

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

MEETING DATE: January 21, 2015

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to appoint Chair and Vice-Chair for the calendar year.

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.

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

MEETING DATE: January 21, 2015

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

DEPARTMENT: Convention and Visitors Bureau

ITEM

Consent agenda:

- a) Approval of minutes for December 18, 2014 Regular meeting.
- b) Approval of minutes for January 15, 2015 Workshop.

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, DECEMBER 18, 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, December 18, 2014 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Vice-Chairman Bryan Pinkerton called the meeting to order at 9:00 a.m. A quorum was present: Arnie Creinin, Bill Donahue, Hershal Patel, Anne Weiss, Michael Jones, and Terence Chase.

City staff members present were CVB Director Rachel Flores, CVB Director of Sales Denise Arnold, Sales Administrative Assistant Rosa Zapata, Administrative Assistant / Project Manager Denise Shyngera, City Manager William DiLibero, Assistant City Manager Darla Jones, Information Technology Director Paul Holthusen, Public Information Officer Adrian Rodriguez, and CVB Accountant I Lori Moore.

2. Pledge of Allegiance.

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

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.

Board Member Creinin made the motion, seconded by Board Member Patel to hold regular meetings every thirty days, and cancelled meetings are to be held within seven days. Motion carried on a unanimous vote.

6. Update and discussion on Beerfest.

CVB Director Rachel Flores gave the board an update. No action was taken.

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

CVB Director Rachel Flores gave the board an update. The new board to continue developing guidelines. No action was taken at this time.

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

CVB Director Sales Denise Arnold gave the board an update on the sales department. Board members made recommendations for a detailed pace report, and a list that includes site visits, leads passed on to the hotels and lost business.

9. Discussion and possible action on Website Subcommittee:

CVB Director Rachel Flores briefly updated the board on the Website Subcommittee meetings held and progress made to date.

CVB Director Rachel Flores gave the board an update on the SimpleView Campaign. Access to the different campaigns has been given to the Website Subcommittee members. Committee members to continue with development of the different website pages.

CVB Director Rachel Flores requested that the board make a motion to increase the production schedule and budget to acquire new photo stock for Spring Break. Board Member Donahue made the motion, seconded by Board Member Creinin. Motion carried on a unanimous vote.

10. Update, discussion and possible action on CVB Marketing:

Machete Creative gave the board an update on the media production schedule. Board members made a recommendation for Website Subcommittee Member Sean Till to complete a breakdown of the analytics to determine the ROI. Board members also made a recommendation to invite the Expedia Sales Representative to meet with hotel and condo owners to join efforts.

CVB Director Rachel Flores presented the board with a draft calendar for 2015, and a copy of the December newsletter. The e-newsletter will focus on a mix of events to target different audiences, and will promote events six weeks out. Board members made recommendations to forward the calendar to the Website Subcommittee.

CVB Director Rachel Flores updated the board that collateral development and plans to strive towards continuity between creative, and feedback from different individual markets and meetings.

11. Update and discussion on Convention Centre renovations.

Assistant City Manager Darla Jones gave an update on the Convention Centre Renovation Project, which included deliverables for each project phase and targeted dates for completion.

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

CVB Director Rachel Flores gave the board an update on the timelines for moving the statues to the Convention Centre and plans for increasing signage.

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

Next scheduled meeting will be Wednesday, January 28, 2015 at 9:00 a.m.

14. Adjourn.

There being no further business, Vice-Chairman Pinkerton adjourned the meeting at 11:05 a.m.

Denise Shyngera, CVB Administrative Assistant/ Project Manager

Bryan Pinkerton, CVA Vice-Chairman

MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
WORKSHOP

THURSDAY, JANUARY 15, 2015

1. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Workshop on Thursday, January 15, 2015 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Acting Chairman Bill Donahue called the meeting to order at 10:47 a.m. A quorum was present: Wally Jones, Jimmy Hawkinson, Bill Donahue, Anne Weiss, Michael Jones, and Terence Chase.

City staff present: CVB Director Rachel Flores, CVB Director Sales Denise Arnold, CVB Accountant I Lori Moore, Administrative Assistant / Project Manager Denise Shyngera, City Manager William DiLibero, and Public Information Officer Adrian Rodriguez.

2. Pledge of Allegiance.

Acting Chairman, Bill Donahue 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. Discussion on CVB Overview.

CVB Director Rachel Flores gave a brief overview of the duties of the CVA Board which included:

- a. Hotel Motel Tax Use
- b. CVB Administrative Structure
- c. Events Marketing
- d. Sales
- e. Marketing
- f. Website Sub-committee
- g. CVB Work Plan & Budget

5. Discussion on current legislative bill concerning Hotel/Motel Tax allocation and expansion of definition of "convention center" to include facilities, programs and marketing related to SpaceX and/or eco-tourism.

Council Member Julee LaMure gave a presentation to the CVA Board Members on the current legislative bill concerning Hotel/ Motel allocation and expansion of the definition of 'convention center'.

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

Next scheduled meeting will be Wednesday, January 21, 2015 at 10:30 a.m.

7. Adjourn.

There being no further business, Acting Chairman Donahue adjourned the meeting at 11:42 a.m.

Denise Shyngera, CVB Administrative Assistant/ Project Manager

Bill Donahue, Acting Chairman

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

MEETING DATE: January 21, 2015

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion on events budget.

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.

Events Funding Distribution

FY 15 (October 2014 - September 2015)

Sponsorship		Notes
Tourism & Cultural Starting Balance 2014/15	\$439,700.00	
Tx Gulf Surfing Association Oct 2015	-\$3,000.00	Approved
SPI Kite Expo Nov 7-9, 2014	-\$2,000.00	Approved
Roadway Production/Fall Concert Series Oct/Nov 2014	-\$50,000.00	Approved
SPI Marathon & Half Marathon November 14, 2015 *event takes place during 2015/16 budget year. Prepaid sponsorship	-\$90,000.00	Approved
College Roadshow Promo/Inertia Tours March 2015	-\$54,000.00	Approved
Sebastian Zodiac Exhibit expenses	-\$10,000.00	Approved
Beach and Biker April 2015	-\$35,000.00	Approved
National Tropical Weather Conf April 2015	-\$10,000.00	Approved
Run the Jailbreak Beach Escape May 2015	-\$20,000.00	Approved
Sandcastle Trails REPAIRS ONLY	-\$5,000.00	Approved
TIFT AUG 2015	-\$15,000.00	Approved
LKT 2015 August 8-10, 2015	-\$2,000.00	Approved
Sandcastle Days Oct 3-5, 2014	-\$35,000.00	Approved
*Run in Texas/Sand Crab Run April 2015	-\$4,000.00	*Pending
*Island Folk Concerts/Island Folk Festival 2015	-\$15,200.00	*Pending
*SPI Sandcastle Summer Contest Series	-\$10,000.00	*Pending
*Sandcastle Contest-Texas State Championship	-\$12,000.00	*Pending
*Firework Contract	-\$80,000.00	*Pending
Potential remaining balance if approved	-\$12,500.00	

(2 events in request)

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

MEETING DATE: January 21, 2015

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion on FY15 fireworks schedule and funding.

ITEM BACKGROUND

Schedule of 2015 dates:

May – Memorial Day

July – Independence Day

September - Labour Day

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

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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 "Clayton Brashear", is positioned above the typed name.

