

TAMIO AWARDS

Texas Association of Municipal Information Officers



CITY OF COLLEGE STATION
Home of Texas A&M University®

VI. Special Events – Best Recurring Special Event

2014 TAAF Summer Games of Texas



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The Challenge

What are the Games of Texas? Imagine a state version of the Olympics. The festival is managed by the Texas Amateur Athletic Federation (TAAF), the state's governing body for athletics and sports in the parks and recreation world. This event can attract more than 20,000 visitors to a community over a four-day period, providing a significant boost to the local economy. Cities typically present bids to host the games in two-year increments, and in 2010, the City of College Station won its bid to host the TAAF summer games in 2014 and 2015.

To accommodate all of TAAF's needs and tap into the vast array of facilities and resources in the community, College Station partnered with Texas A&M University, the Bryan-College Station Convention and Visitor's Bureau, and the City of Bryan. This required a committee of more than 30 stakeholders to meet on a regular basis beginning in 2012.

In addition to providing host facilities and resources, host communities are also tasked with making each Games of Texas event their own. Fresh logos, swag and signage are expected each time the event changes its locale. While our Parks and Recreation staff were more than prepared to coordinate the event's medley of sporting activities, their branding and marketing effort needed a TON of help.

Bottom line: Parks and Recreation staff needed the 2014 Games of Texas to be TAAF's biggest and boldest event ever, so Public Communications took the lead and flexed its branding muscle.



Goals

Our goal was to provide Parks and Recreation staff with a turn-key design package for all Games of Texas materials. This was more than just news releases and advertisements. This was a laundry list of certified Games-branded goods, including:

- Logos
- Banners
- Posters
- Invitations
- Programs
- Medals
- Signage
- Mailers
- Tents
- Advertisements
- Videos
- Photos
- Gifts
- Plans
- Credentials
- Presentations

Our secondary goal was to help Parks and Recreation attract as many participants and visitors as possible and encourage them to return – with friends – in 2015.

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Impacts or Outcomes

8,438 athletes in 10 sports

Hotels, local restaurants and retail stores encountered an invasion of visitors for the four-day festival. The 8,438 athletes – competing in archery, lifeguarding, boxing, golf, skateboarding, soccer, disc golf, swimming, tennis, and track and field – were cheered along by an entourage of up to 20,000 parents, relatives, friends, coaches, fans and volunteers.

Only 220 participants were from College Station, which means the rest were visitors who dropped an estimated \$6 million into the local economy from July 31 to Aug. 4. The good news is, according to TAAF sources, most will be back for another round of games in 2015.

Overall, the competition was at an extremely high level, with 97 Games of Texas records set, including 64 in swimming and 33 in track and field. Medal winners advance to the 2015 State Games of America in Lincoln, Nebraska. The 2,946 swimmers and 4,688 track and field athletes were the most competitors in their respective categories in TAAF history. Most contributed the event's resounding success to a combination of strong presentation (insert Public Communications), generous hospitality and outstanding effort by Bryan-College Station community partners.

“2014 was our best year ever for Games of Texas!”

**TAAF Executive Director
Mark Lord**



Project Budget

Due to its natural tourism-generating ability, the 2014 Games of Texas event was funded mostly through City of College Station and City of Bryan hotel-motel tax revenue dollars. The overall City of College Station Parks and Recreation event budget was \$208,000. The total marketing cost for the printing of signs, programs, promotional items, tents, billboards, etc., was \$68,000.

Public Communications completed all of the brand and marketing design work in-house at no additional cost to the city. Budget savings from this effort is estimated at \$18,000-\$20,000.

Role of Outside Resources

The parks and recreation department staff from both cities of Bryan and College Station managed all of the sporting activities and facilities. Volunteers were provided by event title sponsors like the Texas Army National Guard, Texas A&M University and local sports clubs. TAAF officials were responsible for facilitating overall event rules, regulations and awards.

See samples on Pages 3-11.

See USB Drive attached with folder.

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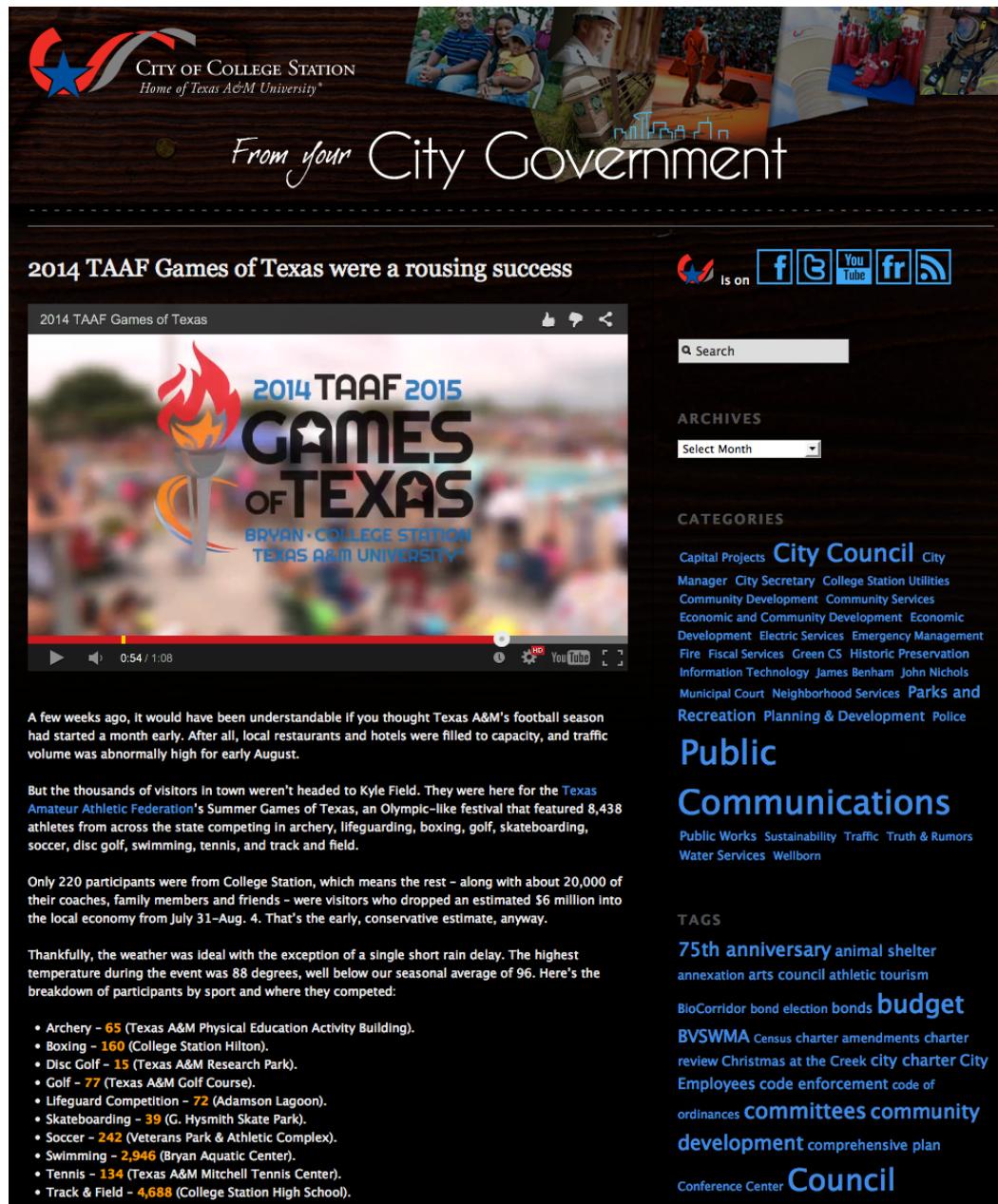
Invitations



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Event Recap Blog Post & Video (Aug. 19, 2014)



CITY OF COLLEGE STATION
Home of Texas A&M University

From your City Government

2014 TAAF Games of Texas were a rousing success

2014 TAAF Games of Texas

0:54 / 1:08

A few weeks ago, it would have been understandable if you thought Texas A&M's football season had started a month early. After all, local restaurants and hotels were filled to capacity, and traffic volume was abnormally high for early August.

But the thousands of visitors in town weren't headed to Kyle Field. They were here for the Texas Amateur Athletic Federation's Summer Games of Texas, an Olympic-like festival that featured 8,438 athletes from across the state competing in archery, lifeguarding, boxing, golf, skateboarding, soccer, disc golf, swimming, tennis, and track and field.

Only 220 participants were from College Station, which means the rest – along with about 20,000 of their coaches, family members and friends – were visitors who dropped an estimated \$6 million into the local economy from July 31–Aug. 4. That's the early, conservative estimate, anyway.

Thankfully, the weather was ideal with the exception of a single short rain delay. The highest temperature during the event was 88 degrees, well below our seasonal average of 96. Here's the breakdown of participants by sport and where they competed:

- Archery – 65 (Texas A&M Physical Education Activity Building).
- Boxing – 160 (College Station Hilton).
- Disc Golf – 15 (Texas A&M Research Park).
- Golf – 77 (Texas A&M Golf Course).
- Lifeguard Competition – 72 (Adamson Lagoon).
- Skateboarding – 39 (G. Hysmith Skate Park).
- Soccer – 242 (Veterans Park & Athletic Complex).
- Swimming – 2,946 (Bryan Aquatic Center).
- Tennis – 134 (Texas A&M Mitchell Tennis Center).
- Track & Field – 4,688 (College Station High School).

ARCHIVES

Categories: Capital Projects, **City Council**, City Manager, City Secretary, College Station Utilities, Community Development, Community Services, Economic and Community Development, Economic Development, Electric Services, Emergency Management, Fire, Fiscal Services, Green CS, Historic Preservation, Information Technology, James Benham, John Nichols, Municipal Court, Neighborhood Services, Parks and Recreation, Planning & Development, Police, Public Works, Sustainability, Traffic, Truth & Rumors, Water Services, Wellborn

TAGS

75th anniversary, animal shelter, annexation, arts, council, athletic, tourism, BioCorridor, bond, election, bonds, **budget**, BVSWMA, census, charter, amendments, charter review, Christmas at the Creek, city, charter, City Employees, code, enforcement, code of ordinances, **committees**, community, development, comprehensive plan, Conference Center, **Council**

See USB Drive for sample video.

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Billboards



2014 TAAF 2015
GAMES OF TEXAS
BRYAN • COLLEGE STATION
TEXAS A&M UNIVERSITY®

Let the **GAMES** begin

July 31 - Aug. 4 TAAF.com

A billboard for swimming featuring a swimmer in a pool. The logo on the left includes a torch with a flame. The text on the right is in three colored boxes: blue for the slogan, green for the dates, and red for the website.



2014 TAAF 2015
GAMES OF TEXAS
BRYAN • COLLEGE STATION
TEXAS A&M UNIVERSITY®

Let the **GAMES** begin

July 31 - Aug. 4 TAAF.com

A billboard for tennis featuring a tennis racket and tennis balls. The logo on the left includes a torch with a flame. The text on the right is in three colored boxes: blue for the slogan, green for the dates, and red for the website.



2014 TAAF 2015
GAMES OF TEXAS
BRYAN • COLLEGE STATION
TEXAS A&M UNIVERSITY®

Let the **GAMES** begin

July 31 - Aug. 4 TAAF.com

A billboard for martial arts featuring a person in a red gi. The logo on the left includes a torch with a flame. The text on the right is in three colored boxes: blue for the slogan, green for the dates, and red for the website.



2014 TAAF 2015
GAMES OF TEXAS
BRYAN • COLLEGE STATION
TEXAS A&M UNIVERSITY®

Let the **GAMES** begin

July 31 - Aug. 4 TAAF.com

A billboard for skateboarding featuring a skateboard. The logo on the left includes a torch with a flame. The text on the right is in three colored boxes: blue for the slogan, green for the dates, and red for the website.

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Signage & Branding

Event logo



Banners

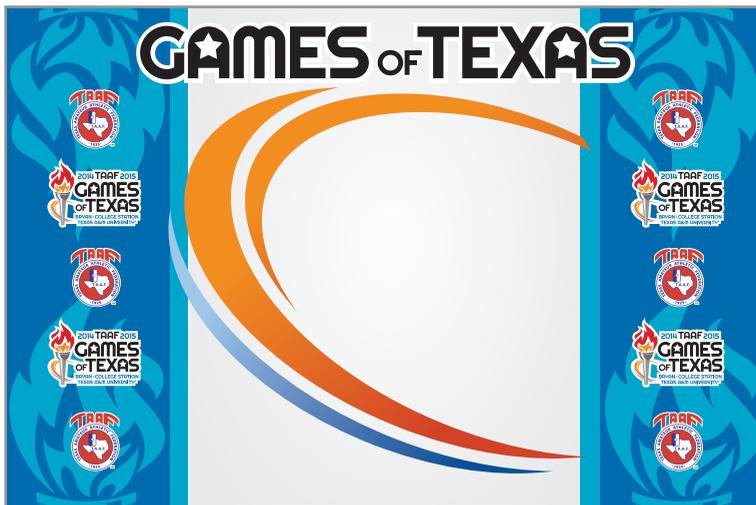


Photo-Op/ Social Media Opportunity Signage

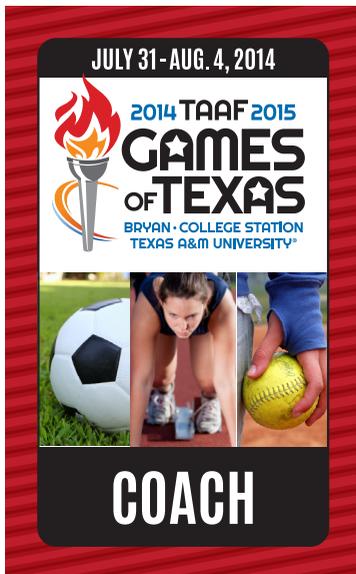
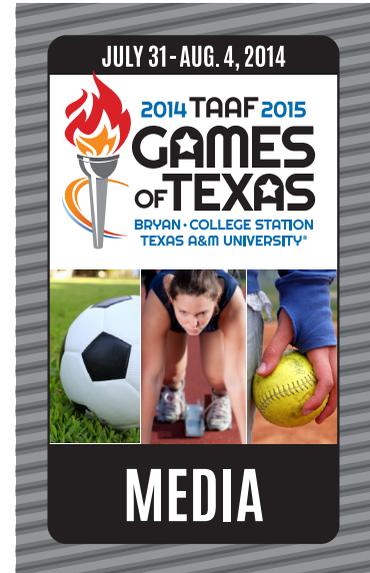
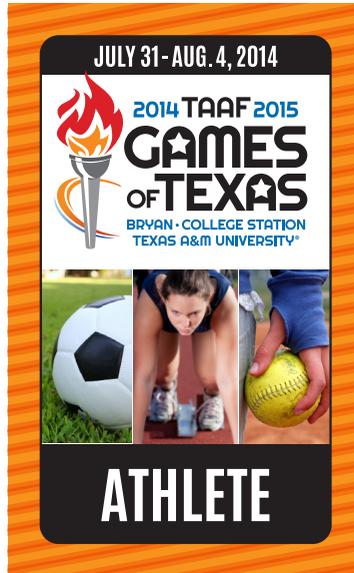
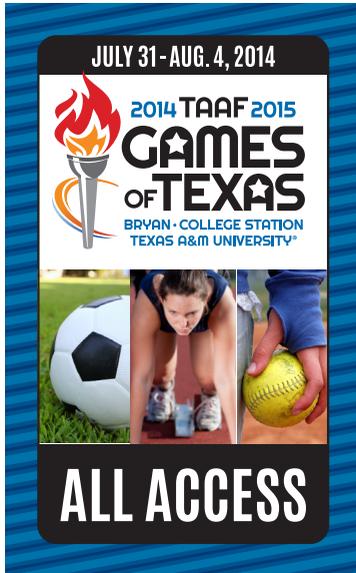


Tents

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Credentials



THURSDAY, JULY 31	
BOXING	HILTON COLLEGE STATION
GOLF	TX A&M UNIV. GOLF COURSE
SWIMMING	BRYAN AQUATIC CENTER
TRACK & FIELD	COLLEGE STATION HIGH SCH
FRIDAY, AUG. 1	
BOXING	HILTON COLLEGE STATION
GOLF	TX A&M UNIV. GOLF COURSE
*** OPENING CEREMONIES: BLUE BELL PARK ***	
SOCCER	VETERANS PARK & ATHL CMLPX
SWIMMING	BRYAN AQUATIC CENTER
TRACK & FIELD	COLLEGE STATION HIGH SCH
SATURDAY, AUG. 2	
ARCHERY	TAMU EDUC. ACT. BLDG (PEAP)
BASEBALL	BRIAN BACHMANN ATHL CMLPX
BOWLING	GRAND STATION ENTERTAINMENT
BOXING	HILTON COLLEGE STATION
DISC GOLF	RESEARCH PARK
KICKBALL	STEPHEN C. BEACHY CNTRL PK
SKATEBOARDING	G. HYSMITH SKATE PARK
SOCCER	VETERANS PARK & ATHL CMLPX
SOFTBALL	BRYAN REGIONAL ATHL CMLPX
SWIMMING	BRYAN AQUATIC CENTER
TENNIS	MITCHELL TENNIS CENTER
TRACK & FIELD	COLLEGE STATION HIGH SCH
SUNDAY, AUG. 3	
BASEBALL	BRIAN BACHMANN ATHL CMLPX
BOXING	HILTON COLLEGE STATION
KICKBALL	STEPHEN C. BEACHY CNTRL PK
SOFTBALL	BRYAN REGIONAL ATHL CMLPX
SWIMMING	BRYAN AQUATIC CENTER
TENNIS	MITCHELL TENNIS CENTER
TRACK & FIELD	COLLEGE STATION HIGH SCH
MONDAY, AUG. 4	
LIFEGUARD CMP.	ADAMSON LAGOON
TAAF.COM VISITAGGIELAND.COM	

VI. Special Events – Best Recurring Special Event

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Advertisements

Facebook Ads



Web Ads



VI. Special Events – Best Recurring Special Event

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Photos



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Miscellaneous

