

BACKGROUND

- **In June of 2016, the Fort Bend Chamber of Commerce announced that the Sugar Land Wine and Food Affair was acquired by the IWSC Group**
 - **Chamber representatives will remain on the Board for the event**
- **In January 2017, City Council approved a new contract with IWSC which outlined similar support and stipulations as provided to the Chamber**

BACKGROUND

- **In July 2017, City Council provided feedback regarding the 2017 event including exploring greater inclusion of the local market, Sugar Land based restaurants and possible new venues**
- **In August 2017, City Council approved a renewal of the contract with IWSC for the execution of the 2018 Sugar Land Wine and Food Affair which stipulates that IWSC must present to Council how Hotel Occupancy Tax (HOT) funds will be utilized for the promotion of tourism**

FEEDBACK SUMMARY

1) Share the Sugar Land Story

- **More local restaurants and businesses so visitors can experience Sugar Land as well**

2) Sip & Stroll

- **Consider alternative venue than parking lot and inclusion of Bistro Bruch programming**

3) Marketing

- **Increased local media engagement**
- **Discourage mass ticketing discount**

4) Greater utilization of UH student volunteers

5) Inclusion of local art

TONIGHT'S PRESENTATION

- 1. Share the 2018 marketing plan with corresponding budget utilizing HOT funding**
 - Promote and advertise the event in external markets**
 - Feature Sugar Land hotels and attractions in online and marketing collateral; cross-promote Visit Sugar Land on social media**
- 2. Highlight modifications based on Council feedback**
- 3. Council vote on approving up to \$100,000 of HOT funding in support of marketing Sugar Land Wine and Food Affair as a destination event**



SUGAR
LAND
**WINE
&
FOOD**
AFFAIR

2018

MARKETING & COMMUNICATIONS
CITY COUNCIL PRESENTATION



ATTENDANCE

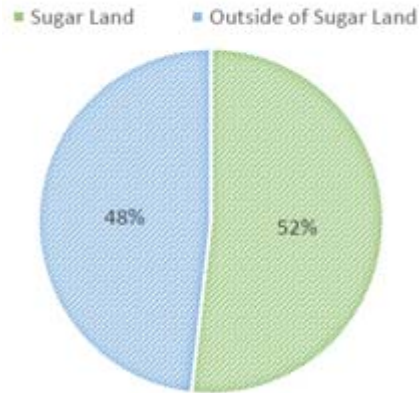
	2015	2016	2017
STATES REPRESENTED	10	10	27
CITIES REPRESENTED	52	61	121
COUNTRIES REPRESENTED			Australia Canada England Germany Republic of China

The 2017 event was deemed a success with a sold-out Saturday Sip & Stroll (over 1,800 guests) and nearly sold-out Sunday event.

More than 4,600 *unique* guests attended the Affair, buying three-day passes, day passes and individual event tickets.

Guests could choose between expanded learning experience offerings, two special dinners, The Grand Tasting and two Sip & Stroll events.

VISITORS TO SLWFA

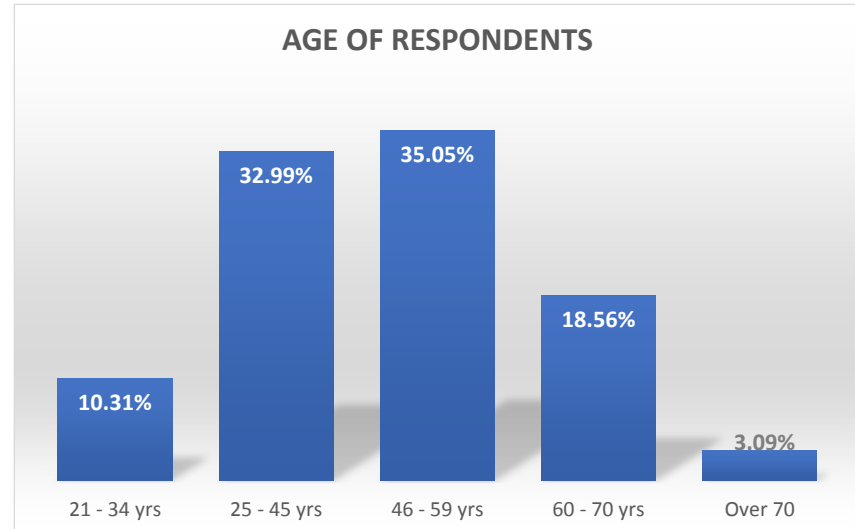


Economic Impact during SLWFA within Sugar Land:

- **Travel & Lodging:** SLWFA tracked 168 room nights at the Marriott Town Square
- **Shopping:** the average guest reported spending more than \$60/each
- **Dining Out:** the average guest reported spending more than \$100/each

ATTENDANCE

AGE OF RESPONDENTS



Respondents Household

Income:

\$200,000+	32%
\$100-000-199,999	36%
\$75,000-100,000	16%



WEB & SOCIAL COVERAGE

2017 IMPRESSIONS



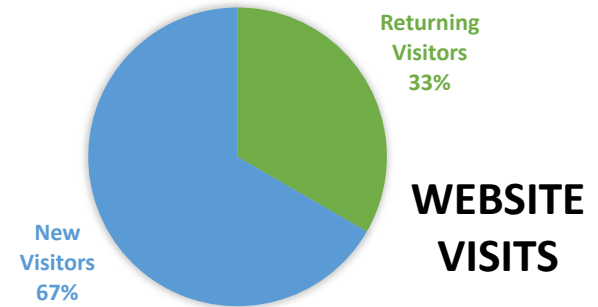
166,347



125,507



39,174



	2015	2016	2017
WEBSITE – VISITS	24,156	28,987	38,375
FACEBOOK	2,236	4,000	5,062
INSTAGRAM	n/a	500	889
TWITTER	267	unavailable	491
MEDIA OUTLETS	46	25	43



MEDIA: AS SEEN ON

365 Things to Do in Houston
740 AM KTRH Radio
All IHEART Radio stations in Houston
Artshound.com
Chron.com
Conroe Today
City of Sugar Land Texas TX -
AmericanTowns.com
CultureMap Houston
Cy-Fair Lifestyles & Homes Magazine
Drink of Ages on ESPN 97.5 FM
Fort Bend Lifestyles and Homes
Healthcare Industry Today - EIN News
Houston Chronicle
Houston Food Finder
Houston Lifestyles & Homes
Houstonia Magazine
Houston Newcomer Guides
Houston Press
Houston Style Magazine

Houston "The High-Tech Texan® Radio
Show" Saturday 11a-1p CT
Hot in Houston Now
KSEV RADIO
Local Flavor Magazine
Magazine
Myinforms
MyStatesman.com
Paper City Magazine
Playhard Playbook
San Antonio Express-News
The Facts (AP)
The Houston Hunter
The Katy News
The Lola Brand
The Voice of Asia
The Woodlands Lifestyles & Homes
Un Poquito De Todo Con Vania
television show
Urban Swank
Woodlands Online



2017 SUCCESSES

- **GEOGRAPHIC DIVERSITY:**
 - Attracted a broader audience to Sugar Land
- **EVENT FLOW:**
 - Improved event layouts to provide guests more open, inviting experience
 - Expanded Grand Tasting
 - Interactive sponsor elements
 - Increased outdoor covered areas



2017 SUCCESSES

- **TALENT:**

- Diversified talent (regional superstars)
- James Beard Finalists/Winners + Master Sommeliers
 - Opportunities in 2018:
 - Increased story telling (introducing guests to new faces/names)
 - Continue showcasing local / SLWFA fan-favorites

- **SPONSOR INTEGRATION:**

- Sponsor build-outs = interactive/WOW elements to guests
- Multi-day Sip & Stroll = increased brand exposure for sponsors / exhibitors



2017 SUCCESSES

- **STRONG VENDOR PARTNERSHIPS:**
 - Engagement of previous vendors
- **MARRIOTT INTEGRATION:**
 - Marriott leadership: event very well-organized, team exceptional to work with
 - 168 room nights (increased from prior years)
 - Opportunities in 2018:
 - 2018 contract already signed
 - “Stay & Play” packages = increased marketing/exposure



2017 SUCCESSES

- **ELEVATED BRAND:**

- Appeal to a broader audience / more geographically diverse
 - Sip & Stroll geared to regional audience to attract them to Sugar Land

- **Opportunities in 2018:**

- Focus on local marketing agencies = broaden within Sugar Land and surrounding markets

- **TICKETS:**

- Movement from comp – ticket purchase
- Expanded tracking and reporting mechanisms = future analytics
- Ease of use (website / ticketing)



2018 GAME PLAN

- ✓ **Alignment of local focus plus regional/national highlights: ensuring SLWFA tells the “story of Sugar Land”**
- ✓ **Work with local and regional agencies earlier to tell the story / extend the reach**
- ✓ **Further engaging University of Houston student volunteers in all aspects of the event**
- ✓ **Collaboration with Visit Sugar Land – extending the focus (what you can do before and after the event)**
 - **Cross Promotions**
 - **Town Square Sip & Shop kick-off**
 - ***SUGAR*-related focus (fun events / programmatic components) + life beyond the event (i.e., winning recipes featured in SL bars/restaurants)**



2018 GAME PLAN

- ✓ Continued relationship building with City of Sugar Land and key stakeholders
 - Regular engagement to incorporate in local “voice” in planning and event idea generation
- ✓ Incorporating constructive criticism into planning (careful review of community and sponsor feedback)
- ✓ Reincorporation of a curated Market Place (artisan providing opportunity to sell non-culinary items) and local art into event
- ✓ Focus on incorporating experiential / interactive entertainment
- ✓ Sip & Stroll relocation: likely to be held at new Festival Site and/or Brazos River Park
- ✓ Incorporation of a new Sunday “Bistro Brunch”



2018 KEY MARKETING GOALS

- ✓ **Realign with the Sugar Land Base**
 - Traditional Marcom Activities – print advertisements, postcards, posters, billboards, radio
 - Increased Local Media Engagement – media preview event, personalize reach-out
- ✓ **Expand Social Media Campaigns and Outreach:**
 - Customize #VisitSugarLandTX content and promotion
 - Increased Social Media advertising
 - Social Media takeovers with talent and local tastemakers
 - Double Followers



2018 KEY MARKETING GOALS

- ✓ **Launch Influencer Marketing Efforts:**
 - Focus on food, drink, travel and lifestyle influencers
- ✓ **Energize Current Audience:**
 - New look/feel
 - Promoting exciting enhancements – dinners, more classes, talent engagement
- ✓ **Evolve Media Partnerships:**
 - Establish partnerships with regional and national media partners – *The Local Palate*
 - Expand current partnerships
 - Emphasis on drive-distance markets (TX, LA)



2018 TICKET SALES SCHEDULE

✓ TIERED LAUNCH

- December Holiday Package Sale
- January Full Launch with Early Bird Pricing
- February – April Standard Pricing

✓ VARIETY OF OPTIONS

- Individual Event + Day + Weekend options
- Weekend Packages with Lodging
 - Developing partnerships to drive
- Ticket range \$50 – \$350

2018 MARKETING SUMMARY

TACTIC	ACTIVITY	TIMING
TICKET SCHEDULE	Holiday Promotions with Discounted Pricing	December
	Early Bird Pricing	January
	General Ticket Sales	February - Event
TRADITIONAL PR & ADVERTISING	Launch & Run Traditional PR Campaign with media outreach, SLWFA18 preview event, regular press updates	November 2017 – Event
	In-Book and Digital Advertising with local and regional publications (Examples - - Ft. Bend Sun, Ft. Bend Star, Ft. Bend Independent, Ft. Bend Living, HomeHouston Press, Houstonian, Houston Chronicle, PaperCity, UpClose Magazine, etc.)	
	Radio Advertising & Promotions (Examples - - iHeartMedia, CBS Radio, FOX, NPR)	
	Out-of-Home (Billboards) – Clear Channel Outdoor	March
	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	March
SOCIAL & DIGITAL	Launch influencer campaign with up to 10 regional social media influencers Deploy social media advertising (Facebook, Instagram, etc.)	January – Event

2018 MARKETING BUDGET

Proposed Expenses 2018	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Annual Budget
ADVERTISING					
Print, Electronic Advertising Buys	\$20,000.00	\$15,000.00			\$35,000.00
MARCOM					
Public Relations / Social Media Ad Campaign (inc. Email Mkting)	\$10,000.00	\$10,000.00	\$5,000.00	\$3,000.00	\$28,000.00
GRAPHIC					
Design Services	\$1,000.00	\$1,000.00	\$1,000.00		\$3,000.00
Photography/Videography		\$1,500.00	\$3,000.00		\$4,500.00
Printing (Check Presenters, Postcards & Mailing)	\$5,000.00	\$2,500.00			\$7,500.00
Website/Online	\$2,000.00				\$2,000.00
ADMIN					
Marketing / Communications Staff Support	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$20,000.00
TOTALS	\$43,000.00	\$35,000.00	\$14,000.00	\$8,000.00	\$100,000.00

RECOMMENDATION

- **Staff recommends approval of up to \$100,000 of Hotel Occupancy Tax funding to support the 2018 Sugar Land Wine and Food Affair for marketing and promotions**

NEXT STEPS

- Following the completion of the event in April 2018, IWSC will provide a recap of the event to the City Council



QUESTIONS?