



✓ Corpus Christi Convention & Visitors Bureau
101 N. Shoreline Blvd. Ste. 430
Corpus Christi, TX 78401

May 14, 2013

Nueces County Commissioner
Mike Pusley
901 Leopard St. Room 303.05
Corpus Christi, TX 78401

FY 11-12
Outside Agency
Report

Re: Nueces County Outside Agency Funding

Dear Commissioner Pusley,

The Convention & Visitors Bureau would like to inform you on how the Corpus Christi CVB utilized the \$500 outside agency funds provided by Commissioner Pusley's Office in 2012. Enclosed is an attachment of the feature story we assisted with pitching and producing in the May issue of *Texas Parks & Wildlife Magazine* promoting Hawk Watch. The circulation of this publication reaches over 147,768 households and businesses. The ad value for this type of feature story exceeds \$5,000. We also promote Hazel Bazemore County Park in our Annual Visitors Guide Publication and Maps as a premier Nature Tourism Park. (see examples)

Hazel Bazemore County Park was marketed through the annual Celebration of Flight Festival held at the park each fall during peak hawk migration. This listing appeared as a calendar listing in our Tourism Insert which was distributed on May 1 to a newspaper circulation of over 1 million households. The ad value of this listing exceeds \$1,500.

During this up coming year the CVB is partnering with the Hawk Watch International Foundation and local birders to update interpretive signage in the park. Thank you for your continued support and opportunity to promote one the Most Active Hawk Watch Platforms in North America at Hazel Bazemore County Park.

Thank you for this valuable partnership,

Michelle Horine
VP Leisure & Nature Travel
Corpus Christi Convention & Visitors Bureau

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Nueces County
Commissioners Court
Administration