

# THE WINNERS OF THE 2018 TOURISM AWARDS OF THE INCENTIVE PROGRAM

**\$17,500**

## **ALLEY THEATRE**

Partners: Four Seasons, Houston; Birraporetti's; Houston Local Foods; St. Arnold Brewery

### **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 conceived its Summer Chills series to create an escape from the summer heat. These classic tales of mystery, comedy and suspense make the Alley's Summer Chills series an ideal platform to promote tourism to Houston for a fun, family-friendly getaway that combines live theatre, fine arts and dining.

**\$25,000**

## **BUFFALO SOLDIERS NATIONAL MUSEUM**

Partners: Crowne Plaza River Oaks; Houston Black Art in America

### **MIA "Military Inspired Art" Symposium**

This summer, the Buffalo Soldiers National Museum, along with Artcetera and Black Art in America, will present the MIA "Military Inspired Art" Symposium. The Art Symposium will be a week-long event ending on National Buffalo Soldier Day, July 28th. Our hope is to bring nationally recognized and local artists together to create a seminar that covers art on every level. The week will consist of lectures on how the military experience influences art and the African art culture, an artist vendor fair, live art demonstrations, dance classes and a silent auction.

**\$5,000**

## **CITY OF BAYTOWN**

Partners: SpringHill Suites Marriott Houston Baytown; Baytown Tourism; Art League of Baytown

### **Baytown Public Art Package**

Our Public Art Program is intended to build emotional connections between residents of Baytown with their community, and build on the mantra "love where you live," in hopes this love will be contagious to everyone who visits Baytown. Our Public Art Program is anticipated to include murals and sculptures located in our Historic District and other tourist centered locations. We plan to create a unique "package" to accompany our Public Art Program featuring special fall events, such as the popular Grito Fest, annual Grape Stomp at Yepez Vineyard, and unveiling of our beloved downtown ice rink.

**\$10,000**

## **CITY OF SEALY**

Partners: Holiday Inn Express & Suites of Sealy; Bellville Chamber of Commerce; City of Industry, Texas; City of Wallis; Friends of Stephen F. Austin Park Assn; New Ulm Chamber of Commerce

### **Visit Austin County – Where Texas History Lives**

Austin County chambers, government agencies, local businesses and communities are continuing to execute ongoing tourism activities. The March 2018 Grand Opening of the new visitor center, museum and theater, will enhance the experience along with a major effort to market "The Colonial Capital of Texas" to a whole new generation of Texans. The emerging site will be a gift to Texans and visitors, alike – adding connection and complexity for those that think they know the Texas revolution story. Serving as a convenient gateway to the independence story line, the site will revive the complicated story of Stephen F. Austin who arrived in Texas eager to succeed as a loyal citizen in a new country and would ultimately lead Texas to independence.

**\$14,000**

## **ESCUADERIA CHARITIES, INC.**

Partners: Hilton Hotel, Nassau Bay; Space Center Houston

### **Strada Corsa Houston**

Coast to coast, car enthusiasts of all ages trek in massive numbers to classic car shows and vintage racing venues. Now, such an event is coming to Houston on May 4-6, 2018, and for the first time, links with aerospace exploration. Strada Corsa Houston will feature historic automobile road racing across NASA's Johnson Space Center and combine aerospace, military, automobile, celebrity attractions, and star-studded parties.

**\$5,000**

**FRENETICORE**

Partners: Hotel Icon, Houston; East End Foundation; Mister McKinney's Historic Houston

**Visit Houston for the 2018 Houston Fringe Festival**

FrenetiCore will produce the eleventh iteration of the Houston Fringe Festival at Midtown Theater & Arts Center Houston. Each year, the festival brings award-winning national and regional artists representing a variety of performing arts disciplines to Houston audiences. Potential artists included acts from Seattle, Chicago, Los Angeles, Austin, Atlanta, and Luanda, Angola.

