

NOTICE OF MEETING
THE CITY OF SOUTH PADRE ISLAND
THE CONVENTION & VISITORS ADVISORY BOARD
JUNE 13, 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, June 13, 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. Discussion and action concerning advertising, including recent and planned ad placements, web usage statistics and recent public relations efforts. (Atkins)
5. Consent agenda.
 - A. Approval of minutes for May 9, 2012.
6. Review of monthly and year to date revenues, expenditures and financial statements. (Free)
7. Presentation by Valley International Airport on the new nonstop flights of Southwest Airlines to Dallas. (Mullet)
8. Discussion and action regarding consideration for funding request from SPI Bikefest as it pertains to 2012/2013 Events Marketing Budget. (Hancock)
9. Discussion and action regarding consideration for funding request from Beach N BikerFest as it pertains to 2012/2013 Events Marketing Budget. (Hancock)
10. Discussion and action regarding consideration for funding request from Run the Jailbreak as it pertains to 2012/2013 Events Marketing Budget. (Hancock)
11. Discussion and action regarding consideration for funding request from King of The Causeway as it pertains to 2012/2013 Events Marketing Budget. (Hancock)
12. Discussion and action regarding consideration for funding request from SPI Kitefest as it pertains to 2012/2013 Events Marketing Budget. (Hancock)
13. Discussion and action regarding consideration for funding request from Kiteboard Roundup as it pertains to 2012/2013 Events Marketing Budget. (Hancock)
14. Discussion and action regarding consideration for funding request from LKT as it pertains to 2012/2013 Events Marketing Budget. (Hancock)
15. Discussion and action regarding consideration for funding request from TIFTas it pertains to 2012/2013 Events Marketing Budget. (Hancock)
16. Discussion and action regarding consideration for funding request from Sand Crab Night Run as it pertains to 2012/2013 Events Marketing Budget. (Hancock)
17. Discussion and action concerning Texas Approach Travel Shows. (Ekberg)
18. Update, Discussion and action concerning Sand Castle Days. (Ekberg)
19. Set New Meeting date / agenda items for next meeting.

20. Adjourn.

Dated this, the _____ day of _____ 2012.

CITY OF SOUTH PADRE ISLAND

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 _____, 2012 at _____ 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, 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.

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

MEETING DATE: June 13, 2012

NAME & TITLE: Steve Atkins

DEPARTMENT: The Atkins Group

ITEM

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

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Project: SPI CVB - CVA Meeting
Date: June 13th, 2012

Report

Media Overview and Update April – June

Online –

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

Television –

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

Outdoor –

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

Mexico –

Isla del Padre Sur – Ads and Summer
Vacation 6/22 Insert
El Norte – Ads and Summer Vacation
6/22 Insert

Print –

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

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

May 2012

RESEARCH & PLANNING

- Discussion and review of media fam planning internally and with CVB staff.
- Developed an outline for possible pursuit of group fam hosting in the future.
- Began drafting 2013 PR Plan.

PITCHES, NEWS RELEASES AND OTHER WRITTEN MATERIALS

- Drafted and sent pitch on South Padre Island as a year-round beach destination to **Amy Mitchell, managing editor of Coastal Living**. Invited her to consider sending a writer down for a fam visit.
- Updated "South Padre Island is a Year-Round Fishing Destination" press release for distribution to sports, outdoors and travel media.
- Drafted and distributed Fall Calendar of Events to Traveltex.com, Tourtex.com, Texas Highways, Texas Monthly, AAA Home & Away, Southern Living, Coastal Living, Texas Live, in-flight magazines, travel publications and Texas dailies.

FAMS

- Began pursuing fam opportunity with Aeromexico to bring journalists from Monterrey, Mexico to the Island to promote the airline's flights from Monterrey to Brownsville. Fam details are pending.

MEDIA CONTACTS

- Coordinated interviews for City representative for **William Pack, San Antonio Express-News** Business reporter covering Schlitterbahn and its expansion on South Padre Island. A front-page story with color photos ran on May 9.
- Lori Moffatt, senior editor of **Texas Highways** magazine, is interested in a story on sand sculpting to be timed for the 25th anniversary of Sand Castle Days. TAG pitched her on the idea and is continuing to follow up on the opportunity.
- Pitched features editor Kendra Strey of **AAA Texas Journeys** on South Padre story ideas. She plans to cover Schlitterbahn expansion in July/August issue.
- Coordinated an interview with Mike Bigelow of Schlitterbahn on the new Schlitterbahn resort for reporter **Kristin Flowers** of **KTRH News Talk radio** in Houston.

- Provided photos to **Flavia Perin of Inter-American Network** to promote Texas tourism in Brazil.
- Provided SPI wedding destination release, general SPI backgrounder and photos to **Oliver Yang of the State of Texas – China Market** for an upcoming China Wedding Tour Campaign.
- Provided information to Sonja Stimmer of **Spirit of the West**, a German language magazine on travel/lifestyle in the 'wild West' of the US.
- Provided photos and information to **Deborah Reinhardt of AAA Southern Traveler**.
- Provided photos and information to **Rhonda Ross of Southlake Style** magazine.

CLIPS & HITS

"The Daytripper," May/June 2012. An episode featuring South Padre Island began airing in May. This episode will run on various PBS stations throughout Texas at varying times. This is a result of a fam opportunity that was secured by TAG and CVB staff and took place in summer 2011. Program description: In this episode to South Padre Island Chet checks out Pier 19 and has one amazing shrimp omelet, gets schooled by a master sand castle artist, snorkels in the Bay Laguna Madre, visits sea turtles at a rescue center, a wraps up the day with an adrenaline rush. <http://youtube/1CD3oZ6sY0s>

Texas Monthly, "The Birding Drive," by Patricia Sharpe, June 2012. TAG coordinated a fam for Pat Sharpe in 2011.

AAA Oklahoma Home & Away, "The Best Beach," by Elaine Warner, May/June 2012. Feature article resulting from Elaine Warner's fam visit to the Island last fall.

Coastal Living, "The Art of Sand Castles," by Barry Yeoman, May 2012. Article covers South Padre Island's Sand Castle Days competition and profiles Lucinda "Sandy Feet" Wierenga. TAG has worked with Coastal Living editors on story ideas and fam trip possibilities.

Fosteroutdoors.blogspot.com, "The Fishing – Is Great!" April 2012.

CBS Dallas/Fort Worth, May 1. "Mexico: Spring breakers came despite Texas warning." <http://dfw.cbslocal.com/2012/05/01/mexico-spring-breakers-came-despite-texas-warning/>

Yahoo! Travel, May 2. "7 bargain summer destinations." <http://travel.yahoo.com/ideas/7-bargain-summer-destinations.html> no longer available online.

San Antonio Express-News Blogs, May 2. "Racks N Reels: Outdoor key dates." <http://blog.mysanantonio.com/racksnreels/2012/05/02/outdoor-key-dates/>

San Antonio Express-News Blogs, May 3. "Racks N Reels: Outdoor key dates." <http://blog.mysanantonio.com/racksnreels/2012/05/03/outdoors-key-dates-may-4/>

The News (Mexico), May 4. "Predator drones have yet to prove worth." Reprint of a Los Angeles Times story. <http://www.thenews.com.mx/index.php/mexico/M07-22543.html>

USA Today Travel Tips, May 3. "Places to vacation in October." <http://traveltips.usatoday.com/places-vacation-october-14096.html>

Brownsville Herald, May 6. "Now's a good time to watch birds on their way north."
<http://www.brownsvilleherald.com/articles/wach-139948-way-birds.html>

Valley Morning Star, May 6. "Birds make annual layover in Rio Grande Valley."
<http://www.valleymorningstar.com/articles/make-99525-río-annual.html>

USA Today Travel Tips, May 5. "Restaurants in Padre Island, Texas."
<http://traveltips.usatoday.com/restaurants-padre-island-texas-31319.html>

USA Today Travel Tips, May 5. "Hotels & Motels on South Padre Island, Texas."
<http://traveltips.usatoday.com/hotels-motels-south-padre-island-texas-40893.html>

Seattle Times, May 5. "Jury still out on worth of predator drones on border with Mexico."
http://seattletimes.nwsouce.com/html/nationworld/2018143903_borderdrones06.html

News Radio 1200 WOAI (San Antonio), May 8. "South Padre experiencing 'Big Year' for birdwatching."
<http://radio.woai.com/cc-common/mainheadlines3.html?feed=119078&article=10107956>

San Antonio Express-News, May 8. "Schlitterbahn resort in South Padre taking shape."
<http://www.mysanantonio.com/business/article/Schlitterbahn-resort-in-South-Padre-taking-shape-3543588.php>

About.com Gay and Lesbian Travel, May 8. "Spring Gay Pride Calendar 2012." TAG coordinated a fam visit to SPI for About.com GLBT travel writer Andrew Collins in 2011.
http://gaytravel.about.com/od/gaypridecalendars/qt/Apr_May_Pride.htm

Houston Chronicle, May 10. "Indoor Schlitterbahn taking shape in South Padre."
<http://www.chron.com/business/article/Indoor-Schlitterbahn-taking-shape-in-South-Padre-3547107.php>

San Antonio Express-News, May 10. "Schlitterbahn sets sights on growth."
<http://www.mysanantonio.com/business/article/Schlitterbahn-sets-sights-on-growth-3550086.php>

San Antonio Express-News, May 10. "Corpus Christi could claim next Schlitterbahn park."
<http://www.mysanantonio.com/business/article/Corpus-Christi-could-claim-next-Schlitterbahn-park-3550086.php>

USA Today Travel Tips, May 14. "Texas Beaches & Vacations."
<http://traveltips.usatoday.com/texas-beaches-vacations-14282.html>

About.com Texas Travel, May 14. "Texas Summer Vacation Tips."
<http://gotexas.about.com/od/seasonalactivities/a/Texas-Summer-Vacation-Tips.htm>

KVEO News Center 23, May 15. "Schlitterbahn Water Park open for business."
<http://www.kveo.com/news/schlitterbahn-water-park-opens-business>

SheKnows.com, May 16. "5 Great Memorial Day destinations."
<http://www.sheknows.com/living/articles/959487/5-great-memorial-day-destinations>

Frommers.com, May 19. "10 Destination Surf Camps Around the World."

http://www.frommers.com/slideshow/?p=3&group=1110&cat_cd=BEACH#slide

Valley Morning Star, May 19. "Nature's Helpers: Volunteers work to restore sand dunes."

<http://www.valleymorningstar.com/news/-99796--.html>

Brownsville Herald, May 19. "Volunteers add plants to help preserve beach."

<http://www.brownsvilleherald.com/articles/padre-140415-plants-add.html>

Brownsville Herald, May 20. "Coast Guard stresses boater safety."

<http://www.brownsvilleherald.com/articles/island-140452-padre-safety.html>

Valley Morning Star, May 20. "Coast Guard urges boaters to use caution."

<http://www.valleymorningstar.com/news/guard-99813-island-padre.html>

KVEO News Center 23, May 20. "Hazardous algal bloom training to delve into the mysteries of red tide."

<http://www.kveo.com/news/hazardous-algal-bloom-training-delve-mysteries-red-tide>

KVEO News Center 23, May 20. "Volunteers add plants to help preserve beach."

<http://www.kveo.com/news/volunteers-add-plants-help-preserve-beach>

About.com Texas Travel, May 21. "About Texas Travel: Top Texas Beach Towns."

<http://gotexas.about.com/od/gulfcoast/a/Top-Texas-Beach-Towns.htm>

KGBT-TV Channel 4, May 22. "Tourists flying over drug routes."

<http://www.valleycentral.com/news/story.aspx?id=757237>

TheMonitor.com, May 22. "Shark angler: landing 10-foot hammerhead 'a magical moment.'"

<http://www.themonitor.com/articles/david-61047-hinoiosa-snags.html>

The Monitor.com, May 22. "Memorial Day Beach Bash will feature reggae, rock."

<http://www.themonitor.com/entertainment/day-61042-music-marley.html>

TexasMonthly.com, May 23. "Contributors."

<http://www.texasmonthly.com/preview/2012-06-01/contributor>

TexasMonthly.com, May 23. "Q&A with Justin Carrasquillo."

<http://www.texasmonthly.com/2012-06-01/webextra3.php>

Houston Chronicle, May 24. "Take some 'turtle time' when visiting South Padre Island."

<http://www.chron.com/life/article/Take-some-turtle-time-when-visiting-South-Padre-3582970.php>

KVEO News Center 23, May 24. "Sea Turtles nesting on South Padre Island."

<http://www.kveo.com/news/sea-turtles-nesting-south-padre-island>

KGBT-TV Channel 4, May 27. "Pedestrians hit at South Padre Island beach access."

<http://www.valleycentral.com/news/story.aspx?id=758870>

Brownsville Herald, May 25. "Kids and water focus of state campaign."

<http://www.brownsvilleherald.com/articles/weekend-140664-heads-kids.html>

KVEO News Center 23, May 25. "County commissioners table increase of park fees."
<http://www.kveo.com/news/county-commissioners-table-increase-park-fees>

SPRING BREAK BEATING VICTIM

NBC Dallas-Fort Worth, May 6. "New progress for spring break attack victim."
<http://www.nbcdfw.com/news/local/New-Progress-For-Spring-Break-Attack-Victim-150378115.html>

KGBT-TV Channel 4, May 8. "Spring break gone wrong (Part 1): Derek Jay Madrigal's story."
<http://www.valleycentral.com/news/story.aspx?list=195019&id=751052>

KGBT-TV Channel 4, May 8. "Spring break gone wrong (Part 2): Texas Mexican Mafia members arrested." <http://www.valleycentral.com/news/story.aspx?id=751512>

News Radio 1200 WOAI (San Antonio), May 17. "San Antonio gang member arrested in brutal South Padre Island assault."
<http://radio.woai.com/cc-common/news/sections/newsarticle.html?feed=119078&article=10132330>

Valley Morning Star, May 16. "DPS: Spring break stabbing suspect in custody."
<http://www.valleymorningstar.com/news/-99743--.html>

KABB Fox San Antonio, May 16. "Most wanted fugitive arrested in S.A."
http://www.foxsanantonio.com/newsroom/top_stories/videos/vid_10326.shtml

San Antonio Express-News, May 16. "Top 10 fugitive arrested in San Antonio."
http://www.mysanantonio.com/news/local_news/article/Top-10-fugitive-arrested-in-San-Antonio-3563858.php

NBC Dallas-Fort Worth, May 16. "One of Texas' 10 most wanted captured."
<http://www.nbcdfw.com/news/local/One-of-Texas-10-Most-Wanted-Captured-151776715.html>

Waxahachie Daily Light, May 16. "Texas DPS Top 10 Fugitive caught in San Antonio."
http://www.waxahachietx.com/apnews/texas/texas-dps-top-fugitive-caught-in-san-antoniosan-antonio-ap/article_9ffd8a32-9f96-11e1-aa7a-0019bb2963f4.html

KYTX CBS 19 (Tyler, Texas), May 16. "Fugitive arrested for South Padre student attack."
<http://www.cbs19.tv/story/18438833/fugitive-arrested-for-south-padre-student-attack>

News 4 WOAI (San Antonio), May 16. "Texas Top 10 fugitive caught in San Antonio."
http://www.woai.com/news/local/story/Texas-Top-10-fugitive-caught-in-San-Antonio/Y7XRMKNYwkywy6S4Q_z0IA.csp

KLTV 7 News (East Texas), May 16. "Most wanted fugitive captured; accused of attacking spring-breaker." <http://www.kltv.com/story/18438705/most-wanted-fugitive-captured-accused-of-attacking-spring-breaker>

Amarillo Globe News, May 16. "Texas DPS Top 10 fugitive caught in San Antonio."
<http://ap.amarillonet.com/pstories/state/tx/20120516/992648104.shtml>

KSAT.com (San Antonio), May 16. "Top 10 fugitive caught in SA."

<http://www.ksat.com/news/Top-10-fugitive-caught-in-SA/-/478452/13419438/-/sakd6rz/-/index.html>

Valley Central, May 16. "Fugitive spring break stabbing suspect arrested in San Antonio."

<http://www.valleycentral.com/news/story.aspx?list=~%5Cnews%5Clists%5Clocal%20and%20state&id=754530>

CBS Dallas/Fort Worth, May 16. "Fugitive arrested for South Padre student attack."

<http://dfw.cbslocal.com/2012/05/16/fugitive-arrested-for-south-padre-student-attack/>

TheMonitor.com, May 16. "Alleged Mexican Mafia member arrested in spring break attack."

<http://www.themonitor.com/articles/arrested-60922-police-assault.html>

Wilson County News, May 16. "Most wanted fugitive captured in San Antonio."

<http://www.wilsoncountynews.com/article.php?id=43233&n=top-stories-most-wanted-fugitive-captured-in-san-antonio>

CBS Dallas/Fort Worth, May 17. "Student attacked in S. Padre Island relieved after attacker arrested."

<http://dfw.cbslocal.com/2012/05/17/student-attacked-in-s-padre-island-relieved-after-attacker-arrested/>

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 - From Oct. – May, we are up +29.83% over last year.

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%

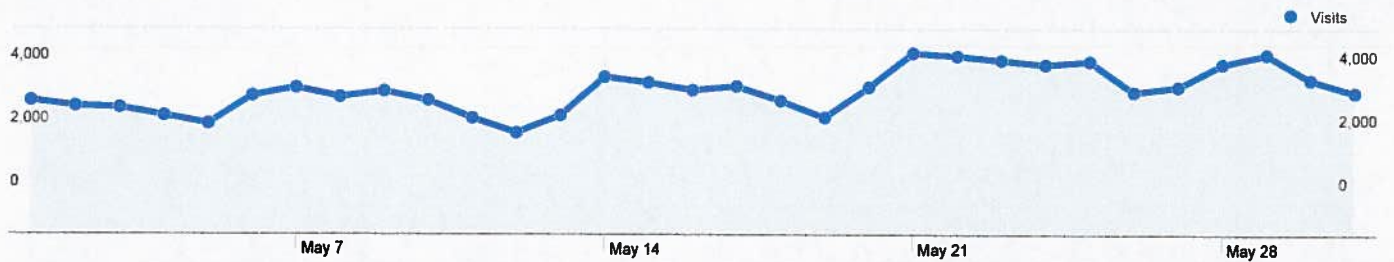
Countries: US, Canada, Mexico

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

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

May 1, 2012 - May 31, 2012

Comparing to: Site



Site Usage

94,061 Visits

39.59% Bounce Rate

417,052 Pageviews

00:04:09 Avg. Time on Site

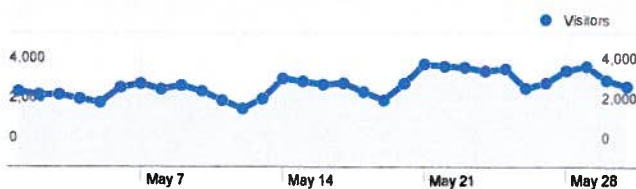
4.43 Pages/Visit

75.73% % New Visits

Content Overview

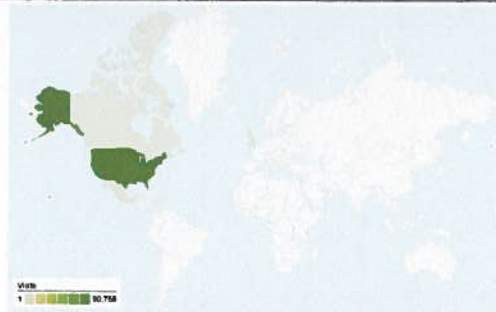
Pages	Pageviews	% Pageviews
/island/	78,147	18.74%
/attractions/	30,713	7.36%
/attractions/listing.php?cat=7	15,734	3.77%
/lodging/listing.php?cat=1	15,283	3.66%
/attractions/listing.php?cat=14	10,132	2.43%

Visitors Overview

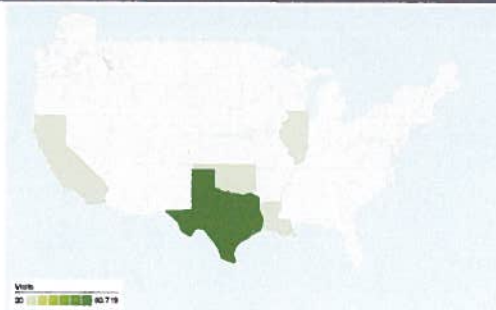


Visitors
76,057

Map Overlay



Country/Territory Detail: United States



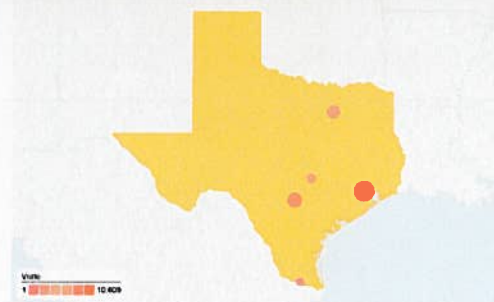
Referring Sites		
Source	Visits	% visits
clicks.pureleads.com	997	9.32%
expedia.com	485	4.53%
google.com	465	4.35%
a1.interclick.com	457	4.27%
facebook.com	363	3.39%

Traffic Sources Overview



- **Search Engines**
70,611.00 (75.07%)
- **Direct Traffic**
12,753.00 (13.56%)
- **Referring Sites**
10,697.00 (11.37%)

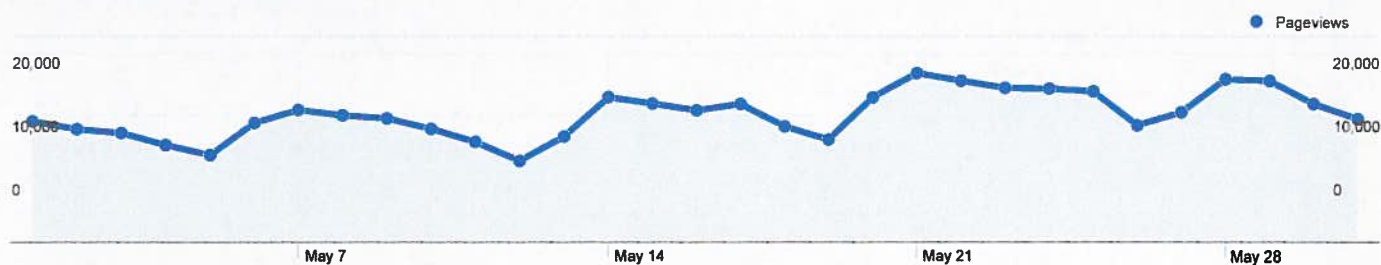
State Detail: Texas



Content Overview

May 1, 2012 - May 31, 2012

Comparing to: Site



Pages on this site were viewed a total of 417,052 times

417,052 Pageviews

312,788 Unique Views

39.59% Bounce Rate

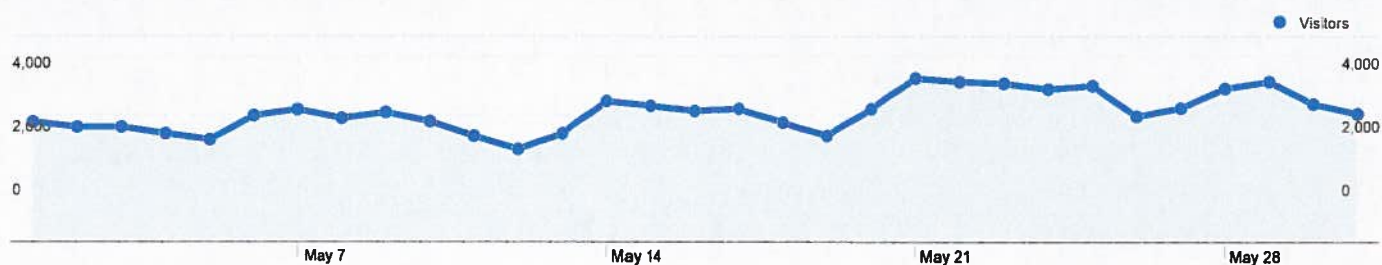
Top Content

Pages	Pageviews	% Pageviews
/island/	78,147	18.74%
/attractions/	30,713	7.36%
/attractions/listing.php?cat=7	15,734	3.77%
/lodging/listing.php?cat=1	15,283	3.66%
/attractions/listing.php?cat=14	10,132	2.43%

Visitors Overview

May 1, 2012 - May 31, 2012

Comparing to: Site



76,057 people visited this site

94,061 Visits

76,057 Absolute Unique Visitors

417,052 Pageviews

4.43 Average Pageviews

00:04:09 Time on Site

39.59% Bounce Rate

75.73% New Visits

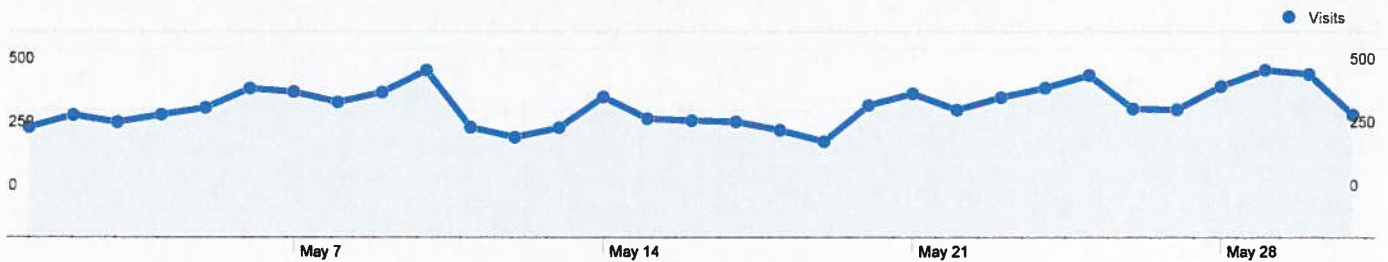
Technical Profile

Browser	Visits	% visits
Internet Explorer	42,280	44.95%
Safari	20,416	21.71%
Chrome	11,233	11.94%
Firefox	11,096	11.80%
Android Browser	6,720	7.14%

Referring Sites

May 1, 2012 - May 31, 2012

Comparing to: Site



Referring sites sent 10,697 visits via 869 sources

Site Usage

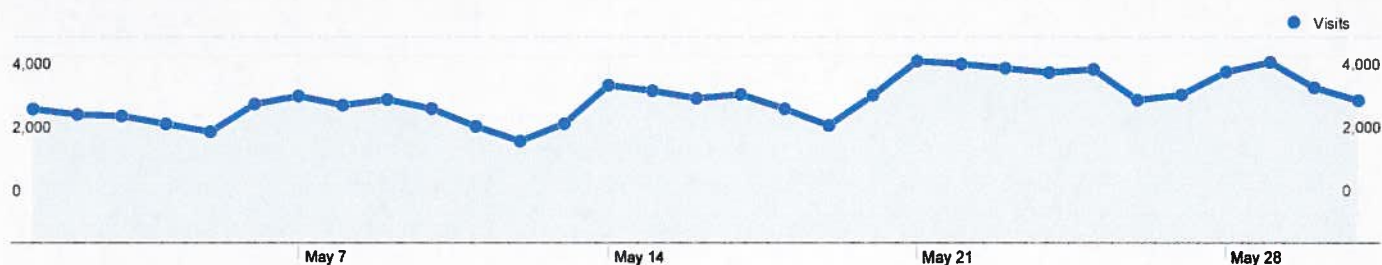
Visits 10,697 % of Site Total: 11.37%	Pages/Visit 2.70 Site Avg: 4.43 (-39.16%)	Avg. Time on Site 00:02:17 Site Avg: 00:04:09 (-44.80%)	% New Visits 78.84% Site Avg: 75.73% (4.10%)	Bounce Rate 61.48% Site Avg: 39.59% (55.30%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
clicks.pureleads.com	997	1.64	00:00:38	98.90%	81.34%
expedia.com	485	2.10	00:01:09	91.96%	69.48%
google.com	465	2.79	00:01:50	84.09%	47.31%
a1.interclick.com	457	1.58	00:00:53	91.68%	78.77%
facebook.com	363	3.74	00:03:13	72.45%	49.04%
myspi.org	269	6.22	00:07:40	60.97%	24.54%
hark.com	249	1.59	00:01:05	59.84%	76.71%
m.facebook.com	217	2.27	00:01:32	81.11%	67.28%
search.mywebsearch.com	215	6.11	00:06:24	76.74%	22.79%
media.hotels.com	211	2.75	00:01:58	93.84%	51.18%
1 - 10 of 869					

1 - 10 of 869

Traffic Sources Overview

May 1, 2012 - May 31, 2012

Comparing to: Site

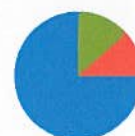


All traffic sources sent a total of 94,061 visits

13.56% Direct Traffic

11.37% Referring Sites

75.07% Search Engines



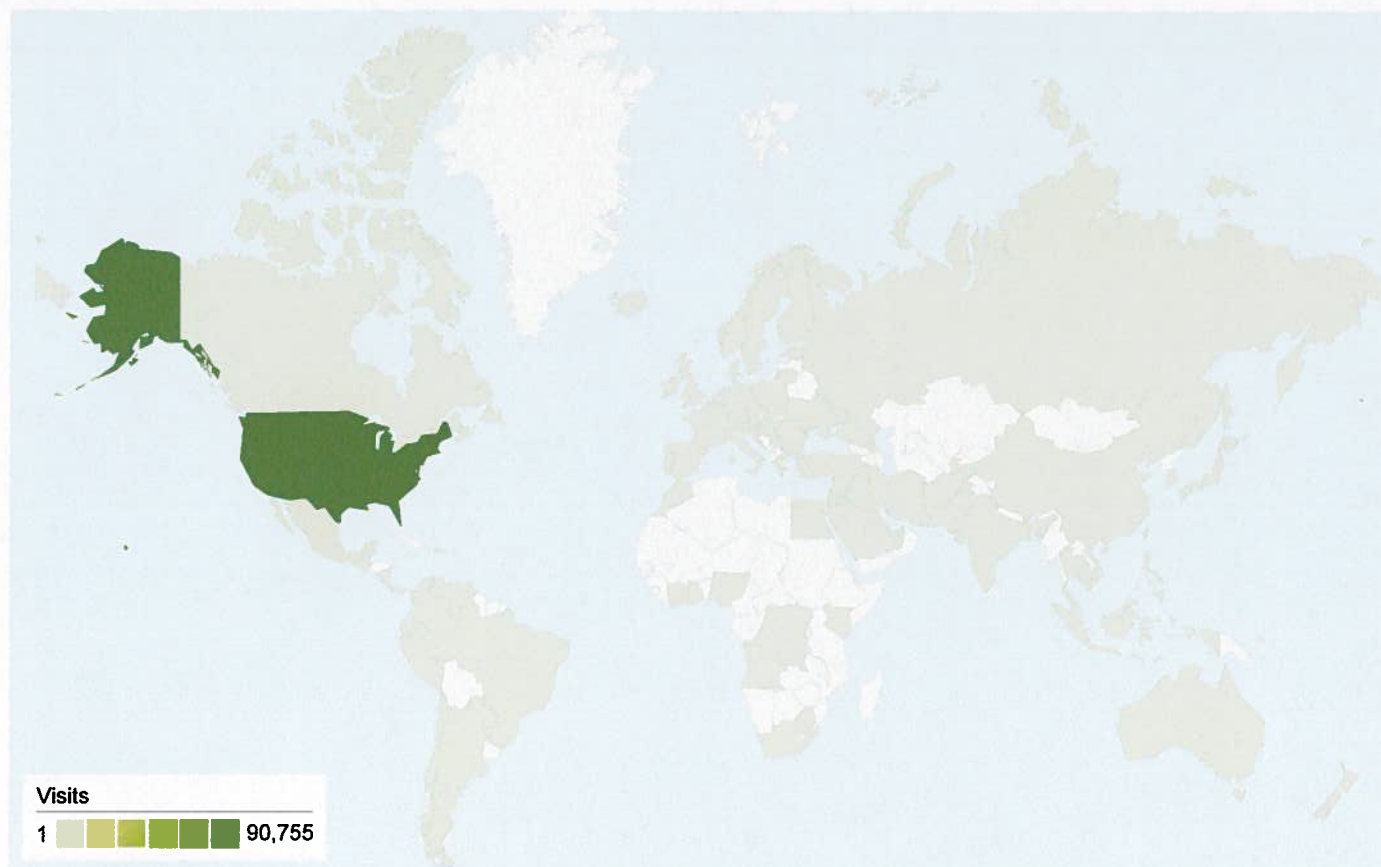
Search Engines
70,611.00 (75.07%)

Direct Traffic
12,753.00 (13.56%)

Referring Sites
10,697.00 (11.37%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	55,530	59.04%	south padre island	29,235	41.40%
(direct) ((none))	12,753	13.56%	(not provided)	8,258	11.70%
yahoo (organic)	8,123	8.64%	south padre	2,568	3.64%
bing (organic)	5,583	5.94%	padre island	2,395	3.39%
clicks.pureleads.com (referral)	997	1.06%	things to do in south padre	1,473	2.09%



94,061 visits came from 101 countries/territories

Site Usage

Visits 94,061 % of Site Total: 100.00%	Pages/Visit 4.43 Site Avg: 4.43 (0.00%)	Avg. Time on Site 00:04:09 Site Avg: 00:04:09 (0.00%)	% New Visits 75.87% Site Avg: 75.73% (0.18%)	Bounce Rate 39.59% Site Avg: 39.59% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	90,755	4.46	00:04:10	75.77%	39.31%
Mexico	1,398	4.03	00:04:01	74.89%	45.14%
Canada	668	3.72	00:02:41	81.74%	41.02%
United Kingdom	267	3.26	00:03:38	80.52%	47.19%
(not set)	131	3.80	00:03:47	81.68%	43.51%
Germany	93	3.17	00:02:32	78.49%	54.84%
India	73	1.68	00:00:55	93.15%	72.60%
France	42	2.90	00:01:39	76.19%	40.48%
Australia	39	2.59	00:01:31	94.87%	56.41%

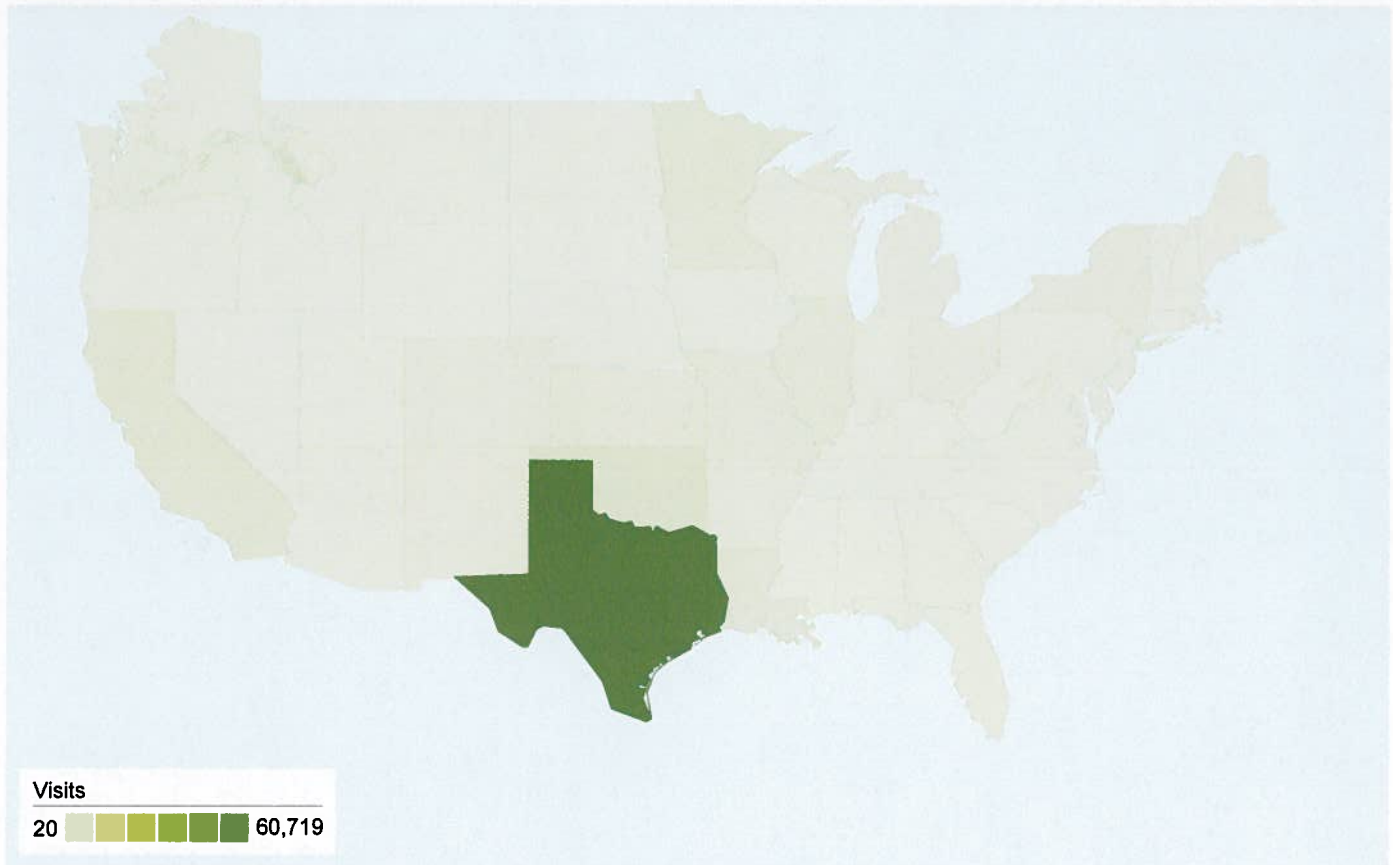
Italy	26	2.81	00:01:38	88.46%	50.00%
1 - 10 of 101					

Country/Territory Detail:

United States

May 1, 2012 - May 31, 2012

Comparing to: Site

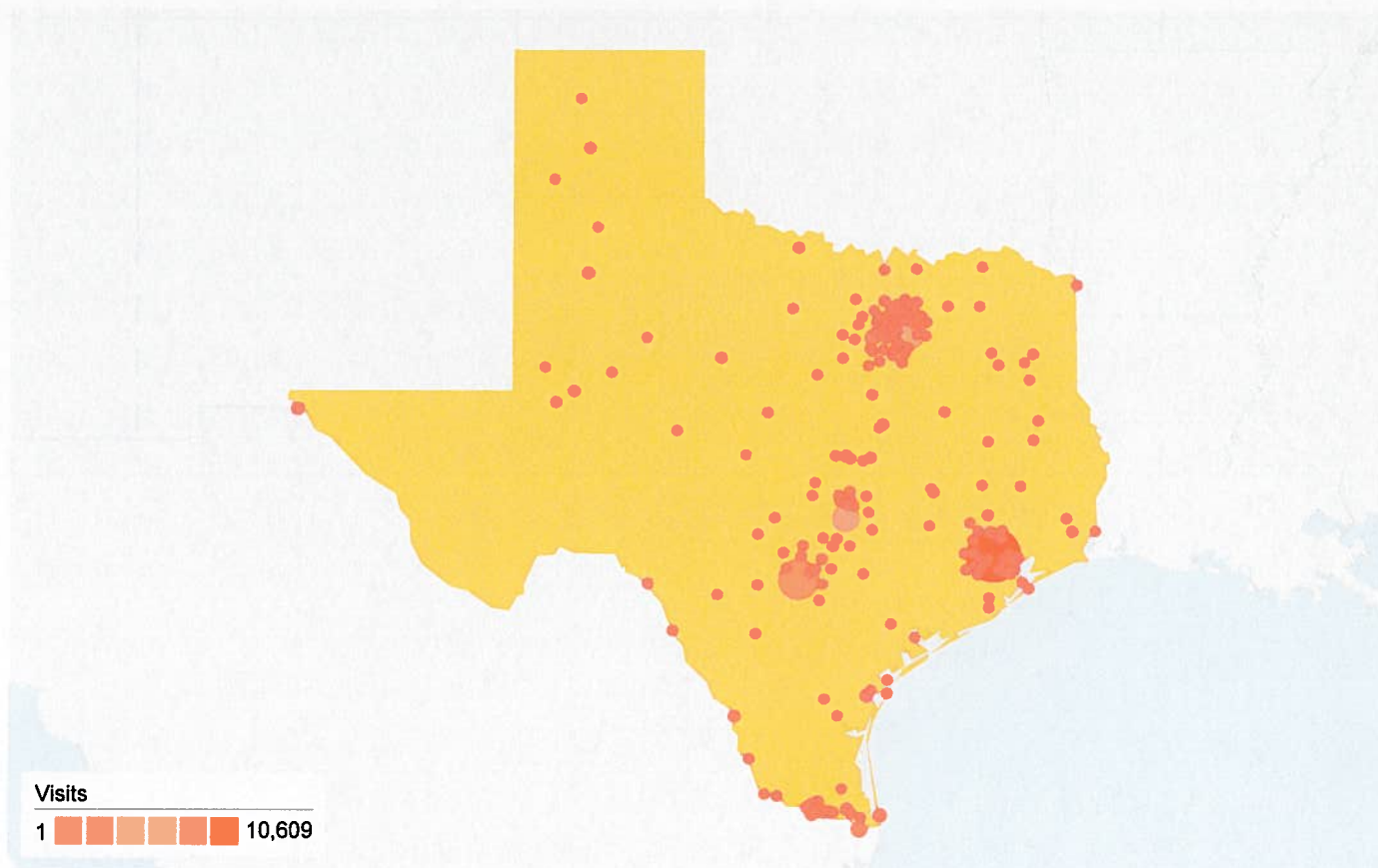


This country/territory sent 90,755 visits via 52 regions

Site Usage

Visits 90,755 % of Site Total: 96.49%	Pages/Visit 4.46 Site Avg: 4.43 (0.70%)	Avg. Time on Site 00:04:10 Site Avg: 00:04:09 (0.69%)	% New Visits 75.77% Site Avg: 75.73% (0.04%)	Bounce Rate 39.31% Site Avg: 39.59% (-0.70%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Texas	60,719	4.80	00:04:34	74.40%	36.99%
Oklahoma	2,561	5.37	00:05:06	75.13%	33.31%
California	2,181	3.48	00:03:04	81.11%	45.16%
Louisiana	2,150	3.10	00:02:34	79.53%	53.86%
Illinois	1,959	3.53	00:03:06	82.49%	42.27%
Minnesota	1,666	2.91	00:02:34	73.17%	53.06%
Missouri	1,560	4.29	00:03:51	74.04%	38.91%
New York	1,350	3.50	00:03:12	78.15%	41.56%
New Mexico	1,181	4.23	00:03:36	78.41%	44.12%

Kansas	1,161	4.41	00:04:06	64.51%	42.38%
1 - 10 of 52					



This state sent 60,719 visits via 482 cities

Site Usage

Visits 60,719 % of Site Total: 64.55%	Pages/Visit 4.80 Site Avg: 4.43 (8.15%)	Avg. Time on Site 00:04:34 Site Avg: 00:04:09 (10.07%)	% New Visits 74.40% Site Avg: 75.73% (-1.77%)	Bounce Rate 36.99% Site Avg: 39.59% (-6.56%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Houston	10,609	4.59	00:04:33	75.89%	37.03%
San Antonio	7,247	5.22	00:04:59	74.42%	34.57%
Dallas	6,209	4.05	00:03:58	73.49%	41.44%
Austin	3,944	4.73	00:04:14	76.14%	36.13%
Mcallen	2,533	4.33	00:03:46	71.10%	43.15%
Brownsville	1,281	3.89	00:03:12	68.23%	43.09%
Ft Worth	1,247	5.41	00:04:45	80.11%	32.32%
South Padre Island	775	3.74	00:04:23	37.81%	44.77%
Plano	682	4.60	00:04:18	76.25%	36.95%

Arlington	677	5.24	00:05:09	79.32%	36.48%
1 - 10 of 482					

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

MEETING DATE: June 13, 2012

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

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve minutes of the May 9, 2012 meeting

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



CONVENTION AND VISITORS AUTHORITY

**MEETING OF THE CONVENTION & VISITORS ADVISORY BOARD
MEETING MINUTES
MAY 9, 2012**

I. CALL TO ORDER

A regular meeting of the Convention and Visitors Advisory Board of South Padre Island, Texas was held Wednesday, May 9, 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: Bryan Pinkerton, Rene Valdez, Joe Ricco, Jose Mulet and Michael Jones

Absent: Pam Romer, Bob Friedman and Daniel Salazar

II. PLEDGE OF ALLEGIANCE

Chairperson Lynne Tate led the Pledge of Allegiance

III. PUBLIC ANNOUNCEMENTS AND COMMENTS

IV. APPROVE CONSENT AGENDA

A. APPROVAL OF MINUTES FOR APRIL 11, 2012

Mr. Rene Valdez moved to approve the minutes, seconded by Mr. Mike Bigelow. Motion passed unanimously.

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

Review and discussion held, no action taken

VI. DISCUSSION AND ACTION REGARDING CONSIDERATION FOR 2012 FUNDING REQUEST FROM SPI BIKEFEST AS IT PERTAINS TO 2012/2013 EVENTS MARKETING BUDGET

Mr. Rene Valdez moved to approve the in-kind (CVB facility, \$10,000.00 value) and consideration for additional funding. Bikefest should submit more information concerning their profit and loss statement. Motion was seconded by Mr. Mike Bigelow. Vote taken, one abstention (Joe Ricco), motion passed.

VII. DISCUSSION AND ACTION REGARDING CONSIDERATION FOR 2013 FUNDING REQUEST FROM INERTIA TOURS AS IT PERTAINS TO 2012/2013 EVENTS MARKETING BUDGET. (SPRING BREAK PROMOTIONS)

Item failed due to lack of motion.

VIII. DISCUSSION AND ACTION REGARDING THE RECOMMENDATIONS AND SELECTIONS OF TRADE SHOWS TO ATTEND FOR FISCAL YEAR 2012/2013

Mr. Mike Bigelow moved to tentatively approve the \$42,500 trade shows proposed budget for the fiscal year 2012/2013 pending further information, seconded by Mr. Rene Valdez. Motion passed unanimously.

IX. DISCUSSION AND ACTION REGARDING SPECIAL EVENT FOCUS GROUP'S PROGRESS FOR FISCAL YEAR BUDGET 2012/2013

An update was given by Ms. Mary K. Hancock, no action taken.

X. UPDATE, DISCUSSION AND ACTION REGARDING FULFILLMENT PROCESS

An update was given by Ms. DeeOnda Ahadi, no action taken.

XI. 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.

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

Next scheduled meeting will be June 13, 2012, at 2:00p.m.

XIII. ADJOURN

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

MEETING DATE: June 13, 2012

NAME & TITLE: Beth Free, Chief Financial Officer

DEPARTMENT: Finance

ITEM

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

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Memo

To: Convention & Visitors Authority Board
From: Beth Free, CFO
City of South Padre Island
CC: Joni Clarke, Lacey Ekberg
Date: June 7, 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 May 31, 2012 and 2011 respectively as well as the Operating Statement for the eight 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 May 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
May 31, 2012
Issue date: 6/6/2012

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

	2012			2011			2012			2011		
	Hotel/Motel Fund			Convention Centre Fund			Convention Centre Fund			Total		
	Budget	Actual	Actual	Budget	Actual	Actual	Budget	Actual	Actual	Budget	Actual	Prior Year
REVENUES												
Nonproperty taxes	\$3,774,540.00	\$1,289,851.49	\$1,302,218.78	\$1,898,460.00	\$647,375.18	\$611,176.23	\$5,673,000.00	\$1,937,226.67	\$1,913,395.01			
Fees and Services	\$16,000.00	\$14,288.93	\$12,077.72	\$201,000.00	\$96,434.57	\$159,556.41	\$217,000.00	\$110,723.50	\$171,634.13			
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	\$306.60	\$2.91	\$10,000.00	\$5,195.19	\$11,633.76	\$10,000.00	\$5,501.79	\$11,636.67			
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	\$1,338,747.95	\$1,314,299.41	\$2,109,460.00	\$749,004.94	\$782,366.40	\$5,925,000.00	\$2,087,752.89	\$2,096,665.81			
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	\$1,338,747.95	\$1,314,299.41	\$2,109,460.00	\$749,004.94	\$782,366.40	\$5,925,000.00	\$2,087,752.89	\$2,096,665.81			
EXPENDITURES (Includes Encumbrances for Commitments Issued)												
Visitors Bureau	\$331,112.34	\$176,412.89	\$217,029.51	\$0.00	\$0.00	\$0.00	\$331,112.34	\$176,412.89	\$217,029.51			
Sales & Marketing	\$2,827,414.28	\$2,470,744.34	\$2,343,268.29	\$0.00	\$0.00	\$0.00	\$2,827,414.28	\$2,470,744.34	\$2,343,268.29			
Events Marketing	\$532,949.03	\$439,880.82	\$521,393.55	\$0.00	\$0.00	\$0.00	\$532,949.03	\$439,880.82	\$521,393.55			
Convention Centre	\$0.00	\$0.00	\$0.00	\$1,711,199.36	\$1,266,484.30	\$1,255,260.34	\$1,711,199.36	\$1,266,484.30	\$1,255,260.34			
Total Expenditures	\$3,691,475.65	\$3,087,038.05	\$3,081,691.35	\$1,711,199.36	\$1,266,484.30	\$1,255,260.34	\$5,402,675.01	\$4,353,522.35	\$4,336,951.69			
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	\$3,087,038.05	\$3,081,691.35	\$1,285,130.36	\$840,415.30	\$833,266.84	\$4,976,606.01	\$3,927,453.35	\$3,914,958.19			
Excess (Deficiency) of Revenues Over (Under) Expenditures	\$124,064.35	(\$1,748,290.10)	(\$1,767,391.94)	\$398,260.64	(\$517,479.36)	(\$472,893.94)	\$522,324.99	(\$2,265,769.46)	(\$2,240,285.88)			
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	(\$1,217,962.11)	(\$1,424,174.12)	\$2,422,287.37	\$1,506,547.37	\$1,234,208.87	\$3,076,679.71	\$288,585.26	(\$189,965.25)			

6-06-2012 2:57 PM

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

PAGE: 2

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: May-2012 THRU May-2012

DEPT : 590 VISITORS BUREAU

ACCOUNTS: 590-0010 THRU 593-9999

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

590-0070

MEDICARE

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

1,703.49

5/10/12	5/09	B31762	MISC		04020 PAYROLL		JE# 016188			108.86		1,812.35
5/24/12	5/23	B31806	MISC		04029 PAYROLL		JE# 016209			115.97		1,928.32
				=====	MAY ACTIVITY	DB:	224.83	CR:	0.00	224.83		

590-0080

TMRS

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

5,855.06

5/09/12	5/09	A79993	CHK: 124736		08950 APRIL 2012 CONTRIBUTIONS	020100	50212			691.06		6,546.12
				=====	MAY ACTIVITY	DB:	691.06	CR:	0.00	691.06		

590-0081

GROUP INSURANCE

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

3,932.07

5/02/12	5/01	B31706			03998 BLUE CROSS MAY 2012		JE# 016147			53.10		3,985.17
5/02/12	5/02	A79780	CHK: 124654		08922 MAY 2012 LTD, LIFE, AD&D	006133	41312			56.20		4,041.37
5/02/12	5/02	A79799	CHK: 124670		08923 MAY 2012 MEDICAL PREMIUM	020057	42012			687.88		4,729.25
5/31/12	5/30	B31830			04033 BLUE CROSS JUNE 2012		JE# 016222			53.10		4,782.35
5/31/12	5/31	A81051	CHK: 124867		09044 JUNE 2012 MEDICAL PREMIU	020057	52912			338.94		5,121.29
				=====	MAY ACTIVITY	DB:	1,189.22	CR:	0.00	1,189.22		

590-0083

WORKERS COMPENSATION

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

248.57

590-0084

UNEMPLOYMENT TAX

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

726.85

590-0085

LONGEVITY

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

1,255.00

590-0090

MERIT ADJUSTMENTS

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

0.00

590-0101

OFFICE SUPPLIES

6-06-2012 2:57 PM		DETAIL LISTING		PAGE: 4		
FUND : 02 -HOTEL/MOTEL TAX FUND				PERIOD TO USE: May-2012 THRU May-2012		
DEPT : 590 VISITORS BUREAU				ACCOUNTS: 590-0010 THRU 593-9999		
POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND INV/JE #	NOTE =====AMOUNT=====BALANCE=====
<hr/>						
590-0109			PHOTOGRAPHIC SUPPLIES			
			BEGINNING BALANCE			0.00
<hr/>						
590-0110			FLAGS			
			BEGINNING BALANCE			75.00
<hr/>						
590-0111			TIRES & TUBES			
			BEGINNING BALANCE			29.50
<hr/>						
590-0113			BATTERIES			
			BEGINNING BALANCE			0.00
<hr/>						
590-0114			MEDICAL SUPPLIES			
			BEGINNING BALANCE			61.51
<hr/>						
590-0115			LAMPS & GLOBES			
			BEGINNING BALANCE			0.00
<hr/>						
5/18/12	5/18	A80489	CHK: 000000	08993 4- LIGHTS FOR WOMENS' RR	016110 F24227	9.16 9.16
			===== MAY ACTIVITY	DB: 9.16	CR: 0.00	9.16
<hr/>						
590-0116			AWARDS			
			BEGINNING BALANCE			0.00
<hr/>						
590-0117			SAFETY SUPPLIES			
			BEGINNING BALANCE			0.00
<hr/>						
590-0118			PRINTING			
			BEGINNING BALANCE			0.00
<hr/>						
590-0130			WEARING APPAREL			
			BEGINNING BALANCE			0.00
<hr/>						
590-0150			MINOR TOOLS & EQUIPMENT			
			BEGINNING BALANCE			85.56
<hr/>						
5/18/12	5/18	A80471	CHK: 000000	08992 GFCI SMRTLK, WALPLATE	016110 F22504	27.98 113.54

6-06-2012 2:57 PM

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

PAGE: 6

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: May-2012 THRU May-2012

DEPT : 590 VISITORS BUREAU

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
5/21/12	5/21	A80574	CHK: 000000	09002 3-JOINT COMPOUND	019708	001326		41.97	5,568.45
5/22/12	5/22	A80592	CHK: 000000	09005 WALLPAPER REMOVER RETURN	016110	090001		20.97CR	5,547.48
5/22/12	5/22	A80592	CHK: 000000	09005 WALLPAPER STRIPPER RETUR	016110	090001		14.99CR	5,532.49
5/22/12	5/22	A80592	CHK: 000000	09005 22 UTILITY KNIFES	016110	090001		21.98	5,554.47
5/22/12	5/22	A80593	CHK: 000000	09005 PAIL , GROUT SPONGE, ETC	016110	F25246		139.84	5,694.31
5/22/12	5/22	A80595	CHK: 000000	09005 DRYWALL AND SCREWS	019708	001273		180.27	5,874.58
5/22/12	5/22	A80596	CHK: 000000	09005 DRYWALL FOR VISITORS CEN	019708	001298		227.28	6,101.86
5/22/12	5/22	A80597	CHK: 000000	09005 DRYWALL, JT COMPOUND, LU	019708	001314		53.89	6,155.75
5/22/12	5/22	A80599	CHK: 000000	09005 RETURN OF DRYWALL SCREWS	023100	262545		44.95CR	6,110.80
5/22/12	5/22	A80601	CHK: 000000	09005 SELF DRILLING SCREWS	023100	262340		89.90	6,200.70
5/22/12	5/22	A80609	CHK: 000000	09007 2- PAINT SAMPLES	008281	05079		6.37	6,207.07
5/22/12	5/22	A80610	CHK: 000000	09007 MISC. PAINT, TILES, ETC	012130	1353537		1,480.42	7,687.49
5/22/12	5/22	A80611	CHK: 000000	09007 10FT LABGRNT BARCELONA T	012130	1522204		135.00	7,822.49
=====				MAY ACTIVITY	DB:	7,563.35	CR:	80.91CR	7,482.44

590-0412

LANDSCAPE

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

1,250.00

590-0415

SERVICE CONTRACTS

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

4,296.65

5/07/12	5/07	A79912	CHK: 124687	08937 LEASING MAILING MACHINE	001353	76770876		230.02	4,526.67
5/16/12	5/16	A80387	CHK: 124783	08982 BROADBAND INTERNET	020185	50812		251.32	4,777.99
=====				MAY ACTIVITY	DB:	481.34	CR:	0.00	481.34

590-0418

PARKING LOTS

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

0.00

590-0420

MOTOR VEHICLES

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

70.70

590-0427

PLUMBING

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

0.00

590-0501

COMMUNICATIONS

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

4,357.25

5/15/12	5/15	A80298	CHK: 124778	08972 PHONE BILL DATED 5/03/12	019520	050312		552.45	4,909.70
5/18/12	5/18	B31788		04027 CORR COMM ALLOWANCE VIST CTR	JE#	016199		600.00	5,509.70
5/23/12	5/24	A80872	CHK: 124805	09014 DEPT OF INFO RESOURCES	004089	1208059-IN		24.94	5,534.64
=====				MAY ACTIVITY	DB:	1,177.39	CR:	0.00	1,177.39

6-06-2012 2:57 PM
 FUND : 02 -HOTEL/MOTEL TAX FUND
 DEPT : 590 VISITORS BUREAU
 POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

DETAIL LISTING

PAGE: 8

PERIOD TO USE: May-2012 THRU May-2012

ACCOUNTS: 590-0010 THRU 593-9999

BEGINNING BALANCE 0.00

5/03/12 5/03 A79823 CHK: 124662 08927 DEEONDA AHADI, TOURISM MG 013149 050312 14.28 14.28
 ===== MAY ACTIVITY DB: 14.28 CR: 0.00 14.28

590-0558 DECORATIONS
 BEGINNING BALANCE 0.00

590-0580 ELECTRICITY
 BEGINNING BALANCE 4,904.72

5/02/12 5/02 A79789 CHK: 124651 08923 ELECTRIC BILL DATED 4/24 004231 121150014826255 888.18 5,792.90
 5/11/12 5/11 A80177 CHK: 000000 08964 ELECTRIC SERVICES JAN-MA 004231 120860014624475 662.87 6,455.77
 5/30/12 5/30 A81024 CHK: 124842 09041 VISITORS CENTER 004231 121450015030892 1,029.30 7,485.07
 ===== MAY ACTIVITY DB: 2,580.35 CR: 0.00 2,580.35

590-0581 WATER, SEWER & GARBAGE
 BEGINNING BALANCE 936.83

5/11/12 5/11 A80175 CHK: 000000 08964 SERV @ 600-B PADRE BLVD 002805 0863000592199 77.32 1,014.15
 5/15/12 5/15 A80331 CHK: 999999 08976 SERV @ 600 PADRE BLVD 012071 201205153874 32.23 1,046.38
 5/15/12 5/15 A80332 CHK: 999999 08976 600 PADRE BLVD 012071 201205153875 32.96 1,079.34
 ===== MAY ACTIVITY DB: 142.51 CR: 0.00 142.51

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

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: May-2012 THRU May-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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592-0010-01 EXEMPT

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

186,823.11

5/09/12	5/07	P06358	PYEXP	00617	PAYROLL 5-9-12	4,743.28	191,566.39
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5/23/12	5/21 P06361 PYEXP	00619 PAYROLL 5-23-12	6,185.60	197,751.99
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===== MAY ACTIVITY      DB:      10,928.88    CR:      0.00      10,928.88
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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

60,939.36

5/09/12	5/07 P06358 PYEXP	00617 PAYROLL 5-9-12	4,292.72	65,232.08
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5/23/12	5/21 P06361 PYEXP	00619 PAYROLL 5-23-12	4,316.67	69,548.75
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===== MAY ACTIVITY DB:      8,609.39  CR:      0.00      8,609.39
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592-0020 CLERICAL

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

0.00

592-0030 LABOR

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

0.00

592-0040 TEMPORARY EMPLOYEES

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

450.25

592-0060 OVERTIME

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

612.29

5/23/12	5/21 P06361 PYEXP	00619 PAYROLL 5-23-12	119.57	731.86
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===== MAY ACTIVITY      DB:      119.57   CR:      0.00      119.57
```

592-0070 MEDICARE

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

4,276.50

5/10/12	5/09 B31762 MISC	04020 PAYROLL	JE# 016188	172.33	4,448.83
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5/24/12	5/23 B31806 MISC	04029 PAYROLL	JE# 016209	181.53	4,630.36
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===== MAY ACTIVITY      DB:      353.86   CR:      0.00      353.86
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D E T A I L L I S T I N G

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FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: May-2012 THRU May-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
5/15/12	5/15	A80309	CHK: 124784	08973	NAME BADGES FOR CVB STAF	020602	12920		145.92	4,632.40
5/18/12	5/18	A80492	CHK: 000000	08993	1-HSL10 HEADSET	1	4753842		93.32	4,725.72
5/23/12	5/23	A80756	CHK: 124829	09019	CUSTOM ENGRAVED NAME PLA	020602	12959		13.83	4,739.55
			=====	MAY ACTIVITY	DB:	489.34	CR:	0.00	489.34	

592-0102

LOCAL MEETINGS

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

2,530.18

5/02/12	5/02	A79796	CHK: 124661	08923	TENNIS GROUP DINNER 2/25	012059	42012		728.64	3,258.82
5/14/12	5/14	A80214	CHK: 000000	08967	LUNCH MEETING	1	183923/1		58.87	3,317.69
5/14/12	5/14	A80216	CHK: 000000	08967	LUNCH MEETING	1	429823/1		53.50	3,371.19
5/15/12	5/15	A80361	CHK: 124762	08977	QTRLY LUNCHEON	003410	7918		18.00	3,389.19
5/18/12	5/18	A80491	CHK: 000000	08993	POST EVENT	1	1662		75.15	3,464.34
5/29/12	5/29	A80999	CHK: 124843	09035	PURCHASE REIMBURSEMENT	004250	52312		53.00	3,517.34
			=====	MAY ACTIVITY	DB:	987.16	CR:	0.00	987.16	

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

485.16

5/09/12	5/09	A79990	CHK: 124708	08950	FUEL PURCHASED IN APRIL	006241	NP34230292		114.41	599.57
			=====	MAY ACTIVITY	DB:	114.41	CR:	0.00	114.41	

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

592-0109

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

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

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FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: May-2012 THRU May-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

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

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

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

592-0230			STOCK - PROMOTION ITEMS							
			B E G I N N I N G B A L A N C E							1,690.31
5/04/12	5/04	A79829	CHK: 999999	08931	SPI VISITORS GUIDE	001344	INV-1203		5,750.00	7,440.31
5/30/12	5/30	A81031	CHK: 999999	09042	SPI VISITORS GUIDE	001344	INV-1340		16,416.00	23,856.31
			=====	MAY ACTIVITY	DB:	22,166.00	CR:	0.00	22,166.00	

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

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

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

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

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

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

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

6-06-2012 2:57 PM		D E T A I L L I S T I N G				PAGE: 16		
FUND : 02 -HOTEL/MOTEL TAX FUND						PERIOD TO USE: May-2012 THRU May-2012		
DEPT : 592 SALES & MARKETING						ACCOUNTS: 590-0010 THRU 593-9999		
POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE =====AMOUNT=====	=====BALANCE=====
5/30/12	5/30	A81043	CHK: 124865	09042 ANNUAL CONFERENCE AUG '1	020031	6460		1,020.00 2,327.00
			===== MAY ACTIVITY	DB: 1,159.00	CR: 0.00		1,159.00	

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

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

592-0530		PROFESSIONAL SERVICES						
		B E G I N N I N G B A L A N C E				161,748.29		
5/07/12	5/07	A79898	CHK: 999999	08936 PROFESSIONAL FEES FOR MA	008253	21253	3,125.00	164,873.29
5/30/12	5/30	A81029	CHK: 999999	09042 MONTHLY PUBLIC RELATIONS	001344	INV-1338	6,000.00	170,873.29
5/30/12	5/30	A81030	CHK: 999999	09042 ACCOUNT MANAGEMENT	001344	INV-1339	6,500.00	177,373.29
			===== MAY ACTIVITY	DB: 15,625.00	CR: 0.00		15,625.00	

592-0531		MEDIA PLACEMENT						
		B E G I N N I N G B A L A N C E				744,786.16		
5/08/12	5/08	A79935	CHK: 999999	08944 ADVERTISING TRAVEL INFOR	022003	512019	321.30	745,107.46
5/24/12	5/24	A80775	CHK: 124827	09021 YELLOW PAGE ADVERTISING	019510	51112	107.80	745,215.26
5/31/12	5/31	A81054	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1341	6,250.00	751,465.26
5/31/12	5/31	A81055	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1342	4,166.67	755,631.93
5/31/12	5/31	A81056	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1343	7,000.00	762,631.93
5/31/12	5/31	A81057	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1344	3,688.24	766,320.17
5/31/12	5/31	A81058	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1345	3,625.00	769,945.17
5/31/12	5/31	A81059	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1346	4,183.00	774,128.17
5/31/12	5/31	A81060	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1347	4,117.65	778,245.82
5/31/12	5/31	A81061	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1349	3,267.98	781,513.80
5/31/12	5/31	A81062	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1350	10,000.00	791,513.80
5/31/12	5/31	A81063	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1351	3,000.00	794,513.80
5/31/12	5/31	A81064	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1352	2,800.01	797,313.81
5/31/12	5/31	A81065	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1353	1,676.51	798,990.32
5/31/12	5/31	A81066	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1354	5,352.94	804,343.26
5/31/12	5/31	A81067	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1355	11,000.00	815,343.26
5/31/12	5/31	A81068	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1356	17,000.00	832,343.26
5/31/12	5/31	A81069	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1357	470.59	832,813.85
5/31/12	5/31	A81070	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1359	14,411.77	847,225.62
5/31/12	5/31	A81071	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1365	18,000.00	865,225.62
5/31/12	5/31	A81072	CHK: 999999	09047 SUMMER VACATION	001344	INV-1368	7,058.82	872,284.44
5/31/12	5/31	A81073	CHK: 999999	09047 SUMMER VACATION	001344	INV-1369	7,058.82	879,343.26
5/31/12	5/31	A81074	CHK: 999999	09047 MEDIA PLACEMENT2011-12	001344	INV-1372	1,376.47	880,719.73

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: May-2012 THRU May-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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592-0538 CONVENTION SERVICES

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

15,800.67

5/11/12	5/11	A80166	CHK: 000000	08963	PAPER FOR LGE FORMAT PRI 003423	A113578			455.29	16,255.96
5/14/12	5/14	A80213	CHK: 000000	08967	SPONSORSHIP:MID-DAY BREA 008261	41312			180.00	16,435.96
=====				MAY ACTIVITY	DB:	635.29	CR:	0.00	635.29	

592-0540 ADVERTISING

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

0.00

592-0545 NON-LOCAL MEETINGS

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

0.00

592-0550 TRAVEL EXPENSE

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

30,795.24

5/02/12	5/02	A79788	CHK: 999999	08923	CASH ADVANCE: HOUSTON TR 004006	32612			200.00	30,995.24
5/02/12	5/03	C31721	RCPT 00076838	13841	REIM L DEROUSIE DALLAS TRIP				16.08CR	30,979.16
5/03/12	5/03	A79821	CHK: 124676	08926	MILEAGE REIMBURSEMENT	021070	41312		72.26	31,051.42
5/11/12	5/11	A80179	CHK: 000000	08964	AIRFARE: HOUSTON TRIP AP 019330	041212			136.10	31,187.52
5/11/12	5/11	A80183	CHK: 000000	08964	THE WESTIN VONAVENTURE	1	2780745		1,283.00	32,470.52
5/11/12	5/11	A80186	CHK: 000000	08964	LODGING	1	41312		128.08	32,598.60
5/11/12	5/11	A80187	CHK: 000000	08964	COURTYARD BY MARRIOTT	1	51852		288.15	32,886.75
5/11/12	5/11	A80188	CHK: 000000	08964	BUFFALO WINGS & RINGS	1	684		13.84	32,900.59
5/14/12	5/14	A80215	CHK: 000000	08967	TEJAS PARKING CONSULTA.	1	21538		30.00	32,930.59
5/14/12	5/14	A80217	CHK: 000000	08967	LUNCH	1	5898-24		48.00	32,978.59
5/14/12	5/14	A80218	CHK: 000000	08967	CROWN PLAZA SAN ANTONIO	1	622394		51.00	33,029.59
5/14/12	5/14	A80219	CHK: 000000	08967	FUEL FOR RENTAL	1	714888682		45.57	33,075.16
5/14/12	5/14	A80220	CHK: 000000	08967	LODGING	1	80620050		324.56	33,399.72
5/14/12	5/14	A80221	CHK: 000000	08967	FUEL FOR RENTAL	1	8256		20.24	33,419.96
5/14/12	5/14	A80222	CHK: 000000	08967	RENT	1	920545119		341.82	33,761.78
5/15/12	5/15	A80318	CHK: 124765	08974	RELOCATION EXPENSE	004250	051012		1,467.56	35,229.34
5/15/12	5/15	A80319	CHK: 124765	08974	EXPENSE REIMBURSEMENT	004250	51012		1,032.44	36,261.78
5/15/12	5/15	A80322	CHK: 999999	08974	MILEAGE AND MISC. REIMBU	012019	041212		237.03	36,498.81
5/15/12	5/15	A80323	CHK: 999999	08974	MILEAGE AND MISC. REIMBU	012019	41212		574.97	37,073.78
5/15/12	5/15	A80324	CHK: 999999	08974	MEAL REIMBURSEMENT	012019	42812		198.00	37,271.78
5/17/12	5/17	A80389	CHK: 999999	08984	EXPENSE REIMBURSEMENT	004006	051412		14.96	37,286.74
5/18/12	5/18	A80462	CHK: 000000	08991	THE GRAND HOTEL OF MCKIN	1	21723		223.74	37,510.48
5/18/12	5/18	A80463	CHK: 000000	08991	RED ROCK CASINO RESORT	1	409581020026		638.40	38,148.88
5/18/12	5/18	A80465	CHK: 000000	08991	TOLLS	1	4412		9.91	38,158.79
5/23/12	5/23	A80734	CHK: 000000	09016	ADJ. MADE TO CORRECT CHG	019330	41912-C		0.20CR	38,158.59
5/23/12	5/24	A80871		09014	DEROUSIE, LILIA	004006	201205233920		500.00	38,658.59
5/23/12	5/24	A80875	CHK: 124821	09014	PLANO CVB	016275	AARP2012-21		675.00	39,333.59
5/23/12	5/24	A80877	CHK: 124825	09014	SYLVIA SOLIZ	019253	201205233919		150.00	39,483.59
=====				MAY ACTIVITY	DB:	8,704.63	CR:	16.28CR	8,688.35	

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: May-2012 THRU May-2012

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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
592-0561			HISTORIC PRESERVATION							
			BEGINNING		BALANCE					0.00
592-1001			BUILDINGS & STRUCTURES							
			BEGINNING		BALANCE					0.00
592-1004			MACHINERY & EQUIPMENT							
			BEGINNING		BALANCE					0.00
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

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: May-2012 THRU May-2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====	AMOUNT=====	=====	BALANCE=====
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593-0060	OVERTIME										
	B E G I N N I N G B A L A N C E										0.00

593-0070	MEDICARE										
	B E G I N N I N G B A L A N C E										390.77

5/10/12	5/09	B31762	MISC	04020	PAYROLL		JE# 016188		25.80	416.57
5/24/12	5/23	B31806	MISC	04029	PAYROLL		JE# 016209		25.90	442.37
		=====	MAY ACTIVITY	DB:	51.60	CR:	0.00		51.60	

593-0080	TMRS										
	B E G I N N I N G B A L A N C E										3,004.84

5/09/12	5/09	A79993	CHK: 124736	08950	APRIL 2012 CONTRIBUTIONS	020100	50212		456.56	3,461.40
		=====	MAY ACTIVITY	DB:	456.56	CR:	0.00		456.56	

593-0081	GROUP INSURANCE										
	B E G I N N I N G B A L A N C E										2,790.13

5/02/12	5/01	B31706		03998	BLUE CROSS MAY 2012		JE# 016147		26.55	2,816.68
5/02/12	5/02	A79780	CHK: 124654	08922	MAY 2012 LTD, LIFE, AD&D	006133	41312		33.10	2,849.78
5/02/12	5/02	A79799	CHK: 124670	08923	MAY 2012 MEDICAL PREMIUM	020057	42012		338.94	3,188.72
5/31/12	5/30	B31830		04033	BLUE CROSS JUNE 2012		JE# 016222		26.55	3,215.27
5/31/12	5/31	A81051	CHK: 124867	09044	JUNE 2012 MEDICAL PREMIU	020057	52912		338.94	3,554.21
		=====	MAY ACTIVITY	DB:	764.08	CR:	0.00		764.08	

593-0083	WORKERS COMPENSATION										
	B E G I N N I N G B A L A N C E										174.97

593-0084	UNEMPLOYMENT TAX										
	B E G I N N I N G B A L A N C E										261.00

593-0085	LONGEVITY										
	B E G I N N I N G B A L A N C E										725.00

593-0090	MERIT ADJUSTMENTS										
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FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: May-2012 THRU May-2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====	AMOUNT=====	=====	BALANCE=====
593-0550-001			CC CHGS MH									
					B E G I N N I N G		B A L A N C E					0.00
593-0550-002			CC CHGS BH									
					B E G I N N I N G		B A L A N C E					0.00
593-0551			DUES & MEMBERSHIPS									
					B E G I N N I N G		B A L A N C E					750.00
593-1004			MACHINERY & EQUIPMENT									
					B E G I N N I N G		B A L A N C E					0.00
593-1007			MOTOR VEHICLES									
					B E G I N N I N G		B A L A N C E					0.00
593-7005			RADIO PROMOTIONS									
					B E G I N N I N G		B A L A N C E					0.00
593-7010			HOSTING COSTS									
					B E G I N N I N G		B A L A N C E					16,443.50
593-7020			COLLEGEFEST									
					B E G I N N I N G		B A L A N C E					0.00
593-8010			CINE SOL									
					B E G I N N I N G		B A L A N C E					0.00
593-8015			TEXAS POLICE GAMES									
					B E G I N N I N G		B A L A N C E					0.00
593-8020			SANDY CUP									
					B E G I N N I N G		B A L A N C E					0.00
593-8025			TEXAS SENIOR OPEN									
					B E G I N N I N G		B A L A N C E					0.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: May-2012 THRU May-2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

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

593-8060 ENTRANCE SIGNS
B E G I N N I N G B A L A N C E 871.00

593-8065 VOLLEYBALL
B E G I N N I N G B A L A N C E 0.00

593-8068 B&S KITEFEST
B E G I N N I N G B A L A N C E 2,500.00

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

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

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

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

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

593-8075 SAND CASTLE DAYS
B E G I N N I N G B A L A N C E 68,064.93

5/07/12 5/07 A79905 CHK: 124739 08936 ART SERVICES: ADD'L PAGE 020602 12883 25.00 68,089.93
5/29/12 5/29 A81015 CHK: 124870 09035 ART SERVICES : SANDCASTL 020602 13018 70.00 68,159.93
===== MAY ACTIVITY DB: 95.00 CR: 0.00 95.00

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

593-8078 NASCAR TRUCK SERIES

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: May-2012 THRU May-2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====	AMOUNT=====	=====	BALANCE=====
593-8097			WINTER TEXAS POOL TOURN.									0.00
			B E G I N N I N G		B A L A N C E							
593-8098			WINTER TEXAN APPRECIATION									0.00
			B E G I N N I N G		B A L A N C E							
593-8099			MISC. SPONSORSHIPS									250.00
			B E G I N N I N G		B A L A N C E							
593-8100			AMERICAN JUNIOR GOLF TRN									0.00
			B E G I N N I N G		B A L A N C E							
593-8105			USA. BICYCLE BASH									0.00
			B E G I N N I N G		B A L A N C E							
593-8110			JUST DU-IT DUATHALON									0.00
			B E G I N N I N G		B A L A N C E							
593-8111			BASKETBALL TOURNAMENTS									0.00
			B E G I N N I N G		B A L A N C E							
593-8112			PORSCHE EVENT									0.00
			B E G I N N I N G		B A L A N C E							
593-8113			RUFF RIDER REGATTA									0.00
			B E G I N N I N G		B A L A N C E							
593-8114			POOL TOURNAMENT									0.00
			B E G I N N I N G		B A L A N C E							
593-8115			HIGH SCHOOL BASKETBALL									5,000.00
			B E G I N N I N G		B A L A N C E							
593-8116			USA BEACH MARATHON									0.00
			B E G I N N I N G		B A L A N C E							

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

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FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: May-2012 THRU May-2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

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

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

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

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

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000 ERRORS IN THIS REPORT!

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** REPORT TOTALS **

--- DEBITS ---

--- CREDITS ---

BEGINNING BALANCES: 2,219,884.35

0.00

REPORTED ACTIVITY: 288,562.29

724.23CR

ENDING BALANCES: 2,508,446.64

724.23CR

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 FUND : 06 -CONVENTION CENTER FUND PERIOD TO USE: May-2012 THRU May-2012
 DEPT : 565 CONVENTION CENTER OPER ACCOUNTS: 565-0010 THRU 565-9999
 POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

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

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 0.00

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 261.27

5/07/12 5/07 A79895 CHK: 124700 08936 MISC. FIRST AID SUPPLIES 003419 123775 22.81 284.08
 ===== MAY ACTIVITY DB: 22.81 CR: 0.00 22.81

565-0115 LAMPS & GLOBES
 B E G I N N I N G B A L A N C E 954.10

5/18/12 5/18 A80494 CHK: 000000 08995 2-LIGHTS FOR OUTDOOR BRI 012020 P55902 46.70 1,000.80
 ===== MAY ACTIVITY DB: 46.70 CR: 0.00 46.70

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 1,191.46

5/07/12 5/07 A79888 CHK: 999999 08936 UNIFORM PANTS MAINT STA 001014 AP71852 39.00 1,230.46
 5/08/12 5/08 A79939 CHK: 999999 08945 UNIFORM PANTS FOR MAINT 001014 MA76906 39.00 1,269.46
 5/23/12 5/23 A80737 CHK: 999999 09019 UNIFORM PANTS FOR MAINT 001014 MA81971 39.00 1,308.46
 5/29/12 5/29 A80984 CHK: 999999 09035 UNIFORM PANTS FOR MAINT 001014 MA87017 39.00 1,347.46
 5/29/12 5/29 A80985 CHK: 999999 09035 UNIFORM FOR NEW HIRE 001014 MA87018 26.50 1,373.96
 5/29/12 5/29 A80987 CHK: 999999 09035 UNIFORM PANTS, MAINT ST 001014 MA92084 45.00 1,418.96
 ===== MAY ACTIVITY DB: 227.50 CR: 0.00 227.50

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: May-2012 THRU May-2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

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

565-0178 UNCOLLECTABLE ACCOUNTS
B E G I N N I N G B A L A N C E 0.00

565-0180 INFORMATION TECHNOLOGY
B E G I N N I N G B A L A N C E 0.00

565-0190 SOFTWARE
B E G I N N I N G B A L A N C E 0.00

565-0201 BULK MATERIALS
B E G I N N I N G B A L A N C E 0.00

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

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

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

5/10/12 5/10 A80067 CHK: 124741 08957 FURNITURE FOR FRONT OF C 020822 422412 3,008.60 3,008.60
===== MAY ACTIVITY DB: 3,008.60 CR: 0.00 3,008.60

565-0410 MACHINERY & EQUIPMENT
B E G I N N I N G B A L A N C E 19,989.28

5/07/12 5/07 A79906 CHK: 124740 08936 REPAIR/INSTALLATION CHIL 020745 3421372 580.00 20,569.28
5/07/12 5/07 A79916 CHK: 124705 08937 REPAIR PIPE FOR FIRE PUM 006092 M12-1569 1,222.00 21,791.28
5/18/12 5/18 A80468 CHK: 000000 08992 3# FREON FOR OFFICE UNIT 001088 6411 130.00 21,921.28
5/30/12 5/30 A81039 CHK: 124849 09042 EMERGENCY FORK LIFT REPA 009056 001007 714.00 22,635.28
===== MAY ACTIVITY DB: 2,646.00 CR: 0.00 2,646.00

565-0411 BUILDING & STRUCTURES
B E G I N N I N G B A L A N C E 35,909.43

5/04/12 5/07 C31742 RCPT 00076920 13848 REIMBURSE CITY-CK # 124609 31,506.01CR 4,403.42
5/10/12 5/10 A80058 CHK: 124729 08955 DISPLAY AD: CC RR RENOV 016600 40212 58.95 4,462.37

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

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FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: May-2012 THRU May-2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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565-0421				RADIOS & COMMUNICATIONS					
				B E G I N N I N G B A L A N C E					0.00

5/21/12	5/23	A80762		09020 MICROPHONES AND STANDS	006242	0		1,989.03	1,989.03
			=====	MAY ACTIVITY	DB:	1,989.03	CR: 0.00	1,989.03	

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

565-0501				COMMUNICATIONS					14,216.86
				B E G I N N I N G B A L A N C E					

5/15/12	5/15	A80298	CHK: 124778	08972 PHONE BILL DATED 5/03/12	019520	050312		1,988.80	16,205.66
5/23/12	5/24	A80872	CHK: 124805	09014 DEPT OF INFO RESOURCES	004089	1208059-IN		82.08	16,287.74
5/31/12	5/31	A81080	CHK: 124864	09048 SPRINT BILL FOR 4/17 -5/	019404	463528814-054		56.96	16,344.70
			=====	MAY ACTIVITY	DB:	2,127.84	CR: 0.00	2,127.84	

565-0510				RENTAL OF EQUIPMENT					
				B E G I N N I N G B A L A N C E					2,952.53

5/02/12	5/02	A79791	CHK: 124652	08923 DISHMACHINE RENTAL 4/19-	004283	8445306		133.11	3,085.64
5/29/12	5/29	A81000	CHK: 124845	09035 DISHMACHINE RENTAL	004283	8692803		139.06	3,224.70
			=====	MAY ACTIVITY	DB:	272.17	CR: 0.00	272.17	

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

565-0520				INSURANCE					
				B E G I N N I N G B A L A N C E					62,816.51

565-0529				CREDIT CARD FEES					
				B E G I N N I N G B A L A N C E					3,279.49

5/02/12	5/04	B31730	455397	04010 NPC MERCH PYMT PROC-CC FEE	JE#	016166		154.90	3,434.39
5/02/12	5/04	B31734	625046	04010 NPC MERCH PYMT PROC-CC FEE	JE#	016171		127.25	3,561.64
5/03/12	5/04	B31735	451701	04010 AUTHNET GATEWAY INTERNET SALES	JE#	016172		25.00	3,586.64
5/03/12	5/04	B31737	82471	04010 MERCHE-SOLUTIONS BILLING-CC	JE#	016174		27.45	3,614.09
5/11/12	5/11	B31770	051112	04022 LEASE FINANCE GR LEASE PYMT	JE#	016192		86.10	3,700.19
			=====	MAY ACTIVITY	DB:	420.70	CR: 0.00	420.70	

6-06-2012 3:52 PM		D E T A I L L I S T I N G				PAGE: 10		
FUND : 06 -CONVENTION CENTER FUND		PERIOD TO USE: May-2012 THRU May-2012						
DEPT : 565 CONVENTION CENTER OPER		ACCOUNTS: 565-0010 THRU 565-9999						
POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE =====AMOUNT=====	BALANCE=====
B E G I N N I N G B A L A N C E							0.00	

565-0551			DUES & MEMBERSHIPS					
B E G I N N I N G B A L A N C E							0.00	
5/31/12	5/31	A81078	CHK: 124860	09048 URBANO GONZALEZ	018509	999999-2012	15.00	15.00
			=====	MAY ACTIVITY DB:	15.00	CR: 0.00	15.00	

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

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

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

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

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

565-0560			CAMERON COUNTY LEASE					
B E G I N N I N G B A L A N C E							4,418.10	
5/02/12	5/02	A79785	CHK: 124696	08923 LEASE PAYMENT FOR APRIL	003150	050112	133.98	4,552.08
			=====	MAY ACTIVITY DB:	133.98	CR: 0.00	133.98	

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

565-0580			ELECTRICITY					
B E G I N N I N G B A L A N C E							124,888.06	
5/02/12	5/02	A79789	CHK: 124651	08923 ELECTRIC BILL DATED 4/24	004231	121150014826255	32,828.75	157,716.81
5/11/12	5/11	A80177	CHK: 000000	08964 ELECTRIC SERVICES JAN-MA	004231	120860014624475	26,581.51	184,298.32
5/30/12	5/30	A81024	CHK: 124842	09041 CVB	004231	121450015030892	23,648.54	207,946.86
			=====	MAY ACTIVITY DB:	83,058.80	CR: 0.00	83,058.80	

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

PAGE: 12

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: May-2012 THRU May-2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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565-8050			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

565-9470			DEBT SERVICE 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

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000 ERRORS IN THIS REPORT!

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** REPORT TOTALS **

--- DEBITS ---

--- CREDITS ---

BEGINNING BALANCES: 1,089,830.36

126.15CR

REPORTED ACTIVITY: 156,279.14

31,524.84CR

ENDING BALANCES: 1,246,109.50

31,650.99CR

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

MEETING DATE: June 13, 2012

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

DEPARTMENT: Special Events

ITEM

Discussion & action regarding consideration for 2013 funding request from SPI Bikefest as it pertains to 2012/13 Events Marketing Budget

ITEM BACKGROUND

SPI Bikefest presented at May CVA meeting and was asked to bring back more detail regarding 2011 P&L and proposed budget.

BUDGET/FINANCIAL SUMMARY

Special Events Marketing 593

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

The \$12,000.00 for event funding we provided to SPI Bikefest for the October 2012 event was not paid to them directly. It was an approved amount by the CVA to pay for any marketing and advertising done for SPI Bikefest. Because this amount was not paid to them, it does not show up in or out for their P & L. The \$10,000.00 in-kind was negotiated for the building to also off-set their cost, so no money exchanged hands, therefore it too, does not show up on their P & L. Also, the \$29,000.00 profit shown on the P & L was the balance that was left after expenses to donate to local charities.

SPECIAL EVENT FUNDING REQUEST

Please attach the following:

- ☒ proposed event budget ☒ Marketing Plan ☒ final income/expense (if applicable)
☐ Event plan summary ☒ Funding Request \$ 15,000.00

Organization Budweiser's SPI BikeFest, Inc

Contact name G.J. Reyna - Mark Lacy

Address PO Box 4073

McAllen

City

TX

State

78502

zip

Phone 956-227-6571 - 956-668-7484 Email gj@spibikefest.com

Event Title Budweiser's SPI BikeFest

Event Date(s) October 12th, 13th and 14th

Location(s) of event South Padre Convention Centre ☒ Recurring Event ☐ New Event

Estimated attendance 10,000

Estimated Room Nights 7,000

Please list other (proposed) cash or in-kind sponsors. You may attach list.

L&F Dist \$45,000.00

Lone Star Bank \$ 5,000.00

Louie's Back Yard \$ 2,500.00

Please present a plan for the following as it may pertain to your event (attach to application)

Event footprint (Submit a drawing defining parameters of event as it relates to streets, beach and/or bay)

Temporary Structures (size & placement of tents, or other temp. structures)

Trash, Litter Control & Sanitary facilities

Pedestrian & Parking Plan (Where will people park and how will they safely access your event?)

Vendors (attach diagram defining what type of vendors, their location and general set up within event parameters)

*Proof of insurance may be required prior to processing check for funding

* May the CVB receive a list of participants with email addresses, if applicable? YES

Thank you for your application!

Dinora Garcia

Subject: FW: SPI Bikefest

From: Connie Ledbetter

Sent: Monday, May 21, 2012 4:28 PM

To: 'lynne@rgv.rr.com'; 'lynne@lynnetaterealestate.com'; 'mbigelow@schlitterbahn.com'; 'rvaldez@schlitterbahn.com'; 'rvaldez13@hotmail.com'; 'redrumjoe2@aol.com'; 'dsalazar@islagrand.com'; 'mypadre1@aol.com'; 'pam@frankerealtors.com'; 'pam0102@vzw.blackberry.net'; 'bobf228@aol.com'; 'mdjones@cob.us'; 'jose@flythevalley.com'

Cc: Lacey Ekberg

Subject: SPI Bikefest

Dear CVA Board,

I wanted to clarify a couple of items regarding the discussion at last month's CVA meeting regarding SPI Bikefest. Specifically regarding the P & L. The \$12,000.00 for event funding we provided to SPI Bikefest for the October 2012 event was not paid to them directly. It was an approved amount by the CVA to pay for any marketing and advertising done for SPI Bikefest. Because this amount was not paid to them, it does not show up in or out for their P & L. The \$10,000.00 in-kind was negotiated for the building to also off-set their cost, so no money exchanged hands, therefore it too, does not show up on their P & L. Also, the \$29,000.00 profit shown on the P & L was the balance that was left after expenses to donate to local charities. I hope this helps clear up the P & L issue, however if you have any questions please feel free to let me know, and I will get an answer for you. Also, the \$29,000.00 profit shown on the P & L was the amount that was left after expenses to donate to local charities.

Connie Ledbetter

Senior Sales Manager

South Padre Island CVB

7355 Padre Blvd.

South Padre Island, Texas 78597

956-761-8306

512-740-9527 (cell)

4:26 PM

04/23/12

Cash Basis

South Padre Island Bikefest, Inc.
Profit & Loss

January through December 2011

	<u>Jan - Dec 11</u>
Ordinary Income/Expense	
Income	
1 Merchant Bankcard	35,970.82
American Express Settlement	6,663.00
Clearant, LLC	53,412.23
Google Ads	105.60
Office Bank Deposit	62,720.05
Sales	211,800.46
Sponsorship	5,000.00
Vendor Space	645.00
Total Income	<u>376,317.16</u>
Gross Profit	376,317.16
Expense	
Advertising	33,303.21
Automobile Expense	107.99
Bank Service Charges	4,364.55
Contributions	28,369.23
Insurance	1,081.39
Internet	2,628.87
Office Supplies	382.05
P.O. Box Fee	56.00
Payroll Expenses	2,667.60
Postage	88.00
Professional Fees	2,340.00
RALLY	265,187.81
Repairs and Maint.	296.03
Shipping	349.88
Telephone	6,494.83
Utilities	1,400.85
Total Expense	<u>349,118.29</u>
Net Ordinary Income	<u>27,198.87</u>
Net Income	<u><u>27,198.87</u></u>

Proposed
Budget 2012

	Attendance	Cost	Total
Sponsor Funds			\$ 80,000.00
Pre-registration	1000	\$ 40.00	\$ 40,000.00
VIP Registrations	50	\$ 300.00	\$ 15,000.00
On-Site	600	\$ 40.00	\$ 24,000.00
Day Passes	9000	\$ 15.00	\$ 135,000.00
Beverage Sales			\$ 85,000.00
Mechandise Sales			\$ 20,000.00
Total Income			\$ 399,000.00
Event Cost			\$ 250,000.00
Marketing/Travel			\$ 30,000.00
Office Admin			\$ 10,000.00
Permits			\$ 5,000.00
Beverage Cost			\$ 45,000.00
Donations			\$ 30,000.00
			\$ 370,000.00
Net Income			\$ 29,000.00



SPECIAL EVENT MARKETING PLAN

Any funding request coming before the South Padre Island Convention and Visitors Bureau Advisory Board must have a marketing plan as part of the proposal. The CVA awards funding for marketing. The top criteria for funding is the generation of measurable overnight stays in South Padre Island lodging properties.

Please answer the following questions as part of your application.

1. Name of event Budweiser's SPI BikeFest
2. Proposed dates October 12th, 13th and 14th
3. Estimated number of participants 10,000.00+
4. Estimated number of spectators Same number as above
5. Who would be interested in participating in this event? Bikers, enthusiast and public
 - A. Would the participants primarily come from (by estimated %):
 1. Texas metro areas 37%
 2. Rio Grande Valley 65%
 3. Non-Texas U.S. 03%
 4. Mexico 05%
 5. Other
 - B. How do you see this event being marketed to attract the most overnight participants? (Assign estimated percent to each major area)
 1. Event website www.spibikefest.com
 2. Internet advertising
 - a. www.spibikefest.com
 - b. www.ridetexas.com
 - c. www.motorcycleevents.com
 - d. Entravision web site
 - e. Clear Channel Web site
 - f. Local television websites
 3. Print
 - a. Newspaper
 1. The Monitor
 2. Valley Morning Star
 3. Brownsville Harold
 4. Coastal Current

b. Magazines?

1. Ride Texas Magazine
2. Social Life Magazine
3. Thunder Press
4. Valley Motion Magazine
5. Contempo Magazine
6. Port Isabel Press
7. Xtreme Magazine
8. Magic Valley Rider
7. Various local and state wide motorcycle magazines

4. Television

1. KRVG
2. KNVO
3. KGBT
4. Fox
5. Univision

5. Radio

1. KURV 710
2. Q 94.5
3. Que Pasa 99.5
4. 100.3
5. 105.5
6. 102.1

6. Public relations

1. SPI BikeFest Staff always has a large presence at all local bike rally's and events to promote the up-coming SPI BikeFest.
2. With Funds available SPI BikeFest Staff attends most statewide events to promote the up-coming SPI BikeFest.

6. When would you suggest the advertising/public relations should begin?

A. When should promotion be heaviest?

1. Promotions should start now and the heaviest should be summer months thru September

B. Will promotion timing be determined by geography as well as by closeness to the event? (For example, will you start promoting in places farther away from South Padre Island, then move closer as the event draws closer?)

1. We plan to focus on surrounding states in this first quarter then work our way into the Central Texas area in the summer.

7. Does the event have images which can be used for advertising/public relations purposes?

Yes.

8. Who would be interested in attending this event? THIS WOULD BE THE SAME AS QUESTION #5

A. Would the attendees primarily come from: THIS WOULD BE THE SAME AS QUESTION #5

1. Texas metro areas
2. Rio Grande Valley
3. Non-Texas U.S.
4. Mexico
5. Other

B. How do you see this event being marketed to attract the most overnight attendees?

1. Event website
 2. Internet advertising
 - a. Where? On what sites?
 3. Print
 - a. Newspaper? Where?
 - b. Magazines? Which magazines?
 4. Television
 - a. Where?
 5. Radio
 - a. Where?
 6. Public relations
 - a. Where?
9. Is there anything else significant about this event, such as a historic year, celebrity participation, other type of observance?

Budweiser's SPI BikeFest is entering its 18th year

10. Who is designing your advertising and other marketing materials?

We would most likely use The Atkins Group. Will research and get quotes from other leading agencies.

11. How are you able to measure results of your marketing efforts?

- | | |
|----------------------------------|-----------------------------|
| A. Ticket sales | <u>YES</u> |
| B. Lodging rooms used | <u>YES (as best we can)</u> |
| C. Comparison to previous events | <u>YES</u> |
| D. Other | <u>Beverage Sales</u> |

The Convention and Visitors Advisory will **require** access to the participant and/or spectator database within ten days of the event for survey activity.

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

MEETING DATE: June 13, 2012

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

DEPARTMENT: Special Events

ITEM

Discussion & action regarding consideration for 2013 funding request from 'Beach N BikerFest'
it pertains to 2012/13 Events Marketing Budget

ITEM BACKGROUND

Beach N Biker is requesting funding for its 10th Anniversary Rally

BUDGET/FINANCIAL SUMMARY

Special Events Marketing 593

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

2012 Room nights tracked - 506

CVA Funding Request Summary for Administrative use:

Event Title Beach N Bikerfest

Event Dates April 19-21, 2013

☒ Recurring Event ☐ New Event Request

2012-13 Funding Request \$15000

☒ 2011-12 funding \$5000

☒ Room nights generated 506 tracked

Other proposed cash sponsors, additional info:

2013 is 10th Anniversary for this event

See attached

Convention and Visitors Authority Decision:

Yes _____ No _____

Amount of funding approved _____

Fund Code _____

Date _____

Additional Comments _____

SPECIAL EVENT FUNDING REQUEST Please attach the following:

- ☒ Basic proposed event budget ☒ Marketing Summary (how, when, where will you market this event)
☒ final income/expense (recurring events) ☐ Event summary ☒ Funding Request \$ \$15,000.00

Organization Beach-N-Bikerfest

Contact name Eliei Hinojosa/Troy Allen

Address _____

Harlingen TX 78552
City State zip

Phone 956-241-8503 Email elihinojosa@sbcglobal.net

Event Title Beach-N-Bikerfest

Event/Proposed Date(s) April 18-21, 2013

Location(s) of event SPI Convention Centre ☒ Recurring Event ☐ New Event

Estimated attendance 8,000

Estimated room nights 800++

Please list other (proposed) cash or in-kind sponsors. You may attach list.

L&F Dist. \$15,000 \$ _____

_____ \$ _____ \$ _____

_____ \$ _____ \$ _____

Please present a plan for the following as it may pertain to your event
(attach to application)

Event footprint

(Submit a drawing defining parameters of event as it relates to streets, beach and/or bay)

Pedestrian & Parking Plan

(Where will people park and how will they safely access your event?)

*Proof of insurance may be required prior to processing check for funding

Thank you for your application!

MAGIC VALLEY RIDERS**BEACH N BIKER FEST - 2012****Profit & Loss Statement****INCOME**

L & F DISTRIBUTORS	\$15,000.00	
SOUTH PADRE ISLAND CVB	\$5,000.00	
SOUTH TEXAS SPOKES	\$5,000.00	
GENCO ENERGY	\$3,000.00	
ADVERTISING	\$14,450.00	
BEVERAGES	\$28,601.00	
MERCHANDISE VENDORS	\$21,495.00	
FOOD VENDORS	\$3,900.00	
ADDITIONAL VENDOR WRISTBANDS	\$420.00	
PRE-REGISTRATION	\$15,490.35	
CLUB MEMBER ADVANCE SALES	\$1,760.00	
REGISTRATION	\$57,565.00	
MERCHANDISE	\$12,091.00	
POKER RUN	\$105.00	
BUCKET OF BALLS GAME	<u>\$479.00</u>	
TOTAL INCOME:		\$184,356.35

MAGIC VALLEY RIDERS**BEACH N BIKER FEST - 2012****Profit & Loss Statement****PAGE - 2****EXPENSES**

ADVERTISING	\$33,232.50	
ENTERTAINMENT	\$31,350.00	
LODGING	\$10,443.06	
BEVERAGES	\$13,887.96	
KNIGHTS OF COLUMBUS	\$3,000.00	
STAFF	\$8,672.50	
RENTALS	\$12,905.87	
INSURANCE	\$6,591.50	
CAMERON COUNTY - PARKING	\$2,500.00	
MAGAZINE	\$5,000.00	
SECURITY	\$10,055.60	
RENTAL TRUCK	\$370.38	
SPI CONVENTION CENTRE	\$2,860.10	
MERCHANDISE	\$12,789.15	
WEB, PHOTO & VIDEO	\$4,850.00	
FOOD	\$550.28	
HARDWARE	\$803.42	
BIKE SHOW	\$650.00	
ARM WRESTLING	\$100.00	
BUCKET OF BALLS GAME	\$1,863.84	
BURN OUT CONTEST	\$600.00	
OFFICE SUPPLIES	\$641.64	
GASOLINE	\$159.14	
POKER RUN	\$300.00	
TABC	\$656.00	
TIME CLOCK	\$359.10	
SHIRTS	\$1,499.17	
SAFETY VESTS	\$500.00	
POSTAGE	\$45.00	
TICKETS	\$2,390.12	
WRISTBANDS	\$1,585.82	
TOTAL EXPENDITURES:		\$171,212.15
PROFIT / LOSS		\$13,144.20



**MAGIC VALLEY RIDERS
Beach-N-Biker Fest
2012**

NOVEMBER

Production and design of 1/2 page ad for Ride Texas and Motorcycle Events	150.00
Let's Ride	800.00

DECEMBER

Production of internet banner for Let's Ride	75.00
Ride Texas 1/2 page ad	1,200.00
Ride Texas website banner for 4 months	500.00

JANUARY

Production of Thunder Press 1/4 pg color	75.00
Production of Thunder Press internet banner	75.00
Thunder Press 1/4 pg color and internet Banner	765.00

FEBRUARY

Mail posters to motorcycle shops in the Valley	100.00
Ride Texas Spring issue	1,200.00

MARCH and APRIL

Production and design

- Coastal Current	150.00
- Bargain Book	150.00
- Parade	150.00
- San Benito News	150.00

- Media

- Port Isabel Press, Full Page	350.00
- Valley Morning Star Banners (2)	600.00
- Brownsville Herald Banners (2)	600.00
- San Benito News 1/4 page	200.00
KGBT-TV	3,000.00
KRGV-TV	5000.00

Corpus Christi TV	6,000.00
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*cut to
\$5,000*

KTEX 52 spots, 52 bonus	2273.00
KQXX 54 spots, 52 bonus	615.00
KKPS 54 spots, 52 bonus	615.00
Super Tejano 80 spots and promo package	1000.00
Que Pasa	1000.00

Coastal Current	
Full Page Feb 24	350.00
Banners on Mar 2, 9, 16	420.00
Full page Mar 23	350.00
Full page April 6	350.00
	500.00
Port Isabel Press	500.00
Edit 2 new 15 second TV spots	1400.00
Production Announcer voice over for Radio and TV	400.00
TOTAL	32,063.00

31,063.00

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

MEETING DATE: June 13, 2012

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

DEPARTMENT: Special Events

ITEM

Discussion & action regarding consideration for 2013 funding request from 'Run the Jailbreak' as it pertains to 2012/13 Events Marketing Budget

ITEM BACKGROUND

Run the Jailbreak is seeking cash and in-kind funding for the 2013 event. This is the first year for request.

BUDGET/FINANCIAL SUMMARY

Special Events Marketing 593

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Request for funding is \$5000 cash and 5 day in-kind for Convention Centre facilities.

CVA Funding Request Summary for Administrative use:

Event Title Run The Jailbreak Beach Escape

Event Dates May 4-5 2013

☐ Recurring Event ☒ New Event Request

2012-13 Funding Request \$5000 cash & \$4575 / in-kind for C Centre)

☐ 2011-12 funding N/A

☒ Room nights generated 599 (see attached)

Other proposed cash sponsors, additional info:

Jeep/\$7500, L&F/ \$5000, National Guard/ \$3000, KRGV/inkind,

Celebrity Mag/in-kind

Second Year for this event / Extending to 2 day event in 2013

Convention and Visitors Authority Decision:

Yes _____ No _____

Amount of funding approved _____

Fund Code _____

Date _____

Additional Comments _____

SPECIAL EVENT FUNDING REQUEST Please attach the following:

- ☐ Basic proposed event budget ☐ Marketing Summary (how, when, where will you market this event)
☐ final income/expense (recurring events) ☐ Event summary ☐ Funding Request \$ 5,000

Organization Jailbreak Racing Events

Contact name Tim Scrivner

Address PO BOX 74
Argyle TX 76226
City State zip

Phone 940-453-6231 Email ts_fieldhouse@yahoo.com

Event Title Run The Jailbreak

Event/Proposed Date(s) May 4, 2012

Location(s) of event Andie Bowie Park Recurring Event x New Event (May 2012)

Estimated attendance 2500+

Estimated room nights 500+

Please list other (proposed) cash or in-kind sponsors. You may attach list.

JEEP \$7,500 KRGV \$inkind

L & F Distributing \$5K Celebrity Magazine \$ inkind

National Guard \$3K RGV Fit \$ inkind

Please present a plan for the following as it may pertain to your event (attach to application)

Event footprint (Submit a drawing defining parameters of event as it relates to streets, beach and/or bay)

Pedestrian & Parking Plan (Where will people park and how will they safely access your event?)

Claytons Beach Bar & Grill, CVB with police escort

*Proof of insurance may be required prior to processing check for funding

Thank you for your application!

Jailbreak SPI Event Summery

The Jailbreak is a 2.5-3 mile beach run over 16-20 fun filled obstacles. Runners run in waves of 300 people every 30 minutes beginning at 9am and ending at 12:30. After the run the participants head to Claytons Beach Bar and Grill for a post race party that involves live music, food and drinks.

This past May 5th we ended up with just over 2500 runners and actually turned many away as we were unprepared for such an enthusiastic response from the South Texas Region.

Runner Demographics:

Average Age: 25-45

Median Age: 32

Gender: 53% Female, 47% Male

Approximately 70% of our runners have a HHI of over \$50k per year



Run the JailBreak Event



2012

Event Coordinators did not use inside of Convention Centre.

Blocked room nights: 470

Actual Room night pick up: 599

Estimated economic impact: \$98,700.00

Actual economic impact: 125,790.00

Event was held one day: Saturday, May 5th.

2013

Coordinators are expanding event to be held two days: Saturday, May 4 and Sunday, May 5.

Event Coordinators would like to use the following meeting space:

Wednesday, May 1, through Tuesday, May 7, 2013

\$8750.00	½ Exhibit Hall for 7 day rental
<u>\$ 400.00</u>	Lobby one day rental
\$9150.00	Total
<u>-50% \$4575.00</u>	50% Discount
\$4575.00	Grand Total

2013 Marketing Plan for Jailbreak SPI

November 11, 2012

-Booth at San Antonio Rock n Roll Marathon (70k+attend the expo).....\$5k

January 2013

-Competitor Magazine (55,000 statewide)...\$3k

January-March 2013

-AustinFit Magazine.... \$5k

March-April 2013

-Fliers and video promotions at our San Antonio (6-8k runners and spectators) and El Paso (6-8k runners and spectators) events...\$1200-\$6k

Mid March-May

-KRGV.... \$4k-\$6k

-Clear Channel Radio...\$5k-\$6k

-Entravision.... \$5k-\$6k

-RGVFit Magazine....inKind

-Celebrity Magazine...inKind

Proposed Budget for South Padre Island for 2013

Proposed Income

Registrations (based on 3,000 runners)	\$150,000
Sponsorship	<u>15,500</u>
Total Income	\$165,500

Proposed Expenses

Advertising and Promotion	\$37,000
Charitable Contributions	1,200
Equipment Rental	1,600
Event expense	26,558
Gas expense	2,300
Meals and entertainment	3,320
Miscellaneous expense	3,400
Obstacle expense	5,860
Office supplies	593
Postage and delivery	220
Printing and reproduction	600
Professional Fees	20,130
Refund	480
Repairs and maintenance	780
Storage expense	50
Travel expense	<u>2,840</u>
Total expenses	<u>\$106,931</u>

Proposed Net Income	\$58,569
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**CITY OF SOUTH PADRE ISLAND
CVA BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: June 13, 2012

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

DEPARTMENT: Special Events

ITEM

Discussion & action regarding consideration for 2013 funding request from King of The Causeway as it pertains to 2012/13 Events Marketing Budget

ITEM BACKGROUND

Formerly held during Bikefest in October, KOC is moving this event into September. This is the first year KOC has requested funding from SPI.

BUDGET/FINANCIAL SUMMARY

Special Events Marketing 593

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Bike Race ends on South Padre Island and triathlon takes place entirely on the Island.

CVA Funding Request Summary for Administrative use:

Event Title King of The Causeway

Event Dates Sept. 13-15

☒ Recurring Event ☒ New Event Request

2012-13 Funding Request \$5000

☐ 2011-12 funding N/A

☒ Room nights generated event [estimates](#) 300/not tracked

Other proposed cash sponsors, additional info:

Misc. Sponsors \$3,000

Lone Star Bank \$5000, Team McAllen Cycling \$500, Wallys Bicycles

[Previously combined event with SPI Bikefest in Oct.](#)

Convention and Visitors Authority Decision:

Yes _____ No _____

Amount of funding approved _____

Fund Code _____

Date _____

Additional Comments _____

SPECIAL EVENT FUNDING REQUEST Please attach the following:

- ✓ Basic proposed event budget ☐ Marketing Summary (how, when, where will you market this event)
✓ final income/expense (recurring events) ✓ Event summary ✓ Funding Request \$ 5,000

Organization King of the Causeway

Contact name Laura Alvarez

Address P. O. Box 720186

McAllen
City

Texas 78504
State zip

Phone 956.239.1149

Email: laura.reyna@sbcglobal.net

Event Title King of the Causeway

Event/Proposed Date(s) September 13 – 15, 2013

Location(s) of event Port Isabel, Los Fresnos, South Padre Island, Laguna Vista X Recurring Event ☐ New Event

Estimated attendance 700-900

Estimated room nights 300

Please list other (proposed) cash or in-kind sponsors. You may attach list.

Lone Star National Bank	\$5,000.00
Team McAllen Cycling	\$500.00
Wally's Bicycles	\$500.00
Miscellaneous Sponsors	\$3000.00

Please present a plan for the following as it may pertain to your event (attach to application)

Event footprint (Submit a drawing defining parameters of event as it relates to streets, beach and/or bay)

Pedestrian & Parking Plan (Where will people park and how will they safely access your event?)

*Proof of insurance may be required prior to processing check for funding

Thank you for your application!

King of the Causeway 2013 Projected Budget Transaction Detail By Account

Income

Registrations	Tour, Race, Triathlon Based on 800 participants*	51,000.00
Sponsorship	Sponsors	12,000.00
		<u>63,000.00</u>

Expenses

Housing	Staff	2,000.00
Packets	Participant Packet Contents	4,000.00
Merchandise	Merchandise	3,000.00
Equipment	Rental Equipment	4,450.00
Timing	Race Timing	2,500.00
Medals	Trophies & Awards	1,000.00
Meals	Participant Meals	1,500.00
Misc.	Miscellaneous expenses	250.00
Ins.	Based on 800 participants	800.00
Permits & Fees	Permits & Fees	500.00
		<u>20,000.00</u>

* In 2011, KOC had approximately 500 participants for the entire weekend. We foresee a 25% increase in 2012 and an additional 25% increase in 2013 as a result of added events, i.e. Olympic distance triathlon and 3-stage bicycle race.



3 Stage Bicycle Race

Poker Run Tour



Sprint & Olympic Distance Triathlon



Date: September 13—15, 2013

South Padre Island, Texas

www.kingofthecauseway.com

Three Great Events!

3-Stage Road Races – Brought to you by King of the Causeway and Team McAllen Cycling. The South Texas weather makes this an ideal location for this road race. King of the Causeway, the City of South Padre Island, and the surrounding communities pull out all the stops to make this road race challenging, exciting and safe for all participating cyclists. The day starts with a 52-65 mile road race through the southern-most tip of Texas and includes sprinting and climbing primes, full police & motorcycle escort, as well as race officials monitoring the course. A night-time criterium on the Island promises lots of excitement for racers and spectators alike. Back by popular demand is the individual time trial on the Island. Classifications: Men's & Women's Open, Intermediate.

Bicycle Tour and Poker Run* – Brought to you by King of the Causeway and Bicycle Worlds of the Valley. Cyclists will set out from Schlitterbahn Beach Waterpark on the Island, across the Causeway to the mainland for a 10, 25 or 50 mile ride and poker run through deep South Texas. The route for the tour and the South Texas winds offer great challenges to the cyclist. As in years past, participants will be offered the chance to earn a second poker hand by accepting the Tour challenge* and returning with the item of proof for the drawing. Participants will be offered two opportunities to return to the Island – 10:00 a.m. and 11:30 a.m. The ride is capped off with the popular poker run back at 12:00 p.m. at the Convention Center with lots of great prizes and where food and beverages will be available to the participants.

The King of the Causeway Triathlon – King of the Causeway has teamed up with Wally's Bicycles of McAllen to bring this new event to the annual King of the Causeway. A short, end of season event perfect for a beginner to test the waters, or for an intermediate to advanced triathlete to finish off and cool down from a busy season. The especially short swim, although a challenge for the seasoned veteran, makes it an ideal beginner event for anyone who wants to swim in an open water environment. This event also has a special relay division for athletes who aren't yet ready to make the jump to a full triathlon, or would simply like to make this into a team sport. There will be separate wave starts, finisher medals, and separate awards. The King of the Causeway Triathlon is one of the last triathlon events in Texas for the year. South Padre Island is the ideal place with ideal weather for this event. You just gotta give it a tri!

King of the Causeway Challenge

All participants who enter and complete the Saturday 3-stage road race as well as the triathlon will receive a special award of recognition as well as bragging rights for having completed this special challenge consisting of two days of difficult racing for any level of athlete.

Sponsorship Levels

Pro Sponsor: \$5,000.00

- Corporate name and logo on all materials, including registration packets, promotional flyers, sponsorship banners, event t-shirts and link to your corporate website on www.kingofthecauseway.com
- Corporate name and logo on winners' jerseys and event jerseys.
- Corporate name mentioned in press releases and on all TV promotions of the event.
- Corporate banner prominently displayed at finish line and visible in all rider pictures.
- Promotion of Corporate products to participants of event.
- Eight complimentary King of the Causeway Registrations.

**Only one Pro Sponsorship offered per industry. I.E., banking, medical, legal businesses.*

Semi-Pro Sponsor: \$3,000.00

- Corporate name and logo printed on materials included in registration packets, promotional flyers, sponsorship banners and event t-shirts and link to your corporate website on www.kingofthecauseway.com
- Corporate name mentioned in press releases and on all TV promotions of the event.
- Corporate banner displayed at the event registration.
- Five complimentary King of the Causeway Registrations.

Expert Sponsor: \$2,000.00

- Corporate name and logo printed on all materials, including registration packets, promotional flyers, sponsorship banners, and event t-shirts and link to your corporate website on www.kingofthecauseway.com
- Corporate name mentioned in press releases.
- Display signage at the event.
- Three King of the Causeway Registrations.

Sport Sponsor: \$1,000.00

- Corporate logo printed on registration forms, promotional flyers, and sponsorship banners. Corporate name listed on event t-shirts and on King of the Causeway website.
- Corporate name mentioned in press releases.
- Display signage at the event.
- Two King of the Causeway Registrations.

Marketing

Bicycle races, tours and triathlons attract a very specialized group of athletes. Traditional methods of advertising and marketing these events have not been successful in drawing more participants to our events. The King of the Causeway, as well as other athletic events, are relying on and seeing greater success using social media as a means to advertise and keep the public informed about the upcoming event.

The King of the Causeway will continue to market its events using the following means:

- Flyers distributed in participant packets at local events.
- Flyers placed in bicycle and running shops throughout South Texas. There are
 - 5 major bicycle shops located in the Rio Grande Valley. These shops cater to cyclists looking for high-end equipment.
 - 2 Specialized running stores in the Valley which attract local athletes who are looking for more specialized merchandise and guidance than what is available at your Academy, Sports Authority, etc.
- Facebook, Twitter and e-mail newsletters distributed to potential participants. KOC will team with local cycling groups—Team McAllen Cycling, Wally's Bicycles, UTPA Broncs Cycling Team, Mid Valley Events, Sports Federation of the Valley, Brownsville River Rockets, Lone Star Pacesetters, The BikeMasters, Bicycle Worlds of the Valley—to distribute via email to their members information pertaining to the King of the Causeway event.
- Out of the Valley bicycle shops and running clubs will be contacted and flyers will be sent for their upcoming events.
- Licensing through USA Cycling—approved events are listed on the USA Cycling website which is viewed by thousands of cyclists all over the United States. Events are posted on the event calendar.
- Licensing through USA Triathlon—approved events are listed on the USA Triathlon website which is viewed by thousands of triathletes all over the United States. Events are posted on the event calendar.



SPONSORSHIP FORM

Sponsor Information (please print or type):

☐ **Pro Sponsor** ☐ **Semi-Pro Sponsor** ☐ **Expert Sponsor** ☐ **Sport Sponsor**
\$5,000.00 **\$3,000.00** **\$2,000.00** **\$1,000.00**

This contribution will be made in the form of: ☐ **cash** ☐ **check** ☐ **credit card**

Name:
Billing Address
City, State & Zip
Telephone Number
Fax Number/Email Address
Contact Person

(Please call to provide credit card information.)

☐ I wish to have my contribution remain anonymous.

Please make checks payable to:

King of the Causeway

P. O. Box 4073

McAllen, Texas 78502

Email logo and art work to:

Laura.reyna@sbcglobal.net

Signature:
Date:

www.kingofthecauseway.com

Product Donation Form

Name
Billing Address
City, State & Zip
Telephone Number
Fax Number/Email
Contact

Detailed Item Description

Item(s):

Delivery:

_____ Pick up by Committee

Donation's Estimated Value: \$ _____

_____ Donor to Deliver to King of the Causeway

_____ Donor to Deliver Day of Event

Signature of Donor

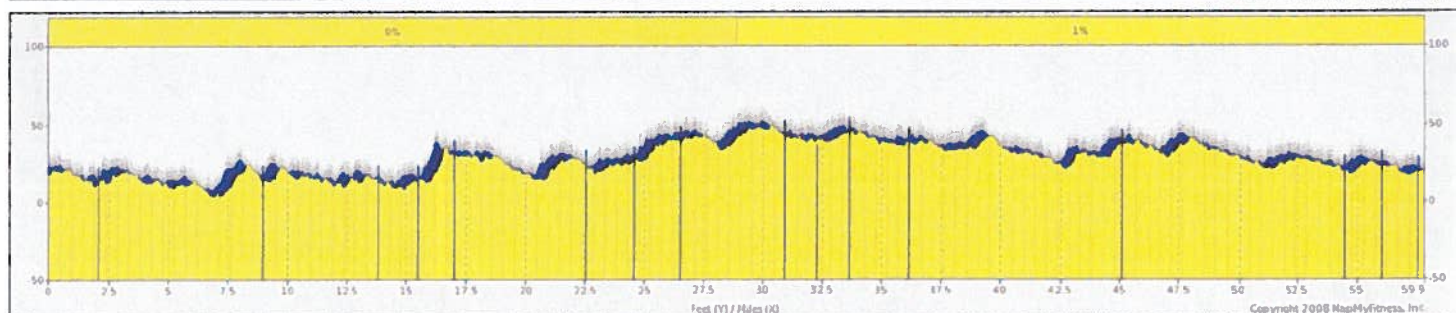
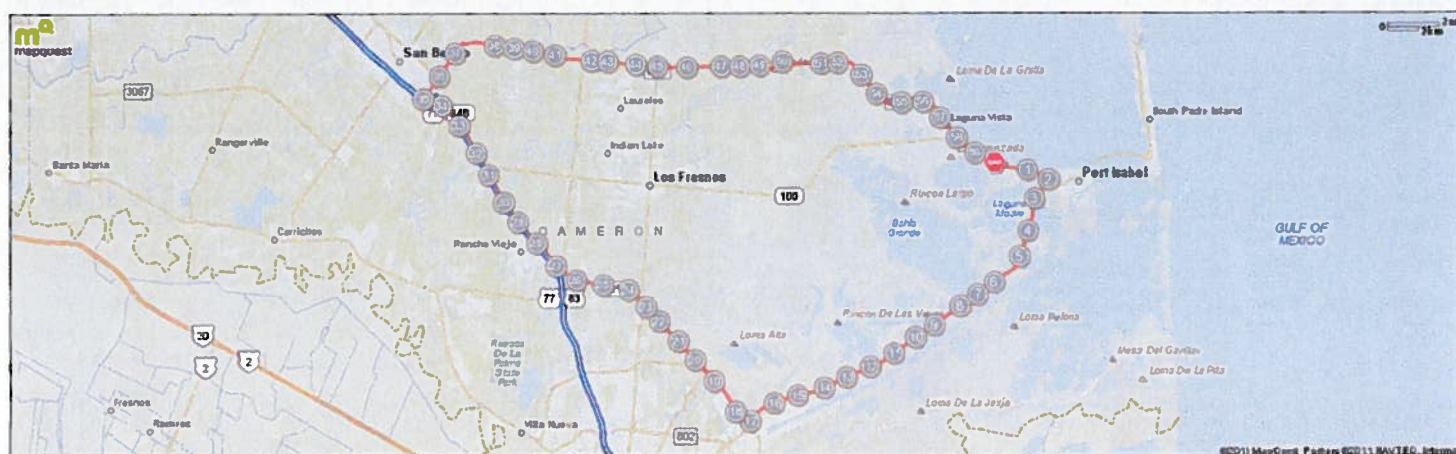
Date

For tax purposes, this serves as a receipt for a non-cash contribution. No goods or services were provided in consideration of this gift.

2011 Saturday Morning Road Race KOC

Starts in Laguna Heights, Texas















59.59 miles





















Description

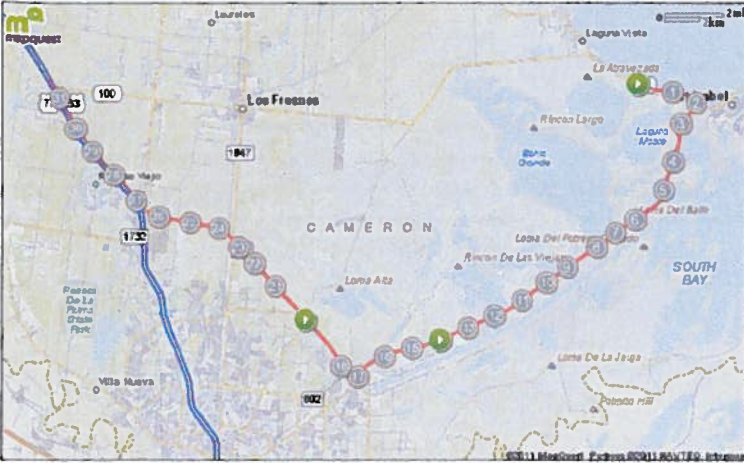
2011 Saturday Morning Road Race KOC

Starts in Laguna Heights, Texas

Notes	AT	FOR	NOTES
	START	 23ft	Head north on Taylor St toward E Ocean Blvd
0 mi.		2mi 720ft	Turn right onto E Ocean Blvd
2 14 mi.		124ft	Head southeast on E Ocean Blvd toward TX-48 W
2 16 mi.		1922ft	Turn right onto TX-48 W
2 53 mi.		6mi 3957ft	Slight right onto TX-48 W/ Brownsville- Port Isabel Hwy Continue to follow TX-48 W
9 28 mi.		5mi 317ft	Head southwest on TX-48 W/ Brownsville- Port Isabel Hwy
14 34 mi.		4383ft	Head west on TX-48 W/ Brownsville- Port Isabel Hwy
15 17 mi.		4582ft	Slight right to stay on TX-48 W/ Brownsville- Port Isabel Hwy
16 04 mi.		1mi 741ft	Head west on TX-48 W/ Brownsville- Port Isabel Hwy
17 18 mi.		1245ft	Head southwest on TX-48 W/ Brownsville- Port Isabel Hwy
17 41 mi.		1167ft	Head northwest on Farm to Market 511 toward Nafra Pkwy/ N Vermillion Rd
17 63 mi.		2mi 1443ft	Head northwest on Farm to Market 511 toward Haron Cove Ln
18 91 mi.		43ft	Turn right onto Old Port Isabel Rd
19 91 mi.		43ft	Head southwest on Old Port Isabel Rd toward County Rd 511/ Farm to Market 511

Notes	AT	FOR	NOTES
19 92 mi.		3mi 2298R	Turn right onto Farm to Market 611
23.36 mi.		42ft	Turn right
23 37 mi.		42ft	Head south toward Farm to Market 611
23.37 mi.		2mi 449ft	Turn right onto Farm to Market 611
25 46 mi.		1mi 1914R	Head west on Farm to Market 611 toward Old Alice Rd
26 82 mi.		40ft	Turn right onto Frontage Rd
26 83 mi.		3346ft	Head northwest on Frontage Rd toward Lomax Rd
27 46 mi.		4mi 3013ft	Head northwest on Frontage Rd toward Rancho Viejo Dr
32 03 mi.		1mi 2206R	Head northwest on Frontage Rd
33.45 mi.		3895ft	Head northwest on Frontage Rd toward Ridge Rd
34 19 mi.		284ft	Continue onto US-77 BUS N
34 24 mi.		784ft	Turn left onto Farm to Market 732 S
34 39 mi.		2581ft	Turn right onto E Expy 83/ Frontage Rd
34.88 mi.		686ft	Head west on E Expy 83/ Frontage Rd toward County Rd 610/ Scaleg Rd

Notes	AT	FOR	NOTES
35.01 mi		2mi 2299ft	Turn right onto County Rd 510/ Scalef RdContinue to follow County Rd 510
37.44 mi.		165ft	Turn right onto County Rd 510/ San Jose Ranch Rd
37.47 mi.		9mi 1458ft	Head southeast on County Rd 510/ San Jose Ranch Rd Continue to follow County Rd 510
46.75 mi.		9mi 3843ft	Head east on County Rd 510/ San Jose Rd toward Shuckman RdContinue to follow County Rd 510
56.48 mi.		1mi 2439ft	Head southeast on County Rd 510 toward Ocelot Trail Rd
57.94 mi.		537ft	Turn leftRestricted usage road
58.04 mi.		128ft	Turn rightRestricted usage road
58.06 mi.		128ft	Head northRestricted usage road
58.09 mi.		1224ft	Turn right toward E Ocean Blvd Restricted usage road
58.32 mi.		215ft	Turn right toward E Ocean Blvd Restricted usage road
58.36 mi.		40ft	Turn left toward E Ocean Blvd Restricted usage road
58.37 mi.		93ft	Turn right toward E Ocean Blvd Restricted usage road
58.39 mi.		1mi 957ft	Turn left onto E Ocean Blvd
59.57 mi.			Head east on E Ocean Blvd toward Harding Blvd



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Find this route online at mapmyride.com/routes/view/46686034
Distance values on this map may differ slightly from values reported on the route engine.

Notes	AT	FOR	NOTES
	START	23ft	Head north on Taylor St toward E Ocean Blvd
	0 mi.	2mi 720ft	Turn right onto E Ocean Blvd
	2.14 mi.	124ft	Head southeast on E Ocean Blvd toward TX-48 W
	2.16 mi.	1922ft	Turn right onto TX-48 W
	2.53 mi.	6mi 3957ft	Slight right onto TX-48 W/ Brownsville- Port Isabel HwyContinue to follow TX-48 W
	9.28 mi.	5mi 317ft	Head southwest on TX-48 W/ Brownsville- Port Isabel Hwy

This segment shows 14.34 mi. (75,702 ft.) of your route.

Notes	AT	FOR	NOTES
	14.34 mi.	4383ft	Head west on TX-48 W/ Brownsville- Port Isabel Hwy
	15.17 mi.	4582ft	Slight right to stay on TX-48 W/ Brownsville- Port Isabel Hwy
	16.04 mi.	1mi 741ft	Head west on TX-48 W/ Brownsville- Port Isabel Hwy
	17.18 mi.	1245ft	Head southwest on TX-48 W/ Brownsville- Port Isabel Hwy
	17.41 mi.	1167ft	Head northwest on Farm to Market 511 toward Nafta Pkwy/ N Vermillion Rd
	17.63 mi.	2mi 1443ft	Head northwest on Farm to Market 511 toward Heron Cove Ln
	19.91 mi.	43ft	Turn right onto Old Port Isabel Rd
	19.91 mi.	43ft	Head southwest on Old Port Isabel Rd toward County Rd 511/ Farm to Market 511

This segment shows 5.58 mi. (29,468 ft.) of your route.

Notes	AT	FOR	NOTES
	19.92 mi.	3mi 2298ft	Turn right onto Farm to Market 511
	23.36 mi.	42ft	Turn right
	23.37 mi.	42ft	Head south toward Farm to Market 511
	23.37 mi.	2mi 449ft	Turn right onto Farm to Market 511
	25.46 mi.	1mi 1914ft	Head west on Farm to Market 511 toward Old Alice Rd
	26.82 mi.	40ft	Turn right onto Frontage Rd
	26.83 mi.	3348ft	Head northwest on Frontage Rd toward Lomax Rd
	27.46 mi.	4mi 3013ft	Head northwest on Frontage Rd toward Rancho Viejo Dr

This segment shows 12.11 mi. (63,943 ft.) of your route.



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Find this route online at mapmyride.com/routes/view/4639034
Distance values on this map may differ slightly from values reported on the route engine.

Notes

AT	FOR	NOTES
32.03 mi.	1mi 2206ft	Head northwest on Frontage Rd
33.45 mi.	3895ft	Head northwest on Frontage Rd toward Ridge Rd
34.19 mi.	284ft	Continue onto US-77 BUS N
34.24 mi.	784ft	Turn left onto Farm to Market 732 S
34.39 mi.	2561ft	Turn right onto E Expy 83/ Frontage Rd
34.88 mi.	688ft	Head west on E Expy 83/ Frontage Rd toward County Rd 610/ Scalef Rd
35.01 mi.	2mi 2299ft	Turn right onto County Rd 610/ Scalef RdContinue to follow County Rd 510
37.44 mi.	185ft	Turn right onto County Rd 610/ San Jose Ranch Rd

This segment shows 5.44 mi. (28,720 ft.) of your route.

Notes

AT	FOR	NOTES
37.47 mi.	9mi 1459ft	Head southeast on County Rd 610/ San Jose Ranch RdContinue to follow County Rd 510
46.75 mi.	9mi 3843ft	Head east on County Rd 610/ San Jose Rd toward Shuckman RdContinue to follow County Rd 510

This segment shows 19 mi. (100,341 ft.) of your route.

Notes

AT	FOR	NOTES
56.48 mi.	1mi 2439ft	Head southeast on County Rd 610 toward Ocelot Trail Rd
57.94 mi.	537ft	Turn leftRestricted usage road
58.04 mi.	128ft	Turn rightRestricted usage road
58.06 mi.	128ft	Head northRestricted usage road
58.09 mi.	1224ft	Turn right toward E Ocean BlvdRestricted usage road
58.32 mi.	215ft	Turn right toward E Ocean BlvdRestricted usage road
58.36 mi.	40ft	Turn left toward E Ocean BlvdRestricted usage road
58.37 mi.	93ft	Turn right toward E Ocean BlvdRestricted usage road
58.39 mi.	1mi 957ft	Turn left onto E Ocean Blvd
59.57 mi.		Head east on E Ocean Blvd toward Harding Blvd

This segment shows 3.39 mi. (17,824 ft.) of your route.

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

MEETING DATE: June 13, 2012

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

DEPARTMENT: Special Events

ITEM

Discussion & action regarding consideration for 2013 funding request from SPI Kite fest as it pertains to 2012/13 Events Marketing Budget

ITEM BACKGROUND

2 day event for Winter Texans on flats north of CCentre. Last year received \$2500 event funding and in-kind donation of \$1450 for building rental

BUDGET/FINANCIAL SUMMARY

Special Events Marketing 593

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Kitefest is requesting an in-kind donation of \$2900 for CC building rental (Indoor event) in addition to \$2500 cash funding

CVA Funding Request Summary for Administrative use:

Event Title SPI Kitefest

Event Dates Feb. 1-3, 2013

☒ Recurring Event ☐ New Event Request

2012-13 Funding Request \$2500 cash & \$2900 in-kind for CCentre events

☒ 2011-12 funding \$2500

☒ Room nights generated 660 (see attached)

Other proposed cash sponsors, additional info:

See list attached

Additional indoor event 'Indoor Kite Flying'

Convention and Visitors Authority Decision:

Yes _____ No _____

Amount of funding approved _____

Fund Code _____

Date _____

Additional Comments _____

SPECIAL EVENT FUNDING REQUEST Please attach the following:

☐ Event summary ☐ Funding Request \$ 2500⁰⁰

Organization B+S Kites

☐ Basic proposed event budget ☐ Marketing Summary (how, when, where will you market this event) ☐ Final income/expense (recurring events)

Contact name Bill Doan

Address 2812 Padre Blvd Ste B
South Padre Island TX 78597
City State Zip

Phone 956-761-1248 Email bskites@hotmail.com

Event Title 13th Annual SPI Kite Fest

Event/Proposed Date(s) Feb 1st - 2nd - 3rd 2013

Location(s) of event SPI- CVB Exhibit Hall + Cameron Co. Flats

☒ Recurring Event ☐ New Event

Estimated attendance 8,000 +

Estimated room nights 600 +

Please list other (proposed) cash or in-kind sponsors. You may attach list. *See Proposed Budget*

_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____
_____	\$ _____	_____	\$ _____

Please present a plan for the following as it may pertain to your event
(attach to application)

Event footprint (Submit a drawing defining parameters of event as it relates to streets, beach and/or bay)

Pedestrian & Parking Plan (Where will people park and how will they safely access your event?)

Thank you for your application!

*Proof of insurance may be required prior to processing check for funding

**13th Annual
SPI Kite Fest
Feb. 1st, 2nd & 3rd, 2013**

***CVB Funding and In-Kind
Sponsorship Request***

We are submitting the following in-kind sponsorship and funding request for the 13th Annual SPI Kite Fest.

1. Funding Request of \$2500
2. In-Kind Sponsorships
 - ~ CVB Exhibit Hall – Fri. Feb. 1st, 2013 – Indoor Kite Clinic
 - ~ CVB Exhibit Hall – Fri. Feb. 1st, 2013 – Indoor Kite Exhibition
 - ~ Folding wooden tables (24) – Jan. 30th – Feb. 4th, 2013
 - ~ 10x10 Canopy (3) – Jan. 30th – Feb. 4th, 2013



Pictures from Kite Fest 2012

The Performances



The Show Kites



The Indoor Kite Exhibition



The Spectators



SPI Kite Fest
Income Statement - Final Accounting
Feb. 3rd, 4th & 5th, 2012

Income

Sponsors

SPI Convention Centre	\$ 2,500.00
Bob Fudge Consulting	750.00
South Padre Bank	500.00
Ben's Liquor	200.00
Directory Publishing	100.00
Coleman Hall & Heinze Ins.	200.00
Blue Marlin Supermarket	200.00
Pirate's Landing	200.00
The Big Donkey	200.00
Art*Sea	100.00

Other Income

Silent Auction	\$ 1,434.75
Banquet Auction & Shirt Sales	5,105.00
Banquet - Tickets	1,440.00
Indoor Kite Tickets & Raffle	1,447.00

In-Kind Sponsorships

Hotel Sponsors	<u>\$ 7,220.00</u>
Total Income	\$ 21,596.75

Expenses

Production Expense

Display Expense (Field & Show Kites)	\$ 1,757.16
Demonstration Exp. (Entertainers)	1,837.19
Banquet Exp. (Show participants)	1,977.84
Indoor Exhibition Exp. (Gym Rental)	1,115.70

Marketing

Advertising & Marketing Expense	\$ 3,710.24
Promotional Exp. (Festival Shirts, etc.)	1,346.49
Silent Auction - SPI Kite Fest Items	1,667.98

Operations Expense

Porta-potties - Sound system - Parking	1,453.57
Misc. Operating Expenses	128.60

Hotel Expense

	<u>\$ 7,220.00</u>
Total Expenses	\$ 22,214.77

Net Loss on Kite Festival

< \$ 618.02 >

SPI Kite Fest
February 1st, 2nd & 3rd, 2013

Event Plan Summary

Fri. ~ Feb. 1st, 2013

Event Footprint – Indoor Kite Exhibition – SPI Convention Centre – Exhibit Hall
Drawing defining parameters – See attached 2012 Exhibit Hall Layout
Additional seating may be required

Backup Venue: Boys & Girls Club of Laguna Madre
Drawing defining parameters – Not applicable – Port Isabel, TX

Sat. & Sun. ~ Feb. 2nd & 3rd, 2013

Event Footprint - SPI Kite Fest - On the Flats - Cameron County
Drawing defining parameters - Not applicable - On the Flats

Temporary Structures - On the Flats - Cameron County

Temporary Structures consist of the following:

- 1 - 10'x10' Canopy - Festival Registration
- 1 - 10'x10' Canopy - Festival Announcer
- 1 - 10'x20' Canopy - Silent Auction
- 1 - 10'x10' Canopy - Silent Auction
- 1 - 10'x20' Canopy - Food Vendor (Boys & Girls Club of Laguna Madre)
- 5 - 10'x10' Canopies w/Tables & Chairs - Food Vendor
(Charlie's Beach Service)

Trash, Litter Control & Sanitary Facilities - On the Flats - Cameron County
8 Trash cans positioned on the flats as needed
Litter Control - B&S Kites Volunteers
Sanitary Facilities - Porta potties rented from & maintained
by A Clean Portoco

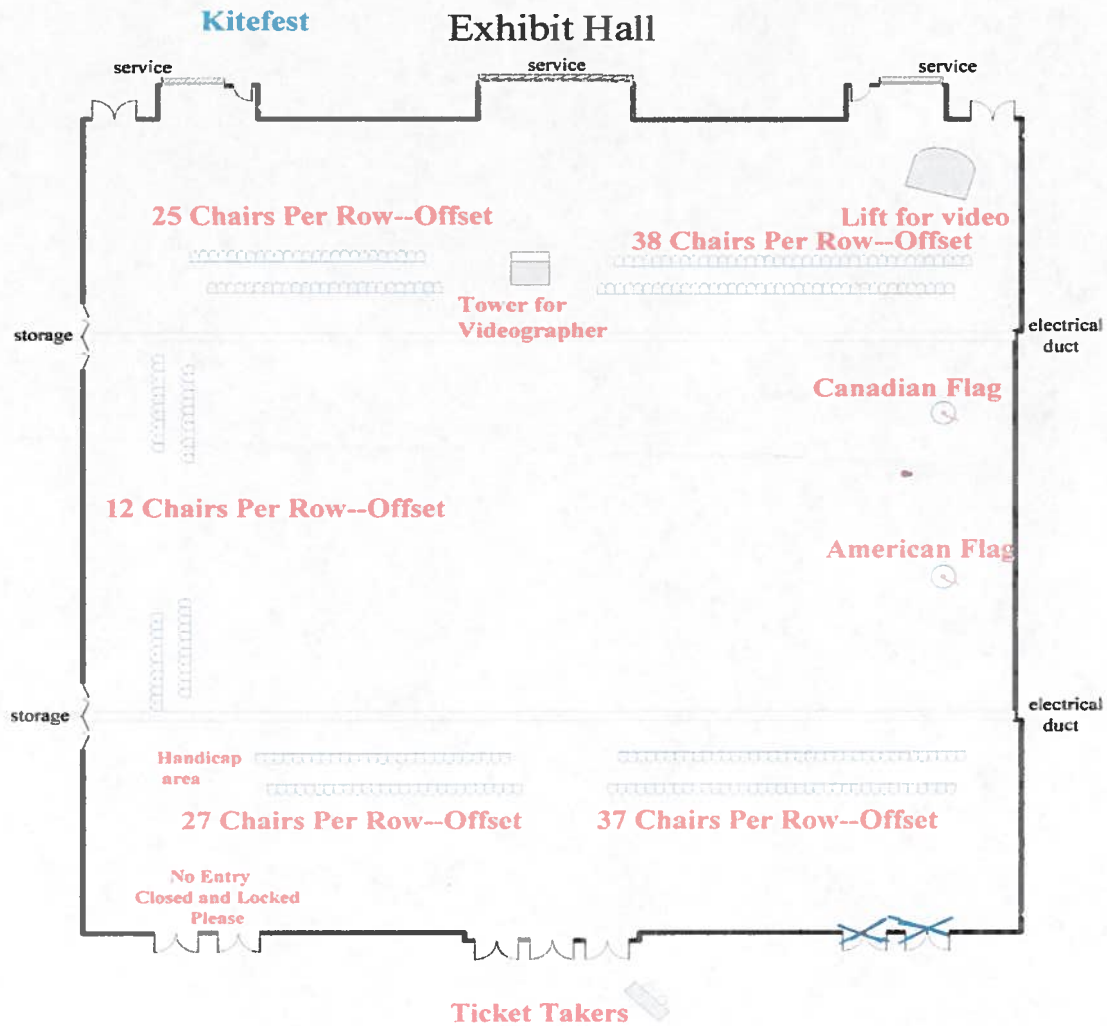
Pedestrian & Parking Plan - On the Flats - Cameron County

Parking Coordinators: Fred Ellis & Luke Annaert, Campbellford, Ontario
Parking Crew: To be announced ~ Paid 8-person parking crew

Vendors - On the Flats - Cameron County

Diagram defining location - Not applicable - On the Flats
Food Vendor: Boys & Girls Club of Laguna Madre
Food Vendor: Charlie's Beach Service

Indoor Kite Exhibiton
Friday ~ February 1st, 2013
Exhibit Hall ~ SPI Convention Centre



Note: Additional row of seating may be required.

13th Annual
SPI Kite Fest
Feb. 1st, 2nd & 3rd, 2013

Marketing Plan & Proposed Budget

I. Our Vision ~ Our Goal ~ Our Success

A. Our Vision

Our vision is for SPI Kite Fest to become a world-renowned kiting exhibition.

B. Our Goal

Our goal is to continue to grow by adding new and exciting ventures; i.e., Indoor Kite Exhibition added to the festival in 2010.

C. Our Success

Voted 'Kite Festival of the Year 2010' by KTAI (Kite Trade Association International) as #1 Kite Festival in United States, the festival boasts an astonishing 8,000+ spectators.

II. Event Description

A weekend filled with flying lessons, special performances and spectacular displays of outstanding kites from all over the United States & Canada.

A. Thursday – Jan. 30th, 2013

Welcome Party – 4 p.m. To 5:30 p.m. - Padre Brewing Company
Informal gathering - Welcome to South Padre Island

B. Friday - Feb. 1st, 2013

Indoor Kite-flying Clinic - 10 a.m. to Noon – SPI Convention Centre

Backup Venue: Boys & Girls Club ~ Port Isabel

Conducted by Lisa Willoughby, Medford, NJ

REV Clinic – 10 a.m. To 4:00 p.m. - On the Flats

Conducted by John Barresi & Team iQuad, Portland, Oregon

Indoor Kite Exhibition - 6:30 p.m. to 8:30 p.m. - SPI Convention Centre

Backup Venue: Boys & Girls Club ~ Port Isabel

Indoor performances showcasing 10-time National Multi-line
Champion - John Barresi - Portland, Oregon

Invited Guest Performers:

Lisa Willoughby - Medford, New Jersey

Scott Weider - Cranston, Rhode Island

Chris Shultz - Kill Devil Hills, North Carolina

C. Saturday & Sunday - Feb. 2nd & 3rd, 2013

SPI Kite Fest - 10 a.m. to 4 p.m. - On the Flats - Cameron Co.

Kite performances, displays, free lessons, food concessions,
silent auction, raffle & kite giveaways.

Invited Guest Performers:

World-renowned Team - *iQuad*

John & Takako Barresi - Portland, Oregon

David Hathaway - Vancouver, BC, Canada

Steve de Rooy - Victoria, BC, Canada

Willow Robin - Victoria, BC, Canada

Barry Poulter - Lakewood, Oregon

Team *Last Flight Out*

Jerry & Marcia Cannon - Auburn, Washington

Team *End of the Line*

Eddie Zihlman, Jim Cox, Michael Boswell,

& Ben Gray - Austin, Texas

Team *EOS*

Zach and Josh Gordon - Oak Lawn, Illinois

Perspective Show-Kite Displays by:

Doug & Linda LaRock - Yakima, Washington

Phil & Barb Burks - Portland, Oregon

Rod & Marti Milburn - Mesa, CA

Martin Blais - Papebiac, Quebec, Canada

Dr. Gayle Woodul - Marble Falls, Texas

Rob Cembalest - Austin, Texas

Food Concessions by:

Boys & Girls Club of Laguna Madre

Charlie's Beach Service

Parking Crew & Coordinators:

To be announced

Saturday Night Banquet - 6 p.m. - Isla Grand Beach Resort

III. Marketing Goals

- A. To promote the island and SPI Kite Fest as a premier destination for kitefliers and spectators looking for a winter getaway.
- B. To market SPI Kite Fest as a weekend of fun-filled entertainment in order to maintain an unprecedented attendance each year.
- C. To bring nationally- and internationally-known kitefliers/makers to the festival to conduct workshops/clinics as well as perform or display their kites in an attempt to draw a wider interest in SPI Kite Fest and the island.

IV. Proposed Marketing (Based on past marketing avenues)

- A. Printed Media - Pictures & Feature Articles
 - 1. San Antonio Express News - Travel Section
 - 2. Austin Daily Herald - Travel Section
 - 3. Houston Herald - Travel Section
 - 4. Kiting Magazine
 - 5. Texas Highway Magazine
 - 6. Valley Morning Star - Rio Living Section
 - 7. Brownsville Herald

Printed Media - Pictures & Cover Story

1. The Port Isabel Press
2. The Parade
3. The Coastal Current

TV Media - Activities & Weather

1. KGBT 4
2. KRGV 5

Printed Media - Other

1. Festival Flyer

B. Internet Marketing

1. KiteLife Magazine - International Online Kite Magazine
2. Facebook – SPI Kitefest Page
3. Website – www.spikitefest.com
4. American Kite Fliers Association Calendar
5. Central US Kite Fest Calendar
6. San Antonio Current - Online Calendar of Events
7. Austin 360.com - Online Calendar of Events
8. Rio Grande Valley - Online Calendar of Events

V. Marketing Targets

- A. Families - San Antonio, Houston, Austin & many other venues in Texas and the United States.
- B. Kitefliers & Kite Clubs - From Northwest, Midwest & Canada that would be interested in a weekend out of the cold winter conditions.
- C. Kitefliers & Kite Clubs - From states bordering Texas and within driving distance for the weekend.
- D. Winter Texans – Getting Winter Texans to bring their children & grandchildren from the north down to the island for the week.
- E. Valley Residents – Getting valley residents to come to the island and stay for the entire weekend.

VI. Perspective 2012 Sponsors (based on previous years)

- | | |
|-------------------------------|----------------------------|
| A. South Padre Island CVB | F. Ben's Liquor |
| B. Cameron Co. Parks | G. Directory Publishing |
| C. Fudge Consulting | H. Blue Marlin Supermarket |
| D. South Padre Bank | I. The Big Donkey |
| E. Coleman Hall & Heinze Ins. | J. Art*Sea |

VII. Perspective 2012 Hotel Sponsors (based on previous years)

- | | |
|----------------------------------|----------------------|
| A. Isla Grand Beach Resort | G. Casa Bella |
| B. The Inn of South Padre Island | H. Comfort Suites |
| C. Ramada Limited | I. Travelodge |
| D. La Quinta/La Copa Inn | J. Hilton Garden Inn |
| E. Wana Wana Inn | |
| F. Holiday Inn Express | |

SPI Kite Fest
February 1st, 2nd & 3rd, 2013

Proposed Budget

Prizes & Give-a-ways Expense	\$ 200.00
Display & Registration Expense	\$ 1,675.00
Demonstration Expense (Airfare & Van Rental)	\$ 1,965.00
Team iQuad - 3 tickets – SEA to BRO (1/2 - \$1500)	
Team iQuad - 3 tickets – PDX to BRO (1/2 - \$1480)	
Team iQuad – Van Rental (\$475)	
Hotel Expense (Demonstrators)	\$ 7,995.00
Festival Promotional Items (T-shirts & hats)	\$ 1,820.00
Silent Auction Expense	\$ 1,515.00
Sound System/Generators/Signage	\$ 830.00
Parking & Porta-pottie Expense	\$ 1,150.00
Marketing Expense	\$ 3,485.00
Banquet Expense - Performers & Volunteers	\$ 2,070.00
Indoor Kite Exhibition Expense	\$ 1,210.00
Misc. Expense - Food Vendor, etc.	<u>\$ 500.00</u>
Estimated Total Expenses	\$24,415.00

Annual Pledges

Product Pledges

Isla Grand Beach Resort - 3 Condos, 7 Nights	\$ 3,910.00
Ramada Inn - 2 Rooms, 2 Nights	\$ 195.00
The Inn @ SPI- 3 Rooms, 4 Nights	\$ 2,070.00
La Copa Inn - 1 Room, 3 Nights	\$ 315.00
Hilton Garden Inn - 1 Room, 3 Nights	\$ 340.00
Wanna Wanna - 1 Room, 3 Nights	\$ 275.00
Travelodge - 1 Room, 3 Nights	\$ 210.00
Casa Bella - 1 Room, 3 Nights	\$ 250.00
Comfort Suites - 1 Room, 3 Nights	\$ 320.00

Cash Pledges (Sponsorships)

Fudge Consulting	\$ 750.00
South Padre Bank	\$ 500.00
Coleman, Hall & Heinze Insurance	\$ 200.00
Ben's Liquor	\$ 200.00
Blue Marlin Supermarket	\$ 200.00
Pirate's Landing	\$ 200.00
The Big Donkey	\$ 200.00
Art*Sea	\$ 100.00

Festival Income (Projected)

Indoor Kite Exhibition <i>(Based on SPI Convention Centre as Venue)</i>	\$ 1,250.00
Kite Banquet Tickets & Festival Shirts	\$ 3,480.00
Banquet Auction & Silent Auction	<u>\$ 4,465.00</u>
Projected Pledges & Income	\$19,430.00

Outstanding Balance - B&S Kites < \$ 4,985.00 >

Hotel Nights Summary ~ Compiled from Registration
Friday Night Indoor ~ Feb. 3, 2012
Saturday Outdoor ~ Feb. 4, 2012

Name	# of Nights	Hotel ~ Condo
Anderson, Mitch & Mary Ann	14	Saida
Andrews, William	4	Saida III
Anthony, Mitch & Becky	1	Comfort Suites
Argraves, Jack & Jan	16	Calm Seas 201
Bainbridge, Jim & Dotty	10	Island Inn
Barnhard, Joyce	7	Rental House
Battertom, Kenny & Judy	6	Park Place
Bilsborough, Dale & Jane	2	Holiday Inn Express
Blankenship, John & Tish	14	Villa de la Playa
Body, Keith & Phyllis	3	La Quinta
Borchardt, Carol	2	Inverness
Bordewyk, Roger	21	Super 8
Brown, Bob & Donna	1	Comfort Suites
Brown, Pam	10	Inverness
Burks, Phil & Barb	7	The Inn @ SPI
Burnley, Cary & Karen	3	Holiday Inn Express
Calvert, John	1	Padre South Hotel
Castillo, Luis	3	Holiday Inn Express
Cates, Jim & Nancy	21	Inn @ SPI
Chesser, Cecil & Beverly	1	Comfort Suites
Clements, Wayne & Charlene	5	Condo - Gardenia
Corrigan, Catherine & Marilyn	3	La Concho Condo
Craig, Robert & Cheryl	4	Sunset
Crotteau, Kevin & Kendra	8	Condo
DeLea, Lilly	1	Pearl
Dingivan, Ed & Jane	3	Sunset
Donoho, Mike & Vicki	7	Condo
Drummond, Danny	5	Wanna Wanna
DuPree, Jan	4	Gulf Point
Earles, Jim & Sharon	3	La Copa
Edwards, Bruce & Patty	4	Ramada
Evans, Zoe	7	Florence II
Falen, Marge	1	Hilton Garden Inn
Fieber, Paul & Sue	14	Inverness
Fleming, Ken	7	Dolphin Condo
Flint, Jo	4	Gulf Point
Garcia, Nancy	1	Island Inn
George, Jerry	2	Casa Bella
Gerdes, Ronnie	7	La Copa
Glaser, Dennis & Vicki	14	La Copa
Gosselin, Susan	7	Inverness
Gralapp, Al & Mary	14	Suntide III

Gray, Barbara	4	Gulf Point
Gray, Ben	1	La Copa
Green, Jim & Melissa	8	Rental House
Gutierrez, Nora	1	Island Inn
Hall, Tom & West, Carolyn	7	Inn @ SPI
Haneirk, Ron	7	Days Inn
Hanson, Einer	1	Comfort Inn
Harvey, Sheryl	3	Pearl
Havener, John & Sharon	2	Isla Grand
Hazel, Mary	12	Holiday Inn Express
Henderson, Jim	5	Wanna Wanna Inn
Henderson, Ron & Karen	2	Isla Grand
Henry, Jerry & Ginger	14	Sapphire
Hentges, Mike	3	Aquarius
Hentges, Ramona	8	Aquarius
Hess, Ann Marie	4	Wanna Wanna Inn
Hoffman, Al & Sheri	1	Comfort Suites
Humphrey, Dick & Barb	1	Comfort Suites
Israel, Krysh	3	La Quinta
Jay, Donald & Barbara	3	La Copa
Kabay, Harold & Phyllis	1	Comfort Suites
Kadrlik, Albert & Dorothy	2	Days Inn
Keith, Carl	2	Holiday Inn Express
Kenton, Jim & Carol	10	Super 8
Kochanowicz, Judy	16	Sapphire
Koran, Steve & Janet	2	Hilton Garden Inn
Knaple, Karen	10	Inverness
LaRock, Doug & Linda	9	The Inn @ SPI
Larson, Cheryl	1	Blue Bay
Lee, Laura	5	Sea Scape
Lewis, Ken	2	Wanna Wanna Inn
Medina, Denim	1	Pearl
Miller, Oren & Vonna	1	Comfort Suites
Mladenka, Bill & Kathie	3	Isla Grand
Moreno, Hector & Caolyn	2	Holiday Inn Express
Mulji, Nirmal & Praclip	4	Hilton Garden Inn
Olynik, Jill	7	Inverness
Pahl, Loren	1	La Quinta
Patton, James & Brenda	3	Days Inn
Penners, Tom	14	Inverness
Perkins, Randy & Lois	14	La Quinta
Peterson, Donald	7	Gulfview I
Pickering, Janelle	5	La Copa
Piper, Janice	7	Super 8
Piper, George & Pat	10	Super 8
Pleso, Marcia	9	Edgewater Condos
Ramsey, Danielle & Carter	3	Comfort Inn
Richwine, Don & Nancy	7	Ramada Limited
Riddler, Ruth	2	Days Inn

Rivara, Dominick	14
Roberts, Brandon	4
Ross, Sandra	4
Self, Gene & Jo Ann	3
Sharp, Nancy	2
Schoeneracen, Harold	6
Seward, Bill & Kitty	3
Shriver, James & Judy	6
Sieckert, Jan	6
Sindt, Darold & Paulette	14
Smith, Christine	1
Stephens, Chester & Jeanne	14
Stephenson, Nancy	3
Stiteler, Ron & Judy	2
Tonn, Richard & Kathy	2
Tucker, Ray & Sonia	14
Van Nostrand, Zack & Aidan	2
Vance, Alta	1
Velez-Barneset, William	3
Ward, Larry & Barb	11
West, Roy	14
Williams, Rodger & Marie	9

TOTAL	660
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La Copa
La Quinta
Gulf Point
Comfort Inn
American Best Value – Casa Bella
Suntide III
Days Inn
Holiday Inn Express
La Quinta
La Copa
Blue Bay
Continental Condo
La Concha Condo
Days Inn
La Copa
La Copa
Hilton Garden Inn
Padre South Hotel
Wanna Wanna Inn
The Inn @ SPI
SPI Cabanas
Sapphire

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

MEETING DATE: June 13, 2012

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

DEPARTMENT: Special Events

ITEM

Discussion & action regarding consideration for 2013 funding request from Kiteboard Roundup as it pertains to 2012/13 Events Marketing Budget

ITEM BACKGROUND

4 day event on the flats north of the CCentre. FREE event where Keters may try out all the latest equipment from a variety of venders. (also includes evening social activities)

BUDGET/FINANCIAL SUMMARY

Special Events Marketing 593

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

This is a growing industry for South Padre Island, considered one of the premier training grounds for this sport. Room nights tracked - 563

CVA Funding Request Summary for Administrative use:

Event Title Kiteboard Round Up

Event Dates May 2-5, 2013

☒ Recurring Event ☐ New Event

2012-13 Funding Request \$5000

☒ 2011-12 funding \$5000

☒ Room nights generated 563

Other proposed cash sponsors, additional info

Kiteworld Magazine/\$1000

Convention and Visitors Authority Decision:

Yes _____ No _____

Amount of funding approved _____

Fund Code _____

Date _____

Additional Comments _____

SPECIAL EVENT FUNDING REQUEST Please attach the following:

☐ Event summary ☐ Funding Request \$ 5000
Organization South Padre Island Kite Round-Up, LLC

- ☐ Basic proposed event budget ☐ Marketing Summary (how, when, where will you market this event)
☐ final income/expense (recurring events)

Contact name Jeff Hoxtell

Address PO Box 2725

SPI TX 78597
City State zip

Phone 956-266-8100 Email info@airpadre.com

Event Title South Padre Island Kite Round-Up

Event/Proposed Date(s) First Weekend in May 2013

Location(s) of event Convention Center Flats ☒ Recurring Event ☐ New Event

Estimated attendance 150

Estimated room nights 625

Please list other (proposed) cash or in-kind sponsors. You may attach list.

Kiteworld Magazine \$ 1000 \$ _____
\$ _____ \$ _____
\$ _____ \$ _____

Please present a plan for the following as it may pertain to your event (attach to application)

Event footprint (Submit a drawing defining parameters of event as it relates to streets, beach and/or bay)

Pedestrian & Parking Plan (Where will people park and how will they safely access your event?)

Thank you for your application!

*Proof of insurance may be required prior to processing check for funding

Marketing Plan (Feb-May 2013)

- Full Page add in Kiteworld Magazine Winter Edition 2012
\$3000
- Industry online forum posting and newsletter (every 2 weeks for 3 months) \$1000
- Online advertising on www.AirPadrekiteboarding.com \$1000

SPIKR 2012 PL May.txt

SPIKR10:02 AM

05/29/12 Profit & Loss

Accrual Basis January 1 through May 29, 2012

Jan 1 - May 29, 12

Income	
City funding	5,000.00
Sponsorship	500.00
Vendor Fees	990.00
Total Income	6,490.00
Gross Profit	6,490.00
Expense	
Bank Service Charges	12.50
Bookkeeping	125.00
Business Licenses and Permits	65.00
Insurance Expense	1,005.54
Marketing Expense	3,185.00
Meals and Entertainment	52.85
Security	630.00
Staff	1,048.00
Supplies	222.16
Tax Prep	100.00
Total Expense	6446.05
Net Income	43.95

Page 1

†

South Padre Island Kite Round-UP, LLC
2013 Budget *proposed*

Income		
	City Funding	5000
	Vendor Fees	1000
	Sponship	1500
Total Income		7500
Expenses		
	Bank Charges	15
	Permit	65
	Insurance	1200
	Marketing	5000
	Meals	50
	Security	700
	Staff	1000
	Supplies	250
Total Expenses		8280
Projected Profit		-780

Kiteboard Round Up 2012 P&L

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

MEETING DATE: June 13, 2012

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

DEPARTMENT: Special Events

ITEM

Discussion & action regarding consideration for funding request from LKT (Ladies Kingfish Tournament) as it pertains to 2012/13 Events Marketing Budget

ITEM BACKGROUND

Annual event produced by The South Padre Island Chamber of Commerce
Cash funding has been denied for past 2 years as building is donated for entire event.

BUDGET/FINANCIAL SUMMARY

Special Events Marketing 593

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Event is requesting \$2000 cash funding and \$6,435 in-kind for CCentre facility.

CVA Funding Request Summary for Administrative use:

Event Title LKT (Ladies Kingfish Tournament)

Event Dates Aug. 10-12, 2013

☒ Recurring Event ☒ New Event Request

2012-13 Funding Request \$2000 cash & \$6435 in-kind for CCentre facility

☒ 2011-12 funding \$6435 In-kind for Convention Centre Facility

☒ Room nights generated est. 164 / not tracked

Other proposed cash sponsors, additional info:

See attached trophy list

Event bases room nights on 82 anglers coming in from outside Valley

Convention and Visitors Authority Decision:

Yes _____ No _____

Amount of funding approved _____

Fund Code _____

Date _____

Additional Comments _____

SPECIAL EVENT FUNDING REQUEST

Please attach the following:

- ☒ proposed event budget ☒ Marketing Plan ☒ final income/expense (if applicable)
- ☒ event plan summary ☒ Funding Request \$ 2000.00

Organization South Padre Island Chamber of CommerceContact name Roxanne GuenzelAddress 600 Padre Blvd
South Padre Island TX 78597
City State zipPhone 761-4412 Email roxanne@spichamber.comEvent Title Ladies Kingfish TournamentEvent Date(s) August 10, 11, 12, 2012Location(s) of event SPI Convention Centre 8/10 Friday; 8/12 Sunday
South Point Marina 8/11 Sat ☒ Recurring Event ☐ New EventEstimated attendance 275 anglers; 125 boat captains/operators; plus family & friendsEstimated Room Nights 164 based on 30% of anglers coming from outside the valley = 82;
82 x 2 = 164 nightsPlease list other (proposed) cash or in-kind sponsors. You may attach list. 2011 Sponsor list

<u>/</u>	\$ <u>/</u>	<u>/</u>	\$ <u>/</u>
<u>/</u>	\$ <u>/</u>	<u>/</u>	\$ <u>/</u>
<u>/</u>	\$ <u>/</u>	<u>/</u>	\$ <u>/</u>

is attached.

Please present a plan for the following as it may pertain to your event (attach to application) Our event utilizes existing facilities at the Convention Centre and at South Point Marina.

Event footprint (Submit a drawing defining parameters of event as it relates to streets, beach and/or bay) Will utilize convention centre space and parking for Friday and Sun. Will utilize South Point Marina dock space and parking for Sat.

Temporary Structures (size & placement of tents, or other temp. structures)

Tents will be used at South Point Marina, as well as temporary spectator seating.

Trash, Litter Control & Sanitary facilities Will utilize convention centre facilities on Friday & Sunday. At South Point all necessary trash collection, litter control & restrooms will be secured.

Pedestrian & Parking Plan (Where will people park and how will they safely access your event?)

Each venue provides adequate on site parking

Vendors (attach diagram defining what type of vendors, their location and general set up within event parameters) Only our sponsors or service providers received space accommodations.

*Proof of insurance may be required prior to processing check for funding

* May the CVB receive a list of participants with email addresses, if applicable? yes

Thank you for your application!

March 16, 2012

To: Mary K. Hancock, Special Event Coordinator
South Padre Island Convention & Visitors Bureau

From: Roxanne Guenzel, President
South Padre Island Chamber of Commerce *RHG*

Re: Special Event Funding Request – Ladies Kingfish Tournament

Event for 2013

Attached you will find our funding request for our Island's 31st Anniversary Ladies Kingfish Tournament on ~~August 10, 11, 12, 2012~~. We appreciate your kind consideration, especially given the fact that event funding resources are limited. We are grateful for the use of CVA facilities and want to thank you again for your past support. We look forward to working with you and the CVA staff.

In addition to the funding application please find enclosed –
Final financial statement for the 2011 LKT event
Proposed Budget for 2012 LKT Event
Complete listing of 2011 LKT Sponsors
Copy of our report cover letter for the final report to CVA for 2011 event
Angler statistics for 2011

Marketing-

I think you will agree our marketing efforts for 2011 were new for our event and extended outside the box. Every dollar of the CVA financial support in 2011 was dedicated to advertising and promoting our event. 2012 will be the same. A good portion of the support will go to the purchase of billboards again this year. Also we will again advertise in select Texas publications to compliment our press releases.

Additional work to promote the Island and our event will begin in spring 2012. We will send event/calendar information to state and area fishing/wildlife publications for placement in the calendars; in May 2012 we will send out registration form to all of our past participants; in June 2012 posters and flyers will be sent to marinas/fishing piers from across the State; ad placement in the Valley's Coastal Current will begin in June 2012; NewsCenter 23 will also begin to run LKT spots as part of their sponsorship trade agreement; our website will carry tournament information; regular press releases will be issued beginning June 2012; Padre Blvd banner was purchased and placement is planned for late July and early August 2012; email blasts, Facebook postings and PSA opportunities will be placed. We are very receptive to other promotional opportunities the CVA might recommend, and interested in any suggestions from either the CVA or the Atkins Group.

The City's CVA financial support is recognized as a major sponsor in media releases, on angler event bags, in emails and at our events by way of announcements and signage.

Room Nights -

LKT occurs over a three day period so is positioned to put heads in beds. We are always willing to survey our participants in regard to room nights. Historically our event has not documented high levels of over night stays at properties generating hotel tax. Ideally we would like to partner with a local hotel to recruit them as a sponsor and promote them as a host hotel in our registration materials. The challenge being, our event is held during the summer season when most hotels are already at capacity without offering special discount rates. At this point, our hope is to help fill in the vacancies available at various lodging properties. In 2011, 35% of our angler registrants came from outside the Valley, which would be an estimated 87 anglers, so we could project conservatively 174 room nights.

spi LKT
CHAMBER
Ladies Kingfish
Tournament
south padre island, texas

AUGUST 10-12, 2012
SOUTH PADRE ISLAND

The LKT has been a popular Island tradition for 30 years. It started when a group of lady anglers, who had frequented the area for years fishing other tournaments, got together and decided they wanted a tournament of their own. The tournament was originally named the "Yellow Rose of Texas."

After two years, the name was changed to the "Ladies Kingfish Tournament," and a new Island tradition was born. In 1993 the South Padre Island Chamber of Commerce was asked to take over the coordination of the growing event. An event that started with 20 lady anglers has now grown to over 250, with over 100 captains and additional crew members, not to mention families.

2011 LKT STATISTICS

OVERALL

	Registered Anglers	Registered Boats	Anglers Weighed-In
Offshore Anglers	116	37	92
Bay Anglers	140	61	78
Totals	256	98	170

Total weight of all fish weighed in - 3,022 LBS.

Total length of all fish weighed in - 9,642 INCHES (804 FEET)

WHERE THEY LIVE

		% of Total
South Padre Island	26	10.00%
Port Isabel/Laguna Vista	35	13.46%
Los Fresnos	09	3.46%
Brownsville	21	8.08%
San Benito	14	5.38%
Harlingen	31	11.92%
McAllen	24	9.23%
Edinburg	03	1.15%
Port Mansfield	06	2.31%
Houston	02	0.77%
San Antonio	10	3.85%
Other Cities in Texas	75	30.38%
	256	100.00%

On May 2011 event registration forms, including the CVB logo, were sent to our angler mailing list of over 900. Event posters and registration forms were widely distributed, all included the CVB logo. These efforts included utilizing our Chamber website,

www.spichamber.com, Facebook, our email database, an extensive Texas marina/guides email list provided to us by a local guide association and local distribution.

We purchased a SPI Street Banner, including the CVB logo, which was displayed on Padre Blvd the two weeks prior to our event. This covered the period of time which included significant traffic from the TIFT fishing tournament.

Billboards were purchased from Lamar. Placement was on Highway 100 between just east of Los Fresnos and Highway 77/83, one visible east bound and one westbound. The CVB logo appeared on both of the billboards, which were displayed starting July 18 for a minimum of 10 days.

We also arranged 30 day promotion of our event on Video Billboards here in the valley.

All of our event sponsors appeared on our angler event "swag" bags. These bags are of durable canvas material, and anglers look forward to collecting these unique event bags and using them for many years which keeps our sponsor name "out there".

Signage at our event included the CVB logo along with all our other sponsors. Signage was displayed during Friday registration and for our awards banquet. At the awards the back drop for all 30 trophy winners included the CVB logo also (black & white photo enclosed).

Regular press releases were made to area media. The releases included acknowledgement of our major sponsors. Our sponsors were also acknowledged in paid placement of our chamber's news letter, *The Business News*, that appear in print in the Coastal Current and is on our Chamber's website. The Convention and Visitors Bureau was recognized further with public announcements throughout our weigh in event at South Point Marina, by MC Alita Bagley and again during our awards banquet. Additionally at the awards banquet the CVB received a special recognition award for their steadfast support of our tournament. Additionally all of our sponsors/logos will appear on our chamber website for one year with links to their website.

We have provided CVB staff with the participant lodging survey information we were able to capture and with our angler contact database.

Once again we are grateful for both the financial and in kind support provided to the South Padre Island Ladies Kingfish Tournament. I hope you are pleased with your investment. Thank you.

South Padre Island Chamber of Commerce
2011 Ladies Kingfish Tournament
October 2010 through September 2011

	<u>Oct '10 - Sep 11</u>	<u>Budget</u>
Ordinary Income/Expense		
Income		
450000 · Ladies Kingfish Tournament -		
411050 · Reg. Fees - LKT	21,363.00	24,500.00
412050 · Sponsorship - LKT	26,950.00	22,000.00
413050 · Event promo Items - LKT	2,739.00	2,500.00
429050 · Miscellaneous - LKT	1,430.00	1,000.00
Total 450000 · Ladies Kingfish Tournament -	52,482.00	50,000.00
Total Income	52,482.00	50,000.00
Expense		
620000 · Ladies Kingfish Tournament		
500050 · Advertising - LKT	1,540.75	700.00
502050 · Awards/Prizes/Trophies - LKT	5,430.00	4,700.00
522050 · Food/Drink - LKT	2,812.50	3,000.00
562050 · Misc. - LKT	6,276.67	5,200.00
576050 · Printing - LKT	529.20	500.00
606050 · Supplies - LKT	209.48	200.00
618050 · T-Shirts/logo Items - LKT	3,516.00	2,500.00
619050 · Event Bags - LKT	3,044.34	2,500.00
Total 620000 · Ladies Kingfish Tournament	23,358.94	19,300.00
Total Expense	23,358.94	19,300.00
Net Ordinary Income	29,123.06	30,700.00
Net Income	29,123.06	30,700.00

**South Padre Island Chamber of Commerce
Ladies Kingfish Tournament
Budget 2012**

	<u>Oct '11 - Sep 12</u>
Ordinary Income/Expense	
Income	
450000 · Ladies Kingfish Tournament -	
411050 · Reg. Fees - LKT	24,000.00
412050 · Sponsorship - LKT	24,000.00
413050 · Event promo items - LKT	1,500.00
429050 · Miscellaneous - LKT	1,200.00
Total 450000 · Ladies Kingfish Tournam...	<u>50,700.00</u>
Total Income	50,700.00
Expense	
620000 · Ladies Kingfish Tournament	
500050 · Promotion - LKT	2,000.00
502050 · Awards/Prizes/Trophies - LKT	4,700.00
522050 · Food/Drink - LKT	3,000.00
562050 · Misc. - LKT	5,500.00
576050 · Printing - LKT	500.00
606050 · Supplies - LKT	200.00
618050 · T-Shirts/logo items - LKT	3,000.00
619050 · Event Bags - LKT	3,000.00
Total 620000 · Ladies Kingfish Tournam...	<u>21,900.00</u>
Total Expense	<u>21,900.00</u>
Net Ordinary Income	<u>28,800.00</u>
Net Income	<u><u>28,800.00</u></u>

SPONSOR LIST

1/24/12 12:13 PM

30th Annual Ladies Kingfish Tournament, August 12-14, 2011
South Padre Island Chamber of CommerceSponsor
Contact InformationType Sponsor, Amount
Payment StatusSolicitor
Comments**TITLE**

1	Glazer's Rolando Rodriguez P.O. Box 3264 McAllen, TX 78504 800766-1245	Title <i>Paid 5/15/11 - #01278154</i>	\$2500	
2	Shallow Sport of Texas/The Sportsman Kyra Hudson P.O. Box 934 Port Isabel, TX 78578 956-233-9489	Title <i>Paid 5/6/11 - #19652</i>	\$2500	

GOLD

1	NBC - KVEO Channel 23 Dianne May 394 N. Expressway Brownsville, TX 78520 (956) 544-2323	Gold <i>Trade - TV Advertising</i>	\$2500	<i>Trade \$2,500 in TV Commercials</i>
2	Rental World, LLC Richard Wolfe 1014 W. Tyler Harlingen, TX 78550 (956) 364-1014	Gold <i>Trade - Dock Service</i>	\$2500	<i>2 extra sections of bleachers/concession tent</i>
3	Sea Ranch II at SouthPoint Debbie Edwards P.O. Box 2910 South Padre Island, TX 78597 (956) 761-7777	Gold <i>Trade - Marina Service</i>	\$2500	<i>Trade \$2,500 in Dock Weigh-In Services</i>
4	South Padre Island CVB Dan Quandt, Executive Director 7355 Padre Blvd. South Padre Island, TX 78597 (956) 761-3000	Gold <i>Paid 11/4/10 - #118759</i>	\$2500	<i>Trade \$1,000 - Cash \$1,500</i>

BRONZE

1	Back to Action, Inc. Melissa Tice P.O. Box 532127 Harlingen, Tx 78553 (956) 428-8951	Bronze <i>Paid 7/7/11 - #13245</i>	\$1500	<i>6/14/11 - Melissa Tice</i>
2	Coastal Current Weekly George Cox P.O. Box 2429 South Padre Island, TX 78597 (956) 761-9341	Bronze <i>Trade - Advertising</i>	\$1500	<i>Delivered Packet 5/12/11/1/4</i>
3	First National Bank-SPI Charles Rogan P.O. Box 3640 South Padre Island, TX 78597 (956) 761-7958	Bronze <i>Paid 6/10/11 - #26746</i>	\$1500	<i>5/23/11 - Charles Rogan</i>
4	Furcron Realtors Mickey Furcron 4800 Padre Blvd. South Padre Island, TX 78597 (956) 761-2606	Bronze <i>Paid 6/20/11 - #2770</i>	\$1000	<i>6/8/11 - Joy Hartung</i>

SPONSOR LIST

1/24/12 12:13 PM

30th Annual Ladies Kingfish Tournament, August 12-14, 2011

South Padre Island Chamber of Commerce

	Sponsor Contact Information	Type Sponsor, Amount Payment Status	Solicitor Comments
5	L & F Distributors Obie Salinas 3502 Spur 54 Harlingen, TX 78552 (956) 534-8021	Bronze \$1500 <i>Paid 6/16/11 - #199140</i>	6/13/11 - Obie Salinas
6	Louie's Backyard Dan Stanton 2305 Laguna Blvd. South Padre Island, TX 78597 (956) 761-6406	Bronze \$1500 <i>Paid 6/16/11 - #6560 and 2480</i>	5/12/11 - Dan Stanton via phone
7	Palms Resort & Café on the Beach Theresa Metty 3616 Gulf Blvd. South Padre Island, TX 78597 (956) 761-1316	Bronze \$1000 <i>Paid 7/1/11 - #5344</i>	6/15/11 - Theresa Metty
8	RE/MAX Lone Star Kori Marra 315 E. Jackson Harlingen, TX 78550 (956) 244-1916	Bronze \$1500 <i>Paid 6/13/11 - #8878</i>	6/13/11 - Kori Marra

FRIEND

1	Ben's Liquor, Fine Wine & Tobacco Ben Khajeh 410 Padre Blvd. Suite P. South Padre Island, TX 78597 (956) 761-8883	Friend \$600 <i>Paid 6/13/11 - #9242</i>	5/23/11 - Ben Khajeh
2	Blackbeards' Cindy Steenbock P.O. Box 2367 South Padre Island, TX 78597 (956) 761-2962	Friend \$600 <i>Paid 6/27/11 - #76717</i>	6/8/11 - Cindy Steenbock
3	Blue Marlin Supermarket Gary Meschi 2912 Padre Blvd. South Padre Island, TX 78597 956761-4966	Friend \$600 <i>Paid 6/15/11 - #19500</i>	5/26/11 - Gary Meschi
4	Central Texas Concealed, LLC Bobby Vanzant 5800 Padre Blvd., #107 South Padre Island, TX 78597 (956) 499-8192	Friend \$600 <i>Paid \$200 6/14/11 - #1416/7/8/11 - #1430 - 400.00</i>	5/31/11 - Betty Zamorsky- Vanzant
5	Islands Bruce McKee 700 Padre Blvd. H-1 South Padre Island, TX 78597 (956) 761-6919	Friend \$600 <i>Paid 12/20/11 - #2432</i>	5/25/11 - Bruce McKee
6	Island Services Bob Pinkerton P.O. Box 2392 South Padre Island, TX 78597 (956) 761-2649	Friend \$600 <i>Paid 7/7/11 - #4544</i>	5/25/11 - Bob Pinkerton
7	Kelly's Irish Pub & Shamrock Builders Scott Finney 409 Banker St. Laguna Vista, TX 78578 (956) 498-7331	Friend \$600 <i>Paid 7/8/11 - #7669 and 3905</i>	5/23/11 - Scott Finney
8	Pirate's Cove Subdivision, LTD Patty Johnson P.O. Box 1008 Port Isabel, TX 78578 (956) 943-1845	Friend \$600 <i>Paid 8/8/11 - #2081</i>	5/21/11 - Patty Johnson

SPONSOR LIST

1/24/12 12:13 PM

30th Annual Ladies Kingfish Tournament, August 12-14, 2011
South Padre Island Chamber of Commerce

	Sponsor Contact Information	Type Sponsor, Amount Payment Status	Solicitor Comments
9	Schlitterbahn Beach Waterpark Mike Bigelow 33261 State Park Rd. 100 South Padre Island, TX 78597 (956) 772-7873	Friend Paid 7/5/11 - #0000054308 \$600	6/8/11 - Mike Bigelow
10	Sea Ranch Restaurant Bob Friedman 501 E. Maxan St. Port Isabel, TX 78578 (956) 761-1314	Friend Paid 6/22/11 - #067851 \$600	5/18/11 - Bob Friedman
11	Tequila Sunset Dan Stanton 2305 Laguna Blvd. South Padre Island, TX 78597 (956) 761-6406	Friend Paid 6/9/11 - #2462 \$600	5/12/11 - Dan Stanton
12	Tom & Jerry's Beach Club Bar & Grill Jerry Pace 3212 Padre Blvd. South Padre Island, TX 78597 (956) 761-8999	Friend Paid 7/20/11 - #3968 \$300	6/7/11 - Jerry Pace/Negotiated name on bag, flyers and press release only. No other benefits.

AWARDS BRUNCH

1	Coleman Hall & Heinze Shelton Coleman 302 E. Queen Isabella Blvd., #A Port Isabel, TX 78578 956943-6481	Awards Brunch Paid 6/17/11 - #001905 \$1000	5/25/11 - Shelton Coleman
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TROPHY

1	Airtech Darrell Mangham P.O. Box 3959 South Padre Island, TX 78597 (956) 761-4488	Trophy Paid 7/27/11 - #13665 \$125	2nd Place Bonito - Darrell Mangham 5/10/11
2	Amberjack's Bayside Bar & Grill Janis Adams 209 W. Amberjack St. South Padre Island, TX 78597 (956) 761-6500	Trophy Paid 8/12/11 - #2725 \$110	3rd Place Redfish - Janis Adams 5/13/11
3	American Diving Tim O'Leary 33256 State Park Rd. 100, #104 South Padre Island, TX 78597 (956) 761-2030	Trophy Paid 8/9/11 - #2753 \$85	4th Place Kingfish - Tim O'Leary 5/10/11
4	Art Sea Gallery & Goods Carolyn Hauschildt 423 Maxan St. Port Isabel, TX 78578 956-943-3200	Trophy Paid 5/19/11 - #7987 \$85	4th Place Flounder - Carolyn Hauschildt
5	Coastal Current Weekly George Cox P.O. Box 2429 South Padre Island, TX 78597 (956) 761-9341	Trophy Write Off - Bad Debt \$110	3rd Place Dolphin - George Cox - 5/31/11
6	Coastal Decor by Canvas Creations Juan Montes 606 S. Garcia St. Port Isabel, TX 78578 (956) 943-1157	Trophy Paid 7/7/11 - #6244 \$140	1st Place Kingfish - Juan Montes 5/11/11

SPONSOR LIST

1/24/12 12:13 PM

30th Annual Ladies Kingfish Tournament, August 12-14, 2011

South Padre Island Chamber of Commerce

	Sponsor Contact Information	Type Sponsor, Amount Payment Status	Solicitor Comments
7	Coleman Hall & Heinze Shelton Coleman 302 E. Queen Isabella Blvd., #A Port Isabel, TX 78578 956943-6481	Trophy <i>Paid 6/17/11 - #001905</i>	\$85 <i>4th Place Trout - Shelton Coleman 5/17</i>
8	Coral Reef Lounge Chris Kobel P.O. Box 2957 South Padre Island, TX 78597 (956) 761-1813	Trophy <i>Paid 6/8/11 - #11182</i>	\$110 <i>3rd Place Blackfin Tuna - Chris Kobel 5/13/11</i>
9	Furcron Realtors Mickey Furcron 4800 Padre Blvd. South Padre Island, TX 78597 (956) 761-2606	Trophy <i>Paid 6/20/11 - #2770</i>	\$140 <i>1st Place Bonito - Mickey Furcron 5/10/11</i>
10	Isla Grand Beach Resort Bill Donahue 500 Padre Blvd. South Padre Island, TX 78597 (956) 761-6511	Trophy <i>Paid 6/9/11 - #89024</i>	\$140 <i>1st Place Blackfin Tuna - Shirley Donahue 5/18</i>
11	Island Cinema Courtney Hayden 4700 Padre Blvd. South Padre Island, TX 78597 (956) 761-7839	Trophy <i>Paid 11/15/11 - #21508</i>	\$85 <i>4th Place Redfish - Courtney Hayden 5/16</i>
12	Islands Bruce McKee 700 Padre Blvd. H-1 South Padre Island, TX 78597 (956) 761-6919	Trophy <i>Paid 12/20/11 - #2432</i>	\$140 <i>1st Place Trout - Bruce McKee 5/25/11</i>
13	Jesse's Cantina and Restaurant Jesse Burnea P.O. Box 2854 South Padre Island, TX 78597 (956) 761-4500	Trophy <i>Paid 6/27/11 - #5485</i>	\$125 <i>2nd Place Redfish - Carlos Garza 5/20/11</i>
14	Jim Harvill - Sysco Food Service Jim Harvill 12 Spoonbill Cove Rd. Laguna Vista, TX 78578 956943-8822	Trophy <i>Paid 6/2/11 - #4062</i>	\$140 <i>1st Place Redfish - Dianna Harvill 4/24/11</i>
15	Laguna BOB Tom and Penny Gatreau 501 E. Maxan St. Port Isabel, TX 78578 956-433-5499	Trophy <i>Paid 6/22/11/- # 2169</i>	\$290 <i>Grand Champion Offshore Division - Penny Gatreau 5/10/11</i>
16	Louie's Backyard Dan Stanton 2305 Laguna Blvd. South Padre Island, TX 78597 (956) 761-6406	Trophy <i>Paid 6/16/11 - #6560</i>	\$125 <i>2nd Place Kingfish - Dan Stanton 5/12/11</i>
17	Marcello's Italian Restaurant and Lighthouse Pub Donna Ahadi 110 N. Tamaya St. Port Isabel, TX 78578 (956) 943-7611	Trophy <i>Paid 6/13/11 - #16355</i>	\$110 <i>3rd Place Flounder - Donna Ahadi 5/12/11</i>
18	Padre Island Brewing Co., Inc. Mark Hagemiller P.O. Box 3837 South Padre Island, TX 78597 (956) 761-9585	Trophy <i>Paid 6/15/11 - #15217</i>	\$110 <i>3rd Place Kingfish - Mark Hagemiller 5/12/11</i>
19	Pier 19 Restaurant & Bar Scott Friedman 501 E. Maxan St. Port Isabel, TX 78578 956778-0157	Trophy <i>Paid 7/13/11 - #5188</i>	\$85 <i>4th Place Dolphin - Scott Friedman 5/10/11</i>

SPONSOR LIST

1/24/12 12:13 PM

30th Annual Ladies Kingfish Tournament, August 12-14, 2011

South Padre Island Chamber of Commerce

	Sponsor Contact Information	Type Sponsor, Amount Payment Status	Solicitor Comments
20	Ramada Limited Anne Weiss 4109 Padre Blvd. South Padre Island, TX 78597 (956) 761-4097	Trophy <i>Paid 6/9/11 - #3863</i>	<i>4th Place Bonito - Anne Weiss 5/10/11</i>
21	Scampi's Restaurant & Bar Janis Adams 206 W. Aries South Padre Island, TX 78597 (956) 761-1755	Trophy <i>Paid 8/12/11 - #1435</i>	<i>2nd Place Blackfin Tuna - Janis Adams 5/13/11</i>
22	Sea Ranch Restaurant Bob Friedman 501 E. Maxan St. Port Isabel, TX 78578 (956) 761-1314	Trophy <i>Paid 6/22/11 - #067851</i>	<i>2nd Place Trout - Bob Friedman 5/18/11</i>
23	Shallow Water Marine Ernie Pena 20005 St. Hwy. 48 Brownsville, TX 78521 (956) 831-4995	Trophy <i>Paid 7/11/11 - #2844</i>	<i>2nd Place Flounder - Ernie Pena 5/17/11</i>
24	Ship Shape Liz Money / Diane Denson 5208A Padre Blvd. South Padre Island, TX 78597 (956) 761-2111	Trophy <i>Paid 6/8/11 - #5633</i>	<i>1st Place Dolphin - Liz Money 5/20/11</i>
25	South Padre Bank, N.A. John Reed 2701 Padre Blvd. South Padre Island, TX 78597 (956) 761-8589	Trophy <i>Paid 6/13/11 - #12232</i>	<i>Grand Champion Bay Division - John Reed 5/10/11</i>
26	South Padre Island Golf Club Justin Awtrey 1 Golf House Rd. Laguna Vista, TX 78578 (956) 943-5678	Trophy <i>Paid 6/9/11 - #1529</i>	<i>3rd Place Bonito - Justin Awtrey 5/12/11</i>
27	Tequila Sunset Jason Saviole P.O. Box 2568 South Padre Island, TX 78597 (956) 761-6198	Trophy <i>Paid 6/9/11 - #2462</i>	<i>3rd Place Trout - Dan Stanton 5/12/11</i>
28	Wells Real Estate Ann Wells P.O. Box 2818 South Padre Island, TX 78597 (956) 761-6403	Trophy <i>Paid 6/13/11 - #10454</i>	<i>1st Place Flounder - Ann Wells 5/10/11</i>
29	White Lumber Bob White 927 S. Garcia St. Port Isabel, TX 78578 (956) 943-5523	Trophy <i>Paid 8/11/11 - #13616</i>	<i>4th Place Blackfin - Bob White 5/10/11</i>
30	Windchasers Guy Blatnik P.O. Box 2940 South Padre Island, TX 78597 956761-7028	Trophy <i>Paid 7/25/11 - #264</i>	<i>2nd Place Dolphin - Guy Blatnik 5/10/11</i>

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

MEETING DATE: June 13, 2012

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

DEPARTMENT: Special Events

ITEM

Discussion & action regarding consideration for 2013 sponsorship request from Texas International Fishing Tournament as it pertains to 2012/13 Events Marketing Budget

ITEM BACKGROUND

Texas International Fishing Tournament is seeking sponsorship for the 2013 event. CVB has placed a full color ad in TIFT program (\$800) for past 2 years 3 years ago CVA sponsored 'playday' at \$12,500 level.

BUDGET/FINANCIAL SUMMARY

Special Events Marketing 593

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

TIFT pays total of \$2500 for regular priced \$13,500 (3 day rental) thru 2015 by contract. These contracts were drawn in 2004.

CVA Funding Request Summary for Administrative use:

Event Title TIFT (TX. International Fishing Tournament)

Event Dates July 31-Aug. 4, 2013

☒ Recurring Event ☒ New Event Request

2012-13 Funding Request Request for Sponsorship

☐ 2011-12 funding _____

☐ Room nights generated _____

Other proposed cash sponsors, additional info:

Convention and Visitors Authority Decision:

Yes _____ No _____

Amount of funding approved _____

Fund Code _____

Date _____

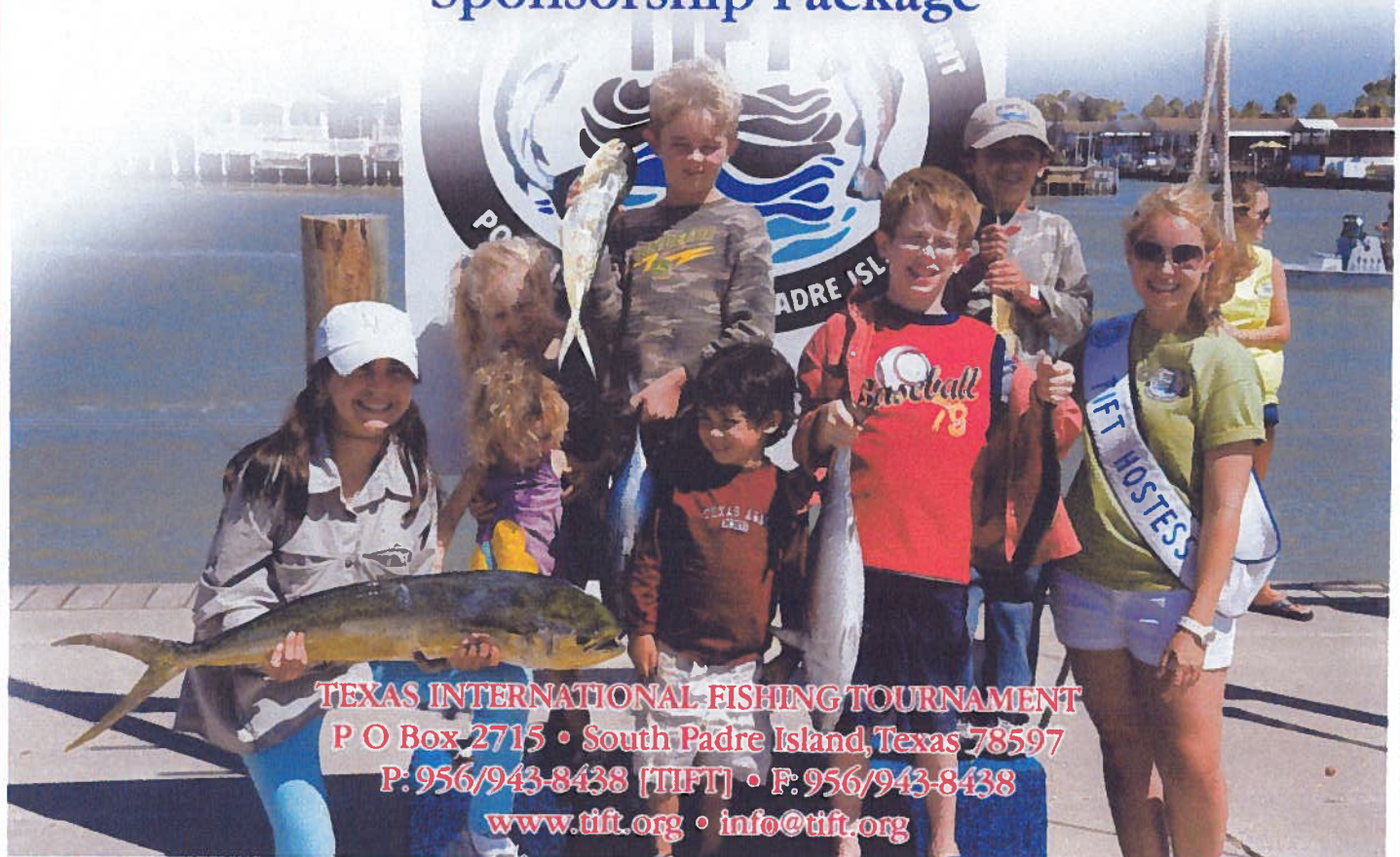
Additional Comments _____

73rd Annual T·I·F·T • August 1-5, 2012

Event for 2013
**JULY 31 - AUG. 4,
2013**



Texas International Fishing Tournament Sponsorship Package



TEXAS INTERNATIONAL FISHING TOURNAMENT
P O Box 2715 • South Padre Island, Texas 78597
P: 956/943-8438 [TIFT] • F: 956/943-8438
www.tift.org • info@tift.org

73rd Annual T·I·F·T • August 1 - 5, 2012

BACKGROUND

For more than 70 years the Texas International Fishing Tournament has taken pride in creating an atmosphere of friendly fishing competition and wholesome family fun. The 73rd annual five day event, scheduled for August 1 - 5, 2012, offers fishing divisions that include bay, offshore and tarpon. TIFT is open to anglers of all ages and is the largest saltwater fishing tournament in Texas.

In 2011, more than 1200 anglers and 420 boats participated. Seventy-nine billfish were caught, 73 were released and six were weighed in, including Derek Dick's 555# Blue Marlin.

And the action wasn't just in the offshore division as species ranging from snook, redfish, trout, drum and the popular piggy perch made their way dockside to the weigh ins on Friday and Saturday.

TIFT anglers represent an extremely desirable market group. Most are residents of the Rio Grande Valley with disposable income and a genuine enjoyment of outdoor activities. During their five day stay in the Port Isabel - South Padre Island area, they have a direct spending effect in excess of \$1.5 million — not including tournament expenses. In addition to the actual number of TIFT registrants, thousands of spectators will also turn out to view weigh-in activities during the two days of actual fishing.

Originally instituted to promote the Rio Grande Valley as a whole, TIFT has become a family tradition that exemplifies the best the Valley has to offer. With registration participation increasing annually, and over \$100,000 in scholarships awarded, it is our sincere intent to continue improving and growing our event through the help of corporate sponsors and businesses such as yours. If you'd like to be a part of one of Texas' oldest and most established fishing tournaments, join in the TIFT tradition today. Bring your message to the more than 1,500 registrants expected at the 73rd Texas International Fishing Tournament and don't miss the action.

Dock crew volunteers at TIFT's weigh-in.



73rd Annual T·I·F·T • August 1 - 5, 2012

DOCK TITLE CORPORATE SPONSORSHIP (ONE ONLY) **MINIMUM INVESTMENT- \$20,000**

1. One eight hour offshore fishing charter and one half day bay fishing charter. Choose from TIFT approved list of captains, subject to availability and not valid during tournaments. Designation as the official sponsor of the TIFT weigh dock, including 4' x 16' banner displayed at the dock.
2. Permission to provide materials for placing directly in our registration bags. Link exchange on www.tift.org. Your logo printed on the sleeve of the Dock Crew volunteer t-shirts and 24 Dock Crew shirts for your company are included in your Dock Title sponsorship.
3. Access to our mailing list following the event.
4. Two full page, four color ads in the official Texas International Fishing Tournament Program book. (Camera ready artwork to be supplied by sponsor prior to 6/10/12).
5. Listing as a Corporate Sponsor in a half page color ad on the Book's welcome page.
6. Statewide publicity through periodic press releases issued by the Tournament. Your sponsorship is included in the event information.
7. Permission to use TIFT logo in supportive advertising and promotional materials.
MORE ON ATTACHED PAGE



Happiness at the Texas International Fishing Tournament Dockside Weigh-In!

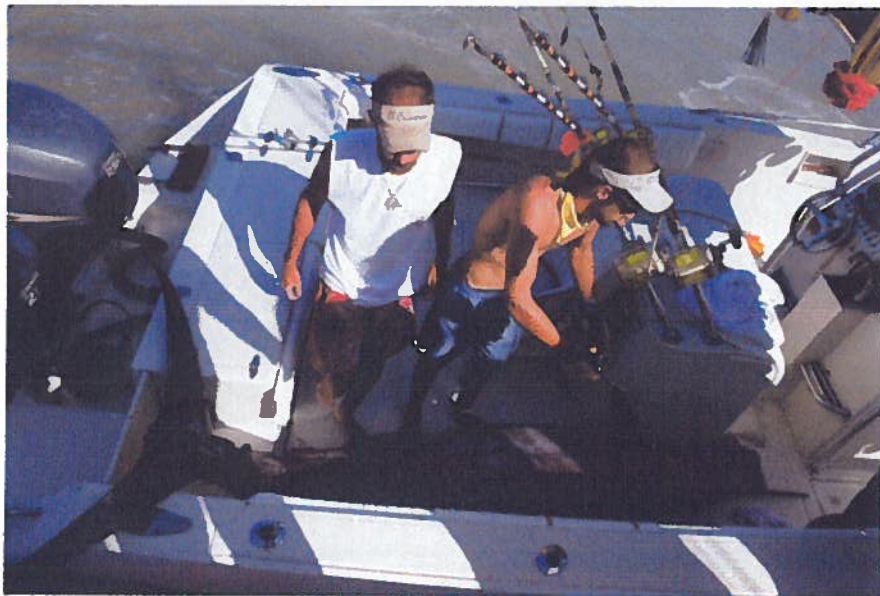
73rd Annual T·I·F·T • August 1 - 5, 2012

DOCK CORPORATE SPONSORSHIP CONTINUED MINIMUM INVESTMENT- \$20,000

8. Permission to fly your banner or display signage at all TIFT events (materials subject to tournament approval).
9. Your company logo imprinted on the official Tournament pre-registration brochure.
10. 50' x 40' exhibit space during social activities at the South Padre Island Convention Centre on Wednesday, Thursday, and Sunday (August 1, 2 and 5) and Sea Ranch II at Southpoint during weigh-in activities on Friday and Saturday (August 3-4). VIP dock seating.
11. Eighteen complimentary adult fishing registrations, including T-shirts and hats and twelve custom Sponsor shirts.
12. Your logo on our official tournament scoreboard, featured in all photos and related media coverage.
13. Complimentary cocktail party hosted by the TIFT Executive Board of Directors, Wednesday, August 1 from 5 - 7 p.m. (Location to be announced.)



TIFT is truly a family tradition with the opportunity to build long term brand loyalty.



Derek Dick and his crew aboard the "El Cameron" wow dockside spectators with their 555" Blue Marlin catch.

73rd Annual T·I·F·T · August 1 - 5, 2012

SOCIAL TITLE CORPORATE SPONSORSHIP (ONE ONLY) MINIMUM INVESTMENT- \$17,500

1. One eight hour offshore fishing charter or two half day bay fishing charter. Choose from TIFT approved list of captains, subject to availability and not valid during tournaments.
2. Designation as the official Social Sponsor with your company logo imprinted on napkins, placemats, souvenir cups and a 4' x 16' banner displayed during registration, social dinners and at the Awards Ceremony.
3. Permission to provide materials for placing directly in our registration bags. Link exchange on www.tift.org. Your logo printed on the sleeve of the Volunteer t-shirts and 18 t-shirts are included for your company in your Social Title sponsorship.
4. Access to our mailing list following the event.
5. Full page, four color ad in the official Texas International Fishing Tournament Program book. (Camera ready artwork to be supplied by sponsor prior to 6/10/12).
6. Listing as a Corporate Sponsor in a half page color ad on the Book's welcome page.
7. Statewide publicity through periodic press releases issued by the Tournament. Your sponsorship is included in the event information.
8. Permission to use TIFT logo in supportive advertising and promotional materials.



Derek Dick pictured with his showstopping 555# Blue Marlin and his team from the "El Cameron".

MORE ON ATTACHED PAGE

73rd Annual T·I·F·T • August 1 - 5, 2012

SOCIAL TITLE CORPORATE SPONSORSHIP CONTINUED MINIMUM INVESTMENT- \$17,500

9. Permission to fly your banner or display signage at all TIFT events (materials subject to tournament approval).
10. Your company logo imprinted on the official Tournament pre-registration brochure.
11. 40' x 40' exhibit space during social activities at the South Padre Island Convention Centre on Wednesday, Thursday, and Sunday (August 1-2 and 5) and Sea Ranch II at Southpoint during weigh-in activities on Friday and Saturday (August 3-4). VIP dock seating.
12. Fourteen complimentary adult fishing registrations, including T-shirts and hats and ten custom Sponsor shirts.
13. Your logo on our official tournament scoreboard, featured in all photos and related media coverage.
14. Complimentary cocktail party hosted by the TIFT Executive Board of Directors, Wednesday, August 1 from 5 - 7 p.m. (Location to be announced.)



TIFT encourages anglers of all ages to compete in both bay and offshore divisions making TIFT a family friendly event.

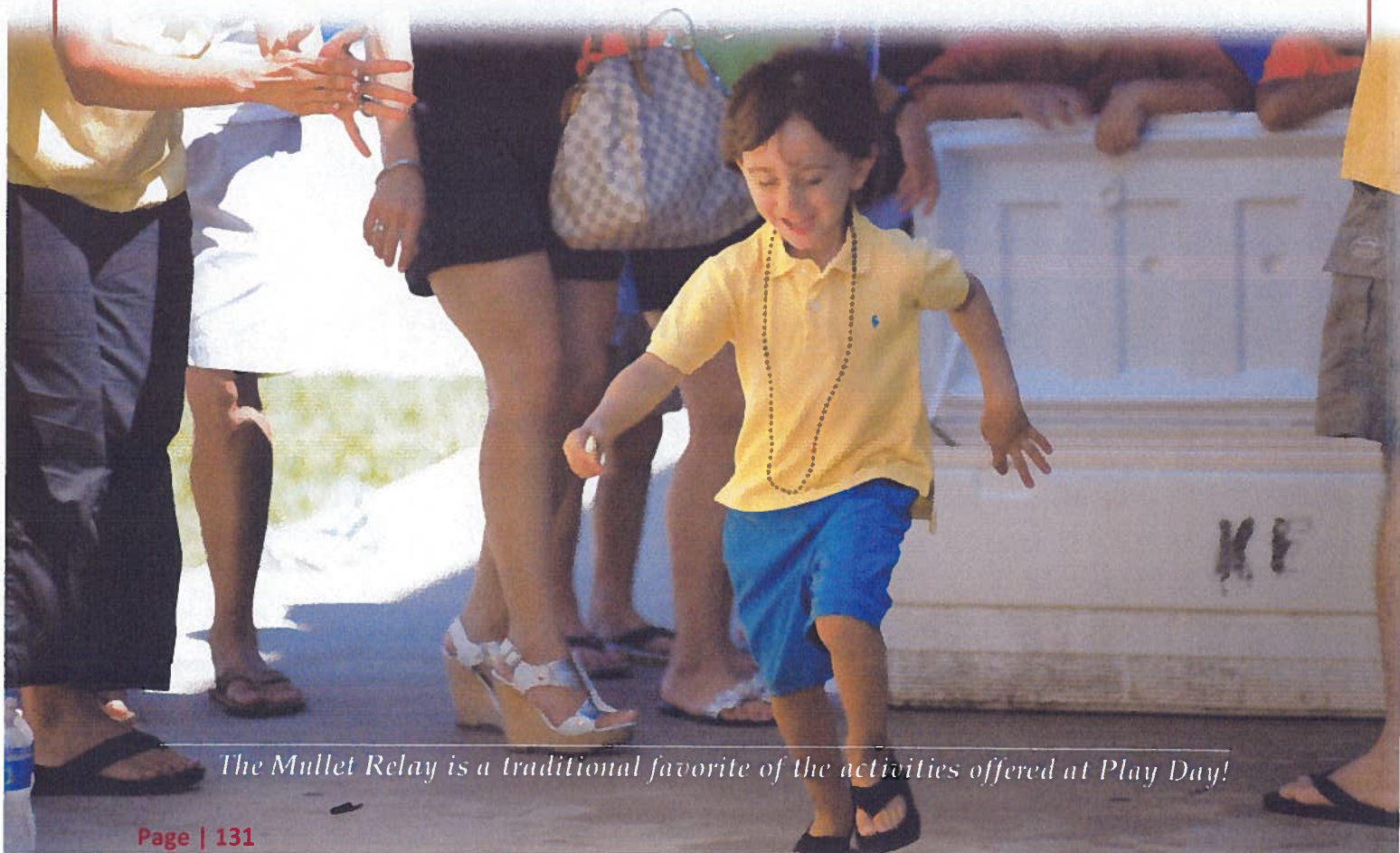


Local media interviews at the weigh-in allows TIFT's message to be broadcast to an even wider audience.

73rd Annual T·I·F·T· • August 1 - 5, 2012

PLAYDAY TITLE CORPORATE SPONSORSHIP (One Only)
MINIMUM INVESTMENT- \$15,000

1. One half day bay fishing charter. Choose from TIFT approved list of captains, subject to availability and not valid during tournaments.
 2. Designation as the Official Playday Sponsor and KidFish tank. Your company logo imprinted on a 4' x 16' banner displayed during Playday activities on Thursday, August 4.
 3. Permission to provide materials for placing directly in our registration bags. Link exchange on www.tift.org. Your logo printed on the sleeve of the Playday Volunteer t-shirts and 12 t-shirts are included for your company in your Playday Title sponsorship.
 4. Access to our mailing list following the event.
 5. Full page, four color ad in the official Texas International Fishing Tournament Program book. (Camera ready artwork to be supplied by sponsor prior to 6/10/12).
 6. Listing as a Corporate Sponsor in a half page color ad on the Book's welcome page.
 7. Statewide publicity through periodic press releases issued by the Tournament Your sponsorship is included in the event information.
 8. Permission to use TIFT logo in supportive advertising and promotional materials.
- MORE ON ATTACHED PAGE



The Mullet Relay is a traditional favorite of the activities offered at Play Day!

73rd Annual T·I·F·T • August 1 - 5, 2012

PLAYDAY TITLE CORPORATE SPONSORSHIP CONTINUED MINIMUM INVESTMENT- \$15,000

9. Permission to fly your banner or display signage at all TIFT events (materials subject to tournament approval).
10. Your company logo imprinted on the official Tournament pre-registration brochure.
11. 30' x 40' exhibit space during social activities at the South Padre Island Convention Centre on Wednesday, Thursday, and Sunday (August 1, 2 and 5) and Sea Ranch II at Southpoint during weigh-in activities on Friday and Saturday August 3-4). VIP dock seating.
12. Ten complimentary adult fishing registrations, including T-shirts and hats and ten custom Sponsor shirts.
13. Your logo on our official tournament scoreboard, featured in all photos and related media coverage.
14. Complimentary cocktail party hosted by the TIFT Executive Board of Directors, Wednesday, August 1 from 5 - 7 p.m. (Location to be announced.)



Playday game face at the KidFish Tank as anglers compete against each other and the clock to land the big one!

Winners pose with the TIFT hostess and their medals during the Awards Ceremony for Playday. Dozens of individual medals are awarded for competitions and age divisions.



73rd Annual T·I·F·T • August 1 - 5, 2012

LEVEL I CORPORATE SPONSORSHIP MINIMUM INVESTMENT- \$10,000

1. Permission to provide materials for placing directly in our registration bags.
Link exchange on www.tift.org.
2. Access to our mailing list following the event.
3. Full page, four color ad in the official Texas International Fishing Tournament Program book (Camera ready artwork to be supplied by sponsor prior to 6/10/12).
4. Listing as a Corporate Sponsor in a half page color ad on the Book's welcome page.
5. Statewide publicity through periodic press releases issued by the Tournament
Your sponsorship is included in the event information.
6. Permission to use TIFT logo in supportive advertising and promotional materials.
7. Permission to fly your banner or display signage at all TIFT events (materials subject to tournament approval).
8. Your company logo imprinted on the official Tournament pre-registration brochure.
9. 40' x 30' exhibit space during social activities at the South Padre Island Convention Centre on Wednesday, Thursday, and Sunday (August 1, 2 and 5) and Sea Ranch II at Southpoint during weigh-in activities on Friday and Saturday (August 3-4).
10. Eight complimentary adult fishing registrations, including T-shirts and hats and eight custom Sponsor shirts.
11. Your logo on our official tournament scoreboard, featured in all photos and related media coverage.
12. Complimentary cocktail party hosted by the TIFT Executive Board of Directors, Wednesday, August 1 from 5 - 7 p.m. (Location to be announced.)

73rd Annual T·I·F·T • August 1 - 5, 2012

LEVEL II CORPORATE SPONSORSHIP MINIMUM INVESTMENT- \$5,000

1. Permission to provide materials for placing directly in our registration bags.
Link exchange on www.tift.org.
2. Access to our mailing list following the event.
3. Full page, four color ad in the official Texas International Fishing Tournament Program book (Camera ready artwork to be supplied by sponsor prior to 6/10/12).
4. Listing as a Corporate Sponsor in a half page color ad on the Book's welcome page.
5. Statewide publicity through periodic press releases issued by the Tournament. Your sponsorship is included in the event information.
6. Permission to use TIFT logo in supportive advertising and promotional materials.
7. Permission to fly your banner or display signage at all TIFT events (materials subject to tournament approval).
8. Your company logo imprinted on the official Tournament pre-registration brochure.
9. 20' x 30' exhibit space during social activities at the South Padre Island Convention Centre on Wednesday, Thursday, and Sunday (August 1, 2 and 5) and banner displays at Sea Ranch II at Southpoint during weigh-in activities on Friday and Saturday (August 3-4).
10. Six complimentary adult fishing registrations, including T-shirts and hats and four custom Sponsor shirts.
11. Complimentary cocktail party hosted by the TIFT Executive Board of Directors Wednesday, August 1 from 5 - 7 p.m. (Location to be announced.)

73rd Annual T·I·F·T· • August 1 - 5, 2012

LEVEL III CORPORATE SPONSORSHIP MINIMUM INVESTMENT- \$3,500

1. Permission to provide materials for placing directly in our registration bags.
Link exchange on www.tift.org.
2. Access to our mailing list following the event.
3. Full page, four color ad in the official Texas International Fishing Tournament Program book (Camera ready artwork to be supplied by sponsor prior to 6/10/12).
4. Listing as a Corporate Sponsor in a half page color ad on the Book's welcome page.
5. Statewide publicity through periodic press releases issued by the Tournament. Your sponsorship is included in the event information.
6. Permission to use TIFT logo in supportive advertising and promotional materials.
7. Permission to fly your banner or display signage at all TIFT events (materials subject to tournament approval).
8. 25' x 25' or 15' x 45' outside or 20' x 20' inside exhibit space during social activities at the South Padre Island Convention Centre on Wednesday, Thursday, and Sunday (August 1, 2 and 5) and banner displays at Sea Ranch II at Southpoint during weigh-in activities on Friday and Saturday (August 3-4).
9. Four complimentary adult fishing registrations, including T-shirts and hats and two custom Sponsor shirts.
10. Complimentary cocktail party hosted by the TIFT Executive Board of Directors, Wednesday, August 1 from 5 - 7 p.m. (Location to be announced.)

73rd Annual T·I·F·T • August 1 - 5, 2012

LEVEL IV CORPORATE SPONSORSHIP MINIMUM INVESTMENT- \$2,000

1. Permission to provide materials for placing directly in our registration bags.
Link exchange on www.tift.org.
2. Access to our mailing list following the event.
3. Full page, four color ad in the official Texas International Fishing Tournament Program book (Camera ready artwork to be supplied by sponsor prior to 6/10/12).
4. Listing as a Corporate Sponsor in a half page color ad on the Book's welcome page.
5. Statewide publicity through periodic press releases issued by the Tournament. Your sponsorship is included in the event information.
6. Permission to use TIFT logo in supportive advertising and promotional materials.
7. Permission to fly your banner or display signage at all TIFT events (materials subject to tournament approval).
8. 10' x 10' inside exhibit space during social activities at the South Padre Island Convention Centre on Wednesday, Thursday, and Sunday (August 1, 2 and 5) and banner display at Sea Ranch II at Southpoint during weigh-in activities on Friday and Saturday (August 3-4).
9. Two complimentary adult fishing registrations, including T-shirts and hats and two custom Sponsor shirts.
10. Complimentary cocktail party hosted by the TIFT Executive Board of Directors, Wednesday, August 1 from 5 - 7 p.m. (Location to be announced.)



73rd Annual T·I·F·T • August 1 - 5, 2012

ADDITIONAL INFORMATION AND EXPOSURE

Total Tournament Registration:
In excess of 1,500

Estimated Spectators:
5,000 per day; Total 10,000+

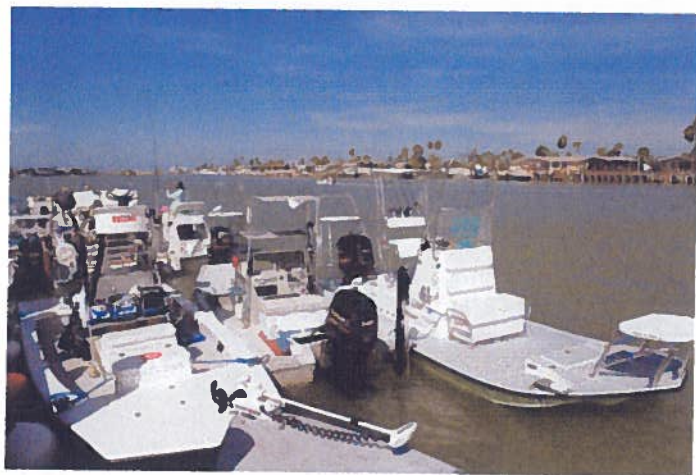
Total Program Books Printed:
2,200 distributed directly to
registrants and sponsors

Your logo on our Brochure:
10,000 copies; 3,000 direct mail; (certain levels only) 7,000 distribution
statewide

Your merchandise inserted in tournament registration bags:
Distributed to all registrants and spectators purchasing merchandise

Media Exposure:
Live radio remotes and live coverage by TV stations beginning with
periodic promos two weeks prior to event and daily, live coverage (pri-
marily news) all 5 days of the event.

Newspaper Coverage:
Periodic press releases are distributed to all Valley newspapers and
major dailies in the State over a six month period, with heavy emphasis
the six weeks prior to the event. All local papers cover the tournament
live with photos and news stories during the event, including: The
Monitor, Valley Morning Star, Brownsville Herald, Port Isabel-South



Padre Press and tabloids such as the
Island Breeze, South Padre Parade,
Coastal Current and Saltwater News.
Both the Coastal Current and South
Padre Parade print special editions
for TIFT. In addition, specialty maga-
zines such as Marlin Magazine and
Tournament Digest publish editorial
materials relevant to TIFT.

73rd Annual T·I·F·T • August 1 - 5, 2012



TEXAS INTERNATIONAL FISHING TOURNAMENT

P O Box 2715

SOUTH PADRE ISLAND, TX 78578

PHONE: 956.943.8438

FAX: 956.943.8438

www.TIFT.org

2012 TEXAS INTERNATIONAL FISHING TOURNAMENT CORPORATE SPONSORSHIP CONTRACT

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

e-Mail: _____

- Yes, our company would like to participate in the 2012 Texas International Fishing Tournament. We have selected the following sponsorship level:
☐ Dock ☐ Social ☐ Playday ☐ Level I ☐ Level II ☐ Level III ☐ Level IV
\$20,000 \$17,500 \$15,000 \$10,000 \$5,000 \$3,500 \$2,000
- We will need the following sizes for our Official Sponsor shirts;
Qty. ☐ S ☐ M ☐ L ☐ XL ☐ XXL ☐ XXXL (if available)
- Number of complimentary dinner tickets required is: _____.
- We also understand that TIFT will provide us with complimentary fishing registration forms and vouchers for T-Shirts and hats as outlined in the relevant level of sponsorship selected.
- We ☐ will or ☐ will not require exhibit space at social and weigh-in sites.
- ☐ Payment is attached.
- ☐ Please invoice our company.
- We would also like to donate the following items to be used for the event:

Items: _____ Qty. _____

The sponsorship agreement must be received by May 31, 2012. Sponsors must submit camera ready art for their full page color ad in the official program book by June 10, 2012. Sponsor understands and is fully aware that contributions or gifts to TIFT are NOT deductible as charitable contributions for Federal income tax purposes. In the event of tournament cancellation, all monies will be applied to next year's event.

Date: _____ Signature: _____

TEXAS INTERNATIONAL FISHING TOURNAMENT SPONSORSHIP BENEFITS TABLE

Benefits	DOCK \$20,000 8 Hr. Offshore & 1 - Half Day Bay	SOCIAL \$17,500 8 Hr. Offshore or 2-Half Day Bay	PLAYDAY \$15,000 1/2 Day Bay	LEVEL I \$10,000	LEVEL II \$5,000	LEVEL III \$3,500	LEVEL IV \$2,000
Complimentary 8 hour offshore and half day bay fishing charters							
Designation as official title sponsor at:	DOCK	SOCIAL	PLAYDAY				
Your logo imprinted on napkins, placemats and souvenir cups used	•	•	•				
Your logo imprinted on a 4' x 16' banner	•	•	•				
Your logo printed on the title t-shirt sleeve (Dock, Social, Playday) for volunteers	•	•	•				
Title sponsor t-shirts (Dock, Social, Playday) for your company	24	18	12				
Permission to provide materials for registration bags	•	•	•	•	•	•	•
Link exchange on www.tift.org	•	•	•	•	•	•	•
Access to our mailing list following the event	•	•	•	•	•	•	•
Full page, full color ad in TIFT program book	Two	One	One	One	One	One	One
Listing as corporate sponsor on half page color ad in TIFT program book	•	•	•	•	•	•	•
Statewide publicity through press releases	•	•	•	•	•	•	•
Permission to use TIFT logo in supportive advertising and promotions	•	•	•	•	•	•	•
Permission to fly your banner or display signage at all TIFT events	•	•	•	•	•	•	•
Company logo imprinted on the official TIFT pre-registration brochure	•	•	•	•	•	•	•
Exhibit space size at the SPI Convention Centre	50' x 40'	40' x 40'	30' x 40'	40' x 30'	20' x 30'	25'x25' or 15'x45' outside or 20'x20' inside	10' x 10'
Exhibit space size at the TIFT Weigh Docks	50' x 40'	40' x 40'	30' x 40'	40' x 30'			
Banner with your company logo on display at the TIFT Weigh-In Docks (sponsor provides)	•	•	•	•	•	•	•
VIP Weigh-In Dock seating	•	•	•				
Complimentary adult fishing registrations	18	14	10	8	6	4	2
TIFT t-shirts	18	14	10	8	6	4	2
TIFT hats	18	14	10	8	6	4	2
TIFT custom Sponsor shirts	18	14	10	8	6	4	2
Your logo on TIFT's official tournament scoreboard	•	•	•	•			
Complimentary cocktail party	•	•	•	•	•	•	•

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

MEETING DATE: June 13, 2012

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

DEPARTMENT: Special Events

ITEM

Discussion & action regarding consideration for 2013 funding request from Sand Crab Night Run as it pertains to 2012/13 Events Marketing Budget

ITEM BACKGROUND

2013 will be the 3rd year for this event.

BUDGET/FINANCIAL SUMMARY

Special Events Marketing 593

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

1st year to request funding.

CVA Funding Request Summary for Administrative use:

Event Title SPI Sand Crab Night Time Beach Run

Event Dates Sat. April 27, 2013

☒ Recurring Event ☒ New Event Request

2012-13 Funding Request \$4000

☐ 2011-12 funding N/A

☐ Room nights generated Event est. 300-500 / blocks full at La Quinta and overflow not tracked at Hilton

Other proposed cash sponsors, additional info:

Ben E. Keith, HEB, San Antonio Orthopaedic Group, Footworks

Convention and Visitors Authority Decision:

Yes _____ No _____

Amount of funding approved _____

Fund Code _____

Date _____

Additional Comments _____

SPECIAL EVENT FUNDING REQUEST Please attach the following:

- ☒ Basic proposed event budget ☒ Marketing Summary (how, when, where will you market this event)
☐ final income/expense (recurring events) ☒ Event summary ☐ Funding Request \$ 4,000

Organization Run In Texas

Contact name Bill Gardner

Address 9419 Bluebell Drive
Garden Ridge TX 78266

Phone: 210-204-3564 Email billyg@sabx.rr.com; info@RunInTexas.com

Event Title South Padre Island Sand Crab Nighttime Beach 5k and 10k Run

Event/Proposed Date(s) Saturday April 27, 2012

Location(s) of event: Clayton's Beach Resort
Recurring Event (first one was in 2011)

Estimated attendance **12-1500 runners**
expected in 2013

Estimated room nights **350-500**

Please list other (proposed) cash or in-kind sponsors. You may attach list.

See attached.

Please present a plan for the following as it may pertain to your event (attach to application)

Event footprint (Submit a drawing defining parameters of event as it relates to streets, beach and/or bay) **See attached.**

☒ **Pedestrian & Parking Plan** (Where will people park and how will they safely access your event?) **See attached.**

*Proof of insurance may be required prior to processing check for funding

Thank you for your application!



SPECIAL EVENT FUNDING REQUEST:

**South Padre Island Sand Crab 5k and 10k Nighttime Beach Run
Produced by Run In Texas**

Contact:

Bill Gardner

Owner, Run In Texas

210-651-6096 office

210-204-3564 cell

Following are the attachments to the application for Special Event Funding, including:

- **Basic proposed event budget**
- **Marketing Summary**
- **Event Summary**
- **Funding Request**
- **Other (proposed) cash or in-kind sponsors**
- **Event Footprint**
- **Pedestrian & Parking Plan**

Basic proposed event budget for 2013:

RACE	
PACKETS/BIBS	\$500.00
TOYS 4 TOTS	\$1500.00
American Cancer Society	
DetermiNation	\$1000.00
GAS	\$1000.00
PRINTING	
(brochures, signage, etc.)	\$1500.00
SHIRTS	\$10,000.00
CATERED FOOD & BEV	\$11,000.00
BIZ MEALS	\$500.00
INSURANCE	\$750.00
City South Padre	
POLICE SUPPORT	\$700
AWARDS	\$500.00
LODGING --	
EVENT STAFF	\$1400.00
RACE TIMING -	
IAAP	\$7,000.00
ICE	\$500.00
COURSE MARKING	
SUPPLIES/LIGHTS	\$500.00
GIFT	
CARDS/DOOR	
PRIZES	\$250.00
PORTAPOTTIES	\$600.00
ESTIMATED	
INCOME	<u>\$50,000</u>
TOTAL	
EXPENSES	<u>\$39,200</u>

Marketing summary (how, when, where will we market)

We will begin marketing the 2013 event in 4th quarter 2012, relying on a mix of:

- **Social media.** Heavy promotion through our Facebook page, Twitter feeds and outreach to other running-oriented Facebook pages and bloggers.
- **Email marketing.** We have a database of 6700 runners that we communicate with regularly via an e-newsletter. We have a good list of contacts and regularly get open rates between 30 and 38%.
- **Online marketing.** Through the Run In Texas website as well as other Texas running niche websites.
- **Brochure distribution.** We distribute professionally printed brochures/registration forms throughout Central and South Texas through running stores; in race packets of other flyers; and through coaches and training groups.
- **Strategic partnerships:** We have cultivated mutually beneficial marketing relationships with strategic partners including the American Cancer Society's DetermiNation program, a training/fundraising program that trains runners for endurance events as they raise funds for the ACS. We have also developed a great working relationship with **Footworks**, the new running store in Harlingen, which is one of the few (if not the only) specialty running stores serving the Rio Grande Valley.
- **Media coverage.** We provide race information to running publications both print and online for inclusion in calendars of running events.
- **Paid advertising** in niche publications (running magazines, newsletters) as budget permits.

Event summary

The South Padre Island Sand Crab Nighttime Beach 5k and 10k Run is a unique running event that lets runners and walkers experience the thrill of running on South Padre's beautiful beaches at night. With a race start time of 8:30 p.m., runners wear headlamps and flashlights to light their way while following a course marked by signage, glowsticks and flashing lights.

The race enjoyed a favorable response in its first year, with approximately 450 runners registering. In 2012, the second year for the event, the amount of registrants nearly doubled, with runners coming in from many different cities in the Rio Grande Valley and Mexico for the event.

With the success of the race in its first two years we expect the event to continue to grow.

Funding request

Requesting \$4,000

Because the event is showing significant growth potential and doubled from the first to second years, we are preparing for a large 2013 event on April 27. We want to put into place measures to support and facilitate the event's growth potential, including additional marketing (including brochures, banners, posters, advertising); promotions such as a sand castle sculpture for participants and beach visitors photo opps; improvements to the course and race site including course and event area signage; additional manpower to staff event; and other touches to give it a higher profile and maintain a professional execution with expanded growth.

In 2012 this event drew a confirmed total of 99 rooms as reported by the host hotel, La Quinta. We believe this number is actually much higher for several reasons: while we had approximately 900 registered participants from all over the Rio Grande Valley and beyond. **Based on runner registration information we know that at least 170 participants came from outside of the Rio Grande Valley, from cities including the San Antonio, Austin, Dallas metropolitan areas and Corpus Christi. In addition, approximately 25 of those from outside of the Rio Grande Valley were also from out of state and/or from Mexico.** Due to the nature of the event -- a nighttime event with a post-race meal and party -- staying overnight on the island is a natural choice, even for those participants from the Rio Grande Valley. We know that La Quinta filled up and that runners were referred to the Hilton Garden Inn. We know due to feedback from our runners that the registration at LaQuinta was circuitous and not all runners booked under the Sand Crab event rate.

We believe this event is a good investment for the City of South Padre Island for many reasons: in addition to great growth potential as evidenced by the number of participants doubling in the second year, the event fills room nights at an off-peak time (late April) and due to its nature, it makes sense for participants to stay overnight since it's late when they finish. We look forward to growing the event to the mutual benefit of the City of South Padre Island, Run In Texas and event participants as well.

Other (proposed) cash or in-kind sponsors

We actively recruit sponsorships for our events. We would request assistance from the following sponsors of the 2012 event as well as seek out new sponsorships as well:

- **Ben E. Keith**, providing in-kind donation of beer valued at \$700
- **HEB**, providing in-kind donation of HEB Spring Water and Quench drinks valued at \$2,000
- **The San Antonio Orthopaedic Group**, providing cash sponsorship of \$500
- **Footworks** (Harlingen-based specialty running retailer), providing an in-kind donation of employee time and a location for packet pickup valued at \$2000.

Event Footprint

The primary event site was at Clayton's Beach Resort, 6900 Padre Boulevard South Padre Island, TX 78597; and on the beach directly behind Clayton's. The race start and finish area was on the beach behind Clayton's; the course went south along the beach extending 3.1 miles. At that point, runners turned around and returned to the race start area. After runners finished they proceeded to the post-race event on the deck at Clayton's where there were water, sports drink, food and beer, as well as entertainment and awards for top finishers. This was a great location for the event; we would like to explore doing it at Clayton's again next year or as an alternative possibly hosting the event on the boardwalk and beach adjacent to Clayton's at La Quinta or Hilton Garden Inn.

Pedestrian & Parking Plan

Parking took place at Clayton's and La Quinta (La Quinta was the official race hotel so many participants stayed there; when that hotel filled up, other participants were directed to book rooms next door at the Hilton Garden Inn). In addition the South Padre Island CVB generously allowed overflow parking at their location across Padre Blvd.

MAY 2012 FULLFILLMENT VISITOR INFORMATION REQUEST

State Count	State
AK Count	1
AL Count	40
AR Count	109
AZ Count	49
CA Count	160
CO Count	41
CT Count	20
DC Count	1
DE Count	16
FL Count	111
GA Count	39
HI Count	4
IA Count	38
ID Count	14
IL Count	234
IN Count	92
KS Count	77
KY Count	41
LA Count	163
MA Count	31
MD Count	46
ME Count	9
MI Count	84
MN Count	68
MO Count	121
MS Count	33
MT Count	6
NC Count	65
ND Count	6
NE Count	42
NH Count	8
NJ Count	77
NM Count	84
NV Count	23
NY Count	129
OH Count	120
OK Count	88
OR Count	21
PA Count	100
RI Count	8
SC Count	24
SD Count	8
TN Count	54
TX Count	1916
UT Count	17
VA Count	48
VT Count	4
WA Count	44
WI Count	78
WV Count	12
WY Count	3
Grand Count	4627

AARP	737
Family Circle	514
Ladies Home Journal	72
Midwest Living	69
More Ads	13
Parents Ads	52
See Texas First	1481
Southern Living	363
Texas Highways	30
Texas Monthly	528
Tour Texas	148
Travel Guides	330
Travel Meredith	4
TSTG	110
VPS	176

Grand Total	4627
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