

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, SEPTEMBER 24, 2014
9:00 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 August 27, 2014 Regular Meeting.
 - b.) Approval of minutes for September 5, 2014 Special Meeting.
5. **Presentation:** RT&A Marketing McAllen Co-Op.
6. **Presentation:** Airport Shuttle Service.
7. Discussion and action regarding inter-local agreement with Valley International Airport regarding the Airport Shuttle Service.
8. Discussion and action regarding consideration for funding request on events:
 - a) Ladies King Fish Tournament-SPI Chamber
 - b) Magic Valley Riders – Beach N Bikerfest
 - c) 'Runin Texas'-Sand Crab Night Run
 - d) Sandcastle Trail FY14 & FY15-Marketing
9. Discussion and action regarding fireworks at Clayton's Beach Bar & Grill.
10. Discussion and action regarding funding for HILLCO Partners (lobbyist).
11. Discussion and action on a joint marketing initiative program between hotel and condo agencies.
12. Discussion and action regarding Machete Inc. contracts.
13. Update and discussion regarding any developments or changes from the Website Sub-Committee

14. Discussion and action regarding adding Mr. Chad Hart to the Convention & Visitors Bureau Website Subcommittee.
15. CVB Director's Report for the month September.
16. Set new meeting date/agenda items for next meeting.
17. Adjourn.



DATED THIS THE 19 DAY OF September 2014.

Rosa Zapata
 Rosa Zapata, CVB Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING OF THE GOVERNING BODY OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON September 19, 2014, at/or before 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Rosa Zapata
 Rosa Zapata, CVB Administrative Assistant

THERE MAY BE ONE OR MORE MEMBERS OF THE SOUTH PADRE ISLAND CITY COUNCIL ATTENDING THIS MEETING, AND IF SO, THIS STATEMENT SATISFIES THE REQUIREMENTS OF THE OPEN MEETINGS ACT.

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

MEETING DATE: September 24, 2014

NAME & TITLE: Rosa Zapata, Administrative Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action regarding the approval of minutes for August 27, 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 August 27, 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, August 27, 2014 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Cesar Cantor called the meeting to order at 10:30 a.m. A quorum was present: Vice-Chair Bryan Pinkerton, Bill Donahue, Anne Weiss, Hershhal Patel, Michael Jones.

Absent: Terance Chase, Arnie Creinin

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 Donahue made a motion, seconded by Vice-Chairman Pinkerton to approve the consent agenda. Motion carried with a unanimously vote.

A. APPROVE MINUTES OF JULY 23, 2014 REGULAR MEETING.

V. DISCUSSION AND ACTION RELATED TO THE LAGUNA MADRE TRAIL BOARDWALK REPAIRS.

Board Member Donahue made the motion to move forward with the engineering plans and include two different options, not to exceed \$30,000 in engineering inspections cost throughout the project, seconded by Chairman Cantor. Vote taken motion passed unanimously.

VI. UPDATE, DISCUSSION AND ACTION REGARDING CONSIDERATION OF FUNDING REQUEST ON EVENTS:

a. 2015 National Tropical Weather Conference (April 2015)

Board Member Pinkerton made the motion to award \$10,000, seconded by Board Member Donahue. Vote taken motion passed unanimously.

b. Texas Gulf Surfing Association

Board Member Patel made the motion to award \$3,000, seconded by Board Member Pinkerton. Vote taken motion passed unanimously.

VII. UPDATE, DISCUSSION AND ACTION REGARDIING EVENT FUNDING GUIDELINES.

Board Member Patel made the motion to have a rough draft of the event funding guidelines for next months board meeting with everyone's suggestions coordinated by Rachel, seconded by Vice-Chairman Pinkerton, but recommended first getting Mr. Scott Joslove's advice on event funding guidelines before emailing Rachel with the board's suggestions. Vote taken motion passed unanimously.

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

a. Analytics Report

Rachel gave presentation on the analytics report.

b. Minutes

Rachel briefly updated the board concerning some of the topics discussed at the Website Sub-Committee meeting held Tuesday, August 19, 2014.

IX. UPDATE, DISCUSSION AND ACTION ON MARKETING FOR AUGUST –DECEMBER 2014.

Vice-Chairman Pinkerton motioned to approve 2014 addition on the pay per click buys, seconded by Board Member Patel. Vote taken motion carried unanimously.

X. UPDATE, DISCUSSION AND POSSIBLE ACTION ON CVB EVENTS JULY 2014- DECEMBER 2014.

Rachel gave the board an update. No action was taken.

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

Next scheduled meeting will be Wednesday, September 24, 2014 at 9:00 a.m.

XII. ADJOURN.

Chairman Cesar Cantor adjourned the meeting at 1:00 p.m.

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

MEETING DATE: September 24, 2014

NAME & TITLE: Rosa Zapata, Administrative Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action regarding the approval of minutes for September 5, 2014 Special 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
Special Meeting
Minutes for September 5, 2014**

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Friday, September 5, 2014 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Cesar Cantor called the meeting to order at 9:30 a.m. A quorum was present: Vice-Chair Bryan Pinkerton, Bill Donahue, Anne Weiss, Hershah Patel, Michael Jones. Arnie Creinin
Absent: Terance Chase

II. PLEDGE OF ALLEGIANCE.

Chairman Cesar Cantor led the Pledge of Allegiance

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

No comments were given at this time.

IV. DISCUSSION AND ACTION ON FUNDING APPLICATION GUIDELINE.

After a lengthy discussion, Chairman Cantor motioned for Scott Joslove to continue working on the application and present a draft form during the next CVA Board meeting. Mr. Scott Joslove suggested if the application draft was not ready by the next meeting to have the agenda item postponed for the following month meeting or a special meeting can be scheduled. Seconded by Board Member Donahue. Vote taken motion passed unanimously.

V. DISCUSSION AND ACTION REGARDING SIMPLEVIEW SEPTEMBER FACEBOOK PROPOSAL.

Chairman Cantor made the motion to approve option #2 of the Simpleview Facebook Campaign, seconded by Board Member Donahue. Vote taken motion passed unanimously.

VI. DISCUSSION AND ACTION REGARDING EQUIPMENT OF DIGITIZED SIGN-IN AND VIDEO SCREENS AT PUBLIC FACILITIES.

Board Member Pinkerton made the motion to approve the spending for the digitized sign-in and video screens at public facilities, seconded by Board Member Donahue. Vote taken motion passed unanimously.

VII. DISCUSSION AND ACTION REGARDING CONSIDERATION FOR FUNDING REQUEST FOR EVENTS:

A.) Sandcastle Trail FY14 & FY15

Repairs- \$3500 Board Member Pinkerton made the motion to amend the existing FY14 Sandcastle Trail contract and allocate \$3500 of the remaining funds towards repairs to the existing trail, seconded by Board Member Donahue. Vote taken motion passed unanimously.

Marketing-\$3500 This item was tabled for the next CVA Board meeting. Board Member Pinkerton made the motion, seconded by Board Member Weiss. Vote taken motion passed unanimously.

VIII. DISCUSSION AND ACTION REGARDING FY15 MARKETING MEDIA BUY.

Chairman Cantor made the motion to approve the FY15 marketing media buy for Machete and SimpleView, seconded by Board Member Patel. Vote taken motion passed unanimously.

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

Next scheduled meeting will be Wednesday, September 24, 2014 at 9:00 a.m.

X. ADJOURN.

Chairman Cesar Cantor adjourned the meeting at 12:00 p.m.

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

MEETING DATE: September 24, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitor Bureau

ITEM

Presentation and approval of interlocal agreement with Valley International Airport regarding the Airport Shuttle Service

ITEM BACKGROUND

The City and VIA entered into the original interlocal agreement for shuttle services on November 1, 2009. It has been extended every year since.

BUDGET/FINANCIAL SUMMARY

These expenditures (and revenues from ticket sales) are split between the VIA and the City.

Included in the 2014/15 budget (our half of the total) is \$100,000 for operations and \$40,000 for the purchase of two buses to replace the aging fleet.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____
Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Due to timing constraints between the City Council and CVA meeting calendars these contract was approved by the City Council on September 17, 2014. Staff recommendation is for the board to approve as well.

**FOURTH AMENDMENT TO ORIGINAL INTERLOCAL AGREEMENT
BETWEEN VALLEY INTERNATIONAL AIRPORT AND
CITY OF SOUTH PADRE ISLAND**

This Fourth Amendment to the original Interlocal Agreement dated November 1, 2009, is entered into by and between the VALLEY INTERNATIONAL AIRPORT (AIRPORT) and CITY OF SOUTH PADRE ISLAND, TEXAS (SOUTH PADRE).

WITNESSETH:

WHEREAS, AIRPORT and SOUTH PADRE are parties to an Interlocal Agreement dated November 1, 2009, herein after referred to as "Original Interlocal Agreement"; and

WHEREAS, AIRPORT and SOUTH PADRE desire to amend the Original Interlocal Agreement as set forth below;

NOW THEREFORE, based on the foregoing, the parties agree as follows:

Agreement effective date commencing on October 1, 2014 and ending September 30, 2015.

Except as amended hereby, the terms, covenants and conditions of the Original Interlocal Agreement remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have executed this Third Amendment to the Interlocal Agreement as of the day and year mentioned above.

EXECUTED this _____ day of _____, 2014.

VALLEY INTERNATIONAL AIRPORT

CITY OF SOUTH PADRE ISLAND

By: _____
T. Michael Browning, A.A.E.
Director of Aviation

By: _____
William DiLibero
City Manager

ATTEST:

ATTEST:

By: _____
(Signature)

Celina P. Garza, CPS
(Printed Name)

Executive Assistant
(Printed Title)

By: _____
(Signature)

(Printed Name)

(Printed Title)

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

MEETING DATE: September 24, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding consideration for funding request from the South Padre Island Chamber concerning Ladies Kingfish Tournament.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

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 \$2,000 promotion and building in-kind

Organization: South Padre Island Chamber of Commerce

Contact name: Roxanne Guenzel

Address: 610 Padre Blvd.
South Padre Island Texas 78578

Phone: 956-761-4412 Email: roxanne@spichamber.com

Event Title: Ladies Kingfish Tournament

Event/Proposed Date(s): August 7,8,9, 2015

Location(s) of event: SPI Convention Centre and SouthPoint Marina Recurring Event New Event

Estimated attendance: 400 on Friday, 450 on Saturday, 230 on Sunday

Estimated room nights: 200 estimated

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

See attached listing of sponsors and supporters \$ _____ \$ _____
\$ _____ \$ _____
\$ _____ \$ _____

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

Event footprint Occupancy of SPI Convention Centre facility and parking lots. No additional space required on Friday and Sunday. Weigh location on Saturday is SouthPoint Marina in Port Isabel.

Pedestrian & Parking Plan Available parking at the SPI Convention Centre is adequate for or event. No additional security or traffic control is necessary.

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

**South Padre Island Chamber of Commerce
Ladies Kingfish Tournament
2015 Event Summary/Funding Request**

Event Summary:

In 2015 the Ladies Kingfish Tournament will be in its 34th year as a signature event on South Padre Island.

LKT is a three day event specifically intended to:

- Promote the South Padre Island as a fishing destination
- Target a unique fishing enthusiast – LADIES
- Attract overnight visitors to add to hotel, motel and condo occupancy
- Improve offshore and bay charter business
- Raise operating funds for 501(c) 6 not for profit-Chamber of Commerce
- Increase traffic to retail businesses and restaurants
- Utilize products and services offered by area businesses

Funding Request:

The event requests support of \$2000 to be utilized for advertising to attract anglers and their families to fish and stay on South Padre Island, to enjoy a grand fishing experience on LKT weekend and to return to SPI for an extend stay and fish again.

The event also requests the continued in-kind consideration the CVB provides in allowing us to conduct our event at the Convention Centre. All event activities on Friday and Sunday are traditionally held in the Convention Centre's main exhibit hall and in one of the small meeting rooms. Convention Centre parking accommodates all our parking needs. The tournament weigh in is conducted at SouthPoint Marina in Port Isabel, and is an in-kind arrangement.

Sponsors/In-kind:

Other funding comes from event and trophy sponsorships solicited each year by our planning committee volunteers. Our event also receives limited in-kind services and discounts. These sponsorships and in-kind donations come from area businesses and individuals who wish to associate themselves with our longstanding and successful ladies fishing tournament by placing their name on event promotional materials and on trophies. Without community support this event could not happen.

Thank you in advance for your kind consideration of our request.

**Ladies Kingfish Tournament
Marketing Summary
Ad Placement and Promotions**

Below is a recapped of paid and in-kind ad placements and promotion for 2014. Our plan for 2015 will include these same media outlets and opportunities.

Digital Media (local/regional) – ad on their kiosk for May, June, July, up to tournament dates, and a banner ad inside PlaySPI.com

KVEO Channel 23 NBC (local/regional)– Thirty 15 second spots run July 21 through July 31.

PI/SPI Guides Association (coastal Texas) – on their homepage with link direct to LKT for one year. Also direct email tournament announcement to their email address database.

Lone Star Outdoors (statewide) – home page ad placement for June and July.

Saltwater Fishing (statewide) – decision made to go with print advertising this year. Half page ads in the June and July editions. Magazine has 45,000 distribution. Website ad last year showed only 500 link clicks.

South Padre Parade (local/Valley) – beginning July 11, five weekly ad placements, three half page b/w and two half page color.

Coastal Current (local/Valley) – beginning July 11, five weekly ad placements.

Chamber Email and FaceBook – utilized from June through mid August.

Chamber Website – homepage link direct to event page – year round.

Regionally we mailed flyers and registration forms to marina, fishing stores, and to angler data base of estimated 800 individuals.

Regular press releases to local publication.

CVB posts our Chamber's LKT Street banner the week of TIFT through our event date.

**South Padre Island Chamber of Commerce
Ladies Kingfish Tournament
2014 Preliminary
Income Statement**

	Oct '13 - Sep 14
Ordinary Income/Expense	
Income	
450000 · Ladies Kingfish Tournament -	
411050 · Reg. Fees - LKT	23,803.00
412050 · Sponsorship - LKT	25,540.00
413050 · Event promo items - LKT	3,391.00
429050 · Miscellaneous - LKT	3,671.00
Total 450000 · Ladies Kingfish Tournament -	56,405.00
Total income	56,405.00
Gross Profit	56,405.00
Expense	
620000 · Ladies Kingfish Tournament	
500050 · Promotion - LKT	2,387.30
502050 · Awards/Prizes/Trophies - LKT	5,350.25
522050 · Food/Drink - LKT	3,300.00
562050 · Misc. - LKT	4,682.18
576050 · Printing - LKT	600.48
606050 · Supplies - LKT	254.58
618050 · T-Shirts/logo items - LKT	3,495.16
619050 · Event Bags - LKT	1,933.75
Total 620000 · Ladies Kingfish Tournament	22,003.70
Total Expense	22,003.70
Net Ordinary income	34,401.30
Net Income	34,401.30

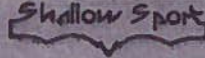
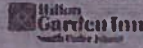
**South Padre Island Chamber of Commerce
Ladies Kingfish Tournament
2015 Proposed Budget**

	Budget
Ordinary income/Expense	
Income	
450000 · Ladies Kingfish Tournament -	
411050 · Reg. Fees - LKT	24,000.00
412050 · Sponsorship - LKT	25,300.00
413050 · Event promo items - LKT	3,000.00
429050 · Miscellaneous - LKT	3,000.00
Total 450000 · Ladies Kingfish Tournament -	55,300.00
Total income	55,300.00
Gross Profit	55,300.00
Expense	
620000 · Ladies Kingfish Tournament	
500050 · Promotion - LKT	2,500.00
502050 · Awards/Prizes/Trophies - LKT	5,300.00
522050 · Food/Drink - LKT	3,300.00
562050 · Misc. - LKT	5,000.00
576050 · Printing - LKT	500.00
606050 · Supplies - LKT	350.00
618050 · T-Shirts/logo items - LKT	3,000.00
619050 · Event Bags - LKT	2,500.00
Total 620000 · Ladies Kingfish Tournament	22,450.00
Total Expense	22,450.00
Net Ordinary income	32,850.00
Net Income	32,850.00



Thank you to our **GENEROUS Sponsors!**

TITLE SPONSORS



GOLD SPONSORS

KVEO - TV News Channel 23
 Rental World
 Schlitterbahn Beach Resort
 Sea Ranch II at SouthPoint

AWARDS LUNCH SPONSOR

Furcron Realtors &
 Property Management

BRONZE SPONSORS

First National Bank-SPI
 L & F Distributors
 Louie's Backyard

FRIEND SPONSORS

Anglers Marine Center
 Blackbeards'
 Blue Marlin Supermarket
 Cameron County Insurance Center
 Central Texas Concealed
 Coastal Current Weekly
 Digital Media Group
 Islands

Luke Frulia Motors
 Pirate's Landing Fishing Pier
 Premier Laser & Aesthetics
 RGV Premium Outlets
 Salinas, Allen & Schmitt, LLP
 Sea Ranch Restaurant
 South Padre Parade
 Tequila Sunset

TROPHY SPONSORS

Airtech
 American Diving
 Coastal Décor by Canvas Creations
 Coral Reef Lounge
 First Community Bank - SPI
 Fishing Adv. SPI-Capt. Bryan Ray
 Fudge Consulting, PLLC
 Furcron Realtors & Prop. Mgmt.
 Harpoon's Surf Bar & Grill
 Isla Grand Beach Resort
 Island Cinema
 Islands
 Jim & Dianna Harvill
 Laguna Aquatics, LLC
 Laguna BOB

Louie's Backyard
 Mike & Patty Johnson
 Padre Island Brewing Co.
 PI/SPI Guides Association
 Ramada Limited
 Renee's of South Padre
 Sea Ranch Restaurant
 Seaside Services
 Ship Shape
 Sierra Title Company, Inc.
 South Padre Island Golf Club
 Tequila Sunset
 Wells Real Estate
 White Lumber
 Yummies Bistro

*Thank you to our **HARD WORKING** Planning Committee*

*Guy Blatnik, Chair
 Joy Hartung
 Kyra Hudson*

*Patty Johnson
 Janie Petty
 Sharon Taylor*

SPI Chamber Staff

2014 Sponsors & Supporters



Ladies Kingfish
Tournament
at Padre Island, Texas

Thank you to our **KIND AND THOUGHTFUL** Contributors

CONTRIBUTORS TO THE ANGLER BAGS

Banana Boat
Central Texas Concealed, LLC
DeeDee's Boutique
Digital Media Group, LLC
Franke Sales & Rentals
Furcron Realtors & Prop. Mgmt.
Glazer's
Hilton Garden Inn Beach Resort
Kingfisher Gallery & Taxidermy
Luke Fruia Motors
Lynne Tate Real Estate
Massage & Healing Arts Center
On the Beach
Padre Elite Team-RE/MAX 1st Ch
Paragraphs on Padre Blvd.
Pirate's Cove Subdivision

Pirate's Landing / Pier 19
Pleasure Island
Premier Laser & Aesthetics
RGV Abstract
RGV Premium Outlets
Rod Hunter Photograph
Salinas, Allen & Schmitt, LLP
Sea Ranch Restaurant
Sea Turtle, Inc.
Ship Shape
SPI Chamber of Commerce
SPI Birding & Nature Center
Stewart Title Cameron County
Subway
The Sportsman
Toucan Graphics

CONTRIBUTORS TO THE RAFFLE

Anglers Marine Center
DeeDee's Boutique
Donald & Sylvia Wemeke
Glazer's
Rod Hunter Photography
Kingfisher Gallery & Taxidermy
Logic Lures
On the Beach
Osprey Cruises

Padre Elite Team-RE/MAX 1st
Ch.
Ramada Limited
Schlitterbahn Beach Resort
Shallow Sport Boats
Sharon & Bob Taylor
Ship Shape
SPI Chamber of Commerce
The Inn at South Padre

OTHER CONTRIBUTORS THAT MAKE LKT A SUCCESS

Admiral Linen Boys & Girls Club Quik Stop
Allied Waste Ser. Glazer's

It takes a large group of dedicated people working over a three day period of time to pull this event together. Thank you!

Angie Bogden
India Bowles
Deanna Bowman
Kay Brown
Felicia Calo
Dolly Castillo
Raul Cerda & Crew
Sandy Colwell
Doris Cowley
Julie Curtis
Diane Denson
Liz Dietrick
Bill DiLibero
Kit Doncaster
Bill & Cindy Erickson
Javier Ch. Garza
Christina Garza
Paula Gilbert

Aaron Gonzalez
Candace Gray
Joy Hartung
Jim Harvill
Shannon Harvill
Marie Hohlenbeck
Gayle Hood
Kyra & Wes Hudson
Chris & Debbie Huffman
Rod Hunter
JoAnn Lynn
Jeannie McBride
Liz Money
Alta Monroe
Wayne Newcomer
Marcie Newman

Ginny & Fred Ossanna
Jim Patterson
Janie Petty
Terri Powers
Alexa Ray
Bryan Ray
Skipper Ray
Sonya Schilling
Sharon Taylor
Sarah Turkington
Betty Vanzant
Robert Weiss
Tavianna Williams
Jon Wilson
Myranda Woolly
Chip & Tammy Worley
Michelle Zacher

2014 Sponsors & Supporters

33rd Annual Ladies Kingfish Tournament

Bay Division - Redfish

	Weight	Length	Angler
1st Place	8	27 7/8	Laney Davis
2nd Place	8	27 3/4	Kelly Fridy
3rd Place	7.8	27 5/8	Nicole Becka
4th Place	7.45	27 5/8	Jamie Foster

Offshore - Kingfish

	Weight	Length	Angler
1st Place	34.6	49	Kathleen Hollon
2nd Place	28.5	46 1/4	Ericka Kinney
3rd Place	24.25	44	Stephanie Tarpey
4th Place	23.85	43 1/2	Kiss Hill

Bay Division - Trout

	Weight	Length	Angler
1st Place	5.15	25	Lisa Helle
2nd Place	4.95	25	Valerie Flores
3rd Place	4.9	24 7/8	Gracie DeVries
4th Place	4.7	25	Jordan Lambert

Offshore - Bonita

	Weight	Length	Angler
1st Place	11.85	28 1/4	Annie Combs
2nd Place	11.6	26 1/8	Natalie Bothwell
3rd Place	9.45	25 5/8	Alexandra Brotzman
4th Place	9.4	24	Julianne Wilkes

Bay Division - Flounder

	Weight	Length	Angler
1st Place	3.85	20	Kim Ringer
2nd Place	3.55	20 1/8	Sandy Guerrero
3rd Place	2.95	18 1/2	Yochabel Moreno
4th Place	2.8	18 1/8	Zife Guerrero

Offshore - Blackfin Tuna

	Weight	Length	Angler
1st Place	21.75	30	Ingrid Steinbach
2nd Place	18.55	29 1/4	Jill Kassai
3rd Place	11.4	24 3/4	Kathleen Hollon
4th Place	140.85	24	Crystal Bradley

Bay Division - Grand Champion

11.3 Yochabel Moreno

Offshore - Dolphin

	Weight	Length	Angler
1st Place	9.9	29 1/4	Kiss Hill
2nd Place	8.5	28 3/8	Sarah Bryan-Reyes
3rd Place	4.8	25 1/4	Francy Jones
4th Place	4.6	23 3/8	Melissa Baldree

Offshore Division - Grand Champion

59.2 Kathleen Hollon

Women anglers walk away with trophies



Offshore winner Kathleen Hollon



Bay winner Yochabel Moreno

Special to the Coastal Current

Almost 100 boats carrying 248 women anglers fanned out across the Laguna Madre and into the Gulf of Mexico in search of trophy fish as part of the 33rd Annual South Padre Island Chamber of Commerce Ladies Kingfish Tournament.

Held on Aug. 8-10, this was the 33rd annual LKT, a fundraiser for the SPI Chamber.

The South Padre Island Convention Centre welcomed anglers, captains and their families on Friday night for registration. Early Saturday morning, the fisherwomen hit the waterways for a day of fishing, returning to the docks before 7 p.m. to weigh in their catch.

This year's tournament brought 157 bay and 91 offshore anglers to the Island for a fun filled three days.

The awards ceremony on Sunday brought anglers and their families together to recognize those who took top prizes.

Thirty anglers received framed original artwork by Dinah Bowman specific to the species they won. Trophies done by Bowman were also awarded for Grand Champion Bay Division and Grand Champion Offshore Division.

This year's bay champion was Yochabel Moreno from Edinburg. Sandy brought in all three species for a total weight of 11.3 pounds. The three bay species for this tournament are redfish, speckled trout and flounder.

Moreno was fishing with Troy Monjaras on the boat Ghost Reds. She brought tears to several in attendance when she stated she was fishing this year in memory of her grandmother.

Kathleen Hollon of Harlingen walked away with the Offshore Championship when she brought in all four species, kingfish, blackfin tuna, dolphinfish and bonito, for a total weight of 59.2 pounds. Kathleen was fishing on the Stormin' Norman with Bubba Zittle.

Trophies were awarded to first through fourth place on all fish. The winners list along with photos taken on Sunday of the winners will be available on the South Padre Island Chamber of Commerce website at spichamber.com. Everyone is welcome to download and print photos at no cost.

The 2015 LKT is already scheduled for Aug. 7-9.

Mark your calendar for the 34th Annual Ladies Kingfish Tournament scheduled for August 7-9, 2015.

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

MEETING DATE: September 24, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding consideration for funding request from Magic Valley Riders concerning the Beach N Bikerfest 2015.

ITEM BACKGROUND

Event will be held the second weekend in April 2015. This is the 11th year for this annual event. Last year the CVA awarded \$10,500 and marketing support from Machete Agency.

BUDGET/FINANCIAL SUMMARY

02-593-8070

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

813 Room nights in 2014.



OUT OF MARKET

Ride Texas	Full page ad, inside front cover / Winter issue	\$ 3,000
Ride Texas	Full page ad, inside front cover / Spring issue	3,000
Ride Texas	Online ad	1,050
Thunder Press	Full page ad & online ad / February issue	1,200
Thunder Press	Full page ad & online ad / March issue	1,200
Direct Mail to San Antonio / Austin / Houston / Dallas (people with motorcycle licenses age 35+ / Income 35+)	Approx. 30,000 pieces	20,000
(1) Billboard on 281	January/February/March/April	5,000
(2) Billboards in Corpus Christi	September 15 thru October 15	6,000
(1) Billboard in San Antonio	January/February/March	12,000
Production of vinyls		4,000
	Total Out of Market	\$52,450

LOCAL MARKET

KRGV TV Ch 5 - Special package with Teach the Children	\$5,000
KGBT TV Ch 4	2,000
English radio - KTEX	3,000
Spanish radio - La Ley/Super Tejano	4,000
Coastal Current - Full page (April)	600
Port Isabel Press - Special advertising section (April)	350
Production of radio, television and print ads	3,000
(3) Billboards in RGV - (2) Hidalgo county (1) Cameron county February/March/April	6,000
Production of vinyls	3,000
Art & production	1,000
	Total Local
	\$27,950

Grand Total - Out of Market & Local **\$80,400**

Meade Marketing

<u>ITEM</u>	<u>AMOUNT</u>	<u>Air Dates</u>
<i>SOUTH PADRE ISLAND CVB PAID/REIMBURSED ADVERTISING</i>		
BNBF Median Banner	\$155.00	April
Motorcycle Events Magazine (1/4 Page Ad + Full Page Editorial)	\$1,825.00	Winter 14/Spring 15
Ride Texas Magazine (2 Half-Page Ads)	\$2,330.00	Jan/April
Thunder Press	\$1,530.00	March/April
Lets-Ride Website	\$1,060.00	Jan2015-Dec2014
Yahoo Banner (Houston/Austin/San Antonio/Corpus Christi/Laredo)	\$8,000.00	
Thunder Roads (Full page ad)	\$1,000.00	Feb/Mar/Apr
Subtotal	\$15,900.00	
<i>RGV RADIO, TV AND NEWSPAPER ADVERTISING</i>		
KBFM-FM (:30 x 83 Commercials)	\$1,443.00	4/8/15-4/15/15
KQXX-FM (:30 x 120 Commercials)	\$422.00	4/8/15-4/15/15
KTEX-FM (:30 x 91 Commercials)	\$1,728.00	4/8/15-4/15/15
KGBT-TV (:15 x 20 Commercials) + 1x News Interview	\$2,500.00	4/8/15-4/15/15
KRGV-TV (:30 x 40 Commercials) + 2x News Interviews	\$4,500.00	4/1/15-4/17/15
Port Isabel SPI Press (1/4 Page & Full Page Color)	\$700.00	4/1/15 & 4/8/15
Subtotal	\$11,293.00	
<i>PRODUCTION & DESIGN</i>		
Large Poster (Window Displays Posters 11" x 17")	\$250.00	
Motorcycle Event Magazine Production (3x Small Ads)	\$100.00	
Port Isabel SPI Press Ad Production (1/4 Page, 1/2 Page and Full Page Ad Production)	\$200.00	
Public Relations	\$450.00	
Radio Ads Audio Talent (:30 & :15)	\$100.00	
Radio Ads Production (:30 & :15)	\$200.00	
Ride Texas Ad Production (Full Page Ad)	\$75.00	
Small Handout (For Roar by the Shore and other events)	\$100.00	
SPI Banner Production (3'x15')	\$75.00	
Sponsor Brochure (For BNBF Event)	\$250.00	
Sponsor Envelope Design	\$35.00	
Sponsorship Envelopes (100)	\$70.59	
TV Ad Edit Production (:30)	\$475.00	
TV Ads Audio Talent (:30 & :15)	\$50.00	
Video Shoot SPI Production	\$500.00	
Subtotal	\$2,930.59	
<i>MISCELLANEOUS</i>		
Shipping (Posters to Bike Shops)	\$85.00	
Subtotal	\$85.00	
Projected TOTAL	\$30,142.71	

2:17 PM
06/30/14
Accrual Basis

Magic Valley Riders M/C, INC.
Profit & Loss
January through December 2014

	<u>Jan - Dec 14</u>
Ordinary Income/Expense	
Income	
43400 · MVR Income	
43410 · Club Dues	2,810.00
43440 · Associate Income	552.00
43450 · Misc. Income	824.17
Total 43400 · MVR Income	<u>4,086.17</u>
46400 · Other Types of Income	
46430 · Miscellaneous Revenue	4,826.50
Total 46400 · Other Types of Income	<u>4,826.50</u>
47200 · B&B Income	
47230 · Vendor Income	27,415.00
47240 · Registration Income	78,889.34
47250 · Sponsorship Income	25,816.66
47260 · Food & Beverage Ticket Income	38,423.00
47270 · Tee Shirt Sales	13,805.00
47280 · Entry Fee's to games	345.00
47300 · Ad Sales	7,696.66
Total 47200 · B&B Income	<u>192,270.66</u>
Total Income	<u>200,983.33</u>
Gross Profit	<u>200,983.33</u>
Expense	
60300 · Awards and Grants	
60320 · Cash Awards and Grants	6,722.00
60340 · Specific Assist to Individuals	2,185.77
Total 60300 · Awards and Grants	<u>6,677.77</u>
60600 · B&B Expenses	
60510 · Entertainment	23,300.00
60520 · Advertising	23,049.21
60530 · Merchandise	14,141.19
60550 · Housing Expenses	13,082.81
60560 · Food Ticket Payout	13,219.00
60570 · Magazine Print Expense	4,275.00
60580 · Petty Cash	158.25
60590 · Beverage Expense	12,142.70
60595 · Cash Prizes	900.00
Total 60500 · B&B Expenses	<u>104,267.96</u>
60600 · Reimbursed Expenses	709.24
60900 · Business Expenses	
60920 · Business Registration Fees	965.00
60990 · Business Expenses - Other	252.50
Total 60900 · Business Expenses	<u>1,237.50</u>
62100 · Contract Services	
62110 · Accounting Fees	2,070.00
62150 · Outside Contract Services	
62115 · Credit Card Machine Fee	910.63
62150 · Outside Contract Services - Other	17,828.90
Total 62150 · Outside Contract Services	<u>18,839.53</u>
62100 · Contract Services - Other	300.00
Total 62100 · Contract Services	<u>21,209.53</u>
62800 · Facilities and Equipment	
62840 · Equip Rental and Maintenance	13,069.42
Total 62800 · Facilities and Equipment	<u>13,069.42</u>

2:17 PM
08/30/14
Accrual Basis

Magic Valley Riders M/C, INC.
Profit & Loss
January through December 2014

	<u>Jan - Dec 14</u>
66000 · Operations	
66020 · Postage, Mailing Service	113.23
66030 · Printing and Copying	1,448.83
66040 · Supplies	724.84
66050 · Telephone, Telecommunications	222.03
Total 66000 · Operations	<u>2,508.73</u>
66100 · Other Types of Expenses	
66115 · Bank Charges	1,014.90
66120 · Insurance - Liability, D and O	3,281.00
66180 · Other Costs	964.00
Total 66100 · Other Types of Expenses	<u>5,259.90</u>
66300 · Travel and Meetings	
66450 · Meals	182.34
66481 · Gas	158.27
Total 66300 · Travel and Meetings	<u>350.61</u>
70000 · Entertainment Expense	<u>0.00</u>
Total Expense	<u>187,490.88</u>
Net Ordinary Income	<u>43,482.67</u>
Net Income	<u><u>43,482.67</u></u>

Beach-N-Biker Fest
Beach-N- Biker Fest - 2014-04-14
4/10/2014 - 4/13/2014
Hotel Contracted/Pickup

Partner Name	Partner Phone	Role	Blocked	Contracted	Pickup
America's Best Value Inn		OF	0	0	8
Beachside Inn		OF	0	0	6
Blue Bay Inn		OF	0	0	12
Comfort Suites	956-772-9020	HQ	101	120	38
Days Inn Motel		OF	0	0	0
Flamingo Motel		OF	0	0	9
Hilton Garden Inn & Suites		HQ	127	150	6
Holiday Inn Express Hotel & Suites	956-761-8844	HQ	75	75	56
Isla Grand Beach Resort		OF	0	0	0
La Copa Inn Beach Front Hotel		HQ	0	150	30
La Quinta		HQ	60	60	42
Miscellaneous Condos-Hotels-home		OF	0	0	320
Motel 6	9562315711	OF	0	0	9
Padre South Resort		OF	0	0	5
Pearl South Padre		HQ	127	150	14
Ramada Limited		OF	0	0	9
South Padre Motel		OF	0	0	2
Suites at Sunchase	956-761-7711	OF	0	0	3
Super 8		OF	0	0	28
The Inn at South Padre		HQ	150	150	144
Tiki Vacation Condos		OF	0	0	2
Travel Lodge		HQ	150	300	49
WindWater Resort		OF	0	0	18
			790	1,155	810

Beach-N-Biker Fest
Beach-N- Biker Fest - 2014-04-14
4/10/2014 - 4/13/2014
Hotel Contracted/Pickup

Partner Name	Partner Phone	Role	Blocked	Contracted	Pickup
Coastal Lifestyles		OF	6	6	39
Franke Realtors		OF	3	3	0
			9	9	39

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

MEETING DATE: September 24, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitor Bureau

ITEM

Discussion and action regarding 2014/15 funding request from 'Runin Texas', Sand Crab Night Run. Last weekend in April.

ITEM BACKGROUND

Event organizers are requesting (\$4000) which is the same amount as 2013 and 2014
No funding the first year.
5th year for this event.

BUDGET/FINANCIAL SUMMARY

02-593-8143

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

147 room nights tracked by CVB



SPECIAL EVENT FUNDING REQUEST:

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

April 25, 2014

Produced by Run In Texas

Contact:

Bill Gardner

Owner, Run In Texas

210-204-3564

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

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

Basic proposed event budget for South Padre Island Sand Crab Run 2015:

Charitable donations to nonprofit organizations in exchange for volunteer assistance with race	\$3,000
Catered food and beverage for post-race party	\$13,000
Technical T-shirts for event participants, including design and printing	\$8,000
Event timing – IAAP	\$4,500
Travel expenses to SPI – staff, volunteers	\$1,200
Marketing and advertising	\$5,000
Insurance	\$500
SPI Police Department support along course; EMS	\$500
Awards for race participants	\$1000
Portable potties	\$600
Light tower rental for beach	\$500
Event staff lodging	\$500
Course marking supplies, lights	\$500
Event photography	\$500
ESTIMATED INCOME	\$53,000
TOTAL EXPENSES	\$39,300

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

The running event market is becoming increasingly crowded. We will need to work harder to bring in runners from other markets. Runners throughout South and Central Texas are bombarded with an ever-increasing array of choices, from mud runs to obstacle course runs to zombie runs.

To grow the Sand Crab, we will need to take a more aggressive approach to marketing the 2015 event to increase registrations. We will begin marketing the 2015 event in 4th quarter 2014, relying on a mix of:

- **Social media.** Heavy promotion through our Facebook page (now approximately 7,000 followers), Twitter feeds and outreach to other running-oriented Facebook pages and bloggers.
- **Facebook advertising.** We will conduct an advertising campaign on Facebook in the first quarter of 2015 to drive race registrations.
- **Email marketing.** We have a database of more than 10,000 runners that we communicate with regularly via an e-newsletter. Most on this opt-in list of contacts are runners who have competed in our events.
- **Media coverage.** We will conduct efforts to secure media coverage in advance of the event in print, broadcast and online media. These efforts will focus on media venues in the Rio Grande Valley and in San Antonio as well as niche running publications. While we will aggressively pursue our own public relations program to support the event, we will gladly participate in any PR opportunities the SPI CVB secures, such as the opportunity to appear on KGBT-TV.
- **Online marketing.** Through RunInTexas.com as well as other running niche websites.

- **Brochure distribution.** We distribute professionally designed and printed, full-color rack cards throughout Central and South Texas through running stores; in race packets of Run In Texas events and other running events; and through coaches and training groups.
- **Printed materials:** We printed and distributed posters throughout the Rio Grande Valley. We will improve the size and visual appeal of the posters in 2015 to stay competitive with other events.
- **Strategic partnerships:** We will continue to work with partners in the Rio Grande Valley and in the running community to promote the event, including:
 - Footworks, a running store in Harlingen, which is the only specialty running store serving the Rio Grande Valley. They are instrumental in helping to promote and execute our event “on the ground” in the Rio Grande Valley. In addition to publicizing the event to their clientele in-store and online, they also help stage the Kids Mile event.
 - Sea Turtle Inc., which was our non-profit beneficiary in the 2013 and 2014 event
 - Clayton’s Beach Bar and La Quinta Inn and Suites.

Event summary

The South Padre Island Sand Crab Nighttime Beach 5k and 10k Run is a unique running event that lets runners and walkers experience the thrill of running on South Padre's beautiful beaches at night. With a race start time of 8:30 p.m., runners wear headlamps and flashlights to light their way while following a course marked by signage, glow sticks and flashing lights. This high-energy event is fun not only for participants, but for visitors all along the beach who watch the illuminated runners go by.

In 2014, the fourth year for the event, we had nearly 600 registrants, including 90 participants in the Kids Beach Mile.

Funding request

Requesting \$4,000

As the number of running events in South and Central Texas continues to increase, the CVB sponsorship allows us to reach a broader audience and keep the race top of mind among prospective participants in an increasingly packed calendar of running event choices.

With the CVB sponsorship supporting the event, we are able to devote more resources to marketing, including brochures, posters, banners, public relations support and online marketing.

We also dedicate some of the funding to hire a professional race photographer to take photos we can use in marketing efforts going forward.

To grow the event next year, we wish to devote funds to increased brochure distribution at Rio Grande Valley running events in the months prior to the Sand Crab. In addition, we will conduct a Facebook advertising campaign to take place in the first quarter 2015.

We believe this event continues to be is a good investment for the City of South Padre Island. The event fills room nights at an off-peak time (late April) and due to its nature, it makes sense for participants to stay overnight since it's late when they finish.

While it is very difficult to accurately measure the number of room nights booked as part of the events, we attempted to capture this information in two ways, each producing a different result:

1. We asked people to enter their lodging plan information as part of the online signup process to register to run the race. While some entrants left this field blank, the room nights booked from those who responded totaled 179 for various lodging options on South Padre.
2. A survey of runners picking up their packets at La Quinta on the day of the race showed that those surveyed represented 147 room nights at lodging on the Island. This is not completely accurate since many runners picked up packets at FootWorks, our partnering running store in Harlingen, and therefore were not surveyed on race day.

We believe actual room nights associated with this event could easily number more than 300 room nights – and most likely significantly more, according to the results of a 2013 post-race survey of race participants conducted by Run In Texas also revealed the following patterns for Sand Crab participants:

- 78% of those surveyed stayed one or more nights.
- Nearly 46% of survey respondents stayed on SPI for one night; 32% of those who responded said they stayed 2 or more nights on the Island.
- More than 89% of those who responded are somewhat likely or very likely to return next year.

We look forward to growing the event to the mutual benefit of the City of South Padre Island, Run In Texas and event participants as well.

Other (proposed) cash or in-kind sponsors

We actively recruit sponsorships for our events. We anticipate working again with the sponsors below, who supported the 2014 event:

- **Alamo Ale**
- **The San Antonio Orthopaedic Group**
- **FootWorks** (Harlingen-based specialty running retailer)
- **Trail Toes**, a blister-preventive product designed for runners

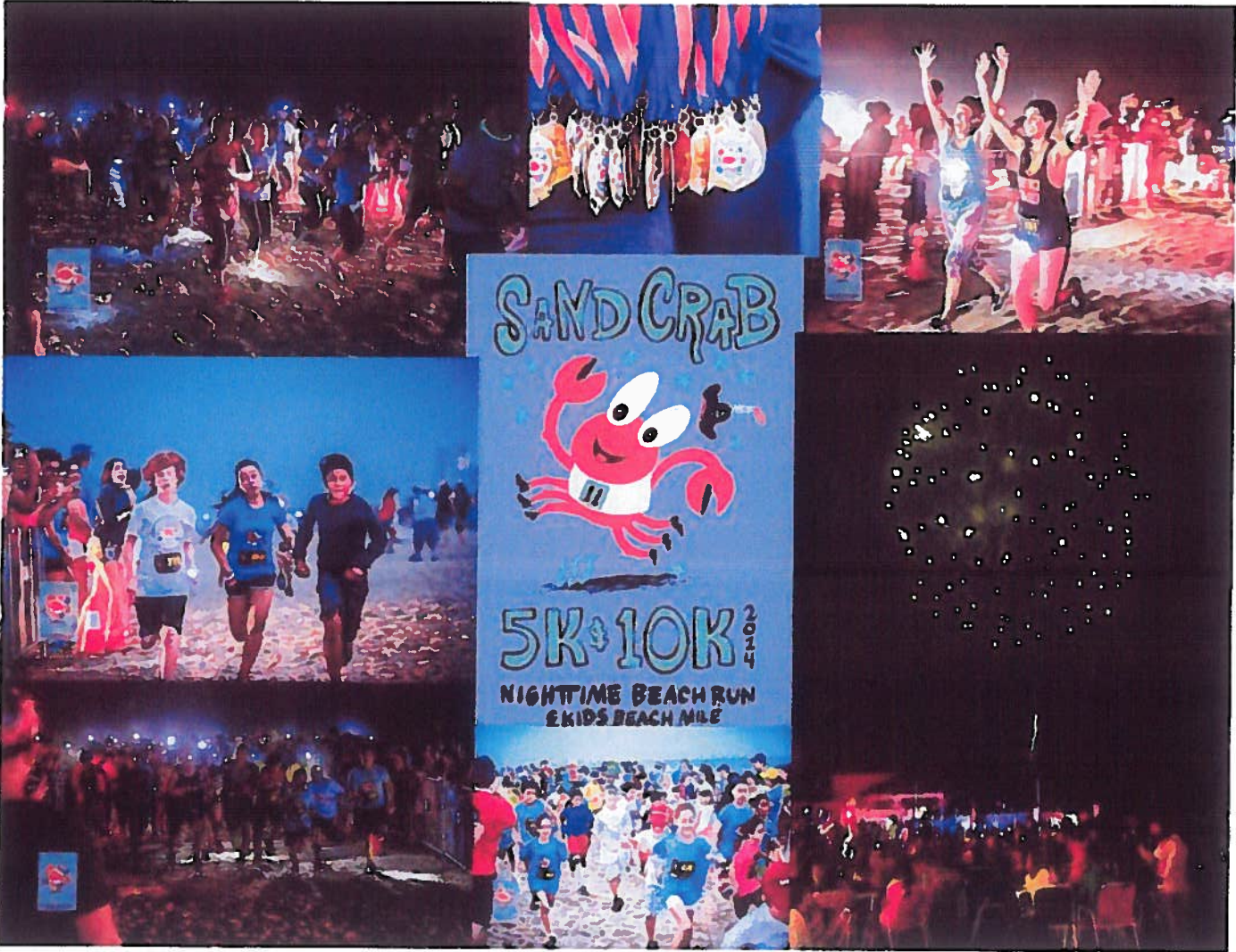
Event Footprint

The primary event site is Clayton's Beach Resort, 6900 Padre Boulevard South Padre Island, TX 78597; and on the beach directly behind Clayton's. The race start and finish area is on the beach behind Clayton's; the course extends south along the beach approximately .5 mile for the Kids Beach Mile, 1.5 miles for the 5k and 3.1 miles for the 10k. At these points, runners turn around and returned to the race start area.

After runners finished they proceeded to the post-race event on the deck at Clayton's where there were water, sports drink, food and beer, as well as entertainment and awards for top finishers. In 2014 the experience was enhanced with Clayton's fireworks display.

Pedestrian & Parking Plan

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



Run In Texas Profit & Loss Statement
South Padre Island Sand Crab, April 26, 2014

Run in Texas Expenses

SHIRT PRINT	\$5,352.00
Permits	\$50.00
Marketing	\$2,949.00
Catering	\$6,275.00
INSURANCE	\$235.00
Donations	\$2,400.00
AWARDS	\$871.00
Outside services	\$840.00
Supplies	\$883.00
TIMING	\$2,879.00
EXPENSES	<u>\$22,734.00</u>

Revenue

Race Registrations	\$26,538.00
SPI CVB sponsorship	\$4,000.00

Total Revenue **\$30,538.00**

Sand Crab 5-10K Run
Sand Crab 5-10K Run 2014-04-26
4/25/2014 - 4/27/2014
Hotel Contracted/Pickup

Partner Name	Partner Phone	Role	Blocked	Contracted	Pickup
America's Best Value Inn		OF	0	0	8
Beachside Inn		OF	0	0	0
Blue Bay Inn		OF	0	0	2
Comfort Suites	956-772-9020	OF	0	0	0
Days Inn Motel		OF	0	0	0
Flamingo Motel		OF	0	0	0
Great American Best Value		OF	0	0	0
Hilton Garden Inn & Suites		OF	0	0	16
Holiday Inn Express Hotel & Suites	956-761-8844	OF	0	0	2
Isla Grand Beach Resort		OF	0	0	0
La Copa Inn Beach Front Hotel		OF	0	0	0
La Quinta		HQ	0	0	57
Miscellaneous Condos-Hotels-home		OF	0	0	33
Motel 6	9562315711	OF	0	0	0
Pearl South Padre		OF	0	0	11
Peninsula		OF	0	0	0
Ramada Limited		OF	0	0	3
Schlitterbahn Beach Resort		OF	0	0	2
Suites at Sunchase	956-761-7711	OF	0	0	0
Super 8		OF	0	0	2
Tiki Vacation Condos		OF	0	0	2
Travel Lodge		OF	0	0	9
WindWater Resort		OF	0	0	0
			0	0	147

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

MEETING DATE: September 24, 2014
NAME & TITLE: Rachel Flores, CVB Director
DEPARTMENT: Convention & Visitors Bureau

ITEM

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

Sandcastle Trail Proposal 9/19/14

This Proposal is contains three distinct and actionable requests:

- 1. Repairs and Maintenance of 30 existing sculptures**
- 2. One new project (Convention Centre)**
- 3. Marketing and New SPI Branding Effort - "The Sand Castle Capital of the World"**

Repairs Update

In spite of inclement weather, we have been hard at work on repairs for 30 sculptures on the trail and I have every reason to believe that we will have all the sculptures in good shape by Oct. 1. The repairs will require continued maintenance in the form of minor patches and respraying until they have had plenty of sunny days to cure. There will be no additional charges for this continued maintenance.

1. Repairs/Maintenance through 2015

We would ask the board to entertain the idea of budgeting money for routine maintenance and repairs to the existing sculptures for fiscal year 14-15 for up to \$5000. The plan would be to canvas all the sculptures on a weekly basis, noting problems and getting to them ASAP (weather permitting) and submitting invoices along with before and after photos.

2. Future Projects

We believe very strongly in the sandcastle trail's value to the town and that it must keep growing in order to maintain viability as a true island attraction. For now, however we would like to propose one more project to be funded by HOT money in the coming fiscal year that we feel would greatly benefit the town and the groups that use the Convention Centre. Depending on the size of the sculpture, this project could be completed as early as Nov. 1, 2014. Even if it is no larger than the boxed castle within the visitors' center, a sand sculpture inside the CC could be created relatively inexpensively and could be easily modified to be a custom greeting for every group that uses the facility. Depending on the budget, the sculpture could include any or all of the following, carved in sand and treated to last:

- A lovely castle
- The town's logo
- Stylized depictions of all the fun stuff you can do here (anglers, parasail, kiteboard, SUP, etc.)
- A message wall that can be altered depending on who is coming. This wall would be sprayed lightly with glue so when it comes time to update it, mere water will soften it up for recarving -- no muss no fuss. Great photo-op for visiting groups!

We have three options for the board to consider:

A) Small Sculpture - \$3000 plus box (City builds, or we build to city specifications) - includes sand (2-3 tons, about the size of the indoor castle at the VC); sculpture creation, routine maintenance & repairs and up to 10 customizations (with more available at \$100/each.)

B) Medium Sculpture - \$9000 plus box - includes sand (8' tall, 6-8' diameter); sculpture creation; routine maintenance and repairs, and up to 50 customizations.

C) Large Sculpture - \$15,000 plus box - includes sand (10-12' tall, 10' diameter); sculpture creation; routine maintenance and repairs, and up to 50 customizations.

3. Marketing

Over the past year, thanks to a joint partnership between the public and private sectors, we were able to create a viable and unique trail of semi-permanent sand sculptures. It was impossible to market it, as it did not yet exist! But now it does - SPI truly is "The Sandcastle Capital of the World" - and now we need to make sure the world knows about it. This marketing push would allow multiple ways for the public to interact with the sculptures, giving us the ability to gauge and document the interest of Island visitors in the trail -- starting with the next crop of Winter Texans.

Attached please find a specific and detailed proposal created by Aarin Hartwell, with input from Lucinda Wierenga and Andy Hancock.



“Sand Castle Capital of the World” Marketing Budget:

Hartwell Talent & Production alongside Sandy Feet.com and SandCastleLessons.com proposes the opportunity to ignite a new branding element for the City of South Padre Island. Building on the last 25 years of successful sand events and a reputation for the best sand for sculpting in the USA, South Padre Island has earned an irrefutable title- SAND CASTLE CAPITAL OF THE WORLD.

HTP is excited to engage in a marketing challenge to launch SPI’s Sand related events, ideas, family fun and Sculpture Trail to a new level. HTP will develop creative and strategic marketing techniques to produce measureable outcomes for our community.

With the help of UTB Communication Dept., (Methods and Strategies of Research and Integrated Media Classes), HTP will also integrate internship opportunities for UTB students. These students will be challenged to develop new tools for success measurement and integrate marketing with media content.

Website Development - \$700

- The initial trail point of contact would be SoPadre.com. This should funnel the clicks through to a landing page that would have an explanation and history of the trail as well as links to the people, methods, materials and tools involved. All measurable. (See flow chart).

Graphic Design- \$500

- Responsible for Original concept of design + Elements. (Ownership of SPI CVB).
- Develop flyers, rack cards, surveys, misc.

Video Production- \$1000

- Develop 2 (two minute short videos). Will feature multiple successes of sand sculpting on SPI including SC Days, The Trail, New Attractions like (geo-caching). Used to increase SEO presence on SoPadre.com, SandSculptureTrail.com. Also, valuable footage for CVA for marketing Sand Castle Days, future sand related events.

Signage- \$3000

- Printed Plastic Boards, for sand castle boxes. Would be numbered, branded, including information, etc.

Print Materials- \$3000

- Survey, Rack Cards, Information about Geo-Caching

Print Advertisement- \$5000

- San Antonio, Austin, Houston, CC, Galveston, etc.

Social Media- \$1000

- \$500- Social Media Content Producer
- \$500- Facebook Advertisement

SPI Incentives- \$3000

- T-shirts, Key Chains, Etc. To be distributed at SPI Visitors Center
- Will include SPI CVA logo, New Branding, etc..
- I.E. "I completed the Sand Sculpture Trail on South Padre Island."
- "People's Choice" Contest Award

Geo- Caching Budget - \$300

- Proper installation of Geo-Cache Boxes/Locations

Marketing Coordinator- \$5000

- Responsible for coordinating and ensuring approval from CVA Director to ensure proper understanding between new branding, social media, online presence and all marketing efforts pertaining to "Sand Castle Capital of the World".
- Coordinate with CVA Director and City's Public Information Officer to establish press releases concerning upgrades, new sculptures and repair and demonstration days (IP) as seen necessary.
- Responsible for coordinating all positions for marketing including: Website Development, Social Media Content Producer, Marketing Team, Graphic Design, Printing Materials/Incentives, Geo-Caching.

SC Marketing Team (Marketing/Communication UTB)- \$3000

*To be distributed/scheduled by Hartwell Talent & Production as deemed appropriate.

- Street Team for surveys at Sand Castle Days
- Coordinate Geo-Caching, Social Media Techniques,
- New Photography and Content
- Research and Development Methodology for Measurement

Website Development -	\$700
Graphic Design-	\$500
Video Production-	\$1000
Print Materials-	\$3000
Print Advertisement-	\$5000
Social Media-	\$1000
SPI Incentives-	\$3000
Geo- Caching Budget -	\$300
Marketing Coordinator-	\$2500
Signage-	\$3000
SC Marketing Team-	\$3000
TOTAL BUDGET:	\$25,000



South Padre Island Branding

Sandcastle capitol of the world
"Sand" part of South Padre island strategy, niche.

SOPadre.com

Facebook

Sandcastledays

Sandcastle Trail

New beach event

Summer sandcastles

Promotions to include measurement of events and online presence
Let's prove it works! - We have the #1 Beach

Hartwell Talent & Production and CVB
staff co-ordinate
focused campaigns
running alongside
current online strategies

Hashtags like ...#padresand
Promote events instantly on
Instagram and Pinterest
alongside videos on YouTube

Simpleview
CITY/CVA/CVB
Machete

South Padre Island Sand Sculpture trail

www.SOPadre.com

Dedicated landing page (measurable)

Links to external media - YouTube, etc.

Photo Gallery

Photo #tag competition (Sponsored)

www.sandcastletrail.com

How do I get involved?

Sites for cross linking, including sponsors, sf.com and scl.com

Contact form and conditions.

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

MEETING DATE: September 24, 2014
NAME & TITLE: Rachel Flores, CVB Director
DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding funding fireworks at Clayton's Beach Bar & Grill.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Rachel Flores, CVB Director

C C. CVB Board of Directors

C C. City Manager

9/1/2014

I am requesting the \$80,000 budgeted/spent by the CVB in 2014 for fireworks shows over the bay during Memorial Day, July 4th, Labor Day, New Year 's Eve holidays be re-distributed to include the FIREWORKS ON THE BEACH shows as well. As you are aware for the past 2- years we have been sponsoring FIREWORKS ON THE BEACH without the use of any CVB hotel tax funds.

We believe the use of CVB funds is more than justified because there is approximately 1,000 hotel and condo rental units within walking distance of the FIREWORKS ON THE BEACH shows. After speaking with the management of the Holiday Inn, Travel Lodge, Hilton, Tiki, Casa Bella, Wind Water and LaQuinta it is apparent our 80+ FIREWORKS ON THE BEACH shows are positively impacting the sales of weekend hotel/condo rooms and room rates.

For the past three years Clayton's has been working diligently to increase Island business and because of the increase in tourist occupying the nearby hotels we are requesting the CVB 2015 fireworks budget of \$80,000 spent on the holiday fireworks shows be re-distributed equally with \$40,000 going to beachside shows and \$40,000 going to the bayside shows.

A handwritten signature in blue ink, appearing to read "C. Brashear", is positioned above the typed name.

Sincerely,

Clayton Brashear

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

MEETING DATE: September 24, 2014
NAME & TITLE: Rachel Flores, CVB Director
DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding funding for HILLCO Partners.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



GOVERNMENTAL CONSULTING AGREEMENT

Agreement entered into as of October 1, 2014 between the City of South Padre Island and the Economic Development Corporation of South Padre (hereinafter referred to as the “Client”) and HillCo Partners (the “Consultant”), with respect to government consulting services.

In consideration of the mutual promises set forth below, the Client and the Consultant agree as follows:

- 1) **Term.** The term of this Agreement commences on October 1, 2014 and shall continue through September 30, 2016 unless terminated by either party pursuant to Paragraph 7.
- 2) **The Services.** The responsibility of the Consultant under this agreement shall be as follows:

LEGISLATIVE LOBBYING EFFORT

During the legislative session we propose the following general legislative and regulatory consulting services to South Padre Island:

- Develop a political strategy based on the Client's goals and objectives;
- Work with the client on specific legislation to be sought in the 2015 Texas Legislative Session.
- Continue to confer with and advocate your position with the Governor and his staff and other executive personnel on areas of importance to the Client;
- Maintain a continuing relationship with the members and key officers and employees of the House and Senate on your behalf;
- Monitor, daily, all priority legislation introduced and administrative rules proposed;
- Provide periodic status reports on legislation and administrative actions of interest;
- Attend legislative committee hearings, daily sessions in the House and Senate, and report key information to the Client;
- Represent the Client in meetings of legislative committees, state agencies, or individual legislators, as requested;
- Conduct on-site visits to South Padre Island to educate Economic Development Corporation officials, city officials, and city staff on the legislative process and the Client's agenda;
- Attend crucial meetings with Economic Development Corporation officials, city officials, and city staff, if needed;

- Identify the most influential or effective sponsor in both houses for proposed legislation, appropriation riders and/or amendments;
- Advise on the preparation and submission of testimony before legislative committee and state agencies;
- Confer with legislative leadership on committee and subcommittee activities as appropriate;
- Work with legislators in passing, amending, or defeating legislation; and
- Provide assistance on PAC committee organization and contributions, if appropriate.

SEEKING STATE FUNDING FOR CLIENT TOURISM DEVELOPMENT AND ISLAND ENHANCEMENT

- Work with the client to identify state funding for tourism attraction to South Padre Island.
- Work with the client to identify beach enhancement funding and infrastructure improvement funding.
- Work with client to seek additional funding for enhancement of the birding center.
- Work with the General Land Office to secure beach nourishment funding and other beach enhancement funding.
- Work with local and state officials of the Texas Department of Transportation on city transportation issues.
- Work with client to identify and seek any additional funding available to the City of South Padre Island and its Economic Development Corporation.

NORTH CAUSEWAY PROJECT

The following are items that the Consultant will be involved and take action in regard to a future causeway to South Padre Island:

- Continue to monitor all significant action, in regard to the Causeway project, by governmental agencies including Texas Department of Transportation (TxDOT), Cameron County Regional Mobility Authority, and Cameron County.
- Continue to meet with key governmental officials and agency officials to communicate South Padre Island's stance on the causeway project.
- Continue to work with South Padre Island leaders to contact and lobby other cities' officials in the Valley to communicate the importance of the North Causeway location.
- Continue to prepare South Padre Island leaders for testimony in all public forums involving the Causeway project.
- Continue to plan on-site visits for state elected officials and governmental agency officials with South Padre Island officials to educate them on the benefits of the North Causeway location.
- Continue an on-going dialogue with South Padre Island leaders as to the status of efforts.

- Work with Cameron County Regional Mobility Authority on seeking funding for the Causeway project.

POST LEGISLATIVE LOBBYING EFFORTS

Following the Texas 2015 Legislative Session, Consultant will continue to work on the North Causeway project and will monitor all interim legislative activity that affects the city and the EDC. Periodic consultation and reporting will be maintained during this period.

The consultant will work with South Padre Island officials on maintaining an excellent relationship with the Cameron County RMA and will monitor all actions of this body. The consultants will also continue to maintain contacts with state and local officials on matters affecting the city and the North Causeway project.

The consultant will work with city staff in the interim on projects identified in the “2015-2016 Legislative Agenda and Action Items” developed by the consultant and the City Manager.

All Services to be provided hereunder will be undertaken only as directed by the Client or staff members designated by the Client. The Consultant agrees in performing the Services to work with such individuals and third parties as the Client may designate from time to time. The Consultant will not subcontract the performance of the Services under this Agreement without the prior written consent of the Client.

The Consultant will provide copies of any written materials prepared in connection with the Services to the in-house legal staff and appropriate designee(s) and shall report to those individuals and to the Client periodically in writing.

3) Confidentiality.

- (a) The Consultant will maintain at all times the confidentiality of all information received in connection with the Services performed hereunder regarding the business and activities of the Client.
- (b) The Consultant acknowledges and agrees that any materials referring to any existing or future publications or programs of the Client contain proprietary material; that such materials have been provided to the Consultant in strictest confidence, solely for the purposes of review and use in completing assignments; that no divulgence or reproduction of any such materials shall be made without the prior written permission of the Client; and that any other person who is given access to any of the foregoing materials will be put on notice, in writing, of the terms of this Agreement pertaining to confidentiality. Notwithstanding the foregoing, the Consultant may not, in the course of performing its duties hereunder, disclose any publicly available information about the Client without prior permission and may not make oral representations about the Client.

- (c) All written materials and computer files submitted to the Consultant by the Client shall be returned to the Client by the Consultant, postage prepaid, within ten (10) days after demand by the Client.

4) Payment.

- (a) In full consideration of the Consultant's satisfactory performance of all Services to be rendered by the Consultant under this Agreement, the Client agrees to compensate the Consultant in the amount of Twelve Thousand Dollars (\$12,000) per month beginning October 1, 2014 and extending through the term of this Agreement.
- (b) The Client will reimburse the Consultant for reasonable travel expenses, including economy airfare, car rental, lodging and meals incurred in the course of performing the Consultant's duties hereunder. The Client will also reimburse the Consultant for certain office expenses such as postage, legislative reporting services, telephone and express mail costs incurred during the performance of the Consultant's duties not to exceed \$500 per month, except during the Legislative Session, when billing is not to exceed \$1,000. Reimbursement will be made in accordance with the Client's billing policies and based upon submission and approval of appropriate receipts or other reasonable verification of expenses incurred. These expenses will be billed to either the Economic Development Corporation or the City or both depending on the nature of the event and sponsoring entity.

- 5) Work Product.** Any recommendations, information, approaches, suggestions, concepts, ideas, and any and all contributions received from the Consultant may be used by the Client without compensation, except for that expressly hereinabove provided.

- 6) Independent Contractor.** The Consultant is an independent contractor and is not authorized to commit or obligate the Client in any manner whatsoever. This Agreement does not constitute an employer-employee relationship between the Consultant and the Client, and therefore the Consultant is not entitled to participate in or receive any employee benefits of the Client, such as, but not limited to, insurance, pension, disability, medical, etc. The Consultant recognizes the Client's right to withhold any monies due the Consultant, for tax or other purposes, should the Client be required to do so by law.

- 7) Termination.** The Client may terminate this Agreement upon thirty (30) days written notice for any reason without obligation, and the Consultant will be entitled (i) to retain all sums previously paid, (ii) to payment of all outstanding unpaid approved invoices, and (iii) to payment for services through the date that the Consultant receives the notice of termination upon receipt and approval in accordance with this Agreement of a statement covering such services.

- 8) Warranty and Indemnity.** The Consultant warrants and represents that it has the full right, power and authority to enter into this Agreement and to perform legislative and executive branch governmental consulting and public relations services in the State of Texas. The Consultant will file all notices as required by law. The Consultant will indemnify and hold the Client harmless from and against any and all claims, damages, liabilities, costs, and expenses, including legal expenses and reasonable attorney's fees, arising out of any breach of the foregoing provisions, warranties and representations.
- 9) Cost of Expert Witnesses and Studies to Support Positions.** The Client will bear all costs of "expert witnesses" hired to make presentations to legislative and governmental bodies. The Client will also bear all costs of studies undertaken to advance the Client's positions in front of the legislative and governmental bodies. No witnesses are to be retained or studies undertaken without prior agreement of the Client.
- 10) Miscellaneous.** The Consultant may not assign this Agreement or any of the Consultant's obligations hereunder. This Agreement will be deemed made in the state of Texas and shall be subject to and construed in accordance with the laws of the state of Texas applicable to agreements to be performed wholly therein; merges all prior representations and understandings; and constitutes the entire understanding between the parties concerning the subject matter hereof. No modification of this Agreement shall be effective unless in writing and signed by both parties.
- 11) Lobby Activity; Conflict of Interest.**
- (a) The Texas ethics law and rules adopted by the Texas Ethics Commission require the Consultant to report compensation or reimbursement paid to Consultant for the purpose of directly communicating with members of the legislative or executive branch. Texas Ethics Commission Rules provide that a registrant receiving compensation or reimbursement for purposes other than lobby activities may reasonably determine the amount of compensation attributable to lobby activities and report only that amount. The rules define lobby activity as "Direct communication with one or more members of Texas legislative or executive branch to influence legislation or administrative action and activities in preparing for such direct communication." The statutory term "lobby activity" does not include, for example, the following activities performed on the Client's behalf:
- Any effort to influence purchasing decisions by a state agency
 - Daily monitoring of legislation and/or executive actions
 - Communication with the Client on many strategic subjects
 - Preparation and delivery of status reports, newsletters, and other items of interest

- Giving sworn testimony before executive or legislative bodies
 - Legal consultation, briefings and documentation
 - Analysis of political races and fundraising efforts on behalf of PACs and/or individual candidates
 - Attending and preparing for board meetings
 - Negotiation sessions
 - Arranging of meetings with various state officials to brief them on areas of interest to the Client
 - Any other action taken which is not designed specifically to influence legislative or executive action.
- (b) The Consultant will allocate on a reasonable basis, as allowed by the rules, the amount of the retainer paid to the Consultant that is being paid for “lobby activities”. Based upon Consultant’s experience representing other clients, the Consultant believes 40 percent would be a reasonable estimate of the monthly retainer attributable to “lobby activities.” It is understood and agreed that the Consultant’s activities will be monitored from time to time so that any change in the amount of time spent on lobby activities as defined by the rules of the Texas Ethics Commission will be detected.
- (c) Attached to this Agreement is a list of clients for which the Consultant engages in lobby activities. The parties acknowledge that the law provides that a registrant may represent multiple clients with the client’s consent after full disclosure of the possible effects of that representation on the registrant’s professional judgment. The consultant confirms that it has disclosed to the Client such information as is necessary for the client to agree and consent to the representation of all the clients on the attached list, and the Client confirms that it so agrees and consents.

Should any other services relating to the general area of public relations become necessary or warranted such as event management for conventions, openings, meetings and seminars or development of interactive media for presentations or other communications, a separate budget for these services may be negotiated by the parties hereto.

EXECUTED as of the date first set forth above.

HILLCO PARTNERS

SOUTH PADRE ISLAND

By: _____
R. Clint Smith

By: _____

Date: _____

Title: _____

By: _____
Neal. T. "Buddy" Jones, Jr.

Date: _____

Date: _____

ECONOMIC DEVELOPMENT
CORPORATION OF SOUTH PADRE
ISLAND

By: _____

Title: _____

Date: _____

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

MEETING DATE: September 24, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitor Bureau

ITEM

Discussion and action regarding Machete Inc. contracts.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____
Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Agreement
Between
City of South Padre Island
and
Machete Creative, LLC

Machete Creative, LLC (referred to as Machete) hereby agrees to serve as marketing agency for the City of South Padre Island (referred to City) in accordance with and subject to the following terms:

1. During the term of this agreement Machete shall be the primary company charged with the responsibility of preparing and placing advertising/marketing communications for the City of South Padre Island with the only exception being direct placement by the City.
2. Machete shall perform the following services in connection with the planning, preparing and placing of advertising/community outreach/promotions and other marketing communications to sell the overall experience of South Padre Island and to stimulate overnight lodging. MACHETE will be compensated for services rendered in accordance with the following paragraphs that define the scope of services.

A. Account Stewardship and Strategic Planning - \$5,000 Monthly

- 1) Study City's products or services;
- 2) Analyze City's current and potential markets and audiences;
- 3) Create, prepare and submit to the City for approval a strategic marketing plan and associated communication tools;
- 4) Provide monthly reports to Convention and Visitors Transition Board highlighting the value of activity;
- 5) Provide quarterly presentations to City Council;
- 6) Form strategies to deliver successful special event marketing and promotion; and
- 7) Provide account leadership, supervision and day to day management, including time consumed for regularly scheduled meetings and phone conferences to manage the implementation of the marketing plan.

B. Media Research, Planning and Negotiation - Paid by the commission for media placed.

- 1) Employ on the City's behalf, Machete's knowledge and research of available media and means that can be effectively used to promote the City's products or services;

- 2) Order the space, time or other means to be used for the City's advertisements, endeavoring to secure the most advantageous rates available; and
- 3) On all time and space purchased by Machete on the City's behalf, we shall bill the City at best possible negotiated media rates. If no Machete commission is granted or allowed to us on such purchases of space, you agree that we may invoice the City an amount, which, after deduction of our cost, shall yield us fifteen percent (15%) of such amount as Machete commission. Media commission covers the internal cost of media planning and placement, media trafficking and all administrative and accounting functions.

C. Creative Concepts and Development. - \$5,000 Monthly

- 1) Develop creative strategies and concepts that enhance the South Padre Island Brand. Write, design or otherwise prepare the City's English and Spanish advertisements including all TV, radio, web, print, outdoor ads and other appropriate forms of content needed to fulfill media contracts placed by Machete.
- 2) Submit to Client for approval all advertising plans and campaigns; copy, layouts, artwork, storyboards, scripts, etc.
- 3) Create materials for promotional support of special events.
- 4) Monthly fee includes 50 hours of labor per month broken out as follows:

40 Hours	Graphic Design/Art Direction
10 Hours	Copywriting

Creative labor hours will be reported monthly and included on all creative fee invoices. Hours will be monitored quarterly and a tracking report will be submitted to the South Padre Island CVB for review.

D. Production - Paid by the commission of creative produced.

- 1) Employ on the City's behalf, film production houses, recording studios, printing facilities and digital specialists to produce creative needed to fulfill media contracts.
- 2) Submit all video, audio, print and digital assets to Client for approval before airing.
- 3) On all creative production, Machete on the City's behalf, shall bill the City at best possible negotiated rates. If no Machete commission is granted or allowed to us on production, you agree that we may invoice the City an amount, which, after deduction of our cost, shall yield us fifteen percent (15%) of such amount as Machete commission.

3. Agency Compensation for All Other Projects not identified in this agreement will be handled on a project by project basis. Where additional projects are requested outside of the agreement budget estimates will be provided for all programs and, where necessary, quotations on individual projects will be supplied.
4. Machete will present cost estimates for projects over \$5,000 for the City's review and approval prior to beginning work on individual projects. These estimates detail all production costs and reflect a plus or minus 10% contingency factor in addition to any specifically stated contingency. If changes and/or additional unforeseen services/costs are necessary to complete a job, a change order will be issued to the City's for review and approval.
5. Payments within this agreement between Machete and the City will be subject to the Prompt Payment Act.
6. Machete will submit approved travel dates for all City business related meetings, content production activities, journalist familiarization tours and event promotion activities. Travel Expenses and Per Diem for out of town travel will be paid in accordance with the City of South Padre Island's travel policy.
7. All purchases of space and facilities and all engagement of talent with respect to the advertising of the City's products shall be subject to prior approval. If the City should direct Machete to cancel and/or terminate any previously authorized purchase or project, Machete shall promptly take all appropriate action, provided that the City will hold us harmless with respect to any costs incurred to Machete as a result thereof. Machete warrant and represent to the City that in purchasing any materials or services for your account, we shall exercise due care in selecting suppliers and make every effort to obtain the lowest price for the desired quality of materials or services. In every circumstance appropriate, Machete shall obtain multiple competitive bids.
8. The term of this agreement shall commence on October 1, 2014 for a period of one year and may be renewed annually thereafter for two additional one-year periods based on performance review. City will provide written notice of intent to renew at least 90 days prior to the end of each renewal period. This agreement may be terminated by either party at any time with, or without cause upon written notice of such intention given ninety (90) days in advance. Notices shall be deemed given on the day of mailing or in case of notice by fax or email, on the day it is transmitted. The rights, duties and responsibilities of Machete shall continue in full force during the period of notice, including the ordering and billing of advertising in print media whose closing dates fall within such period and the ordering and billing of advertising in broadcast media where the air dates fall within such period.
9. Any advertising, merchandising, packaging and similar plans and ideas prepared by Machete and submitted to the City (whether submitted separately or in conjunction with

or as part of other material) but not used by the City, shall remain the City's property provided that Machete is compensated for its development. The City agrees to return to Machete any copy, art work, plates or any other physical embodiment of the creative work relating to such ideas or plans, (which may be in the City's possession upon termination) that have not been paid for at that time.

10. Upon termination of this contract, Machete shall transfer, assign and make available to the City, all property and materials in Machete's possession or control belonging to and paid for by the City. Furthermore, the City recognizes that talent contracts with members of certain labor unions or guilds generally cannot be assigned except to signatories to the collective bargaining agreements governing the services rendered by such talent. Upon termination, no rights or liabilities shall arise out of this relationship, regardless of any plans which may have been made for future advertising, except that any non-cancelable contracts made on the City's authorization and still existing at termination hereof, which contracts were not paid or could not be assigned by Machete to the City or someone designated by the City, shall be carried to completion by Machete and paid for by the City in the manner described in Paragraph 5 above.
11. The parties shall each be responsible for their own acts and omissions in the performance of their duties hereunder and the acts and omissions of their agents and employees.
12. Machete shall maintain general liability insurance, including "personal and advertising injury" with minimum limits of \$1,000,000 per occurrence, \$2,000,000 annual aggregate, during the term of this agreement.
13. All notices given under this agreement will be sent by certified mail to the following:

As to: City of South Padre Island
City Manager
4601 Padre Blvd
South Padre Island, TX 78597
956-761-8108
FAX: 956-761-3888

As to: Machete Creative, LLC
Catarino Lopez, President
200 E. Grayson Street, Suite 103
San Antonio, TX 78215
210-274-8665
FAX: 210-579-1161

And copy to:
Executive Director
Convention and Visitors Bureau
7355 Padre Blvd
South Padre Island, TX 78597

14. Machete Creative, LLC is an independent contractor. Nothing in this agreement is intended, nor should be construed to create a relationship of principal and agent, joint venture, partnership, or any relationship other than that of independent contractors, contracting with each other solely with respect to the performance of those services, which are the subject matter of this agreement.

15. This Agreement supersedes any and all other agreements, either oral or in writing, between the parties hereto with respect to the subject matter hereof, and no other agreement, statement, or promise relating to the subject matter of this Agreement, which is not contained herein shall be valid or binding. The parties agree that this Agreement and its attachments constitute the entire understanding of the parties. In the event of conflict between the Agreement and Proposal, the Agreement shall control.
16. The City and Machete each bind themselves, their successors, executors, administrators and assigns to the other party to this Agreement. Neither the City nor Machete will assign, sublet, subcontract or transfer any interest in this Agreement without the written consent of the other party. No assignment, delegation of duties or subcontract under this Agreement will be effective without the written consent of the City. Subject to the provision regarding assignment, this Agreement shall be binding on the administrators, legal representatives, successors, and assigns of the respective parties.
17. The validity of this Agreement, any of its terms or provisions, as well as, the rights and duties of the parties hereunder, shall be governed by the laws of the State of Texas. The parties agree that it is performable in Texas and that exclusive venue shall be in Cameron County, Texas.
18. This Agreement is entered into subject to the charter and ordinances of the City as they may be amended from time to time, and is subject to and is to be construed, governed and enforced under all applicable federal and state laws. Machete shall make any and all reports required in accordance with federal, state or local law, including but not limited to proper reporting to the Internal Revenue Service as required in accordance with Machete 's income.
19. In case any one or more of the provisions contained in this Agreement shall for any reason be held invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision thereof and; this Agreement shall be construed as if such invalid, illegal, or unenforceable provision had never been contained herein.
20. Machete acknowledges and represents it is aware of the laws, City Charter, and City Code of Conduct regarding prohibited interest and that the existence of a prohibited interest at any time will render the Agreement voidable. At the time of executing this Agreement, a representative of Machete will execute the Conflict's Disclosure Statement.
21. Machete understands spending within this contract is not to exceed the City Council approved budget for the current fiscal year budget period (See Appendix A).

This agreement is effective as of July 2, 2014.

Machete Creative, LLC
Catarino Lopez, President

Date

City of South Padre Island
Bill Dilibero, City Manager

Date

**Agreement
Between
City of South Padre Island and Machete Creative, LLC
Appendix A
Fiscal Year 2014-2015 Budget**

02-594-xxxx Professional Services	\$60,000 - account stewardship and strategic planning.
02-594-xxxx Professional Services	\$60,000 – creative development.
02-594-xxxx Media Placement	\$1,140,000- Media research, planning and negotiation is paid by the commission for media placed.
02-594-xxxx Production	\$140,000- Production of TV, radio, outdoor boards and web banners.
TOTAL	\$1,400,000.00

City Manager
Bill Dilibero

Catarino Lopez
Machete Creative, LLC

July S. Padre Island Reconciliation 2013-2014 Plans

Attached you will find the reconciliation for July covering the RGV Plan for 2013-2014 and the 850 Plan for 2013-2014.

RGV Plan July 2013-2014

Below are the stations that ran in July:

<u>STATION</u>	<u>RANKING</u>
KBFM-Clearchannel	2
KTEX-Clearchannel	2
KBTQ-Univ	4
KGBT-Univ	1
XAVO-Rcommunications	7

The total amount spent in July for the RGV Plan was \$6,466.50 gross.

The budgeted amount for the RGV Plan was \$6,643 gross.

KGBT will makegood 13 spots that did not run in July.

850 Plan July 2013-2014

Below is what ran in July:

<u>Medium</u>
NTA Leadership Magazine
Texas Highways Magazine
TourTexas.com
Time Warner Cable
Clear Channel Outdoor

The total amount spent in July for the 850 Plan was \$39,052.60.

The budgeted amount for 850 Plan was \$40,000.

All media ran as ordered.

MONTH: JULY 2014 - Co-op Plan
MARKET: RGV

<u>VENDOR</u>	<u>INVOICE NUMBER</u>	<u>GROSS</u>	<u>NET</u>
<u>RADIO</u>			
KBFM-Clearchannel	088-118145	\$1,212.00	\$1,030.20
KTEX-Clearchannel	088-118146	\$1,380.00	\$1,173.00
KBTQ-Univ	IN-MC1-1140740941	\$1,128.00	\$958.80
KGBT-Univ	CC-MC3-1140723955	\$1,120.00	\$952.00
KGBT-Univ	CC-MC3-1140723956	\$176.50	\$150.03
XAVO-Rcommunications	IN-XA-1140720088	\$1,450.00	\$1,232.50
<i>July Total</i>		\$6,466.50	\$5,496.53

McAllen/Brownsville, TX
KBFM-FM, KTEX-FM, KQXX-FM, KVNS-AM
KHKZ-FM
Lori Stuart - Accounts Receivable
Remit To: Clear Channel Broadcasting Inc.
P.O. Box 847413
Dallas, TX 75284-7413
Phone: (956) 973-9202

Invoice No: 088-118145

ELECTRONIC INVOICE COPY

Machete Creative LLC

200 E Grayson St Ste 103
San Antonio, TX 78215-1268

Advertiser No: 9814
South Padre Island C & V Burea
Order: 84017 Invoice Date: 07/27/2014
Co-op: No Payment Due: 08/26/2014
AE: CCRS DALLAS

Billing Type: Broadcast

Note 1: South Padre Island

Contract/Code #: 27193260
CPE na/na/na

Invoice Summary:

No. of Spots/Misc: 42/0
Gross Spot Billing: \$1,212.00
Agency Commission: \$181.80
Net Spot Billing: \$1,030.20

This invoice is in accordance with the official log and the announcements/programs indicated below were aired on the dates and the times shown. Per your advertising agreement, the actual times may have run within 10 minutes of the scheduled time.

Invoice: 118145

Advertiser: South Padre Island C & V Burea

Market: McAllen TX		Station: KBFM-FM						
Order Line	Days	By Week	Revenue Type	Ordered	Blind To			Rate
14	MTWThFSSn	3	National Agency-Sales	Commercial	06:00:00-23:59:00			\$0.00
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u> <u>RATE</u>
	15s SPI / 15s SPI				07/15/14	07:39 AM	15	\$0.00
	15s SCHLITTERBAHN / 15s SCHLITTERBAHN				07/19/14	09:09 AM	15	\$0.00
	15s SPI / 15s SPI				07/19/14	08:42 PM	15	\$0.00
15	TWThF	3	National Agency-Sales	Commercial	07:00:00-10:00:00			\$58.00
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u> <u>RATE</u>
	SOPTRLC30E / SOPTRLC30E				07/17/14	08:45 AM	30	\$58.00
	SOPTRLC30E / SOPTRLC30E				07/17/14	09:08 AM	30	\$58.00
	SOPTRLC30E / SOPTRLC30E				07/18/14	08:42 AM	30	\$58.00
16	TWThF	5	National Agency-Sales	Commercial	10:00:00-14:00:00			\$35.00
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u> <u>RATE</u>
	SOPTRLC30E / SOPTRLC30E				07/16/14	10:28 AM	30	\$35.00
	SOPTRLC30E / SOPTRLC30E				07/17/14	12:49 PM	30	\$35.00
	SOPTRLC30E / SOPTRLC30E				07/18/14	11:53 AM	30	\$35.00
	SOPTRLC30E / SOPTRLC30E				07/18/14	12:55 PM	30	\$35.00
	SOPTRLC30E / SOPTRLC30E				07/18/14	01:56 PM	30	\$35.00
17	TWThF	2	National Agency-Sales	Commercial	14:00:00-18:00:00			\$48.00
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u> <u>RATE</u>
	SOPTRLC30E / SOPTRLC30E				07/17/14	03:28 PM	30	\$48.00
	SOPTRLC30E / SOPTRLC30E				07/18/14	04:00 PM	30	\$48.00
18	TWThF	3	National Agency-Sales	Commercial	18:00:00-22:00:00			\$27.00
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u> <u>RATE</u>
	SOPTRLC30E / SOPTRLC30E				07/15/14	08:30 PM	30	\$27.00
	SOPTRLC30E / SOPTRLC30E				07/16/14	07:22 PM	30	\$27.00
	SOPTRLC30E / SOPTRLC30E				07/17/14	09:54 PM	30	\$27.00
19	TWThF	4	National Agency-Sales	Commercial	11:00:00-18:00:00			\$20.00
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u> <u>RATE</u>
	SOPTRLC30E / SOPTRLC30E				07/15/14	03:55 PM	30	\$20.00
	SOPTRLC30E / SOPTRLC30E				07/16/14	03:25 PM	30	\$20.00
	SOPTRLC30E / SOPTRLC30E				07/17/14	11:27 AM	30	\$20.00
	SOPTRLC30E / SOPTRLC30E				07/18/14	03:30 PM	30	\$20.00
20	TWThFS	1	National Agency-Sales	Commercial	06:00:00-23:59:00			\$0.00
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u> <u>RATE</u>
	SOPTRLC30E / SOPTRLC30E				07/19/14	11:49 PM	30	\$0.00

Invoice: 118145

Advertiser: South Padre Island C & V Burea

Order Line	Days	By Week	Revenue Type	Ordered	Blnd To	Rate
					07/22/14 06:55 PM 30	\$0.00
21	MTWThFSSn	3	National Agency-Sales	Commercial	06:00:00-23:59:00	\$0.00
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u> <u>TIME</u> <u>LEN</u> <u>MG</u> <u>RATE</u>	
	15s SCHLIITTERBAHN / 15s SCHLIITTERBAHN				07/21/14 11:18 PM 15	\$0.00
	15s SPI / 15s SPI				07/21/14 11:45 PM 15	\$0.00
	15s SCHLIITTERBAHN / 15s SCHLIITTERBAHN				07/23/14 11:56 PM 15	\$0.00
22	MTWThF	3	National Agency-Sales	Commercial	07:00:00-10:00:00	\$58.00
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u> <u>TIME</u> <u>LEN</u> <u>MG</u> <u>RATE</u>	
	SOPTRLC30E / SOPTRLC30E				07/21/14 07:57 AM 30	\$58.00
	SOPTRLC30E / SOPTRLC30E				07/22/14 09:32 AM 30	\$58.00
	SOPTRLC30E / SOPTRLC30E				07/23/14 09:30 AM 30	\$58.00
23	MTWThF	5	National Agency-Sales	Commercial	10:00:00-14:00:00	\$35.00
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u> <u>TIME</u> <u>LEN</u> <u>MG</u> <u>RATE</u>	
	SOPTRLC30E / SOPTRLC30E				07/21/14 10:25 AM 30	\$35.00
	SOPTRLC30E / SOPTRLC30E				07/21/14 11:21 AM 30	\$35.00
	SOPTRLC30E / SOPTRLC30E				07/22/14 12:52 PM 30	\$35.00
	SOPTRLC30E / SOPTRLC30E				07/23/14 11:52 AM 30	\$35.00
	SOPTRLC30E / SOPTRLC30E				07/24/14 10:55 AM 30	\$35.00
24	MTWThF	2	National Agency-Sales	Commercial	14:00:00-18:00:00	\$48.00
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u> <u>TIME</u> <u>LEN</u> <u>MG</u> <u>RATE</u>	
	SOPTRLC30E / SOPTRLC30E				07/21/14 04:29 PM 30	\$48.00
	SOPTRLC30E / SOPTRLC30E				07/22/14 05:43 PM 30	\$48.00
25	MTWThF	3	National Agency-Sales	Commercial	18:00:00-22:00:00	\$27.00
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u> <u>TIME</u> <u>LEN</u> <u>MG</u> <u>RATE</u>	
	SOPTRLC30E / SOPTRLC30E				07/22/14 07:53 PM 30	\$27.00
	SOPTRLC30E / SOPTRLC30E				07/23/14 09:54 PM 30	\$27.00
	SOPTRLC30E / SOPTRLC30E				07/25/14 08:59 PM 30	\$27.00
26	MTWThF	4	National Agency-Sales	Commercial	11:00:00-18:00:00	\$20.00
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u> <u>TIME</u> <u>LEN</u> <u>MG</u> <u>RATE</u>	
	SOPTRLC30E / SOPTRLC30E				07/21/14 11:25 AM 30	\$20.00
	SOPTRLC30E / SOPTRLC30E				07/22/14 03:26 PM 30	\$20.00
	SOPTRLC30E / SOPTRLC30E				07/24/14 02:03 PM 30	\$20.00
	SOPTRLC30E / SOPTRLC30E				07/25/14 12:00 PM 30	\$20.00

Totals for Station: KBFM-FM No. of Spots/Misc: 42/0 Gross Amt: \$1,212.00

Invoice: **118145**

Advertiser: **South Padre Island C & V Burea**

Totals for Market:	McAllen TX	No. of Spots/Misc: 42/0	Gross Amt:	\$1,212.00
<hr/>				
Totals for Invoice:		No. of Spots/Misc: 42/0	Gross Amt:	\$1,212.00

McAllen/Brownsville, TX
KBFM-FM, KTEX-FM, KQXX-FM, KVNS-AM
KHKZ-FM

Invoice No: 088-118146

Lori Stuart - Accounts Receivable
Remit To: Clear Channel Broadcasting Inc.
P.O. Box 847413
Dallas, TX 75284-7413
Phone: (956) 973-9202

ELECTRONIC INVOICE COPY

Machete Creative LLC

200 E Grayson St Ste 103
San Antonio, TX 78215-1268

Advertiser No.: 9814

South Padre Island C & V Burea

Order: 84018

Invoice Date: 07/27/2014

Co-op: No

Payment Due: 08/26/2014

AE: CCRS DALLAS

Billing Type: Broadcast

Note 1: South Padre Island

Contract/Code #: 27193261

CPE na/na/na

Invoice Summary:

No. of Spots/Misc:	40/0
Gross Spot Billing:	\$1,380.00
Agency Commission:	\$207.00
Net Spot Billing:	\$1,173.00

This invoice is in accordance with the official log and the announcements/programs indicated below were aired on the dates and the times shown. Per your advertising agreement, the actual times may have run within 10 minutes of the scheduled time.

Invoice: 118146

Advertiser: South Padre Island C & V Burea

Market: McAllen TX		Station: KTEX-FM							
Order Line	Days	By Week	Revenue Type	Ordered	Bind To			Rate	
15	MTWThF	2	National Agency-Sales	Commercial	07:00:00-10:00:00			\$60.00	
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u>	<u>RATE</u>
					07/16/14	07:49 AM	30		\$60.00
					07/16/14	08:51 AM	30		\$60.00
					07/21/14	07:50 AM	30		\$60.00
					07/22/14	09:57 AM	30		\$60.00
16	MTWThF	3	National Agency-Sales	Commercial	10:00:00-14:00:00			\$48.00	
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u>	<u>RATE</u>
					07/17/14	10:54 AM	30		\$48.00
					07/18/14	11:19 AM	30		\$48.00
					07/18/14	12:20 PM	30		\$48.00
					07/21/14	10:22 AM	30		\$48.00
					07/22/14	12:49 PM	30		\$48.00
					07/23/14	12:18 PM	30		\$48.00
17	MTWThF	4	National Agency-Sales	Commercial	14:00:00-18:00:00			\$60.00	
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u>	<u>RATE</u>
					07/15/14	03:19 PM	30		\$60.00
					07/17/14	03:19 PM	30		\$60.00
					07/17/14	04:52 PM	30		\$60.00
					07/18/14	05:55 PM	30		\$60.00
					07/21/14	02:45 PM	30		\$60.00
					07/22/14	04:19 PM	30		\$60.00
					07/23/14	03:22 PM	30		\$60.00
					07/24/14	03:18 PM	30		\$60.00
18	MTWThF	3	National Agency-Sales	Commercial	18:00:00-22:00:00			\$22.00	
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u>	<u>RATE</u>
					07/15/14	08:49 PM	30		\$22.00
					07/16/14	09:17 PM	30		\$22.00
					07/17/14	09:18 PM	30		\$22.00
					07/21/14	08:16 PM	30		\$22.00
					07/22/14	09:17 PM	30		\$22.00
					07/23/14	09:20 PM	30		\$22.00
19	S	4	National Agency-Sales	Commercial	11:00:00-18:00:00			\$30.00	
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u>	<u>RATE</u>
					07/19/14	11:27 AM	30		\$30.00
					07/19/14	04:46 PM	30		\$30.00

Invoice: 118146

Advertiser: South Padre Island C & V Burea

Market: McAllen TX		Station: KTEX-FM							
Order Line	Days	By Week	Revenue Type	Ordered	Blind To		Rate		
					07/19/14	05:21 PM	\$30.00		
					07/19/14	05:50 PM	\$30.00		
					07/26/14	02:52 PM	\$30.00		
					07/26/14	03:48 PM	\$30.00		
					07/26/14	04:54 PM	\$30.00		
					07/26/14	05:52 PM	\$30.00		
20	TWThFSSn	1	National Agency-Sales	Commercial	06:00:00-23:59:00		\$0.00		
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u>	<u>RATE</u>
					07/15/14	09:46 PM	30	\$0.00	
					07/23/14	10:19 PM	30	\$0.00	
21	MTWThFSSn	3	National Agency-Sales	Commercial	06:00:00-23:59:00		\$0.00		
	<u>ISCI / SPOT TITLE</u>				<u>DATE</u>	<u>TIME</u>	<u>LEN</u>	<u>MG</u>	<u>RATE</u>
	15s SPI / 15s SPI				07/15/14	10:17 PM	15	\$0.00	
	15s SCHLITTERBAHN / 15s SCHLITTERBAHN				07/16/14	10:14 PM	15	\$0.00	
	15s SPI / 15s SPI				07/17/14	10:22 PM	15	\$0.00	
	15s SCHLITTERBAHN / 15s SCHLITTERBAHN				07/25/14	09:49 PM	15	\$0.00	
	15s SPI / 15s SPI				07/26/14	06:51 PM	15	\$0.00	
	15s SCHLITTERBAHN / 15s SCHLITTERBAHN				07/27/14	09:58 PM	15	\$0.00	
Totals for Station:		KTEX-FM	No. of Spots/Misc: 40/0		Gross Amt:		\$1,380.00		
Totals for Market:		McAllen TX	No. of Spots/Misc: 40/0		Gross Amt:		\$1,380.00		
Totals for Invoice:			No. of Spots/Misc: 40/0		Gross Amt:		\$1,380.00		

INVOICE



Invoice #: IN-MC1-1140740941
Invoice Date: 07/27/2014
Contract #: 50273
Page: 1
Net Amount: \$958.80

Agency: MACHETE ADVERTISING
 200 E GRAYSON ST STE 103
 SAN ANTONIO, TX 78209

Station(s): KBTQ-FM

Advertiser: S PADRE ISLAND C&V BUREAU (A)
Product: Branding
Estimate #: SPI/CVB/2013
Agency Client Code: SPI
Buyer Name: MELISSA BLACK

Salesperson(s): URNS URNS-SAN ANTONIO

Terms:

Day	Date	Time	Ln	Length	Product	ISCI	Rate
MON	07/14/14	06:09a	76	30	SOPSBAP30S	SOPSBAP30S	\$0.00
MON	07/14/14	10:13a	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00
MON	07/14/14	11:12a	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00
MON	07/14/14	04:41p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
MON	07/14/14	06:40p	75	30	SOPSBAP30S	SOPSBAP30S	\$17.00
MON	07/14/14	07:42p	78	30	SOPSBAP30S	SOPSBAP30S	\$0.00
TUE	07/15/14	06:10a	76	30	SOPSBAP30S	SOPSBAP30S	\$0.00
TUE	07/15/14	12:11p	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00
TUE	07/15/14	01:12p	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00
TUE	07/15/14	03:41p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
TUE	07/15/14	05:40p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
TUE	07/15/14	07:41p	75	30	SOPSBAP30S	SOPSBAP30S	\$17.00
WED	07/16/14	07:45a	76	30	SOPSBAP30S	SOPSBAP30S	\$0.00
WED	07/16/14	11:44a	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00
WED	07/16/14	12:39p	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00
WED	07/16/14	02:41p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
WED	07/16/14	05:44p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
WED	07/16/14	09:41p	75	30	SOPSBAP30S	SOPSBAP30S	\$17.00
WED	07/16/14	10:41p	78	30	SOPSBAP30S	SOPSBAP30S	\$0.00
THU	07/17/14	06:13a	76	30	SOPSBAP30S	SOPSBAP30S	\$0.00
THU	07/17/14	10:10a	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00
THU	07/17/14	02:45p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
THU	07/17/14	03:12p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
THU	07/17/14	08:40p	75	30	SOPSBAP30S	SOPSBAP30S	\$17.00
FRI	07/18/14	07:15a	76	30	SOPSBAP30S	SOPSBAP30S	\$0.00
FRI	07/18/14	01:40p	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00
FRI	07/18/14	04:41p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
FRI	07/18/14	09:12p	75	30	SOPSBAP30S	SOPSBAP30S	\$17.00
SAT	07/19/14	10:10a	77	30	SOPSBAP30S	SOPSBAP30S	\$21.00
SAT	07/19/14	05:41p	77	30	SOPSBAP30S	SOPSBAP30S	\$21.00
SAT	07/19/14	06:41p	77	30	SOPSBAP30S	SOPSBAP30S	\$21.00
MON	07/21/14	06:44a	76	30	SOPSBAP30S	SOPSBAP30S	\$0.00
MON	07/21/14	01:45p	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00

INVOICE



Invoice #: IN-MC1-1140740941
Invoice Date: 07/27/2014
Contract #: 50273
Page: 2
Net Amount: \$958.80

Day	Date	Time	Ln	Length	Product	ISCI	Rate
MON	07/21/14	02:10p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
MON	07/21/14	06:41p	75	30	SOPSBAP30S	SOPSBAP30S	\$17.00
MON	07/21/14	09:11p	78	30	SOPSBAP30S	SOPSBAP30S	\$0.00
TUE	07/22/14	08:43a	76	30	SOPSBAP30S	SOPSBAP30S	\$0.00
TUE	07/22/14	10:43a	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00
TUE	07/22/14	11:11a	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00
TUE	07/22/14	04:11p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
TUE	07/22/14	07:42p	75	30	SOPSBAP30S	SOPSBAP30S	\$17.00
TUE	07/22/14	08:43p	78	30	SOPSBAP30S	SOPSBAP30S	\$0.00
WED	07/23/14	06:14a	76	30	SOPSBAP30S	SOPSBAP30S	\$0.00
WED	07/23/14	12:42p	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00
WED	07/23/14	01:10p	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00
WED	07/23/14	03:12p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
WED	07/23/14	05:12p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
WED	07/23/14	08:08p	75	30	SOPSBAP30S	SOPSBAP30S	\$17.00
THU	07/24/14	06:13a	76	30	SOPSBAP30S	SOPSBAP30S	\$0.00
THU	07/24/14	10:11a	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00
THU	07/24/14	11:41a	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00
THU	07/24/14	04:44p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
THU	07/24/14	05:11p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
THU	07/24/14	08:09p	75	30	SOPSBAP30S	SOPSBAP30S	\$17.00
FRI	07/25/14	06:45a	76	30	SOPSBAP30S	SOPSBAP30S	\$0.00
FRI	07/25/14	12:41p	73	30	SOPSBAP30S	SOPSBAP30S	\$28.00
FRI	07/25/14	02:12p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
FRI	07/25/14	03:41p	74	30	SOPSBAP30S	SOPSBAP30S	\$24.00
FRI	07/25/14	07:14p	75	30	SOPSBAP30S	SOPSBAP30S	\$17.00
SAT	07/26/14	11:43a	77	30	SOPSBAP30S	SOPSBAP30S	\$21.00
SAT	07/26/14	12:43p	77	30	SOPSBAP30S	SOPSBAP30S	\$21.00
SAT	07/26/14	04:11p	77	30	SOPSBAP30S	SOPSBAP30S	\$21.00

Remit To:
 UNIVISION RECEIVABLES CO. LLC
 PO BOX 460708
 HOUSTON, TX 77056

Invoice Totals

Total Spots: 62
 Gross Amount: \$1,128.00
 Agency Commission: (\$169.20)
 Net Amount: \$958.80

DUE ON RECEIPT

THIS RADIO STATION WARRANTS THAT THE PROGRAM/ANNOUNCEMENTS INDICATED ABOVE WERE BROADCAST IN ACCORDANCE WITH OFFICIAL STATION LOG. ALL TIMES ARE APPROXIMATE WITHIN 15 MINUTES AND ARE WITHIN THE TIME CLASSIFICATION ORDERED
 TIN: 88-0352267

Univision and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made part of a particular contract, is hereby rejected.

Univision is committed to protecting our natural resources. To subscribe to electronic invoicing please email umendez@univisionradio.com.

Copy of Electronic Invoice



INVOICE

Invoice #:	IN-MC1-1140740941
Invoice Date:	07/27/2014
Contract #:	50273
Page:	2
Net Amount:	\$958.80

INVOICE



KGBT-FM/KBTQ-FM/KOBT-AM
200 S. 10th St. Suite 600
McAllen, Tx 78501
Phone: (956) 631-5499; Fax: (956) 631-0090

Invoice #: CC-MC3-1140723955
Invoice Date: 07/27/2014
Contract #: 47547
Page: 1
Net Amount: \$952.00

Agency: MACHETE ADVERTISING
 200 E GRAYSON ST STE 103
 SAN ANTONIO, TX 78209

Station(s): KGBT-FM

Advertiser: S PADRE ISLAND C&V BUREAU (A)
Product: Branding
Estimate #: SPI/CVB/2013
Agency Client Code: SPI
Buyer Name: MELISSA BLACK

Salesperson(s): URNS URNS-SAN ANTONIO

Terms:

Day	Date	Time	Ln	Length	Product	ISCI	Rate
MON	07/14/14	10:33a	76	10	Branding	10 SEC SCHLITTERBAHN	\$0.00
MON	07/14/14	01:14p	73	30	SOPSBAP30S	SOPSBAP30S	\$45.00
MON	07/14/14	04:13p	74	30	DJ ENDORSEMENT	DJ ENDORSEMENT	\$45.00
DJ ENDORSEMENT; KGBT-FM LIVE ENDORSEMENT							
MON	07/14/14	06:17p	75	30	SOPSBAP30S	SOPSBAP30S	\$20.00
TUE	07/15/14	10:34a	76	10	Branding	10 SEC SPI	\$0.00
TUE	07/15/14	01:15p	77	30	SOPSBAP30S	SOPSBAP30S	\$0.00
TUE	07/15/14	03:44p	74	30	DJ ENDORSEMENT	DJ ENDORSEMENT	\$45.00
DJ ENDORSEMENT; KGBT-FM LIVE ENDORSEMENT							
WED	07/16/14	06:47a	77	30	SOPSBAP30S	SOPSBAP30S	\$0.00
WED	07/16/14	10:31a	73	30	SOPSBAP30S	SOPSBAP30S	\$45.00
WED	07/16/14	11:45a	73	30	SOPSBAP30S	SOPSBAP30S	\$45.00
WED	07/16/14	12:43p	73	30	SOPSBAP30S	SOPSBAP30S	\$45.00
WED	07/16/14	02:38p	74	30	DJ ENDORSEMENT	DJ ENDORSEMENT	\$45.00
DJ ENDORSEMENT; KGBT-FM LIVE ENDORSEMENT							
WED	07/16/14	09:44p	75	30	SOPSBAP30S	SOPSBAP30S	\$20.00
THU	07/17/14	03:20p	74	30	DJ ENDORSEMENT	DJ ENDORSEMENT	\$45.00
DJ ENDORSEMENT; KGBT-FM LIVE ENDORSEMENT							
THU	07/17/14	09:16p	75	30	SOPSBAP30S	SOPSBAP30S	\$20.00
SAT	07/19/14	01:45p	78	30	SOPSBAP30S	SOPSBAP30S	\$35.00
SAT	07/19/14	02:16p	78	30	SOPSBAP30S	SOPSBAP30S	\$35.00
SAT	07/19/14	03:13p	78	30	SOPSBAP30S	SOPSBAP30S	\$35.00
SAT	07/19/14	04:47p	78	30	SOPSBAP30S	SOPSBAP30S	\$35.00
MON	07/21/14	07:35a	76	10	Branding	10 SEC SCHLITTERBAHN	\$0.00
MON	07/21/14	08:28a	76	10	Branding	10 SEC SPI	\$0.00
MON	07/21/14	10:30a	73	30	SOPSBAP30S	SOPSBAP30S	\$45.00
MON	07/21/14	12:43p	73	30	SOPSBAP30S	SOPSBAP30S	\$45.00
MON	07/21/14	01:16p	73	30	SOPSBAP30S	SOPSBAP30S	\$45.00
MON	07/21/14	02:11p	74	30	DJ ENDORSEMENT	DJ ENDORSEMENT	\$45.00
DJ ENDORSEMENT; KGBT-FM LIVE ENDORSEMENT							
MON	07/21/14	03:18p	76	10	Branding	10 SEC SCHLITTERBAHN	\$0.00
MON	07/21/14	08:15p	75	30	SOPSBAP30S	SOPSBAP30S	\$20.00
TUE	07/22/14	07:36a	76	10	Branding	10 SEC SPI	\$0.00

INVOICE



KGBT-FM/KBTQ-FM/KGBT-AM
200 S. 10th St. Suite 600
McAllen, Tx 78501
Phone: (956) 631-6499; Fax: (956) 631-0090

Invoice #: CC-MC3-1140723955
Invoice Date: 07/27/2014
Contract #: 47547
Page: 2
Net Amount: \$952.00

Day	Date	Time	Ln	Length	Product	ISCI	Rate
TUE	07/22/14	09:56a	77	30	SOPSBAP30S	SOPSBAP30S	\$0.00
TUE	07/22/14	12:45p	73	30	SOPSBAP30S	SOPSBAP30S	\$45.00
TUE	07/22/14	04:47p	74	30	DJ ENDORSEMENT	DJ ENDORSEMENT	\$45.00
DJ ENDORSEMENT; KGBT-FM LIVE ENDORSEMENT							
TUE	07/22/14	06:15p	75	30	SOPSBAP30S	SOPSBAP30S	\$20.00
WED	07/23/14	04:48p	76	10	Branding	10 SEC SCHLITTERBAHN	\$0.00
WED	07/23/14	05:18p	74	30	DJ ENDORSEMENT	DJ ENDORSEMENT	\$45.00
DJ ENDORSEMENT; KGBT-FM LIVE ENDORSEMENT							
THU	07/24/14	03:18p	74	30	DJ ENDORSEMENT	DJ ENDORSEMENT	\$45.00
DJ ENDORSEMENT; KGBT-FM LIVE ENDORSEMENT							
FRI	07/25/14	07:15p	75	30	SOPSBAP30S	SOPSBAP30S	\$20.00
SAT	07/26/14	08:42a	77	30	SOPSBAP30S	SOPSBAP30S	\$0.00
SAT	07/26/14	02:13p	78	30	SOPSBAP30S	SOPSBAP30S	\$35.00
SAT	07/26/14	03:46p	78	30	SOPSBAP30S	SOPSBAP30S	\$35.00
SAT	07/26/14	04:17p	78	30	SOPSBAP30S	SOPSBAP30S	\$35.00
SAT	07/26/14	05:45p	78	30	SOPSBAP30S	SOPSBAP30S	\$35.00

Remit To:
 UNIVISION RECEIVABLES CO. LLC
 PO BOX 460708
 HOUSTON, TX 77056

Invoice Totals
 Total Spots: 41
 Gross Amount: \$1,120.00
 Agency Commission: (\$168.00)
 Net Amount: \$952.00

DUE ON RECEIPT

THIS RADIO STATION WARRANTS THAT THE PROGRAM/ANNOUNCEMENTS INDICATED ABOVE WERE BROADCAST IN ACCORDANCE WITH OFFICIAL STATION LOG. ALL TIMES ARE APPROXIMATE WITHIN 15 MINUTES AND ARE WITHIN THE TIME CLASSIFICATION ORDERED
 TIN: 88-0352267

Univision and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made part of a particular contract, is hereby rejected.

Univision is committed to protecting our natural resources. To subscribe to electronic invoicing please email umendez@univisionradio.com.

Copy of Electronic Invoice

INVOICE



KGBT-FM/KBTQ-FM/KGBT-AM
200 S. 10th St. Suite 600
McAllen, Tx 78501
Phone: (956) 631-8499; Fax: (956) 631-0090

Invoice #: CC-MC3-1140723956
Invoice Date: 07/27/2014
Contract #: 47547
Page: 1
Net Amount: \$150.02

Agency: **MACHETE ADVERTISING**
200 E GRAYSON ST STE 103
SAN ANTONIO, TX 78209

Station(s): **KGBT-FM**

Advertiser: **S PADRE ISLAND C&V BUREAU (A)**
Product: **Branding**
Estimate #: **SPI/CVB/2013**
Agency Client Code: **SPI**
Buyer Name: **MELISSA BLACK**

Salesperson(s): **URNS URNS-SAN ANTONIO**

Terms:

Date	Ln	Ordered Ln Dates	Quantity	Rate	Amount	Line Remark
07/25/14	13	07/14/14 - 07/25/14	10 @	\$17.65	\$176.50	

Remit To:
UNIVISION RECEIVABLES CO. LLC
PO BOX 460708
HOUSTON, TX 77056

Invoice Totals
Gross Amount: \$176.50
Agency Commission: (\$26.48)
Net Amount: \$150.02

DUE ON RECEIPT

THIS RADIO STATION WARRANTS THAT THE PROGRAM/ANNOUNCEMENTS INDICATED ABOVE WERE BROADCAST IN ACCORDANCE WITH OFFICIAL STATION LOG. ALL TIMES ARE APPROXIMATE WITHIN 15 MINUTES AND ARE WITHIN THE TIME CLASSIFICATION ORDERED
TIN: 88-0352267

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Univision is committed to protecting our natural resources. To subscribe to electronic invoicing please email umendez@univisionradio.com.

Copy of Electronic Invoice

INVOICE



Invoice #: **IN-XA-1140720088**
 Invoice Date: **07/27/2014**
 Contract #: **1917054975**
 Page: **1**
 Net Amount: **\$1,232.50**

Agency: **Machete Creative**
200 E Grayson
Suite 103
San Antonio, TX 78215

Station(s): **XAVO-FM**

Advertiser: **SPI Convention & Visitor (A)**
 Product: **SPI Spot Schedule**
 Estimate #:
 Agency Client Code:
 Buyer Name:

Salesperson(s): **MELLIE GARCIA**
 Terms: **Payment Due Upon Receipt**

Day	Date	Time	Product	ISCI	Rate
Ln 8	11/11/13 - 09/28/14 7:00AM-10:00AM 3/WK @ \$55.00 T-Th Length: 30				
TUE	07/15/14	09:30a	SOPSBAP30S	SOPSBAP30S	\$55.00
WED	07/16/14	08:28a	SOPSBAP30S	SOPSBAP30S	\$55.00
THU	07/17/14	07:43a	SOPSBAP30S	SOPSBAP30S	\$55.00
TUE	07/22/14	09:48a	SOPSBAP30S	SOPSBAP30S	\$55.00
WED	07/23/14	08:42a	SOPSBAP30S	SOPSBAP30S	\$55.00
THU	07/24/14	07:48a	SOPSBAP30S	SOPSBAP30S	\$55.00
Ln 9	11/11/13 - 09/28/14 10:00AM-2:00PM 3/WK @ \$50.00 W-F Length: 30				
WED	07/16/14	12:29p	SOPSBAP30S	SOPSBAP30S	\$50.00
THU	07/17/14	12:46p	SOPSBAP30S	SOPSBAP30S	\$50.00
FRI	07/18/14	10:43a	SOPSBAP30S	SOPSBAP30S	\$50.00
WED	07/23/14	01:44p	SOPSBAP30S	SOPSBAP30S	\$50.00
THU	07/24/14	11:31a	SOPSBAP30S	SOPSBAP30S	\$50.00
FRI	07/25/14	10:46a	SOPSBAP30S	SOPSBAP30S	\$50.00
Ln 10	11/11/13 - 09/28/14 2:00PM-6:00PM 3/WK @ \$55.00 T-Th Length: 30				
TUE	07/15/14	03:44p	SOPSBAP30S	SOPSBAP30S	\$55.00
WED	07/16/14	04:31p	SOPSBAP30S	SOPSBAP30S	\$55.00
THU	07/17/14	05:43p	SOPSBAP30S	SOPSBAP30S	\$55.00
TUE	07/22/14	05:46p	SOPSBAP30S	SOPSBAP30S	\$55.00
WED	07/23/14	03:44p	SOPSBAP30S	SOPSBAP30S	\$55.00
THU	07/24/14	02:28p	SOPSBAP30S	SOPSBAP30S	\$55.00
Ln 11	11/11/13 - 09/28/14 6:00PM-10:00PM 2/WK @ \$40.00 Th-F Length: 30				
THU	07/17/14	08:47p	SOPSBAP30S	SOPSBAP30S	\$40.00
FRI	07/18/14	09:46p	SOPSBAP30S	SOPSBAP30S	\$40.00
THU	07/24/14	07:26p	SOPSBAP30S	SOPSBAP30S	\$40.00
FRI	07/25/14	06:26p	SOPSBAP30S	SOPSBAP30S	\$40.00
Ln 12	11/11/13 - 09/28/14 11:00AM-6:00PM 3/WK @ \$55.00 S Length: 30				
SAT	07/19/14	02:48p	SOPSBAP30S	SOPSBAP30S	\$55.00
SAT	07/19/14	04:47p	SOPSBAP30S	SOPSBAP30S	\$55.00
SAT	07/19/14	05:47p	SOPSBAP30S	SOPSBAP30S	\$55.00
SAT	07/26/14	11:47a	SOPSBAP30S	SOPSBAP30S	\$55.00
SAT	07/26/14	01:32p	SOPSBAP30S	SOPSBAP30S	\$55.00
SAT	07/26/14	03:43p	SOPSBAP30S	SOPSBAP30S	\$55.00

INVOICE



Invoice #: **IN-XA-1140720088**
Invoice Date: 07/27/2014
Contract #: 1917054975
Page: 2
Net Amount: \$1,232.50

Day	Date	Time	Product	ISCI	Rate
Ln 13	11/11/13 - 09/28/14	7:00AM-11:00PM	5/WK @ \$0.00 M-F	Length: 10	
MON	07/14/14	08:50a	:10 Spanish SPI		\$0.00
TUE	07/15/14	07:43p	:10 Spanish Schlitterbahn		\$0.00
WED	07/16/14	10:48a	:10 Spanish SPI		\$0.00
THU	07/17/14	09:43a	:10 Spanish Schlitterbahn		\$0.00
FRI	07/18/14	08:48a	:10 Spanish SPI		\$0.00
MON	07/21/14	07:48a	:10 Spanish Schlitterbahn		\$0.00
TUE	07/22/14	07:44a	:10 Spanish SPI		\$0.00
WED	07/23/14	09:28a	:10 Spanish Schlitterbahn		\$0.00
THU	07/24/14	06:49p	:10 Spanish SPI		\$0.00
FRI	07/25/14	09:31a	:10 Spanish Schlitterbahn		\$0.00

Remit To:
MBM Texas Valley LLC
R Communications
1201 N. Jackson, Suite 900
McAllen, TX 78501

Invoice Totals
Total Spots: 38
Gross Amount: \$1,450.00
Agency Commission: (\$217.50)
Net Amount: \$1,232.50

Please Make Prompt Payment

PLEASE PROVIDE INVOICE NUMBER ON ALL PAYMENTS.
FOR BILLING INQUIRES CALL (956) 992-8895

Station is committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Station will not enter or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or station to discriminate in the sale or placement of advertising based on the race, gender, or programming format of a broadcast station or its owners.

MONTH: JULY 2014 - 850 Plan
MARKET: Multi-Market

<u>VENDOR</u>	<u>INVOICE NUMBER</u>	<u>GROSS</u>	<u>NET</u>
<u>Group</u>			
NTA Leadership	113988	\$5,700.00	\$4,845.00
Texas Highways	243038	\$4,175.25	\$3,548.96
TourTexas.com	244693	\$3,582.35	\$3,045.00
<u>Group</u>			
Time Warner	1056328	\$375.00	\$318.75
Time Warner	1056329	\$5,400.00	\$4,590.00
<u>Radio</u>			
KAMX-FM	271521-5	\$20.00	\$17.00
<u>Outdoor</u>			
Clear Channel Outdoor	66104886	\$9,211.76	\$7,830.00
Clear Channel Outdoor	58096058	\$10,588.24	\$9,000.00
<i>July Total</i>		\$39,052.60	\$33,194.71



101 Prosperous Place | Suite 350
Lexington, KY 40509

INVOICE

Date: 8/14/2014
Invoice #: 113988
Due Date: 9/14/2014

To:
Machete Inc.
Attn: Melissa Black
200 E Grayson
Suite 103
San Antonio, TX 78215

Description:	Amount:
--------------	---------

Client: South Padre Island Convention & Visitors Bureau

NTA Services, Inc. Advertising Agreement
2014 Trip Planner - Group
Full Page, 4C

Gross: \$ 5,700.00 USD
Agency Commission: \$ 855.00

Terms: Net 30 due by 9/14/2014 (past due subject to interest)
If paid after 9/14/2014

Amount Due: \$ 4,845.00 USD
Remit: \$ 4,990.35

*Thank you for your investment in NTA Services!
We appreciate your business and look forward to working with you again!*



EIN: 27- 4196082

REMITTANCE COPY

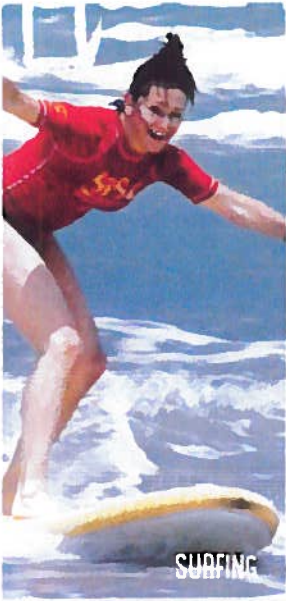
Machete Inc.
Attn: Melissa Black
200 E Grayson
Suite 103
San Antonio, TX 78215

Remit Payment To:

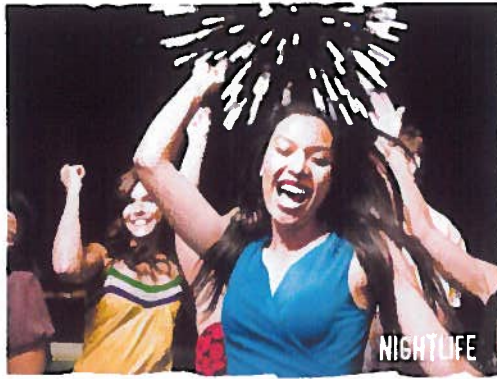
NTA Services, Inc
101 Prosperous Place | Suite 350
Lexington, KY 40509 USA

Invoice #: 113988
Invoice Date: 8/14/2014

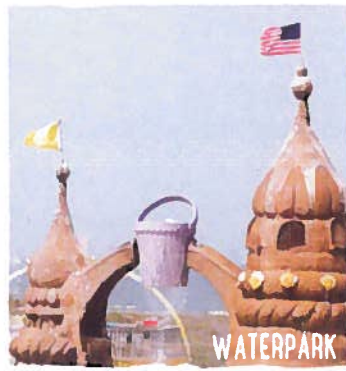
Due Date: 9/14/2014
Invoice Amount: \$ 4,845.00
Currency: US Dollar



SURFING



NIGHTLIFE



WATERPARK



BIRDING

the coast with
THE MOST:


South Padre
ISLAND



SAILING



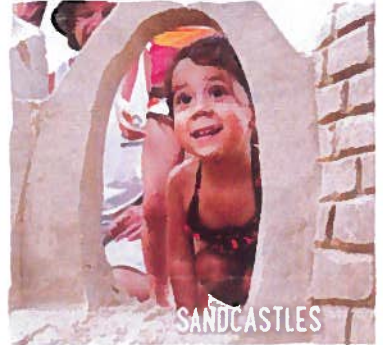
ECOTOURISM



FISHING



GOLFING



SANDCASTLES



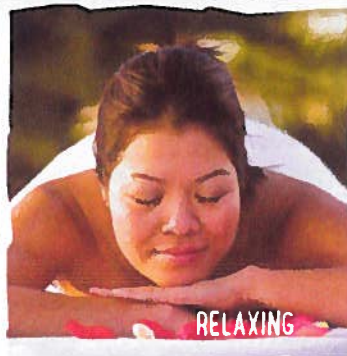
SCENIC BEACHES



HORSE RIDING



SCUBA DIVING



RELAXING



KITE BOARDING

**TOTALLY
BEACHIN'**

sopadre.com
800-767-2373



Texas Department of Transportation
 Attn: Accounts Receivable
 PO Box 141009
 Austin, TX 78714-1009



The TRAVEL MAGAZINE of TEXAS

INVOICE

May 7, 2014

Invoice #: 243038

Bill To:
 Melissa Black
 Machete Inc.
 200 E Grayson, Ste 103
 San Antonio, TX 78215

Please Remit To:
 Texas Department of Transportation
 Attn: Accounts Receivable
 PO Box 141009
 Austin, TX 78714-1009

Publication: **Texas Highways**
 Advertiser Name: **South Padre Island C.V.B.**

Order or P.O. #	Terms	Insertion ID	Issue Date
	30 Days	243038	6/1/2014

ITEM DESCRIPTION	AMOUNT
4 Color , 1/2 Page , Display	\$4,395.00
Agency Discount	(\$659.25)
TxDOT Discount	(\$186.79)

Ad Cost	\$4,395.00
Total Discounts	\$846.04
Total Additional Charges	\$0.00
Total	\$3,548.96
Payments	\$0.00
PAY THIS AMOUNT	\$3,548.96

For billing questions, please call Becky Gumm at (800) 383-7677

against the sit-down eateries, but at the boardwalk I usually want food with a little more get-up-and-go: something fried or on a stick, that doesn't come with a salad or grilled vegetables on the side. And Kemah delivers.

On a recent trip to Kemah, my brother and I came not for the rides and restaurants, but for the food stands along the boardwalk, which tempted us with carnival classics like pizza, snow cones, soft pretzels, and smoked turkey legs.

In the shadow of the 65-foot Ferris wheel and with stomachs growling, we weighed our options. But before we could decide between chili-cheese fries, buffalo chicken empanadas, or a foot-long corn dog, we found ourselves at the head of the line and made a quick call: We'd try a north-to-south taste-test of New York-style hot dogs and Tex-Mex hot dogs.

With our portable entrées in hand, we sat down at a nearby umbrella-covered picnic table. Lacking adult supervision,



THE KEMAH BOARDWALK

The Kemah Boardwalk is at 215 Kipp Ave. in Kemah, about 20 miles southeast of downtown Houston. See www.kemahboardwalk.com.

we put our elbows up on the wood plank tabletop and stuffed our faces. The New York dog, with its tangy sauerkraut and undulating garnish of spicy mustard, certainly satisfied, but we declared the Tex-Mex dog the winner, smothered in yellow ballpark cheese and topped with mild peppers, tomatoes, onions, and cilantro. But the game wasn't over yet.

Soon, a familiar aroma caught our attention amid the jumble of sweet and savory smells. It was the unmistakable aroma of deep-fried confectionery bliss, the delight known as the funnel cake.

As if the allure of fried batter dusted with powdered sugar wasn't enough, at Kemah they've taken this carnival

staple to new heights with a cherry *à la mode* version. "We call it the gourmet funnel cake," says Jacob Bigger, a boardwalk security staffer who knows his way around fried pastries. And so we ordered one.

Normally, two manly men such as my brother and I would have devoured a funnel cake in less than a minute. However, this occasion was to be savored. After all, a cherry *à la mode* funnel cake is the kind of delicious guilty pleasure that can leave a grown man unconcerned when the cherry topping conspicuously dribbles down his chin. Scooping my plastic fork in for the first bite, my knees weakened. The tart cherry-pie filling and creamy vanilla ice-cream proved the perfect foil to the still-warm, crispy fried dough.

After our last bite, we lined up for a thrilling ziplineride on the boardwalk's newest addition, the Iron Eagle, before calling it a day. ★

the coast with THE MOST South Padre ISLAND

TOTALLY BEACHIN' EVENTS

June
Great Texas Catamaran Race
Race to the Border Regatta

July
July 4th Fireworks
Beachcomber Art Show & Sale

sopadre.com
800-767-2373
Follow us on Facebook

TourTexas.com
25132 Oakhurst Dr.
Suite 201
Spring, TX 77386



INVOICE

5/6/2014

Invoice #: 244693

Bill To:
Melissa Black
Machete Inc.
200 E Grayson, Ste 103
San Antonio, TX 78215

Please Remit To:
TourTexas.com
25132 Oakhurst Dr.
Suite 201
Spring, TX 77386

Terms: 30 Days

ITEM DESCRIPTION	AMOUNT
Advertiser: South Padre Island C.V.B. Ad ID: 244693 6/1/2014 TourTexas.com - 4 Color , Platinum-TTIA , Web Display	\$2,500.00
Advertiser: South Padre Island C.V.B. Ad ID: 244694 6/1/2014 TourTexas.com - 4 Color , PDF Brochure , Web Display	\$250.00
Advertiser: South Padre Island C.V.B. Ad ID: 244695 6/1/2014 TourTexas.com - 4 Color , Video-Streaming , Web Display	\$295.00

COMMENTS:

Ad Cost	\$3,045.00
Total Discounts	\$0.00
Total Additional Charges	\$0.00
Total	\$3,045.00
Payments	\$0.00
PAY THIS AMOUNT	\$3,045.00

For billing questions, please call Becky Gumm at (800) 383-7677

TIME WARNER CABLE MEDIA
 Attn: Billing Questions
 26883 Network Place
 Chicago, IL 60673-1266
 877-286-7117

INVOICE
 Invoice Number: INV-1056328
 Invoice Post Date: 30-JUL-14
 Order Number: 11850433
 Page: 1 of 4
 Invoice Print Date: 31-JUL-14

BILL TO :
MACHETE CREATIVE
 Attn: Melissa Black
 200 E Grayson St Suite 103
 San Antonio, TX 78215
 (210)401-1064

AGENCY	AGENCY NO.	AE NAME	AE NO.	CUSTOMER	CUSTOMER NO.	BILLING CYCLE	MONTH
Machete Creative	103293	Montgomery, Claudia	CMONT	Town of South Padre Island	112934SAN	06-30-14 - 07-27-14	JULY

INVOICE SUMMARY SECTION

Line No.	Line Start	Line End	Time Period	Network	Reg/Ret	Syccode	No. of Spots Ordered	No. of Spots Alred	Spot Rate	Gross Total
								N	M	
Order No. : 11850433		Contract No. : 856462		PO No. : Digital		Package : N/A		Ext. Order : N/A		
Reference No. : N/A		Estimate No. : Digital		AE Name : Montgomery, Claudia		Product : N/A		Ext. Client : N/A		
41	06-30-14	07-06-14	UD: 00:00-23:29	TWCC	DISA	8867	1.00	1.00	\$93.75	\$93.75
42	07-07-14	07-13-14	UD: 00:00-23:29	TWCC	DISA	8867	1.00	1.00	\$93.75	\$93.75
43	07-14-14	07-20-14	UD: 00:00-23:29	TWCC	DISA	8867	1.00	1.00	\$93.75	\$93.75
44	07-21-14	07-27-14	UD: 00:00-23:29	TWCC	DISA	8867	1.00	1.00	\$93.75	\$93.75
Order # 11850433 Total :							4.00	4.00		\$375.00
Current Billing Cycle Totals :							4.00	4.00		\$375.00

TIME PERIOD DEFINITION: D=DAYPART, UD=USER DAYPART, P=PROGRAM, PG=PROGRAM GROUP, TV=TV PROGRAM.

TIME WARNER CABLE MEDIA
 Attn: Billing Questions
 26683 Network Place
 Chicago, IL 60673-1266
 877-286-7117

INVOICE
 Invoice Number: INV-1056328
 Invoice Post Date: 30-JUL-14
 Order Number: 11850433
 Page: 2 of 4
 Invoice Print Date: 31-JUL-14

AGENCY	AGENCY NO.	AE NAME	AE NO.	CUSTOMER	CUSTOMER NO.	BILLING CYCLE	MONTH
Machete Creative	103293	Montgomery, Claudia	CMONT	Town of South Padre Island	112934SAN	06-30-14 - 07-27-14	JULY

COMMERCIAL SUMMARY TOTALS

Spot ID	Spot Title	Retail Unit/Region(s)	Syscode(s)	Network(s)	Total Spots	Total Cost
10884311	SPL_-TWCT_30_E_Revised	DISA	8867	TWCC	4.00	\$375.00
Commercial Summary Totals :					4.00	\$375.00

TIME WARNER CABLE MEDIA
Attn: Billing Questions
 26683 Network Place
 Chicago, IL 60673-1266
 877-286-7117

INVOICE
Invoice Number: INV-1056328
Invoice Post Date: 30-JUL-14
Order Number: 11850433
Page: 3 of 4
Invoice Print Date: 31-JUL-14

AFFIDAVIT TIME CHARGES

Line	Spot Type	RU/Reg	Syscode	Description	Network	Date	Day	Time	Spot Title	Length	Charged
Order Number : 11850433											
41	N	DISA	8867	VOD SAN ANTONIO	TWCC	07-02-14	WED	8:00:00 am	SPL - TWCT_30_E_Revised	30	\$93.75
42	N	DISA	8867	VOD SAN ANTONIO	TWCC	07-12-14	SAT	9:00:00 pm	SPL - TWCT_30_E_Revised	30	\$93.75
43	N	DISA	8867	VOD SAN ANTONIO	TWCC	07-14-14	MON	10:00:00 am	SPL - TWCT_30_E_Revised	30	\$93.75
44	N	DISA	8867	VOD SAN ANTONIO	TWCC	07-23-14	WED	11:00:00 pm	SPL - TWCT_30_E_Revised	30	\$93.75
TWCC Totals :										4	\$375.00
DISA Retail Unit Totals :										4	\$375.00
Order # 11850433 Totals :										4	\$375.00
Affidavits Totals :										4	\$375.00

TIME WARNER CABLE MEDIA
Attn: Billing Questions
26683 Network Place
Chicago, IL 60673-1266
877-286-7117

INVOICE
Invoice Number: INV-1056328
Invoice Post Date: 30-JUL-14
Order Number: 11850433
Page: 4 of 4
Invoice Print Date: 31-JUL-14

BILL TO :
MACHETE CREATIVE
Attn: Melissa Black
200 E Grayson St Suite 103
San Antonio, TX 78215
(210)401-1064

AGENCY	AGENCY NO.	AE NAME	AE NO.	CUSTOMER	CUSTOMER NO.	BILLING CYCLE	MONTH
Machete Creative	103293	Montgomery, Claudia	CMONT	Town of South Padre Island	112934SAN	06-30-14 - 07-27-14	JULY

PLEASE KEEP THIS PAGE FOR YOUR RECORDS

Order Number	Invoice Notes
11850433	

AIRTIME TOTAL :	\$375.00
Agency Commission :	\$56.24
NET TOTAL :	\$318.76
BALANCE DUE :	\$318.76

PLEASE REMIT TO :
TIME WARNER CABLE MEDIA
Attn: Billing Questions
26683 Network Place
Chicago, IL 60673-1266
877-286-7117

We accept VISA, MC, DISC and AMEX at:
<https://eouthpayments.twcmedia.com>
Payment Terms: Net due in 30 days

TIME WARNER CABLE MEDIA
Attn: Billing Questions
26683 Network Place
Chicago, IL 60673-1266
877-286-7117

INVOICE
Invoice Number: INV-1056328
Invoice Post Date: 30-JUL-14
Order Number: 11850433
Page: REMITTANCE
Invoice Print Date: 31-JUL-14

BILL TO :
MACHETE CREATIVE
Attn: Melissa Black
200 E Grayson St Suite 103
San Antonio, TX 78215
(210)401-1064

AGENCY	AGENCY NO.	AE NAME	AE NO.	CUSTOMER	CUSTOMER NO.	BILLING CYCLE	MONTH
Machete Creative	103293	Montgomery, Claudia	CMONT	Town of South Padre Island	112934SAN	06-30-14 - 07-27-14	JULY

PLEASE RETURN THIS PAGE WITH YOUR REMITTANCE AND REFERENCE YOUR PAYMENT TO THE INVOICE NUMBER ABOVE

AIRTIME TOTAL :	\$375.00
Agency Commission :	\$56.24
NET TOTAL :	\$318.76
BALANCE DUE :	\$318.76

PLEASE REMIT TO :

TIME WARNER CABLE MEDIA
Attn: Billing Questions
26683 Network Place
Chicago, IL 60673-1266
877-286-7117

We accept VISA, MC, DISC and AMEX at:
<https://southpayments.twcmedia.com>
Payment Terms: Net due in 30 days

TIME WARNER CABLE MEDIA
 Attn: Billing Questions
 26683 Network Place
 Chicago, IL 60673-1266
 877-286-7117

INVOICE
 Invoice Number: INV-1056329
 Invoice Post Date: 30-JUL-14
 Order Number: 11847310
 Page: 1 of 6
 Invoice Print Date: 31-JUL-14

BILL TO:
MACHETE CREATIVE
 Attn: Melissa Black
 200 E Grayson St Suite 103
 San Antonio, TX 78215
 (210)401-1064

AGENCY	AGENCY NO.	AE NAME	AE NO.	CUSTOMER	CUSTOMER NO.	BILLING CYCLE	MONTH
Machete Creative	103293	Montgomery, Claudia	CMONT	Town of South Padre Island	112934SAN	06-30-14 - 07-27-14	JULY

INVOICE SUMMARY SECTION

Line No.	Line Start	Line End	Time Period	Network	Rep/Ret	Syscode	No. of Spots Ordered	No. of Spots Aired		Spot Rate	Gross Total
								N	M		
Order No. : 11847310		Contract No. : 852874		PO No. : TxSelect		Package : N/A		Ext. Order : N/A			
Reference No. : N/A		Estimate No. : N/A		AE Name : Montgomery, Claudia		Product : N/A		Ext. Client : N/A			
22	06-30-14	07-06-14	UD: 06:00-24:00	CMT	TREG	9686	10.00	10.00		\$25.00	\$250.00
48	06-30-14	07-06-14	UD: 10:00-20:00	DIY	TREG	9686	5.00	5.00		\$25.00	\$125.00
61	06-30-14	07-06-14	UD: 06:00-24:00	GOLF	TREG	9686	10.00	10.00		\$25.00	\$250.00
74	06-30-14	07-06-14	UD: 12:00-20:00	GOLF	TREG	9686	5.00	5.00		\$25.00	\$125.00
87	06-30-14	07-06-14	UD: 12:00-18:00	NGC	TREG	9686	11.00	11.00		\$20.00	\$220.00
113	06-30-14	07-06-14	UD: 11:00-18:00	NGC	TREG	9686	4.00	4.00		\$20.00	\$80.00
139	06-30-14	07-06-14	UD: 11:00-15:00	OXYG	TREG	9686	4.00	4.00		\$18.00	\$72.00
152	06-30-14	07-06-14	UD: 19:00-24:00	OXYG	TREG	9686	15.00	15.00		\$70.00	\$1050.00
165	06-30-14	07-06-14	UD: 09:00-14:00	OXYG	TREG	9686	5.00	5.00		\$20.00	\$100.00
204	06-30-14	07-06-14	UD: 12:00-18:00	WE	TREG	9686	10.00	10.00		\$20.00	\$200.00
217	06-30-14	07-06-14	UD: 20:00-22:00	CMT	TREG	9686	6.00	6.00		\$70.00	\$420.00
230	06-30-14	07-06-14	UD: 20:00-22:00	DIY	TREG	9686	10.00	10.00		\$70.00	\$700.00
243	06-30-14	07-06-14	UD: 18:00-22:00	NGC	TREG	9686	10.00	10.00		\$70.00	\$700.00
256	06-30-14	07-06-14	UD: 07:00-20:00	NGWD	TREG	9686	5.00	5.00		\$20.00	\$100.00
269	06-30-14	07-06-14	UD: 14:00-20:00	OXYG	TREG	9686	8.00	6.00		\$20.00	\$120.00
282	06-30-14	07-06-14	UD: 20:00-22:00	WE	TREG	9686	12.00	12.00		\$74.00	\$888.00
Order # 11847310 Total :							128.00	128.00			\$5400.00
Current Billing Cycle Totals :							128.00	128.00			\$5400.00

TIME PERIOD DEFINITION: D=DAYPART, UD=USER DAYPART, P=PROGRAM, PG=PROGRAM GROUP, TV=TV PROGRAM.

TIME WARNER CABLE MEDIA
Attn: Billing Questions
 26683 Network Place
 Chicago, IL 60673-1266
 877-286-7117

INVOICE

Invoice Number: INV-1056329
Invoice Post Date: 30-JUL-14
Order Number: 11847310
Page: 2 of 6
Invoice Print Date: 31-JUL-14

AGENCY	AGENCY NO.	AE NAME	AE NO.	CUSTOMER	CUSTOMER NO.	BILLING CYCLE	MONTH
Machete Creative	103293	Montgomery, Claudia	CMONT	Town of South Padre Island	112934SAN	06-30-14 - 07-27-14	JULY

COMMERCIAL SUMMARY TOTALS

Spot ID	Spot Title	Retail Unit/Region(s)	Syncode(s)	Network(s)	Total Spots	Total Cost
10897073	SPI_-TWC_SPI_TRAV_30E.mov	TREG	9886	CMT, DIY, GOLF, NGC, NGWD, OXYG, WE	128.00	\$5400.00
Commercial Summary Totals :					128.00	\$5400.00

TIME WARNER CABLE MEDIA
 Attn: Billing Questions
 26683 Network Place
 Chicago, IL 60673-1266
 877-286-7117

INVOICE
 Invoice Number: INV-1056329
 Invoice Post Date: 30-JUL-14
 Order Number: 11847310
 Page: 3 of 6
 Invoice Print Date: 31-JUL-14

AFFIDAVIT TIME CHARGES

Line	Spot Type	RU/Reg	Syscode	Description	Network	Date	Day	Time	Spot Title	Length	Charged
Order Number : 11847310											
22	N	TREG	9686	Texas Select Network	CMT	06-30-14	MON	9:10:18 am	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
22	N	TREG	9686	Texas Select Network	CMT	06-30-14	MON	6:45:49 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
217	N	TREG	9686	Texas Select Network	CMT	06-30-14	MON	9:21:16 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
22	N	TREG	9686	Texas Select Network	CMT	07-01-14	TUE	1:09:44 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
217	N	TREG	9686	Texas Select Network	CMT	07-01-14	TUE	9:15:28 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
22	N	TREG	9686	Texas Select Network	CMT	07-02-14	WED	6:13:57 am	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
22	N	TREG	9686	Texas Select Network	CMT	07-02-14	WED	3:17:38 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
217	N	TREG	9686	Texas Select Network	CMT	07-02-14	WED	8:48:15 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
217	N	TREG	9686	Texas Select Network	CMT	07-03-14	THU	8:52:52 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
22	N	TREG	9686	Texas Select Network	CMT	07-03-14	THU	10:55:34 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
22	N	TREG	9686	Texas Select Network	CMT	07-04-14	FRI	12:50:21 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
217	N	TREG	9686	Texas Select Network	CMT	07-04-14	FRI	8:54:52 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
22	N	TREG	9686	Texas Select Network	CMT	07-04-14	FRI	8:45:18 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
22	N	TREG	9686	Texas Select Network	CMT	07-05-14	SAT	10:08:59 am	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
22	N	TREG	9686	Texas Select Network	CMT	07-06-14	SUN	8:48:48 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
217	N	TREG	9686	Texas Select Network	CMT	07-06-14	SUN	9:45:40 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
CMT Totals :										16	\$670.00
48	N	TREG	9686	Texas Select Network	DIY	06-30-14	MON	3:45:58 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
230	N	TREG	9686	Texas Select Network	DIY	06-30-14	MON	9:48:33 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
48	N	TREG	9686	Texas Select Network	DIY	07-01-14	TUE	2:47:10 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
230	N	TREG	9686	Texas Select Network	DIY	07-01-14	TUE	8:19:52 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
230	N	TREG	9686	Texas Select Network	DIY	07-01-14	TUE	9:18:11 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
48	N	TREG	9686	Texas Select Network	DIY	07-02-14	WED	12:16:01 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
230	N	TREG	9686	Texas Select Network	DIY	07-02-14	WED	8:48:11 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
48	N	TREG	9686	Texas Select Network	DIY	07-03-14	THU	10:16:56 am	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
230	N	TREG	9686	Texas Select Network	DIY	07-03-14	THU	8:48:09 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
230	N	TREG	9686	Texas Select Network	DIY	07-03-14	THU	9:47:20 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
48	N	TREG	9686	Texas Select Network	DIY	07-04-14	FRI	12:17:16 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
230	N	TREG	9686	Texas Select Network	DIY	07-04-14	FRI	9:19:26 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
230	N	TREG	9686	Texas Select Network	DIY	07-05-14	SAT	8:48:57 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
230	N	TREG	9686	Texas Select Network	DIY	07-05-14	SAT	9:48:28 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
230	N	TREG	9686	Texas Select Network	DIY	07-06-14	SUN	9:19:12 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
DIY Totals :										15	\$825.00
61	N	TREG	9686	Texas Select Network	GOLF	06-30-14	MON	11:48:58 am	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
61	N	TREG	9686	Texas Select Network	GOLF	06-30-14	MON	10:19:31 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
61	N	TREG	9686	Texas Select Network	GOLF	07-01-14	TUE	6:42:04 am	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
61	N	TREG	9686	Texas Select Network	GOLF	07-02-14	WED	8:38:21 am	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
61	N	TREG	9686	Texas Select Network	GOLF	07-02-14	WED	5:44:24 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
61	N	TREG	9686	Texas Select Network	GOLF	07-03-14	THU	5:01:34 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
61	N	TREG	9686	Texas Select Network	GOLF	07-04-14	FRI	2:58:53 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
61	N	TREG	9686	Texas Select Network	GOLF	07-05-14	SAT	12:35:56 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
61	N	TREG	9686	Texas Select Network	GOLF	07-05-14	SAT	8:31:43 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
74	N	TREG	9686	Texas Select Network	GOLF	07-06-14	SUN	12:33:40 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
61	N	TREG	9686	Texas Select Network	GOLF	07-06-14	SUN	2:50:36 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
74	N	TREG	9686	Texas Select Network	GOLF	07-06-14	SUN	3:18:29 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
74	N	TREG	9686	Texas Select Network	GOLF	07-06-14	SUN	4:04:08 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
74	N	TREG	9686	Texas Select Network	GOLF	07-06-14	SUN	5:12:37 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
74	N	TREG	9686	Texas Select Network	GOLF	07-06-14	SUN	8:10:22 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$25.00
GOLF Totals :										15	\$375.00
87	N	TREG	9686	Texas Select Network	NGC	08-30-14	MON	5:23:07 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$20.00
243	N	TREG	9686	Texas Select Network	NGC	08-30-14	MON	7:44:37 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
243	N	TREG	9686	Texas Select Network	NGC	08-30-14	MON	9:44:09 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
87	N	TREG	9686	Texas Select Network	NGC	07-01-14	TUE	12:24:06 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$20.00
87	N	TREG	9686	Texas Select Network	NGC	07-01-14	TUE	3:24:05 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$20.00
243	N	TREG	9686	Texas Select Network	NGC	07-01-14	TUE	8:43:59 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
87	N	TREG	9686	Texas Select Network	NGC	07-02-14	WED	1:41:40 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$20.00
87	N	TREG	9686	Texas Select Network	NGC	07-02-14	WED	4:34:50 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$20.00
243	N	TREG	9686	Texas Select Network	NGC	07-02-14	WED	8:27:14 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
87	N	TREG	9686	Texas Select Network	NGC	07-03-14	THU	2:23:42 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$20.00
87	N	TREG	9686	Texas Select Network	NGC	07-03-14	THU	5:23:35 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$20.00
243	N	TREG	9686	Texas Select Network	NGC	07-03-14	THU	6:43:19 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
243	N	TREG	9686	Texas Select Network	NGC	07-03-14	THU	8:43:38 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
87	N	TREG	9686	Texas Select Network	NGC	07-04-14	FRI	2:43:00 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$20.00
87	N	TREG	9686	Texas Select Network	NGC	07-04-14	FRI	5:43:43 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$20.00
243	N	TREG	9686	Texas Select Network	NGC	07-04-14	FRI	8:43:46 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$70.00
113	N	TREG	9686	Texas Select Network	NGC	07-05-14	SAT	11:23:23 am	SPI - TWC SPI_TRAV_30E.mov	30	\$20.00
113	N	TREG	9686	Texas Select Network	NGC	07-05-14	SAT	12:44:32 pm	SPI - TWC SPI_TRAV_30E.mov	30	\$20.00

TIME WARNER CABLE MEDIA
 Attn: Billing Questions
 26683 Network Place
 Chicago, IL 60673-1266
 877-286-7117

INVOICE
Invoice Number: INV-1056329
Invoice Post Date: 30-JUL-14
Order Number: 11847310
Page: 4 of 6
Invoice Print Date: 31-JUL-14

AFFIDAVIT TIME CHARGES

Line	Spot Type	R/Reg	Synocode	Description	Network	Date	Day	Time	Spot Title	Length	Charged
Order Number : 11847310											
113	N	TREG	9686	Texas Select Network	NGC	07-05-14	SAT	2:21:40 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
87	N	TREG	9686	Texas Select Network	NGC	07-05-14	SAT	2:43:41 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
113	N	TREG	9686	Texas Select Network	NGC	07-05-14	SAT	4:22:43 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
243	N	TREG	9686	Texas Select Network	NGC	07-05-14	SAT	6:38:47 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
243	N	TREG	9686	Texas Select Network	NGC	07-05-14	SAT	8:41:01 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
87	N	TREG	9686	Texas Select Network	NGC	07-06-14	SUN	3:25:56 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
243	N	TREG	9686	Texas Select Network	NGC	07-06-14	SUN	6:41:12 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
NGC Totals :										25	\$1000.00
256	N	TREG	9686	Texas Select Network	NGWD	07-05-14	SAT	11:22:05 am	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
256	N	TREG	9686	Texas Select Network	NGWD	07-05-14	SAT	3:40:48 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
256	N	TREG	9686	Texas Select Network	NGWD	07-05-14	SAT	7:50:37 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
256	N	TREG	9686	Texas Select Network	NGWD	07-06-14	SUN	8:32:43 am	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
256	N	TREG	9686	Texas Select Network	NGWD	07-06-14	SUN	2:52:42 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
NGWD Totals :										5	\$100.00
152	N	TREG	9686	Texas Select Network	OXYG	06-30-14	MON	7:55:26 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
152	N	TREG	9686	Texas Select Network	OXYG	06-30-14	MON	10:30:12 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
152	N	TREG	9686	Texas Select Network	OXYG	07-01-14	TUE	9:23:32 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
152	N	TREG	9686	Texas Select Network	OXYG	07-01-14	TUE	11:42:30 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
152	N	TREG	9686	Texas Select Network	OXYG	07-02-14	WED	8:53:01 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
152	N	TREG	9686	Texas Select Network	OXYG	07-02-14	WED	10:15:21 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
152	N	TREG	9686	Texas Select Network	OXYG	07-02-14	WED	11:48:38 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
152	N	TREG	9686	Texas Select Network	OXYG	07-03-14	THU	8:14:41 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
152	N	TREG	9686	Texas Select Network	OXYG	07-03-14	THU	10:45:09 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
152	N	TREG	9686	Texas Select Network	OXYG	07-04-14	FRI	7:47:41 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
152	N	TREG	9686	Texas Select Network	OXYG	07-04-14	FRI	9:47:01 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
139	N	TREG	9686	Texas Select Network	OXYG	07-05-14	SAT	11:20:24 am	SPL_-TWC_SPL_TRAV_30E.mov	30	\$18.00
139	N	TREG	9686	Texas Select Network	OXYG	07-05-14	SAT	12:14:28 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$18.00
139	N	TREG	9686	Texas Select Network	OXYG	07-05-14	SAT	1:18:49 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$18.00
139	N	TREG	9686	Texas Select Network	OXYG	07-05-14	SAT	1:47:20 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$18.00
152	N	TREG	9686	Texas Select Network	OXYG	07-05-14	SAT	8:50:39 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
152	N	TREG	9686	Texas Select Network	OXYG	07-05-14	SAT	11:26:13 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
165	N	TREG	9686	Texas Select Network	OXYG	07-06-14	SUN	8:27:47 am	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
165	N	TREG	9686	Texas Select Network	OXYG	07-06-14	SUN	10:27:58 am	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
165	N	TREG	9686	Texas Select Network	OXYG	07-06-14	SUN	11:29:27 am	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
165	N	TREG	9686	Texas Select Network	OXYG	07-06-14	SUN	12:29:48 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
165	N	TREG	9686	Texas Select Network	OXYG	07-06-14	SUN	1:29:12 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
269	N	TREG	9686	Texas Select Network	OXYG	07-06-14	SUN	2:31:40 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
269	N	TREG	9686	Texas Select Network	OXYG	07-06-14	SUN	3:30:37 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
269	N	TREG	9686	Texas Select Network	OXYG	07-06-14	SUN	4:29:43 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
269	N	TREG	9686	Texas Select Network	OXYG	07-06-14	SUN	4:55:28 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
269	N	TREG	9686	Texas Select Network	OXYG	07-06-14	SUN	5:30:14 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
269	N	TREG	9686	Texas Select Network	OXYG	07-06-14	SUN	5:54:51 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
152	N	TREG	9686	Texas Select Network	OXYG	07-06-14	SUN	7:55:14 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
152	N	TREG	9686	Texas Select Network	OXYG	07-06-14	SUN	10:27:28 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$70.00
OXYG Totals :										30	\$1342.00
282	N	TREG	9686	Texas Select Network	WE	06-30-14	MON	8:59:24 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$74.00
282	N	TREG	9686	Texas Select Network	WE	07-01-14	TUE	8:18:52 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$74.00
282	N	TREG	9686	Texas Select Network	WE	07-01-14	TUE	9:18:32 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$74.00
282	N	TREG	9686	Texas Select Network	WE	07-02-14	WED	8:53:35 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$74.00
282	N	TREG	9686	Texas Select Network	WE	07-02-14	WED	9:46:33 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$74.00
282	N	TREG	9686	Texas Select Network	WE	07-03-14	THU	8:26:59 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$74.00
282	N	TREG	9686	Texas Select Network	WE	07-03-14	THU	9:27:18 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$74.00
282	N	TREG	9686	Texas Select Network	WE	07-04-14	FRI	8:23:45 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$74.00
282	N	TREG	9686	Texas Select Network	WE	07-04-14	FRI	9:25:27 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$74.00
204	N	TREG	9686	Texas Select Network	WE	07-05-14	SAT	12:43:52 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
204	N	TREG	9686	Texas Select Network	WE	07-05-14	SAT	1:45:31 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
204	N	TREG	9686	Texas Select Network	WE	07-05-14	SAT	3:16:02 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
204	N	TREG	9686	Texas Select Network	WE	07-05-14	SAT	4:46:57 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
204	N	TREG	9686	Texas Select Network	WE	07-05-14	SAT	5:16:53 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
282	N	TREG	9686	Texas Select Network	WE	07-05-14	SAT	8:13:55 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$74.00
282	N	TREG	9686	Texas Select Network	WE	07-05-14	SAT	8:33:36 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$74.00
204	N	TREG	9686	Texas Select Network	WE	07-06-14	SUN	12:15:25 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
204	N	TREG	9686	Texas Select Network	WE	07-06-14	SUN	1:16:01 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
204	N	TREG	9686	Texas Select Network	WE	07-06-14	SUN	2:18:45 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
204	N	TREG	9686	Texas Select Network	WE	07-06-14	SUN	3:57:30 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
204	N	TREG	9686	Texas Select Network	WE	07-06-14	SUN	4:58:07 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$20.00
282	N	TREG	9686	Texas Select Network	WE	07-06-14	SUN	9:58:33 pm	SPL_-TWC_SPL_TRAV_30E.mov	30	\$74.00

TIME WARNER CABLE MEDIA
 Attn: Billing Questions
 26683 Network Place
 Chicago, IL 60673-1266
 877-286-7117

INVOICE
 Invoice Number: INV-1056329
 Invoice Post Date: 30-JUL-14
 Order Number: 11847310
 Page: 5 of 6
 Invoice Print Date: 31-JUL-14

AFFIDAVIT TIME CHARGES

Line	Spot Type	RU/Reg	Syscode	Description	Network	Date	Day	Time	Spot Title	Length	Charged	
Order Number : 11847310												
										WE Totals :	22	\$1088.00
										TREG Region Totals :	128	\$5400.00
										Order # 11847310 Totals :	128	\$5400.00
										Affidavits Totals :	128	\$5400.00

TIME WARNER CABLE MEDIA
Attn: Billing Questions
26683 Network Place
Chicago, IL 60673-1266
877-286-7117

INVOICE
Invoice Number: INV-1056329
Invoice Post Date: 30-JUL-14
Order Number: 11847310
Page: 6 of 6
Invoice Print Date: 31-JUL-14

BILL TO :
MACHETE CREATIVE
Attn: Melissa Black
200 E Grayson St Suite 103
San Antonio, TX 78215
(210)401-1064

AGENCY	AGENCY NO.	AE NAME	AE NO.	CUSTOMER	CUSTOMER NO.	BILLING CYCLE	MONTH
Machete Creative	103293	Montgomery, Claudia	CMONT	Town of South Padre Island	112934SAN	06-30-14 - 07-27-14	JULY

PLEASE KEEP THIS PAGE FOR YOUR RECORDS

Order Number	Invoice Notes
11847310	

AIRTIME TOTAL :	\$5400.00
Agency Commission :	\$810.00
NET TOTAL :	\$4590.00
BALANCE DUE :	\$4590.00

PLEASE REMIT TO :

TIME WARNER CABLE MEDIA
Attn: Billing Questions
26683 Network Place
Chicago, IL 60673-1266
877-286-7117

We accept VISA, MC, DISC and AMEX at:
<https://southpayments.twcmedia.com>
Payment Terms: Net due in 30 days

TIME WARNER CABLE MEDIA
Attn: Billing Questions
26683 Network Place
Chicago, IL 60673-1266
877-286-7117

INVOICE
Invoice Number: INV-1056329
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Page: REMITTANCE
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BILL TO :
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Attn: Melissa Black
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AGENCY	AGENCY NO.	AE NAME	AE NO.	CUSTOMER	CUSTOMER NO.	BILLING CYCLE	MONTH
Machete Creative	103293	Montgomery, Claudia	CMONT	Town of South Padre Island	112934SAN	06-30-14 - 07-27-14	JULY

PLEASE RETURN THIS PAGE WITH YOUR REMITTANCE AND REFERENCE YOUR PAYMENT TO THE INVOICE NUMBER ABOVE

AIRTIME TOTAL :	\$5400.00
Agency Commission :	\$810.00
NET TOTAL :	\$4590.00
BALANCE DUE :	\$4590.00

PLEASE REMIT TO :

TIME WARNER CABLE MEDIA
Attn: Billing Questions
26683 Network Place
Chicago, IL 60673-1266
877-286-7117

We accept VISA, MC, DISC and AMEX at:
<https://southpayments.twcmedia.com>
Payment Terms: Net due in 30 days

INVOICE



KAMX-FM
 4301 Westbank Dr
 Escalade B, 3rd Floor
 Austin, TX 78746
 Main: (512) 327-9595
 Billing: (512) 329-6253

www.mix947.com

Billing Address:

Machete Inc
 Attention: Accounts Payable
 200 E Grayson #103
 San Antonio, TX 78215

Send Payment To:

KAMX-FM
 Entercom Austin, LLC
 4301 Westbank Dr B-300
 Austin, TX 78746

Invoice #	Invoice Date	Invoice Month	Invoice Period
271521-5	07/27/14	July 2014	06/30/14 - 07/27/14

Station	Account Executive	Sales Office	Sales Region
KAMX-FM	Brian Cleary	Austin Local	Local

Advertiser	Product	Estimate Number
South Padre Tourism		

Flight Dates	Order #	Alt Order #
03/17/14 - 09/07/14	271521	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																															
4	03/17/14	09/07/14	Streaming Prime (R)	6:00 AM-7:00 PM	-----S	:00	20	\$1.00	NS																															
<table border="0"> <tr> <td>Weeks:</td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="4"></td> </tr> <tr> <td></td> <td>06/30/14</td> <td>07/06/14</td> <td>-----S</td> <td>20</td> <td>\$1.00</td> <td colspan="4"></td> </tr> <tr> <td><u>Spots: #</u></td> <td><u>Ch</u></td> <td><u>Day</u></td> <td><u>Air Date</u></td> <td><u>Air Time</u></td> <td><u>Description</u></td> <td><u>Start/End Time</u></td> <td><u>Length</u></td> <td><u>Ad-ID</u></td> <td><u>Rate</u></td> <td><u>Type</u></td> </tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						06/30/14	07/06/14	-----S	20	\$1.00					<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																			
	06/30/14	07/06/14	-----S	20	\$1.00																																			
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>																														
121	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
122	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
123	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
124	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
125	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
126	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
127	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
128	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
129	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
130	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
131	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
132	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
133	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
134	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
135	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
136	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
137	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
138	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
139	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														
140	KAMX	Su	07/06/14		Streaming Prime (R)	6:00 AM-7:00 PM	:00		\$1.00	NS																														

Total Spots 20

Due upon receipt

<u>Gross Total</u>	\$20.00
<u>Agency Commission</u>	\$3.00
<u>Net Amount Due</u>	\$17.00

We warrant that the actual broadcast information shown on this invoice was taken from the program log. Times are approximate within fifteen minutes. Agency and Advertiser agree and acknowledge that Station's Advertising Terms and Conditions govern this contract. Station's Advertising Terms and Conditions are available at www.entercom.com



INVOICE

PO Box 581790, San Antonio, TX 78258

Machete Inc.
200 E. Grayson STE 103
San Antonio, TX 78215
USA

Please direct questions regarding this invoice to:

CCOBilling@clearchannel.com
Phone (210) 253-4389
Toll Free (877) 676-7565
Fax (210) 253-4628

Invoice Number: 58096058

Invoice Date: 8/30/2014

Customer Number: 239880

Agency: Machete Inc.

Reference Number:

Account Executive: Vanessa Way

Market Name: San Antonio

Contract Number	Advertiser Name	Brand	Description	Invoice Period	# of Units	Amount
00049347	South Padre Island Convention & Visitors					
			Digital Bulletin - Full	6/30/2014 7/27/2014	3	\$9,000.00
			004367 004367: US 281 N WS 150ft S/O Donella F/S - 1			
			005150 005150: I-10 NW ES 0.1mi S/O Crossroads F/N - 1			
			005204 005204: I-10 NW ES 50ft S/O Colorado F/S - 2			

Net Amount Due: \$9,000.00

REMITTANCE

If you are interested in receiving your invoices directly via email, please submit a valid email address to CCOBilling@clearchannel.com.

Invoice Date: 08/30/2014	Contract Number:	00049347
Customer Name: Machete Inc.	Remittance Amount:	\$9,000.00
Customer Number: 239880		
Advertiser: South Padre Island Convention & Visitors		
Invoice Number: 58096058		

Thank you for your business. To ensure proper credit for your payment, please include this remittance.



Please mail to: Clear Channel Outdoor
P.O. Box 847247
Dallas, TX 75284-7247





INVOICE

PO Box 581790, San Antonio, TX 78258

Machete Inc.
200 E. Grayson STE 103
San Antonio, TX 78215
USA

Please direct questions regarding this invoice to:

CCOBilling@clearchannel.com
Phone (210) 253-4389
Toll Free (877) 676-7565
Fax (210) 253-4628

Invoice Number: 66104886

Invoice Date: 8/30/2014

Customer Number: 239860

Agency: Machete Inc.

Reference Number:

Account Executive: Vanessa Way

Market Name: Houston

Contract Number	Advertiser Name	Brand	
009939451	South Padre Island Convention & Visitors		
Description	Invoice Period	# of Units	Amount
Digital Bulletin	6/30/2014 7/27/2014	3	\$7,830.00
006485 006485: Hwy 6 NS 0.1mi E/O FM 521 F/W - 1			
007284 007284: East Belt ES 0.4mi S/O Pasadena Blvd F/S - 2			
008119 008119: I-10 Katy Frwy NS 0.25mi E/O FM 1458 F/E - 1			

Net Amount Due: \$7,830.00

REMITTANCE

If you are interested in receiving your invoices directly via email, please submit a valid email address to CCOBilling@clearchannel.com

Invoice Date: 08/30/2014	Contract Number: 009939451
Customer Name: Machete Inc.	Remittance Amount: \$7,830.00
Customer Number: 239860	
Advertiser: South Padre Island Convention & Visitors	
Invoice Number: 66104886	

Thank you for your business. To ensure proper credit for your payment, please include this remittance.



Please mail to: Clear Channel Outdoor
P.O. Box 647247
Dallas, TX 75284-7247



AUGUST & SEPTEMBER MEDIA + CREATIVE RECAP

09.18.14



AUG/SEPT FLOWCHART: TV/RADIO/TX STATE CO-OP

Media Campaign - Aug-Sept 2014 MEDIUM SPECIFICATIONS DEMO: A25-54+, HA25-54+	August		September	Gross Total Cost
	Bar Chart	Bar Chart	Bar Chart	
Television				\$20,665
Time Warner Cable	Bar Chart	Bar Chart	Bar Chart	\$20,665
- Dallas, San Antonio, Austin, Rio Grande Valley (Harlingen, McAllen, Brownsville), Waco-Temple-Killeen, El Paso, Corpus Christi, Laredo, Wichita Falls, Beaumont-Port Arthur				
Radio				\$49,685
San Antonio	Bar Chart	Bar Chart	Bar Chart	\$14,098
- KSMG, KTFM, KROM, KGXS				
Austin	Bar Chart	Bar Chart	Bar Chart	\$35,587
- KLOB, KASE, KBPA, KAMX, KHFI				
Texas Tourism Co-op Program				\$0
Orbitz.com	Bar Chart	Bar Chart	Bar Chart	\$0
- High Impact Engage Unit				
Travelocity.com	Bar Chart	Bar Chart	Bar Chart	\$0
- High Impact Static Ad				
Adara Expandable Banner	Bar Chart	Bar Chart	Bar Chart	\$0
- Behavioural Targeting				

14%

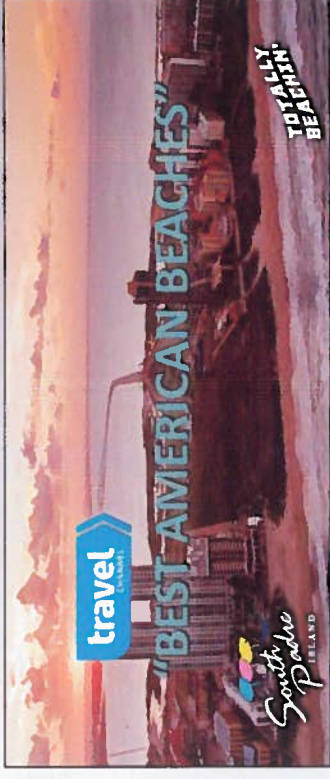
33%

0%



AUG & SEPT TV/RADIO/TX STATE CO-OP

- **Time Warner Cable:** week of 8/4, 8/25, 9/1
 - Dallas, San Antonio, Waco, Austin, Laredo, Corpus, RGV, El Paso
 - Oxy, WE, CMT, DIY, NGC, NGW, Golf
 - Dayparts: Monday-Sunday 7PM-Midnight, Saturday 11am-3pm, Sunday 9am-2pm
- **San Antonio Radio:** 8/25-9/7
 - KSMG, KTFM, KROM
 - Dayparts: Monday – Sunday AM, Midday, PM
- **Austin Radio:** 8/25-9/7
 - KLQB, KASE, KBPA
 - Dayparts: Monday – Sunday AM, Midday, PM
- **Texas Tourism Co-op Program:** 8/1-8/31
 - Orbitz.com
 - Travelocity.com
 - Adara Expandable Banner



AUG/SEPT FLOWCHART: MEXICO

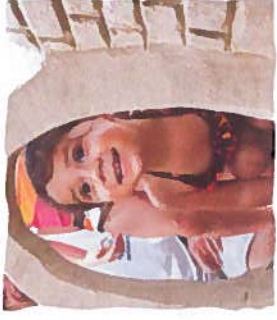
	August		September	Gross Total Cost
Media Campaign - Aug-Sept 2014				
MEDIUM SPECIFICATIONS				
DEMO: A25-54+, HA25-54+				
Mexico				\$29,994
Outdoor				
- 5 boards				\$20,607
Radio				
- Genesis 98.1 - (8) :20 sec spots daily				\$6,563
Print				
- Chic Milenio - 12 inserts bimonthly				\$1,318
- Look Horizonte- 12 inserts bimonthly				\$1,506
TOTAL				\$152,098

20%



AUG & SEPT MEXICO

- **Outdoor:** 8/1-9/30
 - Panoramicos – 6 boards
- **Radio:** 8/1-8/31
 - GENESIS 98.1
- **Print:** 8/1-8/31
 - Chic (Milenio)
 - Look (Horizonte)



AUG/SEPT FLOWCHART: TV/RADIO/TX STATE CO-OP

Media Campaign - Aug-Sept 2014
MEDIUM SPECIFICATIONS
DEMO: A18-34, HA18-34

	August	September
Television		
KVEO - NBC - News, Prime, Fringe	Yellow	Yellow
KRGV - ABC - News, Prime, Fringe		
KGBT - CBS - News, Prime, Fringe		
KNVO - Univision - News, Prime, Fringe		
Radio		
KBFM-FM (Clear Channel) - 21 spots per week	Dark Blue	Dark Blue
KTEX - FM (Clear Channel) - 20 spots per week		
KBTQ - FM (Univision) - 31 spots per week		
KGBT - FM (Univision) - 27 spots per week		
XHRR - FM (Rcommunication) - 19 spots per week		
Print		
Valley Morning Star - Sunday Ads	Green	Green
- Coastal Current		
Internet		
Valleycentral.com - Mobile Ads, Pre-Roll Ad (:15)	Red	Red
Valley Morning Star.com, Herald.com, Monitor.com - 300x250		
TOTAL		



AUG & SEPT RGV MEDIA BUY

Television: 8/19-8/31 & 9/15-9/27

- KVEO (20 spots per week in News, Prime and Fringe)
 - Added Value (10-:05 billboards per week)
- KRGV (7 spots per week in News and Fringe)
 - Added Value (Weekend Give-Away Online)
- KGBT (15 spots per week in News, Prime and Fringe)
 - Added Value (40-:05 billboards per week)
- KNVO (6 spots per week in News, Prime and Fringe)
 - Added Value (5-:05 billboards per week)



AUG & SEPT RGV MEDIA BUY

Radio: 8/11-8/24 & 9/8-9/20

Dayparts: Monday – Sunday AM, Midday, PM
+ Added Value 6AM-Midnight

- KVLY (25 spots per week) • KTEX (20 spots per week)
- KFRQ (33 spots per week) • KBTQ (31 spots per week)
- KBFM (21 spots per week)

AUGUST PRINT

The Monitor, The Brownsville Herald, The Coastal Current, and The Valley Morning Star



**GET YOUR BEACH ON
ALL YEAR LONG!**

**FREE
FALL CONCERT
SERIES**

SEPT 19 – NOV 1, 2014

**EVERY FRIDAY
& SATURDAY**

South Padre ISLAND

TOTALLY BEACHIN'

Surf.sopadre.com/events
to see all the bands.



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AUGUST ONLINE

ValleyMorningStar.com, ValleyCentral.com,
Univision.com



Get Your Beach On All Year Long!
FREE FALL CONCERT SERIES
SEPT 19 - NOV 1, 2014 Every Friday & Saturday Night
DAHEBEGEEBES SEPT 19 DEL CASTILLO SEPT 20 [CLICK FOR MORE INFORMATION.](#)

South Padre ISLAND

TOTALLY BEACHIN'!



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FREE FALL CONCERT SERIES
SEPT 19 - NOV 1, 2014
Every Friday & Saturday Night
DaHeBeGeBees SEPT 19
Del Castillo SEPT 20

South Padre ISLAND


TOTALLY BEACHIN'!


CHECK OUT THE BANDS!



AUGUST RADIO

SA/AUS/RGV - English

Fall Brand Msg. 

Fall Concert Series 

Island Folk Festival 

SandCastle Days 

SA/AUS - Spanish

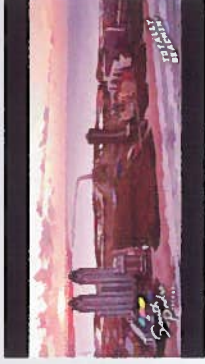
Fall Brand 

Sandcastle Days 

AUGUST TV

TWC and RGV - English

Fall Brand Msg.



Fall Concert Series



SandCastle Days



AUGUST TV

RGV - Spanish

Fall Brand Msg.



Fall Concert Series



SandCastle Days



SEPTEMBER PRINT

The Monitor, The Brownsville Herald, The Coastal Current, and The Valley Morning Star

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SERIES

SEPT 19 – NOV 1, 2014
EVERY FRIDAY
& SATURDAY

Surf sopadre.com/events
to see all the bands.

South Padre ISLAND
TOTALLY BEACHIN'

The flyer features a background image of an acoustic guitar and a beach scene with colorful umbrellas.

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SEPTMEBER ONLINE

ValleyMorningStar.com, ValleyCentral.com,
Univision.com



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TOTALLY BEACHIN'!
CHECK OUT THE BANDS!




SEPTEMBER RADIO

SA/AUS/RGV - English

Fall Brand Msg. 

Fall Concert Series 

Island Folk Festival 

SandCastle Days 


SA/AUS - Spanish

Fall Brand 

Sandcastle Days 

RGV - Sculpture/16 Celebration

English 

Spanish 



SEPTEMBER TV

RGV - English

Fall Brand Msg.



Fall Concert Series



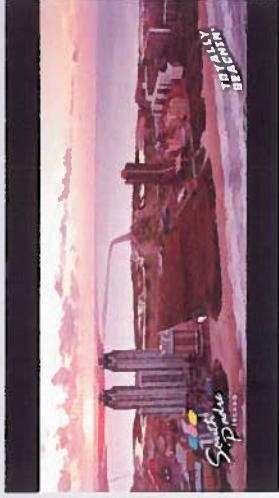
SandCastle Days



SEPTEMBER TV

RGV - Spanish

Fall Brand Msg.



Fall Concert Series



SandCastle Days



**AUGUST &
SEPTEMBER MEDIA
+ CREATIVE RECAP**

Thank you!

09.18.14

MACHETE **CAMPAIGN** **IDEA** **PROCESS**

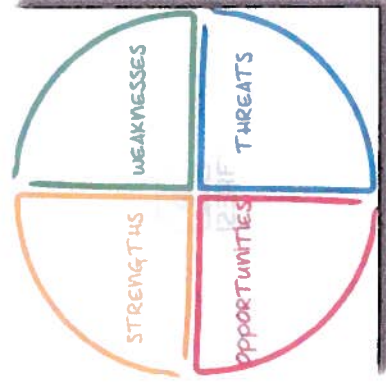


1. Situation Analysis
2. Consumer Understanding
3. Key Insight
4. Strategy
5. Campaign Idea
6. Plan
7. Execute
8. Measure

Situation Analysis

The first step in our process is to gather and analyze as much information as possible. Initial information should include:

- Competitive Analysis
- Market Conditions
- Marketing History
- SWOT Analysis



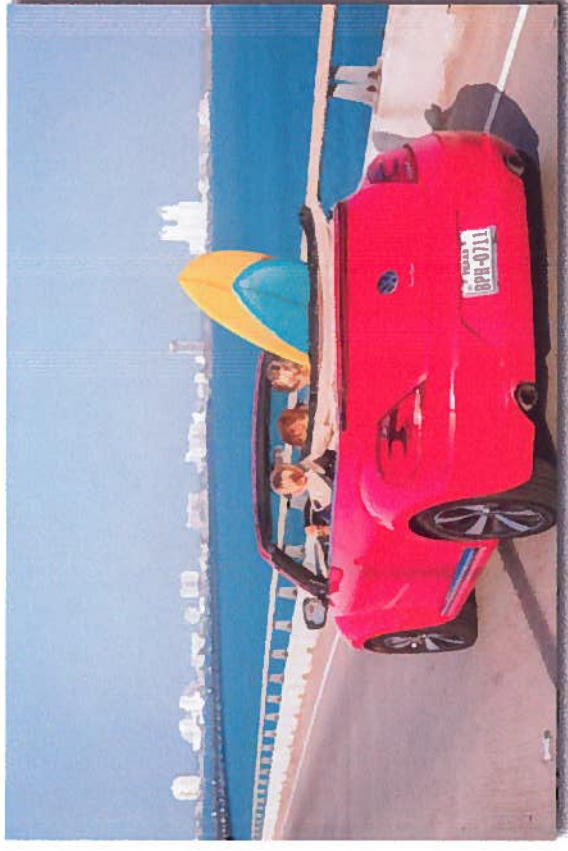
Consumer Understanding

Next we look at the consumer. Who is our target? What do we know about them?
Do we have any research or data to sift through? Are there any holes in the research?
Do we need to field a research study?



Key Insight

Once we have a handle on the market situation and a firm understanding of our consumer, then we begin to mine insights to get into the mind of our target to overcome any barriers we may have for purchase.



Strategy

With a sound Situation Analysis, Consumer Understanding and Key Insight, we now have the ingredients to craft a Strategy that differentiates our product from the competition.

Example:

CREATIVE BRIEF

TENSION/BARRIER TO OVERCOME


I've heard of South Padre Island but it's primarily a Spring Break hotspot and a lot farther away than Corpus and Upper Padre Island.

KEY INSIGHT

A BEACH IS A BEACH. All Texas Beaches are the same so I'm going to the one that is closest or I'm most familiar with!

BEHAVIORAL INSIGHT

I'll pay more or travel a little farther for a better beach destination experience.



KEY MESSAGE

SPI the BEST BEACH DESTINATION IN TEXAS because it has the cleanest, most scenic beach and I'm always steps away from the ocean and Best in Class beach activities.

BRAND PROMISE

On SPI I'm ALWAYS IN BEACH MODE

RTB - REASONS TO BELIEVE

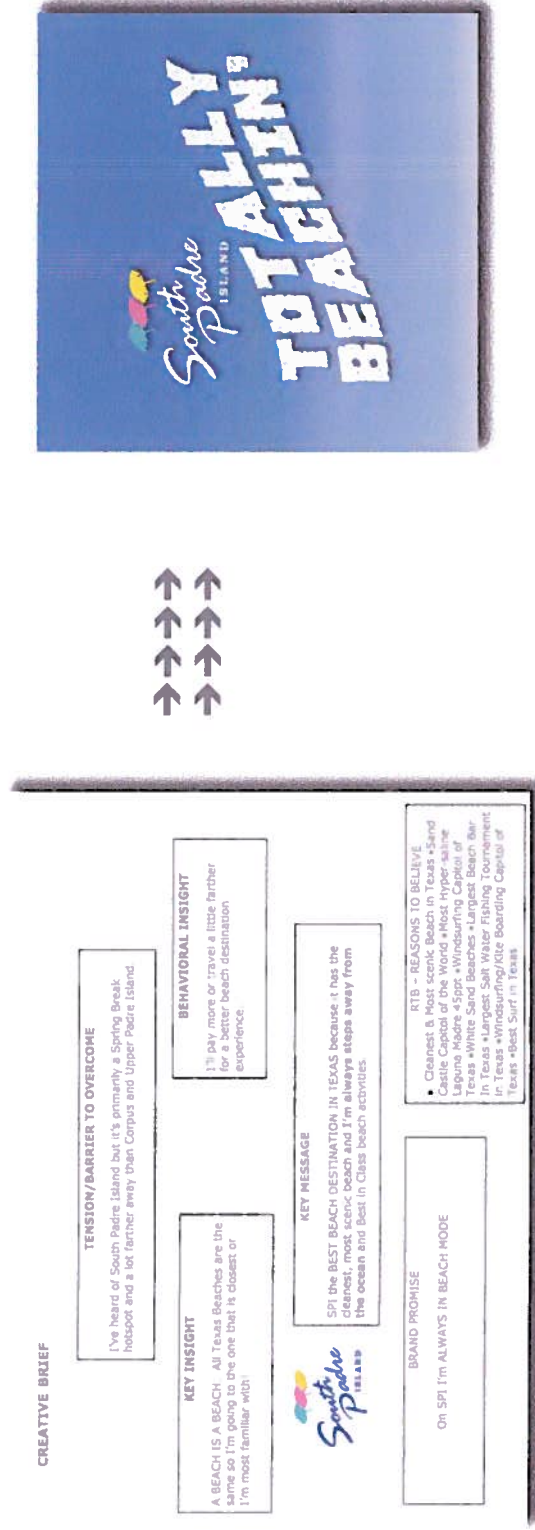
- Cleanest & Most scenic Beach in Texas • Sand Castle Capital of the World • Most Hyper-saline Laguna Madre 45ppt • Windsurfing Capital of Texas • White Sand Beaches • Largest Beach Bar in Texas • Largest Salt Water Fishing Tournament in Texas • Windsurfing/Kite Boarding Capital of Texas • Best Surf in Texas



Campaign Idea

With a Strategic Brief in hand we can now use it a roadmap for creative messaging that distills the essence of the brief into a “consumer friendly” phrase or tagline.

Ex.



Campaign Idea Checklist

STRATEGIC

Delivers the Strategy and Brand Equities (Personality, Benefits and RTB's)

OWNABLE

Is the idea **OWNABLE** in the Consumer's mind.
(Can we deliver what we are promising?)

AGNOSTIC

Can the idea live under any media touch point from traditional advertising, TV, Radio, Print to Digital and Social Media?

INSIGHT

Does the insight address any tension or barriers that the Brand must overcome?

SINGLE MINDED

Is the idea focused/clear and easy to understand and communicate.

EMOTIONAL

Does it elicit an emotional response?

BREAK THRU THE CLUTTER

Is the idea memorable or say something in a new way.



Plan

Only after we have the CAMPAIGN IDEA can we develop a touch point plan to get our message out.

Quick Facts: 100%
Michigan Counties
2014-2016 Calendar Year
September 1, 2014

Account	2014	2015	2016	Total
... (rows 1-30)
... (rows 31-60)
... (rows 61-90)
... (rows 91-120)
... (rows 121-150)
... (rows 151-180)
... (rows 181-210)
... (rows 211-240)
... (rows 241-270)
... (rows 271-300)
... (rows 301-330)
... (rows 331-360)
... (rows 361-390)
... (rows 391-420)
... (rows 421-450)
... (rows 451-480)
... (rows 481-510)
... (rows 511-540)
... (rows 541-570)
... (rows 571-600)
... (rows 601-630)
... (rows 631-660)
... (rows 661-690)
... (rows 691-720)
... (rows 721-750)
... (rows 751-780)
... (rows 781-810)
... (rows 811-840)
... (rows 841-870)
... (rows 871-900)
... (rows 901-930)
... (rows 931-960)
... (rows 961-990)
... (rows 991-1020)



Execute

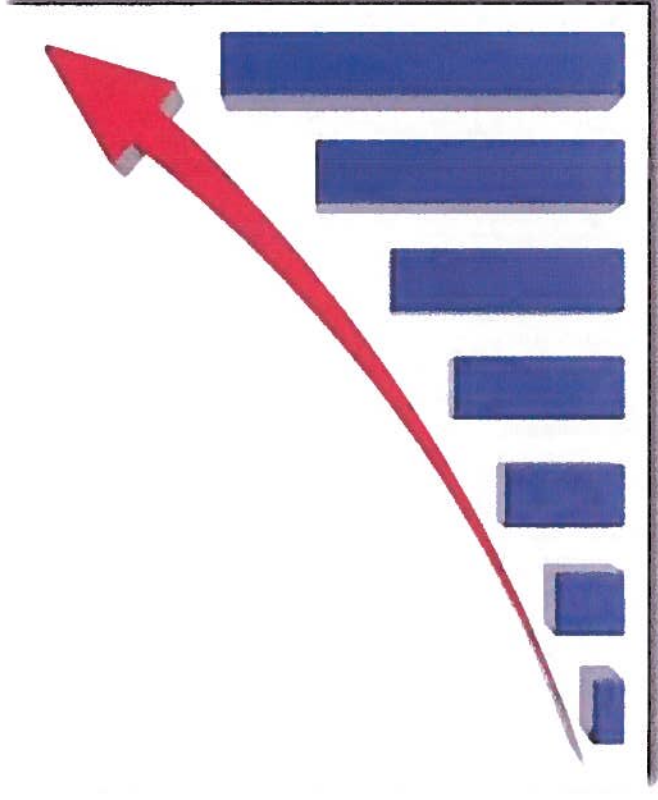
With an Approved Plan and
Communication Strategy we can
now EXECUTE and go to market!



Measure

With the Plan in place it's time to MONITOR and MEASURE results as they come in.

- Aided/Unaided Awareness
- Hot Tax Collection
- Website Traffic
- Consumer Surveys



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

MEETING DATE: September 24, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitor Bureau

ITEM

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

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____
Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CVB Director's Report for the month of October and
upcoming events THE CITY OF SOUTH PADRE ISLAND
WEBSITE SUB-COMMITTEE**

Meeting Minutes

September 16, 2014

2:00 p.m.

Type of Meeting: Semi-Monthly Regular Meeting

Meeting Facilitator: Paul Holthusen, IT Director

Members: Bryan Pinkerton, Hershhal Patel, Sean Till, Arnie Creinin, Jimmy Hawkinson

Absent: Catarino Lopez

Staff: Rachel Flores, CVB Director, IT and Sam Ballenger

Absent: Bill Dilibero, CM

1. New business

a) Discussion regarding landing pages.

Rachel spoke with Simpleview yesterday concerning the landing page. Their recommendations were to keep it as brief as possible. Suggestions were made that after the required fields were enter and submitted then it would take them to the sopadre/spring break page.

b) Discussion regarding sopadre.com mobile app.

Recommendations were made to add the word Menu next to the drop down arrow in the pink bar. Paul will ask Simpleview to give him an estimated cost to add this feature.

c) Review on the performance of the Facebook campaign- Hershhal Patel

Rachel will figure out who will run the social media and Simpleview will manage the Facebook display and the pay per click items. Rachel will be talking to Simpleview concerning the October campaign.

Notes: Recommendations were made to for everyone in committee to email Paul with suggestions on what to name the existing spring break menu navigation items Spring Break You and Spring Break Family.

2. Set new meeting date.

October 21, 2014

Adjournment

September 16, 2014

Recorded by Rosa Zapata
South Padre Island CVB
Administrative Assistant