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**\$20,000**

**FRESH ARTS/SPACETAKER**

Partners: Omni Houston Hotel; Washington Avenue Arts District; Fotofest

**Destination: Washington Avenue Arts District**

Fresh Arts will continue the Arts District's mission to advance the unique cultural offerings of the area. In 2018, Fresh Arts will coordinate and promote Arts District Month, which will, for the first time, consolidate the promotion and marketing for major events that take place in the Arts District each October. These events include Sawyer Yards Fall Biannual (first weekend of Oct), Sculpture Month Houston (month-long), Open Studios and Art Market (second weekend of Oct), MECA Day of the Dead Festival (last weekend of Oct), and City of Houston's Sunday Streets (second weekend of Oct).

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**\$5,000**

**HOUSTON BIKE SHARE**

Partners: Hotel ZaZa, Houston; Houston Museum District

**Houston BCycle / Museum District / Hotel ZaZa Tourism Enhancement Project**

This project is an effort to increase and enhance tourism in the Museum District and surrounding areas, a culturally-rich section of Houston with fun, exciting, and historically-symbolic events and venues to explore and experience. The area offers unparalleled opportunities for education, inspiration, and recreation, and is the perfect space to explore on bike. Hotel ZaZa guests will receive custom maps showing nearby BCycle stations, Hotel ZaZa and all Houston museums. A promo code for a free 30-minute ride on Houston BCycle is included, as well as discounts for Museum District attractions and the Hotel.

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**\$20,000**

**HOUSTON INTERNATIONAL DANCE COALITION**

Partners: Doubletree by Hilton Downtown, Houston; Museum of Fine Arts Houston

**Visit Houston for Dance Salad Festival**

This weekend package that will include: 1) discount on tickets to see DSF live performances on March 29, 30 and 31, 2018 @ Hobby Center, Zilkha Hall and 2) discounted room rate at Double Tree hotel; 3) discounted or free tickets to MFAH during the Festival week of March 25-31, 2017. Dance Salad Festival is well known and highly respected within dance and performing arts lovers' community, both in the USA and around the world. Each year the Festival attracts tourists/visitors to Houston to see internationally acclaimed dancers, dance companies, choreographers and musicians.

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**\$15,000**

**HOUSTON MARATHON COMMITTEE**

Partners: Hilton Americas, Houston; 900 lbs of Creative

**26.2 Miles of Southern Hospitality**

No city does race weekend like Houston! We are excited to build on the success of our 2018 race weekend promotion to bring out-of-towners 26.2 miles of Southern Hospitality. We plan to continue to work with the Hilton Americas as well as other partner hotels to offer unique race weekend access and amenities to make their stay in Houston memorable. By capitalizing on what we learned from the 2017 marketing campaigns, we can continue to grow our out-of-state attendees and showcase this great city of ours.

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**\$11,000**

**LYC CONCOURS CORP.**

Partners: SpringHill Suites by Marriott, Seabrook; City of Nassau Bay; City of Seabrook; Clear Lake Chamber of Commerce

**Keels & Wheels Concours d'Elegance**

We will conduct the nation's largest classic car and vintage boat Concours. This is a judged event that draws exhibitors, judges, sponsors and spectators from across the country. We have visitors from across Texas as well as 26 other states and 3 countries. During the week preceding and the weekend of the event, all area hotels are filled as well as area restaurants, shops and attractions.

**\$15,000**

**MERCURY BAROQUE ENSEMBLE**

Partners: Hotel ZaZa, Houston; Museum of Fine Arts Houston; Houston Bike Share; Lucille's; Cuchara

**A Weekend at MFAH with Mercury**

This is an exciting weekend cultural package for Houston visitors. It includes classical music concert performances at MFAH or MATCH, admission to MFAH, and discounts on Houston Bicycle rides and great cuisine. In 2018, Mercury performs Splendors of Italian Baroque, Elgar and Tchaikovsky, and An Italian Christmas as part of its Neighborhood Series concerts. Performances are held at the elegant environment of the MFAH, or the contemporary new art center at MATCH, both within walking or biking distance of Hotel ZaZa. All are conveniently located near other family outings and attractions like the Museum District and Houston Zoo. Additionally, METRORail has Red Line stops near MFAH and MATCH. Mercury's Neighborhood Series' intimate hour-long performances take place in comfortable venues seating 200. Finishing the weekend and perfect for an end of a day experience, is a delightful afternoon with complementary entry to the MFAH luxurious exhibit halls.

**\$10,000**

**MUSEUM OF FINE ARTS HOUSTON**

Partners: Hotel ZaZa, Houston; Kiran's Restaurant

**Peacock in the Desert - A Taste of India**

Peacock in the Desert: The Royal Arts of Jodhpur, India is a groundbreaking exhibition that brings centuries of royal treasures from Jodhpur, India, to the U.S. for the very first time. The exhibition will be on view at the MFAH March 4 to August 12, 2018. The package will allow visitors to stay overnight at Hotel ZaZa, which is walking distance from the Museum. Guests are invited to explore the exhibition with a docent-led tour. Guests then are invited to enjoy an Indian culinary experience at the nearby restaurant, Kiran's. This package will not only promote Houston's arts district, but also highlight Houston's diverse community and cultural offerings, increasing Houston's reputation as a cultural destination.

**\$7,500**

**NIGERIAN-AMERICAN MULTICULTURAL COUNCIL**

Partners: Sonesta ES Suites, Houston; Ogun Art & Wine; Zooming Shuttle

**Houston AfriFEST**

AfriFEST is a family-friendly, open-air, community event hosted by a number of partnering African organizations, led by the Nigerian-American Multicultural Council with partners including the African Students Association at Houston Baptist University, among others. This premier event draws over 2000 people to the Houston Baptist University campus where dozens of booths, food, music, and activities await, creating an enticing blend of art, culture, music, and dance with an opportunity for attendees to "Experience Africa."

**\$15,000**

**PEOPLE GENERATION INC.**

Partners: Fairfield Inn & Suites, Texas City; City of La Marque

**Magical Winter Lights**

Magical Winter Lights (MWL) is a world-class attraction, unlike any other holiday lighting events. The festival provides attendees with a one-of-a-kind multicultural experience through giant, artisan-made lanterns, acrobatic performances, amusement rides and games, live entertainment, shopping areas, and an interactive dinosaur exhibit. The 50-day festival, from Thanksgiving to New Year's in the following year, is one of the largest holiday lighting events in Houston, and the largest lantern festival of its kind to take place in the U.S. The festival draws on average 200,000 families annually to its event grounds that spans over 20 acres of the Gulf Greyhound Park in La Marque, TX.

**\$7,500**

**SAN JACINTO MUSEUM OF HISTORY**

Partners: Hampton Inn of Deer Park; City of Deer Park; City of La Porte

**San Jacinto Day Festival & Battle Reenactment**

The annual San Jacinto Day Festival & Battle Reenactment is the San Jacinto Museum of History's high point of educational outreach. The annual program is held in honor of the Battle of San Jacinto, the battle where Texas won its independence from Mexico on April 21, 1836. The free celebration includes Texian & Mexican living history camps and the Battle Reenactment where hundreds of reenactors create the events leading up to Texas' victory at the Battle of San Jacinto. The festival includes cultural dance troops, music, animal encounters and family entertainment on three stages, craft vendors, history demonstrations, a kid's area, food and much more. Small admission fees apply inside for attractions inside the monument.

**\$15,000**

**SEA STAR BASE – GALVESTON**

Partners: Moody Gardens Hotel, Galveston; Galveston Island CVB; The Christina Grillo Sullivan Foundation

**Land/Sea Adaptive Challenge Series**

The City Wide event will host a sports invitational for sailing, basketball and tennis, and will be open to all individuals with disabilities who wish to participate. The event will increase visitation and enhance tourism in the underserved disabled population. Families, spectators and individuals from across the nation will be marketed to for the series of events that will include qualifiers, finals and awards ceremony for series. Sea Star Base Galveston, Moody Gardens properties and Galveston beaches, all completely handicapped accessible, will serve as the venues. The events are family oriented.

**\$17,500**

**THEATRE UNDER THE STARS**

Partners: Hampton Inn/Homewood Suites, Houston; Valpak

**Build Your Weekend Away in Houston with Theatre Under The Stars and Hampton Inn/ Homewood Suites**

Theatre Under the Stars (TUTS) and Hampton Inn/ Homewood Suites are working together to build the opportunity for a quick trip to Houston with entertainment and accommodation packages. Escape the Houston heat with Guys & Dolls by enjoying a dynamic and modern reimagining of the beloved classic in air conditioning during the hot summer months. This opportunity focuses on downtown Houston as a tourist destination by highlighting the Theatre District and a downtown hotel in close proximity to other downtown attractions, such as Minute Maid Park and Discovery Green. Our marketing campaign is meant to engage and excite our neighbors by showcasing downtown Houston in a new light.

**\$10,000**

**UP ART STUDIO**

Partners: Hotel Ylem, Houston; Omni Hotel Houston; Houston Bike Share

**Mini Murals Tour**

UP Art Studio has created the award-winning Mini Murals project ([www.minimurals.org](http://www.minimurals.org)), where we convert ordinary, bland traffic signal control cabinets into public works of art. To-date, we have raised funds for more than 200 boxes - 175+ have been completed. As this project has grown tremendously, we have seen an increased number of requests for printed maps, bike tours, bus tours, or an app from those wanting to take a "tour" of the Mini Murals. We have partnered with Hotel Ylem and B-Cycle, and are working on Mini Murals tour packages. These range from self-guided bicycle and driving tours, to artist-led tours, and are still being planned.

**\$20,000**

**VOILA LAB**

Partners: Hotel Courtyard by Marriott Galleria, Houston; Le Meridian Houston, Downtown; JW Marriott Downtown, Houston; Fresh Arts

**Nuit Blanche Houston**

Festival Nuit Blanche, an event that offers free, annual, city-wide celebration of contemporary art, perfectly matches with the city's goal to become an internationally recognized cultural destination. Nuit Blanche transforms the city into an artistic playground for a series of art experiences in unexpected public spaces. Houston's first Nuit Blanche will take place in 2018 in Downtown Houston, following a circuit around historically significant places like City Hall, Houston Public Library and Tranquility Park. Five local artists and three international artists will be showcased: Argentinian Leandro Erlich, MFAH' Core Program fellow, with "Bâtiment", an installation specifically made for Houston that will replicate the Art Deco façade of the City Hall; American Jason Hackenwerth with a gigantic installation; and French multidisciplinary artist Yona Friedman. After Nuit Blanche, the pieces of art will be relocated to an exhibition space within the loop. This longer exhibition will provide the opportunity to a broader audience to experience the art.

**\$10,000**

**WASHINGTON ON THE BRAZOS**

Partners: Best Western, Brenham; Holiday Inn, Brenham; Washington County

**Texas Independence Day Celebration**

Texas Independence Day Celebration (TIDC) is the annual two-day festival on the lush 293-acre Washington on the Brazos State Historic Site, commemorating the 182nd anniversary of the signing of the Texas Declaration of Independence from Mexico. TIDC is a full day of live music, food, traditional crafts, living history presentations and commemorative programs. Descendants of the signers hold family reunions at the event, which brings in people from all over the US. Historical reenactors set up a 1836 Texas Army camp where visitors can wander freely among the tents to learn how the soldiers and their families lived. Elsewhere, crafters demonstrate and sell the 1830s trades of pottery, blacksmithing, quilting, soap and candle making, woodworking and weaving. Children can dress in period clothing and "reenact" the signing of the Texas Declaration of Independence on a large-scale copy.