

NOTICE OF MEETING
THE CITY OF SOUTH PADRE ISLAND
THE CONVENTION & VISITORS ADVISORY BOARD
APRIL 11, 2012

Notice is hereby given that the Convention and Visitors Advisory Board of the City of South Padre Island, Texas will hold a **Meeting on Wednesday, April 11, 2012 at 2:00p.m., in the Municipal Building Joyce H. Adams Board Room, 2nd Floor, 4601 Padre Boulevard,** South Padre Island, Texas.

AGENDA

1. Call to order
2. Pledge of Allegiance
3. Public announcements and comments: *This is an opportunity for citizens to speak to the CVA relating to agenda or non-agenda items. Speakers are required to address the CVA at the podium and give their name before addressing their concerns. (Note: State law will not permit the CVA to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future CVA meeting.)*
4. Consent agenda
 - A. Approval of minutes for March 7, 2012
5. Discussion and possible action to accept the resignation of Mike Bigelow as Chairperson. (Clarke)
6. Discussion and possible action to appoint a Chairperson (Clarke)
7. Discussion and action to accept the resignation of Joy Hartung from the CVA and as Vice-Chair (Clarke)
8. Discussion and action to appoint a Vice-Chair (Clarke)
9. Review of monthly and year to date revenues, expenditures and financial statements (Free)
10. Discussion and action to clarify the purpose of the CVA subcommittee referred to as the Marketing Committee, define its regular meeting date and time and to make appointments to the Marketing Committee. (Bigelow)
11. Discussion and action regarding a contract with AJR Media Group to provide Exact Target E-mail Marketing Application Services (Clarke)
12. Discussion and action to renegotiate contract numbers 21575 and 21576 with Interspace Airport Advertising for digital display and rack space located at Valley International Airport. (Clarke)
13. Discussion and action regarding contract with the Brownsville South Padre Island International Airport for terminal advertising (Clarke)
14. Discussion and action regarding contract with Smith Travel Research (Clarke)
15. Discussion and action regarding the fulfillment process (Ahadi)
16. Discussion and action regarding the recommendations and selections of Trade Shows for fiscal year 2012/2013 (Ledbetter)
17. Discussion and action to give staff direction regarding the lineup and enhancement of special events for fiscal year 2012/2013 (Hancock)
18. Discussion and action to provide guidelines to staff on the selection criteria of travel writers, to include such items as what to offer a travel writer, what the travel writer should provide in return and any other criteria deemed necessary. (Ahadi)
19. Discussion and action regarding the creation of a promotional video to be used by the Sales Division (Ledbetter)

20. Discussion and action regarding the placement of an advertisement in the Dine & Shop Brochure produced by Toucan Graphics (Clarke)
21. Discussion and action to outline the strategic direction for fiscal year 2012/2013 by defining targeted markets and the establishment of goals and objectives relating to the media plan, public relations plan, sales program and identify our trade show approach (Clarke/The Atkins Group)
22. Discussion and action concerning advertising, including recent and planned ad placements, web usage statistics and recent public relations efforts (Atkins)
23. Set New Meeting date / agenda items for next meeting
24. Adjourn

Dated this, the 6th day of April 2012.

CITY OF SOUTH PADRE ISLAND

Dinora Garcia
Dinora Garcia, Administrative Assistant, CVB

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the South Padre Island Convention and Visitors Authority Board is a true and correct copy of said Notice on the bulletin board at the City Hall of said City of South Padre Island, Texas on April 6, 2012 at 3:30 p.m. and it remained so posted continuously for at least 72 hours preceding the scheduled time of said Meeting.

CITY OF SOUTH PADRE ISLAND

Dinora Garcia
Dinora Garcia, Administrative Assistant, CVB

NOTE: This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact Jay Mitchim, ADA designated responsible party, at (956) 761-1025.

NOTE: There may be one or more members of the South Padre Island City Council attending this meeting, and if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

Item No. 4

**CVA BOARD MEETING
CITY OF SOUTH PADRE ISLAND
CONSENT AGENDA****MEETING DATE: April 11, 2012****ITEM DESCRIPTION**

NOTE: All matters listed under Consent Agenda are considered routine by the CVA Board and will be enacted by one motion. There will not be separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

- A. Approval of minutes for March 7, 201

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

Item No. 4A

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 11, 2012

NAME & TITLE: Dinora Garcia, Administrative Assistant to the CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve minutes of the March 7, 2012 meeting

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



CONVENTION AND VISITORS AUTHORITY

MEETING OF THE CONVENTION & VISITORS AIDVISORY BOARD MEETING MINUTES MARCH 7, 2012

I. CALL TO ORDER

The Convention and Visitors Advisory Board of South Padre Island, Texas held a regular meeting Wednesday, February 8, 2012 in the Joyce H. Adams Board Room, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Mike Bigelow called the meeting to order at 2:00 p.m. A quorum was present: Pamela Romer, Bryan Pinkerton, Rene Valdez, Lynne Tate, Joe Ricco, Bob Friedman, Joy Hartung

Absent: Jose Mulet, Michael Jones, Daniel Salazar and Barry Patel

II. PLEDGE OF ALLEGIANCE

Chairman Mike Bigelow led the Pledge of Allegiance

III. PUBLIC ANNOUNCEMENTS AND COMMENTS

IV. APPROVE CONSENT AGENDA

A. APPROVAL OF MINUTES FOR FEBRUARY 8, 2012

Mr. Rene Valdez moved to approve the minutes, seconded by Ms. Joy Hartung. Motion passed unanimously.

V. REVIEW OF MONTHLY AND YEAR TO DATE REVENUES, EXPENDITURES AND FINANCIAL STATEMENTS

VI. DISCUSSION AND ACTION ON FULFILLMENT PROCESS

Mr. Rene Valdez moved to pursue more information on the fulfillment house, seconded by Ms. Joy Hartung. Vote taken, motion passed unanimously.

VII. DISCUSSION AND ACTION ON SANDCASTLE DAYS 25TH ANNIVERSARY

Discussion held no action taken.

VIII. DISCUSSION AND ACTION CONCERNING THE CONVENTION AND VISITORS BUREAU BOOKING POLICY

Ms. Lynn Tate moved to accept the booking policy as written, seconded by Ms. Joy Hartung. Vote taken, motion passed unanimously.

IX. DISCUSSION AND ACTION CONCERNING CONSIDERING THE DEVELOPMENT OF A COMMISSION-BASED PROGRAM TO SOLICIT SPONSORSHIP DOLLARS FOR EVENTS AND AUTHORIZE THE CITY MANAGER TO NEGOTIATE A CONTRACT

Mr. Bob Friedman moved to allow the City Manager to negotiate and execute a contract to develop a commission based program to solicit sponsorship dollars for events, seconded by Mr. Bryan Pinkerton. Vote taken, motion passed unanimously.

X. DISCUSSION AND ACTION TO AMEND THE BUDGET TO FUND THE \$12,000 SHORTAGE FOR FIREWORKS, \$24,000 SHORTAGE FOR THE AIRPORT SHUTTLE, \$40,000 TO MOVE SAND CASTLE DAYS FROM OCTOBER TO SEPTEMBER 2012, AND MOVE \$45,000 FROM COLLATERAL PIECES TO BUILDING REPAIRS AND GENERAL DISCUSSION OF HOTEL MOTEL AND CONVENTION CENTRE BUDGETS

Mr. Rene Valdez moved to accept the amendment to the budget, seconded by Mr. Bob Friedman. Vote taken, motion passed unanimously.

XI. DISCUSSION CONCERNING OUTSOURCING THE HOTEL MOTEL TAX COLLECTION AND DELINQUENCY COLLECTION PROCESS

Discussion held, no action taken.

XII. DISCUSSION AND ACTION REGARDING FUNDING REQUEST FROM SPI KITE ROUNDUP AND BEACH-N-BIKER FEST

Ms. Joy Hartung moved to award both events \$5,000.00 each, seconded by Mr. Bob Friedman. Vote taken, motion passed unanimously.

XIII. UPDATE ON MARKETING BROCHURE

XIV. DISCUSSION AND RECOMMENDATION CONCERNING ADVERTISING, INCLUDING RECENT AND PLANNED AD PLACEMENTS, WEB USAGE STATISTICS AND RECENT PUBLIC RELATIONS EFFORTS

Mr. Steve Atkins briefly discussed the details of their report concerning advertising, showing recent placements, internet statistics and current public relations activity.

XV. SET NEW MEETING DATE / AGENDA ITEMS FOR NEXT MEETING

Next scheduled meeting will be April 11, 2012, at 2:00p.m.

XVI. ADJOURN

There being no further business, Chairman Mike Bigelow adjourned the meeting at 3:30p.m.

Item No. 5

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 11, 2012

NAME & TITLE: Joni Clarke, City Manager

DEPARTMENT: City Manager's Office

ITEM

Resignation of Mike Bigelow as Chairperson to the CVA Board.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Ms. Joni Clarke
City Manager
4501 Padre Blvd.
City of South Padre Island, TX 78597

Dear Ms. Clarke,

This letter is to formally advise you that I must resign from my position as Chairman on Convention & Visitors Advisory Board.

I am more than willing to remain on the CVA and to continue, if so desired, to finish assisting on items I have been involved in (Visitor's Guide, Budget & Interview Panel). Serving on the CVA and on these committees is a privilege and my remaining on some or all of these is at your discretion.


Current and upcoming business opportunities will prevent me from continuing to dedicate the additional hours that I feel the Chairman must commit to best serve our community and the Board.

Serving as a member of the CVA for the past 2 ½ years has been one of the most gratifying community positions that I have held and, as I previously stated, I will gladly continue to serve as a member and volunteer for additional ways to assist our community as able and appropriate.

While the budget and available funds are not at an optimum level, I feel our future is bright.

With many tough decisions, we have put ourselves on the road these past couple of years to better utilize our funds to increase visitation, overnight stays and special events, making South Padre Island even more of a desired vacation location.

Respectfully Submitted,

A handwritten signature in dark ink, appearing to read 'Mike Bigelow', written over a horizontal line.

Mike Bigelow

Item No. 6

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM****MEETING DATE:** April 11, 2012**NAME & TITLE:** Joni Clarke, City Manager**DEPARTMENT:** City Manager's Office**ITEM**

Appointment of a Chairperson to the CVA Board.

ITEM BACKGROUND**BUDGET/FINANCIAL SUMMARY****COMPREHENSIVE PLAN GOAL****LEGAL REVIEW**

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Item No. 7

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 11, 2012

NAME & TITLE: Joni Clarke, City Manager

DEPARTMENT: City Manager's Office

ITEM

Resignation of Joy Hartung from the CVA Board and as Vice-Chair.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Joy Hartung
P.O. Box 3858
South Padre Island, Tx 78597

Joni Clarke
City Manager
City of South Padre Island, Tx

Dear Ms. Clarke:

Due to unforeseen circumstances beyond my control, this letter is to formally advise you that I will stepping down from my position as Vice-Chairman on Convention & Visitors Advisory Board, effective immediately.

When the Committee meets again on April 11th, please convey my regrets and farewells to the other members and advise them that serving as a member of the CVA for the past two and 1/2 years has been one of the most enjoyable and meaningful community service positions that I have held.

In closing, I sincerely wish you and the other members the very best of luck with the future work of the Committee. I have no doubt that, under your able leadership, the CVA will be successful in achieving all of its targets for 2012.

Respectfully Submitted,

Joy Hartung

Item No. 8

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 11, 2012

NAME & TITLE: Joni Clarke, City Manager

DEPARTMENT: City Manager's Office

ITEM

Appointment of a Vice-Chair to the CVA Board.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Item No. 9

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 11, 2012

NAME & TITLE: Beth Free, Chief Financial Officer

DEPARTMENT: Finance

ITEM

Review of monthly and year to date revenues, expenditures and financial statements.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Memo

To: Convention & Visitors Authority Board
From: Beth Free, CFO
City of South Padre Island
CC: Joni Clarke
Date: April 5, 2012
Re: Convention Center Financial Statements

The financial statements for the Convention and Visitors Bureau are attached. The financial statements include the Balance Sheets as of March 31, 2012 and 2011 respectively as well as the Operating Statement for the six months then ended for both 2012 and 2011. The summary statements include budgetary information compared to the actual amounts expended. The statements are in summary form with the income and expenditure detailed line items attached. The detail listing is solely for the March activity. The summary statements and line item detail reports include expenditures as well as encumbrances. An encumbrance is a purchase order or contract and represents a commitment by the CVB to acquire goods or services which have not been provided or for which an invoice has not been processed as of the statement date. Those line items that exceed the authorized levels of expenditure have the amounts bracketed in the column labeled "Unencumbered Balance".

Please contact me at 956-761-3049 at your earliest convenience should you have any questions.

"A Certified Retirement Community"

Hotel/Motel - Conv. Centre Funds
 March 31, 2012
 Issue date: 4/5/2012

City of South Padre Island
Convention & Visitor's Bureau
Balance Sheet
March 31, 2012/2011

Assets	Hotel/Motel Fund		Conv. Centre Fund		Total	
	Mar 31, 2012	Mar 31, 2011	Mar 31, 2012	Mar 31, 2011	Mar 31, 2012	Mar 31, 2011
Cash and cash equivalents	\$34,055.71	\$0.00	\$444,703.17	\$179,316.34	\$478,758.88	\$179,316.34
Receivables	\$7,945.13	\$8,094.37	\$101.08	\$1,021.23	\$8,046.21	\$9,115.60
Due from Hotel/Motel Fund	\$0.00	\$0.00	\$923,182.82	\$910,617.08	\$923,182.82	\$910,617.08
Due from other funds	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Prepaid Items	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Assets	\$42,000.84	\$8,094.37	\$1,367,987.07	\$1,090,954.65	\$1,409,987.91	\$1,099,049.02
Liabilities and Fund Balances						
Accounts Payable	\$0.00	\$0.00	\$0.00	\$1,062.49	\$0.00	\$1,062.49
Due to General Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Due to Convention Center Fund	\$923,182.82	\$910,617.08	\$0.00	\$0.00	\$923,182.82	\$910,617.08
Due to other funds	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Reserved for Encumbrances	\$882,691.83	\$954,414.74	\$83,023.96	\$47,947.67	\$965,715.79	\$1,002,362.41
Other liabilities	\$77.44	\$121.44	\$24.75	\$0.00	\$102.19	\$121.44
Deferred Revenue	\$0.00	\$0.00	\$39,672.50	\$15,927.50	\$39,672.50	\$15,927.50
Total Liabilities	\$1,805,952.09	\$1,865,153.26	\$122,721.21	\$64,937.66	\$1,928,673.30	\$1,930,090.92
Fund Balance	(\$1,763,951.25)	(\$1,857,058.89)	\$1,245,265.86	\$1,026,016.99	(\$518,685.39)	(\$831,041.90)
Total Liabilities and Fund Balance	\$42,000.84	\$8,094.37	\$1,367,987.07	\$1,090,954.65	\$1,409,987.91	\$1,099,049.02

Hotel/Motel - Conv. Centre Funds
 March 31, 2012
 Issue date: 4/5/2012

City of South Padre Island
 Convention & Visitor's Bureau
STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCES
 For the six months ending March 31, 2012/2011

	2012			2011			2012			2011		
	Hotel/Motel Fund			Convention Centre Fund			Convention Centre Fund			Convention Centre Fund		
	Budget	Actual	Actual	Budget	Actual	Actual	Budget	Actual	Actual	Budget	Total Actual	Prior Year
REVENUES												
Nonproperty taxes	\$3,774,540.00	\$499,251.38	\$537,949.15	\$1,898,460.00	\$250,551.19	\$251,105.07	\$5,673,000.00	\$749,802.57	\$789,054.22			
Fees and Services	\$16,000.00	\$11,624.30	\$9,922.69	\$201,000.00	\$85,823.22	\$138,809.80	\$217,000.00	\$97,447.52	\$148,732.49			
Ticket Sales and Event Fees	\$25,000.00	\$33,300.93	\$0.00	\$0.00	\$0.00	\$0.00	\$25,000.00	\$33,300.93	\$0.00			
Miscellaneous	\$0.00	\$278.23	\$1.88	\$10,000.00	\$3,602.42	\$9,032.70	\$10,000.00	\$3,880.65	\$9,034.58			
Other Financing Sources	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00			
Total Revenues	\$3,815,540.00	\$544,454.84	\$547,873.72	\$2,109,460.00	\$339,976.83	\$398,947.57	\$5,925,000.00	\$884,431.67	\$946,821.29			
Less other Financing Sources	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00			
Operating Revenues	\$3,815,540.00	\$544,454.84	\$547,873.72	\$2,109,460.00	\$339,976.83	\$398,947.57	\$5,925,000.00	\$884,431.67	\$946,821.29			
EXPENDITURES (Includes Encumbrances for Commitments Issued)												
Visitors Bureau	\$261,536.34	\$117,609.74	\$178,268.52	\$0.00	\$0.00	\$0.00	\$261,536.34	\$117,609.74	\$178,268.52			
Sales & Marketing	\$2,851,990.28	\$2,294,642.48	\$2,134,878.32	\$0.00	\$0.00	\$0.00	\$2,851,990.28	\$2,294,642.48	\$2,134,878.32			
Events Marketing	\$532,949.03	\$426,481.86	\$435,003.59	\$0.00	\$0.00	\$0.00	\$532,949.03	\$426,481.86	\$435,003.59			
Convention Centre	\$0.00	\$0.00	\$0.00	\$1,756,199.36	\$1,118,737.70	\$1,080,033.39	\$1,756,199.36	\$1,118,737.70	\$1,080,033.39			
Total Expenditures	\$3,646,475.65	\$2,838,734.08	\$2,748,150.43	\$1,756,199.36	\$1,118,737.70	\$1,080,033.39	\$5,402,675.01	\$3,957,471.78	\$3,828,183.82			
Less Other Adjustments :												
Debt service on 2002 Bonds (565-9470)	\$0.00	\$0.00	\$0.00	\$426,069.00	\$426,069.00	\$421,993.50	\$426,069.00	\$426,069.00	\$421,993.50			
Cost of Issuance New Bonds (565-0535)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00			
Total Debt Related Expenditures	\$0.00	\$0.00	\$0.00	\$426,069.00	\$426,069.00	\$421,993.50	\$426,069.00	\$426,069.00	\$421,993.50			
Expenditures net of Debt related Costs	\$3,646,475.65	\$2,838,734.08	\$2,748,150.43	\$1,330,130.36	\$692,668.70	\$658,039.89	\$4,976,606.01	\$3,531,402.78	\$3,406,190.32			
Excess (Deficiency) of Revenues Over												
(Under) Expenditures	\$169,064.35	(\$2,294,279.24)	(\$2,200,276.71)	\$353,260.64	(\$778,760.87)	(\$681,085.82)	\$522,324.99	(\$3,073,040.11)	(\$2,881,362.53)			
Fund balance - beginning	\$530,327.99	\$530,327.99	\$343,217.82	\$2,024,026.73	\$2,024,026.73	\$1,707,102.81	\$2,554,354.72	\$2,554,354.72	\$2,050,320.63			
Fund balance - ending	\$699,392.34	(\$1,763,951.25)	(\$1,857,058.89)	\$2,377,287.37	\$1,245,265.86	\$1,026,016.99	\$3,076,679.71	(\$518,685.39)	(\$831,041.90)			

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 590 VISITORS BUREAU

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

590-0010 SUPERVISION

B E G I N N I N G B A L A N C E

0.00

590-0010-01 EXEMPT

B E G I N N I N G B A L A N C E

22,945.16

3/14/12 3/12 P06325 PYEXP 00604 PAYROLL 3-14-12

1,727.72

24,672.88

3/28/12 3/26 P06330 PYEXP 00607 PAYROLL 3-28-12

1,627.72

26,300.60

===== MARCH ACTIVITY DB: 3,355.44 CR: 0.00

3,355.44

590-0010-02 NON EXEMPT

B E G I N N I N G B A L A N C E

10,770.15

3/14/12 3/12 P06325 PYEXP 00604 PAYROLL 3-14-12

1,026.03

11,796.18

3/28/12 3/26 P06330 PYEXP 00607 PAYROLL 3-28-12

1,013.36

12,809.54

===== MARCH ACTIVITY DB: 2,039.39 CR: 0.00

2,039.39

590-0020 CLERICAL

B E G I N N I N G B A L A N C E

0.00

590-0030 LABOR

B E G I N N I N G B A L A N C E

2,283.53

3/14/12 3/12 P06325 PYEXP 00604 PAYROLL 3-14-12

306.00

2,589.53

3/28/12 3/26 P06330 PYEXP 00607 PAYROLL 3-28-12

225.68

2,815.21

===== MARCH ACTIVITY DB: 531.68 CR: 0.00

531.68

590-0040 TEMPORARY EMPLOYEES

B E G I N N I N G B A L A N C E

6,635.17

3/14/12 3/12 P06325 PYEXP 00604 PAYROLL 3-14-12

781.19

7,416.36

3/28/12 3/26 P06330 PYEXP 00607 PAYROLL 3-28-12

1,071.19

8,487.55

===== MARCH ACTIVITY DB: 1,852.38 CR: 0.00

1,852.38

590-0060 OVERTIME

B E G I N N I N G B A L A N C E

228.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 590 VISITORS BUREAU

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

590-0070

MEDICARE

B E G I N N I N G B A L A N C E

1,088.26

3/02/12	3/01	B31341	MISC	03914	PAYROLL	JE# 015921	130.52	1,218.78
3/15/12	3/15	B31441	MISC	03938	PAYROLL	JE# 015989	118.30	1,337.08
3/29/12	3/28	B31530	MISC	03956	PAYROLL	JE# 016032	134.13	1,471.21
===== MARCH ACTIVITY DB:				382.95	CR:	0.00	382.95	

590-0080

TMRS

B E G I N N I N G B A L A N C E

4,149.02

3/07/12	3/07	A77569	CHK: 124287	08696	FEB 2012 CITY CONTRIBUTI	020100 030712	1,023.54	5,172.56
===== MARCH ACTIVITY DB:				1,023.54	CR:	0.00	1,023.54	

590-0081

GROUP INSURANCE

B E G I N N I N G B A L A N C E

2,394.41

3/01/12	3/01	A77417	CHK: 124256	08679	MARCH 2012 MEDICAL PREMI	020057 022112	688.38	3,082.79
3/12/12	3/13	B31420		03933	BLUE CROSS MARCH 2012	JE# 015979	53.10	3,135.89
===== MARCH ACTIVITY DB:				741.48	CR:	0.00	741.48	

590-0083

WORKERS COMPENSATION

B E G I N N I N G B A L A N C E

248.57

590-0084

UNEMPLOYMENT TAX

B E G I N N I N G B A L A N C E

36.53

590-0085

LONGEVITY

B E G I N N I N G B A L A N C E

1,255.00

590-0090

MERIT ADJUSTMENTS

B E G I N N I N G B A L A N C E

0.00

590-0101

OFFICE SUPPLIES

B E G I N N I N G B A L A N C E

552.28

3/27/12	3/27	A78463	CHK: 999999	08800	10 CS COPY PAPER	001129 482666-0	55.99	608.27
3/27/12	3/27	A78464	CHK: 124400	08800	4-12 X 18 PARKING SIGNS	002215 3161	64.00	672.27

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 590 VISITORS BUREAU

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

3/27/12 3/27 A78479 CHK: 999999 08800 BOTTLED WATER DEL VC 022000 205048 6.50 678.77
 ===== MARCH ACTIVITY DB: 126.49 CR: 0.00 126.49

590-0102 LOCAL MEETINGS
 B E G I N N I N G B A L A N C E 10.00

590-0103 VIDEO CASSETTES
 B E G I N N I N G B A L A N C E 0.00

590-0104 FUELS & LUBRICANTS
 B E G I N N I N G B A L A N C E 254.76

3/06/12 3/06 A77562 CHK: 124284 08694 FUEL PURCHASED FEB 2012 006241 NP33512764 37.82 292.58
 ===== MARCH ACTIVITY DB: 37.82 CR: 0.00 37.82

590-0107 BOOKS & PERIODICALS
 B E G I N N I N G B A L A N C E 0.00

590-0108 POSTAGE
 B E G I N N I N G B A L A N C E 16,795.26

3/06/12 3/06 A77557 CHK: 124291 08693 MISC. SHIPPING CHARGES 021095 0000648239082 73.68 16,868.94
 3/08/12 3/08 A77634 CHK: 124361 08703 VISITOR INFO REQ FULFILL 020104 154 2,502.35 19,371.29
 3/08/12 3/08 A77635 CHK: 124361 08703 POSTAL ACCOUNT JAN 2012 020104 155 885.15 20,256.44
 3/12/12 3/12 A77763 CHK: 124367 08714 MISC.SHIPPING CHARGES 021095 0000648239092 394.51 20,650.95
 3/22/12 3/22 A78289 CHK: 124390 08777 MISC. SHIPPING CHARGES 021095 0000648239102 99.06 20,750.01
 3/23/12 3/23 A78347 CHK: 124444 08783 VISITOR INFO REQ. FEB 20 020104 162 1,538.40 22,288.41
 3/23/12 3/23 A78348 CHK: 124444 08783 POSTAL ACCT FEB 2012 020104 163 482.61 22,771.02
 3/27/12 3/27 A78475 CHK: 124449 08800 WEEKLY SERVICE CHARGE 021095 0000648239112 20.00 22,791.02
 ===== MARCH ACTIVITY DB: 5,995.76 CR: 0.00 5,995.76

590-0109 PHOTOGRAPHIC SUPPLIES
 B E G I N N I N G B A L A N C E 0.00

590-0110 FLAGS
 B E G I N N I N G B A L A N C E 75.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 590 VISITORS BUREAU

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

590-0111 TIRES & TUBES
B E G I N N I N G B A L A N C E 29.50

590-0113 BATTERIES
B E G I N N I N G B A L A N C E 0.00

590-0114 MEDICAL SUPPLIES
B E G I N N I N G B A L A N C E 61.51

590-0115 LAMPS & GLOBES
B E G I N N I N G B A L A N C E 0.00

590-0116 AWARDS
B E G I N N I N G B A L A N C E 0.00

590-0117 SAFETY SUPPLIES
B E G I N N I N G B A L A N C E 0.00

590-0118 PRINTING
B E G I N N I N G B A L A N C E 0.00

590-0130 WEARING APPAREL
B E G I N N I N G B A L A N C E 0.00

590-0150 MINOR TOOLS & EQUIPMENT
B E G I N N I N G B A L A N C E 53.58

3/20/12 3/20 A78243 08771 2- EXHAUST FANS FOR WELC 016110 F14326-P 31.98 85.56
===== MARCH ACTIVITY DB: 31.98 CR: 0.00 31.98

590-0160 LAUNDRY & JANITORIAL
B E G I N N I N G B A L A N C E 1,045.50

3/12/12 3/12 A77758 CHK: 999999 08714 TISSUE, TOWELS, A/B HAND 007600 357199 214.93 1,260.43
3/12/12 3/12 A77764 CHK: 124367 08714 FLOOR MATS, VISITORS CE 021095 8132026025 51.75 1,312.18
3/15/12 3/15 A77881 CHK: 124367 08738 CORRECTION WRONG VEN # 021095 8132026025-C 51.75CR 1,260.43
3/15/12 3/15 A77882 CHK: 999999 08738 MISC. FLOOR MATS VISITOR 021102 8132026025 51.75 1,312.18
3/27/12 3/27 A78477 CHK: 999999 08800 MISC. FLOOR MATS 021102 8132030468 51.75 1,363.93
===== MARCH ACTIVITY DB: 370.18 CR: 51.75CR 318.43

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 590 VISITORS BUREAU

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

590-0180 INFORMATION TECHNOLOGY
B E G I N N I N G B A L A N C E 0.00

590-0190 SOFTWARE
B E G I N N I N G B A L A N C E 0.00

590-0210 COLLATERAL PIECES
B E G I N N I N G B A L A N C E 1,250.00

3/08/12 3/08 B31404 CK 124264 03929 TOUCAN GRAPH-INV 12471 JE# 015967 1,250.00CR 0.00
===== MARCH ACTIVITY DB: 0.00 CR: 1,250.00CR 1,250.00CR

590-0230 PROMOTION ITEMS
B E G I N N I N G B A L A N C E 0.00

590-0401 FURNITURE/FIXTURES
B E G I N N I N G B A L A N C E 0.00

590-0410 MACHINERY & EQUIPMENT
B E G I N N I N G B A L A N C E 0.00

590-0411 BUILDINGS & STRUCTURES
B E G I N N I N G B A L A N C E 282.05

3/12/12 3/12 A77754 CHK: 999999 08714 AIR FILTER SERVICE ; WEE 001210 0000056862 29.00 311.05
===== MARCH ACTIVITY DB: 29.00 CR: 0.00 29.00

590-0412 LANDSCAPE
B E G I N N I N G B A L A N C E 750.00

3/15/12 3/15 A77961 CHK: 124374 08741 LAWN CARE SERVICE: VISIT 020221 7239 250.00 1,000.00
===== MARCH ACTIVITY DB: 250.00 CR: 0.00 250.00

590-0415 SERVICE CONTRACTS
B E G I N N I N G B A L A N C E 3,176.20

3/09/12 3/09 A77697 CHK: 124308 08707 LEASING MAILING MACHINE 001353 76419653 230.02 3,406.22

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 590 VISITORS BUREAU

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
3/12/12	3/12	A77756	CHK: 124308	08714	PROPERTY TAXES ON LEASED	001353	76456787		49.19	3,455.41
3/14/12	3/14	A77814	CHK: 124363	08729	BROADBAND INTERNET	020185	030912		249.90	3,705.31
3/27/12	3/27	A78473	CHK: 999999	08800	MONTHLY PEST CONTROL	VC 016174	40096		55.00	3,760.31
3/27/12	3/27	A78455	CHK: 124396	08799	LEASING MAILING MACHINE	001353	76571858		230.02	3,990.33
			=====	MARCH ACTIVITY	DB:	814.13	CR:	0.00	814.13	

590-0418

PARKING LOTS

B E G I N N I N G B A L A N C E

0.00

590-0420

MOTOR VEHICLES

B E G I N N I N G B A L A N C E

0.00

590-0427

PLUMBING

B E G I N N I N G B A L A N C E

0.00

590-0501

COMMUNICATIONS

B E G I N N I N G B A L A N C E

3,137.54

3/14/12	3/14	A77831	CHK: 124355	08728	PHONE BILL DATED 03/03/1	019520	030312		601.92	3,739.46
3/23/12	3/23	A78319	CHK: 124409	08782	TEX-AN NG CHARGES 2/01 -	004089	12060588N		27.99	3,767.45
			=====	MARCH ACTIVITY	DB:	629.91	CR:	0.00	629.91	

590-0510

RENTAL OF EQUIPMENT

B E G I N N I N G B A L A N C E

1,628.15

3/14/12	3/14	A77818	CHK: 124371	08729	RENTAL OF EQ-COPY MACHIN	023906	060344804		375.49	2,003.64
			=====	MARCH ACTIVITY	DB:	375.49	CR:	0.00	375.49	

590-0511

AUTO ALLOWANCE

B E G I N N I N G B A L A N C E

0.00

590-0513

TRAINING EXPENSE

B E G I N N I N G B A L A N C E

0.00

590-0520

INSURANCE

B E G I N N I N G B A L A N C E

6,907.15

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 590 VISITORS BUREAU

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

590-0530 PROFESSIONAL SERVICES

B E G I N N I N G B A L A N C E

515.87

3/02/12	3/06	B31378	454903		03923 NPC MERCH PYMT PROC-CC FEE	JE# 015947	43.55	559.42
3/05/12	3/06	B31385	Misc 454903		03923 NPC MERCH PYMT PROC-CC FEE	JE# 015954	1.34	560.76
3/05/12	3/06	B31386	Misc 454903		03923 NPC MERCH PYMT PROC-CC FEE	JE# 015955	0.48	561.24
3/06/12	3/14	B31425	454903		03925 NPC MERCH PYMT PROC-CC FEE	JE# 015959	0.42	561.66
3/07/12	3/14	B31428	454903		03925 NPC MERCH PYMT PROC	JE# 015970	0.25	561.91
3/09/12	3/14	B31432	454903		03925 NPC MERCH PYMT PROC-CC FEE	JE# 015978	2.80	564.71
3/12/12	3/14	B31434	454903		03925 NPC MERCH PYMT PROC-CC FEE	JE# 015981	1.41	566.12
3/15/12	3/19	B31485	454903		03936 NPC MERCH PYMT PROC-CC FEE	JE# 016005	0.27	566.39
3/19/12	3/20	B31490	454903		03944 NPC MERCH PYMT PROC-CC FEE	JE# 016008	0.27	566.66
3/21/12	3/27	B31517	454903		03946 NPC MERCH PYMT PROC-CC FEE	JE# 016014	0.75	567.41
3/22/12	3/27	B31519	454903		03946 NPC MERCH PYMT PROC-CC FEE	JE# 016018	1.20	568.61
3/23/12	3/23	A78324	CHK: 124425		08782 POST ACCIDENT SCREENING 014033 32191		148.20	716.81
3/23/12	3/27	B31521	032312		03946 NPC MERCH PYMT PROC-CC FEE	JE# 016020	0.81	717.62
3/26/12	3/27	B31524	454903		03946 NPC MERCH PYMT PROC-CC FEE	JE# 016026	0.27	717.89
				=====	MARCH ACTIVITY DB: 202.02 CR: 0.00		202.02	

590-0540 ADVERTISING

B E G I N N I N G B A L A N C E

0.00

590-0550 TRAVEL EXPENSE

B E G I N N I N G B A L A N C E

290.70

590-0551 DUES & MEMBERSHIPS

B E G I N N I N G B A L A N C E

0.00

590-0558 DECORATIONS

B E G I N N I N G B A L A N C E

0.00

590-0580 ELECTRICITY

B E G I N N I N G B A L A N C E

3,278.82

3/08/12	3/08	A77624	CHK: 124319		08702 ELECTRIC SERVICE	004231 120550014405766	1,625.90	4,904.72
				=====	MARCH ACTIVITY DB: 1,625.90 CR: 0.00		1,625.90	

590-0581 WATER, SEWER & GARBAGE

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 590 VISITORS BUREAU

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====	AMOUNT=====	=====	BALANCE=====
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B E G I N N I N G B A L A N C E

639.87

3/06/12	3/06	A77550	CHK: 124280	08693	600-B PADRE BLVD	002805	0863000581595			77.32		717.19
3/09/12	3/09	A77717	CHK: 999999	08710	600 PADRE BLVD	012071	201203093775			68.95		786.14
3/09/12	3/09	A77718	CHK: 999999	08710	600 PADRE BLVD	012071	201203093776			67.64		853.78
===== MARCH ACTIVITY DB:				213.91	CR:	0.00				213.91		

590-0590 JANITORIAL SERVICES

B E G I N N I N G B A L A N C E

0.00

590-0598 LAND LEASE

B E G I N N I N G B A L A N C E

0.00

590-1001 BUILDINGS & STRUCTURES

B E G I N N I N G B A L A N C E

0.00

590-1004 MACHINERY & EQUIPMENT

B E G I N N I N G B A L A N C E

0.00

590-1007 MOTOR VEHICLES

B E G I N N I N G B A L A N C E

0.00

590-1011 INFORMATION TECHNOLOGY

B E G I N N I N G B A L A N C E

0.00

590-9472 INTERFUND TRANSFERS

B E G I N N I N G B A L A N C E

0.00

590-9999 MISC DEPT ADJ

B E G I N N I N G B A L A N C E

0.00

DEPT: 591 ** INVALID DEPT **

591-0108 POSTAGE

B E G I N N I N G B A L A N C E

0.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 591 ** INVALID DEPT **

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

591-0112 SIGNS
B E G I N N I N G B A L A N C E 0.00

591-0533 MARKETING
B E G I N N I N G B A L A N C E 0.00

591-0551 DUES & MEMBERSHIPS
B E G I N N I N G B A L A N C E 0.00

591-9477 TRANSPORTATION GRANT
B E G I N N I N G B A L A N C E 0.00

592 0533
B E G I N N I N G B A L A N C E 0.00

DEPT: 592 SALES & MARKETING

592-0010 SUPERVISION
B E G I N N I N G B A L A N C E 0.00

592-0010-01 EXEMPT
B E G I N N I N G B A L A N C E 144,228.01

3/14/12	3/12	P06325	PYEXP	00604	PAYROLL 3-14-12		10,530.43	154,758.44
3/28/12	3/26	P06330	PYEXP	00607	PAYROLL 3-28-12		10,530.43	165,288.87
=====				MARCH ACTIVITY	DB: 21,060.86	CR: 0.00	21,060.86	

592-0010-02 NON EXEMPT
B E G I N N I N G B A L A N C E 43,985.30

3/14/12	3/12	P06325	PYEXP	00604	PAYROLL 3-14-12		4,208.56	48,193.86
3/28/12	3/26	P06330	PYEXP	00607	PAYROLL 3-28-12		4,208.56	52,402.42
=====				MARCH ACTIVITY	DB: 8,417.12	CR: 0.00	8,417.12	

592-0020 CLERICAL
B E G I N N I N G B A L A N C E 0.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

592-0030 LABOR
B E G I N N I N G B A L A N C E 0.00

592-0040 TEMPORARY EMPLOYEES
B E G I N N I N G B A L A N C E 350.75

592-0060 OVERTIME
B E G I N N I N G B A L A N C E 555.97

3/14/12 3/12 P06325 PYEXP 00604 PAYROLL 3-14-12 32.85 588.82
3/28/12 3/26 P06330 PYEXP 00607 PAYROLL 3-28-12 23.47 612.29
===== MARCH ACTIVITY DB: 56.32 CR: 0.00 56.32

592-0070 MEDICARE
B E G I N N I N G B A L A N C E 3,103.07

3/02/12 3/01 B31341 MISC 03914 PAYROLL JE# 015921 234.99 3,338.06
3/15/12 3/15 B31441 MISC 03938 PAYROLL JE# 015989 222.48 3,560.54
3/29/12 3/28 B31530 MISC 03956 PAYROLL JE# 016032 278.66 3,839.20
===== MARCH ACTIVITY DB: 736.13 CR: 0.00 736.13

592-0080 TMRS
B E G I N N I N G B A L A N C E 23,531.58

3/07/12 3/07 A77569 CHK: 124287 08696 FEB 2012 CITY CONTRIBUTI 020100 030712 6,247.66 29,779.24
===== MARCH ACTIVITY DB: 6,247.66 CR: 0.00 6,247.66

592-0081 GROUP INSURANCE
B E G I N N I N G B A L A N C E 19,673.16

3/01/12 3/01 A77417 CHK: 124256 08679 MARCH 2012 MEDICAL PREMI 020057 022112 3,070.46 22,743.62
3/12/12 3/13 B31420 03933 BLUE CROSS MARCH 2012 JE# 015979 212.40 22,956.02
===== MARCH ACTIVITY DB: 3,282.86 CR: 0.00 3,282.86

592-0083 WORKERS COMPENSATION
B E G I N N I N G B A L A N C E 1,663.62

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

592-0084 UNEMPLOYMENT TAX
B E G I N N I N G B A L A N C E 42.70

592-0085 LONGEVITY
B E G I N N I N G B A L A N C E 5,392.00

592-0090 MERIT ADJUSTMENTS
B E G I N N I N G B A L A N C E 0.00

592-0095 SALES INCENTIVE
B E G I N N I N G B A L A N C E 11,235.04

3/28/12 3/26 P06330 PYEXP 00607 PAYROLL 3-28-12 3,884.84 15,119.88
===== MARCH ACTIVITY DB: 3,884.84 CR: 0.00 3,884.84

592-0101 OFFICE SUPPLIES
B E G I N N I N G B A L A N C E 2,833.15

3/12/12 3/12 A77752 CHK: 999999 08714 30 VIEW PORTFOLIOIOS,2, 4 001129 478718-1 132.56 2,965.71
3/12/12 3/12 A77753 CHK: 999999 08714 3-FILES, MISC. USB DRIVE 001129 481278-0 166.68 3,132.39
3/16/12 3/16 A78022 08747 MS WIRELESS MOBILE MOUSE 017000 38431796P 19.99 3,152.38
3/16/12 3/16 A78052 08751 HANDSET LIFTER 1 104-9015352-897705 95.98 3,248.36
3/16/12 3/16 A78061 08752 WIRELESS 1 FOS1922289E-P 20.90 3,269.26
3/20/12 3/20 A78245 08771 REMOTE,PRINTER INK, BATT 023053 02721-P 79.94 3,349.20
3/27/12 3/27 A78445 CHK: 124432 08797 CONSUMABLES, OFFICE SUPP 018509 002870 499.40 3,848.60
3/28/12 3/28 A78510 CHK: 124446 08807 BUSINESS CARDS 020602 12550 29.00 3,877.60
===== MARCH ACTIVITY DB: 1,044.45 CR: 0.00 1,044.45

592-0102 LOCAL MEETINGS
B E G I N N I N G B A L A N C E 2,164.63

3/16/12 3/16 A78050 08751 LUNCH MEETING ;2/09/12 008261 344869-P 24.60 2,189.23
3/16/12 3/16 A78051 08751 LUNCH MEETING; FEB 9,201 008261 344870 8.20 2,197.43
3/16/12 3/16 A78058 08752 DINNER MEETING 1 50093 228.25 2,425.68
===== MARCH ACTIVITY DB: 261.05 CR: 0.00 261.05

592-0103 VIDEO MEDIA

4-04-2012 4:07 PM

D E T A I L L I S T I N G

PAGE: 12

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FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

B E G I N N I N G B A L A N C E

0.00

592-0104

FUELS & LUBRICANTS

B E G I N N I N G B A L A N C E

306.52

3/06/12 3/06 A77562 CHK: 124284

08694 FUEL PURCHASED FEB 2012 006241 NP33512764

178.64

485.16

===== MARCH ACTIVITY

DB:

178.64

CR:

0.00

178.64

592-0107

BOOKS & PERIODICALS

B E G I N N I N G B A L A N C E

264.00

592-0108

POSTAGE

B E G I N N I N G B A L A N C E

0.00

592-0109

PHOTOGRAPHIC SUPPLIES

B E G I N N I N G B A L A N C E

0.00

592-0110

FLAGS

B E G I N N I N G B A L A N C E

0.00

592-0111

TIRES & TUBES

B E G I N N I N G B A L A N C E

0.00

592-0113

BATTERIES

B E G I N N I N G B A L A N C E

0.00

592-0115

LAMPS & GLOBES

B E G I N N I N G B A L A N C E

0.00

592-0116

AWARDS

B E G I N N I N G B A L A N C E

0.00

592-0118

PRINTING

B E G I N N I N G B A L A N C E

103.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

592-0130 WEARING APPAREL
B E G I N N I N G B A L A N C E 0.00

592-0150 MINOR TOOLS & EQUIPMENT
B E G I N N I N G B A L A N C E 0.00

592-0160 LAUNDRY & JANITORIAL
B E G I N N I N G B A L A N C E 0.00

592-0177 PURCHASES FOR RESALE
B E G I N N I N G B A L A N C E 0.00

592-0180 INFORMATION TECHNOLOGY
B E G I N N I N G B A L A N C E 0.00

592-0190 SOFTWARE
B E G I N N I N G B A L A N C E 0.00

592-0210 STOCK - COLLATERAL PIECES
B E G I N N I N G B A L A N C E 0.00

592-0220 STOCK - MAGAZINES
B E G I N N I N G B A L A N C E 0.00

592-0230 STOCK - PROMOTION ITEMS
B E G I N N I N G B A L A N C E 0.00

3/23/12 3/23 A78368 CHK: 124414 08786 PROMOTIONAL ITEMS 006716 9041601759 1,123.65 1,123.65
===== MARCH ACTIVITY DB: 1,123.65 CR: 0.00 1,123.65

592-0240 STOCK - GROUP TOUR MANUAL
B E G I N N I N G B A L A N C E 0.00

592-0250 STOCK - PR PUBLICATION
B E G I N N I N G B A L A N C E 0.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

592-0260 STOCK - PR FOLDERS
B E G I N N I N G B A L A N C E 0.00

592-0401 FURNITURE & FIXTURES
B E G I N N I N G B A L A N C E 0.00

592-0410 MACHINERY & EQUIPMENT
B E G I N N I N G B A L A N C E 0.00

592-0411 BUILDING & STRUCTURES
B E G I N N I N G B A L A N C E 0.00

592-0412 LANDSCAPE
B E G I N N I N G B A L A N C E 0.00

592-0415 SERVICE CONTRACTS
B E G I N N I N G B A L A N C E 9,357.05

3/14/12 3/14 A77819 CHK: 124371 08729 SPICC COPIER 023906 060491234 1,195.24 10,552.29
===== MARCH ACTIVITY DB: 1,195.24 CR: 0.00 1,195.24

592-0418 PARKING LOTS
B E G I N N I N G B A L A N C E 0.00

592-0420 MOTOR VEHICLES
B E G I N N I N G B A L A N C E 0.00

592-0427 PLUMBING
B E G I N N I N G B A L A N C E 0.00

592-0501 COMMUNICATIONS
B E G I N N I N G B A L A N C E 7,041.65

3/14/12 3/12 P06325 PYEXP 00604 PAYROLL 3-14-12 420.00 7,461.65
3/14/12 3/14 A77831 CHK: 124355 08728 PHONE BILL DATED 03/03/1 019520 030312 711.37 8,173.02
3/23/12 3/23 A78319 CHK: 124409 08782 TEX-AN NG CHARGES 2/01 - 004089 12060588N 3.29 8,176.31
3/27/12 3/27 A78489 CHK: 124437 08802 CELLPHONE BILL FOR 2/27- 019404 463528814-052 138.89 8,315.20
===== MARCH ACTIVITY DB: 1,273.55 CR: 0.00 1,273.55

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

592-0510 RENTAL OF EQUIPMENT
B E G I N N I N G B A L A N C E 0.00

592-0511 AUTO ALLOWANCE
B E G I N N I N G B A L A N C E 1,850.00

3/14/12 3/12 P06325 PYEXP 00604 PAYROLL 3-14-12 100.00 1,950.00
===== MARCH ACTIVITY DB: 100.00 CR: 0.00 100.00

592-0513 TRAINING EXPENSE
B E G I N N I N G B A L A N C E 1,168.00

592-0520 INSURANCE
B E G I N N I N G B A L A N C E 0.00

592-0529 CREDIT CARD SERVICE FEES
B E G I N N I N G B A L A N C E 0.00

592-0530 PROFESSIONAL SERVICES
B E G I N N I N G B A L A N C E 82,172.71

3/01/12 3/01 A77383 CHK: 999999 08675 ACCOUNT MANAGEMENT 001344 6973 6,500.00 88,672.71
3/01/12 3/01 A77386 CHK: 999999 08675 MONTHLY PUBLIC RELATIONS 001344 6976 6,000.00 94,672.71
3/08/12 3/08 A77628 CHK: 999999 08702 PROF FEES FOR MARCH 2012 008253 20596 3,125.00 97,797.71
3/14/12 3/14 A77806 CHK: 124333 08729 CVB INITIAL IT MAINT 011022 1721 1,092.50 98,890.21
3/14/12 3/14 A77807 CHK: 124333 08729 CVB INITIAL I.T. MAINTEN 011022 1762 997.50 99,887.71
3/14/12 3/14 A77808 CHK: 124333 08729 I.T SERVICES 011022 1777 665.00 100,552.71
3/23/12 3/23 A78363 CHK: 999999 08786 ACCOUNT MANAGEMENT 001344 INV-1124 6,500.00 107,052.71
3/26/12 3/26 A78375 CHK: 999999 08787 MONTHLY PUBLIC RELATIONS 001344 INV-1126 6,000.00 113,052.71
3/27/12 3/27 A78468 CHK: 124419 08800 ONSITE SUPPORT :WEEKLY M 011022 1791 427.50 113,480.21
3/31/12 4/03 B31552 03964 ACCOUNTING SERVICES 6 MONTHS JE# 016045 22,250.00 135,730.21
===== MARCH ACTIVITY DB: 53,557.50 CR: 0.00 53,557.50

592-0531 MEDIA PLACEMENT
B E G I N N I N G B A L A N C E 352,263.81

3/01/12 3/01 A77387 CHK: 999999 08675 MEDIA PLACEMENT2011-12 001344 6977 11,505.96 363,769.77
3/01/12 3/01 A77388 CHK: 999999 08675 MEDIA PLACEMENT2011-12 001344 6978 10,588.24 374,358.01
3/01/12 3/01 A77389 CHK: 999999 08675 MEDIA PLACEMENT2011-12 001344 6979 12,500.00 386,858.01
3/01/12 3/01 A77390 CHK: 999999 08675 MEDIA PLACEMENT2011-12 001344 6980 11,666.67 398,524.68

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
3/01/12	3/01	A77391	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	6981		33,265.53	431,790.21
3/01/12	3/01	A77392	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	6982		5,000.00	436,790.21
3/01/12	3/01	A77393	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	6983		3,267.99	440,058.20
3/01/12	3/01	A77394	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	6984		3,179.75	443,237.95
3/01/12	3/01	A77395	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	6985		6,250.00	449,487.95
3/01/12	3/01	A77396	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	6986		3,160.00	452,647.95
3/01/12	3/01	A77398	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	6989		470.59	453,118.54
3/01/12	3/01	A77399	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	6990		3,688.24	456,806.78
3/01/12	3/01	A77400	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	6991		9,000.00	465,806.78
3/01/12	3/01	A77401	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	6993		529.41	466,336.19
3/01/12	3/01	A77403	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	6995		4,183.00	470,519.19
3/01/12	3/01	A77404	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	6996		4,380.00	474,899.19
3/01/12	3/01	A77405	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	6997		10,932.00	485,831.19
3/01/12	3/01	A77406	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	6998		1,430.00	487,261.19
3/01/12	3/01	A77407	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	6999		1,500.00	488,761.19
3/01/12	3/01	A77408	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	7000		12,082.00	500,843.19
3/01/12	3/01	A77409	CHK: 999999	08675 MEDIA PLACEMENT2011-12	001344	7001		14,764.06	515,607.25
3/08/12	3/08	A77629	CHK: 124331	08702 BROCHURE RACK AT VIA	009131	792100766		135.00	515,742.25
3/08/12	3/08	A77630	CHK: 124331	08702 EDGELIT DISPLAY @ VIA	009131	792100767		1,617.00	517,359.25
3/09/12	3/09	A77708	CHK: 999999	08707 ADVERTISING TRAVEL INFOR	022003	212019		465.80	517,825.05
3/14/12	3/14	A77837	CHK: 124373	08728 NON-AERO REVENUE-TERMINA	028032	2012-00000224		370.00	518,195.05
3/14/12	3/14	A77815	CHK: 999999	08729 ADVERTISING TRAVEL INFOR	022003	312019		451.35	518,646.40
3/23/12	3/23	A78329	CHK: 124438	08782 AT&T DIRECTORY ADVERTISI	019510	031112		107.80	518,754.20
3/26/12	3/26	A78373	CHK: 999999	08787 MEDIA PLACEMENT2011-12	001344	INV-1079		7,000.00	525,754.20
3/26/12	3/26	A78374	CHK: 999999	08787 MEDIA PLACEMENT2011-12	001344	INV-1080		9,829.45	535,583.65
3/26/12	3/26	A78377	CHK: 999999	08787 MEDIA PLACEMENT2011-12	001344	INV-1129		12,500.00	548,083.65
3/26/12	3/26	A78378	CHK: 999999	08787 MEDIA PLACEMENT2011-12	001344	INV-1130		3,624.99	551,708.64
3/26/12	3/26	A78379	CHK: 999999	08787 MEDIA PLACEMENT2011-12	001344	INV-1131		7,000.00	558,708.64
3/26/12	3/26	A78380	CHK: 999999	08787 MEDIA PLACEMENT2011-12	001344	INV-1132		6,250.00	564,958.64
3/26/12	3/26	A78381	CHK: 999999	08787 MEDIA PLACEMENT2011-12	001344	INV-1133		9,000.00	573,958.64
3/26/12	3/26	A78382	CHK: 999999	08787 MEDIA PLACEMENT2011-12	001344	INV-1134		10,000.00	583,958.64
3/26/12	3/26	A78383	CHK: 999999	08787 MEDIA PLACEMENT2011-12	001344	INV-1135		11,666.66	595,625.30
3/26/12	3/26	A78384	CHK: 999999	08787 MEDIA PLACEMENT2011-12	001344	INV-1136		2,250.00	597,875.30
3/26/12	3/26	A78385	CHK: 999999	08787 MEDIA PLACEMENT2011-12	001344	INV-1137		470.59	598,345.89
3/26/12	3/26	A78386	CHK: 999999	08787 MEDIA PLACEMENT2011-12	001344	INV-1138		4,411.76	602,757.65
3/26/12	3/26	A78387	CHK: 999999	08787 MEDIA PLACEMENT2011-12	001344	INV-1139		3,267.98	606,025.63
3/26/12	3/26	A78388	CHK: 999999	08787 MEDIA PLACEMENT2011-12	001344	INV-1140		3,688.24	609,713.87
3/26/12	3/26	A78389	CHK: 999999	08787 MEDIA PLACEMENT2011-12	001344	INV-1141		1,105.88	610,819.75
=====				MARCH ACTIVITY	DB:	258,555.94	CR:	0.00	258,555.94

592-0532

HARLINGEN CO-OP ADV

B E G I N N I N G B A L A N C E

0.00

592-0533

MARKETING

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

B E G I N N I N G B A L A N C E

42,253.64

3/12/12 3/12 A77755 CHK: 124306 08714 REPRESENTATION,EMAIL, ET 001216 237351 599.16 42,852.80
 ===== MARCH ACTIVITY DB: 599.16 CR: 0.00 599.16

592-0534

AIRPORT SHUTTLE SERVICE

B E G I N N I N G B A L A N C E

50,832.98

3/14/12 3/14 A77816 CHK: 999999 08729 SPI/VIA AIRPORT SHUTTLE 022158 SPI#23-12 9,099.36 59,932.34
 3/14/12 3/14 A77817 CHK: 999999 08729 SPI/VIA AIRPORT SHUTTLE 022158 SPI#24-12 6,017.25 65,949.59
 ===== MARCH ACTIVITY DB: 15,116.61 CR: 0.00 15,116.61

592-0535

FAMILIARIZATION TOUR

B E G I N N I N G B A L A N C E

5,730.71

3/16/12 3/16 A78031 08748 LUNCH MEETING:K.PENDERGA 008261 349382-P 19.39 5,750.10
 3/16/12 3/16 A78033 08748 DINNER MEETING: K. PENDE 019104 381662/1 66.95 5,817.05
 3/16/12 3/16 A78053 08752 LUNCH MEETING; D.A.R.S. 018046 8718 75.99 5,893.04
 3/16/12 3/16 A78057 08752 LUNCH MEETING 1 30029-P 53.14 5,946.18
 ===== MARCH ACTIVITY DB: 215.47 CR: 0.00 215.47

