



City of South Padre Island
Convention and Visitors Advisory Board

REGULAR MEETING

Wednesday, June 25, 2014
10:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

Cesar Cantor, Chairman
Full Service Hotel Industry

Bill Donahue
Full Service Hotel Industry

Arnie Creinin
Condominium Industry

Michael Jones
*Brownsville South Padre Island International Airport
Ex-Officio Member*

Bryan Pinkerton, Vice Chairman
Condominium Industry

Hershal Patel
Full Service Hotel Industry

Anne Weiss
Limited Service Hotel Industry

Terence Chase
Valley International Airport

Questions regarding this agenda should be directed to the South Padre Island Convention & Visitors Bureau staff at 956-761-3000. This facility is wheelchair accessible, and accessible parking spaces are available. Requests for accommodations of interpretive services must be made 48 hours prior to this meeting. Please contact building official, Jay Mitchim; ADA designated responsible party at (956) 761-8103.

NOTICE OF REGULAR MEETING
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY BOARD

NOTIICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A REGULAR MEETING ON:

WEDNESDAY, JUNE 25, 2014
10:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

1. Call to order.
2. Pledge of Allegiance.
3. Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. **Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns.** (Note: State law will not permit the Advisory Board 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 Convention and Visitors Bureau Advisory Board meeting).*
4. Consent Agenda:
 - a. Approval of minutes for April 30, 2014 Regular Meeting.
5. Discussion and action updating the CVA Board on the progress of the 2014/15 budget.
6. Discussion and action to approve the expenditure of \$600 for the purchase of Richard Stockton's photo collection for historical preservation initiatives and authorize the necessary budget amendment allocating the funds.
7. Discussion and action regarding consideration for funding request for returning event "Sandcastle Trail".
8. Discussion and action regarding consideration for funding request for returning event "Sandcastle Days 2014".
9. Discussion and action regarding funding request from BOTG Kitefest for SPI Kite Expo as it relates to the 2014/15 Budget.
10. Discussion and action regarding consideration for funding from Roadside Productions for the returning event 'Fall Concerts on the Bay' as it pertains to the 2013/14 and 2014/15 budget.
11. Discussion and action regarding a funding request from SPI Beerfest as it relates to the 2013/14 budget.
12. Discussion and action regarding consideration of funding request from 'South Padre Island Marathon & Half Marathon' as it pertains to the 2014/15 Event Marketing Budget.
13. Discussion and action regarding any developments or changes from the Website Committee concerning the Sopadre.com website.

14. Set new meeting date/agenda items for next meeting.

15. Adjourn.

DATED THIS THE 20 DAY OF June 2014.

Rosa Zapata
Rosa Zapata, Administrative Assistant



I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING OF THE GOVERNING BODY OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON June 20, 2014, at 10:54 AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Rosa Zapata
Rosa Zapata, Administrative Assistant

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
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: June 25, 2014

ITEM

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

Items to be considered are:

- a. Approve minutes for the Regular Meeting held on April 30, 2014.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: June 25, 2014

NAME & TITLE: Rosa Zapata, Administrative Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action regarding the approval of minutes for April 30, 2014 Regular Meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve Minutes



**South Padre Island
Convention and Visitors Bureau Transition Board
Regular Meeting
Minutes for April 30, 2014**

I. CALL TO ORDER.

The Convention and Visitors Bureau Transition Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, April 30, 2014 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Cesar Cantor called the meeting to order at 10:00 a.m. A quorum was present: Anne Weiss, Vice-Chair Bryan Pinkerton, Bill Donahue, Terence Chase, Michael Jones
Absent: Arnie Creinin

II. PLEDGE OF ALLEGIANCE.

Chairman Cesar Cantor led the Pledge of Allegiance

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public announcements and comments were given at this time.

IV. APPROVE CONSENT AGENDA.

- a. Board Member Valdez made a motion, seconded by Board Member Weiss to approve the Consent Agenda. Motion carried unanimously.

V. Discussion and action regarding review of Resolution 2012-10 City Council established minimum attendance requirements for the City of South Padre Island Boards, Commissions and Committee Members.

Discussion was held with no action taken.

VI. Discussion and action regarding the rules/laws pertaining to a 3rd party requests for tourist information when submitted through the Sopadre.com website.

Paul Holthusen gave the board an update concerning the legality of this agenda item. The on-line forms have been updated with option for visitors to opt out on sending their information to all the South Padre Island Vendors. No action was taken.

VII. Discussion and action regarding an update on the status of renovation/repairs done to the South Padre Island Convention Centre.

Assistant City Manager Darla Jones gave the board an update that on March 4, 2014 the City Council approved for \$1,000,000 dollars from excess reserve account to be spend on repairs such as parking lots, landscaping, sandblasting, painting, 4 roof top a/c units, roof top in the lobby, and EIFS(outside walls). No action taken.

- VIII. Discussion and action regarding a Transition Board Member be appointed to attend the renovation sub-committee meetings concerning the renovation projects proposed for the South Padre Island Convention Centre.**
Chairman Cantor motioned for Board Member Weiss and Board Member Donahue will be the alternate to attend the renovation sub-committee meetings, seconded by Board Member Pinkerton. Motion carried unanimously.
- IX. Discussion and action regarding the renovation project for the South Padre Island Convention Centre.**
Chairman Cantor requested for the City Council to revisit this agenda item. Chairman Cantor motioned, seconded by Board Member Weiss. Motion carried unanimously.
- X. 10. Discussion and action regarding presentation of 30 minute “South Padre Island TV Show” by 13th Floor.**
Chairman Cantor motioned to approve the production of a 30 minute “ South Padre Island TV Show” with the understanding that \$43,000 is coming out of Machete, Inc production budget, seconded by Board Member Valdez. The rest of the cost will come out of the 2015 budget. Motion carried unanimously.
- XI. Discussion and action regarding marketing update by Machete.**
Update was given by Mr. Cat Lopez from Machete, Inc. No action was taken.
- XII. Discussion and action regarding copy and changes to Sopadre.com website.**
Paul Holthusen, IT Director gave the board an update. No action taken.
- XIII. Discussion and action regarding consideration of a funding request for a returning event “Sand Castle Summer Amateur Contest” as it pertains to the 2013/14 budget.**
Board Member Valdez made the motion to give Lucinda Wieranga the same amount of money as last year (\$10,200.00) for the “Sandcastle Summer Contest Series 2014”, second by Board Member Donahue. Motion carried unanimously.
- XIV. Discussion and action regarding consideration of a funding request for a returning event “Fall Concerts on the Bay” as it pertains to 2014/15 budget.**
The board requested to form a sub-committee consisting of the CVB Director, Mary Kay Hancock, Stormy Wall, French Smith, Michael Laferty, Lourie J.B. Morrison, Leslie Rule, Marcus Villarreal, Cat Lopez w/Machete, Inc. Board Member Valdez motion to place this item back on the agenda for next month meeting, seconded by Board Member Donahue. Motion carried unanimously.
- XV. Discussion and action regarding sponsorship request from Texas International Fishing Tournament as it relates to the 2014/15 budget.**
Board Member Donahue motioned to award the same amount as last year (\$15,000.00), seconded by Board Member Valdez. Motion carried unanimously.
- XVI. Discussion and action regarding sponsorship proposal for “Padre Island Spring Art & Jazz Festival” as it relates to 2014/15 events marketing budget.**
No action was taken at this time. Chairman Cantor requested for the full proposal be reviewed by the Marketing Sub-Committee.
- XVII. SET NEW MEETING DATE/AGENDA ITEMS FOR NEXT MEETING.**
Next scheduled meeting will be May 28, 2014 at 10:00 a.m.
- XVIII. ADJOURN.**
Chairman Cesar Cantor adjourned the meeting at 1:30 p.m.

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: June 25, 2014

NAME & TITLE: Arnie Creinin, CVA Board Member

DEPARTMENT: Convention & Visitors Advisory Board

ITEM

Discussion and action updating the CVA Board on the progress of the 2014/15 budget.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: June 25, 2014

NAME & TITLE: JoAnn Evans, City Council

DEPARTMENT: City Council

ITEM

Discussion and action to approve the expenditure of \$600 for the purchase of Richard Stockton's photo collection for historical preservation initiatives and authorize the necessary budget amendment allocating the funds.

ITEM BACKGROUND

Long-time Island business owner and photographer, Richard Stockton, passed away this last year. His family was here closing up the business and disposing of his vast archive of photos depicting 20 plus years of Island history. South Padre Island Museum Foundation Board members Dennis Franke and Steve Hathcock contacted me regarding the possibility of acquiring the bulk of the photos for use in future museum displays as well as for display in city buildings. We all agreed that it would be tragic to lose the pictorial history of the Island's development, culture and beauty that the collection represents. The photos can be used in historical displays as part of the developing SPI Historical Museum collection and could also be used as historical "décor" in city-owned buildings.

As Richard's family was ready to close up the shop and move the photos away in the next day or two, Steve met with Richard's sister and arranged to purchase the collection for the Museum Foundation for a total of \$1,000.00. We were able to raise \$400 in donations to use as a down payment and are now asking the Convention and Visitors Advisory board to allocate the remaining \$600.00 to the Historical Preservation Committee so that they can assist the Museum Foundation with the purchase.

The Historical Museum displays that are currently housed at the convention center provide an interesting exhibit for visitors and conventioners and add to the ambiance of the facility. When the Museum Foundation achieves its goal of developing a museum for the City's history, it will become another in the list of amenities and interesting things for visitors to do as part of their stay on the Island.

The legislation governing the use of Hotel and Motel tax allows for the use of HOT funds to support historical and cultural activities that tourists enjoy.

BUDGET/FINANCIAL SUMMARY

\$600 for Historical Preservation

COMPREHENSIVE PLAN GOAL

Chapter 7. Economic Development
Support and promote historical and cultural activities.

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____ x

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approved \$600 for Historical Preservation – purchase of photo archives- and allocate funds for the purchase.

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: June 25, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding consideration for funding request for returning event "Sandcastle Trail".

ITEM BACKGROUND

This will be the 3rd year for this event.

BUDGET/FINANCIAL SUMMARY

02-593-8075 (City Festival/Sandcastle Events)

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

For the budget year 2012/13 the approved funding was \$20,000 for the event, only \$8,300 was utilized. The unutilized funds for the fiscal year 2012/13, the CVA Board approved to allot the remaining balance of \$11,700 into the 2013/14 budget to continue the project. Of these funds only \$3,000 has utilized, leaving a balance of \$8,700 available until September 30th, 2014.

SPECIAL EVENT FUNDING REQUEST Please attach the following:

☒ Event summary ☐ Funding Request \$ \$20,000
Organization sandy feet sand castle services

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

Contact name Lucinda Wierenga
Address p.o. box 2694

City: SPI State:TX zip: 78597

Phone 956-459-2928 Email: spisandy@gmail.com

Event Title Sandcastle Trail

Event/Proposed Date(s) ongoing throughout the year

Location(s) of event: Various SPI businesses ☒ Recurring Event New Event

Estimated attendance __100,000

Estimated room nights _thousands

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)

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

Determined by City of South Padre Island

Modified: June 10, 2014 at 8:55 AM



Request for Funding - the South Padre Island Sand Castle Trail

By all reports, the Sand Castle Trail has been an unqualified success. Nearly a year after the first stops on the trail went under construction, it currently boasts 28 completed and maintained sculptures, representing the work of nine distinguished sand sculptors — with another eight sculptures in the planning stages and which we hope to have completed in July or Aug. of 2014.

Three of the original 31 sculptures have fallen along the way — victims of weather/ vandalism/ changing attitudes of the host business owners — but a vast majority of the sculptures have survived to entertain and delight residents and visitors alike. The trail is the focus of bike and segway tours, and will be featured in a future edition of "Texas Highways."

The original budget was for \$20,000 in matching funds. Of that money, I understand that just over \$6000 remains and it is anticipated that the balance will be used up by the end of the summer. I am requesting additional funds to continue the momentum throughout the fall and winter months. In particular, I would like to have more funds to spend in Oct. to take advantage of the multi-talented group of sand sculptors who fly in from all over the world to compete at Sand Castle Days. They will already be here, and I am confident that I can line up several local businesses that will be willing to put up funds for more sculptures to be created just in time to help attract holiday visitors and Winter Texans from up the valley to SPI.

Expenses - Where the Money Went

Sculptors - \$12,000

Sculptor Support (meals, transportation) - \$500 (accommodations donated by sandy feet)

Sand Moving: \$1500

Supplies: glue, sprayers, popup tents, containment border edging, hardware - \$500

Repairs: donated by sandy feet

Promotion: website (sandcastletrail.com), FB page and rackcards - donated by sandy feet

Maintenance - Sculptures are treated to last through all but the most extreme weather conditions. The longer they have to "cure," the stronger they get. Most repairs have been minor, though some damages have required more extensive repairs. As the existing trail sculptures age, they will require more maintenance and in some cases perhaps complete make-overs. I propose that a new budget - should one be approved by the town - include dedicated matching funds for major repair jobs. The process for getting the costs of these repairs reimbursed could be similar to that used for new construction: "Before and After" photos could be submitted, along with a bill for 50% of the cost of the repair job.

The Future

With the city's support, the SPI Sand Castle Trail can continue to thrive and grow. As more merchants come on board and see the value of becoming a stop on the trail, the attraction will be a self-feeding phenomenon that emphasizes the very best of what our town has to offer — its beautiful sandy beaches. I will continue to push for a Trail App, and a new law - along the line of "No Ties Allowed" - that makes it a "crime" to vandalize a sand sculpture within city limits.

Thank you for your consideration.

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: June 25, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding consideration for funding request for returning event "Sandcastle Days 2014".

