

From: [Sunset Advisory Commission](#)
To: [Elizabeth Jones](#)
Subject: FW: Public Input Form for Agencies Under Review (Private/Before Publication)
Date: Tuesday, December 6, 2022 7:16:35 AM

From: Texas Sunset Advisory Commission <sunset@sunset.texas.gov>
Sent: Monday, December 5, 2022 5:02 PM
To: Sunset Advisory Commission <Sunset.AdvisoryCommission@sunset.texas.gov>
Subject: Public Input Form for Agencies Under Review (Private/Before Publication)

Submitted on Mon, 12/05/2022 - 15:56

Submitted by: Visitor

Submitted values are:

Choose the agency that you would like to provide input about

[Texas Economic Development and Tourism Office](#)

Public Comments

1

First Name

Kelly

Last Name

deSchaun

Title

Chief Executive Officer

Organization you are affiliated with

Park Board of Trustees of the City of Galveston

Email

kdeschaun@visitgalveston.com

City

Galveston

State

Texas

Your Comments or Concerns

Visit Galveston has benefited greatly from our partnership with Travel Texas over the years. As a tourism dependent community, we depend upon the State to help drive out-of-region visitors to the

destination. COVID threatened to be an economic disaster for Galveston, but the free co-op advertising offerings were invaluable and produced great engagement for future visitation. In 2021, Galveston tourism generated \$103 million in state and local property, sales, beverage and hotel taxes.

The marketing team continues to develop effective and affordable co-op advertising programs. Travel Texas has led successful media missions throughout the United States – from Los Angeles to New York, New Orleans to Nashville – in order to get Texas destinations representatives face to face with media representatives. They also help to coordinate familiarization tours to Galveston and other nearby destinations. The fact that writers have been vetted through Travel Texas greatly benefits Visit Galveston when we seek support from our lodging and restaurant partners.

Working with the professionals at Travel Texas and their public relations representatives has paid off with multiple news stories that feature Galveston and have helped the Visit Galveston team cultivate long-lasting relationships with writers. The cooperative efforts and inclusion of a variety of Texas destinations at media missions and other events have also helped foster relationships with colleagues in other destinations and have allowed for dialogue, problem-solving and friendships.

Visit Galveston and the Park Board of Trustees values the professionals and the work generated by the Governor's Office for Economic Development & Tourism.

Your Proposed Solution

We strongly support continued funding and support of this important economic driver.

My Comments Will Be Made Public

Yes