Sincerely,

Clayton Brashear

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

MEETING DATE: January 21, 2015

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Presentations:

- a) Island Folk Festival Concert Series 2015
- b) Sandcastle Trails
- c) Run in Texas/Sand Crab Run April 2015

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

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MEETING DATE: January 21, 2015

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

Discussion and action regarding consideration of funding request for returning event "Island Folk Festival Concert Series 2015".

Phase I: Island Folk Music Concerts (New Event Funding Request)

Phase II: Island Folk Fest (Anchor Event)

Total request \$15,200.

ITEM BACKGROUND

Island Folk Festival - Year 1, CVA Board approved \$7,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

City of South Padre Island

Event Proposal-

Island Folk Concerts

Island Folk Festival 2015

Prepared for: SPI Marketing and Budgeting Committee

SPI Convention and Visitors Bureau Committee

Prepared by: Aarin Hartwell- Creative Director, Hartwell Talent and Production

December 18, 2014

Event Overview

Hartwell Talent and Production is excited to announce the 2nd Annual Island Folk Festival. The event will take place in the Entertainment District of South Padre Island on September 10th-13th, 2015. The event will boast 30+ well-known folk, bluegrass, gypsy jazz artists along side local artists to bring many continuous hours of music at Louie's Backyard, Laguna Bob's and Tequila Sunset. This year the folk festival event dates will couple multiple "sister" events as well.

This year IFF is requesting funding for two phases of production:

Phase I: Island Folk Music Concerts (New Event Funding Request)

In efforts to expand publicity and recognition for folk music on SPI, the Island Folk Concerts is a series of eight concerts, at eight different Island venues occurring once a month (Jan.- August 2015). This event will simultaneously:

- Market hotel and condo rentals throughout the year and specifically for concert days
- Provide eight new live music events on SPI
- Develop a "music package stay" for monthly folk concerts and the IFF
- Promote the annual event, Island Folk Festival
- Serve as a year-round marketing opportunity for SPI to promote its self as a live folk music destination

Phase II: Island Folk Fest (Anchor Event)

The 2015 Island Folk Festival will be progressing into several new directions including producing additional events to draw many demographics including; a sporting event (TBD), folk art feature/contest, folk singer-songwriter workshop, beach sand sculpture competition,

Other event features include:

On-site folk art (many mediums),

Production & Operation

The 2015 P&O Budgets will be spent according to festival needs and requirements. This year in addition to marketing monies, HTP requests the assistance of a talent-buying budget to secure popular talent and headliner bands and seed monies to kick off the anchor event. HTP will also solicit outside sponsorship from businesses, investors and outside corporations that will help secure miscellaneous expenses, future investments and greater talent buying capabilities. These sponsorship opportunities will be available by various sponsorship levels that offer in return great marketing benefits. In conjunction with the Island Folk Festival several other "sister" events will take place. This will increase the diversity of SPI visitors this weekend.

Marketing

Marketing for the Island Folk Concerts and the Island Folk Festival will include most all levels of HTP's general marketing model; print advertisement, tangible marketing materials, social media, video production, graphic design, website maintenance, on the ground marketing, photography and event measurement.

Utilizing the Island Folk Festival as leverage, the Concert Series will promote supporting sponsorship through September establishing and implanting unique marketing concepts such as the "music package stay."

Hartwell Talent & Production's marketing services will begin with the following results for Island Folk Festival and Island Folk Concerts:

- **Develop a compelling, unforgettable brand** – Setting a brand is our calling card to the outside world; if used wisely, it can separate SPI from competitors and other live music hubs. We'll create a brand that highlights our strengths in a unique way, and our graphic designers will design the logo to match. This year we are excited to embrace our love of sand sculpture and our beautiful Causeway in the design.
- **Reach new customers using both online and offline techniques** – The importance of digital media can't be ignored, but that doesn't mean we will abandon traditional media, either. We'll develop a strategy for these events that takes advantage of every platform available, offering unprecedented exposure to new prospects.
- **Design a tourist friendly "music vacation stay" package** – Irresistible events begin with destination and accommodation considerations in mind. We will work with the CVB sales staff to solidify room night blocks that will provide a reasonable price for our festival and concert attendees. Our marketing plans might slightly change monthly so to appeal to our target demographics and seasons.

Timeline

Hartwell Talent and Production is ready to begin with 2015 production. Promotion of the 2015 Folk Concert Series will serve as great pre-promotion for the Folk Festival Anchor Event. This year's folk festival will have many new elements that we are anxious to begin piecing together.

MARKETING PROPOSAL

This marketing proposal, designed by Hartwell Talent and Production is created exclusively for use by the Island Folk Festival | Island Folk Concerts.

EXECUTIVE SUMMARY

The following marketing proposal presents the results of extensive analysis, student of market trends, and application of specifics unique to the Island Folk Festival. We believe our proposal provides a complete marketing strategy, which will culminate in highly successful results for the 2nd Annual Island Folk Festival.

CREDENTIALS

Hartwell Talent and Production has been making inroads in the marketing and production world for eight years. We are an innovative and seasoned group of production professionals with experience handling the needs of a variety of clients. Our work in the Music and production industry has demonstrated significant achievement, and garnered lasting results, and we hope to provide the City of South Padre Island with an outstanding annual event and offer our services for future event production and marketing as well.

***SITUATIONAL ANALYSIS* (In process)**

POSITIONING

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

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

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

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

ATTENDANCE

The first annual Island Folk Festival recruited over 1500 in attendance over its weekend of festivities. This year the festival anticipates a minimum of 5K in attendance. With much more time to market and create branding for folk music on South Padre HTP is confident of a great second annual turnout.

MARKETING STRATEGY

a. PROMOTIONAL STRATEGY

Based on our above analysis, we believe the following promotional strategies will prove highly successful for the Island Folk Festival.

We plan to implement these strategies using:

- Print, radio or television advertising
- Create print ads showcasing the Island Folk Festival, Accommodations, Island Activities and SPI as a Live Music Destination in the Fall

b. INTERNET STRATEGY

At Hartwell Talent and Production we know that internet marketing is now vital to the success of any event. In conjunction with an Austin based social media business, Creativelink (we have developed the following strategies for marketing the Island Folk Festival online.

We will implement these strategies using:

- SEO
- Google Chrome (calendar sharing, outreach)
- Email Campaigns (MailChimp)
- Online radio (Blog Talk Radio)
- Social Media
- Direct Marketing: Check – In Stations at Event and Sponsored Businesses, Venues, Sites

1. SOCIAL MEDIA METHODOLOGY:

Hartwell Talent and Production, Creativeslink will jointly create target advertisements to a responsive audience. Reach numbers on the side of an advertisement differ from an organic reach. With paid advertisements on Facebook, the targeting of an advert to a tighter demographic correlates to a decline in reach number.

IFF will utilize advertising with social media outlets and local entertainment magazines from surrounding major markets, website, and shared advertising with Island businesses (eg hotels, restaurants, venues, local media, government). Our press relations will also extend information to prominent bloggers, influencers, and traditional media and Texas Arts Organizations.

- a. Creation of accounts for IFF on all major social media outlets
- b. Like and follow all players associated with the festival
 - 1. Hotels
 - 2. Venues
 - 3. Restaurants
 - 4. Shops
 - 5. Local and state govt., Arts, NGOs
 - 6. Artists
- c. Fill social media streams with media rich content about the festival maintaining the conversation with connected entities
- d. Place adverts and boost selected posts to reach larger audience
- e. Use connected entities to boost posts about their connection to the festival

Island Folk Festival has begun outreach to established noncompeting music festivals for advertisement on their social media sites. To date, this adds up to 10,000 individuals sorted as those who like the genre and music festivals in Texas. They have offered organic reach as well.

The creation of communications via social media and placed signage will encourage attendees to check-in to the respective venues, land, or festival. This will place these people in the direct marketing channels for local entities. Their future marketing efforts will easily include these new likes followers and check-ins.

MARKETING GOALS/PROJECTIONS & OUTLOOK

Upon implementation of the above marketing strategy, our analysis projects the following outcomes:

IMPLEMENTATION

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

- 1. Effectively promote the event through increased marketing activity in local and Texas wide advertising, social media, press and online ad buys.

- Combining marketing efforts with existing noncompeting music festivals allows for access to distribution lists as well as social media connections populated by people who like music festivals and the Americana genre.

Phase I:

ISLAND FOLK CONCERTS									
MARKETING TIMELINE									
	Jan	Feb	March	April	May	June	July	Aug	TOTAL
Print- Marketing & Measurement									
Tickets		\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$200
Posters		\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$200
Measurement		\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$80
Print- Advertisement									
Postal Current		\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,050
1 Publication		\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$3,150
Social Media- Producer									
		\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$420
Social Media- Advertisem									
		\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$210
Multi-Media- Photograph									
		\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$350
Multi-Media- Videograph									
		\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$350
Graphic Design									
		\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$350
Website R&D									
		\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$350
Marketing Team									
		\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$350
Total Project	\$50	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$7,050
PRODUCTION & OPERATION									
Stage Production Equipme		\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$1,750
Sound Tech./ Stage		\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$350
Talent Transportation		\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,050
Total Projected P&O Expe		\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$3,150
Event Management & Marketing									\$5,000
TOTAL EVENT REQUEST:									\$15,200

PHASE II:

Island Folk Festival				
MARKETING BUDGET	IFF- 2014	IFF- 2014	IFF- 2015	IFF- 2015
	Projected	Actual	Projected	Actual
Print Materials & Measurement	\$ 1,500.00	\$ 804.40	\$ 1,500.00	
Print Ad Buys	\$ 2,500.00	\$ 2,000.00	\$ 3,000.00	
Social Media Producer	\$ 1,000.00	\$ 1,100.00	\$ 1,500.00	
Marketing Team	\$ -	\$ 400.00	\$ 500.00	
Social Media Ad Buys	\$ 1,000.00	\$ 750.00	\$ 1,500.00	
Video Production	\$ 500.00	\$ 500.00	\$ 1,000.00	
Website R&D	\$ 500.00	\$ 922.35	\$ 1,000.00	
Graphic Design	\$ -	\$ 500.00	\$ 1,000.00	
Photography	\$ -	\$ 250.00	\$ 500.00	
Misc. Expenses	\$ -	\$ 13.17		
Merchandise	\$ -	\$ 1,300.00		
Total	\$ 7,000.00	\$ 8,539.92	\$11,500.00	
PRODUCTION BUDGET	IFF 2014	IFF- 2014	IFF- 2015	IFF- 2015
	Projected	Actual	Projected	Actual
Stage Production Equipment	\$ 250.00	\$ 100.00	\$ 500.00	
Stage/Sound Crew	\$ 1,000.00	\$ 700.00	\$ 1,500.00	
Talent Transportation	\$ 1,000.00	\$ 930.00	\$ 3,000.00	
Security	\$ 250.00	\$ 310.00	\$ 500.00	
RGV Rentals (Vendor Booths)	\$ 1,200.00	\$ 1,500.00	\$ 2,500.00	
Rental World (Electricity)	\$ 500.00	\$ 246.81	\$ 1,000.00	
Talent Buying			\$10,000.00	
Misc. Equipment	\$ 300.00	\$ 450.00	\$ 2,500.00	
Hartwell Talent & Production	\$ 2,000.00	\$ 500.00	\$ 5,000.00	
Total	\$ 6,500.00	\$ 4,736.81	\$26,500.00	

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

MEETING DATE: January 21, 2015

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention & Visitors Bureau

ITEM

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

- Sandcastle Contest Proposal – Texas State Championship (new event) \$12,000.
- Sandcastle Summer Contest Series (reoccurring event) \$10,000

ITEM BACKGROUND

This is the third year of the event.

In 2012-2013, CVA Board approved \$20,000.

In 2013-2014, CVA Board to reallocate \$11,700.

In 2014, event organizers were approved \$5,000 for repairs/maintenance through 2015.

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

SPECIAL EVENT FUNDING REQUEST Please attach the following.☒ Event summary ☐ Funding Request \$ 10,000Organization Sundcastle ServicesDate of Request all summer
MONTH/DAY/YEARAddress 112 E. Subvick Lane, SPI☒ Basic Proposed Event Budget ☐ Marketing Summary (how, when, where will you market this event)☐ Final income/expense (recurring events)Contact Name Lucinda WaringCity: SP1 State: TX Zip: 79557Phone 956-457-2928 Email spisandy@gmail.comEvent Title Sundcastle Summer 2015Event/Proposed Date(s) 12 days in the summerLocation(s) of Event: Recurring Event ☐ New Event ☐Estimated Attendance hundreds + thousandsEstimated Room Nights many

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

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

Please present a plan for the following as it may pertain to your event (attach to application)**Event footprint** (Submit a drawing defining parameters of event as it relates to streets, beach and/or bay)**Pedestrian & Parking Plan** (Where will people park and how will they safely access your event)**Thank you for your application!**

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



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

SPI Sandcastle Summer Contest Series

South Padre Island is the Sandcastle Capital of the world!

In 2013-14, the town of South Padre Island funded SPI Sandcastle Summer Contest Series. Hosted at various properties throughout the summer, Based on the last two years' experience, we would like to propose a somewhat different program for 2015, the goals of which would be to involve more host properties as well as a more diverse group of participants. We would like to extend the marketing aspect with more posters, rack cards and a bigger presence on social media. We think we can do this for the same \$10,000 the city has spent each of the past two years for 7 contests.

Over the past two years, each of these events has attracted approximately 200 active participants as well as untold hundreds of spectators with cell phones...

This year we propose scheduling a contest every week - i.e. every Wednesday - so that participants can plan more easily. These events could even be themed; i.e. one week the theme could be sea turtles, the next week could be dragons, etc.

Budget:

12 weekly demo/workshop/contests @ \$500 each: \$6000

Admin & Equipment: \$1000

Marketing/Promo Materials/Social Media: \$3000

Total: \$10,000

Weekly Program:

9 AM: Sculptor/instructor arrives and starts a demo sculpture featuring the host property's logo.

11 am -noon: Free sandcastle workshops for anyone who is interested. We provide all necessary equipment for workshops and contests, encouraging adults and kids to work together. The workshops are open to all, but only registered teams get a marked-off plot and qualify to win the contest.

Noon: Registration (Free to first 8 teams to sign up)

12:30 PM -3 PM Contest .

3 PM: judging

3:15: Awards presentation. Photos posted on website, promotion of next scheduled contest location

Summary

City's Responsibilities

- include schedule in all town marketing
- Funding - \$10,000
- city flags posted on beach the morning of contest days

Sandy Feet Sandcastle Services' Responsibilities

- solicitation/coordination of host or sponsoring properties and providing schedule to city ASAP
- providing qualified sculptors/instructors for each contest date
- website, poster and rack card creation and distribution
- promotion on FaceBook/Twitter/Instagram/SCTrail App
- certificates of participation for all competitors

Host Properties' Responsibilities

- promote their specific date in all marketing materials
- display posters of all contest dates
- provide prizes (i.e. meal or activity vouchers, snacks, T-shirts, etc.)
- Judging of contest (with guidance and assistance of contest organizers, if desired)

Thank you for your consideration

SPECIAL EVENT FUNDING REQUEST Please attach the following:☒ Event summary ☒ Funding Request \$ 3-12,000Organization Sandcastle ServicesDate of Request 1/15/15 MONTH/DAY/YEARAddress 117 E. Saturn, SPI☒ Basic Proposed Event Budget ☒ Marketing Summary (how, when, where will you market this event)☐ Final income/expense (recurring events)Contact Name Lucinda WieringCity: SPI State: _____ Zip: _____Phone 956-761-6222 Email spi sandy@gmail.comEvent Title Texas State ChampionshipEvent/Proposed Date(s) Nice weekend in Feb.Location(s) of Event: Recurring Event _____ New Event ☒(Legion's)Estimated Attendance ThousandsEstimated Room Nights Thousands

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

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

Please present a plan for the following as it may pertain to your event (attach to application)**Event footprint** (Submit a drawing defining parameters of event as it relates to streets, beach and/or bay)**Pedestrian & Parking Plan** (Where will people park and how will they safely access your event)**Thank you for your application!**

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



Lucinda Wierenga
a.k.a. sandy feet

lucinda@sandyfeet.com

Ph: 956.761.6222

Cell: 956.459.2928

Box 2694, South Padre Island, TX 78597

Sand Castle Contest Proposal - the Texas State Championship

Overview

I am proposing a new sand sculpture event - for Texas sand sculpture, only - scheduled for the first weekend in Feb. at Clayton's. I have secured verbal commitments from 9 Texas sand sculptors (5 from SPI, 4 from Port Aransas. There are at least 5 more Texas sculptors who could be added if the budget allows.) I am proposing a two-day carve - Fri.-Sat. — with people's choice judging starting on Sunday and continuing until the sculptures fall/are taken down. The target market will be Winter Texans from all over the valley. Sponsorship will be sought with sponsors name/logos carved into "beach billboards" strategically placed in front of the sculptures.

Our goal would be to market this event in connection with the Sandcastle Trail - encouraging visitors to prolong their stays in order to see the whole trail before and after the actual contest. I have secured the domain name TXSandChampionship.com and am prepared to start posting information on it immediately.

Why a State Championship?

The current state of competitive sand sculpture is chaotic - with sculptors referring to themselves as masters, grand masters, pro-am, etc. SPI is in a good position to step up and lead the way to a more orderly means of determining champions by establishing the first state championship open to all serious sculptors who reside in the great state of Texas. With our success, other states will follow suit and someday we will be able to anoint a true USA champion, perhaps in a contest situated right here in the Sandcastle Capital of the World!

Scheduling

Since good weather is absolutely crucial to the success of this event, I believe we must build in flexibility to the schedule. Since all of the competitors will be from Texas and will likely be driving instead of flying, I don't think rescheduling should be a problem. If the weather looks bad we will postpone it until the following weekend, and so on and so forth until we get a warm, sunny one.

Friday - Off-the-clock pound up and sponsor logo carve

Saturday - Carve, starting as early as they like. Contest ends at 5 PM

Sunday - Viewing/judging by public with possible other related beach activities

Voting

Peoples Choice voting can be a combination of on-site (tip jars) and online (anyone can vote virtually, extending the reach and cementing SPI's status as the Sand Castle Capital. This would be an excellent pilot program for next year's Sandcastle Days.) Any money collected can either be dispersed to the sculptors or added to the 2016 seed budget.

Prizes

This year, the winner gets bragging rights only. We would aim for prize money next year.

Budget*

Sculptors: 9 @\$500/each - \$4500

Travel: For non-local sculptors - \$500 (total)

Admin & Beach Management - \$1500

Marketing (Hartwell Talent & Productions - see attached breakdown of the budget)- \$5000

Production (signs, etc.) - \$500

Total - \$12,000

Additional Funds from Sponsors - Goal of \$2700 - All funds raised will go towards seed money for next year's event.

*Is for a 9-sculpture event. The whole thing could be scaled up or down to accommodate more or fewer competitors

TX SAND CHAMPIONSHIP	
Sales and Marketing	
Print Materials	\$ 500.00
Print Marketing Advertising	\$ 1,200.00
Social Media Marketing	\$ 300.00
Video Production	\$ 500.00
Graphic Design	\$ 500.00
Website Development	\$ 500.00
Total Sales and Marketing Expenses [M]	\$ 3,500.00
Research and Development	
Measurement	\$ 500.00
Total Research and Development Expenses [N]	\$ 500.00
General and Administrative Marketing	
Hartwell Talent and Production	\$ 1,000.00
Total General and Administrative Expenses [O]	\$ 1,000.00

Update 1/14

I had intended to present this proposal in Dec. - but no meetings were held. Now it is last minute, so I would like to propose an alternative option that would be less expensive and easier to put together this year, but would still establish the Texas State Championship as a South Padre Island Thing (before Port A does!) and set the stage for something bigger in 2016.

This proposal would have five local sand sculptors face off on the beach at Clayton's on Valentines Day weekend. (Long range weather forecast is currently favorable.) Could feature a "sweetheart" theme and could be pulled off for as little as \$3000 (does not include marketing.)

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

MEETING DATE: January 21, 2015

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitor Bureau

ITEM

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

ITEM BACKGROUND

Event organizers are requesting \$4,000 which is the same amount as 2013 and 2014.
No funding the first year.
This is the fifth 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 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 \$ _____

Organization Run In Texas

Contact name Bill Gardner

Address 9419 Bluebell Drive
 Garden Ridge TX 78266

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

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

Event/Proposed Date(s) **Saturday April 25, 2015**

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

Estimated attendance **600 - 800 runners**

Estimated room nights **300-400**

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

See attached.

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

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

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

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

Thank you for your application!



SPECIAL EVENT FUNDING REQUEST:

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

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

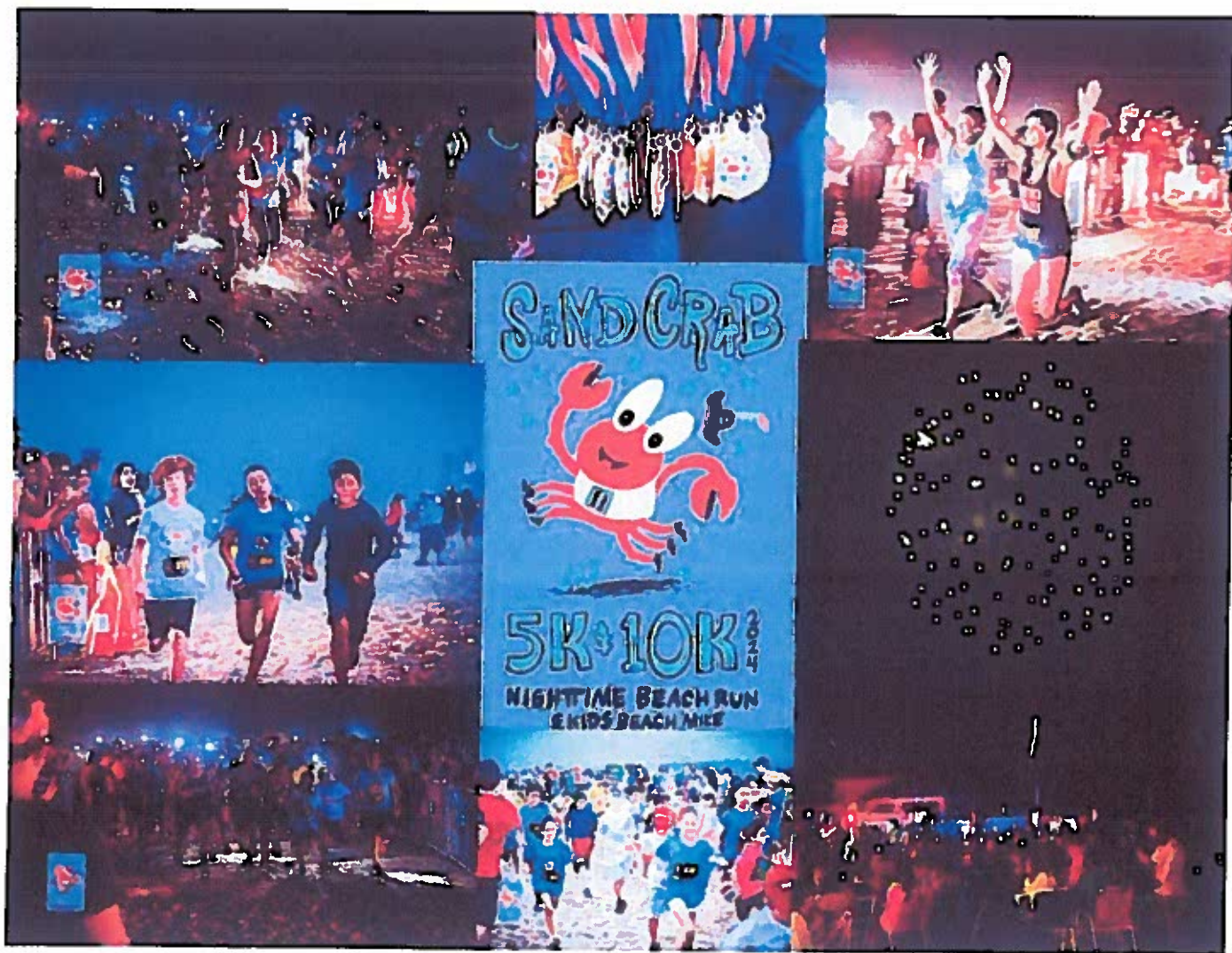
Event Footprint

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><u>\$22,734.00</u></u>

Revenue

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

Total Revenue	<u><u>\$30,538.00</u></u>
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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: January 21, 2015

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action on FY15 funding requests.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: January 21, 2015

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action on funding application guidelines.

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

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 \$ _____

Organization _____ Date of Request MONTH/DAY/YEAR _____

Contact Name _____

Address _____

City: _____ State: _____ Zip: _____

Phone _____ Email _____

Event Title _____

Event/Proposed Date(s) _____

Location(s) of Event: Recurring Event _____ New Event _____

Estimated Attendance _____

Estimated Room Nights _____

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

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

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

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

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

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

Thank you for your application!

**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:

_____ 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

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

- 6

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)

POST EVENT REPORT FORM HOTEL OCCUPANCY TAX FUNDING

Post Event Report Form

Date: _____

Organization Information

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Phone Number: _____

Contact Cell Phone Number: _____

Event Information

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: \$ _____

Amount Received: \$ _____

How were the tax funds used: (attach list of hotel tax funded expenses and receipts showing payment)

How many years have you held this Event or Program: _____

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: _____
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): _____
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): _____
4. If staff costs were covered, estimate of actual hours staff spent on funded event: _____
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?

6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): _____
2. What would you estimate as the actual attendance at the event? _____
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? _____
4. How many room nights do you estimate were actually generated by attendees of this event? _____
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?

This Year _____
Last Year _____
Two Years Ago _____
Three Years Ago _____

6. What method did you use to determine the number of people who booked rooms at _____ South Padre Island hotels (e.g.; room block usage information, survey of hoteliers, total attendance formula, zipcode information, etc.)?

7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? _____ If the room block did not fill, how many rooms were picked up? _____

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper: \$ _____

Radio: \$ _____

TV: \$ _____

Other Paid Advertising: \$ _____

Number of Press Releases to Media _____

Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

2. Did 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?
3. Did you negotiate a special rate or hotel/event package to attract overnight stays?
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

5. Please attach samples of documents showing how _____ South Padre Island was recognized in your advertising/promotional campaign
6. Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.
7. Please note any other success indicators of your event:

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? _____
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? _____
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

Additional Event Information

What _____ South Padre Island businesses did you utilize for food, supplies, materials, printing, etc?

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)

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

MEETING DATE: January 21, 2015

NAME & TITLE: Denise Arnold, CVB Director Sales

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation, discussion and possible action on sales report template.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

South Padre Island Convention & Visitors Bureau

SALES REPORT EXECUTIVE SUMMARY

12/1/2014 - 12/31/2018

ALL FUTURE DEFINITE

Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Denise Arnold	33	13,219.0	3,921.0	3,164,862	9,651.0	4,159.0
Eduardo Figueroa	15	2,565.0	1,608.0	1,113,785	4,908.0	3,404.0
Michael Flores	3	2,200.0	282.0	901,600	240.0	0.0
Total:	51	17,984.0	5,811.0	5,180,247	14,799.0	7,563.0

CURRENT DEFINITE

Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Denise Arnold	35	13,379.0	4,096.0	3,224,292	10,072.0	4,400.0
Eduardo Figueroa	16	2,615.0	1,628.0	1,143,185	4,948.0	3,404.0
Michael Flores	4	7,200.0	282.0	3,155,600	240.0	0.0
Total:	55	23,194.0	6,006.0	7,523,077	15,260.0	7,804.0

CURRENT TENTATIVE

Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Denise Arnold	37	8,705.0	3,981.0	2,605,823	11,741.0	50.0
Eduardo Figueroa	22	7,710.0	3,312.0	496,917	7,733.0	0.0
Michael Flores	8	165.0	172.0	11,730	381.0	0.0
Total:	67	16,580.0	7,465.0	3,114,470	19,855.0	50.0

LEADS SENT

Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Denise Arnold	10	1,510.0	661.0	358,336	1,134.0	154.0
Eduardo Figueroa	6	2,410.0	1,860.0	29,400	3,900.0	0.0
Michael Flores	5	1,165.0	442.0	237,130	561.0	0.0
Total:	21	5,085.0	2,963.0	624,866	5,595.0	154.0

TURNED CANCELLED

Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Denise Arnold	1	0.0	30.0	0	60.0	0.0
Total:	1	0.0	30.0	0	60.0	0.0

TURNED DEFINITE

Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Denise Arnold	14	10,290.0	1,559.0	2,441,342	3,006.0	154.0
Eduardo Figueroa	2	60.0	30.0	29,400	50.0	0.0
Michael Flores	3	6,000.0	270.0	2,479,400	180.0	0.0
Total:	19	16,350.0	1,859.0	4,950,142	3,236.0	154.0

TURNED LOST

Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
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Denise Arnold	2	50.0	135.0	42,000	395.0	195.0
Total:	2	50.0	135.0	42,000	395.0	195.0

TURNED TENTATIVE

Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Denise Arnold	5	330.0	200.0	12,600	262.0	0.0
Eduardo Figueroa	5	4,850.0	1,910.0	0	3,930.0	0.0
Michael Flores	7	165.0	172.0	11,730	381.0	0.0
Total:	17	5,345.0	2,282.0	24,330	4,573.0	0.0

Report Total:	233	84,588.0	26,551.0	21,459,132	63,773.0	15,920.0
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South Padre Island Convention & Visitors Bureau **Task Report Standard Count**

From: 12/1/2014

To: 1/16/2015

Task Type	Total Count
Bid Presentation	2
Client Merge	1
Client Transfer	16
Conference Call	3
Contract Follow Up-Convention Centre	43
Contract Follow up-Hotel	8
Convention Centre-Insurance	8
Convention Service	6
CVBLeads-Rm Block	2
Definite Booking	3
E-Mail Received	36
E-Mail Sent	170
Entertainment	3
Fam Trip	14
Left Message	3
Maint./Follow up Phone Call	10
New Prospect	16
Phone Call	7
Precon Meeting	1
Proposal	6
Prosp/Follow up Phone Call	12
Reminder	84
Sales Appointment	3
Sales Lead	4
Site Inspection	21
Total Count:	482

South Padre Island Convention & Visitors Bureau
Task Report Standard Count Breakout
Created Date Range: 12/1/2014-1/16/2015

Sales Rep: Denise Arnold

Task Type	Total Count
Client Transfer	2
Conference Call	2
Contract Follow up-Hotel	4
Convention Service	2
E-Mail Received	16
E-Mail Sent	90
Fam Trip	1
Left Message	2
Maint./Follow up Phone Call	1
Phone Call	5
Prosp/Follow up Phone Call	1
Reminder	30
Sales Appointment	3
Site Inspection	4
<hr/>	
Group Total:	163

Sales Rep: Eduardo Figueroa

Task Type	Total Count
Bid Presentation	1
Client Transfer	4
Contract Follow Up-Convention Centre	5
Contract Follow up-Hotel	2
Definite Booking	3
E-Mail Received	13
E-Mail Sent	28
Fam Trip	13
Left Message	1
Maint./Follow up Phone Call	9
New Prospect	16
Phone Call	1
Proposal	5
Prosp/Follow up Phone Call	7
Reminder	32
Sales Lead	4
Site Inspection	8
<hr/>	
Group Total:	152

Task Report Standard Count Breakout - Rpt#0070

Sales Rep: Michael Flores

Task Type	Total Count
Bid Presentation	1
Client Merge	1
Client Transfer	9
Conference Call	1
Contract Follow Up-Convention Centre	2
Contract Follow up-Hotel	2
Convention Service	3
CVBLeads-Rm Block	2
E-Mail Received	2
E-Mail Sent	28
Entertainment	3
Fam Trip	1
Phone Call	1
Precon Meeting	1
Proposal	1
Prosp/Follow up Phone Call	4
Reminder	17
Site Inspection	10
<hr/>	
Group Total:	89

South Padre Island CVB

2014-2015 TRAVEL SHOWS

Name of Event	Sales Rep	Location	Start Date	End Date	Reg Cost/Booth	Sponsorship/Hosting	Airfare	Hotel	Meals	Total	Comments
DECEMBER											
Reverse Latin America Market Sales Mission	Eduardo	Dallas	12/4/2014	12/4/2014	\$ 250.00		\$ 232.70	\$ 274.32		\$ 757.02	Co-op with the Texas Tourism Office of the Governor
JANUARY											
McAllen International Travel Show	Eduardo	McAllen	1/7/2015	1/8/2015	\$ 500.00				\$ 100.00	\$ 600.00	Consumer Travel Show
Southwest Showcase	Denise/Eduardo	Austin	1/29/2015	1/29/2015	\$ 1,950.00			TBD		\$ 1,950.00	Associations/Meeting Planners Show / Two booths
Governor's Office Mexico Fam Tour		SPI	TBD					TBD		\$ -	Mexico Travel Agencies Fam Tour
FEBRUARY											
TTIA Unity Dinner	Rachel/Denise	Austin	2/24/2015	2/25/2015	\$ 1,095.00			TBD		\$ 1,095.00	Table for 8, Member Regular Rate
Outdoor Adventure Show		Toronto, Canada	2/20/2015	2/22/2015	TBD			TBD		\$ -	Co-op with the Texas Tourism Office of the Governor
MARCH											
SGMP Pie Conference	Denise	Houston	TBD		TBD					\$ -	Trade Show/Networking
Texas Home & Garden Show	Eduardo	Houston	4/27/2015	4/29/2015	\$ 1,150.00			TBD		\$ 1,150.00	Consumer Travel Show / Only three Booths Available
APRIL											
SGMP NEC & EXPO	Denise	Minneapolis	4/28/2015	4/30/2015	TBD			TBD		\$ -	National Education Conference & Expo
MAY											
CMCA Showcase - Christian Meetings & Conventions Association	Eduardo	Jacksonville, FL	5/5/2015	5/7/2015	TBD			TBD		\$ -	Meeting Planners Trade Show
Plan Your Meetings	Denise	TBD			\$ 2,000.00			TBD		\$ 2,000.00	
U.S. Travel Association's IPW (PowWow)	Denise/Eduardo	Orlando, FL	5/30/2015	6/3/2015	TBD			TBD		\$ -	Co-op with the Texas Tourism Office of the Governor
JUNE											
JULY											
TGCA	Denise	Arlington	7/7/2015	7/10/2015	\$ 400.00			TBD		\$ 400.00	Dates to be confirmed
AUGUST											
TACVB Annual Conference	Denise/Eduardo	The Woodlands	8/3/2015	8/6/2015	TBD			TBD		\$ -	
Plan Your Meetings	Denise	TBD			\$ 2,000.00			TBD		\$ 2,000.00	
SEPTEMBER											
TS&E New Ideas Annual Conference	Denise	TBD	TBD		TBD			TBD		\$ -	Networking/Sponsorship
Date Not Available											
Southwest Airlines Fam - Corporate Meeting Planners	Denise	SA	TBD							\$ -	Booth
Southwest Airlines Fam - Corporate Meeting Planners	Denise	Houston	TBD							\$ -	Booth
MONTHLY											
SGMP Various Events	Denise	Austin								\$ -	Networking
SGMP Various Events	Denise	Houston								\$ -	Networking
DFWAE Various Events	Denise	DFW								\$ -	Networking/Education
CMCA Various Events	Eduardo	DFW								\$ -	Networking/Education
TS&E Various Events	Denise	Austin								\$ -	Networking
TOTAL					\$ 9,345.00	\$ -	\$ 232.70	\$ 274.32	\$ 100.00	\$ 9,952.02	

Sales Action Plans

Property: SPI Convention Center

Senior Sales Manager: Eduardo Figueroa

Month: January 2015

Sales Action Plans	Action Step Completed	Action Step Results:
<p><u>Week Of: January 5-9, 2015</u></p> <p>20 prospecting calls to Brownsville area Associations</p> <p>Attended the McAllen Int'l Travel Show</p> <p>Follow up Aeromar Fam Trip Logistics</p> <p>Check IDSS daily for leads</p> <p>10 Maintenance Calls to existing clients</p> <p>Complete all tasks in IDSS daily</p> <p><u>Week Of: January 12-16, 2105</u></p> <p>20 prospecting calls to RGV area Associations</p> <p>Follow up Aeromar Fam Trip Logistics</p> <p>Austin Southwest Showcase Logistics</p> <p>Complete all tasks in IDSS daily</p> <p>10 Maintenance Calls to existing clients</p> <p><u>Week Of: January 19-23, 2015</u></p> <p>Attend Aeromar Fam trip</p> <p>Austin Southwest Showcase Logistics</p> <p>20 prospecting calls to Austin area Associations</p> <p>Complete all tasks in IDSS daily</p> <p>10 Maintenance Calls to existing clients</p> <p><u>Week Of: January 26-30, 2015</u></p> <p>20 prospecting calls to Brownsville area Associations</p> <p>Attend Austin Southwest Showcase</p> <p>Check CVENT daily for leads</p> <p>Complete all tasks in IDSS daily</p> <p>10 Maintenance Calls to existing clients</p> <p>Items Not Completed:</p>	<p><u>Week Of: January 5-9, 2015</u></p> <p>Not Completed</p> <p>Completed- January 6-8, 2015</p> <p>Completed</p> <p>Completed</p> <p>Not Completed</p> <p>Not Completed</p> <p><u>Week Of: January 12-16, 2015</u></p> <p>Not Completed</p> <p><u>Week Of: January 19-23, 2015</u></p> <p>Not Completed</p> <p><u>Week Of: January 26-30, 2015</u></p> <p>Not Completed</p> <p>Reason / Rescheduled:</p> <p>Attended McAllen Travel Show</p>	<p><u>Week Of: January 5-9, 2015</u></p> <p>SPI Attractions offered to Winter Texans. Schedule completed</p> <p>Weekly report attached</p> <p><u>Week Of: January 12-16, 2015</u></p> <p><u>Week Of: January 19-23, 2015</u></p> <p><u>Week Of: January 26-30, 2015</u></p>

Sales Action Plans

Property: SPI Convention Center

Senior Sales Manager: Eduardo Figueroa

Month: February 2015

Sales Action Plans	Action Step Completed:	Action Step Results:
Week of: February 2-6, 2015 20 prospecting calls to RGV area Associations 5 sales appointments to local associations within a 15 miles radius of Brownsville and Harlingen Check CVENT daily for leads 10 Maintenance Calls to existing clients Follow up on leads acquired at Southwest Showcase	Week of: February 2-6, 2015	Week of: February 2-6, 2015
Week Of: February 9-13, 2015 20 prospecting calls to Brownsville area Associations Check CVENT daily for leads Call and set appointments for next week travel to Austin, Texas 10 Maintenance Calls to existing clients	Week Of: February 9-13, 2015	Week Of: February 9-13, 2015
Week Of: February 16-20, 2015 20 prospecting calls to Austin area Associations Check CVENT daily for leads Complete all tasks in IDSS daily Traveling to Austin for sales calls - 10 set appointments .	Week Of: February 16-20, 2015	Week Of: February 16-20, 2015
Week Of: February 23-27, 2015 20 prospecting calls to RGV area Associations Schedule 5 appoints for next week in Complete all tasks in IDSS daily 10 Maintenance Calls to existing clients	Week Of: February 23-27, 2015	Week Of: February 23-27, 2015
Item Not Completed:	Reason / Rescheduled	

Sales Action Plans

Property: SPI Convention Center Sales Action Plans	Senior Sales Manager: Eduardo Figueroa Action Step Completed	Month: March 2015 Action Step Results:
Week Of: March 2-6, 2015 Follow up calls and emails to Austin Association from last weeks trip. Check IDSS daily for leads 10 Maintenance Calls to existing clients Complete all tasks in IDSS daily 10 prospecting calls for the McAllen/Mission area.	Week Of: March 2-6, 2015	Week Of: March 2-6, 2015
Week Of: March 9-13, 2015 20 prospecting calls to Brownsville area Associations Check CVENT daily for leads 10 Maintenance Calls to existing clients Complete all tasks in IDSS daily	Week Of: March 9-13, 2015	Week Of: March 9-13, 2015
Call and set 5 sales appointments for next week Week Of: March 16-20, 2015 20 prospecting calls to RGV area Associations Check IDSS daily for leads 10 Maintenance Calls to existing clients Complete all tasks in IDSS daily	Week Of: March 16-20, 2015	Week Of: March 16-20, 2015
Week Of: March 23-27, 2015 20 prospecting calls to Austin area Associations Check IDSS daily for leads 10 Maintenance Calls to existing clients Complete all tasks in IDSS daily	Week Of: March 23-27, 2015	Week Of: March 23-27, 2015
Week Of: March 30-31, 2015 20 prospecting calls to Brownsville area Associations Check IDSS daily for leads 10 Maintenance Calls to existing clients Complete all tasks in CVENT daily Set 5 Appointment calls fro Associations that will need meeting space in last 6 months of 2015 and on.	Week Of: March 30-31, 2015	Week Of: March 30-31, 2015
Item Not Completed:	Reason / Rescheduled	

Sales Action Plans

Property: SPI Convention Center	DOS: Mike Flores	Month: January 2015
Sales Action Plans	Action Step Completed	Action Step Results:
Week Of: January 5-9, 2015 Complete training and orientation from SPI HR and CVB admin staff Call ALL properties with open rentals on SPI to update contact info and invite to meet and greet event Conduct site inspections of SPI properties	Week Of: January 5-9, 2015 Completed Completed Completed	Week Of: January 5-9, 2015 Face to face with Wendi at SPI HR re: all SOPs for new employees. Received initial training and admin setup at the CC with Denise and Rosa. Called all condo properties and hotels on SPI's hotel directory and updated our contact information while simultaneously inviting sales and management staff to our meet and greet function on the 13th of Jan. Conducted site inspection of Sunchase Condos (Virginia) and Isla Grand (Terry)
Entertainment call for repeat business lead Maintenance Calls to existing clients Leads from clients to local lodging establishments Complete all tasks in IDSS daily	Completed Completed Completed Completed	Met with Aglow Intl. Board at Hilton Garden Inn. They did not use CVB for their 2015 event but are now utilizing CC services (badges, bags and signs) and I have picked them up for their 2016 event as well as their international event in 2017 (tentative). Called Singles in Agriculture, Aglow Intl, Trinity Church Group, Osprey Tours and Unique Travel and Tours to follow up on their 2015 events. Called Unique travels and Trinity Church group after sending out leads to update on partner responses for both. Had Rosa transfer all SMERF, sports and special events-related accounts to me.
Week Of: January 12-16, 2015 20 prospecting calls to athletic groups Training with Rosa for IDSS and Denise for Sales Process Site inspections of SPI hotels/condos Sent out 3 leads to local lodging partners Complete all tasks in IDSS daily 23 Maintenance Calls to existing clients from transferred SMERF market segments	Week Of: January 12-16, 2015 Completed Completed Completed	Week Of: January 12-16, 2015 City of Palm Football Group. South Texas Boxing Championship Tournament Suites at Sunchase, Hilton, Pearl, Holiday Inn, Schitterbahn and La Copa Trinity Worship Group, Unique Travels and Tours and Aglow International Race to the border (provided event funding information), St. Andrews by the Sea Episcopal Church (closed-lack of funding for event), Kitefest (closed-retired)
Week Of: January 19-23, 2015 6 site inspections of SPI hotels/condos Continued Sales Training with Denise Sales calls to Harlingen Area businesses 20 prospecting calls to educational groups in the Upper Rio Grande Valley Area Complete all tasks in IDSS daily	Week Of: January 19-23, 2015 Completed Completed	Week Of: January 19-23, 2015 Comfort Suites, Econo Lodge, The Inn at South Padre, the Tiki, Travelodge and La Quinta
Week Of: January 26-30, 2015 Attend the TACVB mid-winter conference. Sales calls in Upper Valley area to High School Coaches. 10 prospecting calls to military groups across the Rio Grande Valley area Complete all tasks in IDSS daily	Week Of: January 26-30, 2015 Completed	Week Of: January 26-30, 2015
Items Not Completed:	Reason / Rescheduled:	