592-0537

PRODUCTION

B E G I N N I N G B A L A N C E

89,803.83

3/01/12 3/01 A77397 CHK: 999999 08675 PRODUCTION COST OF MEDIA 001344 6988 10,750.00 100,553.83
 3/01/12 3/01 A77402 CHK: 999999 08675 PRODUCTION COST OF MEDIA 001344 6994 7,500.00 108,053.83
 3/01/12 3/01 A77410 CHK: 999999 08675 PRODUCTION COST OF MEDIA 001344 7002 1,250.00 109,303.83
 3/01/12 3/01 A77411 CHK: 999999 08675 PRODUCTION COST OF MEDIA 001344 7003 4,400.00 113,703.83
 3/26/12 3/26 A78376 CHK: 999999 08787 NEW SPI PADRE CAMPAIGN 001344 INV-1128 7,500.00 121,203.83
 3/26/12 3/26 A78390 CHK: 999999 08787 PRODUCTION COST OF MEDIA 001344 INV-1142 1,500.00 122,703.83
 ===== MARCH ACTIVITY DB: 32,900.00 CR: 0.00 32,900.00

592-0538

CONVENTION SERVICES

B E G I N N I N G B A L A N C E

13,593.10

3/16/12 3/16 A78021 08747 NAME BADGE INSERTS 016015 15433434P 141.28 13,734.38
 3/16/12 3/16 A78023 08747 EXPANDING CRATE ON WHEEL 017000 41836725P 27.99 13,762.37
 3/16/12 3/16 A78026 08747 MISC.TOWELS 1 80184P 516.83 14,279.20
 3/23/12 3/23 A78372 CHK: 124446 08786 TCMA CONFERENCE JUNE 201 020602 12716 1,521.47 15,800.67
 ===== MARCH ACTIVITY DB: 2,207.57 CR: 0.00 2,207.57

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

592-0540 ADVERTISING
B E G I N N I N G B A L A N C E 0.00

592-0545 NON-LOCAL MEETINGS
B E G I N N I N G B A L A N C E 0.00

592-0550 TRAVEL EXPENSE
B E G I N N I N G B A L A N C E 21,883.57

3/16/12	3/16	A78029	08748	PARKING FEE:UNITY DINNER	001399	022112-P	5.00	21,888.57
3/16/12	3/16	A78030	08748	HILTON - AUSTIN:SELF PAR	008216	3456934582-P	40.00	21,928.57
3/16/12	3/16	A78035	08748	LODGING	1	022012-P	112.00	22,040.57
3/16/12	3/16	A78036	08748	CAR RENTAL	1	183299093-P	192.47	22,233.04
3/16/12	3/16	A78037	08748	BREAKFAST	1	30-P	11.10	22,244.14
3/16/12	3/16	A78043	08750	EXCESS BAGGAGE FEE	000002	0052186414717-P	35.00	22,279.14
3/16/12	3/16	A78044	08750	AIRFARE HRLNGN TO DALLAS	000002	CSRX35-P	234.20	22,513.34
3/16/12	3/16	A78048	08750	MARRIOTT HOUSTON MED CTR	1	4194-P	556.92	23,070.26
3/16/12	3/16	A78049	08750	TAXI	1	5567098001057627	62.00	23,132.26
3/16/12	3/16	A78054	08752	LUNCH MEETING	1	0021A-P	87.25	23,219.51
3/16/12	3/16	A78055	08752	ZNB TRANSPORTATION DALLA	1	020412-P	42.55	23,262.06
3/16/12	3/16	A78056	08752	PARKING	1	12707	14.00	23,276.06
3/16/12	3/16	A78059	08752	TAXI FARE	1	5719756-P	37.00	23,313.06
3/16/12	3/16	A78060	08752	LODGING	1	65689625-P	201.14	23,514.20
3/19/12	3/19	A78125	08759	DIINER AUSTIN	1	0338-1P	38.78	23,552.98
3/19/12	3/19	A78127	08759	MEAL	1	173311	8.66	23,561.64
3/19/12	3/19	A78128	08759	LUNCH 2/21/12	1	217-P	10.95	23,572.59
3/19/12	3/19	A78129	08759	AUSTIN TRIP	1	22112-P	30.80	23,603.39
3/22/12	3/22	A78278	CHK: 999999	08777 MISC. REIMBURSEMENT	004006	030712	55.29	23,658.68
3/22/12	3/22	A78286	CHK: 124387	08777 MILEAGE & MEALS REIMBURS	019253	021512	123.04	23,781.72
3/27/12	3/27	A78437	CHK: 999999	08795 MILEAGE/MISC. REIMBURSEM	012019	031812	605.08	24,386.80
3/29/12	3/29	A78555	CHK: 999999	08814 CASH ADVANCE: HOUSTON TR	004006	032912	300.00	24,686.80
===== MARCH ACTIVITY DB: 2,803.23 CR: 0.00							2,803.23	

592-0550-001 CC CHGS DQ
B E G I N N I N G B A L A N C E 0.00

592-0550-002 CC CHGS CL
B E G I N N I N G B A L A N C E 0.00

592-0550-003 CC CHGS MZ

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

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ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

B E G I N N I N G B A L A N C E

0.00

592-0550-004 CC CHGS DA

B E G I N N I N G B A L A N C E

0.00

592-0550-005 CC CHGS LD

B E G I N N I N G B A L A N C E

0.00

592-0550-006 CC CHGS SS

B E G I N N I N G B A L A N C E

0.00

592-0551 DUES & MEMBERSHIPS

B E G I N N I N G B A L A N C E

16,150.01

3/16/12	3/16	A78027	08748 SOUTH PADRE-LIVE DALLAS	001358	4177348908-P	300.00	16,450.01
3/16/12	3/16	A78028	08748 SOUTH PADRE -AUSTIN LIVE	001358	4177352116-P	300.00	16,750.01
3/16/12	3/16	A78032	08748 FEB. CHAPTER MEETING/LUN	013500	021612-P	25.00	16,775.01
3/16/12	3/16	A78034	08748 2012 TXMET SUBSCRIPTION	020031	022815	500.00	17,275.01
=====			MARCH ACTIVITY	DB:	1,125.00	CR: 0.00	1,125.00

592-0553 TRADE SHOW FEES

B E G I N N I N G B A L A N C E

14,685.15

3/09/12	3/09	A77707	CHK: 124360	08707	TRADE SHOW-WACO	020052	9066	380.00	15,065.15
3/16/12	3/16	A78045		08750	DALLAS H & G SHOW	1	020712-P	180.00	15,245.15
3/16/12	3/16	A78046		08750	TX H & G SHOW-HOUSTON	1	020912-P	57.20	15,302.35
3/16/12	3/16	A78047		08750	DECOR	1	215456-P	90.00	15,392.35
=====			MARCH ACTIVITY	DB:	707.20	CR:	0.00	707.20	

592-0554 VALLEY CO-OP

B E G I N N I N G B A L A N C E

0.00

592-0555 MISC. REIMBURSEMENTS

B E G I N N I N G B A L A N C E

0.00

592-0558 DECORATIONS

B E G I N N I N G B A L A N C E

105.90

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

592-0559

INTERNET

B E G I N N I N G B A L A N C E

76,269.55

3/01/12	3/01	A77384	CHK: 999999	08675	WEBSITE MAINTENANCE	001344	6974		2,808.44	79,077.99
3/01/12	3/01	A77385	CHK: 999999	08675	WEBSITE MAINTENANCE	001344	6975		1,250.00	80,327.99
3/23/12	3/23	A78364	CHK: 999999	08786	WEBSITE MAINTENANCE	001344	INV-1125		2,800.00	83,127.99
3/23/12	3/23	A78365	CHK: 999999	08786	WEBSITE MAINTENANCE	001344	INV-1127		1,250.00	84,377.99
===== MARCH ACTIVITY				DB:	8,108.44	CR:		0.00	8,108.44	

592-0561

HISTORIC PRESERVATION

B E G I N N I N G B A L A N C E

0.00

592-1001

BUILDINGS & STRUCTURES

B E G I N N I N G B A L A N C E

0.00

592-1004

MACHINERY & EQUIPMENT

B E G I N N I N G B A L A N C E

0.00

592-1007

MOTOR VEHICLES

B E G I N N I N G B A L A N C E

0.00

592-1010

SOFTWARE

B E G I N N I N G B A L A N C E

0.00

592-1011

INFORMATION TECHNOLOGY

B E G I N N I N G B A L A N C E

0.00

592-1020

OUTDOOR RESTROOMS

B E G I N N I N G B A L A N C E

0.00

592-1030

MOBILE BOX OFFICE

B E G I N N I N G B A L A N C E

0.00

592-9100

Y2K UPDATES

B E G I N N I N G B A L A N C E

0.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

592-9470 DEBT SERVICE TRANSFER
B E G I N N I N G B A L A N C E 0.00

592-9472 INTERFUND TRANSFERS
B E G I N N I N G B A L A N C E 0.00

592-9999 MISC DEPT ADJ
B E G I N N I N G B A L A N C E 0.00

593 80
B E G I N N I N G B A L A N C E 0.00

DEPT: 593 EVENTS MARKETING

593-0010-01 EXEMPT
B E G I N N I N G B A L A N C E 18,319.66

3/14/12	3/12	P06325	PYEXP	00604	PAYROLL 3-14-12		1,744.73	20,064.39
3/28/12	3/26	P06330	PYEXP	00607	PAYROLL 3-28-12		1,744.73	21,809.12
=====				MARCH ACTIVITY	DB: 3,489.46 CR: 0.00		3,489.46	

593-0010-02 NON EXEMPT
B E G I N N I N G B A L A N C E 0.00

593-0030 LABOR
B E G I N N I N G B A L A N C E 0.00

593-0040 TEMPORARY EMPLOYEES
B E G I N N I N G B A L A N C E 0.00

593-0060 OVERTIME
B E G I N N I N G B A L A N C E 0.00

593-0070 MEDICARE
B E G I N N I N G B A L A N C E 263.51

3/02/12	3/01	B31341	MISC	03914	PAYROLL	JE# 015921	25.30	288.81
3/15/12	3/15	B31441	MISC	03938	PAYROLL	JE# 015989	25.30	314.11

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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3/29/12	3/28	B31530	MISC	03956	PAYROLL		JE# 016032		25.30	339.41
				=====	MARCH ACTIVITY	DB:	75.90	CR:	0.00	75.90

593-0080

TMRS

B E G I N N I N G B A L A N C E

1,880.34

3/07/12	3/07	A77569	CHK: 124287	08696	FEB 2012 CITY CONTRIBUTI	020100	030712		674.70	2,555.04
				=====	MARCH ACTIVITY	DB:	674.70	CR:	0.00	674.70

593-0081

GROUP INSURANCE

B E G I N N I N G B A L A N C E

2,026.05

3/01/12	3/01	A77417	CHK: 124256	08679	MARCH 2012 MEDICAL PREMI	020057	022112		338.94	2,364.99
3/12/12	3/13	B31420		03933	BLUE CROSS MARCH 2012		JE# 015979		26.55	2,391.54
				=====	MARCH ACTIVITY	DB:	365.49	CR:	0.00	365.49

593-0083

WORKERS COMPENSATION

B E G I N N I N G B A L A N C E

174.97

593-0084

UNEMPLOYMENT TAX

B E G I N N I N G B A L A N C E

0.00

593-0085

LONGEVITY

B E G I N N I N G B A L A N C E

725.00

593-0090

MERIT ADJUSTMENTS

B E G I N N I N G B A L A N C E

0.00

593-0104

FUEL & LUBRICANTS

B E G I N N I N G B A L A N C E

282.39

3/06/12	3/06	A77562	CHK: 124284	08694	FUEL PURCHASED FEB 2012	006241	NP33512764		54.94	337.33
				=====	MARCH ACTIVITY	DB:	54.94	CR:	0.00	54.94

593-0150

MINOR TOOLS & EQUIPMENT

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

B E G I N N I N G B A L A N C E 0.00

593-0420 MOTOR VEHICLES

B E G I N N I N G B A L A N C E 0.00

593-0513 TRAINING

B E G I N N I N G B A L A N C E 0.00

593-0520 INSURANCE

B E G I N N I N G B A L A N C E 0.00

593-0530 PROFESSIONAL SERVICE

B E G I N N I N G B A L A N C E 1,642.50

3/08/12 3/08 B31404 CK 124264 03929 TOUCAN GRAPH-INV 12471 JE# 015967 1,250.00 2,892.50
 ===== MARCH ACTIVITY DB: 1,250.00 CR: 0.00 1,250.00

593-0540 ADVERTISING

B E G I N N I N G B A L A N C E 0.00

593-0550 TRAVEL

B E G I N N I N G B A L A N C E 0.00

593-0550-001 CC CHGS MH

B E G I N N I N G B A L A N C E 0.00

593-0550-002 CC CHGS BH

B E G I N N I N G B A L A N C E 0.00

593-0551 DUES & MEMBERSHIPS

B E G I N N I N G B A L A N C E 750.00

593-1004 MACHINERY & EQUIPMENT

B E G I N N I N G B A L A N C E 0.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

593-1007 MOTOR VEHICLES
B E G I N N I N G B A L A N C E 0.00

593-7005 RADIO PROMOTIONS
B E G I N N I N G B A L A N C E 0.00

593-7010 HOSTING COSTS
B E G I N N I N G B A L A N C E 0.00

593-7020 COLLEGEFEST
B E G I N N I N G B A L A N C E 0.00

593-8010 CINE SOL
B E G I N N I N G B A L A N C E 0.00

593-8015 TEXAS POLICE GAMES
B E G I N N I N G B A L A N C E 0.00

593-8020 SANDY CUP
B E G I N N I N G B A L A N C E 0.00

593-8025 TEXAS SENIOR OPEN
B E G I N N I N G B A L A N C E 0.00

593-8030 FIREWORKS
B E G I N N I N G B A L A N C E 0.00

3/29/12	3/29	A78547	CHK: 124397	08812 2012 FIREWORK DISPLAYS	001370 205-132	7,093.75	7,093.75
3/29/12	3/29	A78548	CHK: 124397	08812 2012 FIREWORK DISPLAYS	001370 205-133	22,700.00	29,793.75
3/29/12	3/29	A78549	CHK: 124397	08812 2012 FIREWORK DISPLAYS	001370 205-134	7,093.75	36,887.50
===== MARCH ACTIVITY				DB:	36,887.50	CR:	0.00
						36,887.50	

593-8031 R SOLER TRIATHLON
B E G I N N I N G B A L A N C E 0.00

593-8032 PIRATE DAYS

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

B E G I N N I N G B A L A N C E 0.00

593-8033 PI SHRIMP COOKOFF

B E G I N N I N G B A L A N C E 0.00

593-8034 PI LONGEST WALK

B E G I N N I N G B A L A N C E 0.00

593-8035 SPI BLOWOUT

B E G I N N I N G B A L A N C E 0.00

593-8036 TEXAS 2000 REGATTA

B E G I N N I N G B A L A N C E 0.00

593-8040 POLAR BEAR DIP

B E G I N N I N G B A L A N C E 0.00

593-8045 KITE BOARDING RODEO

B E G I N N I N G B A L A N C E 5,000.00

593-8050 RR PEDAL TO PADRE

B E G I N N I N G B A L A N C E 0.00

593-8055 RGV CHILLI COOKOFF

B E G I N N I N G B A L A N C E 0.00

593-8060 ENTRANCE SIGNS

B E G I N N I N G B A L A N C E 871.00

593-8065 VOLLEYBALL

B E G I N N I N G B A L A N C E 0.00

593-8068 B&S KITEFEST

B E G I N N I N G B A L A N C E 2,500.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

593-8070 MAGIC VALLEY BIKEFEAT
B E G I N N I N G B A L A N C E 5,000.00

593-8071 PIRATE DAYS
B E G I N N I N G B A L A N C E 0.00

593-8072 TRIATHLON
B E G I N N I N G B A L A N C E 0.00

593-8073 SPRING BREAK DIVERSIFICATION
B E G I N N I N G B A L A N C E 0.00

593-8074 SPRING BREAK
B E G I N N I N G B A L A N C E 0.00

593-8075 SAND CASTLE DAYS
B E G I N N I N G B A L A N C E 66,902.93

3/14/12	3/14	A77820	CHK: 124314	08728	SANDCASTLE DAYS	002774	22074245	217.00	67,119.93
3/23/12	3/23	A78346	CHK: 124443	08783	REIMBURSEMENT OF ONE HAL	020050	031312	375.00	67,494.93
3/23/12	3/23	A78370	CHK: 124431	08786	SANDCASTLE DAYS WEBSITE	018087	3178	500.00	67,994.93
=====				MARCH ACTIVITY	DB:	1,092.00	CR:	0.00	1,092.00

593-8076 HOLIDAY LIGHTS
B E G I N N I N G B A L A N C E 0.00

593-8078 NASCAR TRUCK SERIES
B E G I N N I N G B A L A N C E 0.00

593-8080 NCAA MEN'S BASKETBALL
B E G I N N I N G B A L A N C E 168,866.02

593-8081 NBA D LEAGUE
B E G I N N I N G B A L A N C E 0.00

593-8082 U.S. CLASSIC 8-BALL

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

B E G I N N I N G B A L A N C E

0.00

593-8084 SPI Bikefest

B E G I N N I N G B A L A N C E

250.00

593-8085 BAY WATCH CLEANUP

B E G I N N I N G B A L A N C E

0.00

593-8086 TIFT

B E G I N N I N G B A L A N C E

0.00

593-8087 JUNIOR FISHING TOURNAMENT

B E G I N N I N G B A L A N C E

0.00

593-8088 LKT

B E G I N N I N G B A L A N C E

0.00

593-8090 HOLIDAY PARADE

B E G I N N I N G B A L A N C E

0.00

593-8092 EASTER EGG HUNT

B E G I N N I N G B A L A N C E

0.00

593-8095 RACE TO THE BORDER

B E G I N N I N G B A L A N C E

0.00

593-8097 WINTER TEXAS POOL TOURN.

B E G I N N I N G B A L A N C E

0.00

593-8098 WINTER TEXAN APPRECIATION

B E G I N N I N G B A L A N C E

0.00

593-8099 MISC. SPONSORSHIPS

B E G I N N I N G B A L A N C E

250.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
593-8100			AMERICAN JUNIOR GOLF TRN						
			BEGINNING	BALANCE					0.00
593-8105			USA. BICYCLE BASH						
			BEGINNING	BALANCE					0.00
593-8110			JUST DU-IT DUATHALON						
			BEGINNING	BALANCE					0.00
593-8111			BASKETBALL TOURNAMENTS						
			BEGINNING	BALANCE					0.00
593-8112			PORSCHE EVENT						
			BEGINNING	BALANCE					0.00
593-8113			RUFF RIDER REGATTA						
			BEGINNING	BALANCE					0.00
593-8114			POOL TOURNAMENT						
			BEGINNING	BALANCE					0.00
593-8115			HIGH SCHOOL BASKETBALL						
			BEGINNING	BALANCE					5,000.00
593-8116			USA BEACH MARATHON						
			BEGINNING	BALANCE					0.00
593-8117			HOOPLA 3 ON 3 BASKETBALL						
			BEGINNING	BALANCE					0.00
593-8119			WOMEN'S TIP OF TX GOLF TOURN						
			BEGINNING	BALANCE					0.00
593-8120			FISH ACROSS TX SURF T						
			BEGINNING	BALANCE					0.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

593-8125	OBERTO FISHING TOURNAMENT								
	B E G I N N I N G	B A L A N C E						0.00	

593-8130	FULL MOON FESTIVAL								
	B E G I N N I N G	B A L A N C E						0.00	

593-8131	WINTER TX GOLF CLASSIC								
	B E G I N N I N G	B A L A N C E						0.00	

593-8132	USA KIDS PEDAL								
	B E G I N N I N G	B A L A N C E						0.00	

593-8133	TGSA SURF CHAMPIONSHIPS								
	B E G I N N I N G	B A L A N C E						0.00	

593-8134	BEACHCOMBERS ART SHOW								
	B E G I N N I N G	B A L A N C E						0.00	

593-8135	USA ADVENTURE RACE								
	B E G I N N I N G	B A L A N C E						0.00	

593-8136	REDFISH RODEO								
	B E G I N N I N G	B A L A N C E						0.00	

593-8137	MASTERS OF THE FUTURE								
	B E G I N N I N G	B A L A N C E						0.00	

593-8138	MUSIC FESTIVAL								
	B E G I N N I N G	B A L A N C E						0.00	

593-8139	KIDS CUP FISHING								
	B E G I N N I N G	B A L A N C E						0.00	

593-8140	CYCLING TIME TRIAL AND RACE								
	B E G I N N I N G	B A L A N C E						0.00	

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

593-8141 COMMUNITY EVENTS
B E G I N N I N G B A L A N C E 0.00

593-9477 TRANSPORTATION GRANT
B E G I N N I N G B A L A N C E 50,000.00

593-9999 MISC DEPT ADJ
B E G I N N I N G B A L A N C E 0.00

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000 ERRORS IN THIS REPORT!

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** REPORT TOTALS **

--- DEBITS ---

--- CREDITS ---

BEGINNING BALANCES: 1,468,066.07

0.00

REPORTED ACTIVITY: 489,277.93

1,301.75CR

ENDING BALANCES: 1,957,344.00

1,301.75CR

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

565-0010 SUPERVISION
B E G I N N I N G B A L A N C E 0.00

565-0010-01 EXEMPT
B E G I N N I N G B A L A N C E 28,383.07

3/14/12 3/12 P06325 PYEXP 00604 PAYROLL 3-14-12 2,703.15 31,086.22
3/28/12 3/26 P06330 PYEXP 00607 PAYROLL 3-28-12 2,703.15 33,789.37
===== MARCH ACTIVITY DB: 5,406.30 CR: 0.00 5,406.30

565-0010-02 NON EXEMPT
B E G I N N I N G B A L A N C E 90,732.16

3/14/12 3/12 P06325 PYEXP 00604 PAYROLL 3-14-12 7,960.72 98,692.88
3/28/12 3/26 P06330 PYEXP 00607 PAYROLL 3-28-12 7,990.69 106,683.57
===== MARCH ACTIVITY DB: 15,951.41 CR: 0.00 15,951.41

565-0020 CLERICAL
B E G I N N I N G B A L A N C E 0.00

565-0030 LABOR
B E G I N N I N G B A L A N C E 176.00

565-0040 TEMPORARY EMPLOYEES
B E G I N N I N G B A L A N C E 3,592.94

3/06/12 3/06 A77555 CHK: 124286 08693 TEMP LABOR CVB 2/17/12 012036 13738047 101.20 3,694.14
3/22/12 3/22 A78283 CHK: 124384 08777 TEMP. LABOR 3/09/12 CV 012036 14338047 1,442.10 5,136.24
3/27/12 3/27 A78469 CHK: 124420 08800 TEMP. LABOR CVB 03/16/12 012036 14538047 442.75 5,578.99
===== MARCH ACTIVITY DB: 1,986.05 CR: 0.00 1,986.05

565-0060 OVERTIME
B E G I N N I N G B A L A N C E 8,704.77

3/14/12 3/12 P06325 PYEXP 00604 PAYROLL 3-14-12 2,402.91 11,107.68
3/28/12 3/26 P06330 PYEXP 00607 PAYROLL 3-28-12 254.32 11,362.00
===== MARCH ACTIVITY DB: 2,657.23 CR: 0.00 2,657.23

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

565-0070

MEDICARE

B E G I N N I N G B A L A N C E

1,675.29

3/02/12	3/01	B31341 MISC	03914 PAYROLL	JE# 015921	138.98	1,814.27
3/15/12	3/15	B31441 MISC	03938 PAYROLL	JE# 015989	167.65	1,981.92
3/29/12	3/28	B31530 MISC	03956 PAYROLL	JE# 016032	136.92	2,118.84
===== MARCH ACTIVITY			DB: 443.55	CR: 0.00	443.55	

565-0080

TMRS

B E G I N N I N G B A L A N C E

11,928.43

3/07/12	3/07	A77569 CHK: 124287	08696 FEB 2012 CITY CONTRIBUTI	020100 030712	4,042.00	15,970.43
===== MARCH ACTIVITY			DB: 4,042.00	CR: 0.00	4,042.00	

565-0081

GROUP INSURANCE

B E G I N N I N G B A L A N C E

18,675.81

3/01/12	3/01	A77417 CHK: 124256	08679 MARCH 2012 MEDICAL PREMI	020057 022112	3,060.46	21,736.27
3/12/12	3/13	B31420	03933 BLUE CROSS MARCH 2012	JE# 015979	212.40	21,948.67
===== MARCH ACTIVITY			DB: 3,272.86	CR: 0.00	3,272.86	

565-0083

WORKERS COMPENSATION

B E G I N N I N G B A L A N C E

9,850.23

565-0084

UNEMPLOYMENT TAX

B E G I N N I N G B A L A N C E

54.62

565-0085

LONGEVITY

B E G I N N I N G B A L A N C E

5,001.00

565-0090

MERIT ADJUSTMENTS

B E G I N N I N G B A L A N C E

0.00

565-0095

SALES INCENTIVE

B E G I N N I N G B A L A N C E

0.00

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====	AMOUNT=====	=====	BALANCE=====
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565-0101 OFFICE SUPPLIES

B E G I N N I N G B A L A N C E

1,350.25

3/12/12	3/12	A77765	CHK: 999999	08714	BOTTLED WATER DEL CVB	022000	191552			35.75		1,386.00
3/20/12	3/20	A78244		08771	SPLENDA PKTS, 2-PFRCT SW	023053	01650-P			12.14		1,398.14
3/20/12	3/20	A78246		08771	INK CARTRIDGES, PAPER, E	023053	02798			91.16		1,489.30
3/23/12	3/23	A78350	CHK: 999999	08783	BOTTLED WATER DEL CVB	022000	200548			32.50		1,521.80
=====				MARCH ACTIVITY	DB:	171.55	CR:	0.00		171.55		

565-0102 LOCAL MEETINGS

B E G I N N I N G B A L A N C E

0.00

565-0104 FUELS & LUBRICANTS

B E G I N N I N G B A L A N C E

672.76

3/12/12	3/12	A77759	CHK: 999999	08714	16.5 GALS. LPG	008227	450460			56.10		728.86
=====				MARCH ACTIVITY	DB:	56.10	CR:	0.00		56.10		

565-0105 CHEMICALS

B E G I N N I N G B A L A N C E

0.00

565-0107 BOOKS & PERIODICALS

B E G I N N I N G B A L A N C E

0.00

565-0108 POSTAGE

B E G I N N I N G B A L A N C E

0.00

565-0109 PHOTOGRAPHIC SUPPLIES

B E G I N N I N G B A L A N C E

0.00

565-0110 FLAGS

B E G I N N I N G B A L A N C E

0.00

565-0111 TIRES & TUBES

B E G I N N I N G B A L A N C E

0.00

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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565-0112			SIGNS							
			BEGINNING BALANCE							0.00

565-0113			BATTERIES							
			BEGINNING BALANCE							0.00

565-0114			MEDICAL							
			BEGINNING BALANCE							208.43

3/23/12	3/23	A78317	CHK: 124404	08782	FIRST AID SUPPLIES	003419	122846		15.83	224.26
			=====	MARCH ACTIVITY	DB:	15.83	CR:	0.00	15.83	

565-0115			LAMPS & GLOBES							
			BEGINNING BALANCE							811.75

565-0117			SAFETY SUPPLIES							
			BEGINNING BALANCE							0.00

565-0130			WEARING APPAREL							
			BEGINNING BALANCE							868.96

3/12/12	3/12	A77750	CHK: 999999	08714	UNIFORM PANTS FOR MAINT.	001014	MR31286		39.00	907.96
3/23/12	3/23	A78314	CHK: 999999	08782	UNIFORM PANTS MAINT. ST	001014	MR36352		39.00	946.96
3/23/12	3/23	A78316	CHK: 999999	08782	UNIFORM PANTS MAINT.STA	001014	MR41423		39.00	985.96
3/27/12	3/27	A78461	CHK: 999999	08800	UNIFORM PANTS FOR MAINT	001014	MR46485		39.00	1,024.96
			=====	MARCH ACTIVITY	DB:	156.00	CR:	0.00	156.00	

565-0150			MINOR TOOLS & EQUIPMENT							
			BEGINNING BALANCE							1,993.46

3/16/12	3/16	A78038		08749	ANTISIPHON/MISC. O RINGS	016110	F11426-P		19.45	2,012.91
3/16/12	3/16	A78039		08749	SPRYPNT, WD-40, ALK.BATT	016110	F11878-P		36.45	2,049.36
3/16/12	3/16	A78040		08749	4 BXS F/T50 STAPLES	016110	F13155-P		17.96	2,067.32
3/16/12	3/16	A78041		08749	1-SLEDGE DBL FACE, HVY P	016110	F14395-P		52.98	2,120.30
3/16/12	3/16	A78042		08749	MISC. TIE-DOWN RATCHETS	016110	F14408-P		155.96	2,276.26
3/20/12	3/20	A78244		08771	SPLENDA PKTS, 2-PFRCT SW	023053	01650-P		77.68	2,353.94
3/20/12	3/20	A78245		08771	REMOTE,PRINTER INK, BATT	023053	02721-P		64.88	2,418.82
3/23/12	3/23	A78360	CHK: 124416	08784	BRUSH AND BELT FOR FLOOR	007600	364359		32.50	2,451.32
			=====	MARCH ACTIVITY	DB:	457.86	CR:	0.00	457.86	

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

565-0160

LAUNDRY & JANITORIAL

B E G I N N I N G B A L A N C E

8,798.64

3/01/12	3/01	A77412	CHK: 999999	08675	JANITORIAL SUPPLIES	007600	351717	455.92	9,254.56
3/09/12	3/09	A77701	CHK: 999999	08707	JANITORIAL SUPPLIES	007600	352513	42.90	9,297.46
3/09/12	3/09	A77702	CHK: 999999	08707	JANITORIAL SUPPLIES	007600	353121	449.41	9,746.87
3/12/12	3/12	A77751	CHK: 999999	08714	MISC MOPS, AIR FRESHNER	001014	MR3184	54.00	9,800.87
3/14/12	3/14	A77805	CHK: 999999	08729	JANITORIAL SUPPLIES	007600	357197	440.97	10,241.84
3/23/12	3/23	A78313	CHK: 999999	08782	MISC. MOPS, AIR FRESHNE	001014	MR36350	54.00	10,295.84
3/23/12	3/23	A78315	CHK: 999999	08782	MOPS, AIR FRESHNERS, ET	001014	MR41421	54.00	10,349.84
3/23/12	3/23	A78369	CHK: 124416	08786	JANITORIAL SUPPLIES	007600	362920	343.99	10,693.83
3/27/12	3/27	A78460	CHK: 999999	08800	MISC. MOPS, AIR FRESHNE	001014	MR46483	54.00	10,747.83
=====				MARCH ACTIVITY	DB:	1,949.19	CR:	0.00	1,949.19

565-0174

GROSS RECEIPTS TAX

B E G I N N I N G B A L A N C E

0.00

565-0175

CATER RESALE FOOD/BEVERAGES

B E G I N N I N G B A L A N C E

0.00

565-0176

CONCESSION SUPPLIES

B E G I N N I N G B A L A N C E

126.15CR

565-0177

CATERING & KITCHEN SUPPLIES

B E G I N N I N G B A L A N C E

0.00

565-0178

UNCOLLECTABLE ACCOUNTS

B E G I N N I N G B A L A N C E

0.00

565-0180

INFORMATION TECHNOLOGY

B E G I N N I N G B A L A N C E

0.00

565-0190

SOFTWARE

B E G I N N I N G B A L A N C E

0.00

565-0201

BULK MATERIALS

B E G I N N I N G B A L A N C E

0.00

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

565-0210 COLLATERAL PIECES
B E G I N N I N G B A L A N C E 0.00

565-0230 PROMOTIONAL ITEMS
B E G I N N I N G B A L A N C E 0.00

565-0401 FURNITURE & FIXTURES
B E G I N N I N G B A L A N C E 0.00

565-0410 MACHINERY & EQUIPMENT
B E G I N N I N G B A L A N C E 14,749.04

3/14/12	3/14	A77872	CHK: 124317	08733 HP ML110 Server for CVB	003423 F863168	198.35	14,947.39
3/14/12	3/14	A77873	CHK: 124317	08733 HP ML110 Server for CVB	003423 G515891	555.00	15,502.39
3/20/12	3/20	A78241		08771 TABLE COVERS, ETC.	007047 0057043-IN	3,372.30	18,874.69
3/20/12	3/20	A78242		08771 TABLECLIPS,	007047 0057417-IN-P	123.00	18,997.69
3/27/12	3/27	A78434	CHK: 124405	08795 2-HP500GB 7.2K NHP MDL S	003423 G926077	508.92	19,506.61
3/27/12	3/27	A78472	CHK: 999999	08800 REPAIR ON ICE MACHINE CV	013111 16517	226.50	19,733.11
			=====	MARCH ACTIVITY DB:	4,984.07 CR: 0.00	4,984.07	

565-0411 BUILDING & STRUCTURES
B E G I N N I N G B A L A N C E 883.42

3/23/12	3/23	A78366	CHK: 124399	08786 REMOVAL OF GUM ON SIDEWA	002134 220	3,520.00	4,403.42
3/29/12	3/29	A78550	CHK: 124434	08812	019196 032712	28,928.60	33,332.02
			=====	MARCH ACTIVITY DB:	32,448.60 CR: 0.00	32,448.60	

565-0412 LANDSCAPE MAINT.
B E G I N N I N G B A L A N C E 4,425.00

3/15/12	3/15	A77960	CHK: 124374	08741 MONTHLY LAWN SERV CVB	020221 7218	1,475.00	5,900.00
			=====	MARCH ACTIVITY DB:	1,475.00 CR: 0.00	1,475.00	

565-0415 SERVICE CONTRACTS
B E G I N N I N G B A L A N C E 22,623.74

3/06/12	3/06	A77554	CHK: 124285	08693 CVB COPIER RENTAL	009007 86507426	110.00	22,733.74
3/08/12	3/08	A77631	CHK: 999999	08703 MONTHLY SERVICE:COOLING	003418 1618	135.00	22,868.74
3/09/12	3/09	A77700	CHK: 999999	08707 AC FILTER SERVICE	006113 151759	499.20	23,367.94

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
3/14/12	3/14	A77803	CHK: 124304	08729	MAINTENANCE ON PHONE SYS	001142	SB697372		195.66	23,563.60
3/14/12	3/14	A77811	CHK: 124341	08729	PEST CONTROL	015027	72749404		314.96	23,878.56
3/14/12	3/14	A77812	CHK: 124341	08729	PEST CONTROL	015027	72750425		77.88	23,956.44
3/14/12	3/14	A77814	CHK: 124363	08729	BROADBAND/WIFI SPICC	020185	030912		479.90	24,436.34
3/14/12	3/14	A77814	CHK: 124363	08729	BROADBAND/WIFI SPICC	020185	030912		919.90	25,356.24
=====				MARCH ACTIVITY	DB:	2,732.50	CR:	0.00	2,732.50	

565-0418 PARKING LOTS
B E G I N N I N G B A L A N C E 0.00

565-0420 MOTOR VEHICLES
B E G I N N I N G B A L A N C E 1,479.32

565-0421 RADIOS & COMMUNICATIONS
B E G I N N I N G B A L A N C E 0.00

565-0427 PLUMBING
B E G I N N I N G B A L A N C E 0.00

565-0501 COMMUNICATIONS
B E G I N N I N G B A L A N C E 9,985.82

3/14/12	3/14	A77831	CHK: 124355	08728	PHONE BILL DATED 03/03/1	019520	030312		1,969.93	11,955.75
3/23/12	3/23	A78319	CHK: 124409	08782	TEX-AN NG CHARGES 2/01 -	004089	12060588N		42.88	11,998.63
3/27/12	3/27	A78489	CHK: 124437	08802	CELLPHONE BILL FOR 2/27-	019404	463528814-052		57.02	12,055.65
=====				MARCH ACTIVITY	DB:	2,069.83	CR:	0.00	2,069.83	

565-0510 RENTAL OF EQUIPMENT
B E G I N N I N G B A L A N C E 2,400.74

3/08/12	3/08	A77625	CHK: 124320	08702	DISHMACHINE RENTAL 2/23-	004283	7945257		135.61	2,536.35
3/22/12	3/22	A78281	CHK: 124382	08777	PERSONAL PROPERTY TAXES	007029	56947034		26.15	2,562.50
3/27/12	3/27	A78459	CHK: 124424	08799	TRAILER RENTAL OF EQUIPM	013297	122125192		243.00	2,805.50
=====				MARCH ACTIVITY	DB:	404.76	CR:	0.00	404.76	

565-0513 TRAINING EXPENSE
B E G I N N I N G B A L A N C E 0.00

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

565-0520 INSURANCE

B E G I N N I N G B A L A N C E

61,412.51

3/14/12 3/14 A77824 CHK: 124321 08728 FFLOOD INSURANCE POLICY 006064 030712 1,404.00 62,816.51
 ===== MARCH ACTIVITY DB: 1,404.00 CR: 0.00 1,404.00

565-0529 CREDIT CARD FEES

B E G I N N I N G B A L A N C E

2,421.95

3/02/12 3/06 B31373 625046 03923 NPC MERCH PYMT PROC-CC FEE JE# 015940 163.47 2,585.42
 3/02/12 3/06 B31375 82471 03923 MERCHE-SOLUTIONS BILLING JE# 015942 27.45 2,612.87
 3/02/12 3/06 B31376 797381 03923 AUTHNET GATEWAY BILLING-INTERE JE# 015943 25.00 2,637.87
 3/02/12 3/06 B31377 455397 03923 NPC MERCH PYMT PROC-CC FEE JE# 015946 59.90 2,697.77
 3/12/12 3/14 B31435 0312 03925 LEASE FINANCE GR LEASE PYMT JE# 015982 86.10 2,783.87
 3/23/12 3/27 B31520 Misc 031912 03946 #1255-AM SPIRIT CHAMP-7-12 JE# 016019 53.87 2,837.74
 ===== MARCH ACTIVITY DB: 415.79 CR: 0.00 415.79

565-0530 PROFESSIONAL SERVICES

B E G I N N I N G B A L A N C E

2,451.75

3/12/12 3/12 A77757 CHK: 124325 08714 ENGINEERING ASSISTANCE 006239 12-1018.01 675.00 3,126.75
 3/15/12 3/15 B31444 CK 124183 03941 CORR P-CARD 1/23/12 PURCH JE# 015992 250.00 3,376.75
 ===== MARCH ACTIVITY DB: 925.00 CR: 0.00 925.00

565-0531 MEDIA PLACEMENT

B E G I N N I N G B A L A N C E

0.00

565-0532 PRODUCTION COSTS

B E G I N N I N G B A L A N C E

0.00

565-0533 MARKETING

B E G I N N I N G B A L A N C E

0.00

565-0535 BOND ISSUANCE EXPENSE

B E G I N N I N G B A L A N C E

0.00

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====	AMOUNT=====	=====	BALANCE=====
565-0536			TICKET COMMISSIONS									
			B E G I N N I N G		B A L A N C E							0.00

565-0540			ADVERTISING									
			B E G I N N I N G		B A L A N C E							0.00

565-0541			ELECTION EXPENSES									
			B E G I N N I N G		B A L A N C E							0.00

565-0550			TRAVEL EXPENSES									
			B E G I N N I N G		B A L A N C E							0.00

565-0550-001			CC CHGS CG									
			B E G I N N I N G		B A L A N C E							0.00

565-0550-002			CC CHGS DR									
			B E G I N N I N G		B A L A N C E							0.00

565-0551			DUES & MEMBERSHIPS									
			B E G I N N I N G		B A L A N C E							0.00

565-0552			EVENT ENTERTAINMENT									
			B E G I N N I N G		B A L A N C E							0.00

565-0553			TRAVEL SHOWS/FEES									
			B E G I N N I N G		B A L A N C E							0.00

565-0556			EVENT SECURITY									
			B E G I N N I N G		B A L A N C E							0.00

565-0557			STORAGE RENTAL									
			B E G I N N I N G		B A L A N C E							0.00

565-0558			DECORATIONS									
			B E G I N N I N G		B A L A N C E							668.06

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

565-0560 CAMERON COUNTY LEASE
B E G I N N I N G B A L A N C E 2,535.37

3/01/12 3/01 A77416 CHK: 124203 08678 CAMERON COUNTY LEASE PYM 003150 030112 1,395.85 3,931.22
===== MARCH ACTIVITY DB: 1,395.85 CR: 0.00 1,395.85

565-0572 TRANSFERS OUT
B E G I N N I N G B A L A N C E 0.00

565-0580 ELECTRICITY
B E G I N N I N G B A L A N C E 92,508.78

3/08/12 3/08 A77624 CHK: 124319 08702 ELECTRIC SERVICE 004231 120550014405766 32,379.28 124,888.06
===== MARCH ACTIVITY DB: 32,379.28 CR: 0.00 32,379.28

565-0581 WATER, SEWER & GARBAGE
B E G I N N I N G B A L A N C E 19,455.09

3/06/12 3/06 A77551 CHK: 124280 08693 7355 PADRE BLVD 002805 0863000581642 605.16 20,060.25
3/10/12 3/10 A77735 CHK: 999999 08711 7355 PADRE BLVD 012071 201203103793 2,407.71 22,467.96
3/27/12 3/27 A78433 CHK: 124402 08795 SPI CONV. CTR/HEAT WAVE 002805 0863000584420 564.00 23,031.96
===== MARCH ACTIVITY DB: 3,576.87 CR: 0.00 3,576.87

565-0599 PROMOTIONS
B E G I N N I N G B A L A N C E 0.00

565-1001 BUILDINGS & STRUCTURES
B E G I N N I N G B A L A N C E 0.00

565-1004 MACHINERY & EQUIPMENT
B E G I N N I N G B A L A N C E 42,939.25

565-1005 RADIO EQUIPMENT
B E G I N N I N G B A L A N C E 0.00

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

[illegible]

565-1007	MOTOR VEHICLES	
	B E G I N N I N G	B A L A N C E
		0.00

565-1010	SOFTWARE	
	B E G I N N I N G	B A L A N C E
		0.00

565-1011	INFORMATION TECHNOLOGY	
	B E G I N N I N G	B A L A N C E
		0.00

565-1012	LANDSCAPE	
	B E G I N N I N G	B A L A N C E
		0.00

565-8040	MISS USA
	B E G I N N I N G B A L A N C E
	0.00

565-8050	MISS TEXAS		
	B E G I N N I N G	B A L A N C E	0.00

565-8051	EXPANSION		
	BEGINNING	BALANCE	0.00

565-9020	AUDIT		
	BEGINNING	BALANCE	14,575.00

565-9047	EMPLOYEE TURNOVER		
	B E G I N N I N G	B A L A N C E	0.00

565-9470	DEBT SERVICE TRANSFER		
	B E G I N N I N G	B A L A N C E	426,069.00

565-9471	TRANSFER TO CONST. FUND	
	BEGINNING BALANCE	0.00

565-9472	TRANSFERS OUT	
	B E G I N N I N G	B A L A N C E
		0.00

4-04-2012 4:25 PM

D E T A I L L I S T I N G

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FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2012 THRU Mar-2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

565-9473	TRANSFER TO HOTEL MOTEL FUND								
	B E G I N N I N G	B A L A N C E							0.00

565-9474	TSF TO MISS TEEN USA								
	B E G I N N I N G	B A L A N C E							0.00

565-9999	MISC DEPT ADJ								
	B E G I N N I N G	B A L A N C E							0.00

-~~*~*~*~*~*~*~*~*

000 ERRORS IN THIS REPORT!

-~~*~*~*~*~*~*~*~*

** REPORT TOTALS **

--- DEBITS ---

--- CREDITS ---

BEGINNING BALANCES:

915,062.41

126.15CR

REPORTED ACTIVITY:

120,777.48

0.00

ENDING BALANCES:

1,035,839.89

126.15CR

Item No. 10

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 11, 2012

NAME & TITLE: Mike Bigelow, CVA Board Committee Member

DEPARTMENT: CVA Board Committee Member

ITEM

Discussion and action to clarify the purpose of the CVA subcommittee referred to as the Marketing Committee, define its regular meeting date and time and to make appointments to the Marketing Committee.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Item No. 11

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM****MEETING DATE:** April 11, 2012**NAME & TITLE:** Joni Clarke, City Manager**DEPARTMENT:** City Manager's Office**ITEM**

Discussion and action regarding a contract with AJR Media Group to provide Exact Target E-mail Marketing Application Services.

ITEM BACKGROUND**BUDGET/FINANCIAL SUMMARY****COMPREHENSIVE PLAN GOAL****LEGAL REVIEW**

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Integrated Media Services Work Order

Client: Dan Quandt
South Padre Island
Convention & Visitors Bureau
7355 Padre Boulevard
South Padre Island, Texas 78597

Date: 2/19/2009
Work Order #: 02190943

Service: ExactTarget e-mail marketing application

Delivery: March 1, 2009

Term: March 1, 2009 – February 28, 2010

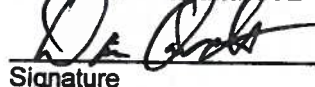
Price:

- 1) \$250 account setup (one time)
- 2) \$50/month – application access (billed annually), plus
- 3) Per message pricing:

TO FINANCE
MAR 10 2009

Message Volume per Month	Rate per Message
Up to 9,999	\$0.05
10,000 to 24,999	\$0.04
25,000 to 49,999	\$0.03
50,000 to 74,999	\$0.025
75,000 to 99,999	\$0.02
100,000 to 149,999	\$0.016
150,000 to 299,999	\$0.0128
300,000 to 499,999	\$0.0082
500,000 to 999,999	\$0.0066
1,000,000 to 2,999,999	\$0.0051
3,000,000 +	\$0.0042

Work Order authorized by:
South Padre Island CVB



Signature

March 3, 2009

Date

AJR Media Group

Signature

Date

To confirm this service, please sign and return to
AJR Media Group
via fax (713.942.0277) or e-mail (ExactTarget@ajrmediagroup.com)
promptly.

25132 Oakhurst Drive, Suite 201 ♦ Spring, Texas 77386
P: 713.942.7676 ♦ F: 713.942.0277 ♦ E: ExactTarget@ajrMediaGroup.com
www.ajrMediaGroup.com



ORDER FORM

This Order Form is executed pursuant to and shall be governed by the document setting forth the legal terms and conditions for use of ExactTarget's on-demand, Internet-based email marketing and one-to-one digital communication application (the "Agreement") as previously agreed upon by ExactTarget, Inc. ("ExactTarget") and the undersigned Customer. This Order Form shall be null and void if an Agreement has not been executed. Customer orders the following Services:

Order Information and Subscription Term

Account Name: South Padre Island Convention and Visitors Bureau
 Start Date: October 1, 2010
 Quote Number: Q-26921
 End Date: September 30, 2011
 Quote Valid Until: September 30, 2010
 Order Form Cost: \$ 9,000

\$ = USD

Billing & Payment Information

Company Name: South Padre Island Convention and Visitors Bureau
 Billing Phone: 956-761-3005
 Billing Name: Dan Quandt
 Billing Fax: 956-761-3024
 Billing Email: dan@sopadre.com
 Billing Address: 7355 Padre Blvd.
 Payment Method: Check
 South Padre Island, TX 78597
 PO Number:
 United States

Billing Terms: *Billed monthly.*

Invoices for Overage Fees, if any, sent monthly.

Customer Initials: 

Payment Terms: Due Net 30. Interest accrues at the rate of 1.5% per month 60 days after the invoice date. Invoices 30 days or more past due may result in suspension of Services.

Customer: South Padre Island Convention and Visitors Bureau

Signature: 

Printed: Dan Quandt

Title: Executive Director

Date: Oct 5, 2010

AJR Media Group

Signature: 

Printed: Lacey W. Schreiner

Title: President

Date: 10/6/2010

Order Form (Cont'd) – AJR Media Group

Application Services Subscription*

The Application Services shall include the following:

Service Edition

100110 Upgrade Core Account to Advanced Account

Quantity

1

Service Options – Admin Account

104200 AGENCY CLIENT Automated Interaction Management

1

Service Options

200905 Private Domain

1

213000 SMS Subscription License

1

213225 - Shared Short Code

1

Messaging Pricing

- Messaging fees: \$.07 per message

Landing Page Impressions Fees

212270 Landing Pages 100

1

- Impression Fees: Includes 500,000 impressions during current Subscription Term
- Overage Fee: Impressions > 500,000 billed at \$0.0075 per Impression
- Unused landing pages and Impressions **DO NOT** rollover to subsequent Subscription Terms

Professional Services**Professional Services

620344 - Enhance Shared Short Code

Total Services**\$ 9,000**

To process this order, please sign and fax or email to:

AJR Media Group
 Sonya Campo
 Email: Sonya@AJRMediaGroup.com | Fax: 214.231.2825

Item No. 12

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 11, 2012

NAME & TITLE: Joni Clarke, City Manager

DEPARTMENT: City Manager's Office

ITEM

Discussion and action to renegotiate contract numbers 21575 and 21576 with Interspace Airport Advertising for digital display and rack space located at Valley International Airport.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



4635 Crackersport Road
Allentown, PA 18104-9597
610-395-8002
800-628-6800
FAX 610-395-4450
www.iaateam.com

Contract # 21575 & # 21576

Airport Advertising Agreement

V3MS

Advertiser South Padre Convention & Visitor's Bureau
(name of company or business)

Agency _____
(where applicable)

Airport VALLEY INTERNATIONAL AIRPORT HARLINGEN, TEXAS	Location Description 5' BAL Lipin 43002 Cabin Display	Initial Term 10 Years	Monthly Display Rate \$ 490.00	Monthly Phone Charge \$ _____	Monthly Display Rate is subject to a increase of _____ commencing at the start of the 5th Agreement year. Sales/excise (Canada) tax will be added where applicable.
Case Code/Location Code HAL 5H HRL 5H HRL 5H	Commencement Date May 15, 2003	Monthly Brochure Installation Charge \$ 45.00	Monthly Technology Design/Install Charge \$ _____	Security Deposit: Equal to three months' payment. Must be received within 20 days. \$ 1405.00	
Total Monthly Payment \$ 535.00					

The undersigned Advertiser (including, jointly and severally, any advertising agent or property management agent signatory hereto) and In-Ter-Space Services, Inc. ("IAA"), intending to be legally bound, hereby agree to all the written terms and conditions specified on both sides of this Agreement for the airport advertising location(s) detailed above. The Signatory for Advertiser further certifies that he/she is fully authorized to execute this Agreement on behalf of Advertiser.

Signature <u>[Signature]</u>	Signature <u>[Signature]</u>
Name DAN QUANDT	Name PAT GALANS
Title Executive Director	Title _____
Email dan@spadec.com	Email _____
Advertiser South Padre Convention & Visitor's Bureau	Company - In-Ter-Space Services, Inc.
Agency (if any) March 17, 2003	Date 3/17/03

Advertiser Billing Address Name <u>Dan Quandt</u> Title <u>Exec. Director</u> Business <u>South Padre Convention & Visitor's Bureau</u> Address <u>7355 Padre Blvd</u> City/State/Province <u>South Padre Island TX</u> Zip/Postal Code <u>78597</u> Phone <u>(956) 761-3005</u> Fax No. <u>(956) 761-3034</u> Email _____	For IAA Use Only ALL LAYOUTS ARE DUE BY APRIL 1, 2003 COMPLETED ARTWORK DUE BY MAY 1, 2003 <u>Billing none addressed</u> <u>same as Supplier</u> <u>contact</u>
--	---

- Produce final artwork only after receipt of written approval.
- Email, fax or mail rough layout by due date on specification on sheet for required approval.
- One copy of this Agreement is Advertiser's invoice for the three month security deposit due within 20 days of the execution of this agreement.
- Security deposit and first quarterly payment must be received prior to installation of advertisement.

CONDITIONS OF AGREEMENT. The terms, conditions and mutual promises of this "Agreement" by and among In-Ter-Space Services, Inc., licensed as Clear Channel Airports ("CCA") and the advertiser (and, where signatory hereto, the advertising agency or property manager) signing this Agreement (referred to herein jointly and severally as "Advertiser") are shown on the front side of this Agreement and as follows:

1. **USE OF DISPLAY** – CCA hereby grants to Advertiser the limited use of the advertising display case(s) or area(s) at the Location(s) specified on the front side of this Agreement, subject to the terms and conditions hereof. CCA makes no representation as to any other advertising location not the subject hereof. CCA is authorized to open displays and to clean and maintain the display(s) and the Advertisement(s).
2. **TERM** – This Agreement shall be fully valid upon signing regardless of the payment status of Advertiser. The Initial Term of this Agreement and Commencement Date of the Initial Term are stated on the front side of this Agreement. This Agreement shall automatically renew for consecutive calendar quarters beyond the Initial Term ("Renewal Terms"). This Agreement may only be terminated (by any party) with 90 days prior written notice effective the last day of the Initial Term or, thereafter, effective the last day of any calendar quarter (ie: 3-31, 6-30, 9-30, 12-31), except as otherwise provided below. All Renewal Terms under this Agreement shall with notice be subject to changes to the Monthly Fee by CCA.
3. **MONTHLY FEES** – The Security Deposit will be refunded upon the termination of the Agreement, or applied to the remaining payment obligation. Advertiser shall pay the applicable Monthly Fee during the Initial Term and any renewals thereof. All fees shown are in US Dollars unless expressly stated otherwise. The applicable Monthly Fee (pro-rated for any partial month) and Security Deposit shall be paid prior to the Commencement Date and thereafter the applicable monthly fee shall be paid on a monthly, quarterly or annual basis, due the first day of each calendar month, quarter or year, as stated on the front page of the Agreement, regardless of whether Advertiser timely provides to CCA the graphics or other display case/area contents for which Advertiser is responsible ("Advertisement(s)"). Advertiser may be charged additional amounts for the cost of change-out of Advertisement(s) where such change-out is requested by the Airport or where change-out requires specialized equipment. Tax surcharges may apply where use or occupancy of the advertising location by CCA or any fees due there from are subject to state/provincial or local taxation.
4. **ADVERTISEMENTS** – Advertiser shall, at its own cost, prepare and deliver to CCA's requested location the Advertisement(s), per CCA's specifications, for the appropriate display unit(s) or area(s). CCA will install the Advertisement(s) within 4 days of receipt or by the applicable Commencement Date, whichever is later. Advertisement(s) shall be non-political in nature, suitable for viewers of all ages and shall be consistent with the goals of a commercial advertising program seeking maximum business participation. All Advertisements are subject to discretionary approval by CCA and the airport authorities and may be subject to removal upon the order of the airport authorities without re-compensation. Advertiser shall promptly replace its Advertisement(s) (print graphics only) every 2-3 Agreement years at the time they are determined by CCA to have become faded. During any time that Advertiser is for any reason unable to provide Advertisement(s), or the payment of Monthly Fees, CCA may insert filler graphics into the display Location(s). CCA may utilize, without obligation, promotional photographs of displays, including Advertisements. CCA will return Advertisement(s) to Advertiser at Advertiser's expense with 60 days written notice in advance of termination and provided all amounts due are paid.
5. **RESPONSIBILITIES** – Advertiser shall be the owner of, and be responsible for, its Advertisement(s); provided that CCA shall be responsible and liable for any damages caused to any Advertisement(s) while being physically handled, installed or removed by CCA personnel or agents. Advertiser shall be responsible and liable for the content of its Advertisement(s), and for any damages to the display case(s)/area(s) caused by its negligence. Advertiser shall comply with all applicable laws, statutes, and regulations in its advertising hereunder. Advertiser shall indemnify, hold harmless and defend CCA and the relevant airport governing body, their officers, employees, directors, contractors and agents, against all suits, claims, actions, causes of action, losses, liabilities, damages, costs and expenses (including attorneys' fees) on account of injury (including death) or damage to persons or property relating to the message content of Advertiser's advertising copy or, where the content of the Advertisement(s) includes a motorized vehicle, furnishing, video/computer monitor, table, platform, display case, exhibit material or other item of equipment or merchandise provided by Advertiser, arising in connection with this Agreement. Approval by CCA or the airport governing body of the Advertisement(s) shall not affect, diminish or mitigate Advertiser's obligations under this section.
6. **REMEDIES** - (A) Should CCA fall over a period of 3 consecutive days to provide any of the airport advertising display Locations set forth in this Agreement or should installation of any Advertisement(s) be delayed due to the sole fault of CCA, regardless of the display media, Advertiser shall be entitled to a pro rata credit for the affected time period beginning after the 3rd consecutive day. If there is more than one Location specified in this Agreement or if this Agreement refers to multiple displays, then any pro rata credit shall be proportional to the listed unit sale price of the affected Location(s) or display(s), as indicated on CCA's applicable rate card. If after installation of the Advertisement(s) CCA fails to provide all advertising display Locations set forth in this Agreement for a period of 7 consecutive days, Advertiser may terminate this Agreement upon reasonable advanced written notice and 14 days opportunity to cure, or where the circumstances of such failure reasonably require more time to cure, to make arrangements to cure. Such cure may include the relocation of the Advertisement(s) and Advertiser's privileges hereunder to a suitable location(s) of comparable passenger exposure. If this Agreement includes any obligation by CCA to provide any specific additional services (including brochure distribution and telephone service), then any failure by CCA to provide such additional service shall result in a pro-rata credit in the amount of such Monthly Phone Charge or Monthly Brochure Charge as shown as the applicable monthly rate. The above shall be the exclusive remedies available to Advertiser and the limit of liability for failure by CCA to comply with any provision of this Agreement. CCA shall not be subject to any special, incidental, consequential or prospective damages. (B) If the applicable airport authorities or any law, regulation, order or loss of contract right shall prevent the use by CCA of the relevant Location(s) for Advertiser's Advertisement(s), if this Agreement is rejected by the applicable airport authorities, if the underlying business terms between CCA and the airport governing body are altered, or if the airport becomes subject to major construction or redevelopment, then CCA shall have the right to modify this Agreement up to and including the right of termination without further obligation by either party. (C) No credits shall be due Advertiser for graphics provided that do not adhere to CCA specifications or graphics received by CCA after the commencement date. Upon any breach of this Agreement by Advertiser that continues after 3 days notice and opportunity to cure ("Default"), CCA may exercise any or all remedies available at law or equity, each remedy being cumulative. No exercise of any remedy shall be considered an election to forgo any other remedy. Upon Default, CCA may accelerate any remaining Monthly Fee payments due or to become due as a liquidated damage, retain any deposit as a further liquidated damage, and assess late charges of 1 and 1/2 % per month (or the maximum permitted by law), assess any collection costs including reasonable attorneys' fees (agreed to be a minimum of 1/3 the balance due) and/or retain possession of the Advertisement(s). In addition to and without limiting the above, this Agreement may be terminated by CCA at any time and without notice for failure of Advertiser to timely pay any Security Deposit or Monthly Fee.
7. **MISCELLANEOUS** – Agency (where applicable) warrants and represents that it is authorized to, and does hereby, bind and obligate itself as well as the advertiser client to the terms and conditions of this Agreement. This Agreement contains all terms and conditions and the entire understanding of the parties with respect to the subject matter hereof, and no oral representations shall be binding. This Agreement shall not be modified except in writing by both parties. Should any term or condition contained in this Agreement be invalidated by law, the remainder of the Agreement shall be valid and enforceable to the fullest extent permitted by law. This Agreement and the rights granted hereunder may be transferred or assigned by Advertiser only with the prior written consent of CCA. This Agreement shall be binding on all successors and assigns. The rights granted to Advertiser by this Agreement are personal to Advertiser and advertising Locations and rights provided to Advertiser shall not be divided, sublicensed or resold by Advertiser without the express written consent of CCA. This Agreement is subordinate to any contract between CCA and the applicable airport authorities. Where multiple and/or conformed original copies of this Agreement are executed by the parties, each copy shall be valid and enforceable. This Agreement is made in Pennsylvania, USA, and shall be construed by and interpreted under the laws of Pennsylvania. The parties agree that exclusive jurisdiction and venue for any legal actions arising under this Agreement shall be before the state or federal courts located in Lehigh County, Pennsylvania.

REMINDER - PLEASE INITIAL HERE Advertiser/Agency Initials ☒ CCA Initials _____

Item No. 13

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM****MEETING DATE:** April 11, 2012**NAME & TITLE:** Joni Clarke, City Manager**DEPARTMENT:** City Manager's Office**ITEM**

Discussion and action regarding contract with the Brownsville/South Padre Island International Airport for terminal advertising.

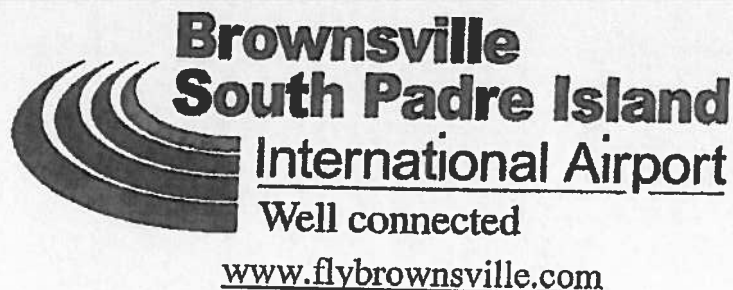
ITEM BACKGROUND**BUDGET/FINANCIAL SUMMARY****COMPREHENSIVE PLAN GOAL****LEGAL REVIEW**

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



July 19, 2010

Mr. Dan Quandt
Executive Director
S.P.I. CVB
7355 Padre Blvd.
South Padre Island, Texas 78597

Dear Mr. Quandt:

The Brownsville South Padre Island International Airport has taken over the accounts from Interspace for the indoor terminal advertising as of December 1, 2009.

Per correspondence that we received from Interspace, the contract that you signed with them ended on July 1, 2010. Your advertisement continues to be displayed. We welcome the opportunity to continue with this contract and continue to display your ad. Enclosed is the conditions of agreement. Please review this and if you agree with the terms, please initial the agreement and return it. We will then negotiate a contract for your signature.

Enclosed is an invoice which is from December 2009 to July 2010.

If you have any questions or concerns, please feel free to contact me at any time.

Sincerely,

Debby Truman
Airport Accountant

:dat

Xc: File

700 Amelia Earhart Drive Brownsville, Texas 78521
Phone (956) 542-4373 Fax (956) 542-4374 e-mail: debbtru@cob.us



CONDITIONS OF AGREEMENT: The terms, conditions and mutual promises of this "Agreement" by and among in Brownsville South Padre Island International Airport (BSPIIA) and the advertiser (and, where signatory hereto, the advertising agency or property manager) signing this Agreement (referred to herein jointly and severally as "advertiser") are shown on the front side of this Agreement and as follows:

1. **USE OF DISPLAY** –BSPIIA hereby grants to Advertiser the limited use of the advertising display case(s) or area(s) at the Location(s) specified on the front side of this Agreement, subject to the terms and conditions hereof. BSPIIA makes no representation as to any other advertising location not the subject hereof. BSPIIA is authorized to open displays and to clean and maintain the display(s) and the Advertisement(s).
2. **TERM** – This Agreement shall be fully valid upon signing regardless of the payment status of advertiser. The initial Term Agreement and Commencement Date of the Initial Term are stated on the front side of this Agreement. This agreement may only be terminated (by any party) with 90 days prior written notice effective the last day of the Initial Term or, thereafter, effective the last day of any calendar quarter (i.e. 3-31, 9-30, 12-30), except as otherwise provided below. All Renewal Terms under this Agreement shall with notice be subject to changes to the Monthly Fee by BSPIIA.
3. **MONTHLY FEES** – The Security Deposit will be applied to the last 3 months' obligation at the termination of this Agreement. Advertiser shall pay the applicable Monthly Fee during the Initial Term and any renewal thereof. All fees shall be paid in advance due 15 days prior to the Commencement Date (pro-rated for any partial month) and thereafter on a quarterly basis due the first day of each calendar quarter of the agreement regardless of Whether Advertiser timely provides to BSPIIA the graphics or other display case/are contents for which Advertiser is responsible ("Advertisement(s)"). Advertiser may be charged additional amounts for the cost of change-out of Advertisement(s) where such change-out is requested more than one every six months or where change-out requires specialized equipment. Should BSPIIA's cost for providing any applicable, brochure or technology service³ increase, BSPIIA may apply a corresponding and proportional increase to the service charges portion (only) of the Monthly fee. Tax surcharges may apply where use or occupancy of the advertising location by BSPIIA or any fees due there from are subject to state /federal or local taxation.
4. **ADVERTISEMENTS** – Advertiser shall, at its own cost, prepare and deliver to BSPIIA's the Advertisement(s) for the appropriate display unit(s) or areas (s). BSPIIA will install the Advertisement(s) within four days of receipt or by the applicable Commencement Date whichever is later. Advertisement(s) shall be non-political in nature, suitable for viewers of all ages and shall be consistent with the goals of a commercial advertising program seeking maximum business participation. All Advertisements are subject to discretionary approval by the BSPIIA and are subject to removal upon the order of the BSPIIA or City of Brownsville Management. Advertiser shall promptly replace its Advertisement(s) (Print Graphics only) every 2-3 agreement years at the time they are determined by the BSPIIA to have become faded. During any time that advertiser is for any reason unable to provide Advertisement (s), the BSPIIA may insert filler graphics into the display location (s). The Airport may use without obligation, promotional photographs of displays including Advertisements. The BSPIIA will return Advertisement(s) to Advertiser at Advertiser's expense with 60 days written notice in advance of termination and provided all amounts due are paid.
5. **RESPONSIBILITIES** – Advertiser shall be the owner of, and be responsible for, its Advertisement(s); provided that the BSPIIA be responsible and liable for any damages caused to any Advertisement(s) while being physically handled, installed or removed by the BSPIIA personnel or agents. Advertiser shall be responsible and liable for the content of its advertisement(s), and for any damages to the display cases(s) /area(s) caused by its negligence. Advertiser shall comply with all applicable laws, statutes, and regulations in its advertising hereunder. Advertiser shall indemnify, hold harmless and defend the BSPIIA and relevant airport governing body, their officers, employees, directors, contractors and agents, against all suits, claims, actions, cause of action, losses, liabilities, damages, costs and expenses (including attorneys' fees) , on account of injuries

Brownsville South Padre Island International Airport



6. (including death) or damage to persons or property relating to the message content of Advertiser's advertising copy or, where the content of the Advertisement(s) includes a motorized vehicle, furnishing, video/computer monitor, table, platform, display case, exhibit material or other item of equipment or merchandise provided by advertiser, arising in connection with this Agreement. Approval by BSPIIA of the advertisement(s) shall not affect diminish or mill gate Advertiser's obligations under this section.
7. **REMEDIES** – (A) Should BSPIIA fail over a period of 3 consecutive days to provide any of the airport advertising display Locations set forth in this Agreement or should installation of any advertisement(s) be delayed due to the sole fault of BSPIIA, Advertiser shall be entitled to a pro rate credit for the affected period. If there is more than one location specified in this Agreement or if this Agreement refers to multiple displays, then any pro rata credit shall be proportional to the listed unit sale price of the affected Location(s) or display(s), as BSPIIA prevailing rates for use of the official locations or displays. If after installation of the Advertisement(s) BSPIIA fails to provide all advertising display locations set forth in this Agreement for a period of 7 consecutive days, Advertiser may terminate this Agreement upon reasonable advanced written notice and 14 days opportunity to cure, or where the circumstances of such failure reasonable require more time to cure, to make arrangements to cure. Such cure may include the relocation of the Advertisement(s) and Advertiser's privileges hereunder to a suitable location(s) of comparable passenger exposure. If this Agreement includes any obligation by BSPIIA to provide any specific additional services (including brochure distribution and telephone service), then any failure by BSPIIA to provide such additional service shall result in pro-rate credit in the amount of such Monthly Phone Charge or Monthly Brochure charge as shown on BSPIIA applicable rate card. The above shall be the exclusive remedies available to Advertiser and the limit of liability for failure by BSPIIA to comply with any provision of this agreement. IAA shall not be subject to any special, incidental consequential or prospective damages. (B) If the applicable airport authorities or any law, regulation, order, or loss of contract right shall prevent the use by BSPIIA of the relevant Location(s) for Advertiser's Advertisements(s), or if the airport becomes subject to major construction or redevelopment, BSPIIA shall have the right effective at such time to terminate this agreement without further obligation by either party. (C) Upon any breach of this Agreement by Advertiser that continues after 3 days notice and opportunity to cure ("Default"), BSPIIA may exercise any or all remedies available at law or equity, each remedy being cumulative. No exercise of any remedy shall be considered an election to forgo any other remedy. Upon Default, BSPIIA may accelerate any remaining Monthly Fee payments due or to become due as a liquidated damage, assess late charges of 1 and 1/2% per month (or the maximum permitted by law), assess any collection costs including reasonable attorneys' fees (agreed to be a minimum of 1/3 the balance due) and/or retain possession of the Advertisement(s). In addition to and without limiting the above, this agreement may be terminated by BSPIIA at any time and without notice for failure of Advertiser to timely pay any security Deposit or Monthly Fee.
8. **MISCELLANEOUS** – Agency (where applicable) warrants and represents that it is authorized to, and does hereby, bind and obligate itself as well as the advertiser client to the terms and conditions of this Agreement. This Agreement contains all terms and conditions and the entire understanding of the parties with respect to the subject matter hereof, and no oral representations shall be binding. This Agreement shall not be modified except in writing by both parties. Should any term or condition contained in this Agreement be invalidated by law, the remainder of the Agreement shall be valid and enforceable to the fullest extent permitted by law. This Agreement and the rights granted hereunder may be transferred or assigned by Advertiser only with the prior written consent of the BSPIIA. This Agreement shall be binding on all successors and assigns. The rights granted to Advertiser by this Agreement are personal to Advertiser and advertising locations and rights provided to Advertiser shall not be divided, sublicensed or resold by Advertiser without the express written consent of BSPIIA. This Agreement is subordinate to any contract between BSPIIA and the applicable airport authorities. Where multiple and/or conformed original copies of this Agreement are executed by the parties, each copy shall be valid and enforceable. This Agreement is made in Brownsville, Texas, USA, and shall be construed by and interpreted under the laws of Texas. The parties agree that exclusive jurisdiction and venue for any legal actions arising under this agreement shall be in Cameron County, Texas.

PLEASE INITIAL HERE

Advertiser/Agency Initial _____

BSPIIA initials _____

Item No. 14

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM****MEETING DATE:** April 11, 2012**NAME & TITLE:** Joni Clarke, City Manager**DEPARTMENT:** City Manager's Office**ITEM**

Discussion and action regarding contract with Smith Travel Research.

ITEM BACKGROUND**BUDGET/FINANCIAL SUMMARY****COMPREHENSIVE PLAN GOAL****LEGAL REVIEW**

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

735 East Main Street
Hendersonville, TN 37075

615 824 8664 PHONE
615 824 3848 FAX



March 15, 2012

Mr. Dan Quandt
South Padre Island CVB
7355 Padre Blvd
South Padre Island, TX 78597

Dear Dan:

Thank you for selecting Smith Travel Research ("STR") as your source of hotel occupancy and room rate data. We trust you have found the reports you have received over the past year to be valuable market tracking tools, and hope you will take this opportunity to renew.

The pricing and delivery schedule are as follows:

Report	Frequency	Subscription Period	Price
TREND	Monthly	4/1/12—3/31/13	\$2,000
TREND	Weekly	4/1/12—3/31/13	\$2,000
TOTAL			\$4,000

The Standard Terms and Conditions you signed have not changed; therefore it is not necessary for you to sign another copy.

This year the Republishing Right Agreement may have changes, so we encourage you to read and understand this document before signing. Please note that if STR does not have a current signed Republication Rights Agreement on file, you will not have the right to publish or share any data.

We appreciate the opportunity to continue to serve you. Please do not hesitate to call if you have any questions and thank you for your business.

Regards,

Karrie Keen

Karrie Keen
Thu Mar 15 13:29:00 2012
Karrie Keen
Director CVB/DMO Operations

.....
I accept the terms and conditions of this agreement as outlined above and in the attached agreement.

Client: _____

By: _____

Title: _____

Date: _____

**SMITH TRAVEL RESEARCH, INC
REPUBLICATION RIGHTS AGREEMENT**

Licensees:	South Padre Island CVB
Primary Contact Names:	Dan Quandt
Primary Contact Phone:	+1 (800) 767-2373
Mailing Address:	7355 Padre Blvd.
City, State, Zip:	South Padre Island, TX 78597
Effective Date:	April 1, 2012

This Republication Rights Agreement is made effective as of the Effective Date by and between SMITH TRAVEL RESEARCH, INC. ("STR"), a Tennessee corporation with its principal offices at 735 East Main Street, Hendersonville, Tennessee 37075, and the undersigned LICENSEE, with offices at the address identified above.

RECITALS:

A. STR compiles, analyzes, organizes and publishes information about the lodging industry, including newsletters, custom reports and databases (the "STR Data").

B. LICENSEE desires to obtain certain rights to extract, reuse and republish certain STR Data in accordance with the terms of this Agreement.

1. Republication Rights. Subject to the terms and conditions of this Agreement, STR hereby grants to LICENSEE a non-exclusive, non-transferable, non-sublicensable license to copy, manipulate, extract, republish and distribute STR Data contained in any issues of the *STR Destination Reports* purchased from STR by LICENSEE solely for LICENSEE'S internal business use and as set forth on Addendum 1 attached hereto and incorporated herein by reference. Internal users are defined as employees, board members, accountants, attorney's, marketing professionals or other professional advisors who are bound by a duty of confidentiality not to disclose such information. LICENSEE stakeholders and members, including member hotels, are not considered internal users.

2. Restrictions.

(a) Nothing in this Agreement shall be interpreted so as to give LICENSEE any right to obtain from STR any STR Data for which LICENSEE has not paid STR in accordance with STR's standard pricing terms.

(b) This Agreement shall only apply to STR Data published in issues of the *STR Destination Reports* for which LICENSEE has paid STR. STR Data from the HOST Report or from any trend or forecast report may not be republished without express written permission from STR, which may be withheld for any reason and which may be made subject to any terms and conditions set forth by STR.

(c) Nothing in this Agreement shall be interpreted so as to permit LICENSEE to republish all or substantially all of the STR Data in a manner that would have the effect of substantially duplicating the information in and organization of any issue or series of issues of any STR general publication. Any such republication of STR Data is strictly prohibited.

3. **Duration of Rights.** The republication rights granted herein shall remain in effect for the duration of the subscription, at which time this Agreement shall automatically terminate.

4. **Acknowledgment and Restriction on Downstream Use.**

(a) LICENSEE acknowledges, understands and agrees that the STR Data is proprietary to STR. Prior to using local market report data in its publications, advertising or marketing efforts as authorized in Addendum 1, LICENSEE agrees to provide STR with a copy of the proposed publication masthead, advertisement, or marketing plan in form and substance acceptable to STR. Copies of all publications, whether they be electronic or hard copy, containing STR data must be faxed to (615) 824-3848 or emailed to info@str.com. STR and LICENSEE further agree that STR has the right to amend or change the masthead, advertisement, marketing plan or other materials to the extent STR believes is reasonably necessary to comply with the terms and conditions hereof.

(b) If LICENSEE republishes any STR Data in any form, STR must be clearly and conspicuously identified as the source of such data by means of the following notation: **SOURCE: SMITH TRAVEL RESEARCH, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.** The notation shall appear immediately below or in conjunction with any and all graphs, charts or tables derived from STR Data. LICENSEE shall be responsible for any breach of the foregoing prohibition by any person or organization that receives STR Data from LICENSEE.

5. **Forecasts and Projections.** Any and all forecasts or projections that include or are derived from STR Data shall be clearly and conspicuously identified as forecasts or projections of LICENSEE, and not STR.

6. **Standard Terms and Conditions.** The attached Standard Terms and Conditions are incorporated herein by reference.

IN WITNESS WHEREOF, the parties have executed this Republication Rights Agreement as of the date first written above.

SMITH TRAVEL RESEARCH, INC.

SOUTH PADRE ISLAND CVB

By:

By:

Karrie Keen

Karrie Keen
Thu Mar 15 13:33:08 2012

Name: Karrie Keen
Title: Director CVB/DMO Operations

Name: _____
Title: _____

ADDENDUM 1

As consideration for payment, LICENSEE has the exclusive authorization to publish monthly and/or weekly lodging data from *The Destination Report(s)* as follows:

South Padre Island, TX

Last reported week/month & year-to-date performance

Item No. 15

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 11, 2012

NAME & TITLE: Joni Clarke, City Manager

DEPARTMENT: City Manager's Office

ITEM

Discussion and action regarding the fulfillment process.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Fulfillment is reaching out to those who have asked for information regarding our city. At this moment our fulfillment process consists of sending out the Chamber of Commerce's Visitors Guide. That is where the process ends.

There is a fulfillment committee that has met on two occasions and has started to try and tackle the issue of fulfillment and the following questions and received the following answers:

This was an email between DeeOnda Ahadi (black) and Jayme LeGros (blue)

1. The fulfillment house receives their request only by the blowout cards in magazines we advertise in. Correct?

The majority of the leads that go to the fulfillment house are from publications with the reader response cards, but there are also some online efforts with TourTexas.com and Vacation Planning Services that allow people to go to their websites and fill out their info and request a printed guide. I also think requests come in through sopadre.com via the info@ email, or phone requests. The one thing I'm not familiar with is how it works with tradeshow. I know we don't get leads from every tradeshow, but for AARP, don't they scan the nametags and SPI gets those leads? I would think those would make it to the fulfillment house. There's also something I've seen that's just called Travel Guides, and I'm not sure what that is, but have asked Scott. Maybe those are guides sent to travel shows? Will let you know when he answers that.

2. Are they in every magazine we advertise in? If not how is that decided?

Reader service cards are not in every magazine we buy, and it is up to the publication to decide if that's a strategy they take and a service they provide. For example, Midwest Living does generate leads, however Southwest Airlines Spirit Magazine does not. So we know leads can help be part of the measurement of Midwest Living, but we will not have that measurement for Spirit Magazine, however that does not mean we won't recommend buying it.

3. How do we decide which magazines we advertise in?

That is a very good, and loaded question that warrants more discussion, but in a nutshell we recommend magazines as part of the media mix based on evaluation of these factors:

Audience profile – demographics and psychographics
 Impressions by state, region, national and international
 Geography and distribution
 Editorial

Cost and CPI

And evaluation of how it works with our overall objectives and strategies.

Magazines currently represent about 19.4% of our total media mix.

4. How does the fulfillment house receive that information?

The fulfillment house used to receive all the leads via email from Dan. Upon Dan's departure, I have tried to step in to help manage that so no leads fall through the cracks. Each year when we place our media insertions, each publication that does the reader service card will ask The Atkins Group who to send to the leads to. That used to be Dan, so most still go to his email and Dinora now knows to forward them to me. In the meantime, we have been working with the pubs to switch that over to my email. Or some require you to log in and download the leads, which I have been doing. I then forward them on to Scott's fulfillment house, about every other day or so. And then he fulfills them when he receives a certain amount. Now that I figured it out where everything is going, this process seems to be working well. (-;

5. How is that data given to us? Is it only in a hard copy report that Dinora

The leads are emailed to she or I, or I have to go in and download them. I've attached an example of a lead report from Midwest Living so you can see what it looks like. This document is then forwarded on to Scott's team.

I'm also working with Scott to get monthly reports sent that quantifies the leads so that I can include this within the reports for CVA. I've attached January's report for you to check out.

Each year for planning The Atkins Group evaluate the leads generated which helps determines lead performance for media evaluation.

They have tentatively come up with the following each step will be six weeks after the prior step:

1. Enticement piece to be mailed
2. Email
3. Postcard with a hand written note
4. Email
5. Coupon book

The committee is looking forward to talking to Scott McGehee (from the fulfillment house) and discovering even more how the process is handled. One of the things we do know is that the

fulfillment house receives their information from the magazines and the websites in an excel spread sheet.

The staff would like more guidance from the CVA as to how they would like to proceed with fulfillment.

Joni Clarke
City Manager
South Padre Island Texas

RECEIVED

MAR. 06 2012

SPI CVB

Joni, the following is the pricing for fulfillment of Visitor Information Requests for the South Padre Island CVB.

These are based on inserting the guide which dimensions have been furnished to us by the Atkins Group.

Each outgoing packet will cost 25cents.
This includes inserting, and sealing of the guide into an envelope.

Monthly fees

Administration	\$100.00
Storage of guides and envelopes	\$150.00
Data manipulation	\$160.00

Postage will be at cost and determined by the size and weight of the visitor information packets.

We will collect and compile all lists sent to us from the Bureau or its designated source by e-mail.

All addresses will be checked for deliverability and incomplete ones discarded.

All deliverable addresses will have the plus four added to the zip codes.

Addresses will be laser printed on each envelope with the postal bar code.

Packets will be sorted and bundled as to post office requirements.

Delivery to the mail center will be made once a week as long as the total number of outgoing pieces exceeds 200. When not 200, this list will be combined with the next week.

Monthly reports will be generated and forwarded to your designated recipients.

There are three reports at the present.

1. City – State – Zip report
2. A compiled report with all addresses plus available email information
3. A report that has a summery of responses by media source.

The cost of envelopes will be determined by the size the project requires.
At the present time the correct envelope will be _____ each and is based on an order of 50,000 at a time. The envelopes will be billed to the bureau upon delivery. We will always have the bureau determine the quantity to be purchased.

Each month two invoices will be delivered to the South Padre Island CVB. One will be the actual totals of packets mailed and the second will be for postage. Mail preparation sheets will accompany these invoices to verify the mailing cost. The Bureau has a mailing account with us that is maintained at \$5,000.00.

All pr

Item No. 16

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 11, 2012

NAME & TITLE: Connie Ledbetter, Senior Sales Manager

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action regarding the recommendations and selections of Trade Shows for fiscal year 2012/2013.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Connie Ledbetter and Lili De Rousie Proposed Trade Shows

The proposed trade shows for Lili De Rousie and Connie Ledbetter have been researched and selected for the 2012-2013 budget. Attached are the selections, the show fees and the expected travel funds needed for each show.

Proposed Travel Budgets:

- **Connie Ledbetter**
 1. Cost of attendance for 9 shows: \$11,690.00
 2. Travel Budget: \$8207.70

- **Lili De Rousie**
 1. Cost of attendance at 17 shows: \$22,000.00
 2. Travel Budget: \$21,800.00

TradeShows 2012-2013

Market: Austin, Dallas, Houston and San Antonio					
Connie Ledbetter					
Tradeshows	Where	Date	Cost	Travel Budget	
Southwest Showcase	Austin, TX	January 1, 2013	4,900.00	700.00	Exhibit /show to apporoximately 300 Austin Meeting Planners that are looking for future meeting destinations.
So. TX Motorcycle Show	San Antonio, TX	March 1, 2013	400.00	735.00	Promote Bike Rallies here on South Padre Island
TSAE Event	Austin, TX	June 1, 2013	500.00	700.00	Annual Golf Tournament hole sponsor. Great opportunity to network with planners during golf outing.
Plan your Meeting	Austin, TX	February 1, 2013	225.00	600.00	Plan Your Meeting Live event targeting Austin Meeting Planners. This is a small scale show of about 25-30 planners. Great one on one time.
Plan your Meeting	Dallas, TX	March 1, 2013	225.00	800.00	Plan Your Meeting Live event targeting Dallas Meeting Planners. This is a small scale show of about 25-30 planners. Great one on one time.
Plan your Meeting	San Antonio, TX	May 1, 2013	225.00	600.00	Plan Your Meeting Live event targeting San Antonio Meeting Planners. This is a small scale show of about 25-30 planners. Great one on one time.
Collaberate	*TBD	April, 2013	2,495.00	1,754.70	This is a show that we have never done before. I will join Team Texas to test the waters. The current participants feel that it is a really worthwhile show, with one on one appts. with planners.
Plan Your Meetings	Houston	October 1, 2012	225.00	1,000.00	Plan Your Meeting Live event targeting Houston Meeting Planners. This is a small scale show of about 25-30 planners. Great one on one time.
*Connect	*TBD	August 1, 2013	2,495.00	1,318.00	This is a brand newshow that we have never done before. I will join Team Texas to test the waters. The current participants feel that it is a really worthwhile show, with one on one appts. with planners.
			11,690.00	8,207.70	
Tourism Sales:					
Lili De Rousie					
Tradeshows	Where	Date	Cost	Travel Budget:	Pro
Oct-12					

Zoomer's Show	Toronto, Canada	October, 2012	1,650.00	1,500.00	100% consumer show
Int'l Travel & Tourism Show Nov-12	Montreal Canada	October 19-21, 2012	2,000.00	1,300.00	USA Pavillion American consulate.
Dallas Adventure Show	Dallas, TX.	November, 2012	3,475.00	1,350.00	New Show- SPI Partners.
State of TX Wine & Food Expo Jan-13	Toronto, Canada	November, 2012	500.00	1,800.00	Coop with State of Texas.
Ultimate Travel Show	Toronto, Canada	January, 26-27, 2013	1,500.00	1,300.00	Consumer & Industry.
International Travel Show	McAllen, TX.	January, 2013	500.00	400.00	Promote our winter events among Canadian, US & RGV.
Mar-13					
Houston Fishing Show	Houston, TX.	March 6-10, 2013	590.00	1,500.00	Consumer show
Women's Show	Ottawa, Canada	March 16-18, 2013	1,450.00	1,250.00	Consumer, affluent attendees.
Apr-13					
Baby Boomers Show	Montreal, Canada	April, 2013	1,650.00	1,200.00	Targets 55+ with income of 55k and more
ARLAM	Monterrey, MX.	April, 2013	1,500.00	1,100.00	Promote to Travel Agent and Tour operators.
Texas Travel Counselors	Texas	April, 2013	360.00	900.00	Exhibitor
May-13					
Art Car/Sponsor Car	Houston, TX.	May-7-2013	350.00	700.00	Coop w/ Team Texas
International Pow Wow	Las Vegas, NV.	June, 8-12-2013	2,000.00	1,200.00	Promoting to the International Market
Jun-13					
Outlet Viajes	Mexico City	June, 2013	1,650.00	1,200.00	AeroMexico Show, promote SPI packages with AeroMexico
Jul-13					
AARP	USA- TBD	July, 2013	675.00	1,200.00	Baby Boomers and 55+
Calgary Stampede	Calgary, Canada	July, 2013	500.00	1,400.00	Coop w/ State of Texas
Aug-13					
Expo Caza y Pesca Show	Monterrey, MX	August, 2013	1,150.00	1,400.00	Affluent Mexican attendees.
Sep-12					
ARLAG	Guadalajara, MX	September, 2013	500.00	1,100.00	Coop w/ the State of Texas
			22,000.00	21,800.00	
TOTAL TRADESHOW BUDGET:			33,690.00		

Item No. 17

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 11, 2012

NAME & TITLE: Mary K. Hancock, Special Events Manager

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action regarding special events for fiscal year 2012/2013.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



South Padre Island Special Event Funding

There have been ongoing discussions regarding *enhancing* the South Padre Island event line up. Everyone agrees that we want MORE events. Attached is a schedule by month of events that we typically see year to year. There are various small fishing tournaments and community events that are not included in this listing.

As we enter the budget process, the CVA needs to give staff direction regarding what this 'enhancement' means.

Food for Thought:

- The November 'Invitational' basketball event contract has not been renewed. This was a \$160,000 line item in 2011/12.
- Sandcastle Days is the only 'City Owned' event as of 2010/11 (budget needs to increase by another \$50,000 in order to grow this as a signature event) (T \$115,000)
- All *beach front events* must be negotiated by agreement through the adjacent beachfront properties, as the property (by ordinance) must pull all permits.
- Sand Flats north of Convention Center may well be our only option for attracting large events at this time. In lieu of this, the City needs to lease/manage this property in order to improve and develop this area to accommodate various events.

2012/13 Proposed Special Events	2011/12 Funding	In-Kind services
January		
SPI Polar Bear Dip	(no CVA funding)	City Services provided, PW,
Causeway Run & Fitness Walk	(no CVA funding)	City Services provided, Police, PW
February / Winter Texan Events		
SPI Kite Fest /2day	\$2500 CVA	in kind/ CC building rental-\$6,435 / Indoor Kite Flying
Rotary Fish Fry	\$250 CVA	\$1825/ Jan \$1825/ Feb In Kind space donation
Snowbird Extravaganza/2day	sales contract	
SPI Market Days/3 day	sales Contract	
Chamber Surf Fishing Tournament	(no CVA funding)	
Senior Tennis Classic	(no CVA Funding)	
March		
Heatwave Car Show/2 day	sales contract	
April		
TX Easter Surf Competition/2 day	(no CVA funding)	Easter Weekend
Beach & Biker Fest/3 day	\$5000 CVA	City Services provided, traffic control
UB Captain Kayak Fishing Tournament /1 day	(no CVA funding)	
TGSA Surf Championship/2 day/invitation only	(no CVA funding)	
SPI Sand Crab Night Run/1 night	(no CVA funding)	

SPI Splash/2 day	(no CVA funding)	
May		
SPI Kite boarding Roundup/4 day	\$5000 CVA Funding	
Run The Jailbreak Adventure Run/2 day	(New 2012/no CVA funding)	
Pedal to Padre/1 day	(no CVA Funding)	City Services provided, traffic control
SPI Beach Volleyball	(no CVA funding)	Memorial Weekend
Memorial Day Fireworks	\$14,185.50 CVA	Funding by contract
June		
Race to the Border Regatta/3 day	\$1500 CVA Funding	
July		
July 4 th Fireworks	\$45,400 CVA	Funding by contract
Beachcomber Art Show & Sale/2day	sales contract	
August		
TIFT (TX Int. Fishing Tournament)/4 day	(no CVA Funding)	In kind-CC building rental \$11,000
LKT Fishing Tournament/3 day	(no CVA Funding)	TIFT pays \$2500 for \$13,500 3 day rental In kind -CC building rental \$6,435
Surf & Turf Adventure Race/1 day	(New/returning)	(\$2145 each day for 3 days)
September		
SPI Beach Volleyball/2 day	(no CVA Funding)	Labor Day Weekend

Labor Day Fireworks	\$14,185.50 CVA	Funding by contract
Ruffrider Regatta/2day	(no CVA funding)	Labor Day Weekend
Sandcastle Days / 3 day	\$65,000 CVA Funding	(City Owned)
King of the Causeway Triathlon/2 day	(New in Sept. 2012/separate from Bikefest)	
Redfish Rodeo/3 day	(no CVA Funding) funded at \$3000 in 2010/11 (Invitation only/Isla Grande)	
October		
SPI Bike Fest /3 day	\$15,000 CVA Funding	in kind -CC building rental \$10,000
		City Services provided/traffic control
SPI SPLASH/ 2day	(no CVA Funding)	
November		
December		
	T	\$168,000

Item No. 18

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM****MEETING DATE:** April 11, 2012**NAME & TITLE:** DeeOnda Ahadi, Welcome Center Manager**DEPARTMENT:** South Padre Island Welcome Center**ITEM**

Discussion and action regarding travel writers for fiscal year 2012/2013.

ITEM BACKGROUND**BUDGET/FINANCIAL SUMMARY****COMPREHENSIVE PLAN GOAL****LEGAL REVIEW**

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Travel writers are an important part of telling our story. They come to the island experience all that we have to offer from hotels to the restaurants to our one of kind attractions. Travel writer medium come in all types of forms which include:

- Television
 - Cable shows: Day-tripper
 - Magazine shows: Good Day SA
- Publications
 - Magazines: Southern Living
 - Newspapers: Dallas Morning News
- Blogs
 - Anders Meanders
 - Eatmorebrooktrout.com

With the midyear budget review coming up and the new budget process in the works the CVA needs to provide the staff with clear guidelines as to how:

1. We should select our writers?
2. What we will offer them?
3. What should they provide us?
4. Other?



South Padre Island Travel Writer Policy

Thank you for your interest in writing about South Padre Island, Texas. The Island offers writers many story angles, with a variety of unique activities, amenities and events. The South Padre Island Convention and Visitors Bureau welcomes travel media and often provides assistance with itineraries and expenses so that writers can experience the Island in order to write about it.

Please review the CVB's guidelines for assisting travel writers. Media assistance depends on availability and is handled on a case-by-case basis. All travel writers must receive pre-authorization from the executive director of the CVB.

Travel writers must provide:

- ☐ A brief bio and samples of published stories.
- ☐ Letter of assignment (if working for a specific publication).
- ☐ Name of publications to which you plan to submit articles and their circulation. *(Please note that targeted publications must have a minimum circulation of 25,000 unless otherwise approved.)*
- ☐ Two editorial references (name, publications, phone numbers).
- ☐ Two weeks' notice. Writers must give the CVB at least two business weeks' notice before their arrival (unless special circumstances arise - to be approved by the CVB). Every effort will be made to accommodate your date preferences; however, it is not guaranteed.
- ☐ All transportation cost to get here will be the responsibility of the writer. Some transportation can be provided by CVB staff if needed, but prior arrangement will be required.
- ☐ Contact information including mailing address, phone number and email address.
- ☐ Types of activities of special interest/focus of story/special requests.
- ☐ Arrival date, length of visit, departure date.

NOTES:

- ☐ *We recommend that working media professionals consider travel Sunday through Thursday as weekends typically have the highest occupancy demand for area accommodations.*
- ☐ *The CVB strives to make the most of each writer's time on the Island. We develop full itineraries that allow working media to experience as much as they can each day they are here.*
- ☐ *The CVB cannot be responsible for expenses incurred by anyone traveling with the writer.*
- ☐ *Tear sheets on any subsequent stories on South Padre Island are to be provided to the CVB in a timely manner upon publication.*

The CVB will provide:

- ☐ **Press Access:** The CVB will work with the writer to develop a customized itinerary of attractions, cultural venues and other points of interest based on your interests and story angles. The CVB will arrange for the writer's admission to the attractions, activities and events included in the itinerary, and will provide assistance with meals included on the itinerary. A guide from the CVB will accompany journalists during their visit.
- ☐ **Lodging:** The CVB will provide complimentary rooms for up to two nights for writers who have received preauthorization from the Executive Director. If the writer has not been preauthorized, then it is up to the individual property to decide if services will be complimentary or at a reduced rate. Accommodations are subject to availability.
- ☐ **Ground Transportation:** Writers are responsible for their own transportation while in South Padre Island. Rental cars are the responsibility of the writer, but we are happy to supply a list of local rental companies. However, in most cases, a CVB staff member will accompany the writer and can provide transportation to locations and amenities identified on the official itinerary.
- ☐ **Photos:** The CVB maintains a photo library on its website should the writer need pictures to accompany a story.

Item No. 19

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM****MEETING DATE:** April 11, 2012**NAME & TITLE:** Connie Ledbetter, Senior Sales Manager**DEPARTMENT:** Convention and Visitors Bureau**ITEM**

Discussion and action regarding the creation of a promotional video to be used by the Sales Division

ITEM BACKGROUND**BUDGET/FINANCIAL SUMMARY****COMPREHENSIVE PLAN GOAL****LEGAL REVIEW**

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Item No. 20

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM****MEETING DATE:** April 11, 2012**NAME & TITLE:** Joni Clarke, City Manager**DEPARTMENT:** City Manager's Office**ITEM**

Discussion and action regarding the placement of an advertisement in the Dine & Shop Brochure produced by Toucan Graphics.

ITEM BACKGROUND**BUDGET/FINANCIAL SUMMARY****COMPREHENSIVE PLAN GOAL****LEGAL REVIEW**

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

wherever you *eat*,
wherever you *shop*,

be yourself

in a place you really want to be.


**South
Padre**
ISLAND

1-800-SOPADRE
www.sopadre.com

Page | 96

DINE & SHOP

12th Edition

South Padre Island • Port Isabel



**A Visitor And Local Guide To
Select Restaurants And Shops**

Item No. 21

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM****MEETING DATE:** April 11, 2012**NAME & TITLE:** Joni Clarke / The Atkins Group**DEPARTMENT:** City Manager's Office**ITEM**

Discussion and action to outline the strategic direction for fiscal year 2012/013 by defining targeted markets and the establishment of goals and objectives relating to the media plan, public relations plan, sales program and identify our trade show approach.

ITEM BACKGROUND**BUDGET/FINANCIAL SUMMARY****COMPREHENSIVE PLAN GOAL****LEGAL REVIEW**

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Item No. 22

**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM****MEETING DATE:** April 11, 2012**NAME & TITLE:** Steve Atkins**DEPARTMENT:** The Atkins Group**ITEM**

Discussion and action concerning advertising, including recent and planned ad placements, web usage statistics and recent public relations efforts.

ITEM BACKGROUND**BUDGET/FINANCIAL SUMMARY****COMPREHENSIVE PLAN GOAL****LEGAL REVIEW**

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Project: SPI CVB - CVA Meeting
Date: April 11th, 2012

Report

Media Overview and Update April – June

Online –

Specific Media Ad Network – Annual
 Expedia – April-May
 Midwest Media Websites – Jan-May
 TravelGuidesFree.com – Feb-Sept
 SpotXchange – Feb-May
 TourTX.com – Annual
 TexTraveler.com – Annual
 MNI Travel Ad Network – April-May
 TripAdvisor.com – Jan-Sept
 Undertone – April-May
 VideoGlobeTrotter.com – Annual
 WeatherBug.com – Jan-April
 SEM – Annual

Television –

Journey TV – SA, DFW, Austin, RGV;
 All other US markets
 SA Cable: 4/9-4/29, 5/7-5/27, 6/11-6/24, 8/13-8/26, 9/10-9/23

Outdoor –

Corpus- 2, San Antonio- 2 – Ongoing
 Valley Mall – Ongoing

Mexico –

Isla del Padre Sur – Ads and Holy Week
 3/23 Insert
 El Norte – Ads and Holy Week 3/23
 Insert

Print –

TTIA See Texas First – Spring
 Good Housekeeping, Redbook and
 Women's Day – April/May
 AARP – April/May-June/July
 Conde Nast Traveler, The New Yorkers,
 Vanity Fair and Architectural Digest –
 April
 Ladies Home Journal, More – April
 Family Circle, Parents – May
 Midwest Living – April
 Best of the Midwest – May/June
 SA Magazine – April
 Southern Living – May
 Southwest Airlines – April
 TX Highways – May
 Texas Monthly – April/May
 TX Town and City – April
 TX Meetings & Events – Spring
 TX State Travel Guide – Annual
 Meeting Planning Guide – Annual
 Plan Your Meetings – Annual
 TSAE Membership Directory – Annual
 TSAE Show Edition – Annual
 TX Sports Facility Guide – Annual

Advertiser		Product		Estimate #		Order #		Salesperson		Sales Office		Sales Rep		Sales Phone		Sales Email		Sales Fax		Sales Address		Sales City		Sales State		Sales Zip		Sales Date		Sales Time		Sales Status		Sales Comment		
Advertiser		Product		Estimate #		Order #		Salesperson		Sales Office		Sales Rep		Sales Phone		Sales Email		Sales Fax		Sales Address		Sales City		Sales State		Sales Zip		Sales Date		Sales Time		Sales Status		Sales Comment		
Facebook		3	\$50.2																																	
SMA		2	\$50.0																																	
DCH-H		2	\$50.0																																	
Coca-Cola Spring Break Study PPACB		1	\$8.8																																	
TOTAL		11.2%	\$149.0																																	
Internet																																				
Ad Networks		12	\$100.0																																	
Expenda		3	\$51.0																																	
Local Websites in MINNAPOLIS, MN, IL, IN, IA, OH, MI, WI, PA, VA, WV, KY, TN, MS, AL, GA, SC, NC, MD, DE, NJ, NY, CT, RI, MA, VT, NH, ME, HI, AK, VT, NH, ME, HI, AK		5	\$22.0																																	
Travel Agents		12	\$5.0																																	
Spachings video pre-roll		4	\$20.0																																	
Tour Texas.com Platinum Plg		2	\$12.0																																	
Indotravel.com		12	\$6.0																																	
Travel Ad Network (MAN)		2	\$28.8																																	
TTA File Folder email blast		1	\$24.0																																	
TegAdress.com		9	\$24.0																																	
Underline Network-PP Video InBanner		2	\$24.0																																	
VideoAdvertise		12	\$24.0																																	
WebMarketing.com (onlineSmopolitanPPAD)		4	\$50.0																																	

Media Mar: Conde Nast Traveler, The New Yorker, Vanity Fair, and Architectural Digest
Meredith: May: Family Circle, and Parents
Meredith: Apr: Ladies Home Journal & More
Valley Mall contract: November 00-October 01
Theatre Markets: Minneapolis, Detroit, Chicago, Omaha, Columbus, Indianapolis, St. Louis, Greenmelt, Des Moines, Kansas City
Ad-Link: Good Housekeeping, Redbook, and Women's Day

THE ATKINS GROUP
SOUTH PADRE ISLAND PUBLIC RELATIONS TEAM
WORK DESCRIPTION/ EFFORT AND RESULTS

March 2012

RESEARCH & PLANNING

- Updated and/or expanded the following media lists: Texas magazines; national/regional parenting/family magazines; and Texas and Midwest dailies' travel editors.
- Researched and provided clips of birding and eco-tourism coverage and press materials to Jayme LeGros for request from City Council.

PITCHES, NEWS RELEASES AND OTHER WRITTEN MATERIALS

- Compiled information and distributed Summer calendar of events to websites, magazines and major Texas dailies.
- Distributed 2012 "South Padre Island Serves Up Family Fun" press release to the following media: Texas magazines; Parenting/Family magazines; Texas and Midwest dailies' travel editors; and Canadian magazines and dailies.
- Edited South Padre Island backgrounder into a 350-word article and provided it with photos to Becky Hogan, editor of the Rio Grande Valley Partnership Community Guide.
- Edited 2012 Sand Castle Days press release provided by Mary K.

CRISIS PR

- Helped manage the crisis media surrounding the stabbing, including developing strategy, drafting remarks and made several rounds of edits to the news releases being disseminated.
- Set up special news alerts to monitor activity and report to JLG.
- Conducted a social media audit of online chatter and helped take down offensive postings.

FAMS

- Coordinated itinerary for Canadian Geographic Traveler writer Remy Scalza who will visit SPI Apr. 9 -12 for a story on birding. TAG is assisting the CVB with finalization of the schedule for this writer.

MEDIA CONTACTS

- Provided spring break photos to UT Brownsville student newspaper, The Collegian, for spring break coverage that ran Mar. 7.
- Provided information and proofreading to Texas Monthly for advertorial in Great Escapes

section in May 2012 issue.

- Travel writer Julie Catalano contacted us to alert us that her SPI feature was published in the February issue of DeSoto magazine and that another SPI article will be published in Urban Home Austin/San Antonio this spring.
- Provided 2012 Summer Family Fun on South Padre Island press release to Kim Tillinghast of Edelman for editors at Parents magazine. Followed up by working with Research Editor Jennifer Geddes at Parents to track down information and confirm facts for an SPI article that will come out in the June 2012 issue.
- Provided hi-res photos of Coca-Cola Beach to Lauren Wise of Runway Magazine for a story on top spring break spots.

SPECIAL PROMOTIONS

- Continued coordinating participation in the Goodwill Spring Donation drive, in which the CVB will provide 2 prize packages in exchange for media exposure via **advertising, social media and media coverage** in San Antonio and surrounding areas. This resulted in three TV segments on Fox 29 KABB (San Antonio) "Daytime @ 9" showing SPI B-roll footage and discussion the package elements and attractions of South Padre Island. SPI CVB donated two 3-night prize packages for the promotion, which included PR opportunities (see clips section of report) as well as exposure through an advertising and marketing program providing \$28,000 worth of paid media exposure including:
 - Television advertising through Time Warner Cable, including the SPI logo; 2-week schedule; :15 bookends; 192x citywide spots, 100x spots on Northwest Zone, Northcentral Zone and AT&T U-Verse HHs.
 - Print Ads: In the SA Current, 1x 1/2 page 4C, and 1x 1/4 page 4C, and San Antonio Express-News 3 col. X 4.75" B&W PSAs (exact number TBD)
 - On-site/in-store banners in all Goodwill stores and at all donation stations
 - Social media support, which could also drive traffic to their website. Goodwill markets on Facebook and Twitter.

CLIPS & HITS

SPRING BREAK

Dallas Baptist Standard, Mar. 29. "ETBU students serve at Hospitality House, Beach Reach."

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Examiner.com, "Another kind of wildlife awaits spring breakers at south Padre Island, Texas." On-line article by Julie Catalano resulting from her Fam visit last fall. <http://www.examiner.com/small-town-travel-in-austin/another-kind-of-wildlife-awaits-spring-breakers-at-south-padre-island-texas>

ACCOUNT SERVICE

- Account service and maintenance: planning meetings, clip searches, reports for CVA marketing committee and board meetings, meetings and discussions with CVB and TAG SPI team, etc.



Web - sopadre.com

3/1 – 3/31

Total Visits: 110,802/LY: 76,540

Avg. Time: 3:16

Source: Referring 9.75%, Direct 13.98%, Search 76.28%

Countries: US, Mexico, Canada

States: TX, Illinois, Minnesota, Oklahoma, Cali, Ohio, Michigan, NY, Missouri, Kansas

Cities: Houston, SA, Dallas, Austin, McAllen, Brownsville, Ft. Worth, SPI, Harlingen, Killeen

2/1 – 2/29

Total Visits: 80,557/LY: 56,983

Avg. Time: 3:37

Source: Referring 9.17%, Direct 14.50%, Search 76.33%

Countries: US, Canada, Mexico

States: TX, Illinois, Minnesota, Missouri, Ohio, Michigan, Cali, Oklahoma, Wisconsin, Colorado

Cities: Houston, Austin, SA, McAllen, Dallas, SPI, Ft. Worth, Ballinger, Brownsville, Arlington

1/1 – 1/31

Total Visits: 74,704/LY: 59,375

Avg. Time: 3:53

Source: Referring 8.47%, Direct 11.78%, Search 79.75%

Countries: US, Canada, Mexico

States: TX, Illinois, Minnesota, Missouri, Oklahoma, Ohio, Michigan, California, Wisconsin, NY

Cities: Houston, McAllen, SA, Austin, Dallas, Ballinger, Ft. Worth, SPI, Brownsville, HRL

12/1 – 12/31

Total Visits: 39,378/LY: 33,225

Avg. Time: 3:33

Source: Referring 7.16%, Direct 9.84%, Search 83%

Countries: US, Canada, Mexico

States: TX, Illinois, Minnesota, Cali, Missouri, Oklahoma, NY, Wisconsin, Colorado, Michigan

Cities: Houston, McAllen, Austin, Dallas, San Antonio, SPI, Ballinger, Brownsville, Harlingen, Ft. Worth

**11/1 – 11/30**

Total Visits: 36,410/LY: 28,983

Avg. Time: 3:16

Source: Referring 7.73%, Direct 8.97%, Search 83.30%

Countries: US, Canada, Mexico

States: TX, Illinois, Minnesota, Iowa, Cali, NY, Missouri, Colorado, Wisconsin, Michigan

Cities: Houston, McAllen, Dallas, San Antonio, Austin, South Padre Island, Brownsville, Ballinger, Harlingen, Ft Worth

10/1 – 10/31

Total Visits: 37,826/LY: 28,556

Avg. Time: 3:34

Source: Direct 8.73%, Referring 10.52%, Search 80.75%

Countries: US, Canada, Mexico

States: TX, Illinois, Minnesota, Cali, NY, Colorado, Oklahoma, Ohio, Michigan, Missouri

Cities: McAllen, Houston, SA, Austin, Dallas, Brownsville, Ballinger, SPI, HRL, Ft. Worth

Web - whosyourpadre.com**3/1 – 3/31**

Total Visits: 74,584/LY: 74,433

Avg. Time: 3:29

Source: Direct 6.56%, Referring 20.86%, Search 72.57%

Countries: US, Mexico, Canada

States: TX, Illinois, Oklahoma, Minnesota, Cali, Kansas, Michigan, Nebraska, NY, Missouri

Cities: Houston, SA, Dallas, McAllen, Austin, Brownsville, Harlingen, SPI, Corpus Christi, Mission

2/1 – 2/29

Total Visits: 56,527/LY: 47,726

Avg. Time: 3:53

Source: Direct 9.61%, Referring 29.28%, Search 61.09%

Countries: US, Mexico, Canada

States: TX, Illinois, Michigan, Minnesota, Ohio, Indiana, Wisconsin, Kansas, Missouri, Iowa

Cities: Houston, Austin, San Antonio, Dallas, McAllen, College Station, Brownsville, Lubbock, Ft. Worth, San Marcos

**1/1 – 1/31**

Total Visits: 42,040/LY: 33,426

Avg. Time: 4:18

Source: Direct 11.32%, Referring 26.26%, Search 62.42%

Countries: US, Mexico, Canada

States: TX, Illinois, Minnesota, Michigan, Indiana, California, Ohio, Oklahoma, Nebraska, Kansas

Cities: Houston, SA, Austin, Dallas, McAllen, Brownsville, College Station, Ballinger, San Marcos, Lubbock

12/1 – 12/31

Total Visits: 6,882/LY: 9,326

Avg. Time: 4:19

Source: Search 62.22%, Referring 29.47%, Direct 8.30%

Countries: US, Canada, Mexico

States: TX, Illinois, Minnesota, Michigan, Nebraska, Wisconsin, Indiana, Iowa, NY, Ohio

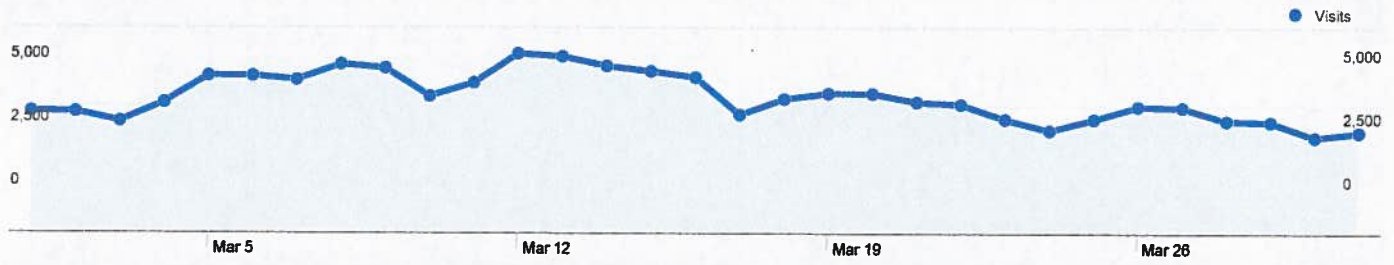
Cities: Houston, McAllen, Dallas, SA, Austin, Ballinger, Brownsville, Ft. Worth, Corpus, Arlington

sopadre.com

Dashboard

Mar 1, 2012 - Mar 31, 2012

Comparing to: Site



Site Usage

110,802 Visits

47.03% Bounce Rate

394,654 Pageviews

00:03:16 Avg. Time on Site

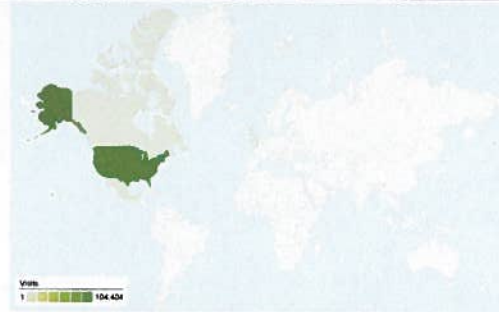
3.56 Pages/Visit

80.22% % New Visits

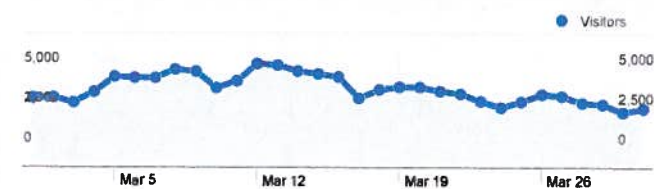
Content Overview

Pages	Pageviews	% Pageviews
/island/	94,572	23.96%
/attractions/	28,577	7.24%
/attractions/listing.php?cat=7	15,124	3.83%
/lodging/listing.php?cat=1	13,245	3.36%
/attractions/listing.php?cat=9	7,987	2.02%

Map Overlay

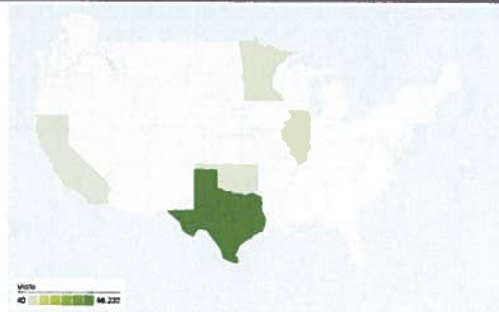


Visitors Overview



Visitors
93,619

Country/Territory Detail: United States



Referring Sites

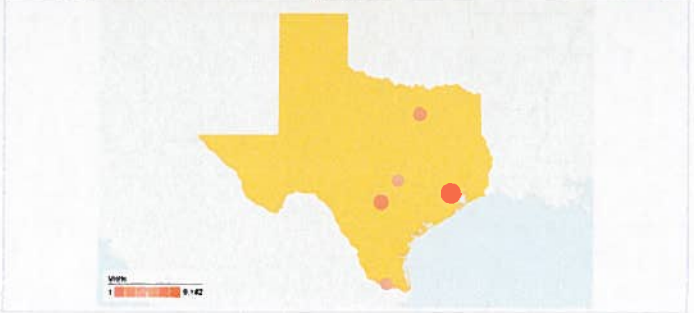
Source	Visits	% visits
springbreak.sopadre.com	2,077	19.24%
clicks.pureleads.com	1,106	10.24%
facebook.com	756	7.00%
google.com	523	4.84%
flybrownsville.com	302	2.80%

Traffic Sources Overview



■ Search Engines	84,519.00 (76.28%)
■ Direct Traffic	15,485.00 (13.98%)
■ Referring Sites	10,798.00 (9.75%)

State Detail: Texas

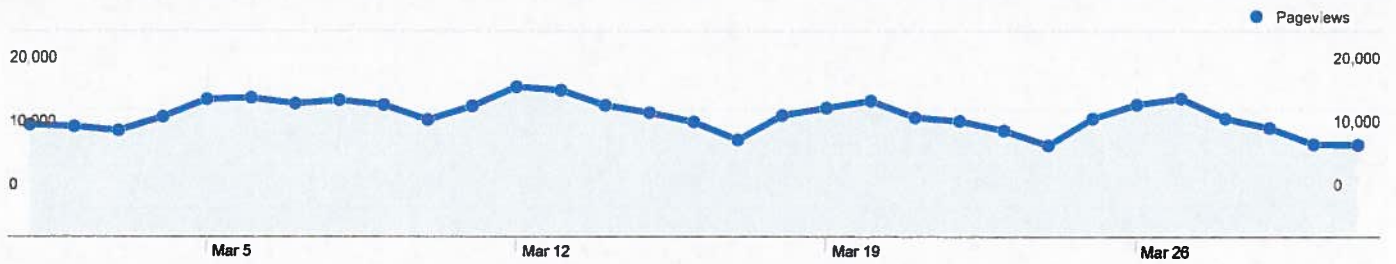


sopadre.com

Content Overview

Mar 1, 2012 - Mar 31, 2012

Comparing to: Site



Pages on this site were viewed a total of 394,654 times

394,654 Pageviews

307,298 Unique Views

47.03% Bounce Rate

Top Content

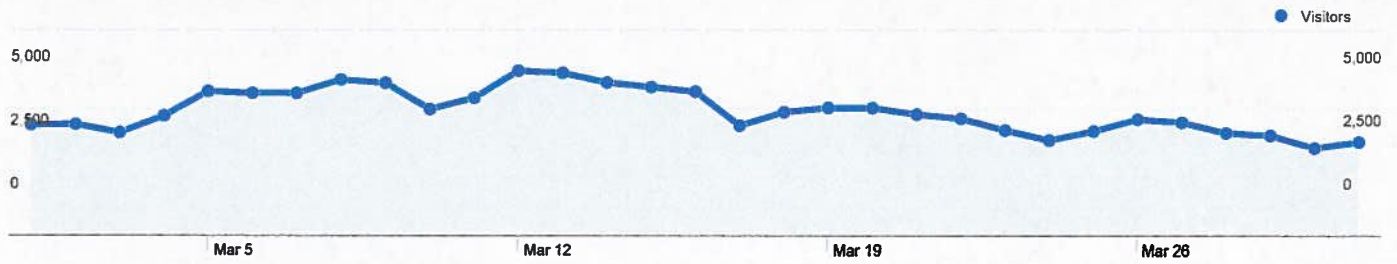
Pages	Pageviews	% Pageviews
/island/	94,572	23.96%
/attractions/	28,577	7.24%
/attractions/listing.php?cat=7	15,124	3.83%
/lodging/listing.php?cat=1	13,245	3.36%
/attractions/listing.php?cat=9	7,987	2.02%

sopadre.com

Visitors Overview

Mar 1, 2012 - Mar 31, 2012

Comparing to: Site



93,619 people visited this site

110,802 Visits

93,619 Absolute Unique Visitors

394,654 Pageviews

3.56 Average Pageviews

00:03:16 Time on Site

47.03% Bounce Rate

80.22% New Visits

Technical Profile

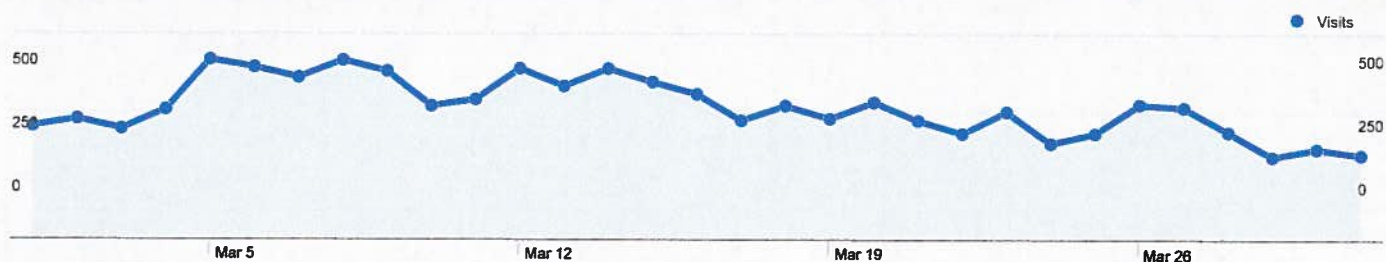
Browser	Visits	% visits
Internet Explorer	44,937	40.56%
Safari	23,574	21.28%
Chrome	14,577	13.16%
Android Browser	13,261	11.97%
Firefox	12,291	11.09%

sopadre.com

Referring Sites

Mar 1, 2012 - Mar 31, 2012

Comparing to: Site



Referring sites sent 10,798 visits via 768 sources

Site Usage

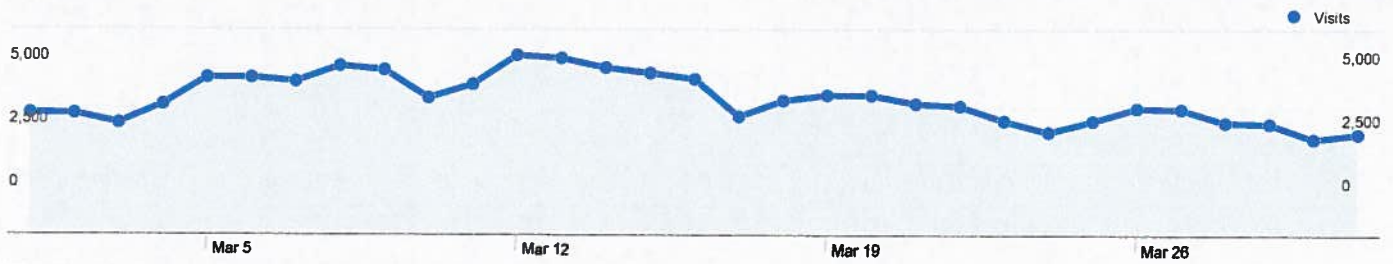
Visits 10,798 % of Site Total: 9.75%	Pages/Visit 2.63 Site Avg: 3.56 (-26.08%)	Avg. Time on Site 00:02:18 Site Avg: 00:03:16 (-29.51%)	% New Visits 82.28% Site Avg: 80.22% (2.57%)	Bounce Rate 59.90% Site Avg: 47.03% (27.36%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
springbreak.sopadre.com	2,077	2.13	00:02:08	74.15%	61.92%
clicks.pureleads.com	1,106	1.57	00:00:31	99.28%	82.01%
facebook.com	756	2.84	00:02:35	78.17%	58.33%
google.com	523	2.22	00:01:17	87.19%	55.83%
flybrownsville.com	302	3.14	00:03:19	75.83%	42.05%
weather-mobile.weatherbug.com	302	1.46	00:00:50	93.38%	72.19%
m.facebook.com	280	1.50	00:00:51	86.07%	73.21%
search.mywebsearch.com	231	3.94	00:04:01	75.32%	35.93%
myspi.org	218	4.51	00:06:01	62.84%	33.49%
view.atdmt.com	209	1.74	00:00:41	93.30%	81.34%
1 - 10 of 768					

sopadre.com

Traffic Sources Overview

Mar 1, 2012 - Mar 31, 2012

Comparing to: Site



All traffic sources sent a total of 110,802 visits

13.98% Direct Traffic

9.75% Referring Sites

76.28% Search Engines



Search Engines
84,519.00 (76.28%)

Direct Traffic
15,485.00 (13.98%)

Referring Sites
10,798.00 (9.75%)

Top Traffic Sources

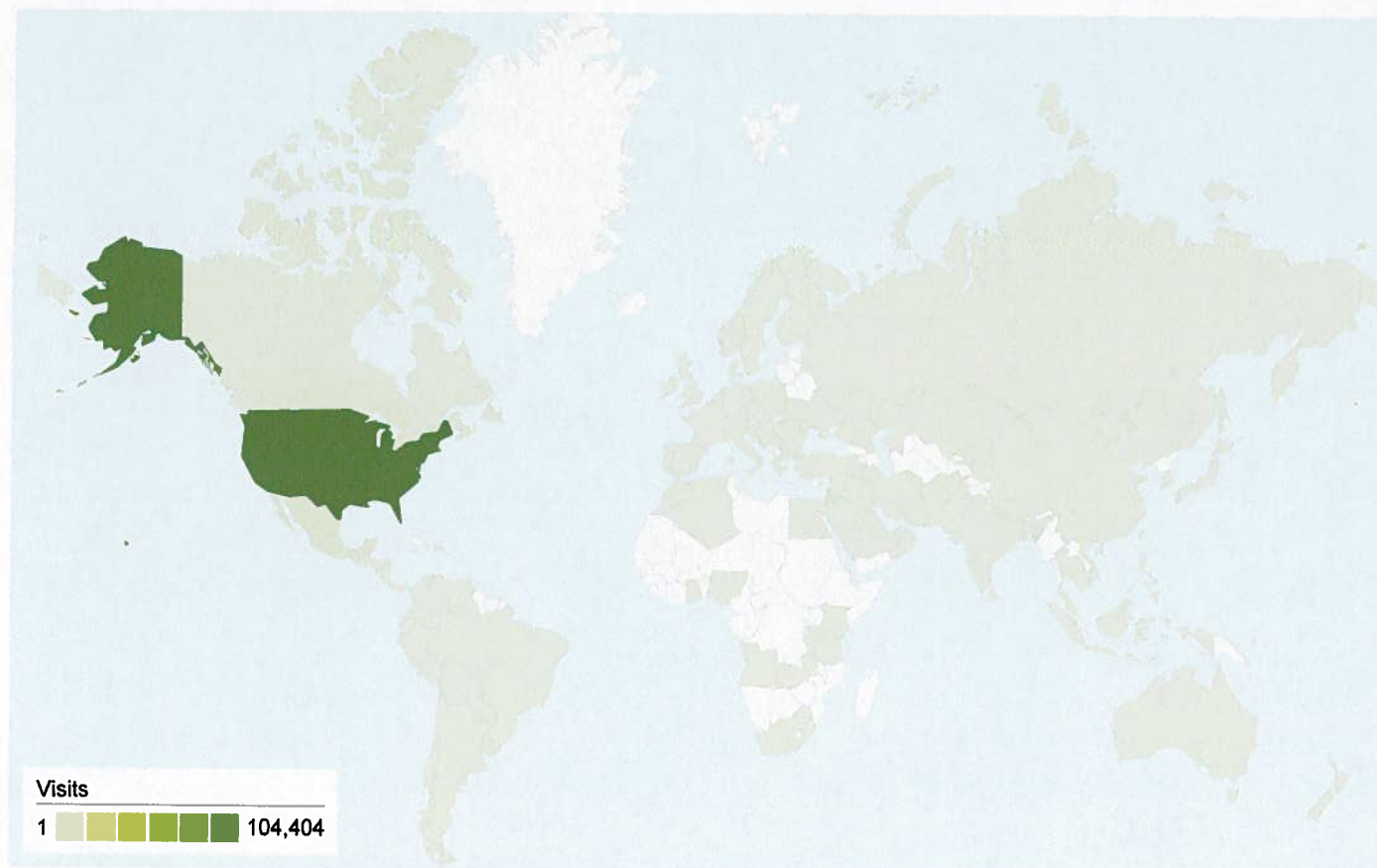
Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	69,118	62.38%	south padre island	33,549	39.69%
(direct) ((none))	15,485	13.98%	(not provided)	11,164	13.21%
yahoo (organic)	7,872	7.10%	south padre	4,020	4.76%
bing (organic)	5,995	5.41%	padre island	3,328	3.94%
springbreak.sopadre.com	2,077	1.87%	san padre island	1,554	1.84%

sopadre.com

Map Overlay

Mar 1, 2012 - Mar 31, 2012

Comparing to: Site



110,802 visits came from 119 countries/territories

Site Usage

Visits 110,802 % of Site Total: 100.00%	Pages/Visit 3.56 Site Avg: 3.56 (0.00%)	Avg. Time on Site 00:03:16 Site Avg: 00:03:16 (0.00%)	% New Visits 80.35% Site Avg: 80.22% (0.16%)	Bounce Rate 47.03% Site Avg: 47.03% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	104,404	3.59	00:03:17	80.18%	46.71%
Mexico	2,842	3.60	00:03:51	76.88%	48.03%
Canada	1,382	3.12	00:02:31	86.69%	46.24%
(not set)	569	2.11	00:01:41	90.33%	66.08%
United Kingdom	319	2.31	00:01:59	84.64%	57.37%
India	135	1.94	00:02:01	92.59%	60.74%
Italy	97	1.64	00:01:00	97.94%	76.29%
Germany	92	2.71	00:02:00	93.48%	51.09%
Australia	82	3.10	00:02:45	85.37%	59.76%

France	61	2.36	00:01:40	85.25%	55.74%
1 - 10 of 119					

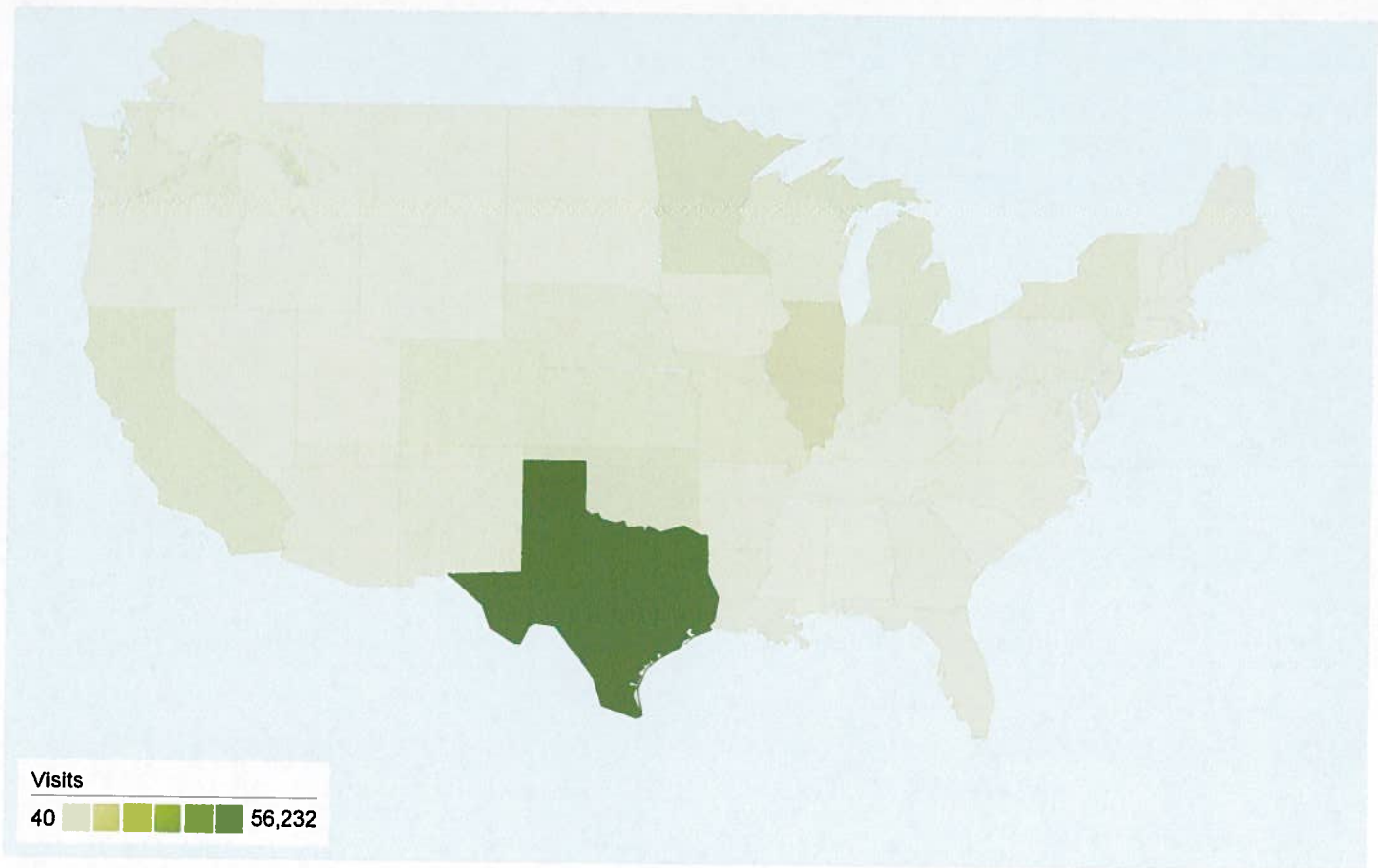
sopadre.com

Country/Territory Detail:

United States

Mar 1, 2012 - Mar 31, 2012

Comparing to: Site

**This country/territory sent 104,404 visits via 52 regions****Site Usage**

Visits 104,404 % of Site Total: 94.23%	Pages/Visit 3.59 Site Avg: 3.56 (0.91%)	Avg. Time on Site 00:03:17 Site Avg: 00:03:16 (0.80%)	% New Visits 80.18% Site Avg: 80.22% (-0.06%)	Bounce Rate 46.71% Site Avg: 47.03% (-0.70%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Texas	56,232	3.93	00:03:47	77.27%	43.27%
Illinois	5,597	2.56	00:01:51	86.80%	62.75%
Minnesota	3,349	3.21	00:02:38	82.02%	51.03%
Oklahoma	2,919	4.84	00:04:40	75.95%	36.49%
California	2,678	2.79	00:02:14	86.41%	52.35%
Ohio	2,528	2.46	00:01:40	88.05%	64.91%
Michigan	2,264	2.73	00:02:08	85.47%	58.35%
New York	2,064	2.91	00:02:35	85.08%	49.08%
Missouri	2,059	3.57	00:03:18	83.34%	48.03%

Kansas	1,944	3.40	00:02:51	77.88%	49.07%
1 - 10 of 52					

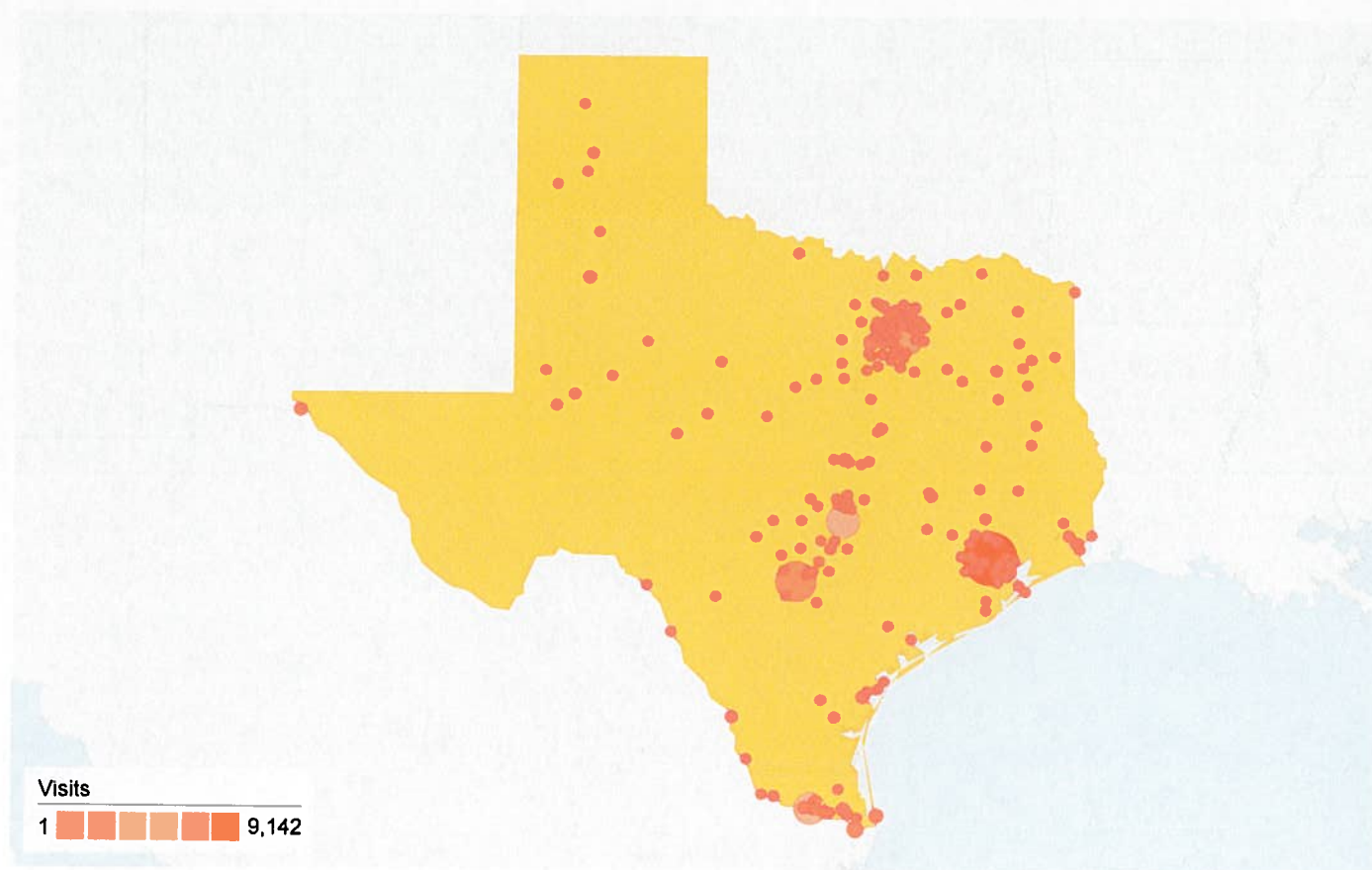
sopadre.com

State Detail:

Texas

Mar 1, 2012 - Mar 31, 2012

Comparing to: Site

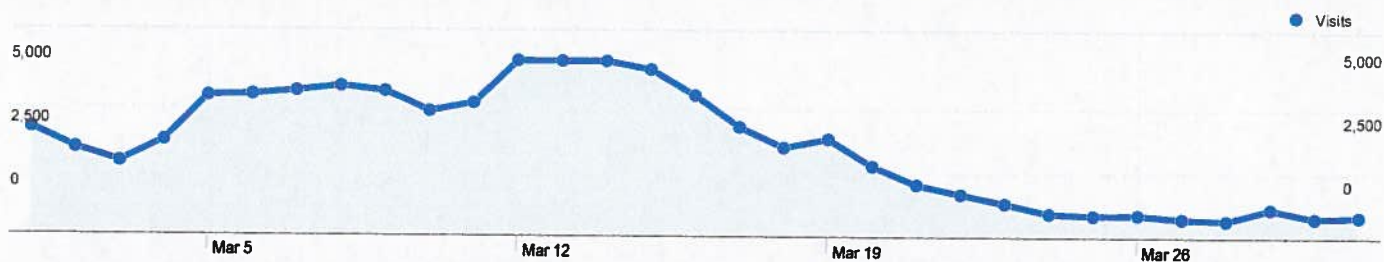
**This state sent 56,232 visits via 445 cities****Site Usage**

Visits 56,232 % of Site Total: 50.75%	Pages/Visit 3.93 Site Avg: 3.56 (10.23%)	Avg. Time on Site 00:03:47 Site Avg: 00:03:16 (16.18%)	% New Visits 77.27% Site Avg: 80.22% (-3.68%)	Bounce Rate 43.27% Site Avg: 47.03% (-8.00%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Houston	9,142	3.96	00:03:57	79.28%	41.48%
San Antonio	6,359	4.21	00:04:23	77.18%	42.70%
Dallas	5,599	3.59	00:03:43	77.53%	45.74%
Austin	4,781	3.44	00:03:12	77.45%	46.68%
Mcallen	4,551	3.26	00:03:08	67.22%	49.46%
Brownsville	1,203	2.64	00:02:12	77.97%	53.12%
Ft Worth	1,093	5.01	00:05:14	79.05%	34.31%
South Padre Island	788	3.29	00:02:39	57.11%	50.13%
Harlingen	757	3.30	00:02:33	75.69%	47.82%

Killeen	674	4.23	00:04:33	75.07%	39.02%
1 - 10 of 445					

springbreak.sopadre.com/
Dashboard

Mar 1, 2012 - Mar 31, 2012
 Comparing to: Site



Site Usage

74,584 Visits

29.26% Bounce Rate

431,433 Pageviews

00:03:29 Avg. Time on Site

5.78 Pages/Visit

74.40% % New Visits

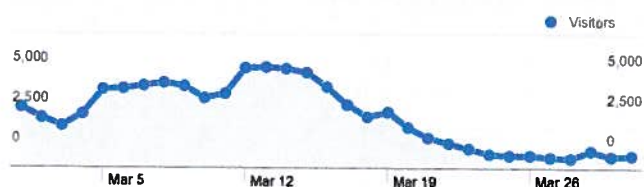
Content Overview

Pages	Pageviews	% Pageviews
/2012/home/	62,127	14.40%
/2012/events/	40,790	9.45%
/2012/photos/	22,742	5.27%
/2012/where2party/	18,172	4.21%
/2012/activities/	17,334	4.02%

Map Overlay

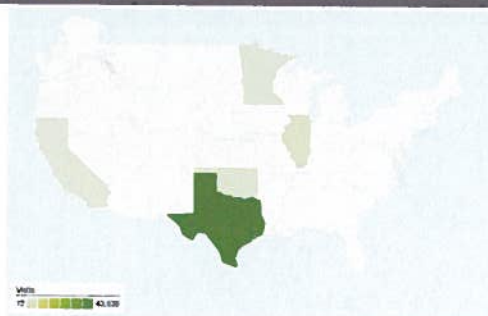


Visitors Overview



Visitors
59,659

Country/Territory Detail: United States



Referring Sites

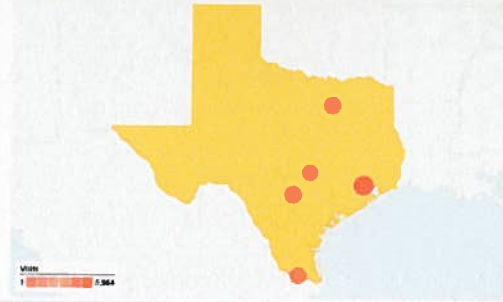
Source	Visits	% visits
sopadre.com	8,965	57.62%
facebook.com	2,543	16.34%
m.facebook.com	925	5.95%
clicks.pureleads.com	797	5.12%
a.rfihub.com	633	4.07%

Traffic Sources Overview



■ Search Engines	54,125.00 (72.57%)
■ Referring Sites	15,559.00 (20.86%)
■ Direct Traffic	4,895.00 (6.56%)
■ Other	5 (0.01%)

State Detail: Texas

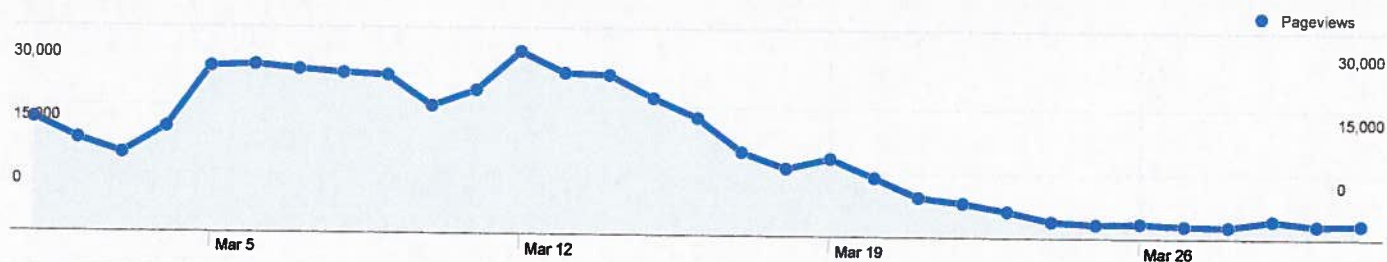


springbreak.sopadre.com/

Content Overview

Mar 1, 2012 - Mar 31, 2012

Comparing to: Site



Pages on this site were viewed a total of 431,433 times

 431,433 Pageviews

 346,155 Unique Views

 29.26% Bounce Rate

Top Content

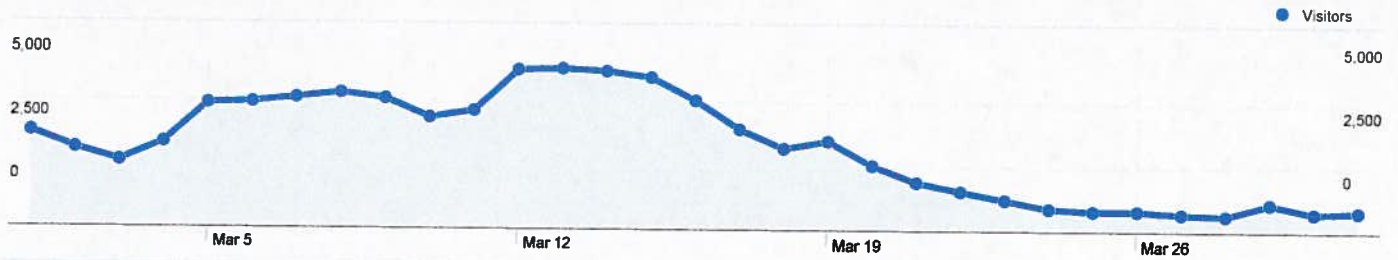
Pages	Pageviews	% Pageviews
/2012/home/	62,127	14.40%
/2012/events/	40,790	9.45%
/2012/photos/	22,742	5.27%
/2012/where2party/	18,172	4.21%
/2012/activities/	17,334	4.02%

springbreak.sopadre.com/

Visitors Overview

Mar 1, 2012 - Mar 31, 2012

Comparing to: Site

**59,659 people visited this site**

74,584 Visits

59,659 Absolute Unique Visitors

431,433 Pageviews

5.78 Average Pageviews

00:03:29 Time on Site

29.26% Bounce Rate

74.40% New Visits

Technical Profile

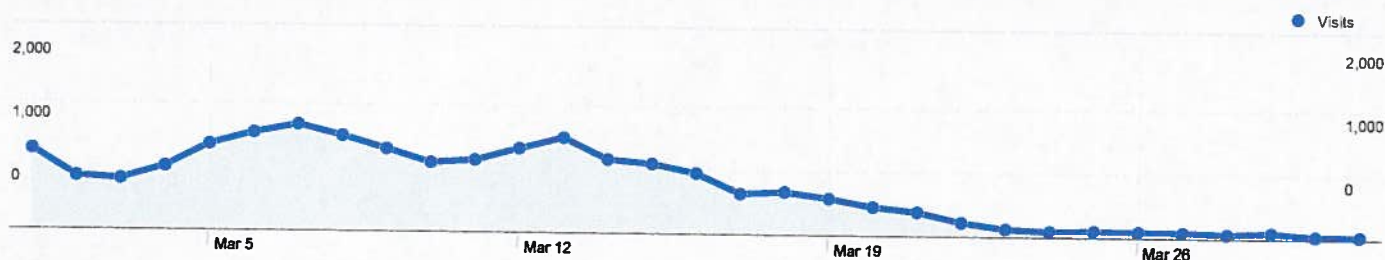
Browser	Visits	% visits
Safari	22,293	29.89%
Internet Explorer	21,254	28.50%
Chrome	11,816	15.84%
Android Browser	9,181	12.31%
Firefox	8,119	10.89%

springbreak.sopadre.com/

Referring Sites

Mar 1, 2012 - Mar 31, 2012

Comparing to: Site



Referring sites sent 15,559 visits via 377 sources

Site Usage

Visits 15,559 % of Site Total: 20.86%	Pages/Visit 6.09 Site Avg: 5.78 (5.28%)	Avg. Time on Site 00:03:39 Site Avg: 00:03:29 (5.08%)	% New Visits 74.88% Site Avg: 74.40% (0.64%)	Bounce Rate 29.40% Site Avg: 29.28% (0.51%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
sopadre.com	8,965	7.72	00:04:39	77.38%	16.90%
facebook.com	2,543	4.54	00:02:53	74.24%	43.85%
m.facebook.com	925	2.66	00:01:37	82.05%	55.46%
clicks.pureleads.com	797	1.56	00:00:30	99.00%	82.94%
a.rfihub.com	633	4.19	00:02:06	32.07%	35.23%
google.com	132	6.23	00:04:11	78.79%	29.55%
coccozella.com	128	3.07	00:01:36	96.88%	10.16%
search.mywebsearch.com	83	6.78	00:05:14	67.47%	27.71%
t.co	75	2.75	00:01:16	84.00%	62.67%
ginasglamdom.com	47	3.02	00:01:24	0.00%	34.04%

1 - 10 of 377

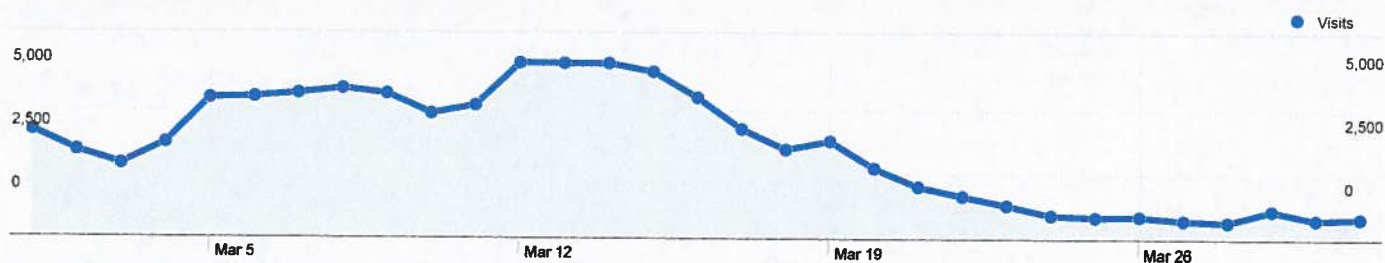
1 - 10 of 377

springbreak.sopadre.com/

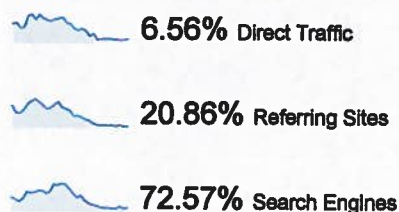
Traffic Sources Overview

Mar 1, 2012 - Mar 31, 2012

Comparing to: Site



All traffic sources sent a total of 74,584 visits



Search Engines	54,125.00 (72.57%)
Referring Sites	15,559.00 (20.86%)
Direct Traffic	4,895.00 (6.56%)
Other	5 (0.01%)

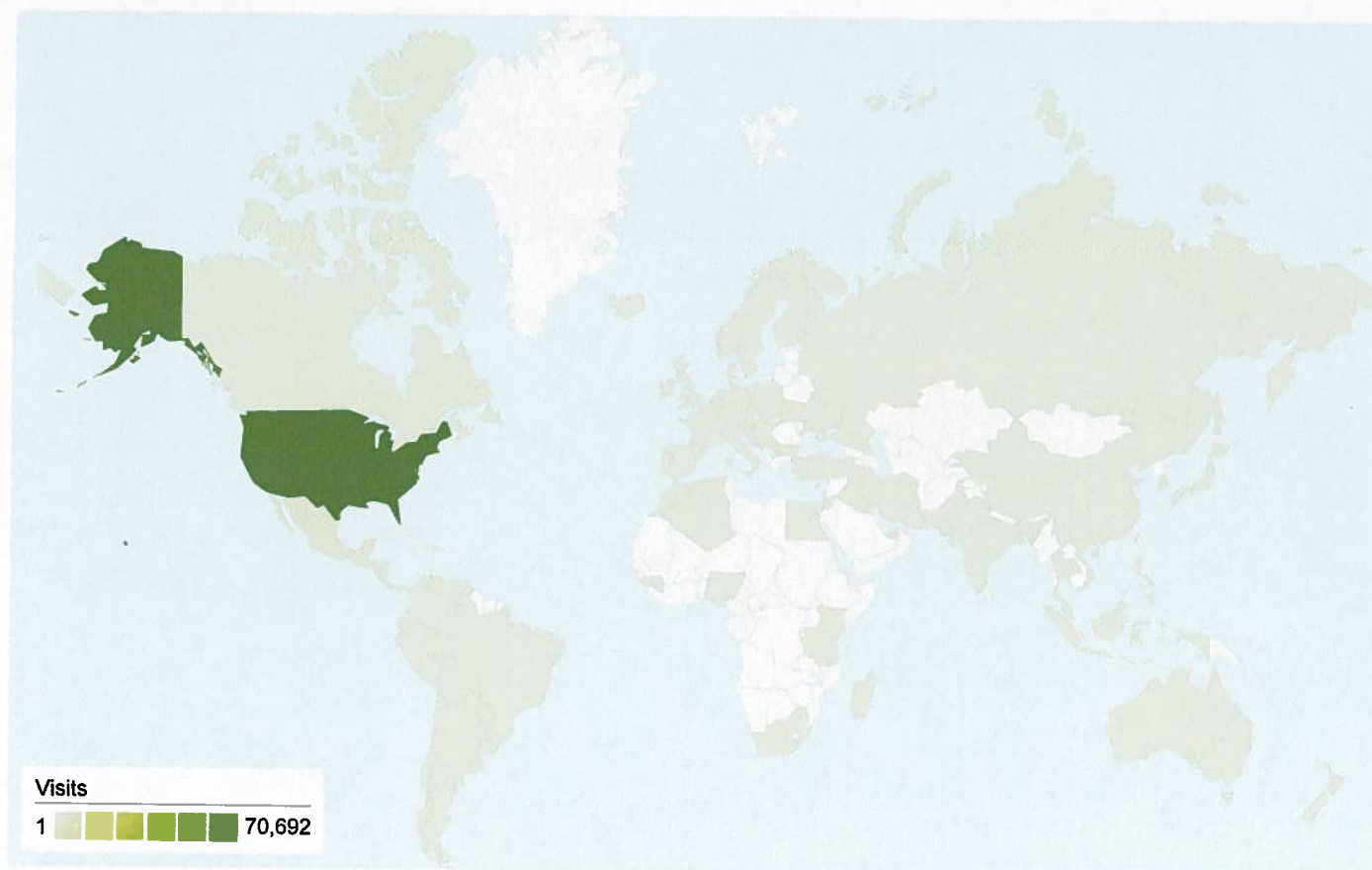
Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	46,308	62.09%	(not set)	6,885	12.72%
sopadre.com (referral)	8,965	12.02%	south padre island spring break	6,771	12.51%
(direct) ((none))	4,895	6.56%	south padre island	3,204	5.92%
yahoo (organic)	4,006	5.37%	south padre island spring break	2,491	4.60%
bing (organic)	3,139	4.21%	south padre spring break 2012	1,897	3.50%

springbreak.sopadre.com/

Map Overlay**Mar 1, 2012 - Mar 31, 2012**

Comparing to: Site

**74,584 visits came from 101 countries/territories****Site Usage**

Visits 74,584 % of Site Total: 100.00%	Pages/Visit 5.78 Site Avg: 5.78 (0.00%)	Avg. Time on Site 00:03:29 Site Avg: 00:03:29 (0.00%)	% New Visits 74.60% Site Avg: 74.40% (0.27%)	Bounce Rate 29.26% Site Avg: 29.26% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	70,692	5.83	00:03:29	74.12%	29.26%
Mexico	2,192	5.62	00:04:02	80.47%	26.14%
Canada	446	4.78	00:03:14	83.86%	25.78%
(not set)	206	3.75	00:02:28	85.44%	45.15%
United Kingdom	176	4.27	00:01:53	85.80%	32.39%
India	130	3.59	00:03:09	89.23%	36.15%
Germany	93	4.74	00:02:30	90.32%	31.18%
Brazil	69	2.68	00:01:39	84.06%	40.58%
Australia	51	3.98	00:03:59	96.08%	29.41%

Sweden	34	3.29	00:02:37	52.94%	38.24%
1 - 10 of 101					

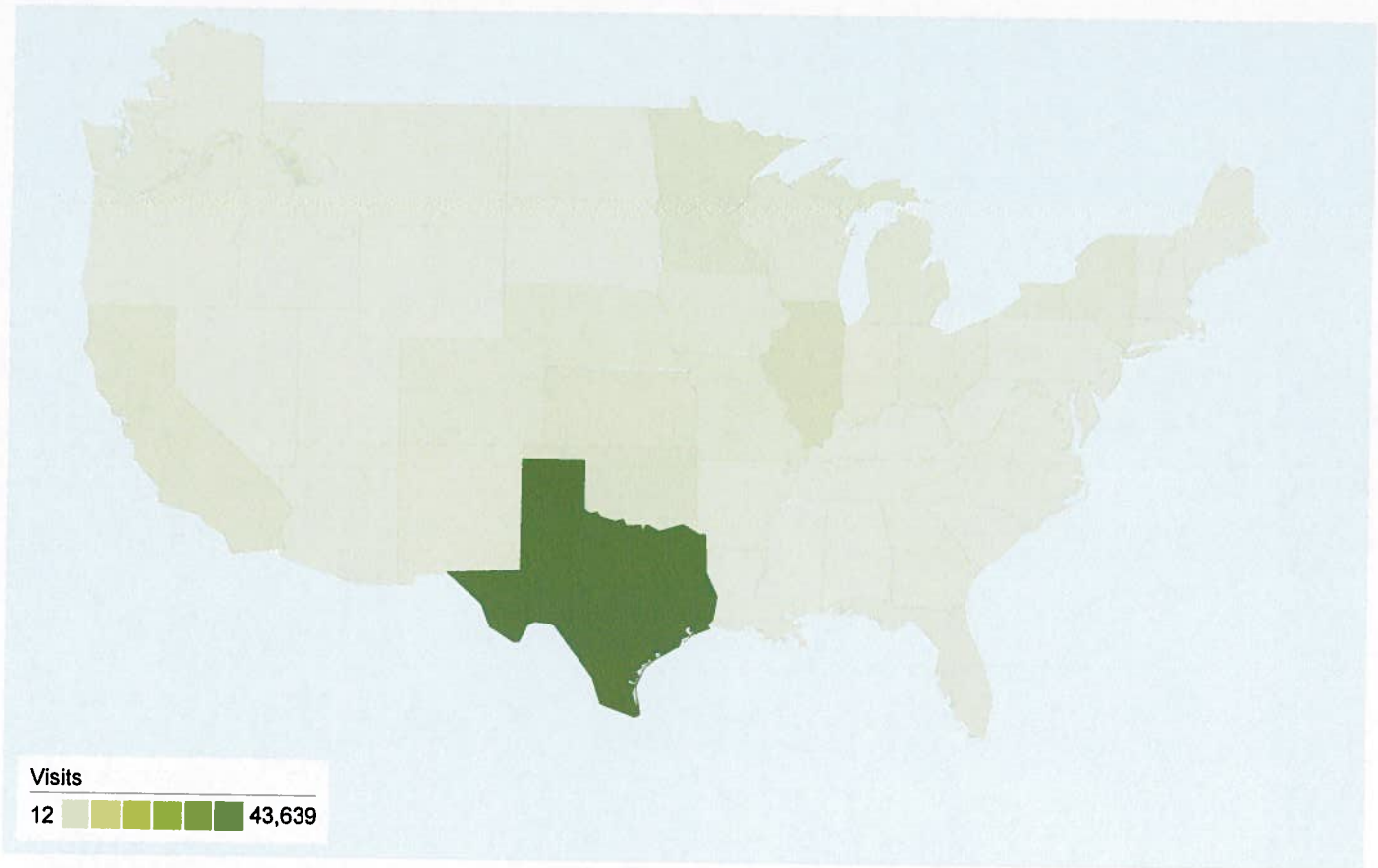
springbreak.sopadre.com/

Country/Territory Detail:

United States

Mar 1, 2012 - Mar 31, 2012

Comparing to: Site

**This country/territory sent 70,692 visits via 52 regions****Site Usage**

Visits 70,692 % of Site Total: 94.78%	Pages/Visit 5.83 Site Avg: 5.78 (0.76%)	Avg. Time on Site 00:03:29 Site Avg: 00:03:29 (0.05%)	% New Visits 74.12% Site Avg: 74.40% (-0.38%)	Bounce Rate 29.26% Site Avg: 29.26% (-0.00%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Texas	43,639	6.00	00:03:45	72.56%	27.68%
Illinois	3,066	5.15	00:02:47	75.57%	35.06%
Oklahoma	1,860	8.28	00:04:39	70.11%	24.78%
Minnesota	1,748	5.67	00:03:01	73.74%	28.89%
California	1,622	4.81	00:02:53	81.32%	30.76%
Kansas	1,587	7.34	00:04:15	68.30%	28.36%
Michigan	1,207	4.13	00:02:03	82.19%	42.67%
Nebraska	1,205	5.92	00:03:13	68.46%	27.30%
New York	1,191	4.69	00:02:43	80.52%	33.08%

Missouri	1,188	6.35	00:03:34	72.98%	26.68%
1 - 10 of 52					

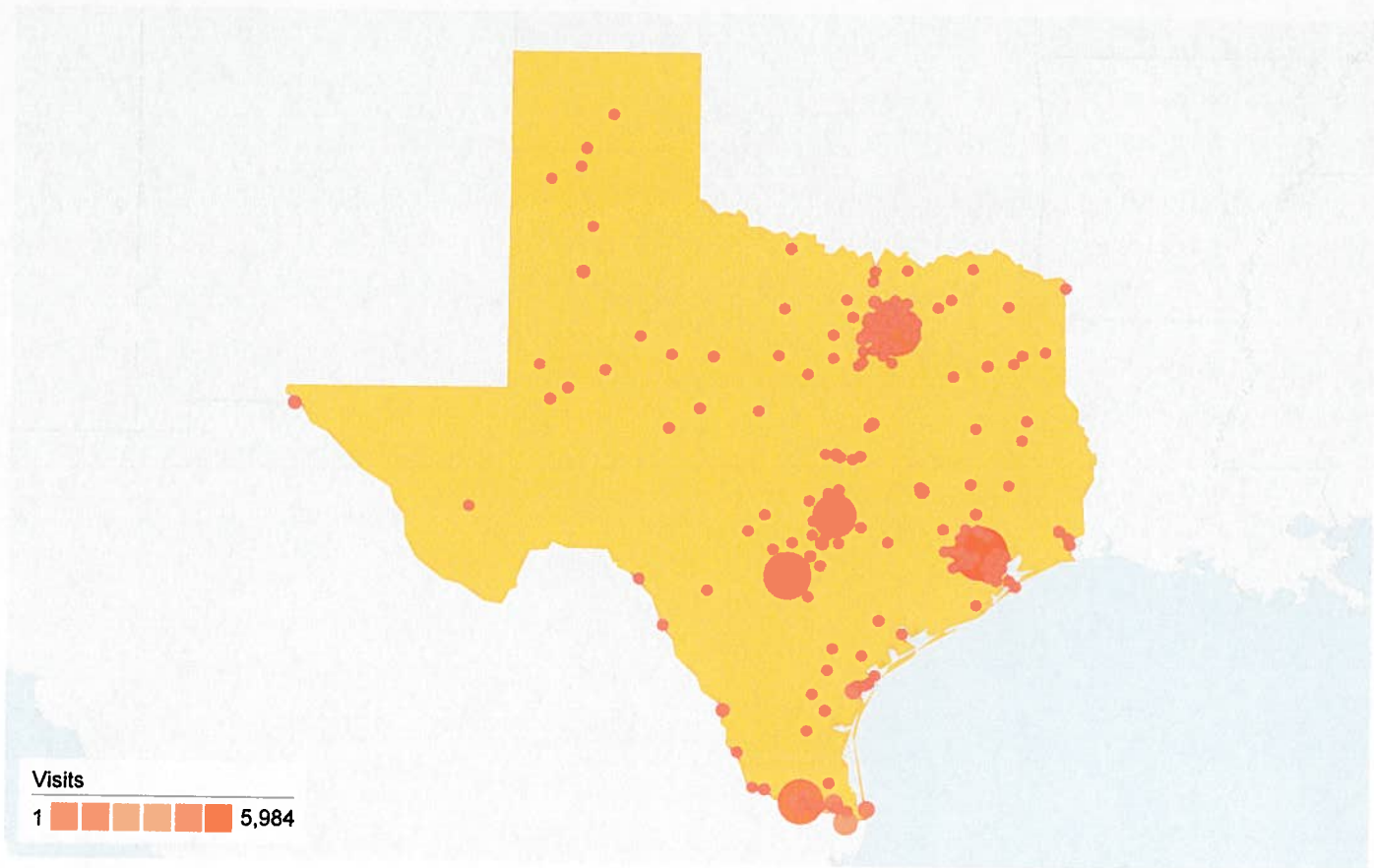
springbreak.sopadre.com/

State Detail:

Texas

Mar 1, 2012 - Mar 31, 2012

Comparing to: Site

**This state sent 43,639 visits via 385 cities****Site Usage**

Visits 43,639 % of Site Total: 58.51%	Pages/Visit 6.00 Site Avg: 5.78 (3.65%)	Avg. Time on Site 00:03:45 Site Avg: 00:03:29 (8.03%)	% New Visits 72.56% Site Avg: 74.40% (-2.47%)	Bounce Rate 27.68% Site Avg: 29.26% (-5.39%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Houston	5,984	5.68	00:03:42	72.18%	29.34%
San Antonio	5,103	6.17	00:03:59	73.78%	28.22%
Dallas	4,994	4.53	00:02:58	67.54%	33.04%
Mcallen	4,779	5.81	00:03:46	72.99%	26.07%
Austin	4,571	4.76	00:03:05	67.53%	32.09%
Brownsville	1,848	5.73	00:03:24	74.03%	27.81%
Harlingen	933	6.37	00:03:59	75.13%	22.72%
South Padre Island	822	5.97	00:03:31	55.35%	28.10%
Corpus Christi	779	6.82	00:04:28	79.85%	21.44%

Mission	563	5.92	00:03:15	77.09%	27.18%
1 - 10 of 385					