ITEM BACKGROUND

The 27th Annual Sandcastle Days will be held October 3-5, 2014.

BUDGET/FINANCIAL SUMMARY

02-593-8075 (City Festival/Sandcastle Events)

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

For the budget year 2013/14 the approved funding was \$20,000 for the event with \$10,000 for marketing by Machete Creative.

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 \$ 35,000

Organization Clayton's Resort

Contact name Clayton Basham

Address 6900 Padre Blvd.
South Padre Island TX. 78597
City State zip

Phone 954.455.8436 Email Claytonama@aol.com

Event Title Sand Castle Days 2014

Event/Proposed Date(s) Oct 3-5 2014

Location(s) of event 6900 Padre Blvd. ☒ Recurring Event ☐ New Event

Estimated attendance 17K

Estimated room nights 500

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

Clayton's Resort \$ _____ \$ _____

_____ \$ _____ \$ _____

_____ \$ _____ \$ _____

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?)

On site and nearby Hotels

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

Thank you for your application!



6900 Padre Boulevard
South Padre Island, Texas 78597
claytonsbachbar.com

To: Board Of Aldermen / CVB
City of South Padre Island
4601 Padre Boulevard
South Padre Island, TX 78597

RE: Sand Castle Days 2014

Clayton's Resort once again proposes to host and co-promote the 27th annual South Padre Island Sand Castle Days beach event. The event will be held on October 3-5, 2014 at Clayton's Resort 6900 Padre Blvd. Clayton's Resort will provide the location and infrastructure needed and the City of SPI will provide the necessary event funding and City resources.

2014 Sand Castle Days Event Items

Event advertising	\$15,000 up \$5k from previous years
Sand sculptor fees	\$10,000 same
Additional items	\$10,000 same

Total Funds Requested \$35,000

List of additional items - event crew staffing, slides, games, tents, rentals, security, sound, event MC, large entry sculpture, signage and supplies

Sand Castle Days is a great family friendly event and is the longest running annual event on South Padre Island. Clayton's Resort will work diligently to keep this tradition alive.

Respectfully,
Clayton Brashear

Monday, May 19, 2014 AOL: Claytonamo

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: June 25,2014

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

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding funding request from BOTG Kitefest for SPI Kite Expo as it relates to the 2014/15 Budget.

ITEM BACKGROUND

This is a new kiteboarding event. Tony Bolstad presenting.

BUDGET/FINANCIAL SUMMARY

Events Marketing 953-8099

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**Kiteboard Rodeo has been discontinued by the producers (Air Padre Kiteboarding).
This event will contribute to the building interest in South Padre Island as a Kiteboard destination.**

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 \$ 2,000.00

Organization BOTG Kite Fest – a 501c Corporation

Contact name Tony Bolstad

Address 2216 Padre Blvd. #37

South Padre Island TX 78597
City State zip

Phone 503.544.7495 Email tony@gorgekiting.com

Event Title SPI Kite Expo

Event/Proposed Date(s) November 7, 8, 9 2014

Location(s) of event South Flats by Convention center or North Flats (SPIW association property)

☐ Recurring Event ☒ New Event

Estimated room nights 200

Estimated attendance 300

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

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

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!

Event Summary:

The SPI Kite Expo will be a kiteboarding event that provides an opportunity for the major kiteboarding manufacturers from the US and Europe to display their products for the upcoming year (in this case the 2015 lineup) and to let kites try out and test the new gear. By holding the event in early November each year it will be the industry's first event of the new model year for showcasing and demonstrating their product. There is no selling of product or gear by the manufacturer at this event.

Products to be displayed include kites, boards, surfboards, harnesses, bars and kiteboarding related apparel. Some of the major manufacturers that have come to SPI before and plan on coming again are Best Kiteboarding, Cabrinah Kiteboarding, Naish Kiteboarding, North Kiteboarding, Ozone, Ocean Rodeo, Slingshot Kiteboarding, The Kiteboarder Magazine, SBC Kiteboarding Magazine, Litewave Boards, Crazy Fly Boards, and shop representatives from SPI, Corpus Christi and Houston.

November is a transition month in almost all of the other kiting locations in North America and SPI is one of the very few locations that has warm water and wind at this time of year. Northern locations like the Columbia Gorge, Great Lakes and Cape Hatteras have shut down and southern locations like Mexico and the Caribbean do not have their windy season kick in for a couple more months.

Attendees will be the local kiteboarders and windsurfers (SPI & RGV) and the out of town guests from across the US. These kites will have an opportunity to try all of the gear from each manufacturer in a location that has a lot of space and warm, windy conditions.

Evening social events are planned to be held at various local restaurants and bars on the island.

Marketing Summary:

Marketing of the event to the kiteboarding community (attendees) will be via The Kiteboarder Magazine (print ads), SPI Kite Expo web site, social media, Kite Forum, iKitesurf website and direct email to kiteboarding shops around the country. Solicitation of the manufacturers for displaying product will be via direct email and phone call contacts.

Marketing of the event will begin with a print ad in the June issue of The Kiteboarder Magazine and will continue at the major kiteboarding events scheduled for the summer of 2014: Triple S in Hatteras, NC, KB4C in Hood River, OR, Bridge of The Gods in Stevenson, WA, and King of the Lakes in Grand Haven, MI. The event website will be updated this week. Banner ads on Kite Forum and iKitesurf will commence in July 2014.

Budget:

Income Item:	Income:
Special Event Funding from SPI	\$2,000
Manufacturers display fees	\$1,500
Rider registration fees (\$10 ea)	\$300
T-shirt sales	\$200
Total Income:	\$4,000

Expense Item:	Cost:
The Kiteboarder print ads, online ads (July / Sept issues)	\$1,250
iKitesurf banner ads	\$250
Kite Forum banner ads	\$250
Social media updates (Facebook, LinkedIn, Instagram)	\$150
Registration forms / wrist bands / flyers	\$100
Insurance	\$1,200
Event T-Shirts	\$500
Security	\$200
Volunteer meals	\$100
Total Expenses:	\$4,000

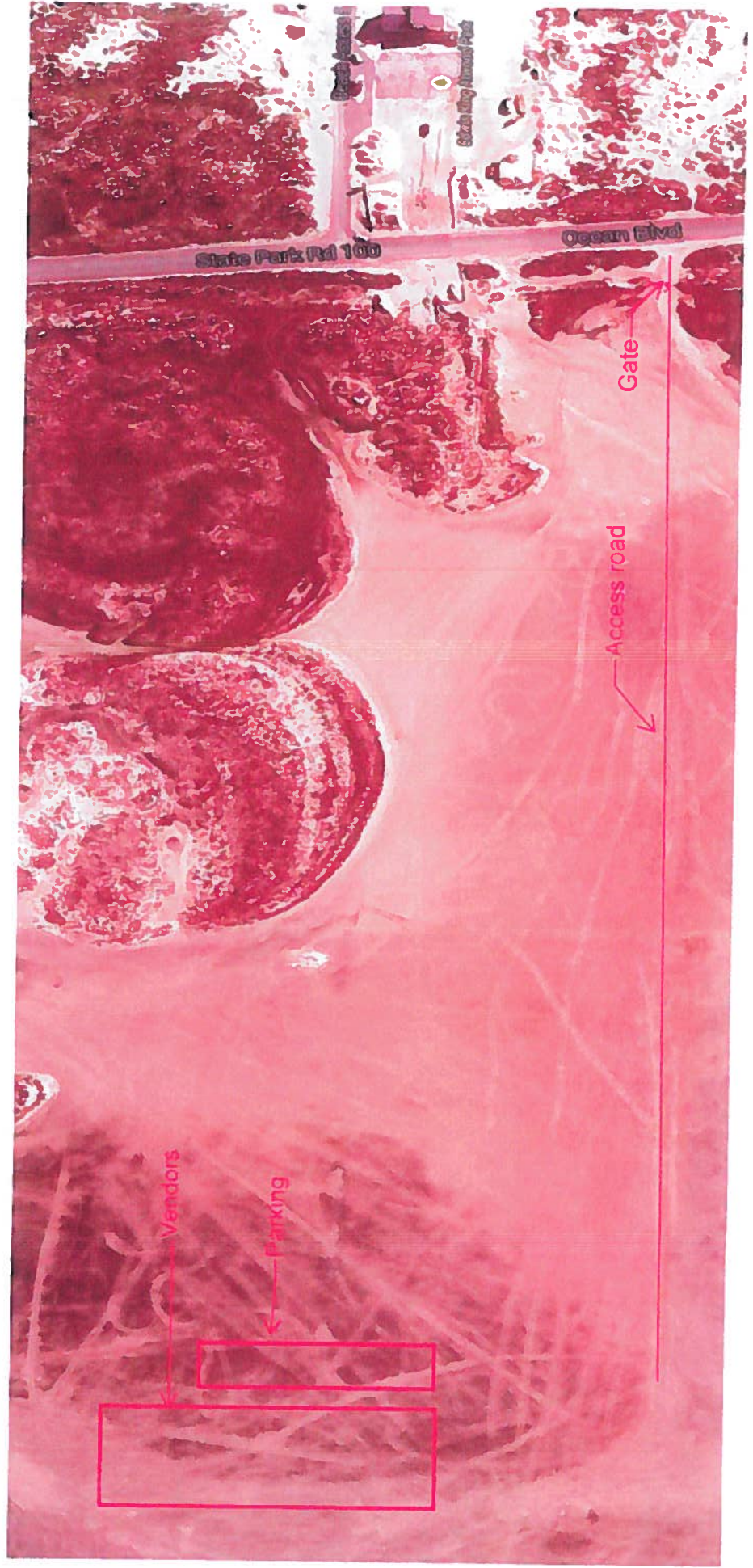
Option 2: Utilize the Bay Access area (South Flats) just north of the Convention Center.

Parking is on site around the perimeter of the event. Exact location will be determined by how high the water is each day.



Option 1: SPI Windsurfing Association - North Flats across from Beach Access 5.

Requires permission from property owner and participants and spectators to purchase an access pass.



**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: June 25, 2014

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

DEPARTMENT: Convention & Visitors Bureau Events Marketing

ITEM

Discussion & action regarding consideration for funding from Roadside Productions for the returning event 'Fall Concerts on the Bay' as it pertains to the 2013/14 and 2014/15 budget.

ITEM BACKGROUND

Roadway is requesting \$84,600 for 12 concerts (6 weekends) Sept 19-Nov.1 (Fri. & Sat. Nights)

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

Roadway Productions received \$131,400 from 2013/14 budgets for 18 concerts.

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 \$ 84,600

Organization Roadway Productions Date of Request June 25, 2014

Contact name French Smith

Address 12305 Twin Creek Drive

City: Manhaca State: TX Zip: 78652

Phone 512-441-9015 Email marketing@roadwayproductions.com

Event Title SPI Fall Concerts on the Bay

Event/Proposed Date(s) 9/19, 9/20, 9/26, 9/27, 10/3, 10/4, 10/17, 10/18, 10/24, 10/25, 10/31, 11/1

Location(s) of event: See attached Recurring Event ☒ New Event ☐

Estimated attendance 600 per day

Estimated room nights 60 per day

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)

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!

2014 Fall Festival Series Budget

Per Event Budget

Entertainment

Bands	\$2,500.00	
	<u>\$2,500.00</u>	<u>\$2,500.00</u>

Productions

Stage	\$1,800.00	
Sound	\$1,000.00	
Lights	\$350.00	
Two Generators	\$150.00	
Stage Hands	\$400.00	
Booking Fee	\$500.00	
	<u>\$4,200.00</u>	<u>\$4,200.00</u>

Hotel Rooms

Bands/crew	\$350.00	
	<u>\$350.00</u>	<u>\$350.00</u>

Total Cost per event night	\$7,050.00
Nights	<u>12</u>
Cost for 9 nights	<u>84600</u>

2013 Expense Report		
Income	Funds from SPI	127293.8
Expenses	Production, booking, Stage Sound, Lights, Hands, Generator, Toilets	75,600
	Web Advertisng	500
	Hotels	8143.8

Bands

Date	Band	Amount
Sept. 6	Sneak Attack	400
Sept. 6	Joe King Carras	1750
Sept. 6	Joe King Sax Pla	50
Sept. 7	Bongodogs	800
Sept. 7	W C Clark	2250
Sept. 13	Del Castillo	3000
Sept. 13	Del Castillo	0
Sept. 14	Texmaniacs	0
Sept. 14	Texmaniacs	2500
Sept. 20	Tori Martin	400
Sept. 20	Texmaniacs for	500
Sept. 21	SaraBeth	300
Sept. 21	Chris Wall	1500
Sept. 27	J. Michael Laffet	500
Sept. 27	Tropicosis	850
Sept. 28	Dr. Zog	850
Sept. 28	Nathan & Zyded	2000
Oct. 4	Joe McDermott	1050
Oct. 4	Nakia (Finalist d	1500
Oct. 5	Charlie Hurtin a	600
Oct. 5	Van Wilks	1750
Oct. 11	Stone Free	400
Oct. 11	The Brew	2500
Oct. 12	Moravians	750
Oct. 12	Ennis Czech Boy	1750
Oct. 18	Pelican West	500
Oct. 18	Bubble Puppy	2000
Oct. 19	Natalie Zoe	750
Oct. 19	Jake Andrews	1800
Nov. 1	Sneak Attack	500
Nov. 1	Two Tons of Ste	2000
Nov. 2	Jimi Berg Band	1000
Nov. 2	Sam Riggs & th	1000
Nov. 8	Connectors	600
Nov. 8	Will Taylor & Str	2500
Nov. 9	Dara Niemi	450
Nov. 9	Mingo Fishtrap	2000
	Total	43050

Total Expenses
Profit/loss

43050
127293.8
0

Marketing Plan for Concerts on the Bay 2014

- 1) Posters provided by L&F Distributing**
- 2) Social media promotion on the internet**
- 3) Ad Design \$2,000**
- 4) Poster distribution and easels \$2,000**
- 5) Radio with Entravision \$5650**
 - 30 second spots on 3 stations (KVLY, KKPS,KNVO)
 - Spanish and English
 - 282 spots/ 820,900 web impressions
 - Dates 10/17 to 11/16
 - unduplicated reach of 149,163 people in lower and Upper Valley
- 6) Radio with 88FM/NPR \$5,000**
 - 200 thirty second spots
 - closer to home segments
 - Valley community segments
 - Chris Maley interview with headliner
 - 300x250 web ad on 88FM
- 7) 1 week in the Austin Chronicle \$1850**
 - Full Page Full Color Ads
- 8) 7 Weeks in the The Monitor, Valley Morning Star, & Brownsville Herald \$8,789.62**
 - 5.065w x 5 high Full color ads
 - 420,000 online impressions
 - 147,500 readers per week (1,032,500 campaign)

Total Cost: \$25,289.62

12 Free Concert Nights

Description: Free Admission weekend Concerts in the South Padre entertainment district, featuring regional acts. Music including Americana, Reggae, Country, Funk, Blues, Steel, Brass, Latin, Polka, and a little rock. Two bands per night.

Music from 7:00pm to 10pm.

Dates: 9/19, 9/20, 9/26, 9/27, 10/3, 10/4, 10/17, 10/18, 10/24, 10/25, 10/31, 11/1

Talent budget: average \$2,500 per event night (12 events) Total \$30,000

Possible Bands:

Patricia Vonne, Vallejo, John Gaar Band, Beto Y Los Fairlanes, Carolyn Wonderland, Cindy

Cashdollar, Jake Andrews, Del Castillo, Guy Forsyth, Marshall Ford Swing Band, Patrice Pike, Los Texmaniacs, Brave Combo, Joe King Carrasco, Alex Marley, Malford Milligan, Two Tons of Steel, Dr. Zog, Inner City All-Star Brass Band, Rebirth Brass Band, Sam Riggs



Band, Blue Edmondson, Kyle Bennet, The Bellmen, Jean-Pierre & The Zydeco Angels, Omar & The Howlers, Doug Kershaw, Jimi Berg Band, Charlie Hurtin and the Hecklers, Charles Tibedeaux, The Movement, Eleven Finger Charlie, Akina Adderley & the Vintage Playboys, The Eggmen, Nathan & The Zydeco Cha Chas, One Step Program, John Garza Band, Carlton Pride, Jenna McDaniel, Frank Gomez, DaHeBeGeBees, Whisky Sisters, Grupo Fantasma, Sneak Attack, Bongodogs, SaraBeth, Michael Lafferty Band, Nakia, Stone Free, The Brew, Pelican West, Connectors, Mingo Fish Trap, Ginger Leigh, The Band of Heathens, Meagan Tubb & Shady People, The Gords, Paula Nelson, Warren Hood, The Rankin Twins, Whiskey Shivers, Black Joe Lewis, The Octopus Projects, Okkervil River, White Denim, White Ghost Shivers, The Black & White Years, Shearwater, Ruthie

Foster, Eric Tessmer, Brownout, Gina Chavez, Vitera, Gina Chavez, El Tule, The Whiskey Sisters, The Wheeler Brothers, Uncle Lucius, Alejandro Escovedo, and more.

Budget for Band/crew Hotels per event: \$350 per event (10 events) Total \$3,500

Budget for Productions

Includes Talent booking, outdoor Stage, Sound for 1,000 people, Lights, Stage Hands, and 2 generator. \$4,200 per event (12 events) Total \$50,400

Hotel Budget: \$350 per night (12 events) Total \$4,200

Sponsors: We will attempt to get hotel and other sponsors. All sponsor money will be reduced from City Budget

Total Cost: \$84,600

Also Provided by the City of South Padre:

Marketing, police services, permits, street closures, restrooms, clean up and trash services

Recap From 2013:

With an average of 400 in attendance each night for 17 nights we had an attendance of almost 7,000 people the first year!



We got you out Dancing!



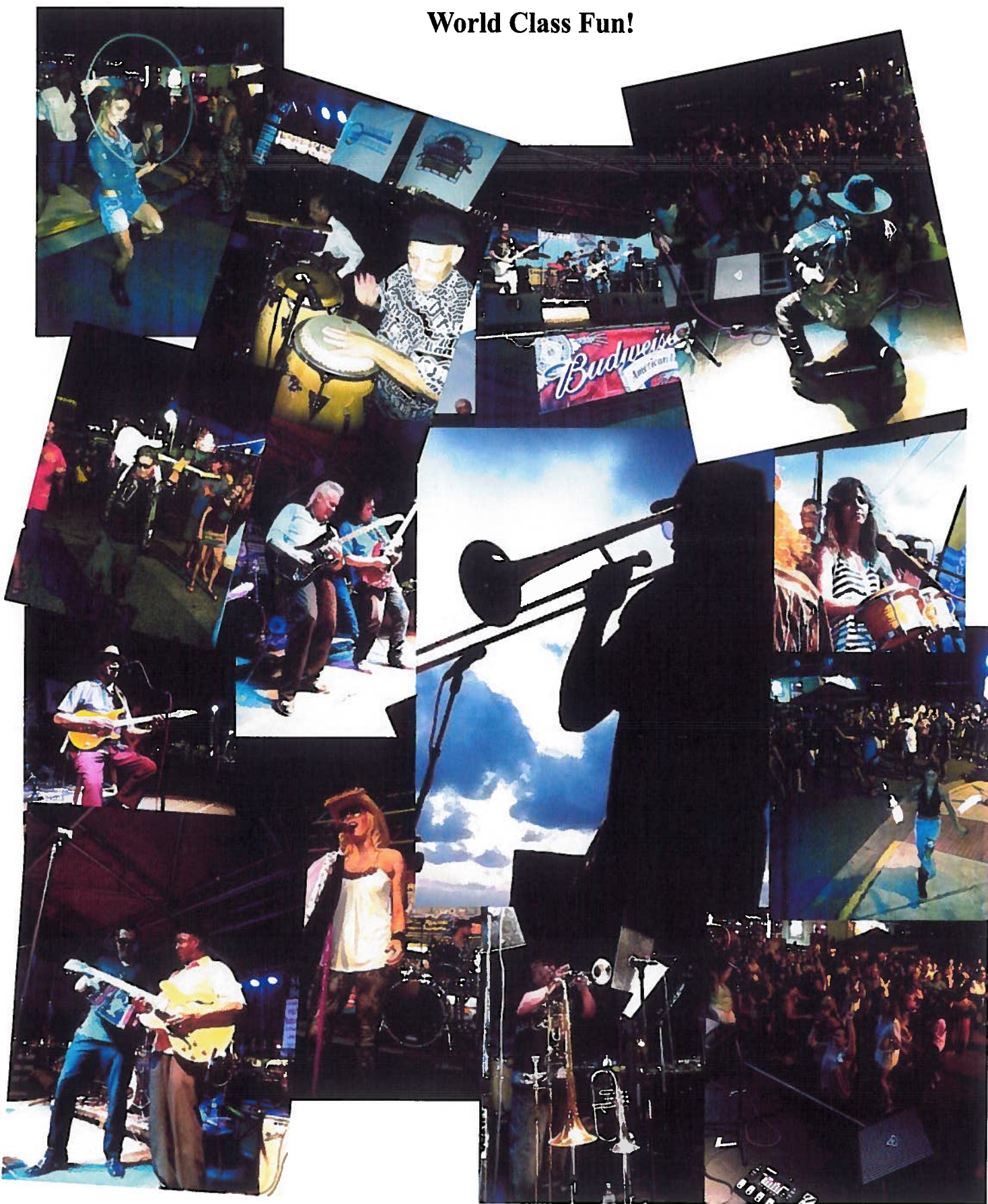
Fun For the Whole Family!



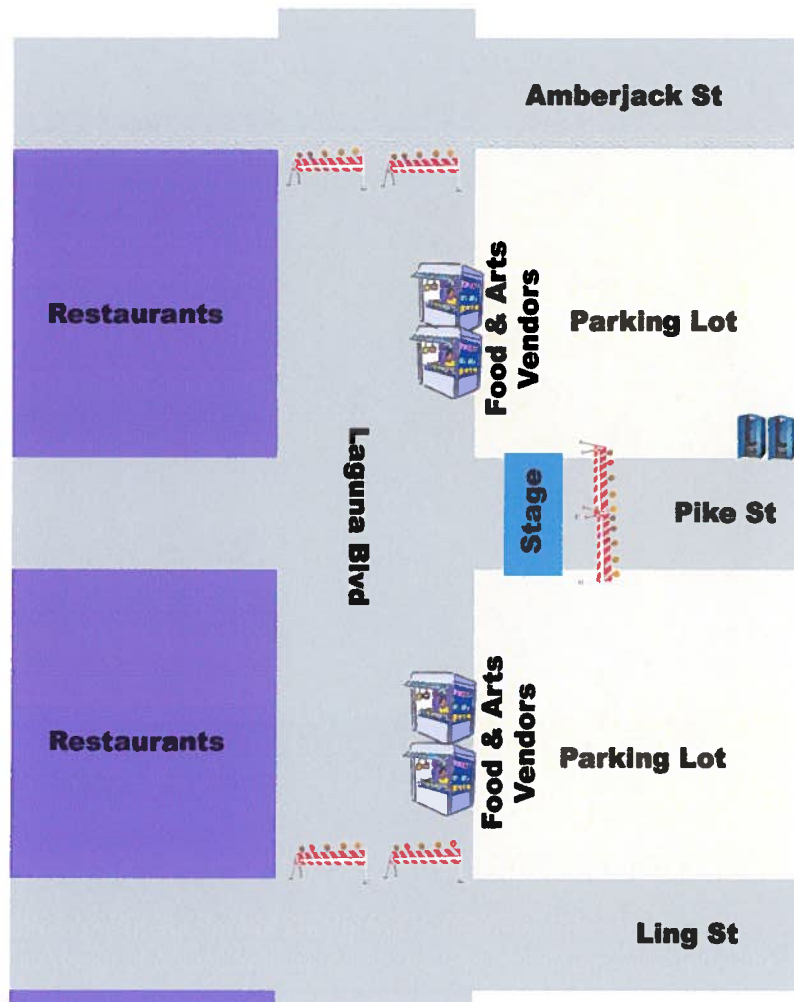
World Class Talent!



A collage of 12 photographs capturing various moments from a vibrant outdoor music festival. The images show diverse performers on stage, including a hula dancer, a percussionist, a guitarist, a trumpet player, and a DJ, as well as enthusiastic crowds and festival branding like a Budweiser sign.



Site Map



Parking available in adjacent lots and on surrounding streets.

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: June 25, 2014

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

DEPARTMENT: Convention & Visitor's Bureau Events Marketing

ITEM

Discussion & Action regarding a funding request from SPI Beerfest as it relates to the 2013/14 budget.

ITEM BACKGROUND

The Beerfest Group is requesting \$25,000 and presenting with additional information requested by the marketing sub-committee.

BUDGET/FINANCIAL SUMMARY

593-8099 Misc.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

This first time event is contracted at the SPI Convention Center in August of this year.

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 \$25,000

Organization **SPI BeerFest**

Contact name **Dharmesh Bhakta**

Address **1159 E Elizabeth St**

Brownsville
City

TX **78520**
State zip

Phone **956-778-2089**

Email **dharmesh@spibeerfest.com**

Event Title **SPI BeerFest**

Event/Proposed Date(s) **August 23rd 2014**

Location(s) of event **Convention Center**

☐ Recurring Event ✓ New Event

Estimated attendance **5000 - 8000**

Estimated room nights **2 nights (Friday and Saturday nights)**

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

Please see attached for actual and potential sponsors

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?)

Due to the size of the event, we shall work with Mary K and County Cameron County for overflow parking.

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

Thank you for your application!

Below are some of the Event we shall be Marketing the SPI Beer Fest 2014

Department	Company	Description	Budget	Notes
Marketing	KDL	SPI Beer Fest Logo	\$ 100.00	
Marketing	KDL	Business Cards	\$ 360.00	
Marketing	RGV Emb.	12 Shirts Embroidered	\$ 120.00	
Marketing	KDL	Banner, Flyer Design	\$ 150.00	
Marketing	KDL	Logo for The Beer Games / Turtles/ Homebrewing	\$ 150.00	
Marketing	Blush Advertising	30 Banners	\$ 2,533.06	
Marketing	KDL	10,000 4x6 flyers	\$ 465.00	
Marketing	Blush Advertising	Promotions @ Clayton's	\$ 3,000.00	
Marketing	KDL	Poster Design	\$ 100.00	
Marketing	KDL	Press Conference invites	\$ 75.00	
Marketing	KDL	100 "for sale" SPIBF t-shirts	\$ 1,000.00	
Marketing	KDL	Program guides (6,000)	\$ 1,000.00	
Marketing	KDL	Volunteer t-shirts (250)	\$ 2,500.00	
Marketing	KDL	Koozies (1000)	\$ 500.00	
Marketing	KDL	Entrance Bands (6150)	\$ 3,000.00	
Marketing	KDL	Beer Tickets (70k Sample, 7k Sale)	\$ 5,000.00	
Marketing	KDL	Poster Prints: 500	\$ 575.00	
Marketing	Bargain Book	Print Ad	\$ 800.00	Week of August 23
Marketing	Clear Channel	Radio: 94.5 / 104.1	\$ 1,500.00	July 30 - August 23
Marketing	Freedom	McAllen Monitor / Brownsville Herald	\$ 1,500.00	Week of August 23
Marketing	Lamar	Digital Billboards: 4	\$ 2,500.00	July 2 - August 23
Marketing	Entravision	Radio	\$ 1,000.00	July 30 - August 23
Marketing	KRGV	Channel 5	\$ 1,500.00	Week of August 23
Marketing	KGBT	Channel 4	\$ 1,000.00	Week of August 23
Marketing	KVEO	Channel 23	\$ 2,500.00	July 2 - August 23
Marketing	KDL	SPI Beer Trail Book	\$ 5,500.00	June 19 Release
		Total Marketing Budget	\$ 38,428.06	



Official Pre-Party “Drinking With Turtles”: 12pm – 4pm held at Clayton’s Beach Bar and Grill. Enjoy Clayton’s beautiful deck and South Padre Island’s beautiful beach, while sampling some Texas craft beers. \$5 admission (*Proceeds to benefit Sea Turtle, Inc.*)

SPI Beer Fest Main Event: 6pm – 12am held at the South Padre Island Convention Center. An EPIC Beer Festival with live music, amazing food, and all the BEER your heart desires!

(Ticket prices and details on our website www.spibeerfest.com) (Proceeds to benefit Sea Turtle, Inc.)

Official After Party: 12am – 2am held at Clayton’s Beach Bar and Grill. BEER specials offered by Clayton’s for attendees of SPI Beer Fest. End the night with a bang!

“Hangover Party”: 12pm – 4pm held at Clayton’s Beach Bar and Grill. We have the cure for your “hangover” ...amazing food and BEER!



Detail	VIP	GA	Amount	Ticket Sales	Total
Sponsorship \$10,000 (1 Sponsor)	20	20	\$ 3,600.00	\$ -	\$ 10,000.00
Sponsorship \$4,000 (1 Sponsor)	10	10	\$ 1,800.00	\$ -	\$ 4,000.00
Sponsorship \$2,000 (2 Sponsors)	12	12	\$ 2,160.00	\$ -	\$ 4,000.00
Sponsorship \$1,000 (3 Sponsors)	12	12	\$ 2,160.00	\$ -	\$ 3,000.00
Sponsorship \$500 (3 Sponsors)	6	6	\$ 1,080.00	\$ -	\$ 1,500.00
Sponsorship \$250 (6 Sponsors)	6	6	\$ 1,080.00	\$ -	\$ 1,500.00
Sponsorship \$100 (10 Sponsors)	0	20	\$ 600.00	\$ -	\$ 1,000.00
Food Sample Sponsors (16 Sponsors)	32	0	\$ 4,800.00	\$ -	\$ -
Politicians	50	50	\$ 9,000.00	\$ -	\$ -
Media (In Kind)	40	100	\$ 9,000.00	\$ -	\$ -
Misc.	44	64	\$ 6,320.00	\$ -	\$ -
Sales of VIP	243	0	\$ 24,300.00	\$ 24,300.00	\$ 24,300.00
Sales of GA	0	4125	\$ 92,812.50	\$ 92,812.50	\$ 98,812.50
Sales of DD VIP	25	0	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Sales of DD	0	75	\$ 937.50	\$ 937.50	\$ 937.50
Total	500	4500			\$ 150,050.00

Total Sales	\$ 150,050.00
Approximate Expenses (Main Event)	\$ 79,956.53
Capital Contribution Return	\$ 40,000.00
Investment for Whiskey & Wine Festival (SPI)	\$ 12,000.00
Donation to Sea Turtle, Inc. (10% Gross Profit)	\$ 15,005.00
Total Expenses	\$ 146,961.53

Net Profit (Start up for SPI Beer Fest 2015)	\$ 3,088.47
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Category	Supplier / Vendor	Description	Budget	DUE DATE	Notes
Corporation	Saarang	Domain name SPIBeerFest.com	\$ 110.00		
Marketing	KDL	SPI Beer Fest Logo	\$ 100.00		
Marketing	KDL	Business Cards	\$ 360.00		
Marketing	Sunil Rupani	12 Shirts Embroidered	\$ 120.00		
TOTAL PAID			\$ 690.00		
Corporation	Sunil Rupani	501 3c Application	\$ 950.00	DUE NOW	
Corporation	Chirag	Website set up + ticket sales program	\$ 1,200.00	DUE NOW	
Marketing	KDL	Banner, Flyer Design	\$ 150.00	March 26, 2014	
Marketing	KDL	Logo for The Beer Games / Turtles/ Homebrewing	\$ 150.00	DUE NOW	
Marketing	Jessica Aguirre	15 Banners	\$ 1,266.53	April 2, 2014	
Marketing	KDL	10,000 4x6 flyers	\$ 465.00	March 26, 2014	
TOTAL DUE NOW			\$ 4,181.53		
Entertainment	Tragedy N April	Band	\$ 500.00	APRIL/AUGUST	
Entertainment	Bad Intentions	Band	\$ 500.00	APRIL/AUGUST	
Entertainment	Rockstar Denied	Band	\$ 800.00	APRIL/AUGUST	
Entertainment	Costello	Band	\$ 1,500.00	APRIL/AUGUST	
Entertainment	Issac & The Gentlemen	Band	\$ 500.00	APRIL/AUGUST	
Entertainment	Clarissa Serna	Band	\$ 4,000.00	APRIL/AUGUST	
TOTAL DUE APRIL/AUGUST			\$ 7,800.00		
Entertainment	Unknown	Misc. Dinners / Drinks (promos / board)	\$ 3,000.00	APRIL/MAY/JUNE/JULY/AUGUST	
Marketing	Jessica Aguirre	Promo Girls (12 events)	\$ 3,000.00	APRIL/MAY/JUNE/JULY/AUGUST	
Logistics	Unknown	Misc. office supplies	\$ 150.00	APRIL/MAY/JUNE/JULY/AUGUST	
Logistics	Unknown	Misc. supplies	\$ 3,000.00	APRIL/MAY/JUNE/JULY/AUGUST	
TOTAL DUE APRIL/MAY/JUNE/JULY/AUGUST			\$ 9,150.00		
Marketing	KDL	Poster Design	\$ 100.00	MAY	
Marketing	KDL	Press Conference invites	\$ 75.00	MAY	
Marketing	KDL	100 "for sale" SPIBF t-shirts	\$ 1,000.00	MAY	
Press Conference	Hilton	Location	\$ 500.00	MAY	
Press Conference	Hilton	Food	\$ 750.00	MAY	
TOTAL MAY			\$ 2,425.00		
Press Conference	Unknown	Misc. supplies	\$ 200.00	JUNE	
TOTAL JUNE			\$ 200.00		
Entertainment	Unknown	Fire Girls / Hula Girls	\$ 1,000.00	JUNE/AUGUST	
TOTAL JUNE/AUGUST			\$ 1,000.00		
Entertainment	Volunteers	Volunteer Meetings (beer & food)	\$ 1,000.00	JULY/AUGUST	

Logistics	Unknown	Sound Engineer	\$ 1,500.00	JULY/AUGUST	
Logistics	Rental World / Tejas	Tents (2 40x30), Bar tables, fencing, stanchions	\$ 3,000.00	JULY/AUGUST	
Logistics	SPI PD	Police Officers (12 from 5pm - 1am)	\$ 2,500.00	JULY/AUGUST	
Logistics	Amercian Survelience	Security Officers (10)	\$ 2,000.00	JULY/AUGUST	
TOTAL JULY/AUGUST			\$ 10,000.00		
Logistics	Unknown	Insurance (1Mil for SPI)	\$ 800.00	AUGUST	
Logistics	Unknown	Portocans (10)	\$ 750.00	AUGUST	
Logistics	Unknown	Linens	\$ 500.00	AUGUST	
Marketing	KDL	Program guides (6,000)	\$ 1,000.00	AUGUST	
Marketing	KDL	Volunteer t-shirts (250)	\$ 2,500.00	AUGUST	
Marketing	KDL	Hats for sales (100)	\$ 500.00	AUGUST	
Marketing	KDL	Koozies (1000)	\$ 500.00	AUGUST	
Marketing	KDL	Entrance Bands (6150)	\$ 3,000.00	AUGUST	
Marketing	KDL	Beer Tickets (70k Sample, 7k Sale)	\$ 5,000.00	AUGUST	
Beer	L&F	Sampling	\$ 7,000.00	AUGUST	
Beer	Glazers	Sampling	\$ 3,500.00	AUGUST	
Beer	Ben E Keith	Sampling	\$ 2,500.00	AUGUST	
Beer	Unknown	Jester King / Live Oak / Misc	\$ 1,500.00	AUGUST	
Beer	Ice	Ice	\$ 1,000.00	AUGUST	
Corporation	Alex Dominguez	SPI Beer Fest LLC set up	\$ 330.00	AUGUST	
Corporation	Alex Dominguez	Texas Association Of Beverage Festivals	\$ 330.00	AUGUST	
Permits	TABC	Beer & Wine permit	\$ 300.00	AUGUST	
Permits	City of SPI	Misc. permits	\$ 1,000.00	AUGUST	
Permits	City of SPI	Health permit (30 restaurants)	\$ 300.00	AUGUST	
Convention Center	City of SPI	SPI Convention Center	\$ 3,500.00	AUGUST	
Entertainment	Brownsvillians	Djs (4)	\$ 1,200.00	AUGUST	
Hired Employees	Misc.	Payroll	\$ 5,000.00	AUGUST	
Charity	Tip Of Texas	Donation	\$ 500.00	AUGUST	
Charity	Valley Veterens	Donation	\$ 1,000.00	AUGUST	
Charity	Unknown	Donation	\$ 500.00	AUGUST	
Entertainment	The Beer Games	Misc. items for The Beer Games	\$ 500.00	AUGUST	
TOTAL AUGUST			\$ 44,510.00		
Marketing	L&F	Poster Prints	\$ -		
Marketing	L&F	10 Banners	\$ -		
GRAND TOTAL			\$ 79,956.53		

Below is a brief summary of the SPI Beer Fest event

The SPI Beer Fest will encompass an array of beer sampling from different corners of the world in which the audience will have access to taste different and unique types of beers. Coupled with great live music, and exquisite cuisine from of the area's most popular restaurants, the first ever SPI Beer Fest is certain to become a staple in the community and a favorite amongst festival-goers everywhere.

A portion of the proceeds from the SPI Beer Fest will go to The City of South Padre Island's various charities including Sea Turtle, Inc. whose mission is to rescue, rehabilitate, and release injured sea turtles, educate the public, and assist with conservation efforts for all marine turtle species. SPI Beer Fest is subsidiary of Texas Association of Beverage Festivals which is a non-profit 501 3 c.

Below is a list of proposed cash and/or in-kind sponsors the board are contacting.

Name of Company/Individual	Amount
Sunil Rupani	\$5,000
Tim Smith	\$5,000
Dharmesh Bhakta	\$5,000
Saarang Rama	\$5,000
Romit Melwani	\$5,000
Alex Dominguez	\$5,000
Gaby Jones	\$5,000
Oscar Segovia	\$5,000
L&F	\$10,000
Glazers	Confirmed, but amount unknown
Ben K Keith	Confirmed, but amount unknown
Liberty Tax	Confirmed, but amount unknown
Oxygen	Confirmed, but amount unknown
Wendy's	Confirmed, but amount unknown
Clayton's	Confirmed, but amount unknown
HEB	Confirmed, but amount unknown
Cardenas Development & Motors	Unknown
SMT Transportation	Unknown
International Bank	Unknown
Med Center	Unknown
Terry Ray	Unknown
Vaugan	Unknown
RC/7up	Unknown
Max Fitness	Unknown
The Point	Unknown
Bass Pro Shop	Unknown
Elliff Motors	Unknown
Boggus Ford	Unknown
Medusa	Unknown
Harley Davidson	Unknown
Payne Motors	Unknown
Detronics	Unknown
Gonzalez	Unknown
Old Financial	Unknown
Audi	Unknown
Skudra Construction	Unknown
Holiday Wine	Unknown
DeFalco	Unknown
Maria - Communication	Unknown

Frost Bank	Unknown
LFD	Unknown
McAllen Gold & Silver	Unknown
Tex Mex	Unknown
Frankies	Unknown
Louies Back Yard	Unknown
Tequilas	Unknown
Double Days	Unknown
Ben Liquor	Unknown
Taxi Company's (SPI)	Unknown
Dr Manrique	Unknown
Don Jonson	Unknown
Newtech	Unknown
Texas Regional	Unknown
PlainsCapital	Unknown
Pub	Unknown
Jones	Unknown
Harlingen/Brownsville airport	Unknown
Colden Holders	Unknown
Wells Fargo	Unknown
Cantu Construction	Unknown
KRGV	Unknown
Magic Valley	Unknown
Coca Cola	Unknown
Pepsi	Unknown
Radio Clear Channel	Unknown
Schlitterbahn	Unknown
Alex Beam	Unknown
Radioshack	Unknown
Academy	Unknown
Dr Shah	Unknown
Dr Pena	Unknown
Small Glass	Unknown

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: June 25, 2014

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

DEPARTMENT: Convention & Visitors Bureau Events Marketing

ITEM

Discussion & action regarding consideration of funding request from 'South Padre Island Marathon & Half Marathon' as it pertains to the 2014/15 Event Marketing Budget.

ITEM BACKGROUND

This is a new event slated for November 14, 2015

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

Tim Scrivner is presenting. Tim currently produces the 'Jailbreak Beach Escape' held the first weekend in May each year.

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: June 25, 2014

NAME & TITLE: Paul Holthusen , Information Services Director

DEPARTMENT: City of South Padre

ITEM

Discussion and action regarding any developments or changes from the Website Committee concerning the Sopadre.com website.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS