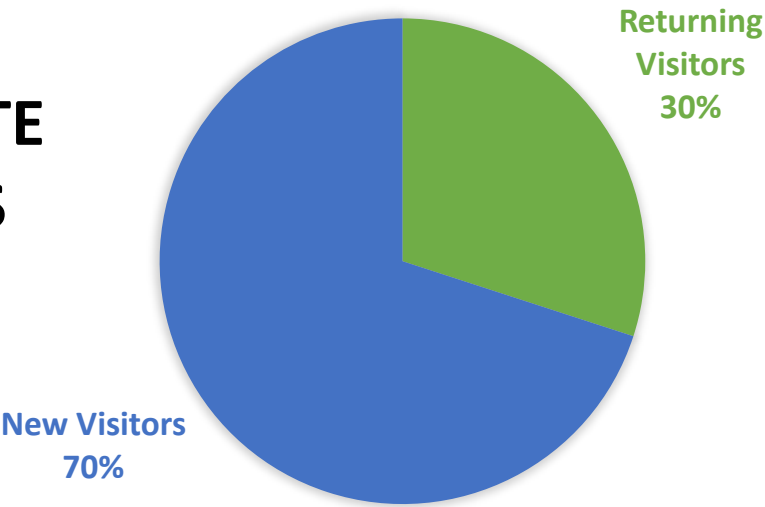
Economic Impact during SLWFA within Sugar Land:

- ***Travel & Lodging:*** SLWFA tracked 160 room nights at the Marriott Town Square
- ***Shopping:*** the average guest reported spending more than \$65/each
- ***Dining Out:*** the average guest reported spending more than \$100/each



WEB & SOCIAL COVERAGE

WEBSITE VISITS



	2015	2016	2017	2018
WEBSITE – VISITS	24,156	28,987	38,375	29,892*
FACEBOOK	2,236	4,000	5,062	5,751
INSTAGRAM	n/a	500	889	1,113
TWITTER	267	unavailable	491	753
MEDIA OUTLETS	46	25	43	47



3,048,473

2,023,277

505,196

520,000

2,247,804

1,068,548

584,286

594,970

101,194

\$46,230

SLWFA MEDIA



**TOTAL TRADITIONAL
MEDIA IMPRESSIONS**

PRINT/ONLINE REACH

TV REACH

RADIO REACH

TOTAL SOCIAL IMPRESSIONS

PARTNER SOCIAL POSTS

*CultureMap, PaperCity, Houstonia, Houston Press,
My Table, Cleverly Stone, Houston Food Finder*

SLWFA SOCIAL POSTS

PAID SOCIAL ADVERTISING

PROMOTIONAL EMAILS

TOTAL ADVERTISING SPEND



5,751 Followers
248,568 Impressions



753 Followers
52,885 Impressions



1,113 Followers
282,833 Impressions
+ Social Influencers!



MEDIA: AS SEEN ON

365 Things to Do in Houston
713 News
ABC 13
Absolutely Katy
AmericanTowns.com (City of Sugar
Land)
Austin American Statesman
Chron.com
Community Impact
Conroe Today
Covering Fort Bend
CultureMap Houston
EV Houston
FairsandFestivals.net
Fort Bend Focus
Fort Bend Lifestyles and Homes
Fort Bend Buisness Journal
Fort Bend Star
Good Taste with Tanji
Hank on Food
Houston City Book
Houston Chronicle
Houston Food Finder
Houston Life
Houston Lifestyles & Homes

Houstonia Magazine
Houston Newcomer Guides
Houston Life / KRPC
Houston Press
Houston Style Magazine
Hot in Houston Now
Jewish Harold Voice
Key Magazine
KSEV RADIO
Living Magazine
Local Flavor Magazine
Michele Meyer
MyStatesman.com
My Table
Paper City Magazine
San Antonio Express-News
Texas Highways
The Buzz Magazines
The Katy News
The Woodlands Lifestyles & Homes
Urban Swank
Visit Houston
Woodlands Online
Austin Food Magazine



2018 SUCCESSES

LOCATION!

- Highlighted brand new, beautiful Brazos River Park through Sip & Stroll and Bistro Brunch
- Excellent location for outdoor events – resolved 2017 complaints of parking lot/fenced area

TICKETS:

- Increased number of tickets sold in 2018, attracting a broader audience from additional states to visit Sugar Land and enjoy the event
- Simplified ticketing types to offer two evening events (Wednesday Dinner & Bartender's Challenge), Grand Tasting, Sip & Stroll and Bistro Brunch

ENGAGEMENT OF KEY STAKEHOLDERS:

- Regular engagement with the City of Sugar Land, including thorough incorporation of 2017 feedback into planning

MARKETING/COMMUNICATIONS:

- Turned over full PR/Marketing & Advertising to local agency, Stevens Group, who worked with social agencies to create a well-rounded, immersive Marketing & Communications plan that gained exposure for the event and City of Sugar Land

2018 SUCCESSES

SPONSOR ACTIVATION:

- Provided “WOW” elements at each event for guests – excellent integration
- Attracted national sponsors to provide high-end build outs at Sip/Brunch
- Saw re-occurring sponsor participation from 2017 (i.e., Big Green Egg, Glenfiddich, Don Julio, Hendrick’s Gin, Sterling McCall, etc.)

PROGRAMMING:

- Evolved Fred Park Wine Lecture Series to on-site classes offered at both Sip & Stroll and Bistro Brunch to a packed audience (all four classes were standing room only)
- Brought focus back on local and regional culinary talent
- Reincorporated Marketplace back into Sip & Stroll and Bistro Brunch
- Brought back Bartender Challenge with tremendous success reported from sponsors and guests
- Integrated “sugar-themed” elements to highlight Sugar Land
 - Held Wednesday night seated dinner at the newly opened Sugar Land Heritage Museum
 - Included historical artifacts from Sugar Land into Grand Tasting Event
 - Celebrated 15th SLWFA anniversary with a custom-made enormous cake modeled after the infamous Sugar Land silos



2018 CHALLENGES

DECREASED WINE PARTICIPATION:

- Decrease in participation from wine vendors in 2018
- Opportunities in 2019:
 - Re-engage Beverage Coordinator from UofH to support solicitation of local brands individually (vs. through distributors)
 - Work hand-in-hand with larger brands through IWSC to attract additional Wines/Winemakers to attend/participate

LOSS OF TWO MAJOR SPONSORS:

- Anticipated reduction of Johnson Development's sponsorship because of shift away from Constellation Field to Festival Site (note: Johnson remained engaged as a lower-level sponsor)
- Last-minute loss of HEB as title sponsor
- Opportunities in 2019:
 - Without HEB, able to reach out to additional sponsors who were uninterested in being involved previously (i.e., SPECS)
 - Have already launched search for replacement grocery sponsor





2018 CHALLENGES

COMPETITIVE EVENTS:

- Multiple competing events in 2018 (i.e., “Sip & Stroll” held in Katy, TX was moved to the same weekend in 2018) = loss of key sponsors and exhibitors
- Research indicates potential significant Houston-based culinary events are being developed for 2019
- Opportunities in 2019:
 - Currently researching events and identifying alternative dates / suggestions for minimizing competition
 - Targeting October 24 – 27, 2019

WEATHER:

- Unexpected and significant weather challenges caused major issues with set-up and guest participation (winds of 40 – 60 MPH and wind chill of 28 degrees)

LOCAL STAFF SUPPORT:

- Have continued to struggle with finding the right fit for local staff support for SLWFA (disconnect between multiple office locations)
- Opportunities in 2019:
 - Rely more heavily on local “volunteer” leaders (returning to the model from 2016 and before)
 - More carefully integrate with Chamber team to provide support during planning and more deeply engage IWSC team

2019 IMPROVEMENTS



Continued earlier planning and outreach out to sponsors to engage at higher levels and commit earlier and fill existing gaps

Increased relationship building with Sugar Land and other stakeholders

Increased engagement with University of Houston, identifying students to support key positions within SLWFA (i.e., bringing back a Beverage Coordinator to assist in increasing wine participation with multiple distributors / brands)

Shift of staffing model for SLWFA from single-focused, local Event Director to larger team from Sugar Land supporting event across multiple areas

Shift of date for the event in 2019

✓ Allows SLWFA to avoid significant conflict with competitive other events

2019 MARKETING DETAILS

Proposed Expenses 2019	Annual Budget
ADVERTISING	
Print, Electronic Advertising Buys	\$40,000.00
MARCOM	
Public Relations / Social Media Ad Campaign (inc. Email Marketing and Social Takeovers)	\$25,000.00
GRAPHIC	
Design Services	\$4,000.00
Photography/Videography	\$5,000.00
Printing (Check Presenters, Postcards & Mailing)	\$4,000.00
Website/Online	\$2,000.00
ADMIN	
Marketing / Communications Staff Support	\$20,000.00
TOTALS	\$100,000.00

2019 MARKETING SUMMARY

TACTIC	ACTIVITY	TIMING
PREVIEW EVENTS	Event & Stakeholder Networking (engagement of team at culinary and community events throughout region to gain exposure and event-Marketing opportunities)	October 2018 – Event
	Winemaker’s Dinner / Ticket Launch <i>2019 ticket launch to be held in conjunction with high-end winemaker’s dinner to engage media and top-sponsors/stakeholders in celebrating new date for SLWFA</i>	April 2019
TICKET SCHEDULE	Spring Promotions / Discounted & Early Bird Pricing	April 2019
	General Ticket Sales	May 2019 - Event
TRADITIONAL PR & ADVERTISING	Clear communications about 2019 date change through traditional MarCom strategies	October 2018 – Event
	Launch & Run Traditional PR Campaign with media outreach, regular press updates	
	In-Book and Digital Advertising with local and regional publications (targeting publications within Fort Bend County plus those in Austin, Dallas, El Campo, Houston, San Antonio, Victoria, etc.)	
	Radio Advertising & Promotions (i.e., iHeartMedia, CBS Radio, FOX, NPR, KPRC, etc.)	August 2019 - Event
	Out-of-Home (Billboards) – Clear Channel Outdoor	
	Grassroots Activities – postcard mailing, poster placement in retail outlets, coasters and check presenter cards place in participating restaurants/bars, custom key cards for the hotel	Spring 2019 - Event
SOCIAL & DIGITAL	Clear communications about 2019 data change through targeted social & digital strategies	October 2018 – Event
	Launch influencer campaign with up to 10 regional social media influencers Deploy social media advertising (Facebook, Instagram, etc.)	Summer 2019 – Event

NEXT STEPS

- The projected marketing financial support has been budgeted for in the FY19 Budget – Tourism (HOT)
- Once Council adopts the FY19 Budget, staff will then bring forth the action item to vote on the approval of the marketing support in the amount not to exceed \$100,000 in HOT funding to market the 2019 Sugar Land Wine & Food Affair as a destination event and position Sugar Land as a destination city



QUESTIONS?