Sales Action Plans

Month: February 2015

DOS: Mike Flores

Property: SPI Convention Center

Sales Action Plans	Action Step Completed:	Action Step Results:
<p>Week of: February 2-6, 2015</p> <p>20 prospecting calls to religious groups in the McAllen and Edinburg Area</p> <p>10 Maintenance Calls to existing clients and follow-thru and update all IDSS events for second half of the year</p> <p>8 sales calls in the Brownsville area</p> <p>Confirm all sales calls with military and sports organizations in the El Paso area</p> <p>Send sales packets and courtesy gifts to sales call reps in the El Paso area</p> <p>Complete all tasks in IDSS daily</p> <p>Week Of: February 9-13, 2015</p> <p>20 prospecting calls to college/fraternal groups centered around UTPA, STCC, and UTB</p> <p>5 sales calls to educational groups in McAllen/Edinburg area</p> <p>Complete all tasks in IDSS daily</p> <p>10 Maintenance Calls to existing clients</p> <p>Week Of: February 16-20, 2015</p> <p>10 sales calls to the El Paso area with a focus on military groups and sports organizations with matching entertainment calls for at least 2</p> <p>5 prospecting calls to military organizations in Ft. Bliss area.</p> <p>Complete all tasks in IDSS daily</p> <p>10 Maintenance Calls to existing clients</p> <p>Week Of: February 23-27, 2015</p> <p>20 prospecting calls to educational groups in the Cameron and Hidalgo County areas</p> <p>8 sales calls in the Mercedes/Westlaco area</p> <p>Check IDSS daily for leads</p> <p>Complete all tasks in IDSS daily</p> <p>10 Maintenance Calls to existing clients</p> <p>Item Not Completed:</p>	<p>Week of: February 2-6, 2015</p> <p>Week Of: February 9-13, 2015</p> <p>Week Of: February 16-20, 2015</p> <p>Week Of: February 23-27, 2015</p> <p>Reason / Rescheduled</p>	<p>Week of: February 2-6, 2015</p> <p>Week Of: February 9-13, 2015</p> <p>Week Of: February 16-20, 2015</p> <p>Week Of: February 23-27, 2015</p>

Sales Action Plans

Property: SPI Convention Center Sales Action Plans	DOS: Mike Flores Action Step Completed	Month: March 2015 Action Step Results:
Week Of: March 2-6, 2015 10 set appointments to youth sports groups from Kingsville, TX to the RGV	Week Of: March 2-6, 2015	Week Of: March 2-6, 2015
10 Maintenance Calls to existing clients and follow-thru and update all IDSS events from previous years for the second half of the year. Complete all tasks in IDSS daily		
Week Of: March 9-13, 2015 20 prospecting calls to military groups in the RGV area	Week Of: March 9-13, 2015	Week Of: March 9-13, 2015
10 Maintenance Calls to existing clients Complete all tasks in IDSS daily		
Week Of: March 16-20, 2015 10 prospecting calls to non-profit social and athletic market in the Austin, TX feeder city. 10 maintenance calls to existing clients. 8 Set Appointments in San Antonio for the athletic and military market on return trip. Complete all tasks in IDSS daily	Week Of: March 16-20, 2015	Week Of: March 16-20, 2015
Week Of: March 23-27, 2015 18 follow up phone calls to the appoints from last week 5 prospecting calls to fraternal market 10 maintenance calls to existing clients. Set 5 Appointment calls for next week with education markets in RGV area. Complete all tasks in IDSS daily	Week Of: March 23-27, 2015	Week Of: March 23-27, 2015
Item Not Completed:	Reason / Rescheduled	

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

MEETING DATE: January 21, 2015

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Update, discussion and possible action on Website Sub-committee:

- a) Minutes
- b) Landing pages
- c) Lead formatting

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

FRIDAY, DECEMBER 12, 2014
10:00 A.M. TELEPHONE CONFERENCE CALL

Members present: Bryan Pinkerton, Hershal Patel, Sean Till, Jimmy Hawkinson, Chad Hart, Arnie Creinin
Staff present: Bill Dilibero-CM, Paul Holthusen-IT Director, Rachel Flores – CVB Director, Denise Shyngera
– CVB Administrative Assistant/Project Manager

Discussion and action regarding the following agenda items:

Update by SimpleView: Jason Swick and Samantha Copley with Simpleview provided an update on the Paid Media Campaign for the month of November.

Decision to update content development on empty and/or underdeveloped pages. Spring Break for Families, Summer, and Winter Texan will be the focus for the next meeting (e.g. development of micro-site for these target groups). Engage subject matter experts for Fishing and Watersport content development.

1. Items to be discussed and possible action at the next Website Sub-Committee on Tuesday, December 23, 2014:
 - Landing Pages and Microsites
 - SimpleView A/B Testing
 - Website Content Production
2. Items to be discussed and possible actions at the next CVA Board Meeting on Wednesday, January 28, 2015.
 - SimpleView Paid Media Campaign report for month of December.
 - Landing Pages and Microsites
 - SimpleView A/B Testing
 - Website Content Production

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

FRIDAY, DECEMBER 23, 2014
3:00 P.M. AT THE MUNICIPAL BUILDING,
EOC ROOM, 2ND FLOOR

Members present: Hershal Patel, Sean Till, Chad Hart,

Staff present:, Rachel Flores – CVB Director, Denise Shyngera – CVB Administrative Assistant/Project Manager, Paul Holthusen – IT Director, Adrian Rodriguez – Public Information Officer / Film Commissioner

Guest: Julee LaMure

1. Discussion and possible action regarding the following agenda items:

a) Landing Pages and Microsites

- Discussed landing page quality, lead form aesthetics, and some of the overall capabilities of the website. Discussed changing the website's navigation categories. Recommendation to contact SimpleView for feedback. Recommendation to reference unbounce.com.
- Discussion regarding the Spring Break Campaign on Facebook. Recommendation to send email to SimpleView with instructions to target all schools for now.

b) SimpleView A/B Testing

- In the future, Website Sub-committee to notify SimpleView ahead of time when changes are to occur.

c) Website Content Production

- Discussed developing a catalogue. Recommendation to use local photographer.

2. Set new meeting date.

- Future dates to be determined.

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

MEETING DATE: January 21, 2015

NAME & TITLE: Rachel Flores, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation, discussion and possible action on Marketing:

- a) Spring Break
- b) January-March advertising

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS