



Legislation Text

File #: DIS 18-042, **Version:** 1

Presentation by Jorge Franz of Greater Houston CVB regarding continued partnership between City of Deer Park and Visit Houston and Beyond.

Summary:

Mr. Jorge Franz is the Senior Vice President of Tourism with the Greater Houston Convention and Visitors Bureau, an advertising cooperative that the City of Deer Park has been a part of since 2016.

Through Visit Houston and Beyond, the City gains opportunities to promote its tourism message including live events, print and digital advertising, presence on the Visit Houston website, networking and more.

Our membership in this organization has given us invaluable opportunities to market Deer Park on a regional scale, and we are very grateful for both Mr. Franz and the rest of the staff.

Mr. Franz' presentation will cover the importance of tourism to the Houston region, what Houston is doing to drive tourism to the destination and the role of Houston and Beyond in this process.

Fiscal/Budgetary Impact:

Presentation from Mr. Franz and discussion.