NOTICE OF MEETING
THE CITY OF SOUTH PADRE ISLAND
THE CONVENTION & VISITORS ADVISORY BOARD
AUGUST 8, 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, August 8, 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 July 11, 2012.
5. Review of monthly and year to date revenues, expenditures and financial statements. (Free)
6. Update on Sandcastle Days.(Ekberg)
7. Update on King of the Causeway event.(Ekberg)
8. Set New Meeting date / agenda items for next meeting.
9. Adjourn.

Dated this, the 3rd day of August 2012.

CITY OF SOUTH PADRE ISLAND
Dinora Garcia
Dinora Garcia, CVB Administrative Assistant

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 August 3, 2012 at 2:00p.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, CVB Administrative Assistant

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. 4A

CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM

MEETING DATE: August 8, 2012

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

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve minutes of the July 11, 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

Rev. #4 - 8/25/11

CONVENTION AND VISITORS AUTHORITY

MEETING OF THE CONVENTION & VISITORS ADVISORY BOARD
MEETING MINUTES
JULY 11, 2012

I. CALL TO ORDER

A regular meeting of the Convention and Visitors Advisory Board of South Padre Island, Texas was held Wednesday, June 13, 2012 in the Joyce H. Adams Board Room, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairperson Lynne Tate called the meeting to order at 2:00 p.m. A quorum was present: Bob Friedman, Daniel Salazar, Joe Ricco, Bryan Pinkerton, Jose Mulet and Michael Jones

Absent: Pam Romer and Rene Valdez

II. PLEDGE OF ALLEGIANCE

Chairperson Lynne Tate led the Pledge of Allegiance

III. 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 the current public relations activity.

IV. PUBLIC ANNOUNCEMENTS AND COMMENTS

V. APPROVE CONSENT AGENDA

A. APPROVAL OF MINUTES FOR JUNE 13, 2012

Mr. Mike Bigelow moved to approve the minutes, seconded by Mr. Daniel Salazar. Motion passed unanimously.

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

Review and discussion held, no action taken

VII. DISCUSSION AND ACTION CONCERNING 2012/2013 CVB BUDGET

Ms. Lacey Ekberg presented the proposed budget for 2012/2013 to the committee. Review and discussion held, no action taken.

VIII. DISCUSSION AND ACTION CONCERNING TERMINAL ADVERTISING IN BOTH AIRPORTS, VALLEY INTERNATIONAL AIRPORT AND BROWNSVILLE SOUTH PADRE ISLAND INTERNATIONAL AIRPORT

Discussion was held no action taken.

IX. DISCUSSION AND ACTION CONCERNING NEW SIGNATURE EVENT FOR SOUTH PADRE ISLAND

Ms. Lacey Ekberg mentioned the CVB is researching the possibility of a three day event on Memorial Day weekend for 2013. Discussion was held no action taken.

X. UPDATE ON PERSONNEL CHANGES

Ms. Lacey Ekberg mentioned Ms. Lili DeRousie was the new manager for the Visitor Center. She also reported Ms. Connie Ledbetter and Ms. DeeOnda Ahadi will be working as outside sales representatives for the Convention and Visitor's Bureau.

Mary K. Hancock and Vedette Garza have moved their offices from the back into the front offices.

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

Next scheduled meeting will be August 8, 2012, at 2:00p.m.

XII. ADJOURN

Item No. 5

CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM

MEETING DATE: August 8, 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

Rev. #4 - 8/25/11

Memo

To: Convention & Visitors Authority Board

From: Beth Free, CFO
City of South Padre Island

CC: Joni Clarke, Lacey Ekberg

Date: August 3, 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 July 31, 2012 and 2011 respectively as well as the Operating Statement for the nine 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 July 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"

4601 Padre Boulevard • South Padre Island, Texas 78597 • 956.761.6456 • Fax 956.761.3892

Hotel/Motel - Conv. Centre Funds
July 31, 2012
Issue date: 8/3/2012

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

	Hotel/Motel Fund		Conv. Centre Fund		Total	
Assets	July 31, 2012	July 31 2011	July 31, 2012	July 31, 2011	July 31, 2012	July 31, 2011
Cash and cash equivalents	$0.00	$0.00	$1,984,982.88	$984,119.75	$1,984,982.88	$984,119.75
Receivables	$7,945.13	$8,094.37	$101.08	$1,122.21	$8,046.21	$9,216.58
Due from Hotel/Motel Fund	$0.00	$0.00	$11,589.13	$579,467.94	$11,589.13	$579,467.94
Due from other funds	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Prepaid Items	$11,855.25	$4,350.75	$25,524.75	$24,360.00	$37,380.00	$28,710.75
Total Assets	$19,800.38	$12,445.12	$2,022,197.84	$1,589,069.90	$2,041,998.22	$1,601,515.02
Liabilities and Fund Balances						
Accounts Payable	$19.59	$0.00	$27.06	$0.00	$46.65	$0.00
Due to General Fund	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Due to Convention Center Fund	$11,589.13	$579,467.94	$0.00	$0.00	$11,589.13	$579,467.94
Due to other funds	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Reserved for Emcumbrances	$391,992.41	$228,779.98	$15,214.68	$27,335.51	$407,207.09	$256,115.49
Other liabilities	$0.00	$72.29	$0.00	$526.50	$0.00	$598.79
Deferred Revenue	$0.00	$0.00	$32,205.00	$15,961.50	$32,205.00	$15,961.50
Total Liabilities	$403,601.13	$808,320.21	$47,446.74	$43,823.51	$451,047.87	$852,143.72
Fund Balance	($383,800.75)	($795,875.09)	$1,974,751.10	$1,545,246.39	$1,590,950.35	$749,371.30
Total Liabilities and Fund Balance	$19,800.38	$12,445.12	$2,022,197.84	$1,589,069.90	$2,041,998.22	$1,601,515.02

Hotel/Motel - Conv. Centre Funds
July 31, 2012
Issue date: 8/3/2012

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

	2012		2011	2012		2011	2012		2011
	Hotel/Motel Fund			Convention Centre Fund			Total		
	Budget	Actual	Actual	Budget	Actual	Actual	Budget	Actual	Prior Year
REVENUES									
Nonproperty taxes	$3,774,540.00	$2,280,289.58	$2,211,361.37	$1,898,460.00	$1,144,504.90	$1,036,075.31	$5,673,000.00	$3,424,794.48	$3,247,436.68
Fees and Services	$16,000.00	$15,385.95	$16,122.41	$201,000.00	$164,543.50	$213,945.64	$217,000.00	$179,929.45	$230,068.05
Ticket Sales and Event Fees	$25,000.00	$34,300.93	$0.00	$0.00	$0.00	$0.00	$25,000.00	$34,300.93	$0.00
Miscellaneous	$0.00	$355.20	$3.68	$10,000.00	$6,429.02	$14,288.59	$10,000.00	$6,784.22	$14,292.27
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	$2,330,331.66	$2,227,487.46	$2,109,460.00	$1,315,477.42	$1,264,309.54	$5,925,000.00	$3,645,809.08	$3,491,797.00
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	$2,330,331.66	$2,227,487.46	$2,109,460.00	$1,315,477.42	$1,264,309.54	$5,925,000.00	$3,645,809.08	$3,491,797.00
EXPENDITURES (Includes Encumbrances for Commitments Issued)									
Visitors Bureau	$331,112.34	$237,516.10	$266,406.12	$0.00	$0.00	$0.00	$331,112.34	$237,516.10	$266,406.12
Sales & Marketing	$2,827,414.28	$2,554,847.33	$2,507,529.26	$0.00	$0.00	$0.00	$2,827,414.28	$2,554,847.33	$2,507,529.26
Events Marketing	$532,949.03	$452,096.97	$592,644.99	$0.00	$0.00	$0.00	$532,949.03	$452,096.97	$592,644.99
Convention Centre	$0.00	$0.00	$0.00	$1,711,199.36	$1,364,753.05	$1,426,165.96	$1,711,199.36	$1,364,753.05	$1,426,165.96
Total Expenditures	$3,691,475.65	$3,244,460.40	$3,366,580.37	$1,711,199.36	$1,364,753.05	$1,426,165.96	$5,402,675.01	$4,609,213.45	$4,792,746.33
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	**$3,691,475.65**	**$3,244,460.40**	**$3,366,580.37**	**$1,285,130.36**	**$938,684.05**	**$1,004,172.46**	**$4,976,606.01**	**$4,183,144.45**	**$4,370,752.83**
Excess (Deficiency) of Revenues Over (Under) Expenditures	$124,064.35	($914,128.74)	($1,139,092.91)	$398,260.64	($49,275.63)	($161,856.42)	$522,324.99	($963,404.37)	($1,300,949.33)
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	$654,392.34	($383,800.75)	($795,875.09)	$2,422,287.37	$1,974,751.10	$1,545,246.39	$3,076,679.71	$1,590,950.35	$749,371.30

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FUND      : 02 -HOTEL/MOTEL TAX FUND                          PERIOD TO USE:  Jul-2012  THRU Jul-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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   590-0010          SUPERVISION
                         B E G I N N I N G   B A L A N C E                                                    0.00

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   590-0010-01       EXEMPT
                         B E G I N N I N G   B A L A N C E                                                35,845.92

7/04/12  7/02 P06377 PYEXP        00628 PAYROLL 7-4-12                                     1,760.24       37,606.16
7/18/12  7/16 P06383 PYEXP        00631 PAYROLL 7-18-12                                    1,660.24       39,266.40
                 ============  JULY ACTIVITY     DB:      3,420.48   CR:         0.00        3,420.48

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   590-0010-02       NON EXEMPT
                         B E G I N N I N G   B A L A N C E                                                26,214.65

7/04/12  7/02 P06377 PYEXP        00628 PAYROLL 7-4-12                                     1,033.60       27,248.25
7/18/12  7/16 P06383 PYEXP        00631 PAYROLL 7-18-12                                    1,033.60       28,281.85
                 ============  JULY ACTIVITY     DB:      2,067.20   CR:         0.00        2,067.20

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   590-0020          CLERICAL
                         B E G I N N I N G   B A L A N C E                                                    0.00

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   590-0030          LABOR
                         B E G I N N I N G   B A L A N C E                                                    0.00

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   590-0040          TEMPORARY EMPLOYEES
                         B E G I N N I N G   B A L A N C E                                                20,689.26

7/04/12  7/02 P06377 PYEXP        00628 PAYROLL 7-4-12                                     1,026.90       21,716.16
7/18/12  7/16 P06383 PYEXP        00631 PAYROLL 7-18-12                                      952.50       22,668.66
                 ============  JULY ACTIVITY     DB:      1,979.40   CR:         0.00        1,979.40

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   590-0060          OVERTIME
                         B E G I N N I N G   B A L A N C E                                                 3,486.10

7/04/12  7/02 P06377 PYEXP        00628 PAYROLL 7-4-12                                        67.50        3,553.60
                 ============  JULY ACTIVITY     DB:         67.50   CR:         0.00           67.50
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   590-0070         MEDICARE
                          B E G I N N I N G   B A L A N C E                                                      2,260.21

7/06/12  7/05 B31986 MISC          04075 PAYROLL                     JE# 016317                     119.65      2,379.86
7/20/12  7/20 B32057 MISC          04092 PAYROLL                     JE# 016363                     108.80      2,488.66
                ============= JULY ACTIVITY      DB:        228.45   CR:           0.00            228.45

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   590-0080         TMRS
                          B E G I N N I N G   B A L A N C E                                                      7,241.83

7/12/12  7/12 A82608 CHK: 125165    09204 JUNE 2012 CITY CONTRIBUT 020100 70612                     694.46      7,936.29
                ============= JULY ACTIVITY      DB:        694.46   CR:           0.00            694.46

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   590-0081         GROUP INSURANCE
                          B E G I N N I N G   B A L A N C E                                                      6,323.61

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   590-0083         WORKERS COMPENSATION
                          B E G I N N I N G   B A L A N C E                                                        248.57

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   590-0084         UNEMPLOYMENT TAX
                          B E G I N N I N G   B A L A N C E                                                        726.85

7/12/12  7/12 B32024               04083 TWC CITY 2ND QTR 2012       JE# 016344                     319.68      1,046.53
                ============= JULY ACTIVITY      DB:        319.68   CR:           0.00            319.68

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   590-0085         LONGEVITY
                          B E G I N N I N G   B A L A N C E                                                      1,255.00

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   590-0090         MERIT ADJUSTMENTS
                          B E G I N N I N G   B A L A N C E                                                          0.00

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   590-0101         OFFICE SUPPLIES
                          B E G I N N I N G   B A L A N C E                                                      1,231.58

7/03/12  7/03 A82265 CHK: 999999    09166 BOTTLED WATER DEL VISITO 022000 270200                      6.50      1,238.08
7/03/12  7/03 A82267 CHK: 125105    09167 OFFICE SUPPLIES/CONSUMAB 018509 007953                    153.38      1,391.46
7/25/12  7/25 A83297 CHK: 125272    09258 2 LAPTOPS FOR OUTSIDE SA 003423 M706128                 1,195.10      2,586.56
7/25/12  7/25 A83300 CHK: 125272    09258 2 LAPTOPS FOR OUTSIDE SA 003423 M935515                   167.56      2,754.12
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POST	DATE TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
7/25/12	7/25 A83309	CHK: 125300	09258 500 business cards DeRou	020602	13320		39.00	2,793.12
7/31/12	7/31 A83441		09274 BOTTLED WATER DEL VC	022000	287303		6.50	2,799.62
		=============	JULY ACTIVITY	DB: 1,568.04	CR:	0.00	1,568.04	

590-0102 LOCAL MEETINGS

B E G I N N I N G B A L A N C E 143.87

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 400.52

POST	DATE TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
7/10/12	7/10 A82507	CHK: 125138	09192 FUEL PURCHASED IN JUNE 2	006241	NP34881372		55.13	455.65
		=============	JULY ACTIVITY	DB: 55.13	CR:	0.00	55.13	

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 39,598.99

POST	DATE TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
7/02/12	7/02 A82254	CHK: 125111	09161 WEEKLY SERVICE CHARGE	021095	0000648239252		20.00	39,618.99
7/10/12	7/10 A82506	CHK: 125137	09192 MISC. SHIPPING CHARGES	00612	1-074-09782		443.53	40,062.52
7/10/12	7/10 A82516	CHK: 125151	09192 WEEKLY SERVICE CHARGE	021095	0000648239262		20.00	40,082.52
7/16/12	7/16 A82681	CHK: 125226	09212 MISC. SHIPPING CHARGES	00612	1-076-50390		98.97	40,181.49
7/16/12	7/16 A82704	CHK: 125254	09212 VISITOR INFO. REQ. JUNE	020104	206		2,215.04	42,396.53
7/16/12	7/16 A82705	CHK: 125254	09212 POSATAL ACCT FOR JUNE 20	020104	207		5,343.58	47,740.11
7/16/12	7/16 A82755	CHK: 125258	09215 MISC. SHIPPING CHARGES	021095	0000648239272		101.35	47,841.46
7/25/12	7/25 A83167	CHK: 125280	09250 MISC. SHIPPING CHARGES	00612	7-956-64584		21.08	47,862.54
7/25/12	7/25 A83187	CHK: 125302	09250 MISC. SHIPPING CHARGES	021095	0000648239282		84.33	47,946.87
7/31/12	7/31 A83431		09274 MISC. SHIPPING CHARGES	00612	1-082-13550		17.89	47,964.76
7/31/12	7/31 A83440		09274 MISC. SHIPPING CHARGES	021095	0000648239292		318.17	48,282.93
		=============	JULY ACTIVITY	DB: 8,683.94	CR:	0.00	8,683.94	

590-0109 PHOTOGRAPHIC SUPPLIES

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

POST	DATE TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
590-0110		FLAGS						
			BEGINNING BALANCE					75.00
590-0111		TIRES & TUBES						
			BEGINNING BALANCE					29.50
590-0113		BATTERIES						
			BEGINNING BALANCE					0.00
590-0114		MEDICAL SUPPLIES						
			BEGINNING BALANCE					61.51
590-0115		LAMPS & GLOBES						
			BEGINNING BALANCE					9.16
590-0116		AWARDS						
			BEGINNING BALANCE					0.00
590-0117		SAFETY SUPPLIES						
			BEGINNING BALANCE					0.00
590-0118		PRINTING						
			BEGINNING BALANCE					0.00
590-0130		WEARING APPAREL						
			BEGINNING BALANCE					0.00
590-0150		MINOR TOOLS & EQUIPMENT						
			BEGINNING BALANCE					117.83
590-0160		LAUNDRY & JANITORIAL						
			BEGINNING BALANCE					1,898.87
7/10/12	7/10 A82509	CHK: 125140	09192 MISC. JANITORIAL SUPPLIE	007600	418039		179.88	2,078.75
7/10/12	7/10 A82517	CHK: 999999	09192 MISC. FLOOR MATS -VISITO	021102	2066120		39.70	2,118.45
7/10/12	7/10 A82558	CHK: 125140	09197 TISSUE, AIR FRESHNER DIS	007600	419658		126.77	2,245.22
7/25/12	7/25 A83188	CHK: 999999	09250 FLOOR MATS VISITORS CTR	021102	8132057428		40.48	2,285.70
7/25/12	7/25 A83189	CHK: 999999	09250 FLOORMATS VISITORS CENTE	021102	8132070474		39.70	2,325.40
		============	JULY ACTIVITY DB: 426.53	CR: 0.00			426.53	

FUND : 02 -HOTEL/MOTEL TAX FUND PERIOD TO USE: Jul-2012 THRU Jul-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					
					BEGINNING BALANCE					0.00
590-0190					SOFTWARE					
					BEGINNING BALANCE					0.00
590-0210					COLLATERAL PIECES					
					BEGINNING BALANCE					0.00
590-0230					PROMOTION ITEMS					
					BEGINNING BALANCE					0.00
590-0401					FURNITURE/FIXTURES					
					BEGINNING BALANCE					0.00
590-0410					MACHINERY & EQUIPMENT					
					BEGINNING BALANCE					0.00
590-0411					BUILDINGS & STRUCTURES					
					BEGINNING BALANCE					12,373.92
7/13/12	7/13	A82641	CHK: 000000	09208	MISC. PAINT RETURNED	012130	16180512		376.30CR	11,997.62
7/13/12	7/13	A82642	CHK: 000000	09208	MISC. PAINT FOR VISITORS	012130	15180622		347.62	12,345.24
7/13/12	7/13	A82644	CHK: 000000	09208	RETURNED ITEMS	016110	60712		4.22CR	12,341.02
7/13/12	7/13	A82645	CHK: 000000	09208	STUDSENSOR, SCREWS,ETC	016110	F37176		45.10	12,386.12
7/13/12	7/13	A82650	CHK: 000000	09208	BULK FASTENERS, BLADES,	019708	001461		66.23	12,452.35
7/18/12	7/19	A82873	CHK: 000000	09232	2- CORNER BRACES	016110	F35405		5.98	12,458.33
7/19/12	7/19	A82890	CHK: 000000	09233	WASHERS, SEALANT, E4TC	016110	F35398		19.95	12,478.28
7/19/12	7/19	A82891	CHK: 000000	09233	5 GAL PAINT, RUBBER FLOA	016110	F35482		15.48	12,493.76
7/25/12	7/25	A83153	CHK: 999999	09250	AIR FILTER SERVICE VIS	001210	0000058389		29.00	12,522.76
7/25/12	7/25	A83205	CHK: 000000	09257	PAINT RETURNED	012130	16180512		376.30	12,899.06
7/25/12	7/25	A83207	CHK: 000000	09257	PAINT RETURNED-LOWE'S	019708	C16180512		376.30CR	12,522.76
			============		JULY ACTIVITY DB: 905.66	CR:	756.82CR		148.84	
590-0412					LANDSCAPE					
					BEGINNING BALANCE					2,000.00
7/10/12	7/10	A82536	CHK: 125149	09194	LAWN CARE SERVICE WEL CT	020221	7445		250.00	2,250.00
			============		JULY ACTIVITY DB: 250.00	CR:	0.00		250.00	

FUND : 02 -HOTEL/MOTEL TAX FUND PERIOD TO USE: Jul-2012 THRU Jul-2012

DEPT : 590 VISITORS BUREAU ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
590-0415			SERVICE CONTRACTS							
					BEGINNING BALANCE					5,314.33
7/03/12	7/03	A82280	CHK: 125089	09172	LEASING MAILIING MACHINE	001353	77085572		230.02	5,544.35
7/16/12	7/16	A82754	CHK: 999999	09215	MONTHLY PEST CONTROL - V	016174	41065		55.00	5,599.35
7/16/12	7/16	A82766	CHK: 125256	09216	BROADBAND INTERNET	020185	70812		251.32	5,850.67
7/17/12	7/17	A82773	CHK: 125250	09220	SAND SCULPTURE AT VISITO	019275	71612		2,000.00	7,850.67
			=============		JULY ACTIVITY DB: 2,536.34 CR: 0.00				2,536.34	
590-0418			PARKING LOTS							
					BEGINNING BALANCE					0.00
7/25/12	7/25	A83185	CHK: 125298	09250	RESTRIPE FRONT & BACK PA	020030	120722		450.00	450.00
			=============		JULY ACTIVITY DB: 450.00 CR: 0.00				450.00	
590-0420			MOTOR VEHICLES							
					BEGINNING BALANCE					70.70
590-0427			PLUMBING							
					BEGINNING BALANCE					0.00
590-0501			COMMUNICATIONS							
					BEGINNING BALANCE					7,309.56
7/16/12	7/16	A82702	CHK: 125252	09212	PHONE BILL DATED 7/03/12	019520	70312		1,646.41	8,955.97
7/25/12	7/25	A83165	CHK: 125275	09250	TEX-AN NG CHGS JUNE 2012	004089	12100596N		17.37	8,973.34
			=============		JULY ACTIVITY DB: 1,663.78 CR: 0.00				1,663.78	
590-0510			RENTAL OF EQUIPMENT							
					BEGINNING BALANCE					3,355.71
7/10/12	7/10	A82525	CHK: 125157	09192	COPIER LEASE:VISITORS CT	023906	062466806		468.31	3,824.02
			=============		JULY ACTIVITY DB: 468.31 CR: 0.00				468.31	
590-0511			AUTO ALLOWANCE							
					BEGINNING BALANCE					0.00

POST	DATE TRAN #	REFERENCE	PACKET======DESCRIPTION======= VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
590-0513		TRAINING EXPENSE					
			BEGINNING BALANCE				0.00
590-0520		INSURANCE					
			BEGINNING BALANCE				9,576.90
590-0530		PROFESSIONAL SERVICES					
			BEGINNING BALANCE				1,710.18
7/03/12	7/09 B31996	454903	04071 NPC MERCH PYMT PROC-CC FEE	JE# 016320		51.95	1,762.13
7/30/12	7/30 A83402		09269 DRUG SCREENING: D. CAVAZ 019243	168414		25.00	1,787.13
7/30/12	7/30 A83403		09269 DRUG SCREENING: A. FLORE 019243	168529		25.00	1,812.13
		============	JULY ACTIVITY DB: 101.95 CR:		0.00	101.95	
590-0540		ADVERTISING					
			BEGINNING BALANCE				0.00
590-0550		TRAVEL EXPENSE					
			BEGINNING BALANCE				1,137.00
7/25/12	7/25 A83206	CHK: 000000	09257 CREDIT TAKEN 013500	61312		100.00	1,237.00
		============	JULY ACTIVITY DB: 100.00 CR:		0.00	100.00	
590-0551		DUES & MEMBERSHIPS					
			BEGINNING BALANCE				14.28
7/25/12	7/25 A83178	CHK: 125292	09250 MEMBERSHIP DUES: DEEONDA 016651	72312		190.00	204.28
		============	JULY ACTIVITY DB: 190.00 CR:		0.00	190.00	
590-0558		DECORATIONS					
			BEGINNING BALANCE				0.00
590-0580		ELECTRICITY					
			BEGINNING BALANCE				7,485.07
7/02/12	7/02 A82245	CHK: 125094	09161 ELECTRIC BILL DATED 6/25 004231	121770015271500		1,065.20	8,550.27
7/31/12	7/31 A83429		09274 ELECTRIC BILL DATED 7/ 004231	122070015519232		1,102.98	9,653.25
		============	JULY ACTIVITY DB: 2,168.18 CR:		0.00	2,168.18	

POST	DATE TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
590-0581		WATER,SEWER & GARBAGE						
			BEGINNING BALANCE					1,145.82
7/06/12	7/06 A82392	CHK: 000000	09184 SERV @ 600-B PADRE BLVD	002805	0863000614602		77.32	1,223.14
7/12/12	7/12 A82604		09203 CORRECTION MADE-PCRD PYM	002805	0863000623691		77.32CR	1,145.82
7/16/12	7/16 A82714	CHK: 999999	09213 600 PADRE BLVD	012071	201207164003		32.23	1,178.05
7/16/12	7/16 A82715	CHK: 999999	09213 600 PADRE BLVD	012071	201207164004		32.53	1,210.58
		============	JULY ACTIVITY DB: 142.08	CR:	77.32CR		64.76	
590-0590		JANITORIAL SERVICES						
			BEGINNING BALANCE					0.00
590-0598		LAND LEASE						
			BEGINNING BALANCE					0.00
590-1001		BUILDINGS & STRUCTURES						
			BEGINNING BALANCE					0.00
590-1004		MACHINERY & EQUIPMENT						
			BEGINNING BALANCE					0.00
590-1007		MOTOR VEHICLES						
			BEGINNING BALANCE					0.00
590-1011		INFORMATION TECHNOLOGY						
			BEGINNING BALANCE					0.00
590-8141		EVENTS						
			BEGINNING BALANCE					0.00
590-9472		INTERFUND TRANSFERS						
			BEGINNING BALANCE					0.00
590-9999		MISC DEPT ADJ						
			BEGINNING BALANCE					0.00

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

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   591-0108          POSTAGE
                              B E G I N N I N G   B A L A N C E                                                       0.00

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

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

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

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

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

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DEPT: 592      SALES & ADMINISTRATION

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

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   592-0010-01       EXEMPT
                              B E G I N N I N G   B A L A N C E                                                 213,007.83

 7/04/12  7/02 P06377 PYEXP         00628 PAYROLL 7-4-12                                          7,633.77     220,641.60
 7/18/12  7/16 P06383 PYEXP         00631 PAYROLL 7-18-12                                         7,326.76     227,968.36
                    =============  JULY ACTIVITY      DB:     14,960.53   CR:            0.00     14,960.53

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   592-0010-02       NON EXEMPT
                              B E G I N N I N G   B A L A N C E                                                  78,110.05

 7/04/12  7/02 P06377 PYEXP         00628 PAYROLL 7-4-12                                          3,187.54      81,297.59
 7/18/12  7/16 P06383 PYEXP         00631 PAYROLL 7-18-12                                         3,288.02      84,585.61
                    =============  JULY ACTIVITY      DB:      6,475.56   CR:            0.00      6,475.56
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POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
592-0020			CLERICAL						
				BEGINNING BALANCE					0.00
592-0030			LABOR						
				BEGINNING BALANCE					0.00
592-0040			TEMPORARY EMPLOYEES						
				BEGINNING BALANCE					763.21
7/04/12	7/02	P06377	PYEXP	00628 PAYROLL 7-4-12				130.25	893.46
			=============	JULY ACTIVITY DB: 130.25 CR: 0.00				130.25	
592-0060			OVERTIME						
				BEGINNING BALANCE					1,254.91
7/04/12	7/02	P06377	PYEXP	00628 PAYROLL 7-4-12				126.38	1,381.29
7/18/12	7/16	P06383	PYEXP	00631 PAYROLL 7-18-12				29.62	1,410.91
			=============	JULY ACTIVITY DB: 156.00 CR: 0.00				156.00	
592-0070			MEDICARE						
				BEGINNING BALANCE					5,049.77
7/06/12	7/05	B31986	MISC	04075 PAYROLL		JE# 016317		238.37	5,288.14
7/20/12	7/20	B32057	MISC	04092 PAYROLL		JE# 016363		163.81	5,451.95
			=============	JULY ACTIVITY DB: 402.18 CR: 0.00				402.18	
592-0080			TMRS						
				BEGINNING BALANCE					41,307.01
7/12/12	7/12	A82608	CHK: 125165	09204 JUNE 2012 CITY CONTRIBUT	020100	70612		3,606.62	44,913.63
			=============	JULY ACTIVITY DB: 3,606.62 CR: 0.00				3,606.62	
592-0081			GROUP INSURANCE						
				BEGINNING BALANCE					35,249.25

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

   592-0083          WORKERS COMPENSATION
                          B E G I N N I N G   B A L A N C E                                                           1,663.62
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   592-0084          UNEMPLOYMENT TAX
                          B E G I N N I N G   B A L A N C E                                                           2,208.23

7/12/12  7/12 B32024            04083 TWC CITY 2ND QTR 2012        JE# 016344                        414.04          2,622.27
                  =============  JULY ACTIVITY     DB:        414.04  CR:          0.00              414.04
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   592-0085          LONGEVITY
                          B E G I N N I N G   B A L A N C E                                                           5,392.00
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   592-0090          MERIT ADJUSTMENTS
                          B E G I N N I N G   B A L A N C E                                                               0.00
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   592-0095          SALES INCENTIVE
                          B E G I N N I N G   B A L A N C E                                                          16,193.64

7/04/12  7/02 P06377 PYEXP       00628 PAYROLL 7-4-12                                              2,905.17         19,098.81
                  =============  JULY ACTIVITY     DB:      2,905.17  CR:          0.00            2,905.17
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   592-0101          OFFICE SUPPLIES
                          B E G I N N I N G   B A L A N C E                                                           5,662.40

7/03/12  7/03 A82259 CHK: 125087    09166 FOLDERS, KEYBOARD, INK C 001129 490231-0                   287.57          5,949.97
7/03/12  7/03 A82267 CHK: 125105    09167 OFFICE SUPPLIES/CONSUMAB 018509 007953                     479.52          6,429.49
7/09/12  7/09 A82494 CHK: 000000    09191 10 LATCH BOXES FOR STORA 023053 01874                       89.70          6,519.19
7/13/12  7/13 A82643 CHK: 000000    09208 DRY ERASE MRKRS, AP CLNR 015010 2557                        40.35          6,559.54
7/13/12  7/13 A82649 CHK: 000000    09208 1-10PK ECONO STORAGE BOX 019641 79741                       12.99          6,572.53
7/25/12  7/25 A83150                09250 50 2 PCKT FOLDERS RETURN 001129 C490231-0                  181.50CR        6,391.03
                  =============  JULY ACTIVITY     DB:        910.13  CR:        181.50CR            728.63
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   592-0102          LOCAL MEETINGS
                          B E G I N N I N G   B A L A N C E                                                           4,877.77

7/09/12  7/09 A82481 CHK: 000000    09189 LUNCH MEETING W/K. PENDE 016125 219                         27.30          4,905.07
7/13/12  7/13 A82646 CHK: 000000    09208 MISC. PIZZAS FOR STAFF M 016305 61312                      132.02          5,037.09
7/13/12  7/13 A82647 CHK: 000000    09208 LUNCH MEETING JUNE 12,20 018046 3181                        48.00          5,085.09
7/13/12  7/13 A82654 CHK: 000000    09208 4-COOKIE PLATTERS        1      89                          20.00          5,105.09
7/16/12  7/16 A82751 CHK: 125221    09215 QTRLY LUNCHEON; 7/12/12  003410 8109                        18.00          5,123.09
                  =============  JULY ACTIVITY     DB:        245.32  CR:          0.00              245.32
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POST	DATE TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
592-0103		VIDEO MEDIA						
			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					683.38
7/10/12	7/10 A82507	CHK: 125138	09192 FUEL PURCHASED IN JUNE 2	006241	NP34881372		41.94	725.32
		=============	JULY ACTIVITY DB: 41.94 CR: 0.00				41.94	
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					227.87
592-0108-02		FREIGHT						
			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

POST	DATE	TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
592-0118			PRINTING						
				BEGINNING BALANCE					103.00
592-0130			WEARING APPAREL						
				BEGINNING BALANCE					84.91
7/02/12	7/02	A82247	CHK: 125096	09161 PURCHASE REIMBURSEMENT	007314	62912		14.00	98.91
7/06/12	7/09	C31991	RCPT 00078227	13997 BEN E. KEITH:OVERPYMT				59.97CR	38.94
			============	JULY ACTIVITY DB: 14.00 CR: 59.97CR				45.97CR	
592-0150			MINOR TOOLS & EQUIPMENT						
				BEGINNING BALANCE					820.65
592-0160			LAUNDRY & JANITORIAL						
				BEGINNING BALANCE					0.00
592-0177			PURCHASES FOR RESALE						
				BEGINNING BALANCE					0.00
592-0180			INFORMATION TECHNOLOGY						
				BEGINNING BALANCE					0.00
592-0190			SOFTWARE						
				BEGINNING BALANCE					0.00
592-0210			STOCK - COLLATERAL PIECES						
				BEGINNING BALANCE					0.00
592-0220			STOCK - MAGAZINES						
				BEGINNING BALANCE					0.00
592-0230			STOCK - PROMOTION ITEMS						
				BEGINNING BALANCE					23,856.31
592-0240			STOCK - GROUP TOUR MANUAL						

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

BEGINNING BALANCE 0.00

592-0250 STOCK - PR PUBLICATION
BEGINNING BALANCE 0.00

592-0260 STOCK - PR FOLDERS
BEGINNING BALANCE 0.00

592-0401 FURNITURE & FIXTURES
BEGINNING BALANCE 0.00

592-0410 MACHINERY & EQUIPMENT
BEGINNING BALANCE 0.00

592-0411 BUILDING & STRUCTURES
BEGINNING BALANCE 0.00

592-0412 LANDSCAPE
BEGINNING BALANCE 0.00

592-0415 SERVICE CONTRACTS
BEGINNING BALANCE 14,202.47

592-0418 PARKING LOTS
BEGINNING BALANCE 0.00

592-0420 MOTOR VEHICLES
BEGINNING BALANCE 0.00

592-0427 PLUMBING
BEGINNING BALANCE 0.00

592-0501 COMMUNICATIONS
BEGINNING BALANCE 12,285.87

POST	DATE	TRAN #	REFERENCE	PACKET/DESCRIPTION	AMOUNT	BALANCE
7/04/12	7/02	P06377	PYEXP	00628 PAYROLL 7-4-12	400.00	12,685.87
7/16/12	7/16	A82702	CHK: 125252	09212 PHONE BILL DATED 7/03/12 019520 70312	658.56	13,344.43
7/25/12	7/25	A83165	CHK: 125275	09250 TEX-AN NG CHGS JUNE 2012 004089 12100596N	2.96	13,347.39

POST	DATE	TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
7/30/12	7/30	A83404		09269 CELLPHONE SERV 6/17 -07/	019404	463528814-056		133.33	13,480.72
			============	JULY ACTIVITY DB: 1,194.85 CR: 0.00				1,194.85	

592-0510 RENTAL OF EQUIPMENT

BEGINNING BALANCE 0.00

592-0511 AUTO ALLOWANCE

BEGINNING BALANCE 2,650.00

POST	DATE	TRAN #	REFERENCE	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
7/04/12	7/02	P06377	PYEXP	00628 PAYROLL 7-4-12				1,500.00	4,150.00
7/18/12	7/16	P06383	PYEXP	00631 PAYROLL 7-18-12				100.00CR	4,050.00
			============	JULY ACTIVITY DB: 1,500.00 CR: 100.00CR				1,400.00	

592-0513 TRAINING EXPENSE

BEGINNING BALANCE 2,327.00

POST	DATE	TRAN #	REFERENCE	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
7/05/12	7/06	C31988	RCPT 00078199	13991 TX ASSOC. OF CONV. PT ARANSAS				340.00CR	1,987.00
7/30/12	7/30	A83406		09269 2012 INDIVIDUAL REGISTRA	020052	9420		450.00	2,437.00
7/31/12	7/31	A83439		09274 2-CASE STUDY TOUR: 4TH	020031	6628		30.00	2,467.00
			============	JULY ACTIVITY DB: 480.00 CR: 340.00CR				140.00	

592-0520 INSURANCE

BEGINNING BALANCE 0.00

592-0529 CREDIT CARD SERVICE FEES

BEGINNING BALANCE 0.00

592-0530 PROFESSIONAL SERVICES

BEGINNING BALANCE 192,998.29

POST	DATE	TRAN #	REFERENCE	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
7/03/12	7/03	A82261	CHK: 999999	09166 PROF. FEES FOR JULY	008253	21662		3,125.00	196,123.29
7/31/12	7/31	A83410		09273 MONTHLY PUBLIC RELATIONS	001344	INV-1588		6,000.00	202,123.29
7/31/12	7/31	A83411		09273 ACCOUNT MANAGEMENT	001344	INV-1589		6,500.00	208,623.29
			============	JULY ACTIVITY DB: 15,625.00 CR: 0.00				15,625.00	

592-0531 MEDIA PLACEMENT

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                     B E G I N N I N G   B A L A N C E                                               1,013,203.26

7/10/12  7/10 A82537 CHK: 999999    09194 ADVERTISING TRAVEL INFOR 022003 712019                 379.10  1,013,582.36
7/25/12  7/25 A83181 CHK: 125295    09250 ADVERTISNG RGV DIR. MARC 019510 71112                  107.80  1,013,690.16
              =============  JULY ACTIVITY     DB:       486.90   CR:          0.00            486.90
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     592-0532        HARLINGEN CO-OP ADV
                     B E G I N N I N G   B A L A N C E                                                      0.00
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     592-0533        MARKETING
                     B E G I N N I N G   B A L A N C E                                                 45,077.24

7/16/12  7/16 A82757 CHK: 125260    09215 SPI YEAR AROUND FISHING  023033 SPICVB004                500.00     45,577.24
              =============  JULY ACTIVITY     DB:       500.00   CR:          0.00            500.00
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     592-0534        AIRPORT SHUTTLE SERVICE
                     B E G I N N I N G   B A L A N C E                                                 78,761.61
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     592-0535        FAMILIARIZATION TOUR
                     B E G I N N I N G   B A L A N C E                                                  7,082.17

7/09/12  7/09 A82485 CHK: 000000    09189 PADRE ISLAND BREWERY     1      213                        48.31      7,130.48
              =============  JULY ACTIVITY     DB:        48.31   CR:          0.00             48.31
-------------------------------------------------------------------------------------------------------------------
     592-0537        PRODUCTION
                     B E G I N N I N G   B A L A N C E                                                123,503.83
-------------------------------------------------------------------------------------------------------------------
     592-0538        CONVENTION SERVICES
                     B E G I N N I N G   B A L A N C E                                                 16,759.06

7/09/12  7/09 A82490 CHK: 000000    09191 TONER CARTRIDGES, INK, P 003423 62112                  1,262.10     18,021.16
7/09/12  7/09 A82491 CHK: 000000    09191 MISC. PAPER FOR PRINTERS 003423 62512                    534.03     18,555.19
7/13/12  7/13 A82638 CHK: 000000    09208 MESH BANNER: TCMA CONF   008308 A278172                  197.75     18,752.94
              =============  JULY ACTIVITY     DB:     1,993.88   CR:          0.00          1,993.88
-------------------------------------------------------------------------------------------------------------------
     592-0540        ADVERTISING
```

FUND : 02 -HOTEL/MOTEL TAX FUND PERIOD TO USE: Jul-2012 THRU Jul-2012

DEPT : 592 SALES & ADMINISTRATION ACCOUNTS: 590-0010 THRU 593-9999

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

BEGINNING BALANCE 0.00

592-0545 NON-LOCAL MEETINGS

BEGINNING BALANCE 0.00

592-0550 TRAVEL EXPENSE

BEGINNING BALANCE 42,221.39

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	AMOUNT	BALANCE
7/02/12	7/02	A82249	CHK: 999999	09161	MILEAGE/MISC. REIMBURSEM	012019	62412	720.72	42,942.11
7/09/12	7/09	A82476	CHK: 000000	09189	CREDIT ON PREVIOUS CHARG	013500	61312	100.00CR	42,842.11
7/09/12	7/09	A82482	CHK: 000000	09189	ITEMS FOR GIVEAWAY BASKE	020035	3916	47.98	42,890.09
7/09/12	7/09	A82483	CHK: 000000	09189	OMNI AUSTIN SOUTH PARK	1	11800810004	626.75	43,516.84
7/09/12	7/09	A82484	CHK: 000000	09189	OMNI AUSTIN SOUTHPARK	1	11800810006	626.75	44,143.59
7/09/12	7/09	A82487	CHK: 000000	09189	LUNCH	1	62012	11.02	44,154.61
7/13/12	7/13	A82648	CHK: 000000	09208	SEPT 11 SECURITY FEE	019330	40B5YI	10.00	44,164.61
7/13/12	7/13	A82651	CHK: 000000	09208	FUEL	1	0	32.90	44,197.51
7/13/12	7/13	A82652	CHK: 000000	09208	CAR RENTAL	1	159-954-902-57	130.29	44,327.80
7/13/12	7/13	A82653	CHK: 000000	09208	PARKING	1	58327	35.00	44,362.80
7/17/12	7/17	A82776	CHK: 000000	09222	CAR RENTAL: JUNE 18-19,2	004422	90037378657	90.13	44,452.93
7/17/12	7/17	A82777	CHK: 000000	09222	S. SOLIZ, 1 NIGHT LODGIN	008215	3472981945	184.61	44,637.54
7/17/12	7/17	A82778	CHK: 000000	09222	RT AIRFARE HARLNG -SAN A	019330	4ZBFCW	179.60	44,817.14
7/17/12	7/17	A82779	CHK: 000000	09222	FEE	1	022217	10.00	44,827.14
7/17/12	7/17	A82780	CHK: 000000	09222	DINNER	1	10026	227.85	45,054.99
7/17/12	7/17	A82781	CHK: 000000	09222	INSURANCE	1	60212	11.00	45,065.99
7/18/12	7/18	A82855	CHK: 125249	09229	MISC. REIMBURSEMENT	019253	062012	72.02	45,138.01
7/25/12	7/25	A83195	CHK: 999999	09253	MISC. REIMBURSEMENT	004006	71312	303.96	45,441.97
7/25/12	7/25	A83208	CHK: 000000	09257	CRDIT FOR MEETING PROF.	020156	C61312	100.00CR	45,341.97

============= JULY ACTIVITY DB: 3,320.58 CR: 200.00CR 3,120.58

592-0550-001 CC CHGS DQ

BEGINNING BALANCE 0.00

592-0550-004 CC CHGS DA

BEGINNING BALANCE 0.00

592-0551 DUES & MEMBERSHIPS

BEGINNING BALANCE 19,409.01

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	AMOUNT	BALANCE
7/13/12	7/13	A82640	CHK: 000000	09208	REGISTRATION FEES: 57TH	009133	173191	695.00	20,104.01
7/25/12	7/25	A83203	CHK: 000000	09257	CREDIT TAKEN FOR V#00377	001123	C060812	2,495.00CR	17,609.01
7/25/12	7/25	A83204	CHK: 000000	09257	CANCELLATION	003772	C060812	2,495.00	20,104.01

============= JULY ACTIVITY DB: 3,190.00 CR: 2,495.00CR 695.00

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
592-0553					TRADE SHOW FEES					
					BEGINNING BALANCE					24,208.36
7/09/12	7/09	A82470	CHK: 000000	09189	CANCELLATION	003772	060812		2,495.00CR	21,713.36
7/30/12	7/30	A83405		09269	TEXAS TRAVEL INDUSTRY AS	020052	7733		365.00	22,078.36
			============		JULY ACTIVITY DB: 365.00 CR: 2,495.00CR				2,130.00CR	
592-0554					VALLEY CO-OP					
					BEGINNING BALANCE					0.00
592-0555					MISC. REIMBURSEMENTS					
					BEGINNING BALANCE					0.00
592-0558					DECORATIONS					
					BEGINNING BALANCE					105.90
592-0559					INTERNET					
					BEGINNING BALANCE					89,327.99
7/16/12	7/16	A82677	CHK: 999999	09212	WEBSITE HOSTING/MAINT AP	001344	INV-1337		2,800.00	92,127.99
7/16/12	7/16	A82678	CHK: 999999	09212	WEBHOSTING/MAINT MAY 201	001344	INV-1476		2,800.00	94,927.99
			============		JULY ACTIVITY DB: 5,600.00 CR: 0.00				5,600.00	
592-0561					HISTORIC PRESERVATION					
					BEGINNING BALANCE					0.00
7/25/12	7/25	A83186	CHK: 125300	09250	PRINTING OF 5000 HISTORI	020602	13325		861.45	861.45
			============		JULY ACTIVITY DB: 861.45 CR: 0.00				861.45	
592-1001					BUILDINGS & STRUCTURES					
					BEGINNING BALANCE					0.00
592-1004					MACHINERY & EQUIPMENT					
					BEGINNING BALANCE					0.00

FUND : 02 -HOTEL/MOTEL TAX FUND PERIOD TO USE: Jul-2012 THRU Jul-2012

DEPT : 592 SALES & ADMINISTRATION ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
592-1007		MOTOR VEHICLES						
			BEGINNING BALANCE					0.00
592-1010		SOFTWARE						
			BEGINNING BALANCE					0.00
592-1011		INFORMATION TECHNOLOGY						
			BEGINNING BALANCE					0.00
592-1020		OUTDOOR RESTROOMS						
			BEGINNING BALANCE					0.00
592-1030		MOBILE BOX OFFICE						
			BEGINNING BALANCE					0.00
592-9100		Y2K UPDATES						
			BEGINNING BALANCE					0.00
592-9470		DEBT SERVICE TRANSFER						
			BEGINNING BALANCE					0.00
592-9471		TSF TO GF - ADM OVERHEAD						
			BEGINNING BALANCE					0.00
592-9472		INTERFUND TRANSFERS						
			BEGINNING BALANCE					0.00
592-9999		MISC DEPT ADJ						
			BEGINNING BALANCE					0.00
593		80						
			BEGINNING BALANCE					0.00

DEPT: 593 EVENTS MARKETING

593-0010-01 EXEMPT

FUND : 02 -HOTEL/MOTEL TAX FUND PERIOD TO USE: Jul-2012 THRU Jul-2012

DEPT : 593 EVENTS MARKETING ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
					BEGINNING BALANCE					32,469.45
7/04/12	7/02	P06377	PYEXP	00628	PAYROLL 7-4-12				1,779.60	34,249.05
7/18/12	7/16	P06383	PYEXP	00631	PAYROLL 7-18-12				1,779.60	36,028.65
			=============		JULY ACTIVITY DB: 3,559.20 CR: 0.00				3,559.20	
593-0010-02			NON EXEMPT							
					BEGINNING BALANCE					0.00
7/04/12	7/02	P06377	PYEXP	00628	PAYROLL 7-4-12				1,014.90	1,014.90
7/18/12	7/16	P06383	PYEXP	00631	PAYROLL 7-18-12				1,021.28	2,036.18
			=============		JULY ACTIVITY DB: 2,036.18 CR: 0.00				2,036.18	
593-0030			LABOR							
					BEGINNING BALANCE					0.00
593-0040			TEMPORARY EMPLOYEES							
					BEGINNING BALANCE					0.00
593-0060			OVERTIME							
					BEGINNING BALANCE					0.00
7/04/12	7/02	P06377	PYEXP	00628	PAYROLL 7-4-12				19.15	19.15
			=============		JULY ACTIVITY DB: 19.15 CR: 0.00				19.15	
593-0070			MEDICARE							
					BEGINNING BALANCE					493.97
7/06/12	7/05	B31986	MISC	04075	PAYROLL		JE# 016317		25.80	519.77
7/20/12	7/20	B32057	MISC	04092	PAYROLL		JE# 016363		25.80	545.57
			=============		JULY ACTIVITY DB: 51.60 CR: 0.00				51.60	
593-0080			TMRS							
					BEGINNING BALANCE					3,920.18
7/12/12	7/12	A82608	CHK: 125165	09204	JUNE 2012 CITY CONTRIBUT	020100	70612		458.78	4,378.96
			=============		JULY ACTIVITY DB: 458.78 CR: 0.00				458.78	

POST	DATE TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
593-0081		GROUP INSURANCE						
			BEGINNING BALANCE					3,985.90
593-0083		WORKERS COMPENSATION						
			BEGINNING BALANCE					174.97
593-0084		UNEMPLOYMENT TAX						
			BEGINNING BALANCE					261.00
593-0085		LONGEVITY						
			BEGINNING BALANCE					725.00
593-0090		MERIT ADJUSTMENTS						
			BEGINNING BALANCE					0.00
593-0101		OFFICE SUPPLIES						
			BEGINNING BALANCE					0.00
593-0104		FUEL & LUBRICANTS						
			BEGINNING BALANCE					658.52
7/10/12	7/10 A82507	CHK: 125138	09192 FUEL PURCHASED IN JUNE 2	006241	NP34881372		41.37	699.89
		=============	JULY ACTIVITY DB: 41.37 CR: 0.00				41.37	
593-0130		WEARING APPAREL						
			BEGINNING BALANCE					0.00
593-0150		MINOR TOOLS & EQUIPMENT						
			BEGINNING BALANCE					1,999.80
593-0420		MOTOR VEHICLES						
			BEGINNING BALANCE					29.00
593-0501		COMMUNICATIONS						
			BEGINNING BALANCE					0.00

POST	DATE TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
593-0513		TRAINING						
			BEGINNING BALANCE					0.00
593-0520		INSURANCE						
			BEGINNING BALANCE					0.00
593-0530		PROFESSIONAL SERVICE						
			BEGINNING BALANCE					2,892.50
593-0540		ADVERTISING						
			BEGINNING BALANCE					0.00
593-0550		TRAVEL						
			BEGINNING BALANCE					0.00
593-0550-001		CC CHGS MH						
			BEGINNING BALANCE					0.00
593-0550-002		CC CHGS BH						
			BEGINNING BALANCE					0.00
593-0551		DUES & MEMBERSHIPS						
			BEGINNING BALANCE					750.00
593-1004		MACHINERY & EQUIPMENT						
			BEGINNING BALANCE					0.00
593-1007		MOTOR VEHICLES						
			BEGINNING BALANCE					0.00
593-7005		RADIO PROMOTIONS						
			BEGINNING BALANCE					0.00
593-7010		HOSTING COSTS						
			BEGINNING BALANCE					16,443.50

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
593-7020			COLLEGEFEST							
					BEGINNING BALANCE					0.00
593-8010			CINE SOL							
					BEGINNING BALANCE					0.00
593-8015			TEXAS POLICE GAMES							
					BEGINNING BALANCE					0.00
7/10/12	7/10	A82524	CHK: 125156	09192	REIMBURSE PAYMENT MADE T	023151	70212		150.00	150.00
		============	JULY ACTIVITY		DB: 150.00 CR: 0.00				150.00	
593-8020			SANDY CUP							
					BEGINNING BALANCE					0.00
593-8025			TEXAS SENIOR OPEN							
					BEGINNING BALANCE					0.00
593-8030			FIREWORKS							
					BEGINNING BALANCE					66,741.25
7/13/12	7/13	A82639	CHK: 000000	09208	MESH BANNER: FIREWORKS	008308	A278366		197.75	66,939.00
		============	JULY ACTIVITY		DB: 197.75 CR: 0.00				197.75	
593-8031			R SOLER TRIATHLON							
					BEGINNING BALANCE					0.00
593-8032			PIRATE DAYS							
					BEGINNING BALANCE					0.00
593-8033			PI SHRIMP COOKOFF							
					BEGINNING BALANCE					0.00
593-8034			PI LONGEST WALK							
					BEGINNING BALANCE					0.00

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
593-8035			SPI BLOWOUT							
				BEGINNING BALANCE						0.00
593-8036			TEXAS 2000 REGATTA							
				BEGINNING BALANCE						0.00
593-8040			POLAR BEAR DIP							
				BEGINNING BALANCE						0.00
593-8045			KITE BOARDING RODEO							
				BEGINNING BALANCE						5,000.00
593-8050			RR PEDAL TO PADRE							
				BEGINNING BALANCE						0.00
593-8055			RGV CHILLI COOKOFF							
				BEGINNING BALANCE						0.00
593-8060			ENTRANCE SIGNS							
				BEGINNING BALANCE						911.00
593-8065			VOLLEYBALL							
				BEGINNING BALANCE						0.00
593-8068			B&S KITEFEST							
				BEGINNING BALANCE						2,500.00
593-8070			BEACH AND BIKERFEST							
				BEGINNING BALANCE						5,000.00
593-8071			PIRATE DAYS							
				BEGINNING BALANCE						0.00
593-8072			TRIATHLON							
				BEGINNING BALANCE						0.00

POST	DATE TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
	593-8073	SPRING BREAK DIVERSIFICATION						
			BEGINNING BALANCE					0.00
	593-8074	SPRING BREAK						
			BEGINNING BALANCE					0.00
	593-8075	CITY FESTIVAL/SAND CASTLE DAYS						
			BEGINNING BALANCE					68,667.13
	593-8076	HOLIDAY LIGHTS						
			BEGINNING BALANCE					0.00
	593-8078	NASCAR TRUCK SERIES						
			BEGINNING BALANCE					0.00
	593-8080	NCAA MEN'S BASKETBALL						
			BEGINNING BALANCE					168,866.02
	593-8081	NBA D LEAGUE						
			BEGINNING BALANCE					0.00
	593-8082	U.S. CLASSIC 8-BALL						
			BEGINNING BALANCE					0.00
	593-8084	SPI Bikefest						
			BEGINNING BALANCE					250.00
	593-8085	BAY WATCH CLEANUP						
			BEGINNING BALANCE					0.00
	593-8086	TIFT						
			BEGINNING BALANCE					0.00
	593-8087	JUNIOR FISHING TOURNAMENT						
			BEGINNING BALANCE					0.00

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
593-8088			LKT							
					BEGINNING BALANCE					0.00
593-8090			HOLIDAY PARADE							
					BEGINNING BALANCE					0.00
593-8092			EASTER EGG HUNT							
					BEGINNING BALANCE					0.00
593-8095			RACE TO THE BORDER							
					BEGINNING BALANCE					0.00
593-8097			WINTER TEXAS POOL TOURN.							
					BEGINNING BALANCE					0.00
593-8098			WINTER TEXAN APPRECIATION							
					BEGINNING BALANCE					0.00
593-8099			MISC. SPONSORSHIPS							
					BEGINNING BALANCE					250.00
7/25/12	7/25	A83180	CHK: 125294	09250	ACTION SHOTX OF EVENTS	O 019127	100021		500.00	750.00
			============		JULY ACTIVITY DB: 500.00 CR: 0.00				500.00	
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

POST	DATE TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
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
593-8125		OBERTO FISHING TOURNAMENT						
			BEGINNING BALANCE					0.00
593-8130		FULL MOON FESTIVAL						
			BEGINNING BALANCE					0.00
593-8131		KING OF THE CAUSEWAY						
			BEGINNING BALANCE					0.00
593-8132		USA KIDS PEDAL						
			BEGINNING BALANCE					0.00

POST	DATE TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
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
593-8141		COMMUNITY EVENTS						
			B E G I N N I N G B A L A N C E					0.00
593-8142		JAILBREAK						
			B E G I N N I N G B A L A N C E					0.00
593-8143		SAND CRAB RUN						
			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

FUND : 02 -HOTEL/MOTEL TAX FUND PERIOD TO USE: Jul-2012 THRU Jul-2012

DEPT : 593 EVENTS MARKETING ACCOUNTS: 590-0010 THRU 593-9999

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

593-9999 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:	2,758,244.75	0.00
REPORTED ACTIVITY:	100,928.85	6,705.61CR
ENDING BALANCES:	2,859,173.60	6,705.61CR

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FUND : 06 -CONVENTION CENTER FUND PERIOD TO USE: Jul-2012 THRU Jul-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						
				BEGINNING BALANCE					0.00
565-0010-01			EXEMPT						
				BEGINNING BALANCE					50,305.52
7/04/12	7/02	P06377	PYEXP	00628 PAYROLL 7-4-12				2,757.20	53,062.72
7/18/12	7/16	P06383	PYEXP	00631 PAYROLL 7-18-12				1,424.00	54,486.72
			=============	JULY ACTIVITY DB: 4,181.20 CR: 0.00				4,181.20	
565-0010-02			NON EXEMPT						
				BEGINNING BALANCE					158,949.25
7/04/12	7/02	P06377	PYEXP	00628 PAYROLL 7-4-12				8,908.69	167,857.94
7/18/12	7/16	P06383	PYEXP	00631 PAYROLL 7-18-12				8,933.61	176,791.55
			=============	JULY ACTIVITY DB: 17,842.30 CR: 0.00				17,842.30	
565-0020			CLERICAL						
				BEGINNING BALANCE					0.00
565-0030			LABOR						
				BEGINNING BALANCE					176.00
565-0040			TEMPORARY EMPLOYEES						
				BEGINNING BALANCE					6,097.64
7/31/12	7/31	A83430		09274 TEMP. LABOR CVB 7/22/12	005512	11311999.4		1,018.98	7,116.62
			=============	JULY ACTIVITY DB: 1,018.98 CR: 0.00				1,018.98	
565-0060			OVERTIME						
				BEGINNING BALANCE					15,794.60
7/04/12	7/02	P06377	PYEXP	00628 PAYROLL 7-4-12				146.28	15,940.88
7/18/12	7/16	P06383	PYEXP	00631 PAYROLL 7-18-12				682.04	16,622.92
			=============	JULY ACTIVITY DB: 828.32 CR: 0.00				828.32	

POST	DATE	TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
565-0070			MEDICARE						
				BEGINNING BALANCE					3,047.45
7/06/12	7/05	B31986	MISC	04075 PAYROLL		JE# 016317		149.08	3,196.53
7/20/12	7/20	B32057	MISC	04092 PAYROLL		JE# 016363		157.21	3,353.74
			============	JULY ACTIVITY DB: 306.29		CR:	0.00	306.29	
565-0080			TMRS						
				BEGINNING BALANCE					24,415.15
7/12/12	7/12	A82608	CHK: 125165	09204 JUNE 2012 CITY CONTRIBUT	020100	70612		2,721.73	27,136.88
			============	JULY ACTIVITY DB: 2,721.73		CR:	0.00	2,721.73	
565-0081			GROUP INSURANCE						
				BEGINNING BALANCE					37,173.95
565-0083			WORKERS COMPENSATION						
				BEGINNING BALANCE					9,850.23
565-0084			UNEMPLOYMENT TAX						
				BEGINNING BALANCE					2,089.22
7/12/12	7/12	B32024		04083 TWC CITY 2ND QTR 2012		JE# 016344		519.90	2,609.12
			============	JULY ACTIVITY DB: 519.90		CR:	0.00	519.90	
565-0085			LONGEVITY						
				BEGINNING BALANCE					5,001.00
565-0090			MERIT ADJUSTMENTS						
				BEGINNING BALANCE					0.00
565-0095			SALES INCENTIVE						
				BEGINNING BALANCE					0.00
565-0101			OFFICE SUPPLIES						

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
					BEGINNING BALANCE					1,963.23
7/03/12	7/03	A82259	CHK: 125087	09166	FOLDERS, KEYBOARD, INK C	001129	490231-0		200.00	2,163.23
7/10/12	7/10	A82518	CHK: 999999	09192	BOTTLED WATER DEL CVB	022000	227517		16.25	2,179.48
7/16/12	7/16	A82676	CHK: 125212	09212	HP INK CARTRIDGES:BLK/ C	001129	490886-0		242.94	2,422.42
7/16/12	7/16	A82756	CHK: 999999	09215	BOTTLED WATER DEL CVB	022000	279203		32.50	2,454.92
7/18/12	7/18	A82859	CHK: 999999	09229	BOTTLED WATER DEL CVB	022000	279205		16.25	2,471.17
			============		JULY ACTIVITY DB: 507.94 CR: 0.00				507.94	

565-0102 LOCAL MEETINGS

BEGINNING BALANCE	0.00

565-0103 CONSUMABLES

BEGINNING BALANCE	0.00

565-0104 FUELS & LUBRICANTS

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
					BEGINNING BALANCE					1,134.62
7/09/12	7/09	A82480	CHK: 000000	09189	ANT KILLER, INSECT FOGGE	016110	F40902		7.98	1,142.60
7/10/12	7/10	A82507	CHK: 125138	09192	FUEL PURCHASED IN JUNE 2	006241	NP34881372		15.19	1,157.79
7/16/12	7/16	A82752	CHK: 999999	09215	17 GALS. LPG FOR FORKLIF	008227	450580		57.80	1,215.59
			============		JULY ACTIVITY DB: 80.97 CR: 0.00				80.97	

565-0105 CHEMICALS

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
					BEGINNING BALANCE					0.00
7/09/12	7/09	A82480	CHK: 000000	09189	ANT KILLER, INSECT FOGGE	016110	F40902		25.97	25.97
			============		JULY ACTIVITY DB: 25.97 CR: 0.00				25.97	

565-0107 BOOKS & PERIODICALS

BEGINNING BALANCE	0.00

565-0108 POSTAGE

BEGINNING BALANCE	0.00

565-0109 PHOTOGRAPHIC SUPPLIES

BEGINNING BALANCE	0.00

FUND : 06 -CONVENTION CENTER FUND PERIOD TO USE: Jul-2012 THRU Jul-2012

DEPT : 565 CONVENTION CENTER OPER ACCOUNTS: 565-0010 THRU 565-9999

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
565-0110					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
565-0112					SIGNS					
					B E G I N N I N G B A L A N C E					176.00
565-0113					BATTERIES					
					B E G I N N I N G B A L A N C E					0.00
565-0114					MEDICAL					
					B E G I N N I N G B A L A N C E					284.08
565-0115					LAMPS & GLOBES					
					B E G I N N I N G B A L A N C E					1,063.35
7/09/12	7/09	A82473	CHK: 000000	09189	15-50-PAR20WFL BULBS	012020	P56656		99.00	1,162.35
7/09/12	7/09	A82474	CHK: 000000	09189	5-HALOGEN SE 50W CLEAR B	012020	P56670		33.00	1,195.35
7/09/12	7/09	A82492	CHK: 000000	09191	30-150 PAR/FL 130V	012020	P56642		170.70	1,366.05
			============		JULY ACTIVITY DB: 302.70	CR:		0.00	302.70	
565-0117					SAFETY SUPPLIES					
					B E G I N N I N G B A L A N C E					0.00
565-0130					WEARING APPAREL					
					B E G I N N I N G B A L A N C E					1,598.96
7/03/12	7/03	A82257	CHK: 999999	09166	UNIFORM PANTS-MAINT. STA	001014	JU17966		45.00	1,643.96
7/03/12	7/03	A82263	CHK: 125104	09166	REIMBURSE PURCHASE OF	018259	62912		74.96	1,718.92
7/10/12	7/10	A82498	CHK: 999999	09192	UNIFORM PANTS-MAINT STA	001014	JL23040		45.00	1,763.92
7/16/12	7/16	A82750	CHK: 999999	09215	UNIFORM PANTS MAINT STA	001014	JL28064		45.00	1,808.92
7/25/12	7/25	A83149	CHK: 999999	09250	UNIFORM PANTS MAINT STA	001014	JL33074		45.00	1,853.92
7/31/12	7/31	A83427		09274	UNIFORM PANTS-MAINT. ST	001014	JL38125		45.00	1,898.92
			============		JULY ACTIVITY DB: 299.96	CR:		0.00	299.96	

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POST     DATE TRAN #   REFERENCE    PACKET======DESCRIPTION======= VEND   INV/JE #        NOTE  =====AMOUNT====  ====BALANCE====
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   565-0150          MINOR TOOLS & EQUIPMENT
                              B E G I N N I N G   B A L A N C E                                                    5,020.34

7/09/12  7/09 A82475 CHK: 000000    09189 SOCKETS W/ BRACKETS,     012020 P56941                          88.68      5,109.02
7/09/12  7/09 A82478 CHK: 000000    09189 GLASS/TILE DRILL BITS, H 016110 F35855                          29.96      5,138.98
                     ============= JULY ACTIVITY     DB:       118.64   CR:          0.00            118.64
-------------------------------------------------------------------------------------------------------------------------------
   565-0160          LAUNDRY & JANITORIAL
                              B E G I N N I N G   B A L A N C E                                                   13,964.80

7/03/12  7/03 A82256 CHK: 999999    09166  MISC. MOPS, AIR FRESHNE 001014 JU17964                         54.00     14,018.80
7/10/12  7/10 A82496 CHK: 999999    09192  MISC. MOPS, AIR FRESHNE 001014 JL23036                         54.00     14,072.80
7/16/12  7/16 A82748 CHK: 999999    09215  MISC MOPS, AIR FRESHNER 001014 JL28060                         54.00     14,126.80
7/16/12  7/16 A82763 CHK: 125230    09216 JANITORIAL SUPPLIES      007600 419906                         299.84     14,426.64
7/25/12  7/25 A83147 CHK: 999999    09250  MISC. MOPS, AIR FRESHNE 001014 JL33070                         54.00     14,480.64
7/31/12  7/31 A83425                09274  MISC. MOPS, AIR FRESHNE 001014 JL38121                         54.00     14,534.64
7/31/12  7/31 A83433                09274 1 CASE BOWL CLNR RETURNE 007600 427548                          15.86CR   14,518.78
7/31/12  7/31 A83415                09273 JANITORIAL SUPPLIES      007600 422379                         430.20     14,948.98
7/31/12  7/31 A83416                09273 JANITORIAL SUPPLIES      007600 425034                         292.09     15,241.07
7/31/12  7/31 A83417                09273 JANITORIAL SUPPLIES      007600 426716                         428.31     15,669.38
                     ============= JULY ACTIVITY     DB:     1,720.44   CR:         15.86CR        1,704.58
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   565-0174          GROSS RECEIPTS TAX
                              B E G I N N I N G   B A L A N C E                                                        0.00
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   565-0175          CATER RESALE FOOD/BEVERAGES
                              B E G I N N I N G   B A L A N C E                                                        0.00
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   565-0176          CONCESSION SUPPLIES
                              B E G I N N I N G   B A L A N C E                                                      126.15CR
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   565-0177          CATERING & KITCHEN SUPPLIES
                              B E G I N N I N G   B A L A N C E                                                        0.00
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   565-0178          UNCOLLECTABLE ACCOUNTS
                              B E G I N N I N G   B A L A N C E                                                        0.00
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POST	DATE	TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
565-0180				INFORMATION TECHNOLOGY					
				BEGINNING BALANCE					0.00
565-0190				SOFTWARE					
				BEGINNING BALANCE					0.00
565-0201				BULK MATERIALS					
				BEGINNING BALANCE					0.00
565-0210				COLLATERAL PIECES					
				BEGINNING BALANCE					0.00
565-0230				PROMOTIONAL ITEMS					
				BEGINNING BALANCE					0.00
565-0401				FURNITURE & FIXTURES					
				BEGINNING BALANCE					3,453.56
565-0410				MACHINERY & EQUIPMENT					
				BEGINNING BALANCE					22,668.72
7/03/12	7/03	A82268	CHK: 125105	09168 3- SHELVING SETS	018509	000000		430.98	23,099.70
7/09/12	7/09	A82471	CHK: 000000	09189 12 TOILET SEATS FOR LADI	008281	60005		257.76	23,357.46
7/09/12	7/09	A82472	CHK: 000000	09189 14 TOILET SEATS	008281	85640		300.72	23,658.18
7/09/12	7/09	A82477	CHK: 000000	09189 3-TOILET SEATS , 11PC WR	016110	F35776		104.96	23,763.14
7/09/12	7/09	A82479	CHK: 000000	09189 5-TOILET SEATS	016110	F37015		129.95	23,893.09
7/16/12	7/16	A82753	CHK: 999999	09215 FREON ON CVB A/C UNIT	013111	16933		320.00	24,213.09
			============	JULY ACTIVITY DB: 1,544.37	CR:		0.00	1,544.37	
565-0411				BUILDING & STRUCTURES					
				BEGINNING BALANCE					33,070.66
7/09/12	7/09	A82486	CHK: 000000	09189 MOTOR	1	340641		274.64	33,345.30
7/09/12	7/09	A82493	CHK: 000000	09191 BRASS NOZZLE, CORNER BRA	016110	F37460		63.62	33,408.92
7/09/12	7/09	A82495	CHK: 000000	09191 MOTOR ETC	1	340184		287.39	33,696.31
7/16/12	7/16	A82690	CHK: 999999	09212 REPAIR ON ELECT PROL. LT	018058	25333		251.48	33,947.79
			============	JULY ACTIVITY DB: 877.13	CR:		0.00	877.13	

FUND : 06 -CONVENTION CENTER FUND PERIOD TO USE: Jul-2012 THRU Jul-2012

DEPT : 565 CONVENTION CENTER OPER ACCOUNTS: 565-0010 THRU 565-9999

POST	DATE	TRAN #	REFERENCE	PACKET======DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
565-0412			LANDSCAPE MAINT.						
				BEGINNING BALANCE					12,320.00
7/10/12	7/10	A82535	CHK: 125149	09194 MONTHLY LAWN SERVICE	020221	7444		1,475.00	13,795.00
			=============	JULY ACTIVITY DB: 1,475.00 CR: 0.00				1,475.00	
565-0415			SERVICE CONTRACTS						
				BEGINNING BALANCE					46,438.63
7/03/12	7/03	A82260	CHK: 999999	09166 MONTHLY WATER TREATMENT	003418	1703		135.00	46,573.63
7/05/12	7/05	A82324	CHK: 125122	09176 PEST CONTROL	015027	74974301		314.96	46,888.59
7/05/12	7/05	A82325	CHK: 125122	09176 PEST CONTROL	015027	74974449		77.88	46,966.47
7/10/12	7/10	A82514	CHK: 125145	09192 MAINTENANCE RENEWAL-	013497	IN017078		1,800.00	48,766.47
7/16/12	7/16	A82758	CHK: 125213	09216 MAINTENANCE ON PHONE SYS	001142	SB713088		195.66	48,962.13
7/16/12	7/16	A82761	CHK: 999999	09216 MAINTENANCE FISH TANK	004405	71012		150.00	49,112.13
7/16/12	7/16	A82765	CHK: 125256	09216 BROADBAND/WIFI SPICC	020185	070812		482.64	49,594.77
7/16/12	7/16	A82766	CHK: 125256	09216 BROADBAND/WIFI SPICC	020185	70812		925.14	50,519.91
7/25/12	7/25	A83306	CHK: 125286	09258 IT MAINTENANCE CONTRACT	011022	2027		2,800.00	53,319.91
7/25/12	7/25	A83308	CHK: 125299	09258 INSPECTION-FIRE EXTINGUI	020119	18405		213.00	53,532.91
7/31/12	7/31	A83434		09274 COPIER LEASE JULY 8 - 8/	009159	87378133		110.00	53,642.91
7/31/12	7/31	A83413		09273 AC FILTER SERVICE	006113	163360		1,597.86	55,240.77
7/31/12	7/31	A83420		09273 PEST CONTROL	015027	75843749		314.96	55,555.73
7/31/12	7/31	A83421		09273 PEST CONTROL	015027	75844065		77.88	55,633.61
			=============	JULY ACTIVITY DB: 9,194.98 CR: 0.00				9,194.98	
565-0418			PARKING LOTS						
				BEGINNING BALANCE					0.00
565-0420			MOTOR VEHICLES						
				BEGINNING BALANCE					1,504.79
565-0421			RADIOS & COMMUNCIATIONS						
				BEGINNING BALANCE					1,989.03
565-0427			PLUMBING						
				BEGINNING BALANCE					0.00
565-0501			COMMUNICATIONS						

FUND : 06 -CONVENTION CENTER FUND PERIOD TO USE: Jul-2012 THRU Jul-2012

DEPT : 565 CONVENTION CENTER OPER ACCOUNTS: 565-0010 THRU 565-9999

POST	DATE TRAN #	REFERENCE	PACKET=====DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
			BEGINNING BALANCE					18,364.04
7/16/12	7/16 A82702	CHK: 125252	09212 PHONE BILL DATED 7/03/12	019520	70312		1,920.81	20,284.85
7/25/12	7/25 A83165	CHK: 125275	09250 TEX-AN NG CHGS JUNE 2012	004089	12100596N		32.85	20,317.70
7/30/12	7/30 A83404		09269 CELLPHONE SERV 6/17 -07/	019404	463528814-056		56.04	20,373.74
		=============	JULY ACTIVITY DB: 2,009.70	CR:	0.00		2,009.70	

565-0510 RENTAL OF EQUIPMENT

POST	DATE TRAN #	REFERENCE	PACKET=====DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
			BEGINNING BALANCE					4,117.07
7/02/12	7/02 A82241	CHK: 999999	09161 MISC. TABLECOVERS	001014	97218		154.15	4,271.22
7/10/12	7/10 A82497	CHK: 999999	09192 TABLECOVERS	001014	JL23038		31.65	4,302.87
7/16/12	7/16 A82749	CHK: 999999	09215 MISC. TABLECOVERS	001014	JL28061		31.65	4,334.52
7/25/12	7/25 A83148	CHK: 999999	09250 MISC. TABLECOVERS	001014	JL33071		31.65	4,366.17
7/25/12	7/25 A83166	CHK: 125277	09250 DISHMACHINE RENTAL	004283	9183014		213.08	4,579.25
7/31/12	7/31 A83426		09274 MISC. TABLECOVERS	001014	JL38122		31.65	4,610.90
		=============	JULY ACTIVITY DB: 493.83	CR:	0.00		493.83	

565-0513 TRAINING EXPENSE

BEGINNING BALANCE 0.00

565-0520 INSURANCE

BEGINNING BALANCE 71,324.76

565-0529 CREDIT CARD FEES

POST	DATE TRAN #	REFERENCE	PACKET=====DESCRIPTION=======	VEND	INV/JE #	NOTE	=====AMOUNT====	====BALANCE====
			BEGINNING BALANCE					3,953.36
7/03/12	7/09 B31995	625046	04071 NPC MERCH PYMT PROC-CC FEE		JE# 016319		194.35	4,147.71
7/03/12	7/09 B31997	82471	04071 MERCHE-SOLUTIONS BILLING		JE# 016321		27.45	4,175.16
7/03/12	7/09 B31998	979567	04071 AUTHNET GATEWAY-INTERNET SALES		JE# 016322		25.00	4,200.16
7/03/12	7/09 B32001	455397	04071 NPC MERCH PYMT PROC-CC FEE		JE# 016325		59.90	4,260.06
7/11/12	7/13 B32032	071112	04080 LEASE FINANCE GR LEASE PYMT		JE# 016348		86.10	4,346.16
		=============	JULY ACTIVITY DB: 392.80	CR:	0.00		392.80	

565-0530 PROFESSIONAL SERVICES

BEGINNING BALANCE 7,129.75

565-0531 MEDIA PLACEMENT

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
					BEGINNING BALANCE					0.00
565-0532			PRODUCTION COSTS							
					BEGINNING BALANCE					0.00
565-0533			MARKETING							
					BEGINNING BALANCE					0.00
565-0535			BOND ISSUANCE EXPENSE							
					BEGINNING BALANCE					0.00
565-0536			TICKET COMMISSIONS							
					BEGINNING BALANCE					0.00
565-0540			ADVERTISING							
					BEGINNING BALANCE					0.00
565-0541			ELECTION EXPENSES							
					BEGINNING BALANCE					0.00
565-0550			TRAVEL EXPENSES							
					BEGINNING BALANCE					0.00
565-0551			DUES & MEMBERSHIPS							
					BEGINNING BALANCE					15.00
565-0552			EVENT ENTERTAINMENT							
					BEGINNING BALANCE					0.00
565-0553			TRAVEL SHOWS/FEES							
					BEGINNING BALANCE					0.00
565-0556			EVENT SECURITY							
					BEGINNING BALANCE					0.00

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

565-0557        STORAGE RENTAL
                     B E G I N N I N G   B A L A N C E                                                              0.00
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565-0558        DECORATIONS
                     B E G I N N I N G   B A L A N C E                                                            668.06
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565-0560        CAMERON COUNTY LEASE
                     B E G I N N I N G   B A L A N C E                                                          4,947.32

7/10/12  7/10 A82502 CHK: 125132   09192 LEASE PAYMENT FOR JUNE20 003150 071012          1,675.97        6,623.29
                ============= JULY ACTIVITY    DB:     1,675.97   CR:        0.00         1,675.97
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565-0572        TRANSFERS OUT
                     B E G I N N I N G   B A L A N C E                                                              0.00
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565-0580        ELECTRICITY
                     B E G I N N I N G   B A L A N C E                                                        207,946.86

7/02/12  7/02 A82245 CHK: 125094   09161 ELECTRIC BILL DATED 6/25 004231 121770015271500    22,086.12      230,032.98
7/31/12  7/31 A83429               09274  ELECTRIC  BILL DATED 7/ 004231 122070015519232    23,622.90      253,655.88
                ============= JULY ACTIVITY    DB:    45,709.02   CR:        0.00        45,709.02
--------------------------------------------------------------------------------------------------------------------------
565-0581        WATER, SEWER & GARBAGE
                     B E G I N N I N G   B A L A N C E                                                         33,273.98

7/06/12  7/06 A82393 CHK: 000000   09184 SERV @ 7355 PADRE BLVD   002805 0863000614648          605.16       33,879.14
7/12/12  7/12 A82605               09203 CORRECTION MADE: P CARD  002805 0863000623734          605.16CR     33,273.98
7/16/12  7/16 A82732 CHK: 999999   09213 7355 PADRE BLVD          012071 201207164021         3,897.26       37,171.24
                ============= JULY ACTIVITY    DB:     4,502.42   CR:      605.16CR       3,897.26
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565-0599        PROMOTIONS
                     B E G I N N I N G   B A L A N C E                                                              0.00
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565-1001        BUILDINGS & STRUCTURES
                     B E G I N N I N G   B A L A N C E                                                              0.00
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FUND : 06 -CONVENTION CENTER FUND PERIOD TO USE: Jul-2012 THRU Jul-2012

DEPT : 565 CONVENTION CENTER OPER ACCOUNTS: 565-0010 THRU 565-9999

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

565-1004 MACHINERY & EQUIPMENT

BEGINNING BALANCE 42,939.25

7/24/12 7/24 B32063 02032012 04093 CORRECT GENERATOR PURCH POSTIN JE# 016364 42,939.25CR 0.00

============= JULY ACTIVITY DB: 0.00 CR: 42,939.25CR 42,939.25CR

565-1005 RADIO EQUIPMENT

BEGINNING BALANCE 0.00

565-1007 MOTOR VEHICLES

BEGINNING BALANCE 0.00

565-1010 SOFTWARE

BEGINNING BALANCE 0.00

565-1011 INFORMATION TECHNOLOGY

BEGINNING BALANCE 0.00

565-1012 LANDSCAPE

BEGINNING BALANCE 0.00

565-8040 MISS USA

BEGINNING BALANCE 0.00

565-8050 MISS TEXAS

BEGINNING BALANCE 0.00

565-8051 EXPANSION

BEGINNING BALANCE 0.00

565-9020 AUDIT

BEGINNING BALANCE 14,575.00

565-9047 EMPLOYEE TURNOVER

BEGINNING BALANCE 0.00

FUND : 06 -CONVENTION CENTER FUND PERIOD TO USE: Jul-2012 THRU Jul-2012

DEPT : 565 CONVENTION CENTER OPER ACCOUNTS: 565-0010 THRU 565-9999

POST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
565-9470			RESERVE(FORMERLY DEBT TRANSFER							
					BEGINNING BALANCE					426,069.00
565-9471			TRANSFER TO CONST. FUND							
					BEGINNING BALANCE					0.00
565-9472			TRANSFERS OUT							
					BEGINNING BALANCE					0.00
565-9473			TRANSFER TO HOTEL MOTEL FUND							
					BEGINNING BALANCE					0.00
565-9474			TSF TO MISS TEEN USA							
					BEGINNING BALANCE					0.00
565-9999			MISC DEPT ADJ							
					BEGINNING BALANCE					0.00

--*-*-*-*-*-*-*-*-*-*-*-*- 000 ERRORS IN THIS REPORT! *-*-*-*-*-*-*-*-*-*-*-*-*-*-

** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	1,294,874.23	126.15CR
REPORTED ACTIVITY:	98,350.56	43,560.27CR
ENDING BALANCES:	1,393,224.79	43,686.42CR

Item No. 6

CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM

MEETING DATE: August 8, 2012

NAME & TITLE: Lacey Ekberg, CVB Director

DEPARTMENT: CVB

ITEM

Update on Sandcastle Days.

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: August 8, 2012

NAME & TITLE: Lacey Ekberg, CVB Director

DEPARTMENT: CVB

ITEM

Update on King of the Causeway event.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: __________ NO: __________

Approved by Legal: YES: __________ NO: __________

Comments:

RECOMMENDATIONS/COMMENTS

Rev. #4 - 8/25/11

ATKIN'S REPORT
JULY 2012

Project: SPI CVB - CVA Meeting
Date: August 8th, 2012

Report

Media Overview and Update July – September

Online –
Specific Media Ad Network – Annual
TravelGuidesFree.com – Annual
TourTX.com – Annual
TexTraveler.com – Annual
TripAdvisor.com – Jan-Sept
VideoGlobeTrotter.com – Annual
SEM – Annual

Television –
Journey TV – SA, DFW, Austin, RGV;
All other US markets – added value
SA Cable: 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 Fiestas Patrios 9/7 Insert
El Norte – Ads and Fiestas Patrios 9/7 Insert

Print –
TTIA See Texas First – Fall
Good Housekeeping, Redbook & Women's Day – Sept/Oct
AARP – August/Sept
Conde Nast Traveler, The New Yorkers, Vanity Fair & Architectural Digest – July
Best of the Midwest – July/August
SA Magazine – Sept
TX Highways – Sept
Texas Monthly – Sept
SA Express News- July/Aug/Sept
TX Meetings & Events – Fall
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

South Padre Island Convention and Visitors Bureau

South Padre Island

South Padre Island Convention and Visitors Bureau

Medium	#	Gross $
Spot	Weeks	(000)
Spring Break		
Facebook	2	$31.8
SEM	3	$35.0
O-O-H	2	$69.0
Coca-Cola Spring Break Guide FP4CB	1	$6.8
TOTAL 11.4%		$142.6
Internet		
Ad Networks	12	$100.0
Expedia/Hotels.com	3	$31.9
Local Websites in MN,MI,IO,WI,NE,OH,IN,IL	5	$23.5
MySA.com	3	$8.5
travelguidesfree.com	12	$5.6
Spot-change video pre-roll	4	$36.0
TourTexas.com Platinum Pkg	2	$3.8
texastraveler.com	12	$6.2
Travel Ad Network (MN)	2	$28.8
TTIA File Folder email blasts	1	$0.5
TripAdvisor.com	9	$29.4
Undertone Network-FP Video In-banner	2	$34.0
Videoglobetrotter	12	$0.6
Weatherbug.com (online/Smartphone/IPAD)	4	$50.0
Yahoo/Google/Ask/MSN Search	6	$45.0
TOTAL 32.2%		[illegible]
Newspaper:		
San Antonio Exp-News	5	$10.9
TTIA's See Texas First Fall/Spring 1/2P4C	3	$43.5
TOTAL 4.3%		$54.4
Outdoor		
Corpus Christi 14' x 48' (2)	12	$28.8
San Antonio 14' x 48' (2)	12	$90.6
Valley Outlet Mall Advertising	12	$8.4
TOTAL 10.2%		$127.8
Publications: Consumer		
Ad-Ink FP4CB San Antonio	3	$13.1
AARP TP, 1/3P4C, 1/2P4C, 21" ad	3	$38.5
Media Max FP4CB San Antonio/Plus	3	$21.0
Meredith FC, Parents, More, & LHJ TP	2	$12.1
Midwest Living 1/3P4C & Best of MW	2	$10.0
San Antonio Magazine 1/2P4C	4	$4.8
Southern Living Travel Dir	3	$12.5
SW Airlines Spirit Texas Section FP4C	1	$17.9
Texas Bound	2	$0.0
Texas Highway 1/3P4C	3	$9.5
Texas Monthly 1/2P4C, FP4C	3	$43.5
Texas State Travel Guide-1/2P4C	1	$13.5
Texas Town and City FP4CB	1	$1.4
Publications: Trade		
Collaborate 1/2P4C	1	$2.7
Meeting Planning Guide FP4CB & 1/2P4C	4	$5.3
MPI Meeting Guide to Texas 1/2P4C+1/2 Editorial	1	$5.4
Plan Your Meetings Platinum Pkg	1	$12.5
Special Market Meetings (1/3P4C + epostcard	1	$1.8
TSAE Membership Directory	1	$2.9
Texas Meeting & Events	4	$17.6
Texas Sport Facility Guide	1	$2.2
TOTAL MAG 19.8%		$248.6
Television		
San Antonio Cable	12	$46.0
Journey TV-National	12	$100.0
TOTAL 11.6%		$146.0
Local 6.8%		$85.0
Mexico 3.6%		$45.0

OCTOBER | NOVEMBER | DECEMBER | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER

From FY 2011

ADDED VALUE

	Gross $	Gross $	Gross $	Gross $	Gross $
Approved Budget	$1,250,000.00	$266,174.2	$387,216.7	$415,350.3	$175,680.2
Budget Spent	$1,253,421.44				
Remaining Budget	($3,421.44)				

Media Max: 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 09-October 10
Theatre Markets: Minneapolis, Detroit, Chicago, Omaha, Columbus, Indianapolis, St. Louis, Cincinnati, Des Moines, Kansas City
Ad-Link: Good Housekeeping, Redbook, and Woman's Day

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

July 2012

RESEARCH & PLANNING

- Worked on compiling January-June 2012 Media Clipbook.

- Contacted Mary K about December events to provide to Texas Monthly and other media. December events are not yet confirmed. We were able to confirm the Christmas Lighted Boat Parade through the Port Isabel Chamber of Commerce website.

PITCHES, NEWS RELEASES AND OTHER WRITTEN MATERIALS

- Drafted Q&A for **Meetings Focus** magazine for their **Meetings Texas** special section, which will run in print, online and digital formats in September and reach meeting planners across Texas, the South and North America.

- Drafted and sent pitch regarding South Padre's high ranking on America's Cleanest Beaches list, resulting in coverage on **NewsTalk 1200 WOAI AM** and **Texas Public Radio** (both San Antonio) as well the **Austin American-Statesman**.

FAMS

- Following TAG pitch to Austin-based freelancer **Melissa Gaskill**, she is interested in covering a Wounded Warrior diving expedition during SPI Dive Week in September. Gaskill writes for Sport Diver and Scuba Diving magazines. In addition, Gaskill is working on a story for Texas Parks and Wildlife on three days of adventure in South Padre Island. We are working to coordinate a visit for her the week of Sept. 17 to gather information for both articles.

MEDIA CONTACTS

- Called **Suzanne Stavinoha Texas Monthly**, to discuss information and photos to provide for editorial to run in conjunction with SPI ad in September issue of the magazine. Provided SPI Backgrounder, Fast Facts and "What's New on South Padre Island" press release to Susan, along with a variety of hi-res photos. Drafted quote for Lacey Ekberg and provided to Suzanne.

- Provided photos to **Jeanette McNamee** of the **San Antonio Express-News** for an upcoming edition of the newspaper's **Texas Traveler** supplement.

- Provided fall 2012 and 2013 events calendar to **Marilyn Plummer** for September ad/editorial in **Texas Monthly**.

- Followed up with **Tracey Hobson Lehman**, travel editor of the **San Antonio Express-News**, to provide additional information following her trip to South Padre Island.

- Contacted **Laurette Veres, editor of H Texas Magazine** about tear sheets from summer feature on South Padre Island. Laurette said our copy is coming directly from the printer along with a copy of Houston Bride magazine, which includes a write-up on SPI.

- Sent new dates for Sand Castle Days to **John Broders and Jordan Breal at Texas Monthly**; **Helen Anders** at **Austin American-Statesman**; **Lori Moffatt** of **Texas Highways** and **Melissa Gaskill**, the writer Moffatt assigned to cover the event.

- Vetted and screened media opportunities with The Doug Pike Show, Houston Sports Talk 790-AM; energizerbunniesmommyreports.com blog; KGNS-TV NBC Laredo; Texas Sports Facility Guide; and writer Rita Cook.

CLIPS & HITS

Brownsville Herald, July 30. "SPI entrepreneur steps forward to save Sand Castle Days." http://www.brownsvilleherald.com/articles/forward-143048-sand-save.html

San Antonio Express-News, July 30. "Gulf turbine plan sparks wildlife debate." http://www.mysanantonio.com/living_green_sa/article/Gulf-turbine-plan-sparks-wildlife-debate-3743866.php

KGBT-TV Channel 4, July 30. "Nature Report: Tournament Time in Texas." http://www.valleycentral.com/news/story.aspx?id=781986

Brownsville Herald, July 27. "Beachcombers Art Show presents visual feast." http://www.brownsvilleherald.com/news/art-142954-beachcombers-artists.html

The Monitor, July 27. "Beachcombers Art Show on SPI this weekend." http://www.themonitor.com/news/south-62595-spi-art.html

San Antonio Express-News, July 25. "Outdoors key dates: July 27-Nov. 12." http://blog.mysanantonio.com/racksnreels/2012/07/25/outdoors-key-dates-july-27-nov-12/

Alpha Mom, July 25. "Fun Things to do on your road trip this summer." http://alphamom.com/parenting/fun-things-to-do-on-your-road-trip-with-kids/

OutsideOnline.com, July 24. "No Bull: Dissecting 'the one that got away.'" http://www.outsideonline.com/outdoor-adventure/nature/Dissecting-the-One-That-Got-Away-20120724.html

KVEO News Center 23, July 23. "Clean up efforts in place, group wants beach litterers cited." http://www.kveo.com/news/clean-efforts-place-group-wants-beach-litterers-cited

The Monitor, July 22. "At hearing, public mostly supportive of 2nd SPI bridge." http://www.themonitor.com/news/island-62462-supportive-people.html

Brownsville Herald, July 21. "Causeway hearing attracts support, concern." http://www.brownsvilleherald.com/articles/most-142721-hearing-thoughts.html

Valley Morning Star, July 21. "Cause for debate: Pros and cons of second South Padre Island bridge aired." http://www.valleymorningstar.com/articles/south-100896-island-padre.html

Austin American-Statesman, July 21. "Travel Matters: Olympics improve the view in London."
http://www.statesman.com/life/travel/travel-matters-olympics-improve-the-view-in-london-2420056.html

Austin American-Statesman, July 21. "In South Padre, try out new Schlitterbahn hotel and say hi to Bastrop's pines."
http://www.statesman.com/life/travel/in-south-padre-try-out-new-schlitterbahn-hotel-2420055.html

BetweenTheKids.com, July 20. "Headed to the Smoky Mountains? Cabin Fever Vacations has you covered."
http://www.betweenthekids.com/2012/07/cabin-fever-vacations-brandcation/

Grand Junction Free Press, July 20. "Skinners: Diversity, the spice of life."
http://www.gjfreepress.com/article/20120720/COMMUNITY_NEWS/120719946/1062&ParentProfile=1059&profile=1059

San Antonio Express-News, July 20-Nov. 12. "Outdoors key dates: July 20-Nov. 12."
http://blog.mysanantonio.com/racksnreels/2012/07/19/outdoors-key-dates-july-20-nov-12/

KVEO News Center 23, July 19. "South Padre among best family beaches in U.S."
http://www.kveo.com/news/south-padre-among-best-family-beaches-us

KVEO News Center 23, July 19. "Location of second SPI causeway released."
http://www.kveo.com/news/location-second-spi-causeway-released

San Antonio Express-News, July 18. "Plans for second bridge linking to mainland are making progress."
http://www.mysanantonio.com/news/article/Plans-for-second-bridge-linking-to-mainland-are-3717775.php

About.com, July 18. "2012 Texas International Fishing Tournament."
http://gotexas.about.com/b/2012/07/18/2012-texas-international-fishing-tournament.htm

Valley Morning Star, July 17. "Meeting to discuss second causeway draws large crowd."
http://www.valleymorningstar.com/articles/second-100816-draws-south.html

Brownsville Herald, July 17. "Officials reveal preferred site for new Island causeway."
http://www.brownsvilleherald.com/articles/island-142573-officials-padre.html

Multiple media outlets, July 16-17. "In some places, fireworks blast long after the Fourth."
Story no longer available online but clipping service reports that it ran in news outlets including Modesto Bee, Miami Herald, Kansas City Star, ad Tri-City Herald, among other newspapers.

The Monitor, July 16. "Public comment invited for new SPI causeway."
http://www.themonitor.com/articles/new-62299-padre-project.html

Valley Morning Star, July 14. "Hearing set for second SPI bridge."
http://www.valleymorningstar.com/articles/second-100774-bridge-hearing.html

Brownsville Herald, July 14. "Hearing set for second bridge."
http://www.brownsvilleherald.com/articles/second-142466-bridge-hearing.html

The Monitor, July 14. "Public welcome to opine on new SPI causeway project."
http://www.themonitor.com/articles/opine-62284-welcome-padre.html

San Antonio Expresss-News, July 12. "Outdoors key dates: July 13 - Nov. 12."
http://blog.mysanantonio.com/racksnreels/2012/07/12/outdoors-key-dates-july-13-nov-12/

Brownsville Herald, July 12. "Brownsville SPI airport wins top honor."
http://www.brownsvilleherald.com/news/airport-142415-brownsville-international.html

The Gonzales Cannon, July 12. "Scouts experience high adventure."
http://www.gonzalescannon.com/node/10211

KVEO News Center 23, July 9. "SPI packed for Independence Day celebration."
http://www.kveo.com/news/spi-packed-independence-day-celebration

Mother Jones, July 8. "America's Dirtiest Beaches."
http://www.motherjones.com/blue-marble/2012/07/dirtiest-beaches-nrdc

San Marcos Daily Record, July 8. "Birding with Jerry Hall: South Padre Island a birder's paradise."
http://www.sanmarcosrecord.com/features/x1501703733/Birding-with-Jerry-Hall-South-Padre-Island-a-birder-s-paradise

San Antonio Express-News, July 8. "Alamo, Texas makes a great base for seeing birds, bugs and butterflies."
http://blog.mysanantonio.com/monikamaeckle/2012/07/alamo-texas-makes-a-great-base-for-seeing-birds-bugs-and-butterflies/

The Texas Tribune, July 6. "Quotes of the week."
http://www.texastribune.org/texas-weekly/vol-29/no-27/

Valley Morning Star, July 5. "Trash talk brings local dignitaries together."
http://www.valleymorningstar.com/news/-100618--.html

San Antonio Express-News, July 5. "Outdoors key dates: July 7 - Nov. 12."
http://blog.mysanantonio.com/racksnreels/2012/07/05/outdoors-key-dates-july-7-nov-12/

Travel Tips - USA Today, July 5. "Kayaking on Laguna Madre near Port Mansfield, Texas."
http://traveltips.usatoday.com/kayaking-laguna-madre-near-port-mansfield-texas-54975.html

KVEO News Center 23, July 5. "Lifeguards on duty at Isla Blanca & Andy Bowie."
http://www.kveo.com/news/lifeguards-duty-isla-blanca-andy-bowie

The Monitor, July 4. "Texas environmental group challenges cleanliness rating of SPI beaches."
http://www.themonitor.com/articles/group-62046-texas-island.html

Travel Tips - USA Today, July 4. "Camping trips in Texas."
http://traveltips.usatoday.com/camping-trips-texas-59966.html

KGBT-TV Channel 4, July 3. "South Padre Island business booming."
http://www.valleycentral.com/news/story.aspx?list=195030&id=772509

NPR StateImpact, July 3. "For Texas bays and beaches, pick your poison: rainfall or drought."
http://stateimpact.npr.org/texas/2012/07/03/for-texas-bays-and-beaches-pick-your-poison-rainfall-or-drought/

Valley Business Report, July 3. "Support sought for second SPI causeway."
http://www.valleybusinessreport.com/e-brief-features/support-sought-for-second-spi-causeway/

Brownsville Herald, July 2. "Surfrider Foundation shines a light on beach trash issues."
http://www.brownsvilleherald.com/articles/surfrider-142063-beach-foundation.html

Corpus Christi Caller-Times, July 2. "Record number of Kemp's ridley turtle nests grows to 208."
http://www.caller.com/news/2012/jul/02/record-number-kemps-ridley-turtle-nests-grows-208/

Sail World, July 2. "Texas 200 Regatta - a five day sailing adventure."
http://www.sail-world.com/CruisingAus/Texas-200-Regatta---a-five-day-sailing-adventure/98393

Valley Business Report, July 1. "Schlitterbahn expands."
http://www.valleybusinessreport.com/recent-news/schlitterbahn-expands/

Valley Morning Star, June 30. "Sea turtles, kids have a friend in Shelldon."
http://www.valleymorningstar.com/news/-100542--.html

The Huffington Post, June 30. "NRDC's Beach Report awards '5-Star' ratings to 12 locations."
http://www.huffingtonpost.com/2012/06/30/nrdcs-beach-report-5-star_n_1638465.html

Austin American-Statesman, June 30. "Travel Matters: Summer fun from Corpus to Horseshoe Bay."
http://www.statesman.com/life/travel/travel-matters-summer-fun-from-corpus-to-horseshoe-2407284.html

Texas Public Radio, June 29. "South Padre makes list of nation's cleanest beaches."
http://www.tpr.org/news/2012/06/news12062902.html

San Antonio Express-News, June 28. "Save the date: Independence Day on South Padre."
http://www.mysanantonio.com/life/travel/article/Save-the-Date-3670666.php

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

7/1 – 7/31
Total Visits: 86,366/LY: 94,688
Avg. Time: 4:24
Source: Referring 7.92%, Direct 8.79%, Search 83.29%
Countries: US, Mexico, Canada
States: TX, Oklahoma, Cali, Illinois, Missouri, Florida, Penn, NY, Minnesota, Louisiana
Cities: Houston, SA, Dallas, McAllen, Austin, Brownsville, SPI, Ft. Worth, Corpus, HRL

6/1 – 6/30
Total Visits: 89,778/LY: 88,035
Avg. Time: 4:39
Source: Referring 9.70%, Direct 8.28%, Search 82.02%
Countries: US, Mexico, Canada
States: TX, Cali, Oklahoma, Illinois, Pennsylvania, NY, Missouri, Louisiana, Colorado, New Mexico
Cities: Houston, SA, Dallas, Austin, McAllen, Brownsville, Ft. Worth, SPI, Mission, Arlington

5/1 – 5/31
Total Visits: 94,061/LY: 85,996
Avg. Time: 4:09
Source: Referring 11.37%, Direct 13.56%, Search 75.07%
Countries: US, Mexico, Canada
States: TX, Oklahoma, Cali, Louisiana, Illinois, Minnesota, Missouri, NY, New Mexico, Kansas
Cities: Houston, SA, Dallas, Austin, McAllen, Brownsville, Ft. Worth, SPI, Plano, Arlington

4/1 – 4/30
Total Visits: 85,162/LY: 60,857
Avg. Time: 3:47
Source: Referring 10.29%, Direct 15.83%, Search 73.88%
Countries: US, Mexico, Canada
States: TX, Oklahoma, Illinois, Cali, Louisiana, Minnesota, NY, Missouri, Colorado, Ohio
Cities: Houston, SA, Dallas, McAllen, Austin, Brownsville, Ft. Worth, Harlingen, Corpus Christi, El Paso

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

Google Analytics

http://sopadre.com - http://sopadre.c...
sopadre.com [DEFAULT]

South Padre Island CVB - sopadre.com

Jul 1, 2012 - Jul 31, 2012

Visits

86,366
% of Total: 100.00% (86,366)

Avg. Visit Duration

00:04:24
Site Avg: 00:04:24 (0.00%)

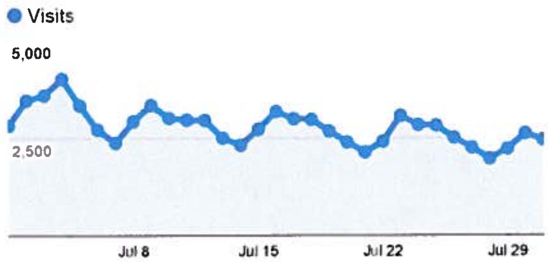
% New Visits

74.17%
Site Avg: 74.17% (0.00%)

Visits and Pages / Visit by Source / Medi...

Source / Medium	Visits	Pages / Visit
google / organic	54,505	4.36
yahoo / organic	9,598	5.45
(direct) / (none)	7,593	3.64
bing / organic	6,212	5.52
facebook.com / referral	646	4.06
google.com / referral	570	2.82
aol / organic	480	4.60
myspi.org / referral	471	5.87
ask / organic	323	4.52
sandcastledays.com / referral	322	3.02

Visits



Visits and Pages / Visit by Region

Region	Visits	Pages / Visit
Texas	57,020	4.69
Oklahoma	2,170	5.46
California	1,863	3.55
Illinois	1,595	3.98
Missouri	1,491	3.92
Florida	1,462	3.19
Pennsylvania	1,111	3.64
New York	1,107	3.36
Minnesota	1,011	3.82
Louisiana	993	3.87

Visits and Pages / Visit by City

City	Visits	Pages / Visit
Houston	9,136	4.37
San Antonio	7,197	5.08
Dallas	6,645	3.78
Mcallen	3,520	3.95
Austin	3,308	4.88
Brownsville	1,700	3.64
South Padre Island	1,310	3.77
Ft Worth	1,218	5.07
Corpus Christi	639	4.31
Harlingen	630	3.61

Pageviews

384,926
% of Total: 100.00% (384,926)

Pages / Visit

4.46
Site Avg: 4.46 (0.00%)

Bounce Rate

39.17%
Site Avg: 39.17% (0.00%)

Pageviews and Unique Pageviews by P...

Page	Pageviews	Unique Pageviews
/island/	70,161	53,186
/attractions/	23,229	13,092
/attractions/listing.php?cat=7	14,749	10,606
/lodging/listing.php?cat=1	14,520	9,449
/attractions/listing.php?cat=14	9,956	6,877
/attractions/listing.php?cat=13	9,602	6,053
/lodging/listing.php?cat=2	6,662	4,312
/lodging/listing.php?pageNum_rsListing=1&totalRows_rsListing=29&cat=1	6,256	3,341
/about/	5,823	5,083
/attractions/listing.php?cat=9	5,778	4,276

Google Analytics

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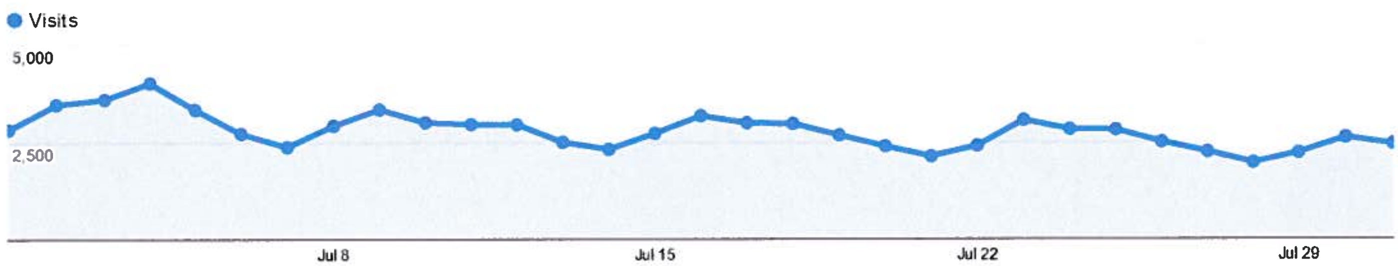
sopadre.com [DEFAULT]

Visitors Overview

Jul 1, 2012 - Jul 31, 2012

% of visits: 100.00%

Overview



69,071 people visited this site

Visits: 86,366

Unique Visitors: 69,071

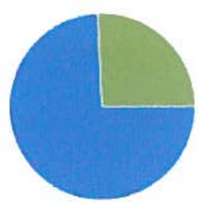
Pageviews: 384,926

Pages / Visit: 4.46

Avg. Visit Duration: 00:04:24

Bounce Rate: 39.17%

% New Visits: 74.17%



74.35% New Visitor
64,214 Visits

25.65% Returning Visitor
22,152 Visits

	Language	Visits	% Visits
1.	en-us	73,863	85.52%
2.	en	8,441	9.77%
3.	es	1,657	1.92%
4.	es-es	967	1.12%
5.	es-419	231	0.27%
6.	en_us	191	0.22%
7.	en-gb	191	0.22%
8.	es-mx	129	0.15%
9.	fr	70	0.08%
10.	de-de	59	0.07%

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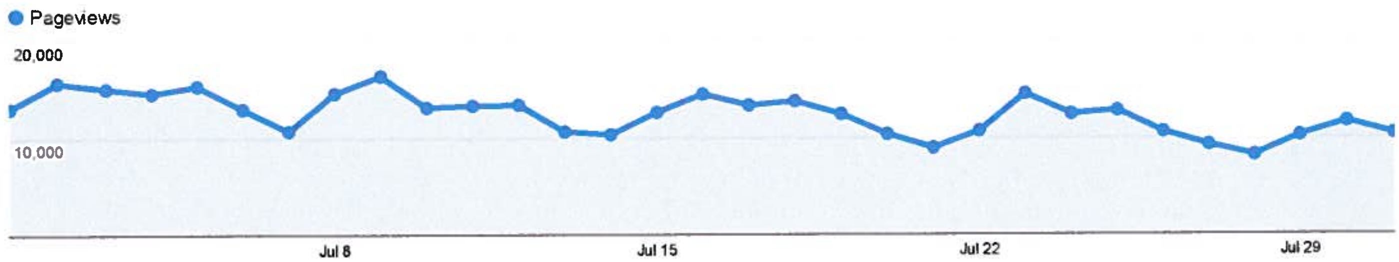
Jul 1, 2012 - Jul 31, 2012

Content Overview

% of pageviews: 100.00%

Overview



Pages on this site were viewed a total of 384,926 times

Pageviews: 384,926

Unique Pageviews: 286,103

Avg. Time on Page: 00:01:16

Bounce Rate: 39.17%

% Exit: 22.44%

	Page	Pageviews	% Pageviews
1.	/island/	70,161	18.23%
2.	/attractions/	23,229	6.03%
3.	/attractions/listing.php?cat=7	14,749	3.83%
4.	/lodging/listing.php?cat=1	14,520	3.77%
5.	/attractions/listing.php?cat=14	9,956	2.59%
6.	/attractions/listing.php?cat=13	9,602	2.49%
7.	/lodging/listing.php?cat=2	6,662	1.73%
8.	/lodging/listing.php?pageNum_rsListing=1&totalRows_rsListing=29&cat=1	6,256	1.63%
9.	/about/	5,823	1.51%
10.	/attractions/listing.php?cat=9	5,778	1.50%

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Google Analytics

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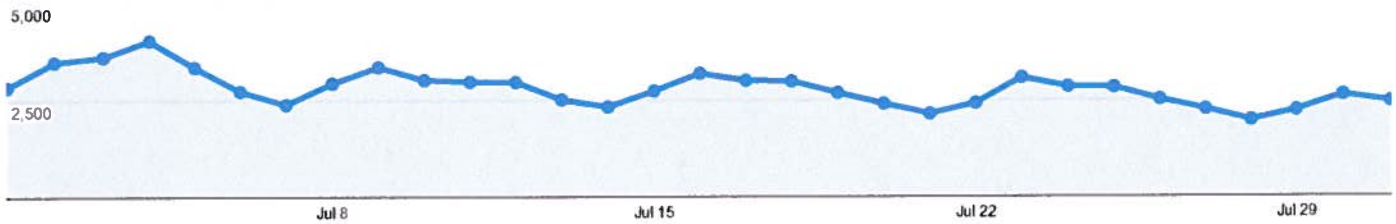
sopadre.com [DEFAULT]

Traffic Sources Overview

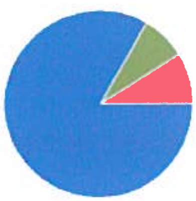
Jul 1, 2012 - Jul 31, 2012

% of visits: 100.00%

Overview



86,366 people visited this site



83.29% Search Traffic
71,934 Visits

7.92% Referral Traffic
6,839 Visits

8.79% Direct Traffic
7,593 Visits

	Keyword	Visits	% Visits
1.	south padre island	22,588	31.40%
2.	(not provided)	7,979	11.09%
3.	padre island	3,701	5.14%
4.	south padre	2,320	3.23%
5.	things to do in south padre island	2,017	2.80%
6.	south padre island texas	1,409	1.96%
7.	san padre island	974	1.35%
8.	padre island texas	727	1.01%
9.	south padre island, tx	574	0.80%
10.	south padre island tx	462	0.64%

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sopadre.com [DEFAULT]

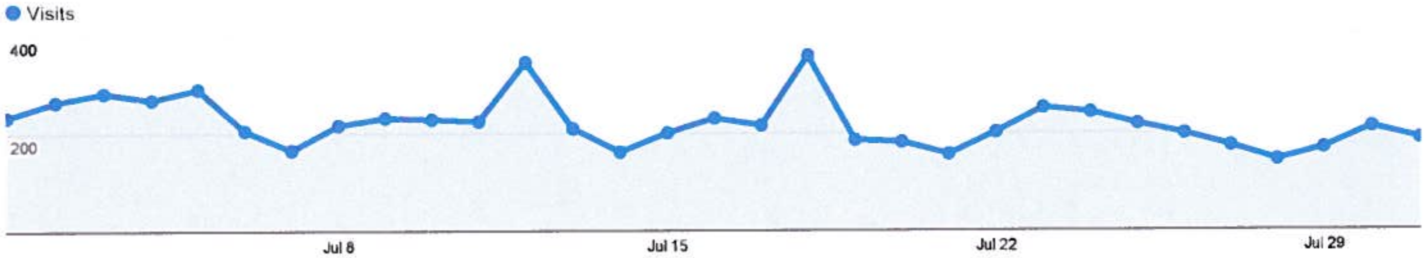
Referral Traffic

Jul 1, 2012 - Jul 31, 2012

% of visits: 7.92%

Explorer

Site Usage



Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
6,839	**3.71**	**00:03:33**	**76.22%**	**48.56%**
% of Total: 7.92% (86,366)	Site Avg: 4.46 (-16.73%)	Site Avg: 00:04:24 (-19.32%)	Site Avg: 74.17% (2.77%)	Site Avg: 39.17% (23.97%)

	Source	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1.	facebook.com	646	4.06	00:03:32	75.23%	42.26%
2.	google.com	570	2.82	00:02:13	85.96%	51.05%
3.	myspi.org	471	5.87	00:06:56	63.06%	30.57%
4.	sandcastledays.com	322	3.02	00:02:36	63.98%	53.73%
5.	m.facebook.com	261	2.10	00:01:55	78.16%	64.37%
6.	search.mywebsearch.com	244	5.59	00:06:36	75.00%	34.43%
7.	thebeachesoftexas.com	180	4.89	00:05:36	87.78%	38.33%
8.	isladelpadre.com	176	3.44	00:03:17	87.50%	52.27%
9.	flybrownsville.com	152	4.35	00:04:30	75.00%	36.18%
10.	texasoutside.com	150	3.08	00:02:19	74.67%	54.67%

Rows 1 - 10 of 592