

## **CVB Website**

### **Emergency Information/ADA Compliance**

We are a credible source that validates information, but we are limited when it comes to important community information. A new site would give us flexibility for emergency alerts on our homepage. This helps us amplify the official city message from Communications and add information that visitors need while in the area.

Current site is not ADA compliant. It will cost tens of thousands of dollars for band-aid fixes. There are a number of lawsuits against CVBs and City websites for non-compliance.

### **Small Local Business and Resident Resources**

Multiple local businesses don't have their own websites and our listing is what they use for marketing to visitors and locals. San Marcos is consistently a top three city of website traffic. In the past year, 23,175 San Marcos users visited the site seeking local business listings and peruse our calendar of events.

### **Full micro site for downtown**

The new website will have a dedicated place for downtown businesses, events, parking, etc. Will have its own flexible navigation and be useful for Main Street to have section on building preservation grants, economic development and lease opportunities. It will also have its own URL for marketing. So it would be dual purpose for the entire Destination Services department.

### **Categorized Content**

The current website is limited in its marketing capabilities. We would like to be able to provide information based on a user's ad interest. Targeted marketing would lower our bounce rate, engage a user and create more potential to convert someone from a potential visitor to an active visitor. Overall it would give us more bang for our buck. We are currently spending money on our aged website which cannot functionally keep up with advertising technology.

For example, someone interested in San Marcos history would be able to find everything they'd be interested in in one location, a microsite, instead of in different sections of the website. If a user clicks on the listing for the LBJ Museum or the Historic Hays County Courthouse, they'd see related content, like blog posts that include local history, at the bottom of the page.

### **Preparing for Visitors After COVID-19**

While we have transitioned our marketing efforts to digital, a lot of our in-market educational and promotional materials are paper brochures. We need to be preparing for a post-COVID change to relying more on a more digital experience for visitors who are in San Marcos. We are hearing from other destinations that they too are expecting fewer visitors to their visitor centers and more demand for online visitor service.

### **Interactivity**

Our team's skills have outgrown our technology. At this point we are capable of doing so much more than this website offers and that potential is being underutilized. From incorporating interactive components, to fully using our newly added software that engages local business owners in ways we haven't been able to before, this new website would reduce staff hours trying fix the unfixable and would make us look like the award-winning destination that we are.