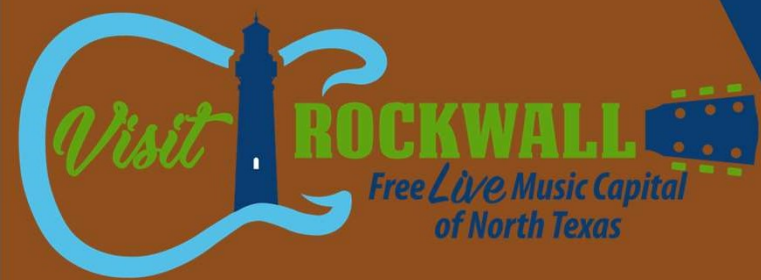


o o o o



o o o o

- City/Chamber Partnerships
- Funding
- Who is Visit Rockwall?
- Organizational Profile
- Our Team
- Marketing Initiatives
- Video
- Marketing Strategy
- Future Plans and Goals
- Economic Impact
- Highlights
- Industry Partners
- Branding
- 2024 Objectives and Goals
- Visitor Center
- Closing



**IF YOU BUILD A PLACE
PEOPLE WANT TO VISIT,
YOU BUILD A PLACE WHERE
PEOPLE WANT TO LIVE.**

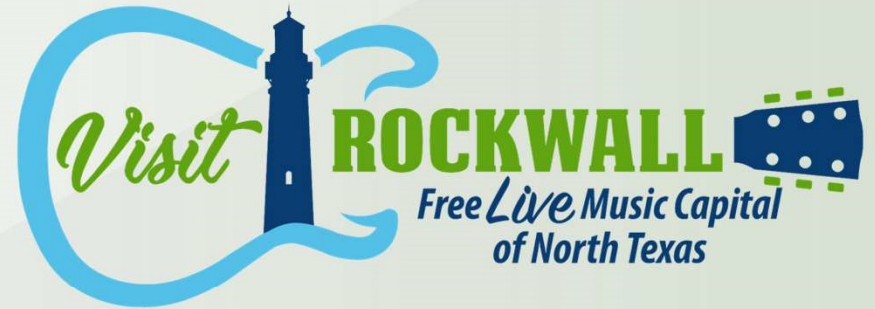
-MAURA GAST



CITY/CHAMBER PARTNERSHIP



City of Rockwall
The New Horizon



U.S. Chamber of Commerce

Accredited

Five-Star Distinction



HOTEL OCCUPANCY TAX

State

6%

**Total Rate
13%**



```
graph TD; Total((Total Rate 13%)) --> State[State 6%]; Total --> Local[Local 7%];
```

The diagram features a central white circle with the text 'Total Rate 13%'. Two white curved arrows originate from the circle's edge: one points to a white rounded rectangle on the left containing 'State 6%', and the other points to a white rounded rectangle on the right containing 'Local 7%'. The entire graphic is set against a dark blue background.

Local

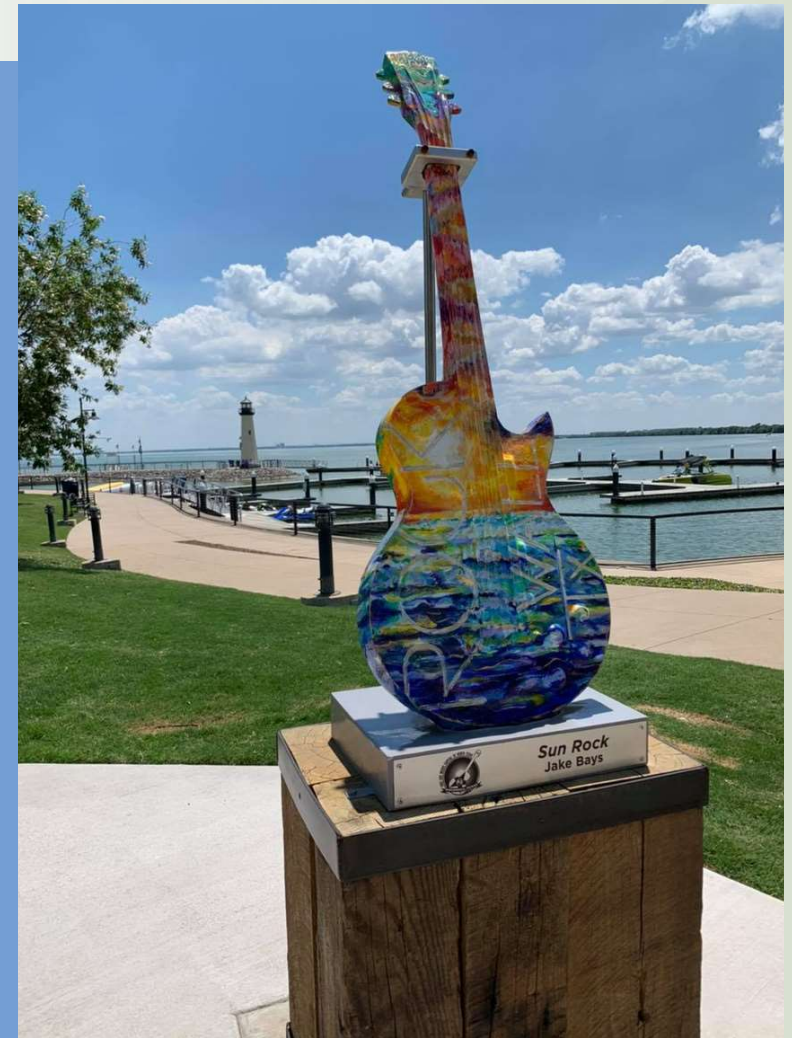
7%

WHO IS VISIT ROCKWALL ?

Visit Rockwall serves as the Destination Marketing Organization for the City of Rockwall, Texas. Our goal is to introduce visitors to the area while highlighting the many things to do. We continue to work diligently to increase tourism to Rockwall.

Our mission is to market everything Rockwall has to offer to attract visitors. Continued collaborations with local organizations all us to serve as an advocate for the city and be a positive voice for the community.

Our goal is to inspire both leisure and business travelers to choose Rockwall as the next destination by highlighting its unique attractions, shopping, dining, history, the great outdoors, and entertainment. Lets not forget why we are known as the Free Live Capitol of North Texas. Visit Rockwall remains committed to helping visitors discover their next adventure in Rockwall.



ORGANIZATIONAL PROFILE

Our Philosophy

To promote Rockwall as a premiere tourist destination.

Our Mission

To improve the quality of life in Rockwall through travel & tourism by marketing Rockwall as an attractive meeting & visitor destination.

Our Vision

To be recognized as the destination for excellence in services, community collaboration, business growth, tourism and quality living.

Our Goals

Bring in visitors to drive our local community.

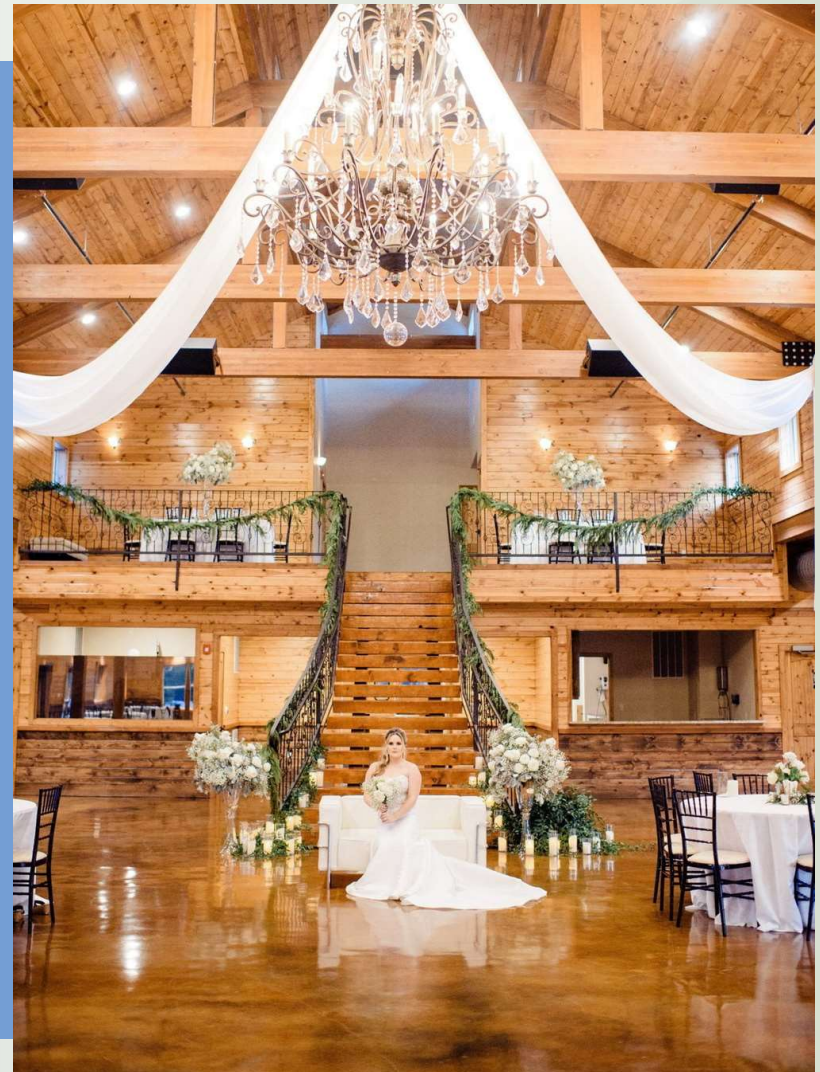
EXAMPLES

Conferences/Events

- Ski Nautique - 3rd year for Rockwall to host annual event
- Texas Parkes & Wildlife Annual Conference- Visit Rockwall bid to host this event for 2024
- Regional Trainings & Board Meetings - Visit Rockwall is here to help bring these meetings to Rockwall

Leisure

- Family Reunions
- Weddings
- Sporting Events





President/CEO

Darby Burkey, IOM

THE VISIT ROCKWALL TEAM



Director of Tourism

Jodi Willard



**Tourism & Programs
Manager**

Kelsey Curbo



MARKETING INITIATIVES

Leisure Tourists



Meeting Planners



Groups/Associations



MEETINGS VIDEO





0000

PROMOTION OF HOTELS AND LOCAL BUSINESSES

**Visit Rockwall serves as the hub for
hotels, attractions and local businesses**

- Social Media Marketing Strategy
- Organizing group receptions at local venues
- Promoting events on a state wide level
- Highlighting area hotels



0 0 0 0

MARKETING STRATEGY

**Visit Rockwall has determined the
best marketing opportunities**

- Lake Ray Hubbard
- Culinary - local chef driven and nationally recognized restaurants
- History & Patriotism
- Music & Nightlife - Free Live Music
Capital of North Texas
- The Great Outdoors

FUTURE MARKETING PLANS



Print

- Visit Rockwall Brochures
- Texas Meetings & Events
- Texas Highways Texas State
- Travel Guide
- DFW Child
- D Magazine
- Rockwall Community Guide

Digital

- Agenda
- Tour Texas
- Social Media Ads
- Texas Monthly
- Texas Forest Trails Region

TV

- YOLO TX



ECONOMIC IMPACT



**Total Economic Impact from one
Marketing Tool - Tour Texas**
\$260,458



Brochures

Over 2,000 mailed
to potential visitors
& residents

Leads

Over 780 leads
from marketing
efforts

Pageviews

Over 60,000
website page views

2022 - 2023 HIGHLIGHTS

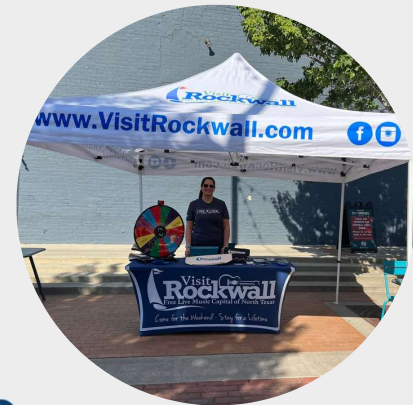
Introduced Skate the
Lake to Rockwall



Partnered with Mesquite
CVB to host Travel Expo



Attended
Local Events



Servicing

Hosted booth at Rockwall Triathlon

Hosted booth at the Downtown Rockwall Service
Anniversary

Attended Visit Rockwall Day at the State Fair

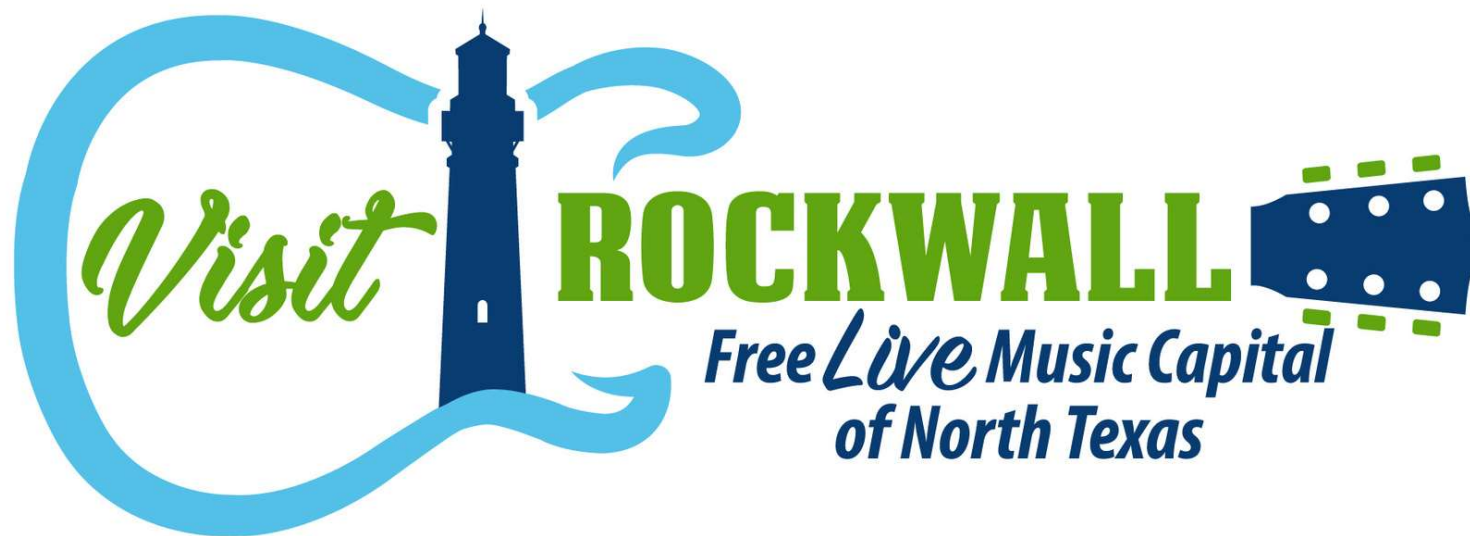
Created & Delivered welcome bags for conferences

o o o o

INDUSTRY PARTNERS



NEW LOGO



2024 OBJECTIVES & GOALS



OBJECTIVESs

- Work closely with hotels, meeting planners and groups to attract events
- Continue partnerships with hoteliers and local attractions
- Build Relationships
- Marketing program includes
 - Conventions
 - Sports
 - Tourism sales
 - Convention Servicing
 - Visitor Services
 - Advertising
 - Public Relations
 - Publicity
 - Distribution of Information

Goals

Short Term:

- Increase photo & video library
- Reach our projected social media growth
- Leave a positive impression on visitors so they want to return
- Facilitate site visits to Rockwall for the purpose of engaging meeting planners and cultivating local business relations

Long Term:

- Increase hotel nights
- Increase brand awareness of Visit Rockwall
- Proactively secure future conferences and sports events years un advance to strengthen Rockwall's success & ensure a sustained stream of business

ROCKWALL VISITOR CENTER



Visitor Center has information for:

- New residents relocating
- New businesses relocating
- Visitors in town
- New businesses

Our team is available:

- Answer questions about Rockwall
- Promote Rockwall as a safe community
- Highlight Rockwall's A+ rated school district
- To help showcase Rockwall as the Unique Upscale Lakeside Community



COME FOR A WEEKEND...STAY FOR
A LIFETIME!





THANK YOU

*We look forward to partnering
with you*

VISITORS CENTER



697 East I-30, Rockwall, TX 75087



972.771.5377



jodi@visitrockwall.com



VisitRockwall.com

