

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, JULY 23, 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 June 25, 2014 Regular Meeting.
5. Presentation by SimpleView.
6. Discussion and action regarding event funding guidelines.
7. Discussion and action regarding consideration for funding request on events:
 - a) Island Folk Festival Proposal (Sept. 2014)
 - b) Sandcastle Days(October 2014)
 - c) Sandcastle Trail
 - d) College Roadshow Promotion-relates to the 2014/15 Event Marketing Budget.
 - e) 2015 National Tropical Weather Conference (April 2015)
 - f) Jailbreak Beach Escape (May 2015)
8. Presentation, discussion and action related to the Laguna Madre Trail Boardwalk repairs.
9. Update, discussion and action regarding any developments or changes from the Website Sub-Committee concerning the Sopadre.com website.
 - a) Lazy loader proposal
 - b) Monthly meeting
 - c) Online Advertising
 - d) Analytics Report
10. Discussion regarding activities of CVB Director for the month of June-July and upcoming events.
11. Update and discussion on FY15 budget.

12. Update and discussion on marketing for end of FY14.
13. Set new meeting date/agenda items for next meeting.
14. Adjourn.

DATED THIS THE ____ DAY OF _____ 2014.

Susan Hill, City Secretary

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 _____, 2014, at _____ AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Susan Hill, City Secretary

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: July 23, 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 June 25, 2014.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

MEETING DATE: July 23, 2014

NAME & TITLE: Rosa Zapata, Administrative Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action regarding the approval of minutes for June 25, 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 Advisory Board
Regular Meeting
Minutes for June 25, 2014**

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, June 25, 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, Arnie Creinin
Absent: Michael Jones

II. PLEDGE OF ALLEGIANCE.

Chairman Cesar Cantor led the Pledge of Allegiance

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments and announcements were given at this time.

IV. APPROVE CONSENT AGENDA.

Board Member Weiss made a motion, seconded by Vice-Chairman Pinkerton to approve the Consent Agenda. Motion carried on a unanimously vote.

A. APPROVE MINUTES OF APRIL 30, 2014 REGULAR MEETING.

V. DISCUSSION AND ACTION UPDATING THE CVA BOARD ON THE PROGRESS OF THE 2014/2015 BUDGET.

CVB Director Rachel Flores gave a detailed update to the Board concerning the CVB 2014/215 budget. Discussion ensued, no action taken.

VI. DISCUSSION AND ACTION TO APPROVE THE EXPENDITURE OF \$600 FOR THE PURCHASE OF RICHRD STOCKTON'S PHOTO COLLETION FOR HISTORICAL PRESERVATON INITIATIVES AND AUTHORIZE THE NESSARY BUDGET AMENDMENT ALLOCATION THE FUNDS.

Board Member Donahue made a motion, seconded by Board Member Creinin. Motion carried on a unanimous vote.

VII. DISCUSSION AND ACTION REGARDING CONSIDERATION FOR FUNDING REQUEST FOR RETURNING EVENT "SANDCASTLE TRAIL".

Chairman Cantor made a motion to table this agenda item for next month meeting, second by Board Member Weiss. Chairman Cantor recommended that Ms. Wierenga meet with CVB Director Rachel Flores concerning maintenance of Sandcastles and plaques.

VIII. DISCUSSION AND ACTION REGARDING CONSIDERATION FOR FUNDING REQUEST FOR RETURNING EVENT "SANDCASTLE DAYS 2014".

Mr. Brashear with Clayton's Resort was not available to make presentation. Chairman Cantor motion to table this agenda item and be put on next month agenda, seconded by Board Member Weiss. Motion carried on a unanimous vote.

IX. DISCUSSION AND ACTION REGARDING FUNDING REQUEST FROM BOTG KITEFEST FOR SPI KITE EXPO AS IT RELATES TO THE 2014/15 BUDGET.

Board Member Donahue made a motion to approve the funding request in amount of \$2,000, seconded by Vice-Chairman Pinkerton. Motion carried on a unanimous vote.

X. 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.

Vice-Chairman Pinkerton made a motion to approve funding in the amount of \$75,000 and the difference is should be raised in sponsorship by promoter, seconded by Chairman Cantor. Motion carried on a unanimous vote.

XI. DISCUSSION AND ACTION REGARDING A FUNDING REQUEST FROM SPI BEERFEST AS IT RELATES TO THE TO THE 2013/14 BUDGET.

Chairman Cantor made the motion to approve the funding request in the amount of \$25,000, second by Board Member Donahue. Motion carried on a unanimous vote.

XII. 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.

Chairman Cantor made the motion to approve the funding request of \$90,000 on October 1st, 2014 out of the 2014/2015 budget with the requirement the promoter has \$50,000 in sponsorship, seconded by Board Member Weiss. Motion carried on unanimous vote.

XIII. DISCUSSION AND ACTION REGARDING ANY DEVELOPMENTS OR CHANGES FROM THE WEBSITE SUB-COMMITTEE CONCERNING THE SOPADRE.COM WEBSITE.

After a small discussion, the Board requested Paul Holthusen, IT Director to send them a daily and monthly recap on the changes concerning the website. No action was taken.

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

Next scheduled meeting will be July 23, 2014 at 10:00 a.m.

XV. ADJOURN.

Chairman Cesar Cantor adjourned the meeting at 12:35 p.m.

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

MEETING DATE: July 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Presentation by Simpleview.

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
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: July 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding event funding guidelines.

ITEM BACKGROUND

Suggestions on changing the 2014/2015 standard guidelines & procedures for events funding.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

South Padre Island Event Funding Guidelines

The City of South Padre Island's Transition Board is responsible for the review of funding requests for special events.

There is a two-part test that each expenditure of local hotel occupancy tax must meet to be valid:

- The first element of the two-part test is the expenditures must put "heads in beds" which means every funded project must attract overnight tourists to the City's hotels and motels, thus promoting the City's hotel industry.
- The second element is each expenditure of the local hotel occupancy tax must also fit into one of the statutorily-authorized categories which were narrowed by HB 1324. The Statute applicable to the City of South Padre Island's use of HOT funds requires 7% being limited to two categories (#1) the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information center, or both; and (#3) advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity; 1 % may be used for any of the six other authorized categories and ½% is to be used for beach-related activities.

The purpose of the Special Events funding is to help with events that will draw event visitors to South Padre Island and, by extension, bring overnight visitors. The Transition Board also recognizes that some events have a greater marketing value as well as room nights, and funding consideration will be given to such events with that in mind.

Categories of Special Events

- **New events** – fresh ideas for new events. Typically, these events would have no lodging tax history. These requests must first be presented to the Budget & Marketing Committee for evaluation before going to the full Board. They must also be available for meeting either in person or by teleconference.
- **Recurring events** - Events having received funding previously. These events will be evaluated on a case by case basis by submission to the full Transition Board.
- **Recurring Events requesting an increase in funding** – These events must first submit a completed funding request to the Budget and Marketing Committee for evaluation before going to the full Transition Board. They must also be available for meeting either in person or by teleconference.
- **Event sales efforts** – Individuals or companies involved in the marketing and sale of room nights directly to the public may present directly to the full Transition Board.
- **Event promotion** – Special consideration to promoters who bring major artists. These requests must first be presented to the Budget & Marketing Committee for evaluation before going to the full Transition Board. They must also be available for meeting either in person or by teleconference.

All requests submitted for consideration must complete the application with the following collateral information:

- **Event Summary**
- **Proposed Event Budget**
- **Marketing Summary (how, when and to whom are you marketing)**

The following criteria have been established for any funding request submitted for consideration:

1. Advance submission of basic proposed event budget and outline reflecting how and to whom you are marketing.
2. Promotions for the event must coordinate with the brand image for South Padre Island
3. Upon acceptance, event insurance will be required with City of South Padre Island as added insured.
4. Where appropriate, the CVB will require access to event participant database reflecting zip code data
5. Submission of final income/expense statement within 3 months of the event to assure consideration for continued funding.
6. Funding payment schedule will be decided on case-by-case basis.

South Padre Island CVA (Convention Visitors Advisory) Policy toward event funding:

Dollars allocated for event funding are designed to maximize the promotion of South Padre Island to the travelling public.

The Transition Board's focus is to support events ensuring they develop and have sustainability.

The Transition Board's financial commitment should be viewed as a starting point to establish events and aid in their development.

The Transition Board maintains its' authority to adjust all pledged funding on changing conditions.



**CONVENTION AND VISITORS TRANSITION BOARD
MEETING MINUTES
September 25, 2013**

I. CALL TO ORDER.

A regular meeting of the Convention and Visitors Transition Board of South Padre Island, Texas was held Wednesday, September 25, 2013 in the Joyce H. Adams Board Room, 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: Board Members Cesar Cantor, Barry Patel, Rene Valdez, Anne Weiss and Michael Jones.

Absent: Bryan Pinkerton, Jose Mulet, Sam Listi and Robert A. Fudge

II. PLEDGE OF ALLEGIANCE.

Chairman Cesar Cantor led the Pledge of Allegiance

III. PUBLIC ANNOUNCEMENTS AND COMMENTS. (1.26 RECORDING)

Board Member Patel mentions the Board of Ethics added the Transition Board to the book of Ethics. He recommended for the board to read up on the book so they can know what decisions can be made.

Board Member Jones mentions board members were recommended to take a class for certifications. Chairman Cantor recommended for this issue to be place on next month agenda

IV. CONSENT AGENDA.

A. APPROVAL OF MINUTES FOR SEPTEMBER 25, 2013.

Board Member Valdez moved to approve the minutes, seconded by Board Member Patel.
Vote taken motion passed unanimously.

V. DISCUSSIN AND ACTION REGARDING SUGGESTED CHANGES TO 2013/14 EVENT FUNDING GUIDELINES.

After a lengthy discussion, this item was table. Chairman Cantor requested to be on October 23, 2013 agenda with revisions approved by SPI City Attorney and Interim City Manager Darla Jones.

VI. DISCUSSION AND ACTION REGARDING FUNDING REQUEST:

A. SPI CHAMBER OF COMMERCE FOR LKT (LADIES KINGFISH TOURNAMENT).

Board Member Patel motion to approve \$2,000.00 plus in-kind use of the building, second by Board Member Valdez. Vote taken motion passed unanimously.

B. TIFT (TEXAS INTERNATIONAL FISHING TOURNAMENT).

Board Member Donahue motion to approve \$15,000 for "Playday" sponsorship, second by Board Member Valdez.

Vote taken motion passed unanimously.

VII. DISCUSSION AND POSSIBLE ACTION REGARDING INTERNET PRESENCE.

Chairman Cantor requested for a representative from Simpleview to be put on next month agenda. This item was table.

VIII. DISCUSSION AND ACTION REGARDING 2013/14 CO-OP AS PRESENTED BY MACHETE.

Board Member Patel motion to approve the 2013/14 co-op, second by Board Member Valdez. Vote Taken motion passed unanimously.

IX. Discussion and action regarding 2013/2014 Spring Break Marketing presentation by Inertia Tours "College Roadshow".

Board Member Valdez motion to table this item until next month, second by Chairman Cantor. Vote taken passed unanimously.

X. Discussion and action to direct the CVB Director to solicit for RFP's for a Spring Break Shoulder Weekend Event (before and after Texas Week).

Chairman Cantor motioned to approve the CVB Director solicit RFP's for Spring Break Shoulder Weekend Event, second by Board Member Patel. Vote taken motion passed unanimously.

XI. Discussion and action regarding the FY 2013/14 Media Plan.

Board Member Valdez motion to approve the FY 2013/14 Media Plan, second by Chairman Cantor. Vote taken motion passed unanimously.

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

Next scheduled meeting will be October 23rd, 2013, at 10:00a.m.

XIII. ADJOURN.

Chairman Cantor adjourned the meeting at 11:45 a.m.

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

MEETING DATE: July 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding consideration for funding request on events:

- a) Island Folk Festival Proposal (Sept. 2014)
- b) Sandcastle Days(October 2014)
- c) Sandcastle Trail
- d) College Roadshow Promotion-relates to the 2014/15 Event Marketing Budget.
- e) 2015 National Tropical Weather Conference (April 2015)
- f) Jailbreak Beach Escape (May 2015)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Events Marketing Overview

Meeting: 07/23/14

Fiscal Year 14 (Oct. 2013-Sept. 2014)	Amount	Notes	Fiscal Year 15 (Oct. 2014-Sept. 2015)	Amount	Notes
Opening Balance as of May 21, 2014	\$61,598.00		Opening Balance as of Oct. 1, 2014	\$439,700.00	
Historical Preservation Photos	-\$600.00	approved 06/25/14	SPI Kite Expo Nov. 7-9 2014	-\$2,000.00	approved 06/25/14
SPI Beerfest (Aug. 23, 2014)	-\$25,000.00	approved 06/25/14	Roadway Fall Concert Series (Oct-Nov 2014)	-\$50,000.00	approved 06/25/14
Roadway Fall Concerts Series (Sept. dates)	-\$25,000.00	approved 06/25/14	SPI Marathon & Half Marathon (Nov. 2015; prepaid sponsorship)	-\$90,000.00	approved 06/25/14
Balance Remaining as of 07/22/2014	\$10,998.00		Balance Remaining as of 07/22/2014	\$297,700.00	
Island Folk Festival (Sept. 2014)	-\$7,000.00	pending	Sandcastle Days Oct. 3-5, 2014	-\$35,000.00	Pending
			Sandcastle Trails	-\$15,000.00	Pending
			College Roadshow Promo/Inertia Tours	-\$54,000.00	Pending
			National Tropical Weather Conf. April 2015	-\$50,000.00	Pending
			Run the Jailbreak Beach escape May 2015	-\$20,000.00	Pending
Projected Balance as of 7/24/14	\$3,998.00		Projected Balance as of 7/24/14	\$123,700.00	

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

MEETING DATE: July 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding consideration for funding request for the Island Folk Festival Proposal events.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

Events Marketing

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

ISLAND FOLK FESTIVAL OPERATIONS BUDGET

DESCRIPTION	NOTES	AMOUNT
VIP TRANSPORT	ROUND TRIP VIP PARTY BUS/MOBILE GREEN ROOM FROM ATX	\$2000
OFFICE SPACE and STAFF QUARTERS	A CENTER OF OPERATIONS NEAR THE ENTERTAINMENT DISTRICT OF SPI THAT CAN DOUBLE AS SATFF AND VOLUNTEER LODGING DURING THE EVENT	\$1500
Office Supplies, Website, etc	Various Miscellaneous Administrative Expenses	\$500
Producers Salaries	Total for both Co-Producers	\$6000
TOTAL		\$10000

Island Folk Festival

South Padre Island, Texas

Sept. 05-06, 2014

Contents:

- Event Details
- Marketing Budget
- Production Budget
- Operating Budget/ Sponsorship Budget
- Talent Budget

EVENT DETAILS

EVENT SYNOPSIS:

Hartwell Talent and Production is excited to announce the first ever Island Folk Festival. The event will take place in the Entertainment District of South Padre Island on September 05 and 06, 2014. The event will boast 20 well-known Austin and Kerrville Folk Festival artists along side 4 local artists to bring 7 hours of continuous music at Louie's Backyard, Laguna Bob's and Tequila Sunset.

POSITIONING:

The Island Folk Festival will be the first of its kind on South Padre Island since the 1990 Folk Music Series produced by the Trails End Folk Music Society. This year's event will utilize the same powerful network of artists and festival goers. The dedicated fan base of this Texas folk community whose crown jewel, the "Kerrville Folk Festival", will be wrapping up it's Fall Festival the weekend before the IFF. We will work tirelessly to spread the word Labor Day weekend, that this year, live music on South Padre Island is free and family vacation worthy.

Island Folk Festival is at the right place, at the right time. With some of the best up and coming songwriting talent solidified, and an established support and fan base community for these artists, we are largely looking forward to sharing a different type of festival experience with the SPI community.

We are produced and staffed with seasoned professionals with strong roots in the songwriting community on every level, and supported by the most established Folk Festival in Texas, the Kerrville Folk Festival.

We are poised and prepared for a successful inaugural year, and we welcome your participation.

ATTENDANCE

The first annual Island Folk Festival will be anticipating roughly 1000 people over the two-day event.

PARKING

The event will utilize the Louie's parking lot and parking area in the entertainment district. We have noted on our website that additional parking in private lots sections (Name LOT next to Pizza Joint) in the downtown area will be paid parking.

CONVEINANCE

This is a FREE event that hopes to market South Padre Island as an easy-to-get-to destination for couples, music lovers and beach enthusiasts. Our website offers discounted hotel prices and camping information to festival-goers alongside specific FAQ's and attention to city ordinances. We have designed the event so it is easy for Central Texans to drive down early and return home before the new work week begins.

PROMOTION

The Island Folk Festival is utilizing the leverage of the most proficient folk festival in Texas, the Kerrville Folk Festival. This event aims to promote to central Texas fans of the artists we have booked alongside like-minded festival-goers of the Kerrville Folk Festival who wish to experience the beach life with the music they love. The event also plans to promote to the Universities in the Central Texas region along with the Rio Grande Valley Institutions and Universities as well.

MARKETING TOOLS

Print: Posters, handbills,
Heavy Social Media Advertising: Ad boosts,
Thorough Website Production
Media Releases and free media outlets

KEY STRATEGIES

1. Effectively promote the event through increased marketing activity in local and Texas wide advertising, social media, press and online ad buys.
2. Utilize the Kerrville Folk Festival Labor Day Weekend Festival to heavily recruit several festival-goers and Hill Country residents.
3. Utilize internal resources and networks to attract attention nation-wide and beyond by encouraging the Island Folk Festival as the next "must play" destination for artists and "must attend" event for folk music enthusiasts.

TRAFFIC

Special Events Request

South Padre Island Police Department
Attention: Chief Randy Smith
Closed through Traffic Special Events Request

Event: Island Folk Festival

Event Start-End Time:	Friday, Sept. 05, 2014	7:00pm- 2:00am
	Saturday, Sept. 06, 2014	7:00pm- 2:00am

Event Request: Friday, Sept. 05, 2014 6:00pm- 2:00am
 Saturday, Sept. 06, 2014 6:00pm- 2:00am

Island Folk Festival would like to request the appropriate downtown streets are closed to through traffic and barricaded from the time of 6pm – 2:00am both dates of the event.

Proposed vending booths will line the east side of district venues.
(INSERT DIAGRAM)

ENVIRONMENTAL HEALTH

Special Events Request

South Padre Island Environmental Health Department
Attention: Victor Baldovinos
Recycling and Trash Receptacles

Event: Island Folk Festival

Event Request Times: Friday, Sept. 05, 2014 6:00pm- 2:00am
 Saturday, Sept. 06, 2014 6:00pm- 2:00am

4 Trash Cans for trash
4 Cans for Recycling

IFF will provide signage
Ensure the travel of all recycled materials to authorized city area each night of event.

EMS AND SAFETY SERVICES

Special Events Request

South Padre Island Fire Department
Attn: Chief Marcus Smith

South Padre Island Beach Patrol
Attn: Jim Pigg

We would like to invite the Beach Patrol and Fire Department to be included in our vending area as an on-site first aid and stand-by emergency response team to the event.

Promotion of the beach safety services and advertisement of “Treasure it, Don’t Trash It” Signage could also be available at this booth.

CITY TRANSPORTATION SERVICES

Special Events Request

South Padre Island Transit Systems

Attn:

TBD: [Possible discussion about transportation from Convention Center to Entertainment District].

EXPANSION PLANS:

- Host a live Blog Talk Radio Show to tune into for updates and new releases about the show
- 2015 Singer/songwriter Contest
- Add other venues for music

BUDGET PLAN

Proposed Marketing Budget:

OUTLINE:

Print Ad Buys-	\$3000.00
Marketing Materials-	\$1500.00
Radio-	\$1000.00
Video-	\$500.00
Website Development-	\$500.00
Social Media-	\$2000.00
Free Media-	\$0

TOTAL: \$8500.00
REQUESTING ONLY: \$7000.00

OVERVIEW:

Print Ad Buys: \$3000.00

- Coastal Current
- The Austin Chronicle : (Full-\$2400 + \$500 color OR 1/2- \$1944 + \$200 color)
 - San Antonio Express (News) (Strip Front- Color- \$1000.00 OR Half Page \$1,316)
 - Houston Chronicle

Marketing Materials: \$1500.00

-
- Posters
 - Handbills
 - Banner

Radio- \$Possible\$

- Spotify
- Pandora

Video: \$500.00

Film Producers- Keil Hames, Michael Hogan (MKIKEL and Smoke and Flowers)

Will produce (2) two to three minute short edits to help document the event and the sponsors for future promotion of the Island Folk Festival.

Website Development: \$500.00

Sean Till: Island Geek

Social Media Producers: \$1000.00

- Sean Till: Island Geek/\$500.00
- Charles Dean Link: creativeslink/\$500.00

Social Media Ad Buys: \$1000

Free Media:

- The Parade (Print- SPI News Magazine)
- The SPI/Press Story - Sasha Heller (Print-News)
- Free Spot on "Dr. Mara Karpel and The Golden Years" (pull stats from BTR to list) (Web)
- Free Spot on "Guns, God & Gore) Sunday 8-9am KCHN Radio 1050am, Live stream: KCHNRADIO.COM/3.html (Radio Show Dallas area) (Radio)
- RGVArts.com Calendar and Announcements (Web Only)
- Produce several iphone videos from multiple artists, excited fans, short interviews, etc.. for social media content and website use. (Social Media/Video)
- Texas Highways Magazine

Proposed Production Budget:

EXPENSE DESCRIPTION	QTY	Total Price	URL/Notes
Yorkville M1610 10 Channel Powered Head	2	\$48	http://rocknrollrentals.com/powerheadusers/m1610/
50' 8x4 channel snake	2	\$16	http://rocknrollrentals.com/rodlive-snakes/200/
150-watt 10"/1.4" cabinet	4	\$20	http://rocknrollrentals.com/bestkneadspkars/10/
200-watt 12"/1.4" wedge monitor	4	\$24	http://rocknrollrentals.com/monitor-speakers/12/
300 watt All-In-One PA	1	\$21	http://rocknrollrentals.com/portable-pa/b-300pro/
SM58 Industry standard vocal mic	8	\$40	http://rocknrollrentals.com/dynamic-microphones/s58/
2 channel USB audio interface	3	\$15	http://rocknrollrentals.com/interface/audiohubusb/
Stage Manager / Audio Tech	3	\$450	(\$75 per night/each)
Misc Rental Fees		\$116	Deposits, Tax, Fees, etc
TOTAL		\$750	

Proposed Operating Budget:

Available Upon Request*

DETAILS:

SPONSORSHIP ACQUISITIONING: In order to engage multiple networks in the opportunity of sponsorship, the Island Folk Festival has recruited knowledgeable individuals who will receive a 10% commission for sponsorship advertisement sales.

SPONSORSHIP OPPORTUNITIES: The Island Folk Festival is reliant upon individual, corporate, business, foundation donors and sponsors for operating and production budget needs. As our first event we are hopeful that local entities and persons will support the effort of bringing new events and music to South Padre Island. With your help we can grow this event into an annual festival that will expand to other venues on South Padre Island. We will inspire creative ways of incorporating art and talent into our community. Multiple levels of sponsorship offer business owners options to benefit from our focused plan of marketing during the pre and post processes of the event.

Island Folk Festival - 2014” | Sponsor Opportunities

Web Partner- \$150

- Placement of logo on event website
- Placement of link to sponsor website on event website
- Opportunity to donate to artists gift bag

☐ **Print Partner- *Price of ad + \$200***

- ☐ • A print ad placed in a regional paper on behalf of the festival and associated with the sponsor
- Web Partner Benefits

☐ **Radio Partner - *Price of Ad + \$250***

- A local radio ad highlighting the sponsor partnership
- ☐ • Web Partner Benefits

Banner Partner 1 - \$400

- A 2x5 banner with the Sponsors Logo will be prominently displayed at one of the event performance areas during both nights of the event
- Web Partner Benefits

Banner Partner 2 - \$1000

-
- A 3x6 banner with Sponsor Logo will be prominently displayed at all 3 event areas during event performance areas during both nights of the event.
 - Web Partner Benefits

Sand Castle Partner - \$1500

- ☐ • Large sand sculpture professionally crafted with sponsor logo & festival logo artistically and tastefully rendered in the Sand Castle/Vendor Area
- Web Partner Benefits

Stage Backdrop Partner 1 - \$2000

- Backdrop sponsor, venue sponsor, & festival logo are the only names on this backdrop!
- Most Prominant Sponsor for 1 Stage.
- Logo on all promotional materials! □ • Web Partner Benefits

Stage Backdrop Sponsor 2 - \$5000

- Same as Above, but this Sponsor claims *all 3 Stages* for their Exclusive Partnership Opportunity

!

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

MEETING DATE: July 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

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

ITEM BACKGROUND

The 27th Annual Sandcastle Days will be held October 3-5, 2014. This is a recurring event and is requesting for \$35,000.00.

BUDGET/FINANCIAL SUMMARY

Events Marketing

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/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 \$ 35,000

Organization Claytons Resort

Contact name Clayton Bashner

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

Phone 954.453.8436 Email Claytonama@aol.com

Event Title Sand Castle Days 2014

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

Location(s) of event 6900 Pkwy 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.

Claytons 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?)

O.V. 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
claytonsbeachbar.com

To: Board Of Alderman / 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	<u>\$35,000</u>

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: July 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Update, discussion and action regarding consideration of funding request for returning event "Sandcastle Trail".

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

Events Marketing

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Lucinda Wierenga
a.k.a. sandy feet

lucinda@sandyfeet.com

Ph: 956.761.6222

Cell: 956.459.2928

Box 2694, South Padre Island, TX 78597

Sand Castle Trail Proposal 2014

I propose six new sand castle trail projects in public places.

Given advance planning time and assuming Sand Castle Days is a go and that I will be able to convince some of the visiting sculptors to stick around after the contest, I believe that all six could be completed by the end of Oct., 2014.

There would be many details to work out - especially regarding specific locations and sizes - but the numbers below should be pretty close to realistic and include sand moving, supplies, box or base construction (where indicated), one-year's worth of maintenance/repairs* and artist fees. I will seek donations of lodging and meals for the artists.

The design ideas are pretty sketchy at the moment. If/when I know that I can invite sculptors to participate, I will be asking their input for design ideas within the general themes suggested below.

All sculptures would be posted on the trail map and on the site (sandcastletrail.com).

*Should cover most repairs short of a major weather event or assault by a gang of baseball bat-wielding berserkers.

Turtle Lady Park

I am envisioning something quite large and monument-like — 8-10' tall and 7-9' wide — with an image of Ila holding a turtle carved in bas relief. (The advantage of carving something like this in bas relief is that it makes it much more difficult for vandals to destroy.)

Total: \$3200

Butterfly Park

Big butterflies and flowers. Approximately 6' tall , 3' diameter, carved in the round

Total: \$1000

Water Tower Park

For this spot I propose an interactive sculpture. In Italy, they have a game where they pile up a mound of sand with tracks/tunnels carved strategically to drop small balls or marbles down. (Sort of like a mini water slide.) Typically, multiple tracks are created and the kids can have "races" to see whose marble gets to the bottom the fastest. This "mountain" could have some cartoony island native inhabitants carved right into it - seaturtles, dolphin, sandcrabs, etc.

Note: this one could take some extra curing time to be sturdy enough for kids to play with, but I think it can be done. (Might even look into covering with fiberglass.)

Total: \$3000

The little park on West Hibiscus

This little park isn't much more than a bench and a trash can, but it is a sweet little spot on the wetlands that encourages quiet contemplation. So for this sculpture, I would propose an inspirational or literary quote, illustrated with a simple starfish, or a stylized castle. This would be 3-4' tall and 3-4' wide at the base.

Total: \$800

Convention Centre

This sculpture could/should be large and prominent, designed in such a way that it would be very easy to customize with the name or logo of any organization hosting an event on the property (for as little as \$100 a pop for simple lettering, payable by the clients), and positioned so that a large group of people could pose around it for a photo opportunity. This sculpture should feature the town's logo and an elaborate castle. It would need a box, but the specifications would vary depending upon location. This could be indoors - in the lobby, I would guess. Or it could be outdoors — under the awning as it once was, or in the back, bayside.

Total: (not including box) \$4000

Birding Center

There are many attractive options for locations at this facility - indoors and out. I propose a bird theme (of course!) and I would love to let one of our visiting sculptors design something really beautiful - maybe something as simple as a sunset behind water with a line of pelicans silhouetted on the surface. Would make a stunning backdrop for weddings, etc.

Total: \$3000

Total for all 6 projects: \$15,000

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

MEETING DATE: July 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding consideration for funding request on College Roadshow Promotion.

ITEM BACKGROUND

This is a returning event asking for funding.

BUDGET/FINANCIAL SUMMARY

Events Marketing

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Spring Break College Promotional Road Show

Sept 1st 2014 to Feb 23rd 2015

Cost: \$50,000 – identical amount as last year

PRESENTED BY
Inertia
TOURS + EVENTS



Sales calls face to face in 12 States worth of college campuses to market & promote South Padre Island as the destination of choice for Greeks (Sororities and Fraternities) that Travel In Groups. We use 3 teams that are Fraternity alumni to criss cross US Midwest on this effort.

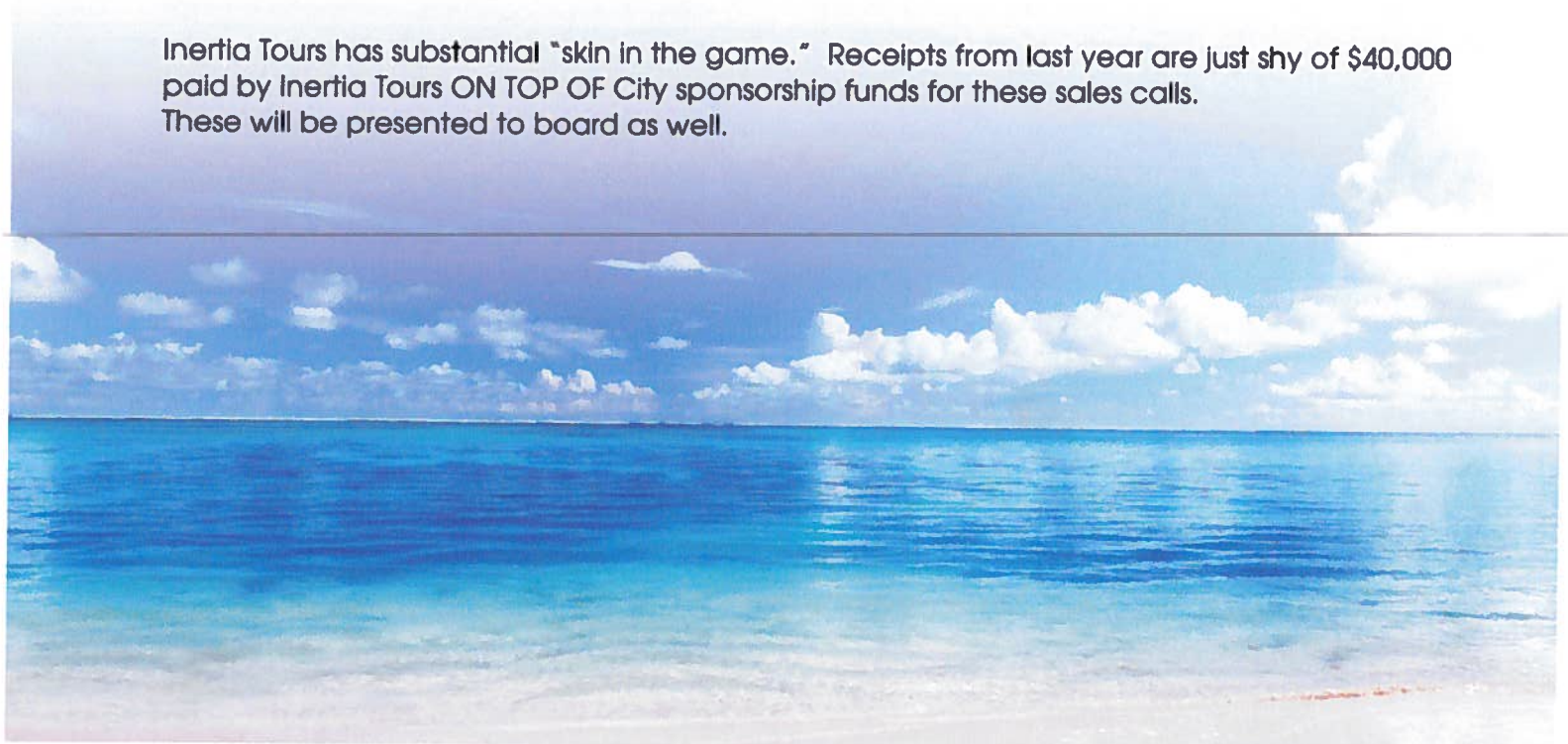
For 12 years now we have found that by getting the Greeks to book their houses, the rest of Campus tends to follow. This is not a long shot, proven to work. 2014 March & April numbers Up vs. 2013 on Occ Tax. This is working. Additionally, Greeks are statistically proven to be more affluent, and have a code of ethics they must follow = better behaved.

Our team “door knocks” each Fraternity or Sorority house to physically tell them about Spring Break to South Padre Island.

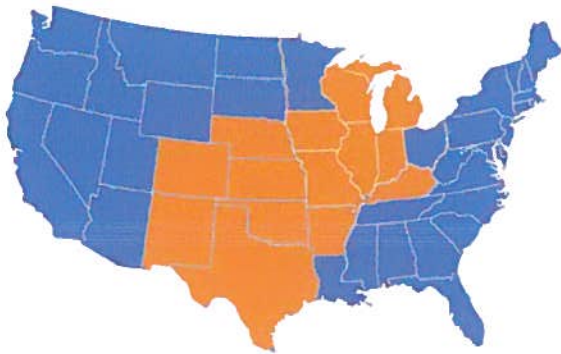


This road team also “flyers” a/k/a posts full color brochures in every single academic building and classroom on campus to create buzz.

Inertia Tours has substantial “skin in the game.” Receipts from last year are just shy of \$40,000 paid by Inertia Tours ON TOP OF City sponsorship funds for these sales calls. These will be presented to board as well.



Schools & States to Visit:



Note:

A "tweek" from years past is we saw a bit of a slow down on front end of Texas Week. We plan on visiting some key Texas schools that in the page are willing to book the first weekend of Texas week, including Texas State, UTEP, Texas Tech, UTSA, and North Texas.

Illinois
U of IL
Illinois State
Southern Ill U

Michigan
Michigan State
Western Mich U
Central Mich State

Indiana
U of Indiana
Ball State

Wisconsin
U-wisc Madison
U-Wisc Milwaukee

Kansas
Wichita State
Hays State
Kansas State - Manhattan KS
KU Lawrence
Emporia State

New Mexico
New Mexico State
U of New Mexico

Missouri
Mizzou U MO Columbia
SEMO Southeast MO State Cape Girardeau
MO Southern State U - Joplin
MO Western State U - St. Joseph
Missouri State Springfield
Truman State - Kirksville
U of Central MO Warrensburg

Iowa
Iowa State
U of Iowa
N. Iowa

Nebraska
U-NE Lincoln
U - NE Omaha
U - NE Kearney
Hastings College

Oklahoma
Oklahoma State
OU Norman
U-Tulsa
Central OK State

Arkansas
Ark State Jonesboro
U of Ark Fayetteville
Central Ark U Conway ARK

Why?

We target these States and their colleges for these reasons:

- 1.) They are "drivable" to South Padre Island and therefore affordable
- 2.) They have a track record of coming here. This means we are not trying to reinvent the wheel of this travel market
- 3.) They are traveling on non-Texas week dates. (note: Texas included to promote first week) This allows for all businesses on south padre island to benefit from a month long business rather than just 3 or 4 nights from Texas Weekend. Makes money for them through both sales and staffing more level

Personal Sales Calls Work

The internet and advertising are great - but nothing beats a personal sales call on a potential customer asking for their business. This creates a relationship. In the case of promoting a destination, it's great and WORKS. We network these houses and campus together to promote South Padre Island.

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

MEETING DATE: July 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding consideration for funding request 2015 National Tropical Weather Conference (April 2015).

ITEM BACKGROUND

This a returning event asking for funding of \$50,000.

BUDGET/FINANCIAL SUMMARY

Events Marketing

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Saturday, July 5, 2014

Mary Hancock
Special Events Manager
South Padre Island
Convention & Visitors Bureau

Dear Ms. Hancock

We would like to meet with the CVB Board to present our request for funding for the 2015 National Tropical Weather Conference. Our 2014 conference was seen in 188 television markets around the U.S. via station live shots and on 6,100 cable systems via the Weather Channel live shots for a significant marketing impact. The Hurricane Seasonal Forecast press conference with Dr. Bill Gray and Dr. Philip Klotzbach was uplinked live to 95 stations and streamed live globally via the internet. Additionally, the conference trended #1 on Twitter and received 61,000 Facebook hits Thursday and Friday during the conference. We are planning for continued growth and additional live capability for the 2015 conference. Our request from the Board for 2015 will be \$50,000.

This amount is just a part of our total conference budget. Our primary support sponsors include WalMart, McDonalds, and IBC Bank.

Best Regards,.

A handwritten signature in black ink that reads "Alex Garcia".

Alex Garcia
Director
National Tropical Weather Conference
President & CEO
Urban Science Initiative Inc.



**A professional conference for Television
Broadcast Meteorologists**

Alex Garcia
President & CEO
USI Inc.

Tim Smith
Vice-President
USI Inc.

Urban Science Initiative Inc.

501 c(3) Non-profit Corporation

Event Production Specialists

USI Inc. has produced many special events, workshops, conferences and interactive programs across the state.

Our Experience

USI Inc. has over 15 years of event production experience and over 30 years of media production experience.

Our Marketing

USI Inc. has expert marketing experience in all media, including radio, television, print and digital media.

Our Programs

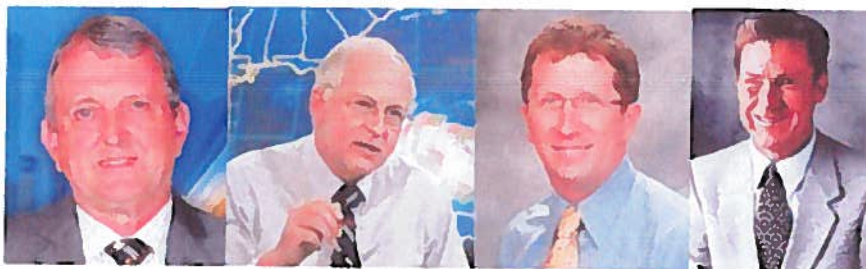
The Urban Science Initiative Inc. produces four science programs, Amazing Skies, Acceleration, Oceanarium and StormFury. Our programs are currently produced in San Antonio, McAllen, Brownsville, and Harlingen, Texas.

USI Inc. also produces the National Tropical Weather Conference and the South Texas Severe Weather Conference



National Tropical Weather Conference

Hurricane Experts



Bill Read

Max Mayfield

Dr. Rick Knabb

Neil Frank

Former Directors - National Hurricane Center

The National Tropical Weather Conference is the only professional conference for Broadcast Meteorologists that features former directors and the current director of the National Hurricane Center

Hurricane Seasonal Forecast



The National Tropical Weather Conference is the only professional conference for Broadcast Meteorologists that features the Hurricane Seasonal Forecast announcement with **Dr. William Gray** and **Dr. Philip Klotzbach** of the Tropical Meteorology Project, Colorado State University.

The Hurricane Seasonal Forecast is a "LIVE" press conference broadcast across the country and the globe via satellite and video streaming.

Immediately following the press conference both Dr. Gray and Dr. Klotzbach are made available for media interviews, from local and national media outlets.



National Tropical Weather Conference

Media Presence

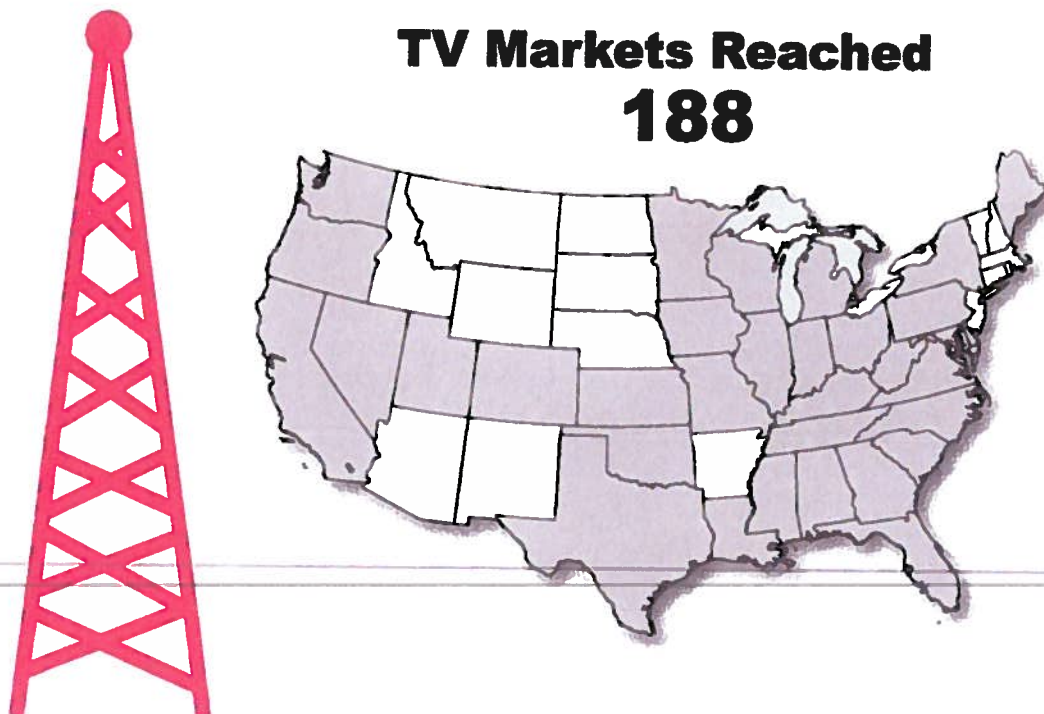
The Hilton Garden Inn was featured in broadcasts over a two-day period from participants who represented media companies such as The Weather Channel, ABC, NBC, CBS, FOX and Univision.

Live Satellite Uplinks - Web streaming

The National Tropical Weather Conference provides an incredible opportunity for “national exposure” via “live interviews/segments”, “live web streaming”, “on demand streaming” and “produced segments and interviews” that will appear in news programming and special reports.

Media Impact

The National Tropical Weather Conference tripled its reach in 2014.



National Tropical Weather Conference

Broadcast Center

USI Inc. utilized three camera crews, two satellite trucks and remote site streaming to send the conference to the country and the world. The front patio of the Hilton Garden Inn became the Media Center for media interviews with Dr. Gray and Dr. Klotzbach. The back deck of the Hilton Garden Inn became the conference "Broadcast Center."

Live Press Conference

The Hurricane Seasonal Forecast was uplinked to 188 television markets across the country. Additionally, it was streamed to world via the internet. Local and national media outlets converged to the onsite Media Center for interviews immediately after the forecast announcement. The information spread across the country and within hours it was put on the air in hundreds of noon weathercasts.



HURRICANE SEASON FORECAST			2014
	NORM	2014	AVG
TOTAL NAMED	8-13	11	12
HURRICANES	3-6	5	6
CATEGORY 3 OR HIGHER	1-2	2	3

Social Media

The National Tropical Weather Conference trended #1 on Twitter, Thursday and Friday. The conference website had 61,000 hits plus both Thursday and Friday of the conference.

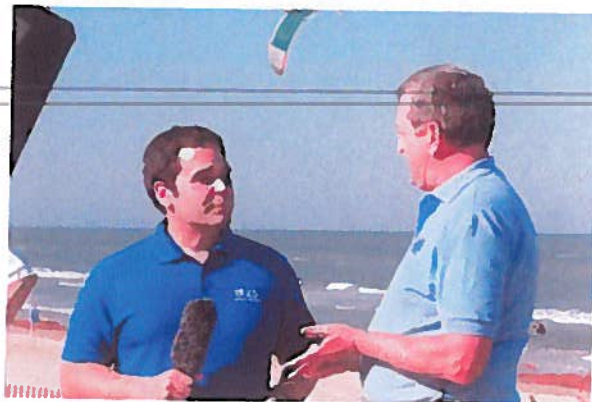
National Tropical Weather Conference Broadcast Center

USI Inc. leveraged the power of "live" television to reach 188 television markets and 6100 cable systems across the country for two days of prime time "live shots" from the Hilton Garden Inn Broadcast Center. The Weather Channel's Senior Hurricane Expert Bryan Norcross broadcast "live" interviews that ran multiple times Thursday and Friday.



USI Inc. utilized three camera crews, production personnel, two satellite uplink trucks, and dedicated satellite time to produce four hours of "live" uplinks during prime time newscasts for The Weather Channel, ABC, CBS, NBC, FOX and Univision each day of the conference.

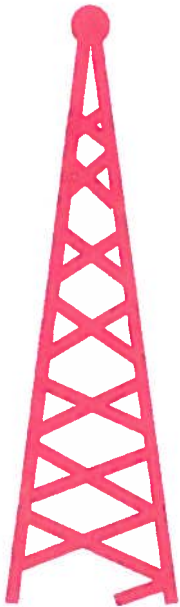
Additionally our crews recorded interviews for use in news segments and special programs for later use during the hurricane season.



National Tropical Weather Conference

Broadcast Center

The impact of a "live press conference", two days of "live uplinks", live streaming, social media posts and shares is significant. A sampling of the 188 TV markets provides just a sample of the return on investment.



TV Markets Reached

* SELECTED MARKETS

- #5 Dallas
- #7 Boston
- #9 Atlanta
- #10 Houston
- #14 Tampa
- #18 Orlando
- #24 Raleigh-Durham
- #27 Baltimore
- #29 Nashville
- #36 San Antonio
- #40 Austin
- #50 Memphis
- #59 Mobile-Pensacola

The "media reach" using just the selected markets is **31,745,480***

Add the impact of 6100 cable systems and two satellite delivery systems, social media, internet news sites, and print and the number of Impressions grows significantly

The impact of a "live press conference", two days of "live uplinks", live streaming, social media posts and shares is significant. Add the impact of 6100 cable systems and two satellite delivery systems and the number of impressions grows exponentially.

Add the impact of internet news sites, and print and once again the number of impressions grows significantly.

* does not include print, cable, satellite delivery or social media



National Tropical Weather Conference Funding

Sources

USI Inc. has partnered with several companies to provide funding for the conference. These include **WalMart**, **IBC Bank**, and **McDonalds**. Additional funding is provided by attendee registration.

The National Tropical Weather Conference provides a significant media reach in major key markets and demographics across the country. There are elements that extend the impact beyond the conference via print, blogs, and social media.

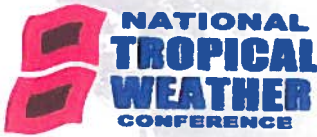
Our use of social media marketing, endorsements and media connections enabled significant gains in attendance for the 2014 conference. Our strategic use of "live satellite technology", social media and "live streaming" provided for significant gains in reach.

We are working to continue the growth of the conference providing more opportunities for extending the reach through "live technology", social media, and streaming. This planned growth will both benefit South Padre Island and the quality and reach of the conference.

Our funding request includes an increase from 2014 because we want to increase our capacity to produce a high quality conference that will become the "go to" conference for broadcast meteorologists. We also want to extend the excellent rate of return for South Padre Island and the many businesses that help to make the conference a success.

We respectfully request **\$50,000** for the 2015 National Tropical Weather Conference. A contract with the Hilton Garden Inn has been signed and a date selected, April 8-12, 2015.





MEDIA IMPACT

188 TELEVISION MARKETS

6100 CABLE MARKETS

GLOBAL REACH VIA INTERNET

TRENDING #1 ON TWITTER

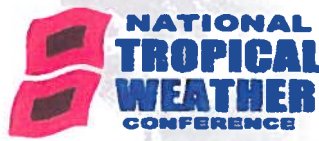
61,000 HITS PER DAY FACEBOOK

TWO DAYS OF LIVE SHOTS

215 HOTEL DAYS

SECONDARY IMPACT*

1. * In hurricane specials, special segments, websites, blogs, social media



FUNDING

WALMART INC.

SOUTH PADRE ISLAND CVB

IBC BANK

MC DONALDS

Expected growth for 2015 - 30%

Funding request - \$50,000

PURPOSE: INCREASE EXPOSURE FOR SPI

1. EXTEND "LIVE" SATELLITE OPPORTUNITIES (TRUCK/CREW/TIME)
 2. EXTEND "LIVE" STREAMING OPPORTUNITIES (PRODUCTION CREW)
 3. EXTEND TARGETED MARKETING EFFORT TO TV METEOROLOGISTS
 4. EXTEND THE ABILITY TO BRING NATIONAL SPEAKERS TO CONFERENCE
 5. PROVIDE FOR ADDITIONAL CONFERENCE STAFF AND CREW
-

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

MEETING DATE: July 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding consideration of funding request Jailbreak Beach Escape (May 2015).

ITEM BACKGROUND

This is a returning event asking for funding of \$20,000.00.

BUDGET/FINANCIAL SUMMARY

Events Marketing

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

SPECIAL EVENT FUNDING REQUEST Please attach the following:

☐ Event summary ☐ Funding Request **\$ 20,000**

Organization **Jailbreak Race Events** Date of Request **07/23/14**

Address **15080 S. HWY 156, Justin, TX 76247**

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

Contact name **Tim Scrivner**

City: Justin State:TX zip:76247

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

Event Title **Jailbreak Beach Escape**

Event/Proposed Date(s) **May 2, 2015**

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

Estimated attendance: **3100 runners;6-7,000 Total Attendance**

Estimated room nights: **800 +**

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

Jailbreak Beach Escape

1st Weekend in May

South Padre Island

The Jailbreak Beach Escape has become a “can’t miss” event each May on South Padre Island, even being named nationally as one of the “10 Destination Events to do in 2013” by Active! Since 2012 thousands of enthusiastic Jailbreakers have descended on the Island for 3.1 miles of sandy, wet and crazy obstacles followed by a Texas sized beach party at Claytons Beach Bar and Grill! The event has grown from 2100 participants in 2012 to over 2700 in 2014, and for every participant there are an additional 1-2 spectators making the total attendance well over 6,000 people! More than 20% of this year’s participants traveled more than 100 miles for the Jailbreak, meaning over 1,200 people were naturally inclined to stay on the Island due to the distance they traveled, this is in addition to the many more who have used the Jailbreak as their excuse to spend the weekend on South Padre Island!

Last year the SPI CVB approved \$10,000 in funding, \$5k in cash and in lieu of the other \$5k we were given pre purchased marketing from the CVB via Machete. This was inefficient for Machete, the SPI CVB and Jailbreak.

We are asking for \$20,000 from the CVB for the 2015 Jailbreak Beach Escape. We believe the amount is justified by the number of visitors the event brings to the Island as well as the large number of people who stay for the weekend, although we are very aware that there is not at the present time accurate counts of the room nights that our past events have produced. Going into our fourth year in SPI we are confident that we can grow the event by an additional 15-20% or more if we are have total control of marketing for the event, this would translate into an additional 400+ participants and an additional 1000+ in overall attendance.

Jailbreak South Padre

2015 Proposed Profit & Loss

Income	
Sales	150,000.00
Sponsorship	<u>12,000.00</u>
Total Income	162,000.00
Expense	
Advertising and Promotion	32,000.00
Business Licenses and Permits	65.00
Charitable Contributions	4,000.00
Equipment Rental	800.00
Event expense	63,000.00
Obstacle expense	10,200.00
Professional Fees	1,600.00
Travel expense	<u>4,100.00</u>
Total Expense	115,765.00
Net Income	<u><u>46,235.00</u></u>

2015 Marketing Plan for Jailbreak SPI

January 2015

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

Mid Feb-May

-Radio/TV.... \$15K (RGV/Corpus Christi)

-Social Media.... \$12K (RGV/Corpus Christi/SA/Statewide)

-RGVFit Magazine....Trade + \$500-\$1000

12:09 PM

07/11/14

Accrual Basis

Jailbreak Racing Events, LLC
Profit & Loss by Class
 January 1 through July 11, 2014

	South Padre Island	TOTAL
Ordinary Income/Expense		
Income		
Credit card sales	2,602.79	2,602.79
Rent Income	1,300.00	1,300.00
Sales	108,998.00	108,998.00
Sponsorship	8,740.00	8,740.00
Total Income	121,640.79	121,640.79
Expense		
Advertising and Promotion	21,950.07	21,950.07
Bank Service Charges	647.16	647.16
Business Licenses and Permits	65.00	65.00
Computer and Internet Expen...	221.52	221.52
Event contract labor	16,375.85	16,375.85
Event expense		
Fencing/potties	835.69	835.69
Food/beer	1,568.54	1,568.54
Medals	5,975.20	5,975.20
Medical/Security	2,140.00	2,140.00
Photography	2,256.00	2,256.00
Radios	353.86	353.86
Registration related	75.35	75.35
Stage/Band	614.00	614.00
Swag	956.94	956.94
T-shirts	12,500.00	12,500.00
Event expense - Other	1,274.72	1,274.72
Total Event expense	28,550.30	28,550.30
Gas expense	189.42	189.42
Insurance Expense	996.65	996.65
Licensing fee	5,700.00	5,700.00
Meals and Entertainment	130.86	130.86
Monthly contract labor	1,262.50	1,262.50
Obstacle expense		
Actual obstacle	5,800.00	5,800.00
Course related (recurring)	292.59	292.59
Obstacle expense - Other	5,739.84	5,739.84
Total Obstacle expense	11,832.43	11,832.43
Office Supplies	321.24	321.24
Postage and Delivery	17.99	17.99
Printing and Reproduction	81.27	81.27
Professional Development	45.00	45.00
Professional Fees	762.00	762.00
Refund	-1.28	-1.28
Repairs and Maintenance	387.02	387.02
Telephone Expense	71.92	71.92
Travel Expense		
Car rental	536.57	536.57
Gas	1,972.25	1,972.25
Hotel	2,579.88	2,579.88
Meals	901.22	901.22
Parking	72.00	72.00
Travel Expense - Other	3,902.67	3,902.67
Total Travel Expense	9,964.59	9,964.59
Utilities	73.11	73.11
Total Expense	99,644.62	99,644.62
Net Ordinary Income	21,996.17	21,996.17
Net Income	21,996.17	21,996.17

Run The Jail Break.Com
JRE Management LLC-Run The Jail Break
5/2/2014 - 5/4/2014
Hotel Contracted/Pickup

Partner Name	Partner Phone	Role	Blocked	Contracted	Pickup
Bahia Mar Condos		OF	0	0	4
Beachside Inn		OF	0	0	9
Blue Bay Inn		OF	0	0	14
Comfort Suites	956-772-9020	OF	0	0	2
Days Inn Motel		OF	0	0	2
Flamingo Motel		OF	0	0	3
Hilton Garden Inn & Suites		OF	0	20	64
Holiday Inn Express Hotel & Suites	956-761-8844	OF	0	0	22
Isla Grand Beach Resort		OF	0	0	58
La Copa Inn Beach Front Hotel		OF	0	0	16
La Quinta		OF	0	0	60
Miscellaneous Condos-Hotels-home		OF	0	0	242
Motel 6	9562315711	OF	0	0	12
Padre South Resort		OF	0	0	5
Pearl South Padre		OF	0	0	39
Ramada Limited		OF	0	0	5
Schlitterbahn Beach Resort		OF	20	0	11
Suites at Sunchase	956-761-7711	OF	0	0	11
Super 8		OF	0	0	8
The Inn at South Padre		OF	0	0	22
Tiki Vacation Condos		OF	0	0	22
Travel Lodge		OF	0	0	30
WindWater Resort		OF	0	0	16
			20	20	677

Run the Jailbreak Beach Escape / first weekend in May

Contact / Tim Scrivner / ts_fieldhouse@yahoo.com / 940-453-6231

2011/12	No request for funding
2012/13	\$5000 pay invoices directly
2013/14	\$5000 pay invoices directly
2013/15	pending

677 room nights tracked by CVB

Near 2000 in attendance

One day event first Saturday in May

Jailbreak Beach Escape
Past Sponsors

JEEP \$10,000
Anheuser-Busch \$5,000
National Guard \$3,000
Lone Star National Bank \$3,000
Payne Auto Group \$1,500
Manrique Lasik Center \$1,000
Planet Muscle \$500
Complete Nutrition \$250

In-Kind Sponsors
Gold's Gym
Border Patrol

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

MEETING DATE: July 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Presentation, discussion and action related to the Laguna Madre Trail Boardwalk repairs.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Sub-Committee and Board Member Donahue for the Marketing Sub-Committee. Motion carried unanimously.

VIII. Discussion and action regarding an expense of \$3,000 for the Texas Travel Counselors Conference.

Chairman Cantor motioned, second by Board Member Weiss to approve the \$3,000 expense. Motion carried unanimously.

IX. Discussion and action regarding funding for new fall events including a possible motorcycle rally.

Discussion was held with no action taken.

X. Presentation for funding request from the following:

- a. Presentation made by Roadway Productions. No action was taken.
- b. This item was pulled.

XI. Discussion and action regarding consideration for a funding request from the following:

- a. Board Member Valdez motion to table this item, second by Vice-Chairman Pinkerton. Motion carried unanimously.
- b. No discussion was done.

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

Next scheduled meeting will be March 27, 2014 at 10:00a.m.

XIII. ADJOURN.

Chairman Cesar Cantor adjourned the meeting at 11:45a.m.

STATE OF TEXAS

§

CAMERON COUNTY

§

§

INTERLOCAL COOPERATION AGREEMENT

THIS AGREEMENT is entered into between the COUNTY OF CAMERON, TEXAS, hereinafter referred to as "County", and the TOWN OF SOUTH PADRE ISLAND, hereinafter referred to as "SPI", pursuant to V.T.C.A., Government Code, Chapter 791 cited as the Interlocal Cooperation Act.

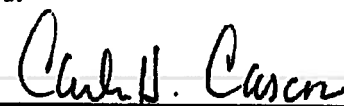
1. LOCATION OF PROJECT: Town of South Padre Island, Cameron County, Texas.
2. PURPOSE: The South Padre Island Convention & Visitors' Bureau will maintain and landscape the Laguna Madre Nature Trail and the immediate surrounding wetlands in the following manner:
 - a. Repair and maintenance of the boardwalk and viewing blinds;
 - b. Garbage and trash pick-up from boardwalk and surrounding wetlands;
 - c. Sign posting and maintenance;
 - d. Vegetation maintenance; and
 - e. General maintenance of all landscape and structural appearance.
3. The South Padre Island Convention & Visitors' Bureau agrees to hold harmless Cameron County and all of its employees and officers against any and all liability, loss or damage arising out of or incident to the terms of this Interlocal Agreement.
4. The term of this Interlocal Agreement shall be for one year, beginning on the date of execution of this Interlocal Agreement. This Interlocal Agreement is to be renewed automatically for a term of one year, unless terminated by one of the parties.
5. This Interlocal Agreement may be terminated by either party without cause by giving thirty (30) days written notice to the other party of its intent to terminate the Interlocal Agreement.
6. This agreement shall have no legal force or effect until such time as it is properly adopted and approved by the CAMERON COUNTY COMMISSIONERS COURT AND THE TOWN OF SOUTH PADRE ISLAND.

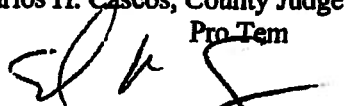
EXECUTED ON THIS 13th DAY OF NOVEMBER, 2001.

Attested By:


Joe G. Rivera, County Clerk




Carlos H. Cascos, County Judge
Pro Tem


Edmund K. Cyganiewicz
Mayor of the Town of South Padre
Island

8-33

GREEN, RUBIANO & ASSOCIATES

Structural Engineers
Firm Registration #: F-4145

1220 West Harrison
Harlingen, Texas 78660
(956) 428-4461
Fax (956) 428-0287

Date: June 18, 2014

To: Mr. Ray Moya
Assistant Public Works Director
City of South Padre Island
4601 Padre Boulevard
South Padre Island, TX 78597


Re: Structural Inspection Report - Convention Centre Boardwalk
City of South Padre Island, Texas
GRA Project#: 1065-08

Dear Mr. Moya:


Green Rubiano & Associates (GRA) is pleased to provide this report concerning the structural inspection of the Convention Centre Boardwalk for the City of South Padre Island. The project scope was performed in accordance with the South Padre Island Convention Centre Boardwalk Structural Evaluation Engineering Proposal addressed to Ms. Marcy Newman, P.E., dated September 3, 2013.


We appreciate the opportunity to assist you on this project. If you have any questions, please feel free to contact us.

Thank you,


Maria O. Scurry, PE
Design Engineer




10/18/2014


Rolando R. Rubiano, PE
Principal

8-38

INTRODUCTION

Green Rubiano & Associates (GRA) is pleased to provide this report concerning the structural inspection of the boardwalk located to the south of the Convention Centre in South Padre Island, Texas. This study was performed in accordance with GRA's South Padre Island Convention Centre Boardwalk Structural Evaluation Engineering Proposal addressed to Ms. Marcy Newman, P.E., dated September 3, 2013.

This report presents the current structural condition of the boardwalk based on GRA's visual observations and provides an opinion of cost required to repair or replace sections or components of the boardwalk that are damaged.

PROJECT DESCRIPTION & SCOPE

Based on information provided to GRA by the City of South Padre Island, the existing boardwalk structure was constructed in its entirety approximately 22 years ago by Gerald Adams Contractor and consists of a wood framed elevated structure beginning on the south side of the Convention Centre and extending south through wetlands and into the shallow waters of the Laguna Madre Bay. The total length of boardwalk is approximately 1,500 linear feet.

The boardwalk has sections of loose guardrail, warped and splintered boards, and timber piles showing varying signs of marine life build-up. This structural evaluation was requested by the City due to upcoming inter-local agreement discussions between Cameron County and the City of South Padre Island concerning future maintenance responsibility of the structure.

The purpose of this study was to conduct a structural inspection consisting of drafting a record base plan of the existing wood structure, conducting visual observations of the accessible framing members and connections, and to issue this findings report.

BOARDWALK DESCRIPTION

The existing wood structure begins on the south side of the Convention Centre and extends south through wetlands where it splits into two runs that traverse southwest into the Laguna Madre. Prior to splitting into two runs, the boardwalk extends south of the Convention Centre and traverses southeast for 72 linear feet, where the structure then forks into the South and North runs. The South run continues from the fork in the southeast direction for 144 linear feet until it breaks to the southwest an additional 300 feet then turns west another 60 feet, terminating at Bird Blind # 6. The North run continues from the fork in the southwest direction for 883 feet then turns southeast for 36 feet terminating at Bird Blind # 4. The Bird Blinds are open structure, roof covered enlargements of the boardwalk structure.

presence of marine life and native plant growth. City of South Padre Island employees removed three to four deck planks at designated bent locations to provide GRA representatives access to observe the condition of the underdeck framing and piles at the specified locations. A randomly selected 17% sample set of 126 total bents were chosen for observation. The following bents and bent piles were observed.

Table 1: Bents Observed for Timber Piles and Underdeck Framing

Bents Observed	Associated Piles	Date Observed
Bent 16	P16A, P16B	May 30, 2014
Bent 30	P30A, P30B	May 30, 2014
Bent 37	P37A, P37B	May 30, 2014
Bent 51	P51A, P51B	May 22, 2014
Bent 58	P58A, P58B	May 22, 2014
Bent 59	P59A, P59B	May 22, 2014
Bent 65	P65A, P65B	May 22, 2014
Bent 66	P66A, P66B	May 22, 2014
Bent 72	P72A, P72B	May 22, 2014
Bent 73	P73A, P73B	May 22, 2014
Bent 79	P79A, P79B	May 22, 2014
Bent 80	P80A, P80B	May 22, 2014
Bent 86	P86A, P86B	May 22, 2014
Bent 87	P87A, P87B	May 22, 2014
Bent 93	P93A, P93B	May 22, 2014
Bent 100	P100A, P100B	May 22, 2014
Bent 101	P101A, P101B	May 22, 2014
Bent 107	P107A, P107B	May 22, 2014
Bent 108	P108A, P108B	May 22, 2014
Bent 114	P114A, P114B	May 22, 2014
Bent 115	P115A, P115B	May 22, 2014
Bent 121	P121A, P121B	May 22, 2014

Refer to the Pile Layout Plans for bent and pile references.

The May 22, 2014 site visit was conducted during a high tide water elevation of approximately El. 1.19 feet above mean sea level as indicated by available tide charts. The Tuesday, May 30, 2014 site visit was conducted during a high tide elevation of approximately El. 1.40 feet above mean sea level as indicated by available tide charts. Field Notes consisting of a tabulated log of site conditions is provided as A-1 of the Appendix. A Photo Log documenting conditions at the site is provided as A-2 of the Appendix.

Specific information regarding the condition of the observed under-deck framing at selected bents is provided in A-1 Field Notes of the Appendix.

Walking Deck & Guardrail Assessment

During the referenced site visit, GRA representatives evaluated the condition of the walking deck and guardrail. The deck was found to have moderate to advanced degradation as evident by divots at the deck fasteners, wearing of the laminate coating, unravelling at the edges and ends of members, longitudinal cracks present at several spots and small cavities present throughout.

Similarly, the condition of the guardrail was found to have moderate to advanced degradation. The condition of the guardrail components were as follows. The 2x12 slanted, top rail was found to have advanced degradation with consistently warped, splintered, and split members. The 2x6 intermediate rails were found to have moderate degradation with some splintered members and moderate to advance splitting occurring at fasteners. The built-up 2x6 guardrail posts were found to have minor degradation with advance splitting occurring at some members at the through-bolt locations. Approximately 20% of the bents had guardrail posts that showed advanced splitting at the through-bolts resulting in loose guardrails at those locations.

The dimensions of the guardrail were recorded to determine their suitability compared to current code requirements. The height of the guardrail measures 43 inches from the surface of the deck. The clear space between the 2x12 top rail and the 2x6 intermediate rails is 4 inches and 3½ inches between intermediate rails. Both the height of the guardrail and the clear space between railings meet current code requirements.

Fasteners

The fasteners from the deck to the 2x10 stringer joists and joists are experiencing moderate to advanced corrosion. Fasteners from the top rail and intermediate rails to the guardrail posts are experiencing moderate corrosion and pop-out at several locations. The ½-inch diameter through-bolts fastening the guardrail posts to the timber piles are experiencing minor corrosion with isolated spots experiencing moderate corrosion. The 5" x 3½" x ⅝" by 10 inch long steel angles and associated ½-inch diameter bolts fastening the guardrail posts to the stringers at intermediate locations are experiencing minor corrosion with isolated spots experiencing moderate corrosion. ~~Minor corrosion is used to describe surface rust, surface staining, and/or minor chipping and delamination of coatings on steel surfaces.~~

the existing 2x12 top rail members should consist of pressure treated, dimensional lumber and stainless steel fasteners, to be completed in no more than three years.

3. GRA recommends that the intermediate rails be replaced starting immediately since the members have experienced minor to moderate degradation and advanced splitting at fasteners. Replacement of the existing 2x6 members should consist of pressure treated, dimensional lumber and stainless steel fasteners, to be completed in no more than three years.
4. GRA recommends that built-up 2x6 dimensional lumber guardrail posts that show evidence of through-section splitting at the through-bolt fasteners be replaced immediately. Based on visual observations, about 20% of the guardrail posts need replacement.
5. We recommend that the City consider installing a composite handrail on both sides for the full length of the walkway. A handrail would allow for easier use of the facility by pedestrians.
6. The through-bolts fastening the split-pile caps to the piles all show minor corrosion with isolated spots experiencing moderate corrosion. We estimate that the fasteners have approximately 5 years of serviceable life in their current condition. We recommend the City plan on replacing all through-bolt fasteners in no more than 3 years with stainless steel through-bolts to coincide with the replacement of the through-bolts associated with the split pile caps previously mentioned.

ESTIMATED MAINTENANCE COST

Based on the proposed recommendations presented above, GRA estimates total repair cost for this project to be at approximately \$220,500. Repair and replacement as described in the **Recommendations** section of this report should be completed over a period no greater than three years. A summary of the recommended repairs and installations to the boardwalk is presented in Table 2 below. Table 2 also presents total and itemized construction costs associated with the recommended repairs and installations.

APPENDIX

A-1	Table 1: Field Notes	A1-1 to A1-4
A-2	Photo Log	A2-1 to A2-8
A-3	Condition Grades for Round Timber Piles	A3-1
A-4	Condition Grades for Timber Elements	A4-1
A-5	Cost Estimate	A5-1
A-6	GRA Drawings: Pile Layout Plans (S2.1 to S2.3), Under-deck Framing Plans (S3.1 to S3.3), and Framing Details (S4.1)	A6-1 to A6-7

Pile #		Inspected	Defects	Comments:
P59	A	Yes	Yes	Min. deg. no marine borer accum., mod. splitting at pile butt
P59	B	Yes	Yes	Min. deg. no marine borer accum., mod. splitting at pile butt
Bent 59		Comment: Min. deg of split-pile caps, stringer joists and joists; mod. splitting of joists at ends and separation at stringer joists; mod. deg. of lumber ties with adv. splitting; nails corroded and loss of some nails; mod. corr. of through-bolts at split-pile caps and min. to mod. posts; corr. at guardrail posts; lumber braces at stringer at both pile sides		
P65	A	Yes	Yes	Min. deg. no marine borer accum., mod. splitting at pile butt
P65	B	Yes	Yes	Min. deg. no marine borer accum., mod. splitting at pile butt
Bent 65		Comment: Min. deg of split-pile caps, stringer joists and joists; mod. splitting of joists at ends; mod. deg. of lumber ties with splitting; nails corroded and loss of some nails; mod. corr. of through-bolts at split-pile caps and at guardrail posts; no water at pile, depth from mudline to bott. of cap=5"		
P66	A	Yes	Yes	Min. deg. no marine borer accum., mod. splitting at pile butt
P66	B	Yes	Yes	Min. deg. no marine borer accum., mod. splitting at pile butt
Bent 66		Comment: Min. deg of split-pile caps, stringer joists and joists; mod. splitting of joists at ends; mod. deg. of lumber ties with splitting; nails corroded and loss of some nails; mod. corr. of through-bolts at split-pile caps and at guardrail posts		
P72	A	Yes	Yes	Min. deg. no marine borer accum., mod. splitting at pile butt
P72	B	Yes	Yes	Min. deg. no marine borer accum., mod. splitting at pile butt
Bent 72		Comment: Min. deg of split-pile caps, stringer joist and joists; mod. splitting of joists; mod. deg. of lumber ties, nails corroded and loss of some nails; min. corr. of through-bolts at split-pile caps and at guardrail posts; lumber braces at both pile sides; no water at pile, depth from mudline to bott. of cap=19"		
P73	A	Yes	Yes	Min. deg. no marine borer accum., min. splitting at pile butt
P73	B	Yes	Yes	Min. deg. no marine borer accum., min. splitting at pile butt
Bent 73		Comment: Min. deg of split-pile caps, stringer joists and joists; mod. splitting of joists; mod. deg. of lumber ties, nails corroded and loss of some nails; min. corr. of through-bolts at split-pile caps and at guardrail posts		
P79	A	Yes	Yes	Min. deg., no marine borer accum., mod. splitting at pile butt - 8-inch dia.
P79	B	Yes	Yes	Min. deg., no marine borer accum., mod. splitting at pile butt
Bent 79		Comment: Min. deg of split-pile caps, stringer joist and joists; mod. deg. of lumber ties and some ties missing at joists; nails corroded; mod. corr. of through-bolts at split-pile caps and at guardrail posts		

Reference: A3 Condition Grades for Round Timber Piles for visual definition of condition grade assessment.
Reference: A4 Condition Grades for Timber Elements for visual definition of condition grade assessment.

8.50

Pile #		inspected	Defects	Comments:
P107	A	Yes	Yes	Min. deg., min. marine borer accum., min. splitting of pile - 7.1/2-inch dia.
P107	B	Yes	Yes	Min. deg., min. marine borer accum., min. splitting of pile - 7.1/2-inch dia.
Bent 107				Comment: Min. deg. of split-pile caps, stringer joists and joists; mod. splitting of stringer; mod. deg. of lumber ties, one tie missing at stringer joist; nails experiencing adv. Corr.; mod. to adv. corr. of through-bolts at split-pile caps and mod. corr. at guardrail posts; adv. splitting of guardrail post at through-bolts; depth of water=6.1/2", water to bott. of cap=34"; bott. of cap to top of joist=19" (typ.)
P108	A	Yes	Yes	Min. deg., min. marine borer accum., min. splitting of pile
P108	B	Yes	Yes	Min. deg., min. marine borer accum., min. splitting of pile
Bent 108				Comment: Min. deg. of split-pile caps, stringer joists and joists; mod. splitting of joists; mod. deg. of lumber ties; nails experiencing adv. corr.; mod. to adv. corr. of through-bolts at split-pile caps and mod. corr. at guardrail posts; adv. splitting of guardrail post at through-bolts; lumber bracing at stringer on A pile side
P114	A	Yes	Yes	Min. deg., min. marine borer accum. - 7.1/2-inch dia.
P114	B	Yes	Yes	Min. deg., min. marine borer accum.
Bent 114				Comment: Min. deg. of split-pile caps, stringer joists and joists; adv. splitting of one joist; mod. deg. of lumber ties with adv. splitting, one tie missing at stringer joist; nails corroded, complete loss of some; adv. corr. of through-bolts at split-pile caps and mod. corr. at guardrail posts; adv. splitting of guardrail post at through-bolts; lumber SYP#2; depth of water=9.1/2", water to bott. of cap=33.1/2"
P115	A	Yes	Yes	Min. deg., min. marine borer accum.
P115	B	Yes	Yes	Min. deg., min. marine borer accum.
Bent 115				Comment: Min. deg. of split-pile caps, stringer joists and joists; mod. splitting of joists; mod. deg. of lumber ties with adv. splitting, nails corroded, complete loss of some nails; adv. corr. of through-bolts at split-pile caps and mod. corr. at guardrail posts; adv. splitting of guardrail post at through-bolts
P121	A	Yes	Yes	Min. deg., min. marine borer accum. - 7.3/4-inch dia.
P121	B	Yes	Yes	Min. deg., min. marine borer accum.
Bent 121				Comment: Min. deg. of split-pile caps, stringer joist and joists; splitting of stringer splice; mod. deg. of lumber ties; nails corroded, complete loss of some nails; mod. to adv. corr. of through-bolts at split-pile caps and mod. corr. at guardrail posts

Reference: A3 Condition Grades for Round Timber Piles for visual definition of condition grade assessment.
Reference: A4 Condition Grades for Timber Elements for visual definition of condition grade assessment.

A1-4

4.52



Photo #3 Photo of back of guardrail showing built-up guardrail posts, attachment of guardrail posts to the structure, intermediate guardrail members and the top rail.



Photo #4 Photo showing warped top rail members and Bird Blind #6.



Photo #7 Slanted top rail and intermediate rails showing signs of advanced degradation and splintered members. Corrosion and pop out of nails evident.



Photo #8 Photo of intermediate rails showing splitting of members at fastener locations and corrosion of fasteners.

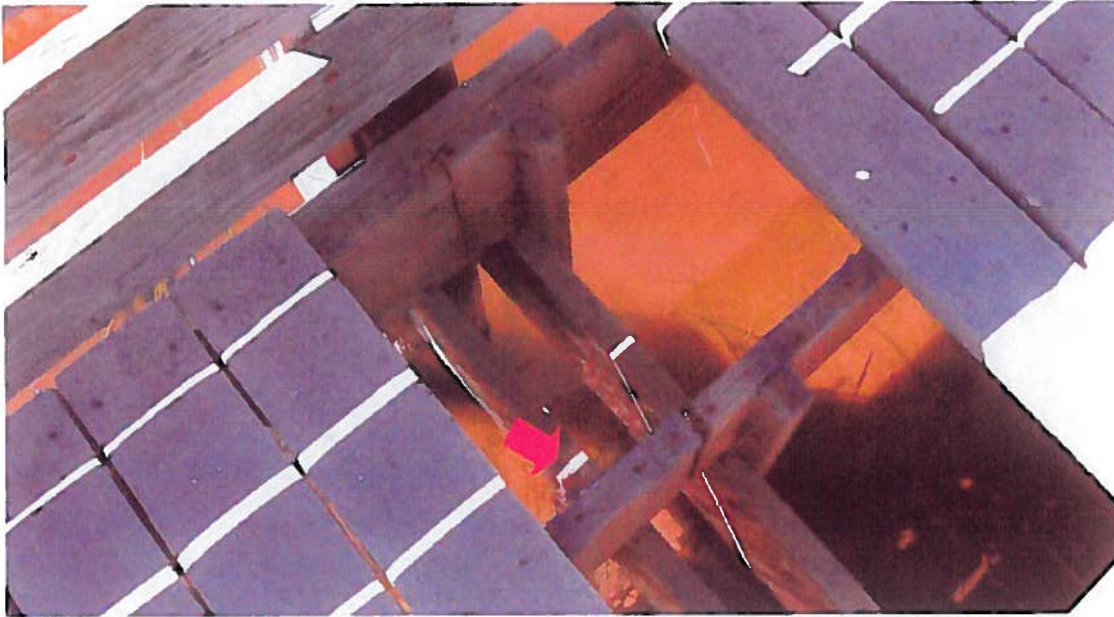


Photo #11 Under-deck framing showing lumber ties missing and loss of lumber tie nails due to corrosion.

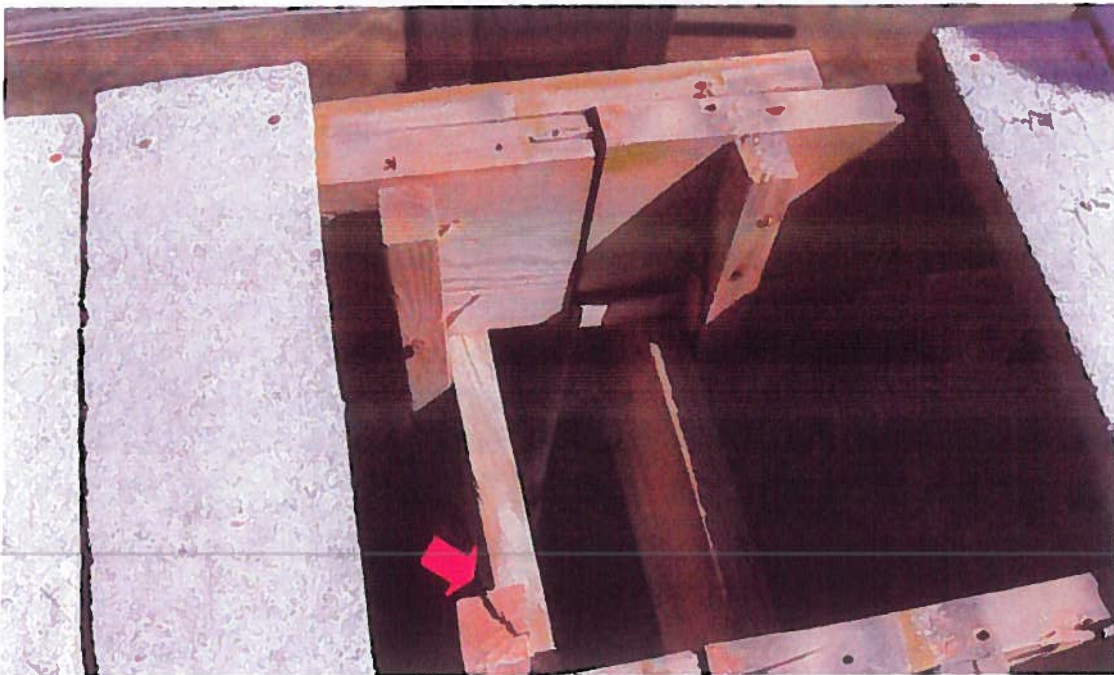


Photo #12 Under-deck framing showing splitting of lumber ties and stringer joist splice. Deck members showing signs of moderate to advanced degradation.



Photo #15 Typical timber pile in deeper water. Only minor accumulation of marine borers. Condition of timber pile visible and classified as having minor degradation.



Photo #16 Photo of timber pile butt with guardrail post attachment. Pile field cut during construction for installation of the guardrail post members. Moderate splitting at pile butts.

GREEN, RUBIANO & ASSOCIATES

Structural Engineers
Firm Registration #: F-4145

1220 West Harrison
Harlingen, Texas 78650
(956) 428-4461
Fax (956) 428-0287

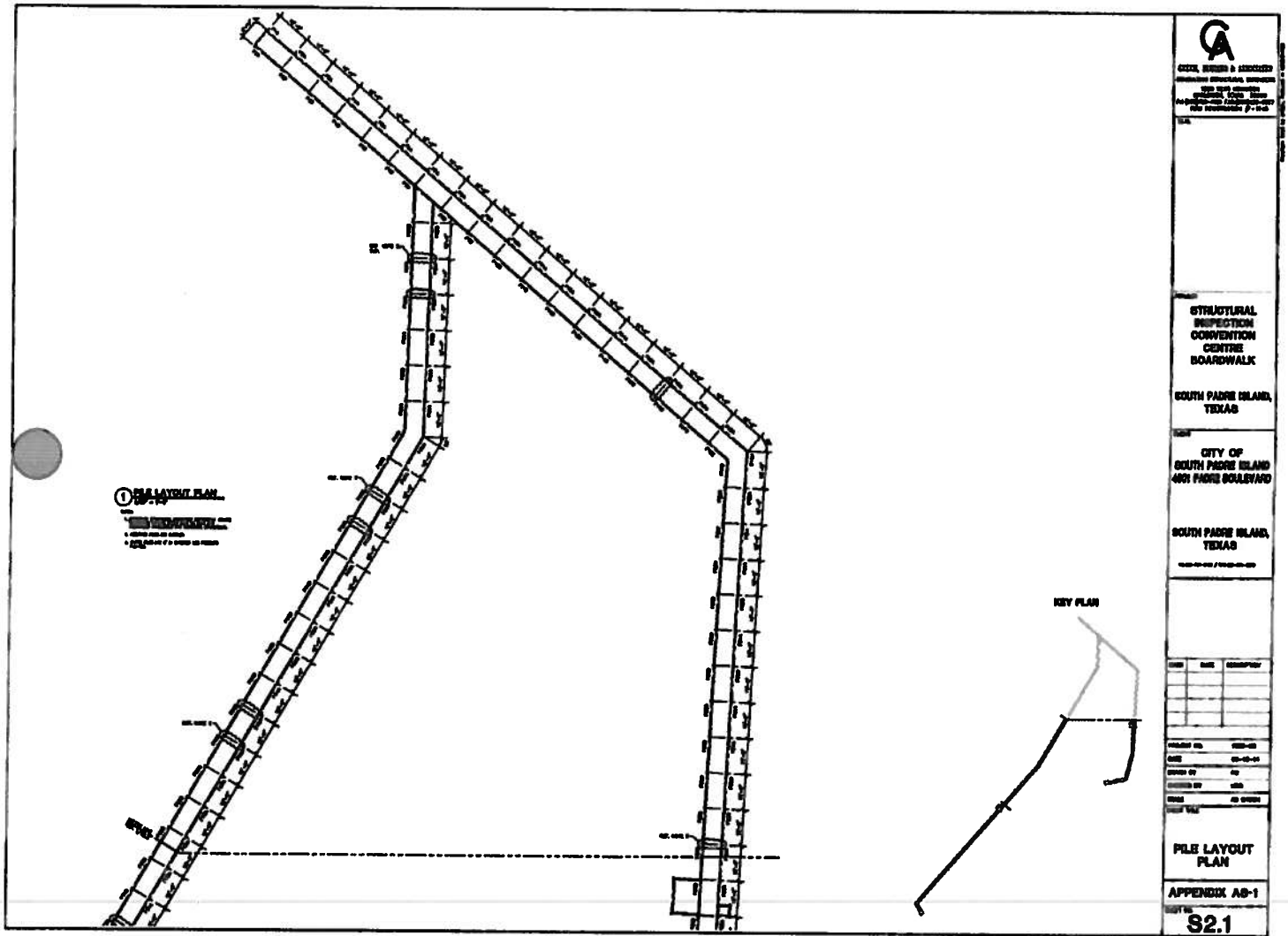
A-4

CONDITION GRADES FOR TIMBER ELEMENTS

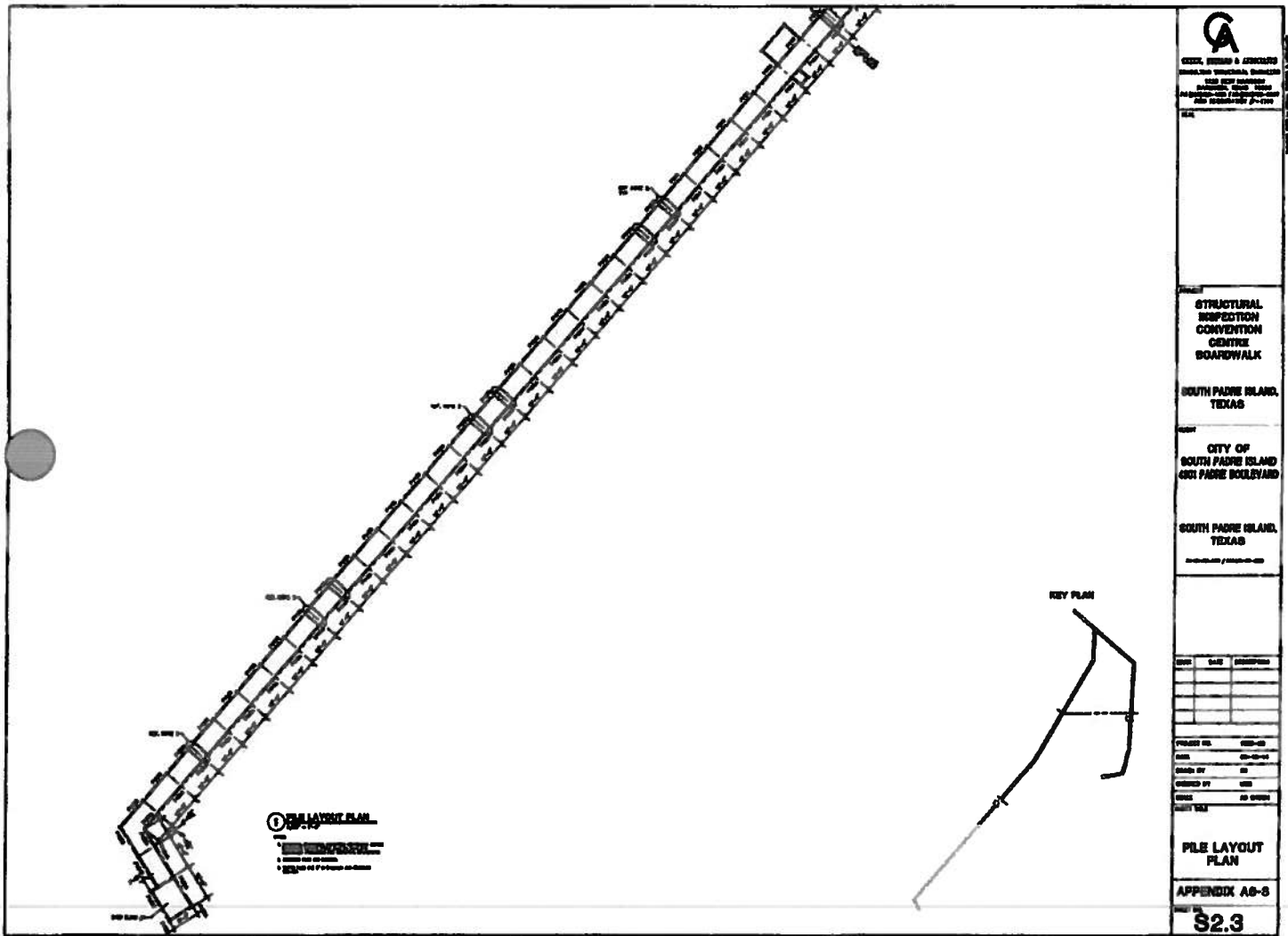
Condition Grade	Existing Damage ¹	Defects Indicating Higher Damage Grade(s)
Not Inspected	<ul style="list-style-type: none">Not inspected, inaccessible or passed by	
No Defects	<ul style="list-style-type: none">Sound surface material	
Minor	<ul style="list-style-type: none">Checks, splits and gouges less than 0.5 in wide	Minor damage not appropriate if: <ul style="list-style-type: none">Loss of cross sectionMarine borer infestationDisplacements, loss of bearing or connections
Moderate	<ul style="list-style-type: none">Checks and splits wider than 0.5 in.Remaining diameter loss up to 15 percentCross section area loss up to 25 percent. Corroded hardwareEvidence of infestation by marine borers	Moderate damage not appropriate if: <ul style="list-style-type: none">Displacements, loss of bearing or connections
Advanced	<ul style="list-style-type: none">Checks and splits through full depth of cross sectionRemaining diameter loss 15 to 30 percentCross section area loss 25 to 50 percent. Heavily corroded hardware.Displacement and misalignments at connections	Advanced damage not appropriate if: <ul style="list-style-type: none">Partial or complete breakage
Severe	<ul style="list-style-type: none">Remaining diameter reduced by more than 30 percentCross section area loss more than 50 percentLoss of connections and/or fully non-bearing conditionPartial or complete breakage	

(1) Any defect listed below is sufficient to identify relevant damage grade

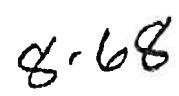
8.62

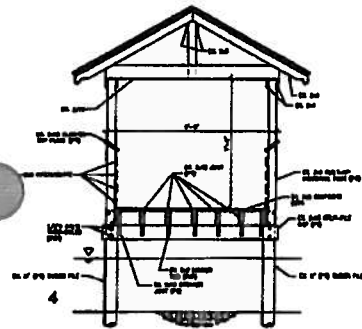
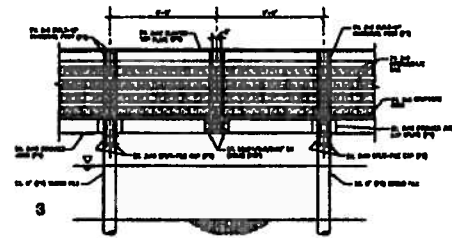
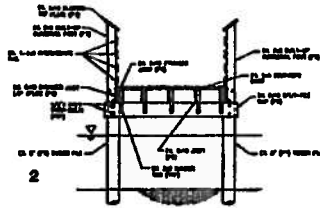
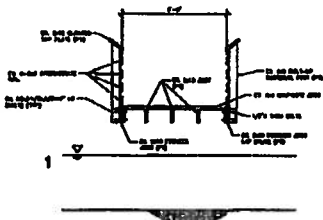


8-64



8-66





SEAL, REVIEW & SIGNATURE
 ENGINEER AND ARCHITECT
 SOUTH PADRE ISLAND, TEXAS
 PROJECT NO. 10-000000-0000

DATE: _____

PROJECT
 STRUCTURAL
 INSPECTION
 CONVENTION
 CENTER
 BOARDWALK
 SOUTH PADRE ISLAND,
 TEXAS

OWNER
 CITY OF
 SOUTH PADRE ISLAND
 9001 PADRE BOULEVARD
 SOUTH PADRE ISLAND,
 TEXAS
 79796-0000

DATE	BY	REVISION

APPENDIX AS-7
 SECTION
S4.1

8-70

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

MEETING DATE: July 23,2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Update, discussion and action regarding any developments or changes from the Website Sub-Committee concerning the Sopadre.com website.

- a) Lazy loader proposal
- b) Monthly meeting
- c) Online Advertising
- d) Analytics Report

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
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: July 23,2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding adding Lazy Loader for listing and events on the sopadre.com website.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

Marketing Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Objective

Simpleview will implement a Lazy Loader for Listings & Events.

Specifications

Following the specifications outlined below, Simpleview will:

- Add Lazy Loader to events results, replaces pagination.
- Update event display to pass location in results for appropriate 'back' functionality.
- Supported in modern browsers only.
- Ability to properly return to location in the set of results is subject to by mobile/desktop browser

Cost Summary

The cost outlined below includes the project management fee, implementation and training. The quote is valid for thirty days. Any change or addition to the above scope of work will result in the creation of a new work order.

Total Cost	\$3,875.00
------------	------------

Moving Forward

In order for Simpleview to proceed with the project execution, we will need your signature accepting the project and budget.

Authorized Signature (required to begin work)

Today's Date

Printed Name

Organization

Please email the completed form to cday@simpleviewinc.com or fax to 520.575.1171.

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

MEETING DATE: July 23,2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Update, possibly discussion and action regarding Website Sub-Committee monthly meetings.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



THE CITY OF SOUTH PADRE ISLAND WEBSITE SUB-COMMITTEE

Meeting Minutes

July 15, 2014

2:00 p.m.

Type of Meeting: Semi-Monthly Regular Meeting

Meeting Facilitator: Paul Holthusen, IT Director

Members: Hershal Patel, Sean Till, Catarino Lopez, Jimmy Hawkinson,

Absent: Bryan Pinketon, Arnie Creinin

Staff: Rachel Flores, CVB Director, Sam Ballenger, IT and Bill Dilibero, CM

1. Call to order

2. Old business

a) Update on ARES online bookings - since the change in booking engine location

Paul gave a report on the ARES online booking widget attached. Recommendations were also given to replace the Book Your Stay feature with a package feature.



Paul gave the members an update on changes being made on the website as recommended by Sub-Committee from the last meeting held on July 1, 2014.

After a lengthy discussion, the committee recommended to add the Lazy Loader to the website with the approval of the CVA Board to purchase the add on feature.

3. New business

a) Social Media strategy and online ad buys.

After a discussion, Rachel will present this agenda item at the Regular CVA Board Meeting.

b) Discussion on how to improve "Attractions" section - our most popular page.

Sean requested to change or add some images to the "Attractions" tab. After a lengthy discussion, Paul and Rachel are to meet for approval of changes to the website and add images to the "Attractions" tab.

c) Discussion of email marketing leading up to the fall season.

Rachel is still working on this agenda item.

e) Suggestion to reduce the meeting to a minimum of one time per month.

Rachel will be suggesting to the CVA Board to reduce meeting time providing a full report to be given concerning the Website Sub-Committee meetings.

Adjournment

July 15, 2014

Recorded by Rosa Zapata

South Padre Island CVB

Administrative Assistant

ARES Report

YEAR TO DATE

Total Room Nights: 264
8/6/13 - 7/14/14

:: Room Total: \$37,844.80 :: Total Tickets: 35 :: Ticket Total: \$600.00

NEW WIDGET

Total Room Nights: 91
6/1/14 - 7/14/14

:: Room Total: \$17,311.11 :: Total Tickets: 35 :: Ticket Total: \$600.00

Total Room Nights: 43
6/1/14 - 6/30/14

:: Room Total: \$7,275.94
Displaying 1 - 16 :: Total Tickets: 25 Ticket Total: \$416.00

Total Room Nights: 48
7/1/14 - 7/14/14

:: Room Total: \$10,035.17
Displaying 1 - 20 :: Total Tickets: 10 :: Ticket Total: \$184.00

Total Room Nights: 43 :: Room Total: \$7,275.94 :: Total Tickets: 25 Ticket Total: \$416.00
6/1/14 - 6/30/14 Displaying 1 - 16

Purchase	Checkin Date	Order	Hotel	Nights	Tickets	Site Category
6/30/14	7/6/14	AON2218158	Pearl South Padre	3 -		Web
6/30/14	7/6/14	AON2218120	Holiday Inn Express H	2 -		Web
6/30/14	7/6/14	AON2217542	Travelodge South Pad	2 -		Web
6/29/14	7/2/14	AON2217391	La Quinta Inn & Suites	2 -		Web
6/28/14	7/2/14	AON2216647	Pearl South Padre	2	3	Web
6/28/14	10/11/14	AON2216578	Isla Grand Beach Reso	3 -		Web
6/26/14	7/10/14	AON2215298	Isla Grand Beach Reso	5 -		Web
6/26/14	8/1/14	AON2215292	Padre South Hotel on	4 -		Web
6/24/14	7/17/14	AON2213870	La Quinta Inn & Suites	3 -		Call Center
6/24/14	7/17/14	AON2213863	La Quinta Inn & Suites	3	12	Call Center
6/24/14	7/14/14	AON2213258	Padre South Hotel on	3 -		Web
6/23/14	8/29/14	AON2212546	WindWater Magnuso	3	2	Web
6/16/14	6/29/14	AON2208671	Travelodge South Pad	2 -		Web
6/12/14	6/30/14	AON2206303	Blue Bay Inn	3	4	Web
6/7/14	7/13/14	AON2203225	Padre South Hotel on	-		Web
6/5/14	6/8/14	AON2201779	Super 8 South Padre l	3	4	Web

Total Room Nights: 48
7/1/14 -7/14/14

:: Room Total: \$10,035.17 :: Total Tickets: 10 :: Ticket Total: \$184.00
Displaying 1 - 20

Purchase	Checkin Date	Order	Hotel	Nights	Tickets	Site Category
7/14/14	7/14/14	7/25/14 AON2228315	Schlitterbahn Beach Resort	6 -	Web	Web
7/13/14	7/13/14	7/25/14 AON2227717	Isla Grand Beach Resort	2 -	Web	Web
7/12/14	7/12/14	8/3/14 AON2227325	Pearl South Padre	3 -	Web	Web
7/12/14	7/12/14	7/13/14 AON2227032	Super 8 South Padre Island	1 -	Web	Web
7/11/14	7/11/14	8/16/14 AON2226645	Pearl South Padre	6 -	Call Center	Call Center
7/10/14	7/10/14	8/9/14 AON2225944	Schlitterbahn Beach Resort	3 -	Web	Web
7/9/14	7/9/14	7/16/14 AON2224670	South Padre Resort Rentals	4 -	Web	Web
7/7/14	7/7/14	7/20/14 AON2223036	Ramada Limited - South Pa	1 -	Web	Web
7/7/14	7/7/14	7/7/14 AON2222896	Super 8 South Padre Island	1 -	Web	Web
7/6/14	7/6/14	5/17/15 AON2222802	Isla Grand Beach Resort	5 -	Web	Web
7/6/14	7/6/14	8/1/14 AON2222754	Holiday Inn Express Hotel &	2 -	Web	Web
7/6/14	7/6/14	7/8/14 AON2222385	Ramada Limited - South Pa	2	2 Web	2 Web
7/6/14	7/6/14	7/6/14 AON2222335	La Quinta Inn & Suites Soui	1 -	Web	Web
7/5/14	7/5/14	7/24/14 AON2221609	Blue Bay Inn	1	2 Web	2 Web
7/4/14	7/4/14	7/10/14 AON2221255	Super 8 South Padre Island -	-	Web	Web
7/3/14	7/3/14	7/7/14 AON2220874	Travelodge South Padre Isl	3 -	Web	Web
7/3/14	7/3/14	7/20/14 AON2220825	WindWater Magnuson Hot	3	6 Web	6 Web
7/3/14	7/3/14	7/13/14 AON2220139	Ramada Limited - South Pa	1 -	Call Center	Call Center
7/3/14	7/3/14	7/5/14 AON2220113	Travelodge South Padre Isl	2 -	Web	Web
7/2/14	7/2/14	7/2/14 AON2219304	Travelodge South Padre Isl	1 -	Web	Web

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

MEETING DATE: July 23,2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding online advertising.

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
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: July 23,2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding Analytics Report.

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
ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: July 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion regarding activities of CVB director for the month of June-July and upcoming events.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

CVB Strategic Overview

RACHEL FLORES
07/16/14

Nice to Meet You

BACKGROUND

- Economic Development/Tourism/Government
- Corporate Communications & Marketing
- Investor Relations/Finance
- Arts Education: Film, Art History & Photography

Month 1

Assessment

Overview

- An assessment of the CVB shows that it has all the components to be successful:
 - Location
 - Brand Recognition
 - Budget
 - Community/Identity
- Main Issue is the lack of a cohesive strategy

Month 1

January/February

Focus Areas

1. Administrative Operations
 - CVB Staff
 - Services provided by CVB
2. Sales & Conventions
3. Marketing & Communications
4. Strategic Partnerships
5. Events & Identity
6. Board/Reporting

90 Days

August - October

CVB Administrative/Operations (Admin, Operations, Visitors Center)

- Review individual positions
- Create performance goals/Accountability
- Identify personnel needs within department if any
- Identify training opportunities
- Survey client satisfaction
 - Note trends/patterns of positive and negative comments and intensity.
 - Access any such surveys from meeting planners, convention center customers, group business clients, etc.

90 Days

August - November

Sales & Conventions- Macro

- Review Bookings Calendar for last Five Years.
 - Determine the Proportion of Business By Category
 - Convention Business With Room Component
 - National Conventions
 - Texas State Entry Conventions
 - Regional Meetings With Room Component
 - Regional Meetings With No Room Component
 - Purely Local Events With No Room Component
- Chart any trends, Return Rates, Retention Rate.
- Determine the financial impact of each segment per year and how that is trending.
 - Impact on Convention Center Revenues/City Fees
 - Impact on Room Nights (look for city or area hotel records of room blocks, etc.)
 - Impact on Area Economy (restaurants, overall) (Use industry formulas based on attendance, etc.)
- Review and Enhance Sales/Marketing Materials for the Island.



Reorganization of Sales Team

Background for Denise Arnold

- Over 19 years of Hotel Sales Experience – Progressive Upward Promotions from Property Level- Full and Limited Service Hotels, Area Director of Sales, Regional Sales Manager and Corporate Director of Sales
- Managed, Supervised, Hired and Trained from 1-12 Sales Managers and Director of Sales
- Successfully Maintained a base of accounts in all market segments from 100K in revenue (One Hotel) to 4.1 Million (Regional Sales Manager)
- Strong background in Training and Successful Track Record in the major cities in Texas markets of Corporate, SMERF, Association and Government in both transient and group sales.

Objectives for First 90 Days:

- Reorganization of the Sales Team Territories
- Ordering New Collateral for the Sales Team
- Training for Sales Team
- Accountability and Goals for Sales Team
- Convention Center Metrics for Upcoming Year

Reorganization of Sales Team:

- Currently we have a territory based Sales Team Alignment
- Change current Sales Team to a Market Segment based Alignment
 - **Association and Government Markets** – Primary Focus will be on small to medium size Texas and National Association and all Government Agencies
 - **Corporate Market** – Primary focus on Oil and Gas, Medical, and Retail
 - **SMERF** – Social, Military, Educational, Recreation, and Fraternal – Church Groups, Sports and Cheer Groups
 - Weddings, Events at the Convention Center only, and Tour Operators

Ordering of New Sales Collateral:

- In the process of working with a graphic artist to redesign new sales collateral: first proof will be available on Friday, July 18, 2014.
- Sales Folders, Hotel Fact Sheet, Convention Center Layout and Pricing, Leisure and Group Rack Card.

Training of Sales Team:


- **Director of Sales Training for IDSS** – July 28th and July 29th
- **Training for Sales Team** – August 11-15, 2014
 - Review and train sales team on IDSS on entering all information, leads and reporting from Director of Sales.
 - Sales Training – Director of Sales will train the team on prospecting, researching, sales calls, the sales process and closing a sale. I will also go over new markets, new action goals, and new weekly and monthly reporting.
 - Scripts, role playing and a day of outside appointments in RGV area to finish off the week of training.

Accountability and Goals:

- Weekly Sales Goals:**
 - 15 Prospecting Calls – Phone or Cold Calling on Outside Appointment
 - 5 Set Appointments
 - 10 Maintenance Calls to Existing Accounts
 - 1 Site Tour of the Convention Center or Local Hotel
 - 1 Lead Sent Out to Local Hotels, Venues, and or Attractions
- Weekly Reporting:**
 - The Weekly Summary Report is due on every Friday by end of business day, completely filled out and back up documentation from IDSS as well as Sales Action Plans with current week completed.
- Sales Action Plans:**
 - 90 Day Action Plans will be submitted to DOS by August 1, 2014.
 - At the end of every month, future 90 days of Action Plan completed so that sales team can be held accountable and have a primary focus on a weekly basis.

Convention Center Metrics for Upcoming Year

- Convention Center**
 - Current Projected Convention Center Rental is \$220,000 for 2014
 - Increase Convention Center Revenue by a minimum of 15% in 2015
- Hotel Room Nights**
 - Hotel Room Nights Contracted and Picked Up – 2013/2014
 - October 2013 – July 1, 2014
 - Contracted Room Nights – 20,227
 - Picked up Room Nights – 15,627
 - Sales Team Goal – 500 room nights per month – 6000 room nights, 3 sales reps = 18,000 room nights per year.
 - Milestone dates to review sales performance is set on monthly and quarterly basis.
 - All Sales Team should be meeting and exceeding monthly room night goals by first quarter of 2015 once all goals, and sales training has been completed.



WEEKLY REPORT – WEEK ENDING: July 19, 2014

PROPERTY: South Padre Island Convention and Visitors Bureau

Highlights of the Week:

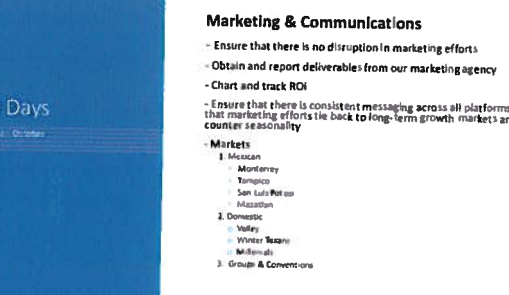
- Shoreland to shore land through prospecting this week – Island Market – Christian Hospital and VCH Foundation, Christian Hospital in February 2014 for Board of Directors Meeting and VCH Foundation in Spring/Summer Meeting at VCH Hotel for September 21, 2014
- Followed up on 20 Trade Shows on Thursday in San Antonio, Texas. I received several leads from the trade shows in 2014 and 2015. I will follow up with all leads.

Setting/Collection Method	Week	Year	Week	Year	Phone	Cell	Week	Year	Accuracy
Shoreland to shore land	18	13	18	13	0	0	18	13	1
Phone Follow-up Call	18	13	18	13	0	0	18	13	100
Trade Show Visit	18	13	18	13	0	0	18	13	1
Shoreland to shore land	18	13	18	13	0	0	18	13	1
Shoreland to shore land	18	13	18	13	0	0	18	13	1

Notes: 18th Week from 2013 to 2014 / 18th Week from 2013 to 2014

Summary: 18th Week from 2013 to 2014 / 18th Week from 2013 to 2014

Comments: 18th Week from 2013 to 2014 / 18th Week from 2013 to 2014


[illegible][illegible]

90 Days

August - October

- Ensure that there is no disruption in marketing efforts
- Obtain and report deliverables from our marketing agency
- Chart and track ROI
- Ensure that there is consistent messaging across all platforms and that marketing efforts tie back to long-term growth markets and counter seasonality

- Markets
 1. Mexican
 - Montenrey
 - Tijuana
 - San Luis Potosi
 - Mazatlan
 2. Domestic
 - Valley
 - Winter Texas
 - McBarnett
 3. Groups & Conventions



90 Days

August - Call Home

Marketing and Communications

- Develop and Adjust marketing efforts in real time
- Marketing Pipeline

1. Co-Op buys
 - Local print, radio, television
 - Promos & contests focused
2. Sample View
3. Expedite

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper appears to be a standard notebook or composition paper.

90 Days
August - October

Strategic Partnerships

- Local
- Regional
- Legislative
- Associations
- Arts & Culture

Events & Identity

- Streamline promotion of local events
- Identify possible areas of support from the CVB
- Identify events/event categories that will help grow SPI economy
- Identify events/event categories that will address needs included in city's strategic plan and that strengthen community identity

Board/Reporting

- Increased transparency
- Streamline policies
- Train new board members

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

MEETING DATE: July 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitor's Bureau Events Marketing

ITEM

Update and discussion on FY15 budget.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Item 11: Update and discussion on FY15 Budget

Overview

The Convention Centre budget consists of five funds:

1. Convention Centre
2. Visitors Bureau
3. Sales and Administration
4. Events Marketing
5. Marketing

The CVA Board provides advisement on two of the funds: Events Marketing and Marketing. The remaining funds fall under the direction of the CVB Director and the City Manager. The City Council has authority over the entire convention centre budget.

On June 19, 2014 a draft budget was presented to the City Council for review. The final review and approval is set for July 30. The following changes were recommended by the CVB Director to the Events Marketing Fund:

- Spring Break Hosting Costs under 02-593-7010 will be zeroed out. The \$35K allocated to this line item will be shifted to 02-593-8099.
 - The breakdown for Tourism and Culture will only include events and amounts that have been approved by the CVB board by year to date. All unallocated funds should be listed under Miscellaneous Sponsorship 02-593-8099
 - Under Tourism and Culture the events approved by the CVA board for fund distribution during FY15 are as follows:
 1. SPI Kite Fest- \$2,000
 2. Roadway Productions- \$50,000
 3. PI Marathon and Half Marathon- \$90,000
-

PROPOSED BUDGET WORKSHEET

AS OF: JULY 18TH, 2014

02 -HOTEL/MOTEL TAX FUND

EVENTS MARKETING

DEPARTMENT EXPENDITURES

	TWO YEARS	ONE YEAR	----- CURRENT YEAR -----			
	PRIOR	PRIOR	ACTUAL	Y-T-D	PROPOSED	INCREASE
	ACTUAL	ACTUAL	BUDGET	ACTUAL	BUDGET	(DECREASE)
<hr/>						
<u>PERSONNEL SERVICES</u>						
593-0010-01 EXEMPT	46,076.99	46,876.19	46,966.00	36,584.22	47,200.00	234.00
593-0010-02 NON EXEMPT	7,809.88	0.00	0.00	0.00	0.00	0.00
593-0030 LABOR	0.00	0.00	0.00	0.00	0.00	0.00
593-0040 TEMPORARY EMPLOYEES	0.00	0.00	0.00	0.00	0.00	0.00
593-0060 OVERTIME	125.87	0.00	0.00	0.00	0.00	0.00
593-0070 MEDICARE	674.57	640.35	883.00	588.99	887.00	4.00
593-0080 TMRS	5,984.69	5,722.34	5,972.00	4,706.02	6,090.00	118.00
593-0081 GROUP INSURANCE	4,783.08	4,982.52	5,472.00	4,434.51	5,679.00	207.00
593-0083 WORKERS COMPENSATION	174.97	265.45	109.00	78.95	109.00	0.00
593-0084 UNEMPLOYMENT TAX	261.00	14.50	270.00	207.00	270.00	0.00
593-0085 LONGEVITY	725.00	785.00	845.00	845.00	905.00	60.00
593-0090 MERIT ADJUSTMENTS	0.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***	66,616.05	59,286.35	60,517.00	47,444.69	61,140.00	623.00
 <u>GOODS AND SUPPLIES</u>						
593-0101 OFFICE SUPPLIES	382.95	963.57	1,000.00	1,136.15	1,000.00	0.00
593-0104 FUEL & LUBRICANTS	801.67	714.00	900.00	710.16	900.00	0.00
593-0130 WEARING APPAREL	0.00	0.00	0.00	0.00	0.00	0.00
593-0150 MINOR TOOLS & EQUIPMENT	1,999.80	3,055.87	3,000.00	1,499.12	3,000.00	0.00
POP UP TENTS, FEATHER F 1	3,000.00				3,000.00	
*** CATEGORY TOTAL ***	3,184.42	4,733.44	4,900.00	3,345.43	4,900.00	0.00
 <u>REPAIR AND MAINTENANCE</u>						
593-0420 MOTOR VEHICLES	157.00	84.99	250.00	0.00	250.00	0.00
*** CATEGORY TOTAL ***	157.00	84.99	250.00	0.00	250.00	0.00
 <u>MISCELLANEOUS SERVICES</u>						
593-0501 COMMUNICATIONS	0.00	1,272.00	1,200.00	928.00	1,200.00	0.00
593-0513 TRAINING	0.00	0.00	1,400.00	1,094.29	8,280.00	6,880.00
FILM TX MKTG SPONSORSHIP 1	1,940.00				1,940.00	
AFCI LOCATIONS TRADE SH 1	3,000.00				3,000.00	
AUSTIN FILM FESTIVAL SP 1	600.00				600.00	
SXSW-SOUTH BY SOUTHWEST 1	1,250.00				1,250.00	
IFEA CONFERENCE 1	695.00				695.00	
SOCIAL MEDIA TOURISM SY 1	795.00				795.00	
93-0520 INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
93-0530 PROFESSIONAL SERVICE	6,645.52	0.00	0.00	0.00	0.00	0.00

CITY OF SOUTH PADRE ISLAND
PROPOSED BUDGET WORKSHEET
AS OF: JULY 18TH, 2014

02 -HOTEL/MOTEL TAX FUND

EVENTS MARKETING

DEPARTMENT EXPENDITURES

		TWO YEARS	ONE YEAR	----- CURRENT YEAR -----			
		PRIOR	PRIOR	ACTUAL	Y-T-D	PROPOSED	INCREASE
		ACTUAL	ACTUAL	BUDGET	ACTUAL	BUDGET	(DECREASE)
<hr/>							
593-0540	ADVERTISING	0.00	0.00	0.00	0.00	0.00	0.00
593-0550	TRAVEL	0.00	326.50	3,040.00	319.28	3,100.00	60.00
593-0551	DUES & MEMBERSHIPS	750.00	4,397.53	3,000.00	3,435.18	4,050.00	1,050.00
	*IFEA-INT'L FESTIV & EV 1	600.00				600.00	
	ASSOF FILM COMMSNRS INT 1	750.00				750.00	
	TX ASSOC FILM COMM TRAD 1	1,950.00				1,950.00	
	TX ASSOC FILM COMMISSIO 1	750.00				750.00	
<hr/>		<hr/>					
*** CATEGORY TOTAL ***		7,395.52	5,996.03	8,640.00	5,776.75	16,630.00	7,990.00
<hr/>							
<u>EQUIPMNT > \$5,000 OUTLAY</u>							
593-1007	MOTOR VEHICLES	0.00	0.00	0.00	0.00	0.00	0.00
<hr/>		<hr/>					
*** CATEGORY TOTAL ***		0.00	0.00	0.00	0.00	0.00	0.00
<hr/>							
<u>SPRING BREAK</u>							
593-7010	HOSTING COSTS	16,443.50	27,738.00	35,000.00	26,215.00	0.00	(35,000.00)
<hr/>		<hr/>					
*** CATEGORY TOTAL ***		16,443.50	27,738.00	35,000.00	26,215.00	0.00	(35,000.00)
<hr/>							
<u>TOURISM AND CULTURAL</u>							
593-8015	TEXAS POLICE GAMES	150.00	0.00	0.00	0.00	0.00	0.00
593-8030	FIREWORKS	74,032.75	73,775.00	80,000.00	68,931.25	80,000.00	0.00
593-8045	KITE BOARDING RODEO	5,000.00	5,000.00	0.00	0.00	0.00	0.00
593-8060	ENTRANCE SIGNS	3,136.46	613.26	1,500.00	1,679.15	1,500.00	0.00
593-8068	B&S KITEFEST	2,500.00	2,500.00	0.00	0.00	2,000.00	2,000.00
593-8070	BEACH AND BIKERFEST	5,000.00	7,500.00	10,500.00	10,500.00	0.00	(10,500.00)
593-8071	SPI MARATHON	0.00	0.00	0.00	0.00	90,000.00	90,000.00
593-8074	SPRING BREAK	0.00	9,421.64	10,000.00	8,178.53	0.00	(10,000.00)
593-8075	SAND CASTLE DAYS/SUMMER CON	68,864.88	63,981.79	41,900.00	30,014.80	0.00	(41,900.00)
593-8077	MEMORIAL DAY CONCERT	0.00	252,199.24	0.00	0.00	0.00	0.00
593-8080	NCAA MEN'S BASKETBALL	168,866.02	160,000.00	0.00	0.00	0.00	0.00
593-8081	NBA D LEAGUE	0.00	0.00	0.00	0.00	0.00	0.00
593-8084	SPI Bikefest	275.00	14,982.80	0.00	0.00	0.00	0.00
593-8086	TIFT	0.00	12,500.00	0.00	15,000.00	0.00	0.00
593-8088	LKT	0.00	2,000.00	0.00	2,000.00	0.00	0.00
593-8099	MISC. SPONSORSHIPS	750.00	4,900.00	179,010.00	118,943.22	216,200.00	37,190.00
<hr/>		<hr/>					
*** CATEGORY TOTAL ***		328,575.11	608,973.73	322,910.00	255,246.95	389,700.00	66,790.00

CITY OF SOUTH PADRE ISLAND
PROPOSED BUDGET WORKSHEET
AS OF: JULY 18TH, 2014

02 -HOTEL/MOTEL TAX FUND

EVENTS MARKETING

DEPARTMENT EXPENDITURES

DEPARTMENT EXPENDITURES		TWO YEARS	ONE YEAR	CURRENT YEAR			
		PRIOR ACTUAL	PRIOR ACTUAL	ACTUAL BUDGET	Y-T-D ACTUAL	PROPOSED BUDGET	INCREASE (DECREASE)
<hr/>							
<u>TOURISM AND CULTURAL</u>							
593-8115	HIGH SCHOOL BASKETBALL	5,000.00	0.00	0.00	0.00	0.00	0.00
593-8118	FALL CONCERT SERIES	0.00	58,400.00	0.00	0.00	50,000.00	50,000.00
593-8131	KING OF THE CAUSEWAY	0.00	0.00	0.00	0.00	0.00	0.00
593-8142	JAILBREAK	0.00	5,000.00	5,000.00	2,180.00	0.00	(5,000.00)
593-8143	SAND CRAB RUN	0.00	4,000.00	0.00	0.00	0.00	0.00
593-8144	SPRING BREAK SPONSORSHIP	0.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		5,000.00	67,400.00	5,000.00	2,180.00	50,000.00	45,000.00
<u>INTERFUND TRANSFERS</u>							
593-9477	TRANSPORTATION GRANT	50,000.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		50,000.00	0.00	0.00	0.00	0.00	0.00
<u>MISC ADJUSTMENTS</u>							
593-9999	MISC DEPT ADJ	0.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		0.00	0.00	0.00	0.00	0.00	0.00
*** DEPARTMENT TOTAL ***		477,371.60	774,212.54	437,217.00	340,208.82	522,620.00	85,403.00

CITY OF SOUTH PADRE ISLAND
PROPOSED BUDGET WORKSHEET
AS OF: JULY 18TH, 2014

02 -HOTEL/MOTEL TAX FUND

MARKETING

DEPARTMENT EXPENDITURES

	TWO YEARS	ONE YEAR	----- CURRENT YEAR -----			
	PRIOR	PRIOR	ACTUAL	Y-T-D	PROPOSED	INCREASE
	ACTUAL	ACTUAL	BUDGET	ACTUAL	BUDGET	(DECREASE)

GOODS AND SUPPLIES

594-0103	VIDEO MEDIA	0.00	1,258.00	5,000.00	0.00	0.00	(5,000.00)
594-0108	FULFILMENT AND POSTAGE	0.00	55,562.35	100,000.00	22,732.71	72,000.00	(28,000.00)
	IN HOUSE	1	72,000.00			72,000.00	
*** CATEGORY TOTAL ***		0.00	56,820.35	105,000.00	22,732.71	72,000.00	(33,000.00)

BULK GOODS AND SUPPLIES

594-0230	STOCK PROMO - TRADE SHOWS	0.00	39,630.25	30,000.00	4,800.21	30,000.00	0.00
	IN HOUSE	1	30,000.00			30,000.00	
*** CATEGORY TOTAL ***		0.00	39,630.25	30,000.00	4,800.21	30,000.00	0.00

MISCELLANEOUS SERVICES

594-0530	PROFESSIONAL SERVICE	0.00	6,442.48	174,000.00	141,500.00	182,080.00	8,080.00
	PUB RELATIONS-F. SCHULS	1	50,000.00			50,000.00	
	IN HSE-MELTWATER NEWS	1	6,480.00			6,480.00	
	IN HSE-SMITH TRAVEL RES	1	4,000.00			4,000.00	
	IN HSE-TX HOT PERF, FAC	4	400.00			1,600.00	
	AGENCY FEES	1	120,000.00			120,000.00	
594-0531	MEDIA PLACEMENT	0.00	1,249,961.21	1,675,000.00	1,067,120.30	1,805,000.00	130,000.00
	AGENCY FEES	1	1,805,000.00			1,805,000.00	
594-0533	MARKETING	0.00	80,412.95	102,000.00	83,096.78	83,600.00	(18,400.00)
	ALL IN HOUSE:	1	0.00			0.00	
	ISSUU PUBLISHING UPLOAD	1	400.00			400.00	
	NEW BOOTH DISPLAYS	1	5,000.00			5,000.00	
	AJR MEDIA/BEACHES OF TX	1	2,500.00			2,500.00	
	VIA EDGELIT DISPLAY	1	8,600.00			8,600.00	
	BROWNSVILLE/MCALLEEN EDG	1	8,600.00			8,600.00	
	CLIENT EVENTS	1	20,000.00			20,000.00	
	CONVENTION BIDS/INCENTI	1	22,000.00			22,000.00	
	MISC	1	16,500.00			16,500.00	
594-0535	FAMILIARIZATION TOURS	0.00	3,831.40	66,000.00	20,841.53	50,000.00	(16,000.00)
	MEXICO BLITZ FAM	1	25,000.00			25,000.00	
	IN HSE-MEETING FAMS	1	10,000.00			10,000.00	
	IN HSE-TRAVEL WRITERS	1	15,000.00			15,000.00	
594-0537	PRODUCTION/CONTENT DEVELOPM	0.00	144,394.00	113,000.00	34,203.58	131,520.00	18,520.00
	ALL IN HOUSE:	0	0.00			0.00	
	NEW SPI VIDEOS	1	80,000.00			80,000.00	
	MISC TO INCLUDE:	1	51,520.00			51,520.00	
	PRODUCTION OF TV ADS	0	0.00			0.00	
	PRODUCTION OF RADIO ADS	0	0.00			0.00	

CITY OF SOUTH PADRE ISLAND
 PROPOSED BUDGET WORKSHEET
 AS OF: JULY 18TH, 2014

02 -HOTEL/MOTEL TAX FUND

MARKETING

DEPARTMENT EXPENDITURES

		TWO YEARS	ONE YEAR	----- CURRENT YEAR -----			
		PRIOR	PRIOR	ACTUAL	Y-T-D	PROPOSED	INCREASE
		ACTUAL	ACTUAL	BUDGET	ACTUAL	BUDGET	(DECREASE)
ART SERVICES FOR MEDIA	0	0.00				0.00	
AR SERVICES FOR BILLBOA	0	0.00				0.00	
594-0538 CONVENTION SERVICES		0.00	35,038.44	35,000.00	24,469.08	35,000.00	0.00
ALL IN HOUSE:	0	0.00				0.00	
GIFT BAGS-CLIENT, PLANN	1	10,000.00				10,000.00	
PRINTING SUPPLIES-INK,	1	12,500.00				12,500.00	
SERVICES SUPPLIES-BADGE	1	12,500.00				12,500.00	
594-0550 TRAVEL EXPENSE/TRADE SHOWS		0.00	35,301.01	42,500.00	24,982.77	42,500.00	0.00
AGENCY FEE-\$750/MONTH	12	750.00				9,000.00	
STAFF TO ATTEND TRADE S	1	33,500.00				33,500.00	
594-0553 TRADESHOW FEES		0.00	17,389.54	42,500.00	22,713.26	42,500.00	0.00
IN HOUSE	1	42,500.00				42,500.00	
594-0554 FREIGHT		0.00	0.00	0.00	0.00	0.00	0.00
594-0559 CONTENT DEVELOPMENT		0.00	80,100.50	90,000.00	27,059.00	25,800.00	(64,200.00)
IN HSE-ONLINE ADV, WEB	1	25,800.00				25,800.00	
*** CATEGORY TOTAL ***		0.00	1,652,871.53	2,340,000.00	1,445,986.30	2,398,000.00	58,000.00
*** DEPARTMENT TOTAL ***		0.00	1,749,322.13	2,475,000.00	1,473,519.22	2,500,000.00	25,000.00
*** TOTAL EXPENDITURES ***		3,469,957.52	3,551,777.48	4,073,817.00	2,623,393.41	4,277,811.00	203,994.00

*** END OF REPORT ***

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

MEETING DATE: July 23, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Update and discussion on marketing for end of FY14.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS