

THE WINNERS OF THE 2016 MATCHING GRANT PROGRAM AWARDS

\$20,000

ALLEY THEATRE

Partners: The Lancaster Hotel; Museum of Fine Arts, Houston; Birraporetti's

Summer Chill-Out in Downtown Houston

During the summer months, there are few live theatre opportunities available in downtown Houston. To fill this gap, the Alley Theatre created its Summer Chills series. Houstonians have enjoyed these plays for more than 20 years, with many patrons returning year after year. These popular tales of mystery, comedy and suspense make the Summer Chills series an ideal platform to encourage mature adults in other Texas cities to travel to Houston for a fun getaway that combines live theatre, fine arts and dining.

\$25,000

THE BRYAN MUSEUM

Partners: Galveston Railroad Museum; Moody Mansion

Riding the Rails of the Gulf, Colorado and Santa Fe Railroad from Cities to Sea

"Riding the Rails" is a marketing project designed to promote travel to Galveston from Texas cities and towns that were once linked by the Gulf, Colorado and Santa Fe Railway Company. Operating from 1873 to the 1960's, the trains on the rail line transported passengers, cattle, lumber, grain and cotton to and from Galveston. The Dallas/Fort Worth market is the primary focus of the campaign that will tie residents of the towns once on the railway line with Galveston Island through the history of the railroad.

\$20,000

BUFFALO BAYOU PARTNERSHIP

Partners: Hotel ICON

Houston's Buffalo Bayou – An Urban Adventure

This project looks to take Buffalo Bayou Partnership's long-standing partnership with Hotel ICON to the next level by using the nationally acclaimed property as a portal for business and leisure travelers to more easily discover and utilize Buffalo Bayou. The overall goal is to drive awareness of the waterfront green space and its myriad of amenities that support active/adventure travel and meeting opportunities for both visitors and planners.

\$25,000

BUFFALO SOLDIERS NATIONAL MUSEUM

Partners: Houston Marriott Westchase; SuperShuttle

150th Anniversary Commemoration of the Buffalo Soldiers

The museum will commemorate the Sesquicentennial of the Buffalo Soldiers throughout 2016, and has partnered with the 9th & 10th Cavalry Association to bring the July 2016 Sesquicentennial Anniversary Commemoration and the Association reunion to Houston, Texas. This prestigious event will bring hundreds, if not thousands, of individuals to Houston attracting historians, military personnel, politicians, journalists, families, as well as the leisure tourist and traveler who follow such events. By partnering with the Houston Marriott Westchase and SuperShuttle, discounted hotel and transportation can be offered to visitors coming to Houston for the commemoration events and programs.

\$25,000

CHILDREN'S MUSEUM OF HOUSTON

Partners: Space Center Houston; Hyatt Regency Hotel

Blast Off into Space City

"Blast Off into Space City" explores Houston's Space City wonders but also expands beyond its Space City moniker. It paints Houston as an all-inclusive destination that indulges on family adventures, shopping luxury and leisurely fun. A family-themed package would involve destinations oriented to Houston's status as the nation's Space City, and could include visits to Space Center Houston, Children's Museum of Houston, Houston Premium Outlets, and lodging at the Hyatt Regency Hotel.

\$20,000

CITY OF SEALY, TEXAS

Partners: Bellville Chamber of Commerce; Sealy Chamber of Commerce; Yellow Brick Road Winery

Austin County, "The Real Texas Deal"

The project's focus is to increase tourism for day and overnight trips from Houston for travelers seeking authentic Texas experiences. An adventure guide of "Things to Do in Austin County" will be created which will feature many of the county's events and attractions such as: museums, historical churches, historical sites, homes and properties, Newman's castle, Texas farms and working ranches, Texas history, local shopping, local cuisine, Texas heritage, culture, and many outdoor activities on the Brazos River and at Stephen F. Austin Park.

\$18,000

THE GRAND 1894 OPERA HOUSE

Partners: Yaga's Entertainment; Hotel Galvez; The Tremont House

Galveston's Food & Wine All-Access Weekend with Chef Robert Irvine

The All-Access Weekend will consist of a special event package that includes discounted tickets to the Grand Tasting on Saturday, April 16th with Chef Robert Irvine at Galveston's Food & Wine Festival; discount tickets to Chef Irvine LIVE at The Grand 1894 Opera House on Sunday, the 17th; and a discounted room rate for a Saturday-Sunday stay at either Hotel Galvez or The Tremont House, to include brunch at Hotel Galvez. In addition to drawing more visitors to the Food & Wine Festival, we hope that by marketing to Houston and Dallas we will create more interest in packaged events as well as continued interest in Galveston and future visits.



\$12,500

THE HERITAGE SOCIETY

Partners: Houston Historical Tours; Doubletree Downtown Houston

Holiday Weekend

The Hilton's Doubletree Hotel will offer guests a traditional breakfast and complimentary shuttle service to downtown destinations. That evening, Massa's Restaurant will serve a traditional holiday dinner. Afterwards, guests saunter across the street to the THS annual Candlelight Tour. While touring historical buildings decorated for the era, visitors will hear stories of those who built Houston. During the tour, visitors can participate in on-site events and browse vendors' booths. Afterwards, guests can take part in a 3-block walkable pub crawl. After a classic brunch the next day, guests will enjoy a 2-hour tour and visit Houston's best preserved historic sites. A stroll through the gardens and collections of Bayou Bend brings Early American celebrations to life with 250 years of history.

\$15,000

HOUSTON INTERNATIONAL DANCE COALITION

Partners: Doubletree Downtown Houston; Museum of Fine Arts Houston

Visit Houston for a Dance and Art Treat This Spring

Dance Salad Festival/Houston International Dance Coalition will partner with MFAH and the Doubletree to create a weekend package that will include: 1) Discounted tickets to see Dance Salad Festival live performances March 24-26 at Wortham Center; 2) Discounted admission to MFAH March 23-26; 3) Reduced room rate at the Doubletree during the week of March 21-26. The package will be marketed in major Texas markets (Austin, Dallas/Fort Worth and San Antonio) and in major dance periodical publications with a national and international reach.

\$12,000

HOUSTON WILDERNESS

Partners: Buffalo Bayou Partnership; CBRE Group

Get Out Here Houston Revitalization

Get Out Here Houston (GOH) is a collaborative effort by several outdoor-related nonprofits to create a comprehensive outdoors website and mobile app for the Houston Gulf Coast region. This website will help people near and far find region-wide activities and events taking place outdoors, help increase visitation and enhance outdoor tourism by promoting regional birding, bayou hiking and biking trails, kayaking and paddle boat rentals, city and state parks, pontoon boat rides, group bike rides and more.

\$15,000

PEARLAND CONVENTION & VISITORS BUREAU

Partners: Pearland Theatre Guild; 1940 Air Terminal Museum; Pearland Parks & Rec

Shake, Rattle & Roll

The "Shake, Rattle & Roll" promotion is to encourage leisure visitors to visit the Houston/Pearland area for weekend stays. Tours of the 1940 Air Terminal Museum with a performance of "All Shook Up" take place on weekends from mid-June through mid-July. On June 11 & 12, the "Shake Rattle & Roll" event at Independence Park will feature an Elvis Tribute artist, plane rides, flying Elvis, car show, dancing, museum tours, Elvis/oldies movies, vendors, food, and more.

\$10,000

SAN JACINTO MUSEUM OF HISTORY

Partners: City of Deer Park; City of La Porte

San Jacinto Festival and Battle Re-enactment

The San Jacinto Day Festival is an annual celebration of the Battle of San Jacinto, the final battle of the Texas Revolution where Texas won its independence from Mexico in April 1836. This celebration includes a battle re-enactment, historical presentations, fun activities, and a chance to tour the San Jacinto Monument, admission-free. It gives Texas families a wonderful opportunity to learn about their state and their history.

\$12,500

TEXAS INDEPENDENCE TRAIL REGION

Partners: Brazosport Convention & Visitors Council; Holiday Inn Express, Brenham; 28 County Tourism & Historic Partners

Passport to Texas Independence Trail Region

A printed and downloadable passport/visitors guide will be created to unite and promote the historic sites that represent the struggle for Texas independence. These sites include Washington on the Brazos State Historic Site, San Felipe de Austin, San Jacinto Battleground State Historic Site, The Alamo, Presidio La Bahia of Goliad and Gonzales' Come & Take It! These sites will be highlighted in the passport, but also unite other tourism sites, attractions and businesses that connect the sites.

\$20,000

THE WAVE

Partners: Silver Eagle Distributors; 8th Wonder Brewery; Houston Dairymaids; urbanCHEF; GASAM; St Arnold's Brewery

Visit Houston Tours

The Wave will be offering several unique tours enabling visitors to experience Houston like a Houstonian. These tours will be led by passionate Houstonians that can make anyone fall in love with our city. The three tours featured currently are: BEER-FOCUSED, CULINARY-FOCUSED, and ART-FOCUSED. Each will give visitors an experience that is uniquely Houston. The public relations campaign will target travel and culture writers within Texas, Louisiana and Oklahoma, and print ads will concentrate on San Antonio, Austin and Dallas.

