Legislation Text

File #: DIS 19-026, **Version:** 1

Discussion of issues relating to the new Tourism page on the City website.

Summary:

The new Tourism website - accessible through the City's main page and through a future stand-alone URL - features global navigation links to help visitors explore Deer Park, find things to do, discover hotel properties and eat or snack. The page also includes current photos and information about the City's eight hotel properties, restaurants, attractions including the Battleground Golf Course and the Parks and Recreation Department's Art Park Players, and current copies of the Tourism Brochure and Restaurant Guide. The page also includes standard widgets like the News and Announcements section, which can be updated with custom content as well as cross-promoted content from the Deer Park Public Library, the Parks and Recreation Department and Economic Development.

A Civic Plus website, the Tourism page will be easy to maintain as staff uses the same platform for the City's regular website. Kenzie Copeland, who has spearheaded the effort of populating the site with current content, has also participated in training for the platform.

Fiscal/Budgetary Impact:

$8,150 budgeted in the 2018-19 Tourism advertising budget (11-602-4244) funded by Hotel Occupancy Tax (HOT) revenues. Future budgetary impact will decrease to $1,725 for year two (hosting and upgrades, as needed).

Review and enjoy the new Tourism website.