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:

THURSDAY, DECEMBER 18, 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 October 23, 2014 Regular Meeting.

5. Discussion and action regarding establishing a schedule for regular and/or special CVA monthly meetings.

6. Update and discussion on Beerfest.

7. Update, discussion and possible action on funding applications.

8. Update, discussion and possible action regarding CVB Director's Sales Report.

    1. New Hires
    2. Market Segment
    3. Travel Schedule
    4. Conferences at the Convention Center

9. Discussion and possible action on Website Subcommittee:
    1. SimpleView Campaigns
    2. Spring Break photos and video
    3. Landing pages

10. Update, discussion and possible action on CVB Marketing:
    1. November/December/January Marketing
    2. Expedia
    3. Collateral

11. Update and discussion on convention center renovations.

12. Update, discussion and action regarding the status on moving the Javier Marin statues.

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

14. Adjourn.

DATED THIS THE 15 DAY OF Dec 2014.

Denise Shyngera, CVB Administrative Assistant/Project Manager

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 **December 15, 2014**, at/or before **9:00 A.M.** AND REMAIND SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Denise Shyngera, CVB Administrative Assistant/Project Manager

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

Item No. 4a

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE: December 18, 2014

NAME & TITLE: Denise Shyngera, Administrative Assistant/Project Manager

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action regarding approval of minutes for the October 23, 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

Consent agenda.

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

THURSDAY, OCTOBER 23, 2014

1. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Thursday, October 23, 2014 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Cesar Cantor called the meeting to order at 2:00 p.m. A quorum was present: Vice-Chair Bryan Pinkerton, Arnie Creinin, Bill Donahue, Hershal Patel, Anne Weiss, Michael Jones, and Terence Chase.
Absent:

City staff members present were CVB Director Rachel Flores, CVB Director of Sales Denise Arnold, CVB Administrative Assistant Rosa Zapata, and CVB Accountant I Lori Moore.

2. Pledge of Allegiance.

Chairman Cantor led the 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).*

Public comments were given at this time.

4. **Consent Agenda:**
Board Member Donahue made the motion, seconded by Board Member Creinin, to approve the Consent Agenda. Motion carried on a unanimous vote.

   a.) Approval of minutes for September 24, 2014 Regular Meeting.
   b.) Approval of minutes for October 8, 2014 Special Meeting.

5. **Update, discussion and action regarding sponsorships for the SPI Marathon Event.**

Chairman Cantor made the motion, seconded by Board Member Donahue, to approve the release of the $90,000 to continue development of the event providing Mr. Tim Scrivner has proven he met the threshold requirements. Motion carried on a unanimous vote.

6. **Presentation 2014 Island Folk Festival-Post Event Report.**

Presentation by Aarin Hartwell was given at this time.

7. **Presentation 2014 Fall Concert Series.**

Update was given to the board by CVB Director Rachel Flores. Board members made recommendations for a comprehensive report with full details. Board members also recommended CVB staff be present at city

sponsored events.

8. **Update on 2014 SPI Beerfest-Post Event Report.**

Update was given by CVB Director Rachel Flores. After a lengthy discussion, CVB Director Rachel Flores mentioned she would get advice from city legal.

9. **Discussion and action regarding the review of Machete's photo and video work to date, and the possibility of re-appropriating the remaining funding to a new photo/video contract, and requesting new photo/video proposals and sample work in contracts.**

After a lengthy discussion, Chairman Cantor made the motion, seconded by Board Member Weiss, to let Machete continue with the picture taking and see the contract through. Motion passed on a 5 to 1 vote with Board Member Patel casting a nay vote.

10. **Presentation, update and discussion regarding the CVB Sales strategies.**

Presentation was given by CVB Director of Sales Denise Arnold.

11. **Requirement of CVB staff to maintain and present at CVB Board Regular Meetings a calendar including at a minimum (A) events rewarded CVB funding, (B) events at the Convention Center, (C) events occurring on South Padre Island that originated as CVB leads.**

Recommendations were given by the board members for CVB Director of Sales Denise Arnold to provide a monthly report that would include travel schedule for sales persons and a list of events happening within the next year. CVB Director Rachel Flores mentioned she would include these items in her Executive Report every month.

12. **Update, discussion and action regarding any developments or changes from the Website Sub-Committee.**

a.) Social media and email marketing guidelines according to recommendations by the Website Subcommittee meeting on October 21, 2014.

Board Member Patel made the motion, seconded by Vice-Chairman Pinkerton, to have an email newsletter mandated by this board to the CVB, be sent out twice a month and no more than once a week to the public. Motion carried on a unanimous vote.

a.) Discuss and actions regarding allotting $5,000 for boosting and promoting posts on the CVB's "Visit South Padre" Facebook page.

Vice-Chairman Pinkerton made the motion, seconded by Board Member Patel, to approve the amount of $5,000 for boosting and promoting post on the CVB's "Visit South Padre" Facebook page. Motion carried on a unanimous vote.

13. **Update and discussion on McAllen Coop.**
CVB Director Rachel Flores updated the board on the McAllen Coop. She gave a presentation with two options. The board made the recommendation to go with option A.

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

New meeting dates were set for November and December with consideration to the holidays.
Meeting was set for November 20, 2014 at 9:00 am.
Meeting was set for December 18, 2014 at 9:00 am.

15. Adjourn.

There being no further business, Chairman Cantor adjourned the meeting at 4:05 p.m.

_____
Rosa Zapata, CVB Administrate Assistant

_____
Cesar Cantor, CVA Chairman

Item No. 5

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE: December 18, 2014

NAME & TITLE: Arnie Creinin, CVA Board Member

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding establishing a schedule for regular and/or special CVA monthly meetings.

ITEM BACKGROUND

Board member Crenin would like to discuss creating a policy where regular scheduled meetings can only be postponed, not cancelled.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Item No. 6

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE: December 18, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Update and discussion on Beerfest.

ITEM BACKGROUND

The board requested an update on Beerfest's post event report and donation to the Sea Turtle Inc. Included in this packet are the financials provided by Beerfest and copies of invoices for the advertising done to promote the event.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

SPI Beer Fest
Income Statement

Revenues:		
	Sponsorships	$ 48,050.00
	Ticket Sales	
	General Admission	$ 48,580.00
	VIP	$ 11,000.00
	Designated Driver	$ 390.00
	Capital Contribution (Board Members)	$ 40,000.00
Total Revenues		**$ 148,020.00**
Cost & Expenses		
	Beer Inventory	$ 25,291.23
	Advertising Expense	$ 16,319.15
	Rent Expense	$ 3,721.91
	Taxes & Licenses	$ 1,200.00
	Insurance Expenses	$ 1,842.49
	Entertainment (Bands / DJs)	$ 13,200.00
	Print Expenses	$ 18,278.95
	Capital Contribution Payment	$ 40,000.00
	Logistic Expenses	$ 17,888.78
	Promotion Expenses	$ 13,580.00
	Donations / Charity Contributions	$ 1,000.00
	Volunteer Expense	$ 2,985.45
	Misc. Expenses	$ 3,827.50
Total Cost & Expenses		**$ 159,135.46**
Net Income / (Net Loss)		-$ 11,115.46

SPI Beer Fest
Ticket Details

Ticket Details

General Admission		
Online Ticket Sales	1148	$ 22,960.00
Event Day Ticket Sales	854	$ 25,620.00
VIP		
Online Ticket Sales	110	$ 11,000.00
Designated Driver		
Online / Event Day Ticket Sales	26	$ 390.00
Total Ticket Sales		**$ 59,970.00**
Non Revenue Producing Tickets		
In Kind Tickets		
General Admission	232	$ 4,640.00
VIP	180	$ 18,000.00
Volunteers	178	$ 17,800.00
Total Non Revenue Producing Tickets		**$ 40,440.00**

SPI Beer Fest

Accounts Payable / Receivable

Accounts Payable		
	Board Members	
	Saarang Rama	$ 10,900.00
	Dharmesh Bhakta	$ 2,895.00
	Romit Melwani	$ 2,415.00
	Sunil Rupani	$ 2,545.00
	Tim Smith	$ 1,000.00
	Oscar Segovia	$ 1,000.00
Total Accounts Payable		**$ 20,755.00**
Accounts Receivable		
	HEB	$ 1,000.00
	Ben E Keith	$ 2,000.00
Total Accounts Receivable		**$ 3,000.00**

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: 088-119362

SPI BEER FEST
Attn: Sunil Rupani
1200 E Washington St
Brownsville, TX 78520-5812

00153

Advertiser No.: 11152
SPI BEER FEST
Order: 93875
Co-op: No
Cash in Advance

Invoice Date: **08/24/2014**
Payment Due: **08/24/2014**
AE: RICHARDS JOHN

Billing Type: Broadcast

Note 1: **KTEX - SPI BeerFest Aug 23rd**

CPE

Invoice Summary:

No. of Spots/Misc:	211/0
Gross Spot Billing:	$3,646.00
Agency Commission:	$0.00
Net Spot Billing:	$3,646.00

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.

LAMAR

4635

INVOICE

QUESTIONS? CONTACT 956-399-4900
OR (225) 926-1000

CUSTOMER: SPI BEER FEST
ADVERTISER: SPI BEER FEST

CUSTOMER
CONTRACT NO:

LAMAR CUSTOMER NO: 610846
LAMAR CONTRACT NO: 2209866

INVOICE NO: 105251966
INVOICE DATE: 08/04/2014
DUE DATE: 09/03/2014

MARKET / MEDIA TYPE / DESIGN / LOCATION	CONTRACT SERVICE DATES	PANEL NUMBER	PANEL TAB ID	ILLUM	AMOUNT
55 - RIO GRANDE VALLEY, TX (45-BAG6243)					
45-Brownsville, TX					
Media Type: DigitalPosters					
NS E 14TH 50' E/O SECURITY, BRO	8/4/14-8/24/14	50001	30493476	Yes	
				Total Panels:1	500.00
Media Type: DigitalBulletins					
SS Exp 83 250' W/O S. 29th St, McAllen	8/4/14-8/24/14	70008	0	Yes	1,000.00
				Total Panels:1	
ES EXP 77/83 800' S/O CAMELOT DR HAR	8/4/14-8/24/14	70006	0	Yes	1,000.00
				Total Panels:1	
NS EXP 83 2100' E/O WESTGATE, WES	8/4/14-8/24/14	70002	30497099	Yes	1,000.00
				Total Panels:1	

STATE TAX	COUNTY or PARISH TAX	CITY TAX	AMOUNT
0.00	0.00	0.00	3,500.00

REMITTANCE STUB - Please send this with payment.

Thank you for doing business with Lamar. Your prompt payment of this invoice is greatly appreciated.

TO PAY ONLINE, PLEASE VISIT http://payments.lamar.com

000610846105251966000003500007

TERMS:
NET 30 DAYS

THIS AMOUNT DUE
3,500.00
US DOLLARS

Lamar Office Use Only
105251966
610846-0
pr:08/04/2014 sc:08/05/2014
ContractPlantAdvertiser

CUSTOMER
SPI BEER FEST
1200 E WASHINGTON
BROWNSVILLE, TX 78520

MAIL PAYMENT TO
LAMAR COMPANIES
P.O. BOX 96030
BATON ROUGE, LA 70896

PLEASE SEE REVERSE FOR IMPORTANT INFORMATION!

KRGV-TV
P.O. Box 5
Weslaco, TX 78599-0005
ph: (956) 968-5555
fx: (956) 973-5018

Billing Statement of Account

Printed: Wed, September 03, 2014 11:15:54AM
Report Data Thru: 08/31/2014
Page: 1

SPI Beerfest (Direct)
1200 East Washington St.
Brownsville, TX 79520

Note: INTERESTED IN MAKING PAYMENTS BY EFT/ACH? PLEASE CONTACT DELIA@KRGV.COM

Invoice	Transaction Type	Date	Check #	Debits	Credits	Invoice Balance	Station/Market
SPI Beerfest (2751)							
133942	Invoice Charges	8/31/14		$ 4,670.00		$ 4,670.00	ABC AFFL (KRGV)
	Invoice Charges	8/31/14		$ 150.00		$ 150.00	ME-TV (ORGV)
	Invoice Charges	8/31/14		$ 150.00		$ 150.00	THIS-TV (NRGV)
Pre-Payment	Prepayment	8/5/14	1022		$(4,670.00)		ABC AFFL (KRGV)
	Prepayment	8/5/14	1022		$(150.00)		THIS-TV (NRGV)
	Prepayment	8/5/14	1022		$(150.00)		ME-TV (ORGV)

Totals for: SPI Beerfest (2751)	*Current*	*31 - 60 Days*	*61 - 90 Days*	*91 - 120*	*Over 120 Days*	*Adv Amount Due*
	$ 0.00	$ 0.00	$ 0.00	$ 0.00	$ 0.00	$ 0.00

NOTE: Payments display check deposit date, Transactions display posting date, and Invoices display invoice date

KRGV.com 5 NEWS abc
BREAKING NEWS BREAKING STORIES

KRGV-TV
P.O. Box 5
Weslaco, TX 78599-0005
ph: (956) 968-5555
fx: (956) 973-5018

Advertiser	SPI Beerfest (2751)
Agency	Direct Account (1)
Buyer	Rupani,Sunil
Salesperson	Wells-Garcia, Kelsey (1030) ph: (956) 968-5555
Product	Event (1162)
Brand	Beerfest (11456)
Acct Types	Local Direct/Direct
Est/Headline	/
Demo	
Revision	
Comments	

Invoice	133942
Inv Date	8/31/2014
Terms	Cash In Advance
Contract	18649
Bill Type	Calendar
Period	8/1/2014 - 8/31/20
CO-OP/Order Type	No/Norm
Package	
Gen. Date	9/3/2014 10:29:35A

SPI Beerfest
1200 East Washington St.
Brownsville, TX 79520

AdM

ABC AFFL (KRGV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
1.0	SPOT	6:00:00AM- 7:00:00	Per week (3),Mo,Tu,We,Th,Fr	08/11/14 6:39AM (Mo)	00:30		21400120SPIB "Beerfest"	$300.00	
1.0	SPOT	6:00:00AM- 7:00:00	Per week (3),Mo,Tu,We,Th,Fr	08/12/14 6:15AM (Tu)	00:30		21400120SPIB "Beerfest"	$300.00	
1.0	SPOT	6:00:00AM- 7:00:00	Per week (3),Mo,Tu,We,Th,Fr	08/14/14 6:17AM (Th)	00:30		21400120SPIB "Beerfest"	$300.00	
2.0	SPOT	4:00:00PM- 7:00:00	Per week (3),Mo,Tu,We,Th,Fr	08/11/14 4:46PM (Mo)	00:30		21400120SPIB "Beerfest"	$200.00	
2.0	SPOT	4:00:00PM- 7:00:00	Per week (3),Mo,Tu,We,Th,Fr	08/12/14 4:40PM (Tu)	00:30		21400120SPIB "Beerfest"	$200.00	
2.0	SPOT	4:00:00PM- 7:00:00	Per week (3),Mo,Tu,We,Th,Fr	08/14/14 4:40PM (Th)	00:30		21400120SPIB "Beerfest"	$200.00	
3.0	NEWS Spo	5:58:00PM- 6:55:00	Per week (3),Mo,Tu,We,Th,Fr	08/18/14 6:17PM (Mo)	00:30		21400120SPIB "Beerfest"	$300.00	
3.0	NEWS Spo	5:58:00PM- 6:55:00	Per week (3),Mo,Tu,We,Th,Fr	08/21/14 6:54PM (Th)	00:30		21400120SPIB "Beerfest"	$300.00	
3.0	NEWS Spo	5:58:00PM- 6:55:00	Per week (3),Mo,Tu,We,Th,Fr	08/22/14 6:27PM (Fr)	00:30		21400120SPIB "Beerfest"	$300.00	
4.0	SPOT	11:05:00PM-12:04:0	Per week (2),Mo,Tu,We,Th,Fr	08/04/14 11:23PM (Mo)	00:30		21400120SPIB "Beerfest"	$100.00	
4.0	SPOT	11:05:00PM-12:04:0	Per week (2),Mo,Tu,We,Th,Fr	08/05/14 11:26PM (Tu)	00:30		21400120SPIB "Beerfest"	$100.00	
4.0	SPOT	11:05:00PM-12:04:0	Per week (2),Mo,Tu,We,Th,Fr	08/11/14 12:01AM (Mo)	00:30		21400120SPIB "Beerfest"	$100.00	
4.0	SPOT	11:05:00PM-12:04:0	Per week (2),Mo,Tu,We,Th,Fr	08/15/14 11:21PM (Fr)	00:30		21400120SPIB "Beerfest"	$100.00	
4.0	SPOT	11:05:00PM-12:04:0	Per week (2),Mo,Tu,We,Th,Fr	08/19/14 12:01AM (Tu)	00:30		21400120SPIB "Beerfest"	$100.00	
4.0	SPOT	11:05:00PM-12:04:0	Per week (2),Mo,Tu,We,Th,Fr	08/21/14 11:26PM (Th)	00:30		21400120SPIB "Beerfest"	$100.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3),Mo,Tu,We,Th,Fr	08/04/14 12:30AM (Mo)	00:30		21400120SPIB "Beerfest"	$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3),Mo,Tu,We,Th,Fr	08/05/14 12:50AM (Tu)	00:30		21400120SPIB "Beerfest"	$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3),Mo,Tu,We,Th,Fr	08/08/14 12:46AM (Fr)	00:30		21400120SPIB "Beerfest"	$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3),Mo,Tu,We,Th,Fr	08/11/14 12:32AM (Mo)	00:30		21400120SPIB "Beerfest"	$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3),Mo,Tu,We,Th,Fr	08/13/14 11:23PM (We)	00:30		21400120SPIB "Beerfest"	$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3),Mo,Tu,We,Th,Fr	08/15/14 12:31AM (Fr)	00:30		21400120SPIB "Beerfest"	$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3),Mo,Tu,We,Th,Fr	08/19/14 12:19AM (Tu)	00:30		21400120SPIB "Beerfest"	$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3),Mo,Tu,We,Th,Fr	08/20/14 12:32AM (We)	00:30		21400120SPIB "Beerfest"	$50.00	
5.0	SPOT	11:05:00PM- 1:05:00	Per week (3),Mo,Tu,We,Th,Fr	08/21/14 12:32AM (Th)	00:30		21400120SPIB "Beerfest"	$50.00	
6.0	NEWS Spo	5:00:00PM- 5:30:00	Day,Sa-1	08/16/14 5:24PM (Sa)	00:30		21400120SPIB "Beerfest"	$80.00	
7.0	NEWS Spo	6:00:00PM- 6:30:00	Day,Sa-1	08/09/14 6:25PM (Sa)	00:30		21400120SPIB "Beerfest"	$80.00	
8.0	NEWS Spo	5:28:00PM- 6:00:00	Day,Su-1	08/10/14 5:37PM (Su)	00:30		21400120SPIB "Beerfest"	$80.00	
8.0	NEWS Spo	5:28:00PM- 6:00:00	Day,Su-1	08/17/14 5:37PM (Su)	00:30		21400120SPIB "Beerfest"	$80.00	
9.0	SPOT	6:00:00AM- 9:00:00	Per week (2),Mo,Tu,We,Th,Fr	08/08/14 6:19AM (Fr)	00:30		21400120SPIB "Beerfest"	$0.00	
9.0	SPOT	6:00:00AM- 9:00:00	Per week (2),Mo,Tu,We,Th,Fr	08/08/14 6:42AM (Fr)	00:30		21400120SPIB "Beerfest"	$0.00	

ORGV-TV/KRGV-TV
P.O. Box 5
Weslaco, TX 78599
ph: (956) 968-5555
fx: (956) 973-5018

Advertiser	SPI Beerfest (2751)
Agency	Direct Account (1)
Buyer	Rupani,Sunil
Salesperson	Wells-Garcia, Kelsey (1030) ph: (956) 968-5555
Product	Event (1162)
Brand	Beerfest (11456)
Acct Types	Local Direct/Direct
Est/Headline	/
Demo	
Revision	
Comments	

Invoice	133942
Inv Date	8/31/2014
Terms	Cash In Advance
Contract	18649
Bill Type	Calendar
Period	8/1/2014 - 8/31/201
CO-OP/Order Type	No/Norma
Package	
Gen. Date	9/3/2014 10:29:35A

SPI Beerfest
1200 East Washington St.
Brownsville, TX 79520

AdM

ME-TV (ORGV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/04/14 9:42AM (Mo)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/04/14 7:46PM (Mo)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/05/14 10:43PM (Tu)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/06/14 12:51PM (We)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/07/14 5:12PM (Th)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/08/14 7:57AM (Fr)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/08/14 8:46PM (Fr)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/09/14 9:18PM (Sa)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/10/14 12:46AM (Su)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/10/14 12:18PM (Su)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/11/14 4:44PM (Mo)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/12/14 9:50AM (Tu)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/12/14 6:42PM (Tu)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/13/14 9:56AM (We)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/13/14 10:12PM (We)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/14/14 9:12PM (Th)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/15/14 10:12PM (Fr)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/16/14 10:49AM (Sa)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/16/14 9:48PM (Sa)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/17/14 9:47PM (Su)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/18/14 11:27AM (Mo)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/18/14 8:45PM (Mo)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/19/14 12:57PM (Tu)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/19/14 7:11PM (Tu)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/20/14 8:47AM (We)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/20/14 9:17PM (We)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/21/14 7:45AM (Th)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/21/14 4:56PM (Th)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/21/14 7:56PM (Th)	00:30		21400120SPIB "Beerfest"	$5.00	
12.0	SPOT	5:00:00AM- 4:59:00	Per week (10),Mo,Tu,We,Th,Fr,Sa,Su	08/22/14 8:16PM (Fr)	00:30		21400120SPIB "Beerfest"	$5.00	

ORGV-TV/KRGV-TV
P.O. Box 5
Weslaco, TX 78599
ph: (956) 968-5555
fx: (956) 973-5018

Advertiser	SPI Beerfest (2751)
Agency	Direct Account (1)
Buyer	Rupani,Sunil
Salesperson	Wells-Garcia, Kelsey (1030) ph: (956) 968-5555
Product	Event (1162)
Brand	Beerfest (11456)
Acct Types	Local Direct/Direct
Est/Headline	/
Demo	
Revision	
Comments	

Invoice	133942
Inv Date	8/31/2014
Terms	Cash In Advance
Contract	18649
Bill Type	Calendar
Period	8/1/2014 - 8/31/2014
CO-OP/Order Type	No/Normal
Package	
Gen. Date	9/3/2014 10:29:35AM

SPI Beerfest
1200 East Washington St.
Brownsville, TX 79520

AdM

ME-TV (ORGV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
							Gross Total	$150.00	Total Spots 30
							Commission	$0.00	
					Totals	for: ME-TV (ORGV)	Net Total	$150.00	

THIS-TV/KRGV-TV
P.O. Box 5
Weslaco, TX 78599-0005
ph: (956) 968-5555
fx: (956) 973-5018

Advertiser	SPI Beerfest (2751)
Agency	Direct Account (1)
Buyer	Rupani,Sunil
Salesperson	Wells-Garcia, Kelsey (1030) ph: (956) 968-5555
Product	Event (1162)
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CO-OP/Order Type	No/Normal
Package	
Gen. Date	9/3/2014 10:29:35AM

SPI Beerfest
1200 East Washington St.
Brownsville, TX 79520

AdM

THIS-TV (NRGV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
							Gross Total	$150.00	Total Spots 30
							Commission	$0.00	
						Totals for: THIS-TV (NRGV)	Net Total	$150.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	$4,970.00	Total Spots 96
Commission	$0.00	
Net Total	$4,970.00	

Item No. 7

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE: December 18, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Update, discussion and possible action on funding applications.

ITEM BACKGROUND

The CVA board has been conducting a review of the existing event funding guidelines and working the Mr. Scott Joslove to produce a new set of guidelines. Mr. Joslove conducted a workshop with the board and provided a revised draft for the board to review. Included in this section are Mr. Joslove's draft and current guidelines.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM

State Law: By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;

b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;

c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry**: advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;

d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.

e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.

f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
   1. the commercial center of the city;
   2. a convention center in the city;
   3. other hotels in or near the city; or
   4. tourist attractions in or near the city.

   The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
i) **Coastal Erosion Projects.**

City Policy: The City of South Padre accepts applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted in writing and be accompanied by the official application by the below noted deadlines.

The application will be reviewed by the Tourism Advisory Board during one of two annual funding review periods. All applications must be presented at least two months prior to the date of the proposed event or expenditure.

Funding Application Deadline for Spring/Summer Activities: Wednesday, January 7th.

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 8th.

The applicant may be asked to be present at the meeting to answer any questions regarding the application. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

Eligibility and Priority for Hotel Tax Funds:

Impact: Funding priority will be given to those events and entities based on their ability to generate and sustain overnight visitors to South Padre Island. **The amount that you are requesting should not exceed more than the gross amount of hotel night revenue that you are predicting will be created or sustained by your event or facility.**

If an event or facility will not generate any meaningful hotel night activity or gain participation of existing hotel guests, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

a) **historic information on the # of room nights used during previous years of the same events;**

b) **current information on the size of a room block that has been reserved at area hotels** to accommodate anticipated overnight guests attending the funded event;

c) **historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;**

There shall be a four year cap on the number of years that an event may continue to receive hotel tax funding unless the event is determined to be an "anchor event."

Application to be an Anchor Event: There are certain events that have an established impact that warrants continued regular annual or seasonal funding of the event with hotel tax. An Anchor Event shall be an event that generates or sustains over 375 hotel nights for the event and/or over 1,500 overnight visitors to South Padre Island for the event (with an average of at least 500 overnight visitors

per day). Preference for Anchor Event designation will be given to multi-day events. Each year, entities may apply to have their event funded as an anchor event and provide documentation to support this designation.

Anchor events shall be funded on a reimbursement basis once the event expenses have been incurred and the post event report is completed. It is within the discretion of the Tourism Advisory Committee to proportionately reduce the amount of awarded hotel tax funding to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application.

Non-Anchor Events: Non-Anchor Event Funding from the hotel tax is to be treated as "seed money" with the intent that the event/facility program will eventually be able to fund itself from program revenues and non hotel tax sponsorships. Accordingly, hotel tax funding for non-anchor events is limited to no more than four consecutive years of Hotel Tax Funding. The CVA Board will have the discretion to extend that limitation if deemed appropriate.

Non-Anchor Event hotel tax funding may be provided at the time of the award determination in order to facilitate the holding of the event. For the first year of a non-anchor event, the funding will not be reduced based on the actual impact of the event. For subsequent funding years, it is within the discretion of the Tourism Advisory Committee to proportionately reduce the awarded hotel tax funding amount to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. In all cases, the Tourism Advisory Committee shall retain 25 % of the hotel tax funding award that will only be paid upon submission of the post event report.

Due to high hotel occupancy during certain time periods, grants will not be given for events/projects on the following dates:

The month of July

The Spring Break Period **(Insert blocked spring break period dates)**

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the South Padre Island's funding of a particular event. This restriction can be waived by the Tourism Advisory Committee for an event that has a substantial impact on tourism and hotel activity but a portion of its proceeds are channeled to outside entities or benevolent programs.

Supplemental Information Required With Application: Along with the application, please submit the following:

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

Post Event Report: Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

Submit to: _____ (fill in name of your contact person and name of entity reviewing the application)
(your address)
(phone number)

Application

Date: _____

Organization Information

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Office Phone Number: _____

Contact Cell Phone Number: _____
Web Site Address for Event or Sponsoring Entity _____

Non-Profit or For-Profit status: _____ Tax ID #:_____

Entity's Creation Date: _____

Purpose of your organization: _____

_____

_____

Event Information

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: $_____

Primary Purpose of Funded Activity/Facility:

_____

_____

How will the hotel tax funds be used: _(please attach a list of the hotel tax funded expenditures)

_____

_____

_____

_____

_____

Percentage of Hotel Tax Support of Related Costs

_____ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____%

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $_____

☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording,

and other arts related to the presentation, performance, execution, and exhibition of these major art forms : $_____

☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: $_____

☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: $_____

How many individuals are expected to participate in the sporting related event? _____

How many of the participants at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

_____

_____

_____

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city.** Amount requested under this category: $_____

What sites or attractions will tourists be taken to by this transportation?_____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: $_____

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: _____

2. Expected Attendance: _____

3. How many people attending the Event or Project will use South Padre Island lodging establishments? _____

   How many nights do you anticipate the majority of the tourists will stay: _____

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: _____

   _____

   _____

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? _____

   _____

   _____

7. Please list other organization, government entities, and grants that have offered financial support to your project: _____

8. Will the event charge admission? _____

9. Do you anticipate a net profit from the event? _____

10. If there is a net profit, what is the anticipated amount and how will it be used?

_____

_____

_____

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: $_____
Radio: $_____
TV: $_____
Other Paid Advertising: $_____

Anticipated Number of Press Releases to Media _____
Anticipated Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

12. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? _____

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?

_____

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

_____

_____

_____

15. What geographic areas does your marketing, advertising and promotion reach:

_____

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? _____(each media source ought to be able to quantify this number for applicants)

17. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

    Expected Visitation by Tourists Monthly/Annually: _____

    Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

18. What amount of event insurance do you have for your event and who is the carrier: _____.
    a. **(Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)**

19. Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be submitted with at least ___ weeks advance notice for approval by the South Padre Island CVB.

20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Please Submit no later than (insert deadline) to:

_____

(fill in name, contact person, and address of your city or entity overseeing use of hotel tax)

South Padre Island Event Funding Guidelines — current

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

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

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

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

Categories of Special Events

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

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

- **Event Summary**
- **Proposed Event Budget**

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

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

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

South Padre Island Transition Board Policy toward event funding:

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

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

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

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

FY 14			FY 15			FY 16	
Opening Balance for Events Marketing 2013/14		**Notes**	**Requested Sponsorshipfor 2014/15**		**Notes**	**Requested Sponsorshipfor 2015/2016**	
Tourism & Cultural section remaining balance 2013/14	**$61,598.00**		Tourism & Cultural Starting Balance 2014/15	**$439,700.00**		Tourism & Cultural Starting Balance 2014/15	$0.00
			Tx Gulf Surfing Association Oct 2015	-$3,000.00	Approved		
Historical Preservation Richard Stockton photos	-$600.00	Approved	SPI Kite Expo Nov 7-9, 2014	-$2,000.00	Approved		
SPI Beerfest August 23, 2014	-$25,000.00	Approved	Roadway Production/Fall Concert Series Oct/Nov 2014	-$50,000.00	Approved		
Roadway Productions/Fall Concert Series 9/19, 9/20, 9/26, 9/27	-$25,000.00	Approved	SPI Marathon & Half Marathon November 14, 2015 *event takes place during 2015/16 budget year. Prepaid sponsorship	-$90,000.00	Approved		
Island Folk Fest September 5-6, 2014	-$7,000.00	Approved	College Roadshow Promo/Inertia Tours March 2015	-$54,000.00	Approved		
Sandcastle Trail con't from FY 2013	-$4,000.00	Approved					
			Brownsville Museum Gala Sponsorship "Celebrating Space"	-$1,000.00			
			Curation Services: Moon Rock Exhibit/Sebastian Event	-$1,500.00			
			Sebastian Zodiac Exhibit expenses	-$30,000.00			
			Beach and Biker April 2015	-$35,000.00	Approved		
			National Tropical Weather Conf April 2015	-$10,000.00	Approved		
			Run in Texas/Sand Crab Run April 2015	-$4,000.00	*Pending		
			Run the Jailbreak Beach Escape May 2015	-$20,000.00	Approved		
			Sandcastle Trails **REPAIRS ONLY**	-$5,000.00	Approved		
			Sandcastle Trails	-$15,000.00	*Pending		
			TIFT AUG 2015	-$15,000.00	Approved		
			LKT 2015 August 8-10, 2015	-$2,000.00	Approved		
Balance for FY 2013/14 Tourism & Cultural	-$2.00		Sandcastle Days Oct 3-5, 2014	-$35,000.00	Approved		
2013/14			**Potential remaining balance if approved**	**$67,200.00**		Potential Balance if approved by board	$0.00
			2014/15			2015/16	

Pending Requests FY 15		
Firework Contract	-$80,000.00	*Pending
Total pending requests	-$80,000.00	

Item No. 8

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE: December 18, 2014

NAME & TITLE: Denise Arnold, CVB Director of Sales

DEPARTMENT: Convention and Visitors Bureau

ITEM

Update, discussion and possible action regarding CVB Sales Director's Report

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Director of Sales Report – Denise Arnold

Conferences and Events Held at the Convention Centre – 4th Quarter 2014

1. **October 2014**
    - Workforce Solutions October 2014 Conference - October 2-4, 2014, 300 Attendees, 120 Hotel Rooms Picked Up and 60K in Economic Impact for the City.
    - Tropical Texas Behavioral Health – October 16-17, 2014, 200 Attendees, 31 Hotel Rooms Picked Up and 39K in Economic Impact for the City.
    - Region One/ Fall Media Conference – October 23-27, 2014, 200 Attendees, 10 Hotel Rooms Picked Up and 25K in Economic Impact for the City.

November 2014

- American Spirit Championship – November 7-9, 2014, 1000 Attendees, 225 Hotel Rooms Picked Up and 159K in Economic Impact for the City.
- Association of Migrant Educators of Texas – November 10-16, 2014, 600 Attendees, 460 Hotel Rooms Picked Up and 100K in Economic Impact for the City.
- Glow Dash 5K Run – November 28, 2014, 2000 , Attendees, 25 Hotel Rooms Picked Up and 80K in Economic Impact for the City.

December 2014

- Texas Department of State Health – December 3-5, 2014 , 200 Attendees, 100 Contracted Hotel Room Nights and 35K in Economic Impact for the City.
- John Hall's Alaska – December 4, 2014, 40 Attendees, No Hotel Room Blocks Requested and 3K in Economic Impact for the City.
- Merry Martini Mixer – December 13, 2015. 1800 Attendees, No Hotel Room Blocks Requested and approximately 15K in Economic Impact for the City.

Director of Sales Report – Denise Arnold

Travel Schedule for December 2014 and January 2015

December 2014

1. **Denise Arnold – December 2-5, 2014 – Austin, Texas**
   - State Government Meeting Planners and Texas Society of Executive Associations and Sales Calls for the Association Market
   - Attended the SGMP Meeting and Networking Event December 4, 2014
   - Attended the TSAE Networking Luncheon on December 3, 2014.
   - 9 set appointments on Wednesday and Thursday between the events. Received two hot leads for conventions in 2016 and 2018.

2. **Eduardo Figueroa – December 3-5, 2014 – Dallas Texas**
   - Attended the Reverse Latin American Market Sales Mission- Co-op opportunity with the Texas Governor's Office of Tourism.
   - Met personally to promote South Padre Island as a premiere destination with 22 Latin American Travel Agents.

January 2015

1. **Denise Arnold and Eduardo Figueroa - January 28-30, 2015 – Austin, Texas**
   - Denise will Lead, Organize and Attend the Southwest Showcase 2015.
   - Two Corner Booths have been purchased with early bird discount pricing
   - 3 Hotels have confirmed Co-op Opportunity at $630.00 each – The Isla Grand Beach Resort, Schlitterbahn Beach Resort and the Pearl Beach Resort.
2. **Eduardo Figueroa – January 7-8, 2015 – McAllen, Texas**
   - Lead, Organize and Attend the McAllen International Travel Show
   - **January 18-19, 2015 – South Padre Island, Texas**
     - Organize and Lead the South Padre Island Fam Tour for Aero Mar Airlines.
     - Host 10 Areo Mar Airline Agents on a full day tour of South Padre Island

Item No. 9

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE: December 18, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action on website subcommittee.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

THE CITY OF SOUTH PADRE ISLAND
WEBSITE SUB-COMMITTEE
Meeting Agenda

WEDNESDAY, NOVEMBE 12, 2014
2:00 P.M. AT THE MUNICIPAL BUILDING,
EOC ROOM, 2ND FLOOR

Members present: Bryan Pinkerton, Hershal Patel, Sean Till, Jimmy Hawkinson, Chad Hart
Staff present: Bill Dilibero-CM, Paul Holthusen-IT Director, Adrian Rodriguez-PIO

Discussion regarding the following agenda items:

1. **Update by SimpleView**

   Jason Swick and Samantha Copley with Simpleview gave the committee an update concerning the plans for the South Padre Island campaign.

   *CM Bill approved to start the campaign.

   *Provide Jason with photos-Spring Break, Winter Texan

   *Spring Break page have a navigation item for families.

   *Database from Exact Target or Constant Contact be uploaded for the newsletter.

   *Update events in Facebook.

   -Strong call to action in the post.

   -3 post a day (morning, lunch, afternoon)

   -Post live events

   -Jason will provide the do's and don'ts of social media

*Jason to provide a cost on sponsored content (fishing, Kiteboarding).

*Provide basic information at the CVA Board meetings concerning marketing plans.

DRAFT

THE CITY OF SOUTH PADRE ISLAND
WEBSITE SUB-COMMITTEE
Meeting Agenda

TUESDAY, OCTOBER 21, 2014
2:00 P.M. AT THE MUNICIPAL BUILDING,
EOC ROOM, 2ND FLOOR

Members: Bryan Pinkerton, Hershal Patel, Sean Till, Catarino Lopez, Arnie Creinin, Jimmy Hawkinson, Chad Hart
Staff: Rachel Flores-CVB Director, Bill Dilibero-CM, Paul Holthusen-IT Director, Sam Ballenger-IT

Discussion regarding the following agenda items:

1. **Presentation by SimpleView**

   Jason Swick and Christina Day with Simpleview made a presentation to the committee concerning the plans for the South Padre Island campaign. Recommendations were given at this time by the Website Sub-Committee. Jason will have the final plan by November 3, 2014 to be presented to the committee. The campaign will start on November 10, 2014 if approved.

a. **Discuss header image load delay and alternate image loading options. (see this slideshow for details of the differences: http://www.slideshare.net/Radware/radware-velocity-nyprogressivejpegwebperformanceux) (Patel)**

b. **Discussion regarding "sopadre.com site load time". (Till)**

   Item a & b were discussed as one agenda item. Christina made recommendations to install the lazy loader. She also recommended to optimize images and reduce content on the home page (sopadre.com). She is going to confirm with her SCO developer concerning the recommendations.

c. **Discuss standard formatting for pages. Specifically, perhaps formatting most or all pages similar to the "Attractions" page. (Patel)**

   Recommendations were made to have the content rewritten. Rachel will ask someone from the Historical Preservation Committee to rewrite the content. Christina can provide a price quote from Simpleview to revise the content. Christina suggested adding a heat map to the reports provided by Simpleview.

d. **Discuss bounce rates. Some pages have decreased, while some have increased. Let's examine possible reasons. (Patel)**

   Hershal expressed his concerns. Christina mention there are several factors to take into consideration concerning this issue.

e. **Discuss Spring Break micro-site performance. (Patel)**

Recommendations were made to have the images optimized to help the micro-site performance. Christina requested for a ticket to be submitted and she will be providing an estimated cost to work on this request.

f. **Discussion regarding social/email marketing guidelines to be discussed by CVA board.(Patel)**

Hershal briefly mention the following items are on the CVA Board agenda for this week meeting. Committee members gave their recommendations.

a. Review and discuss upcoming CVB sponsored events on site. (Patel)

Hershal stated he wanted to make sure all events were being mentioned on the site. Rachel gave the committee an update concerning CVB sponsored events being promoted.

b. Discuss about directing Adrian (city PIO) on boosting posts. (Patel)

Hershal and Sean mentioned they were very pleased with the work Adrian has done on the Facebook page. Hershal recommended that Adrian be given a $5,000 budget to help boost postings.

c. Discuss pages and social posts for Cabezas and Zodiac exhibits.(Patel)

Rachel mention she spoke with Jo Ann Evens with El Paseo Arts Foundation. She mentioned if members of the El Paseo Arts Foundation would consider being curators between the Convention Centre and the Birding Center. She is still working on this project.

d. Recommendations and insights on Visit South Padre Facebook page. (Patel)

Recommendations were given by committee members.

g. **Review and discuss the CVB presence on SoPadre site and discuss ways to improve site to direct and capture group business.(Patel)**

Recommendations were made to remove the video on the header and add the Convention Centre layout. The RFP form needs to be redone. Hershal made the recommendation to have the RFP's less than 200 people go straight to the hotels. Any groups larger than 200, the RFP would be submitted to the Convention Centre.

h. **Spring Break 2 to 3 pages Misc. Development needed on content.(Hart)**

Chad gave his recommendation to Christina concerning the forms and the content on the spring break pages.

i. **Discussion regarding Machete's photos. (Flores)**

Rachel updated the Committee members concerning copy writes. Concerns and recommendations were given at this time by committee members.

DRAFT

Item No. 10

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE: December 18, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Update, discussion and possible action on CVB Marketing.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

SPI CREATIVE RECAP

Nov-Dec, 2014
January, 2015

11.17.14

South Padre ISLAND

SUMMARY

November, 2014

TV
- RGV English :30 Spot Holiday Message, KRGV-ABC, KGBT-CBS
- RGV Spanish :30 Spot Holiday Message, KNVO-Univision

Radio
- RGV English :30 Spot Holiday Message, KBFM, KTEX, KROQ, KVLY, KURV
- RGV Spanish :30 Spot Holiday Message, KBTQ

Print
- Brownsville Flight Guide

Online
- Expedia
- AARP.org
- SurferMagazine.com
- TheKiteboarder.com

December, 2014

TV
- RGV English :30 Spot Holiday Message, KRGV-ABC, KGBT-CBS
- RGV Spanish :30 Spot Holiday Message, KNVO-Univision

Radio
- RGV English :30 Spot Holiday Message, KBFM, KTEX, KROQ, KVLY, KURV
- RGV Spanish :30 Spot Holiday Message, KBTQ

Print
- AARP Magazine (Great Lakes and West Central Regions)

Online
- AARP.org
- SurferMagazine.com
- TheKiteboarder.com

January, 2015

Print
- TX State Travel Guide
- TX Highways Magazine
- Birder's Guide
- AARP Magazine (Great Lakes and West Central Regions)

Online
- AARP.org
- SurferMagazine.com
- TheKiteboarder.com
- American Birding Assoc.

South Padre ISLAND

Boomers Plan

Media Campaign - Oct 2014-Sept 2015 MEDIUM SPECIFICATIONS DEMO: A64+, HA54+	2015 Fiscal												Gross Total Cost
	October	November	December	January	February	March	April	May	June	July	August	September	
Print													
AARP - Southwest Getaways (Texas)							1/3 Page						$7,000
AARP - Great Lakes 60-69 Segment (IL, MI, MN, MO, WI)		1/3 Page				1/3 Page					1/3 Page		$41,000
AARP - West Central 60-69 Segment (MT, ND, SD, NE, NM, KS, CO, WY)		1/3 Page				1/3 Page					1/3 Page		$39,040
Online													
AARP.org - Online geo-targeting													$45,000
- Travel Enthusiat Section													$0
TOTAL													$132,040

Expedia Plan

Media Campaign - Oct 2014-Sept 2015 MEDIUM SPECIFICATIONS DEMO: A25-54, skew to millenials	2015 Fiscal												Gross Total Cost
	October	November	December	January	February	March	April	May	June	July	August	September	
Online Media													
Expedia.com - Texas/Mexico Plan	1.5m impressions					1.5m impressions							$90,000
TOTAL													$90,000

Overall Plan

Media Campaign - Oct 2014-Sept 2015 MEDIUM SPECIFICATIONS DEMO: A25-54+, HA25-54+	2015 Fiscal October	November	December	January	February	March	April	May	June	July	August	September	Gross Total Cost
Television													$155,000
Time Warner Cable -Dallas, San Antonio, Austin, Rio Grande Valley (Harlingen, McAllen, Brownsville), Waco-Temple-Killeen, El Paso, Corpus Christi, Laredo, Wichita Falls, Beaumont-Port Arthur													$70,000
- TWC/ATT Interconnect Online (Dallas, Austin, SA)													$15,000
Comcast - Houston													$70,000
Radio													$380,770
San Antonio - KSMG, KTFM, KROM, KGSX													$62,500
Austin - KLQB, KASE, KBPA, KAMX, KHFI													$113,770
Houston - KBXX, KKQB, KOVE													$204,500
CVB Print													$68,041
Texas State Travel Guide - 1/2 Page													$1,300
Texas Highways Magazine - 1/2 Page													$1,300
Texas Highways.com - Large Section Page Banner													$4,300
Texas Highways Events Calendar - 1/2 Page													$2,800
TourTexas.com - Platinum Plan, PDF, Video													$3,682
Exact Target - Email Marketing													$10,688
Texas Monthly - 1/2 Page													$34,170
Niche Print													$49,673
Birder's Guide - Full Page													$3,730
www.aba.org (American Birding Association) - 160x120 right side banner													$750
Saltwater Fishing Magazine - 1/2 Page													$8,689
Texas Game & Fish - 1/2 Page													$10,000
Windsurf Magazine - 728x90 Banner						Banner rotates Top, Bottom and Side							$4,716
Kiteboarder Magazine - 728x90 Banner on kiteboarder.com						Banner rotates Top							$4,588
Ride Texas - Full Page													$2,200
Surfer Magazine - Video Pre Roll													$15,000
TOTAL													$643,484

South Padre ISLAND

RGV Plan

Media Campaign - Oct 2013-Sept 2014 MEDIUM SPECIFICATIONS DEMO: A18-34, HA18-34	2015 Fiscal												Gross Total Cost Cost Per Flight
	October	November	December	January	February	March	April	May	June	July	August	September	
Television													
KRGV - ABC - News, Prime, Fringe													$43,000
KGBT - CBS - News, Prime, Fringe													$38,000
KNVO - Univision - News, Prime, Fringe													$35,000
Radio													
KBFM-FM (Clear Channel) - 21 spots per week													$10,500
KTEX - FM (Clear Channel) - 20 spots per week													$12,500
KBTQ - FM (Univision) - 31 spots per week													$10,000
KROQ-FM - 27 spots per week													$11,500
KVLY-FM - 19 spots per week													$12,500
KURV-FM - 18 spots per week													$4,500
TOTAL													$177,500

Mexico Plan

Media Campaign - Oct 2014-Sept 2015 MEDIUM SPECIFICATIONS DEMO: HA25-54+	2015 Fiscal												Gross Total Cost
	October	November	December	January	February	March	April	May	June	July	August	September	
Monterrey													
Cable TV													
- (420) 20 sec spots (Wed thru Fri)						Sony and Warner Networks							$16,468
Radio													
- EXA FM 97.3 - 446 spots													$20,294
- Genesis 98.1 - (8) 20 sec spots daily													$24,677
Print													
- *El Norte - Texas y Turismo*						Back Cover/Full Page							$35,294
TOTAL													$96,733

South Padre ISLAND

TV/Radio

SPI Creative Summary

November, December 2014 TV and Radio Holiday Message, English

ENGLISH :30 RGV HOLIDAY TV
ISCI: SPI HOLI 30E

VO: Live like a local and get your beach on this holiday season on South Padre Island. South Padre Island is a year-round destination and the holidays are a great time to visit.

And bring your appetite! With a wide array of dining choices ranging from burgers to Mexican to Italian to fresh seafood, we have something for every taste and budget. And if you go fishing, most restaurants will even cook your catch!

Book your stay today and take advantage of our great fall rates!

Check out sopadre.com/fall for more information.

South Padre ISLAND

SPI Creative Summary

November, December 2014 TV Holiday Message, English

SPI Creative Summary

November, December 2014 Radio Holiday Message, English

SPI Creative Summary

November, December 2014 TV and Radio Holiday Message, Spanish

SPANISH :30 RGV HOLIDAY TV
ISCI: SPI HOLI 30S

VO: Vive como isleño y ponte de playa estas vacaciones en South Padre Island. La isla se puede disfrutar todo el año y las vacaciones navideñas son ideales para visitar.

No te olvides de traer tu apetito. Con una gran variedad de restaurantes de hamburguesas a comida Mexicana hasta comida Italiana y mariscos frescos tenemos algo para cada gusto. Y si vas de pesca, casi todos los restaurantes cocinan lo que pescaste.

Reserva tu estancia hoy para aprovechar las tarifas bajas de la temporada.

Haz clic en sopadre.com/fall para más información.

South Padre ISLAND

SPI Creative Summary

November, December 2014 TV Holiday Message, Spanish

SPI Creative Summary

November, December 2014 Radio Holiday Message, Spanish

SPI Creative Summary

November, December 2014 Radio Mexico, Spanish

Monterrey FALL :20

Ponte de playa todo el año en South Padre Island! Ahora es la mejor temporada para visitar. El clima está perfecto, la pesca excelente y las tarifas fabulosas!

Reserva tu estancia hoy para aprovechar las tarifas bajas del otoño.

Haz clic en sopadre.com/laisla para más información.

South Padre Island. Es Totally Beachin'.

Online

SPI Creative Summary

Expedia.com, November, 2014, English

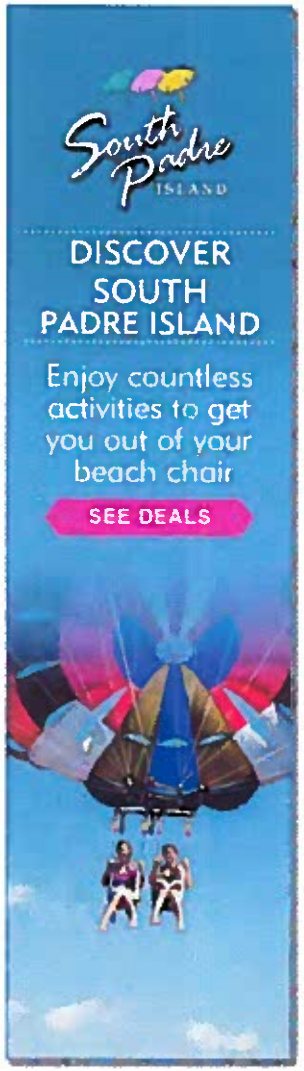
South Padre ISLAND

SPI Creative Summary

Expedia.com, November, 2014, English

SPI Creative Summary

Expedia.com, November, 2014, English



SPI Creative Summary

Expedia.com, November, 2014, English

South Padre ISLAND

SPI Creative Summary

Expedia.com, November, 2014, Spanish

SPI Creative Summary

Expedia.com, November, 2014, Spanish

South Padre ISLAND

SPI Creative Summary

Expedia.com, November, 2014, Spanish

SPI Creative Summary

Expedia.com, November, 2014, Spanish

South Padre ISLAND

SPI Creative Summary

AARP Magazine Online, November, 2014

640x80

728x90

940x66

320x250

South Padre ISLAND

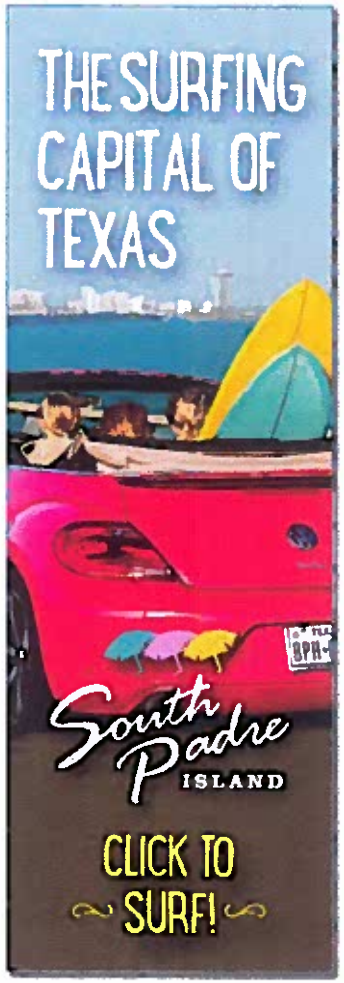
SPI Creative Summary

Kiteboarding Magazine Online, November & December, 2014

728x90

SPI Creative Summary

Surfer Magazine Online, November & December, 2014



200x600

SPI Creative Summary

American Birding Association, January, 2015

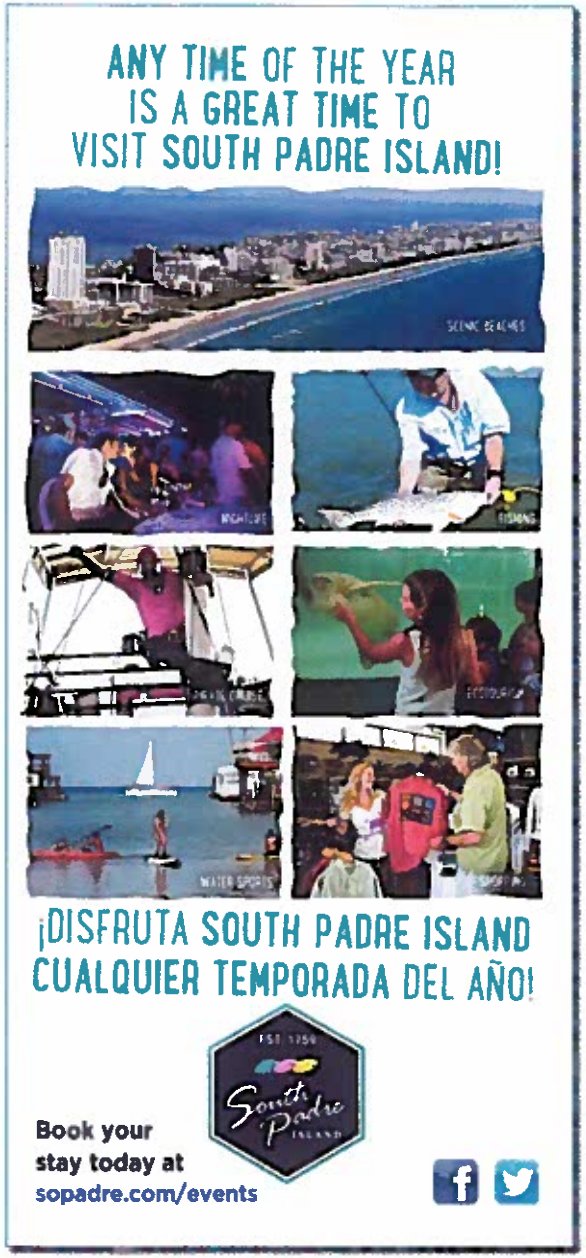
18x120

TBD

PRINT

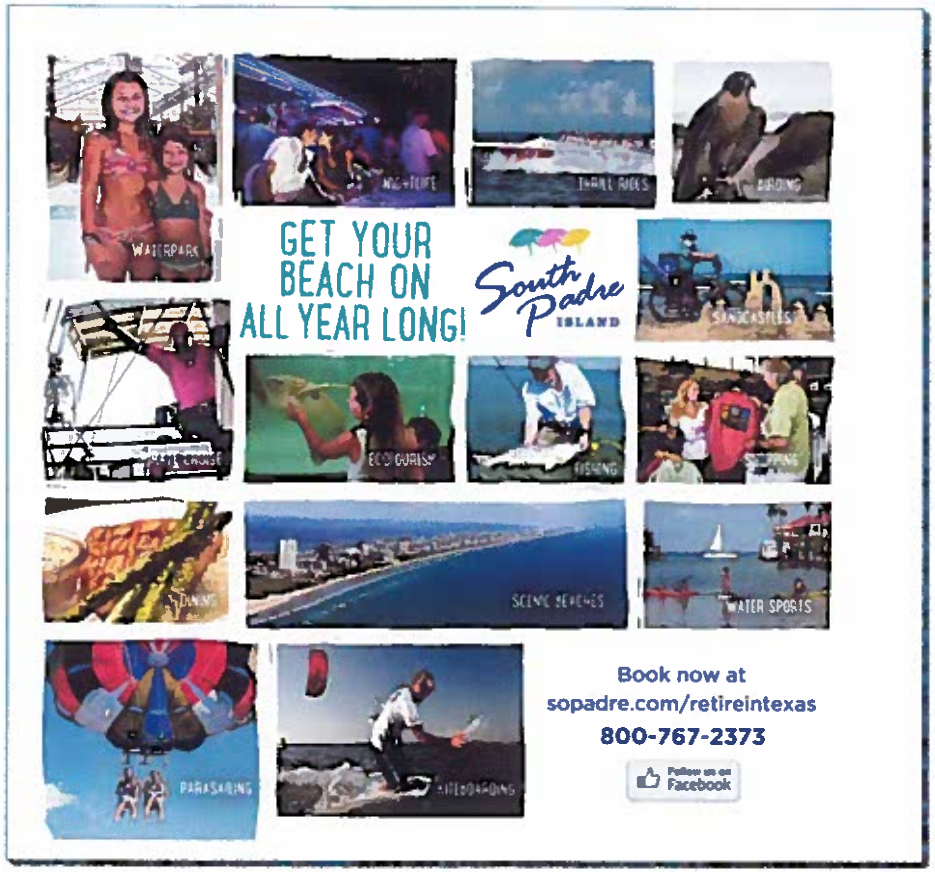
SPI Creative Summary

Brownsville Winter Flight Guide Ad



SPI Creative Summary

AARP, December, 2014 - January 2015



South Padre ISLAND

SPI Creative Summary

TX State Travel Guide, TX Highways Magazine, Drop January, 2015

SPI CREATIVE RECAP

Nov-Dec, 2014
January, 2015

Thank you!

11.17.14

South Padre ISLAND

South Padre ISLAND

Alicia Langer
Senior Account Executive
415 254 2466
alanger@expedia.com

Expedia MediaSolutions

Expedia hotels.com Hotwire Hotels.com

YOY Production –South Padre Island
October 1 through December 8

			10/1/2013 - 12/8/2013	10/1/2014 - 12/8/2014	YoY
Combined Production for Hotels Listed Below	Expedia United States	Room Nights	3,172	3,992	26%
		Hotel Gross Bookings	$299,467	$404,140	35%
		Average Daily Rate	$94	$101	7%
		Length of Stay	2.28	2.29	1%

			10/1/2013 - 12/8/2013	10/1/2014 - 12/8/2014	YoY
Beachside Inn South Padre Island	Expedia United States	Room Nights	95	75	-21%
		Hotel Gross Bookings	$7,754	$4,022	-48%
		Average Daily Rate	$82	$54	-34%
		Length of Stay	1.90	1.92	1%
Blue Bay Inn & Suites	Expedia United States	Room Nights	120	204	70%
		Hotel Gross Bookings	$8,469	$12,266	45%
		Average Daily Rate	$71	$60	-15%
		Length of Stay	1.97	2.62	33%
Comfort Suites Beachside	Expedia United States	Room Nights	104	86	-17%
		Hotel Gross Bookings	$7,527	$6,559	-13%
		Average Daily Rate	$72	$76	5%
		Length of Stay	1.76	1.59	-10%
Econo Lodge	Expedia United States	Room Nights	33	41	24%
		Hotel Gross Bookings	$1,362	$2,107	55%
		Average Daily Rate	$41	$51	25%
		Length of Stay	1.57	1.58	0%
Hilton Garden Inn South Padre Island	Expedia United States	Room Nights	379	273	-28%
		Hotel Gross Bookings	$50,052	$39,885	-20%
		Average Daily Rate	$132	$146	11%
		Length of Stay	2.94	2.31	-21%
Holiday Inn Express Hotel & Suites South Padre Island	Expedia United States	Room Nights	31	62	100%
		Hotel Gross Bookings	$4,355	$7,153	64%
		Average Daily Rate	$140	$115	-18%
		Length of Stay	1.94	2.30	19%

			10/1/2013 - 12/8/2013	10/1/2014 - 12/8/2014	YoY
Island Inn	Expedia United States	Room Nights	26	12	-54%
		Hotel Gross Bookings	$2,061	$846	-59%
		Average Daily Rate	$79	$70	-11%
		Length of Stay	1.73	1.71	-1%
La Copa Inn Beach Hotel	Expedia United States	Room Nights	523	652	25%
		Hotel Gross Bookings	$46,517	$89,384	92%
		Average Daily Rate	$89	$137	54%
		Length of Stay	2.32	2.66	14%
La Quinta Inn & Suites South Padre Beach	Expedia United States	Room Nights	214	580	171%
		Hotel Gross Bookings	$19,775	$76,288	286%
		Average Daily Rate	$92	$132	42%
		Length of Stay	1.81	2.75	52%
Los Cabos III	Expedia United States	Room Nights	-	3	-
		Hotel Gross Bookings	-	$681	-
		Average Daily Rate	-	$227	-
		Length of Stay	-	3.00	-
Motel 6 South Padre Island	Expedia United States	Room Nights	-	39	-
		Hotel Gross Bookings	-	$2,533	-
		Average Daily Rate	-	$65	-
		Length of Stay	-	1.86	-
Padre South Hotel On The Beach	Expedia United States	Room Nights	318	149	-53%
		Hotel Gross Bookings	$44,499	$13,160	-70%
		Average Daily Rate	$140	$88	-37%
		Length of Stay	2.27	1.91	-16%

			10/1/2013 - 12/8/2013	10/1/2014 - 12/8/2014	YoY
Pearl South Padre	Expedia United States	Room Nights	569	672	18%
		Hotel Gross Bookings	$62,961	$74,727	19%
		Average Daily Rate	$111	$111	0%
		Length of Stay	2.80	2.44	-13%
Peninsula Island Resort & Spa - All Suites	Expedia United States	Room Nights	56	68	21%
		Hotel Gross Bookings	$9,031	$13,948	54%
		Average Daily Rate	$161	$205	27%
		Length of Stay	2.43	3.24	33%
Ramada Limited South Padre Island	Expedia United States	Room Nights	110	81	-26%
		Hotel Gross Bookings	$4,096	$5,102	25%
		Average Daily Rate	$37	$63	69%
		Length of Stay	3.06	1.40	-54%
Schlitterbahn Beach Resort and Waterpark	Expedia United States	Room Nights	8	69	763%
		Hotel Gross Bookings	$1,182	$10,372	777%
		Average Daily Rate	$148	$150	2%
		Length of Stay	2.67	2.88	8%
Suites at Sunchase, an Ascend Hotel Collection Member	Expedia United States	Room Nights	3	9	200%
		Hotel Gross Bookings	$458	$1,186	159%
		Average Daily Rate	$153	$132	-14%
		Length of Stay	1.00	1.13	13%
Super 8 South Padre Island Tx	Expedia United States	Room Nights	20	399	1,895%
		Hotel Gross Bookings	$972	$15,514	1,496%
		Average Daily Rate	$49	$39	-20%
		Length of Stay	1.54	1.83	19%

			10/1/2013 - 12/8/2013	10/1/2014 - 12/8/2014	YoY
Travelodge South Padre Island	Expedia United States	Room Nights	376	348	-7%
		Hotel Gross Bookings	$18,512	$17,513	-5%
		Average Daily Rate	$49	$50	2%
		Length of Stay	2.17	2.15	-1%
Wanna Wanna Inn	Expedia United States	Room Nights	16	29	81%
		Hotel Gross Bookings	$1,688	$4,638	175%
		Average Daily Rate	$105	$160	52%
		Length of Stay	1.33	2.23	67%
WindWater Magnuson Hotel	Expedia United States	Room Nights	171	141	-18%
		Hotel Gross Bookings	$8,197	$6,257	-24%
		Average Daily Rate	$48	$44	-7%
		Length of Stay	1.84	2.35	28%

Thank You!

South Padre Island CVB

31314 - South Padre CVB 2014 (2014-09-03 13:49:02) as of 12/2/2014

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Details		Results	
BDM	Alicia Langer	Impressions Delivered	1,397,474
CSM	Allison Hardwick	Impressions (Clickable)	1,397,474
Start Date	10/1/2014	Impression Goal	1,582,794
End Date	12/7/2014	Clicks Delivered	3,970
Days Ran	65	Click Through Rate	0.28%
Days Remaining	3	Order Pacing	

Site - Flight Name	Source	Start Date	End Date	Image	Impression Goal	Impressions	Pacing	Clicks	CTR
Expedia.com Total					**1,582,794**	**1,397,474**		**3,970**	**0.28%**
F#1: .com,160x600,Hotels Results Right 1,IPState:Texas	Expedia	10/1/2014	12/7/2014		120,000	100,838	88%	461	0.46%
		10/1/2014	12/7/2014		120,000	101,902	89%	458	0.45%
		10/1/2014	12/7/2014		120,000	100,391	88%	429	0.43%
F#2: .com,160x600,Hotels Infosite/Details Right 1,IPState:Texas	Expedia	10/1/2014	12/7/2014		80,000	74,994	98%	206	0.27%

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		10/1/2014	12/7/2014		80,000	74,606	98%	199	0.27%
		10/1/2014	12/7/2014		80,000	74,544	97%	256	0.34%
F#3: .com,740x50,Hotels Results Center Top,IPState:Texas	Expedia	10/1/2014	12/7/2014		147,058	137,356	98%	124	0.09%
		10/1/2014	12/7/2014		147,058	137,127	98%	113	0.08%
		10/1/2014	12/7/2014		147,058	137,013	97%	81	0.06%
F#4: .com,992x265,Hotels Search Core Offer,IPState:Texas	Expedia	10/1/2014	12/7/2014		40,540	22,053	57%	352	1.60%

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		10/1/2014	12/7/2014		40,540	22,109	57%	621	2.81%
		10/1/2014	12/7/2014		40,540	22,151	57%	382	1.72%
F#5: .com,300x250,VP Results Right 1,IPState:Texas	Expedia	10/1/2014	12/7/2014		40,000	37,579	98%	43	0.11%
		10/1/2014	12/7/2014		40,000	37,249	97%	44	0.12%
		10/1/2014	12/7/2014		40,000	37,500	98%	37	0.10%
F#6: .com,160x600,ROS**,VA	Expedia	10/1/2014	12/7/2014		100,000	93,271	98%	56	0.06%

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		10/1/2014	12/7/2014		100,000	93,371	98%	58	0.06%
		10/1/2014	12/7/2014		100,000	93,420	98%	50	0.05%
F#7: .com,Non Standard Media - Preemptible,Jump/Promo Page,VA	Expedia	9/17/2014	12/7/2014					-	

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South Padre Island CVB

31864 - South Padre CVB Mexico 2014 (2014-10-06 15:34:03) as of 12/2/2014

Details		Results	
BDM	Alicia Langer	Impressions Delivered	1,100,811
CSM	Allison Hardwick	Impressions (Clickable)	1,100,811
Start Date	10/8/2014	Impression Goal	1,750,290
End Date	12/31/2014	Clicks Delivered	4,502
Days Ran	58	Click Through Rate	0.41%
Days Remaining	27	Order Pacing	

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Site - Flight Name	Source	Start Date	End Date	Image	Impression Goal	Impressions	Pacing	Clicks	CTR
Expedia.mx Total					**1,750,290**	**1,100,811**		**4,502**	**0.41%**
01- .mx 416x268 Home Page Core Offer , IPCity:MexicoCity,Monterrey	Expedia	10/8/2014	12/31/2014		83,333	55,950	98%	626	1.12%
		10/8/2014	12/31/2014		83,333	55,879	98%	663	1.19%
		10/8/2014	12/31/2014		83,333	56,175	99%	675	1.20%
02 - .mx 992x265 Deals + Flights + Hotels + Vacation Packages Search Core Offer IPGeo:Monterrey,MexicoCity	Expedia	10/8/2014	12/31/2014		8,833	5,945	99%	114	1.92%

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		10/8/2014	12/31/2014		8,833	5,920	98%	99	1.67%
		10/8/2014	12/31/2014		8,833	5,966	99%	105	1.76%
03 - .mx 160x600 Hotels Infosite/Details + Results Right 1, IPGeo:Monterrey,MexicoCity	Expedia	10/9/2014	12/31/2014		151,095	100,828	98%	225	0.22%
		10/9/2014	12/31/2014		151,095	101,466	99%	234	0.23%
		10/9/2014	12/31/2014		151,095	101,256	99%	225	0.22%
04 - .mx 300x250 Vacation Packages Results Right 1, IPGeo:Monterrey,MexicoCity	Expedia	10/9/2014	12/31/2014		56,666	38,513	100%	82	0.21%

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		10/9/2014	12/31/2014		56,666	38,250	99%	55	0.14%
		10/9/2014	12/31/2014		56,666	38,268	100%	69	0.18%
05 - .mx 300x250 Deals + Flights + Hotels + Vacation Packages Search Left 1, IPGeo:Monterrey,MexicoCity	Expedia	10/9/2014	12/31/2014		23,333	10,752	68%	18	0.17%
		10/9/2014	12/31/2014		23,333	10,540	67%	16	0.15%
		10/9/2014	12/31/2014		23,333	10,584	67%	11	0.10%
06 BULK- .mx 160x600 Preemptible ROS * * Value Add	Expedia	10/14/2014	12/31/2014		100,000	64,598	98%	47	0.07%

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		10/14/2014	12/31/2014		100,000	64,088	97%	56	0.09%
		10/14/2014	12/31/2014		100,000	64,937	99%	54	0.08%
07: .mx, 416x268, Home Page * Core Offer, PDEST/DEST: Texas	Expedia	10/27/2014	12/31/2014		20,000	11,442	97%	120	1.05%
		10/27/2014	12/31/2014		20,000	11,358	96%	102	0.90%
		10/27/2014	12/31/2014		20,000	11,561	98%	124	1.07%
08: .mx 992x265, Deals + Flights + Hotels + Vacation Packages Search Core Offer	Expedia	10/27/2014	12/31/2014		14,166	8,199	98%	182	2.22%

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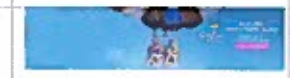
		10/27/2014	12/31/2014		14,166	8,015	96%	125	1.56%
		10/27/2014	12/31/2014		14,166	8,153	97%	109	1.34%
09: .mx 160x600 Hotels Infosite/Details + Results Right 1, PDEST/DEST: Texas	Expedia	10/27/2014	12/31/2014		27,857	16,592	101%	42	0.25%
		10/27/2014	12/31/2014		27,857	16,578	101%	41	0.25%
		10/27/2014	12/31/2014		27,857	16,584	101%	43	0.26%
10: .mx 300x250 Vacation Packages Results Right 1	Expedia	10/27/2014	12/31/2014		42,407	24,105	96%	47	0.19%

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		10/27/2014	12/31/2014		42,407	24,321	97%	34	0.14%
		10/27/2014	12/31/2014		42,407	24,290	97%	58	0.24%
11: .mx 300x250, Deals + Flights + Hotels + Vacation Packages Search Left 1	Expedia	10/27/2014	12/31/2014		42,407	24,518	98%	43	0.18%
		10/27/2014	12/31/2014		42,407	24,246	97%	14	0.06%
		10/27/2014	12/31/2014		42,407	24,119	96%	20	0.08%
12: .mx 160x600 Hotels Infosite/Details + Results Right 2, PDEST/DEST: Texas	Expedia	11/12/2014	12/31/2014		13,333	5,559	91%	8	0.14%

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		11/12/2014	12/31/2014		13,333	5,675	93%	5	0.09%
		11/12/2014	12/31/2014		13,333	5,581	91%	11	0.20%

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Item No. 11

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE: December 18, 2014

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Update and discussion on the convention center renovations

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Item No. 12

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE: December 18, 2014

NAME & TITLE: Michael Jones, CVA Board Ex Officio Member

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Update, discussion and action regarding the status on moving the Javier Marin statues.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS