

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

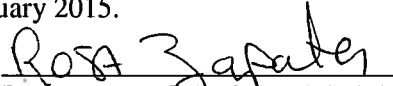
NOTICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A REGULAR MEETING ON:

Thursday, February 26, 2015
1:30 P.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

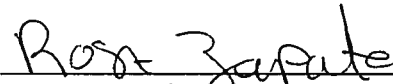
- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Update, discussion and possible action concerning CVB Organization Chart.
- 5) Presentations:
 - a) Beerfest/Bikefest show
 - b) Cyclovia So Padre Event
- 6) Discussion and action on FY15 funding requests.
- 7) Presentation, discussion and possible action on Director of Sales report.
- 8) Discussion and action regarding a sub-committee to be formed representing the sales associates from local full service and select service hotel to work with the CVB sales staff.
- 9) Update, discussion and possible action on event funding policy and procedures.
- 10) Update regarding Website Sub-Committee meeting.
- 11) Discussion and action regarding Requests for Proposals (RFP's):
 - a) RFP to allow the Website Sub-Committee to develop an RFP for the redesign of Sopadre.com. Redesign will be budgeted from the 2015/2016 marketing division.
 - b) RFP for 2015/2016 Digital marketing-Facebook, Display, and Pay Per Click campaign.
 - c) RFP for 2015/2016 Conventional Marketing campaign.
- 12) Presentation, discussion and possible action on marketing:
 - a) March and April 2015.
 - b) SPI Spring Break 2015 Production.

- 13) Discussion and action to request Machete to produce the following:
 - a) Semana Santa / Mexican National photography & videography to be used to market Semana Santa 2016 & Mexican Markets.
 - b) Machete & Website Sub-Committee to develop an RFP for professional photo & video editing of Spring Break 2015 & Semana Santa 2015 media to be used in 2016 campaigns.
- 14) Discussion and action - Schedule Spring Break Workshop to recap Spring Break 2015 and develop Spring Break 2016 Marketing Plan and RFPs for "shoulder week" entertainment.
- 15) Discussion and action – Budget for upcoming 2015/2016 year \$6,772.75 to purchase Computer, DSLR Camera, GoPro, and Video Editing Software for Public Information Officer to be used for content creation for sopadre.com, landing pages, social media, & email marketing.
- 16) Set new meeting date/agenda items for next meeting.
- 17) Adjourn.

DATED THIS THE 26th DAY OF February 2015.


Rosa Zapata, CVB Sales Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING OF THE GOVERNING BODY OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON **February 20, 2015**, at/or before **5:00 P.M.** AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.


Rosa Zapata, CVB Sales Administrative Assistant



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

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

MEETING DATE: February 26, 2015

NAME & TITLE: William DiLibero, City Manager

DEPARTMENT: City of South Padre Island

ITEM

Update, discussion and possible action concerning CVB Organization Chart.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

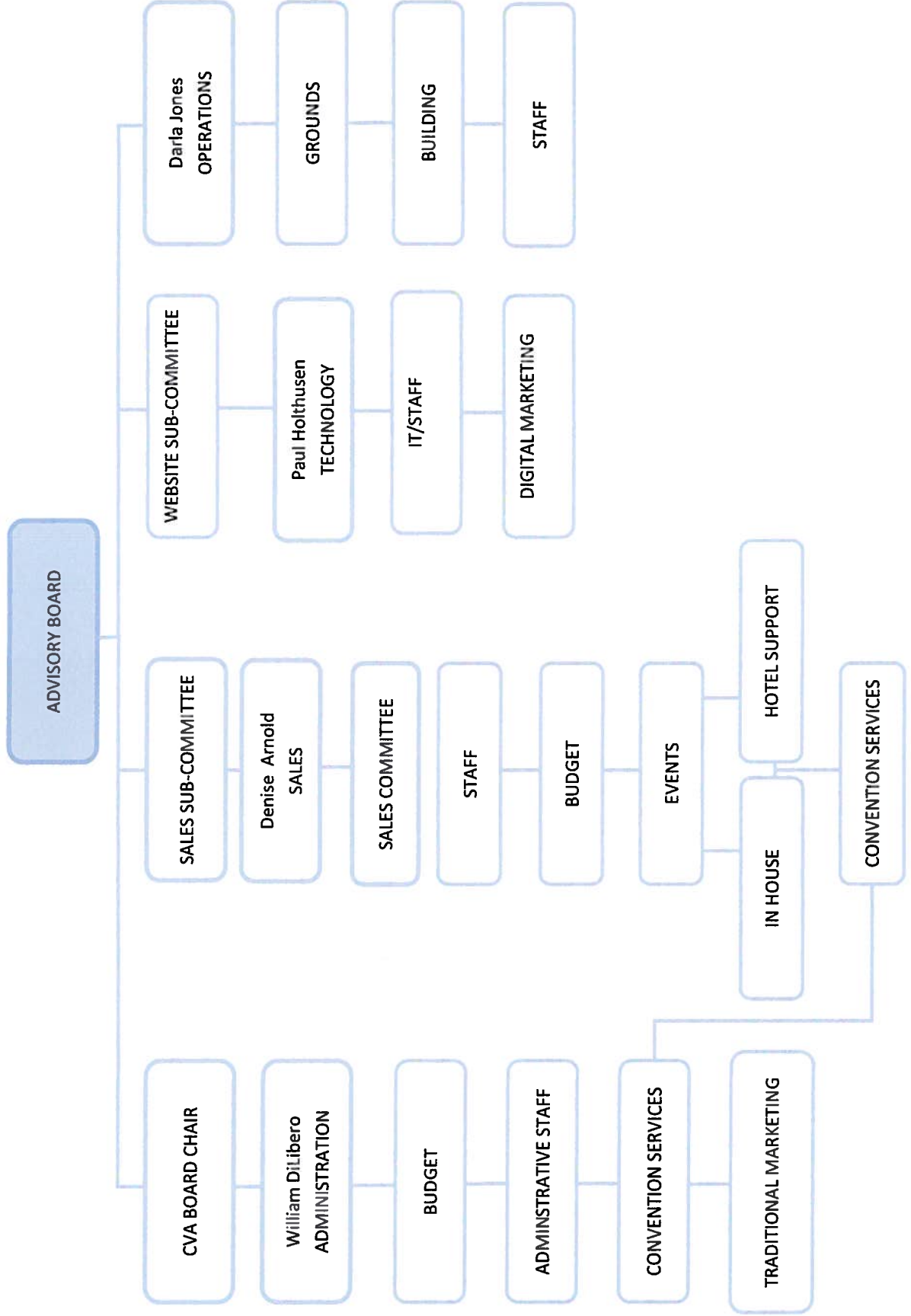
Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



CONVENTION CENTRE ORGANIZATION CHART



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

MEETING DATE: February 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Presentations:

- a) Beerfest/Bikefest
- b) Cyclovia So Padre Event

ITEM BACKGROUND

1st time events to South Padre Island.

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: February 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitor Advisory Board

ITEM

Discussion and action on FY15 funding requests.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

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Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Events Funding Distribution

FY 15 (October 2014 - September 2015)

Sponsorship		Notes
Tourism & Cultural Starting Balance 2014/15	\$439,700.00	
Entrance Signs cost/hardware for posts	-\$1,500.00	
Tx Gulf Surfing Association Oct 2015	-\$3,000.00	Approved New event
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 New event
College Roadshow Promo/Inertia Tours March 2015	-\$50,000.00	Approved
Sebastian Zodiac Exhibit expenses	-\$10,000.00	Approved New event
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	-\$15,000.00	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	-\$30,000.00	Approved
Fireworks	-\$80,000.00	Approved
Run in Texas/Sand Crab Run April 2015	-\$4,000.00	Approved
Potential remaining balance if approved	\$37,200.00	

*updated 2-23-2015

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

MEETING DATE: February 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitor Advisory Board

ITEM

Presentation, discussion and possible action on Director of Sales report.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Sales Lost Booking Report

January 1, 2015-February 19, 2015

Status	Date it Turned	Sales Manager	Event Name	Location/Reason	Start date	End Date	Attend.	Room Request	Economic Impact
LOST	1/22/2015	Eduardo Figueroa / Michelle LeMasters	*Entomological Society of America (ESA) SW Branch	Omni Corpus Christi	2/21/2016	2/25/2016	220	208	\$ 44,220.00
LOST	2/9/2015	Eduardo Figueroa /Meagan Flowers	*National Concrete Burial Vault Association	Crown Plaza Houston	2/13/2015	2/15/2015	50	120	\$ 24,120.00
LOST	1/24/2015	Eduardo Figueroa /Megan Flowers	Texas Association of Orthotists & Prosthetists	Hilton Hill Country Resort- More centrally located	4/8/2015	4/11/2015	100	221	\$ 44,320.00
LOST	1/29/2015	Eduardo Figueroa/ Denise Arnold	Texas Chiropractic Association	The Gaylord- Grapevine, Texas	6/8/2016	6/12/2016	300	221	\$ 44,320.00
LOST	1/20/2015	Eduardo Figueroa / Travis Milam	*Texas Floodplain Management Association	Westin San Antonio - Spring Conference	9/8/2015	9/11/2015	425	345	\$ 69,345.00
LOST	1/20/2015	Eduardo Figueroa / Travis Milam	*Texas Floodplain Management Association	Westin Dallas - Fall Conference	4/6/2015	4/10/2015	400	435	\$ 80,402.00
LOST	2/2/2015	Eduardo Figueroa / Travis Milam	*Texas Health Information Management	Embassy Suites - San Marcos	6/4/2015	6/7/2015	500	375	\$ 75,375.00

*Also Wanted the conference under one roof.

Definite Booking Report

New or Repeat	Account Name	Hotel Name	Event Start Date	Event End Date	Attend.	Contract	Pickup	Request	Sales Rep	Event	Event Type	Hotel Rates
R	SPI Market Days	Center Business Only	1/15/2015	1/18/2015	5000	0	0	0	Michael Flores	Center Business	Center Business	
N	Aeromar Fam trip	Hilton Garden Inn & Suites	1/18/2015	1/18/2015	10	0	11	10	Eduardo Figueroa	Centre & Hotel Business	Centre & Hotel Business	Comp
R	Texas Police Athletic Federation	Holiday Inn Express Hotel & Suites	1/23/2015	1/25/2015	24	0	0	24	Denise Arnold	Hotel	Hotel	\$71.00
N	Texas Gulf Youth Ministries	Holiday Inn Express Hotel & Suites	1/23/2015	1/24/2015	75	50	22	75	Denise Arnold	Centre & Hotel Business	Centre & Hotel Business	\$69.00
R	Texas Engineering Extension Service	Holiday Inn Express Hotel & Suites	1/26/2015	1/29/2015	250	80	25	80	Denise Arnold	Centre & Hotel Business	Centre & Hotel Business	\$71.00
R	Football/Track Clinic	Pearl South Padre	1/29/2015	1/31/2015	175	154	159	154	Michael Flores	Hotel	Hotel	\$95.00
R	American Drill Team	City Wide (Surveys)	2/6/2015	2/7/2015	1000	0	184	240	Michael Flores	Centre & Hotel Business	Centre & Hotel Business	\$69.00-
R	American Drill Team	City Wide (Surveys)	2/13/2015	2/14/2015	1000	0	87	180	Michael Flores	Centre & Hotel Business	Centre & Hotel Business	\$129
N	Texas Orthodontic Study Club	Pearl South Padre	2/18/2015	2/21/2015	40	99	0	99	Denise Arnold	Hotel	Hotel	\$99.00
R	SPI Market Days	Center Business Only	2/19/2015	2/22/2015	5000	0	0	0	Michael Flores	Center Business	Center Business	
R	SPI Market Days	Center Business Only	2/19/2015	2/22/2015	7000	0	0	0	Michael Flores	Center Business	Center Business	
N	Dr. Amy's Skinny Wraps	Center Business Only	2/21/2015	2/21/2015	90	0	0	0	Michael Flores	Center Business	Center Business	
N	AP Foods	Center Business Only	2/24/2015	2/25/2015	0	0	0	0	Dixie Rowell	Center Business	Center Business	
R	Rio Grande Valley Texas Association of Assessing Officers	Schlitterbahn Beach Resort	2/25/2015	3/1/2015	180	190	0	190	Eduardo Figueroa	Hotel	Hotel	\$85.00
R	Heat Wave Inc.	Staff Room Block-The Inn at South Padre	2/27/2015	3/8/2015	5000	50	0	50	Michael Flores	Centre & Hotel Business	Centre & Hotel Business	\$109.00
N	4 Leaf Dog Kennels	Isla Grand Beach Resort	2/27/2015	2/28/2015	800	350	0	400	Denise Arnold	Centre & Hotel Business	Centre & Hotel Business	\$129
R	Heat Wave Inc.	The Inn at South Padre + 8	3/6/2015	3/8/2015	4000	250	0	300	Michael Flores	Centre & Hotel Business	Centre & Hotel Business	\$109.00
R	Baptist Student Ministry	Suites at Sunchase	3/8/2015	3/12/2015	2400	750	0	750	Michael Flores	Centre & Hotel Business	Centre & Hotel Business	\$100
R	Baptist Student Ministry	Suites at Sunchase	3/15/2015	3/18/2015	2000	690	0	690	Michael Flores	Centre & Hotel Business	Centre & Hotel Business	\$100
R	RGV Trauma Service V											
R	Regional Advisory Council Conference	Hilton Garden Inn & Suites	3/24/2015	3/28/2015	200	165	0	165	Denise Arnold	Hotel	Hotel	\$129
N	South Texas Championship Fighting	Holiday Inn Exp	3/27/2015	3/28/2015	600	50	0	50	Denise Arnold	Centre & Hotel Business	Centre & Hotel Business	\$135.00
	The Urban Science Initiative Inc.	Hilton Garden Inn & Suites	4/8/2015	4/11/2015	80	165	0	165	Denise Arnold	Hotel	Hotel	\$90.00

New or Repeat	Account Name	Hotel Name	Event Start Date	Event End Date	Attend.	Contract	Pickup	Request	Sales Rep	Event	Event Type	Hotel Rates
R	Apostolic Church	Holiday Inn Express Hotel & Suites	4/8/2015	4/11/2015	500	120	0	240	Denise Arnold	Hotel	Hotel	\$89.00
N	Great Plains Honors Council	Isla Grand Beach Resort	4/8/2015	4/12/2015	250	170	0	170	Michael Flores	Meeting	Meeting	\$149
R	Emergency Nurses Association	Schlitterbahn Beach Resort	4/9/2015	4/12/2015	100	53	0	53	Eduardo Figueroa	Hotel	Hotel	\$85.00
R	Beach-N-Biker Fest	Holiday Inn Express Hotel & Suites; The Inn at South Padre	4/16/2015	4/19/2015	4500	1413	0	550	Denise Arnold	Hotel	Hotel	\$69-\$199
N	United States Lifesaving Association	Pearl South Padre	4/22/2015	4/26/2015	350	260	0	260	Eduardo Figueroa	Hotel	Hotel	\$139.00
R	Sand Crab 5-10K Run	La Quinta Inn and Suites	4/25/2015	4/25/2015	100	50	0	100	Michael Flores	Hotel	Hotel	\$109.00
R	Region One/Gear Up	Hilton Garden Inn & Suites	4/27/2015	4/28/2015	600	35	0	35	Denise Arnold	Hotel	Hotel	\$88.00
R	Jailbreak Racing Events	Hilton Garden Inn & Suites, La Quinta	4/30/2015	5/4/2015	1200	60	0	60	Michael Flores	Hotel	Hotel	\$180
R	Jailbreak Racing Events	Hilton Garden Inn & Suites, La Quinta	5/1/2015	5/2/2015	1200	0	0	60	Michael Flores	Hotel	Hotel	\$109-\$180
R	Fun Cheer Inc.	Hilton Garden Inn, La Quinta, La Copa, Isla Grand	5/1/2015	5/3/2015	600	350	0	675	Michael Flores	Centre & Hotel Business	Centre & Hotel Business	\$109-\$129
R	Texas Victims Services Association	Pearl South Padre	5/3/2015	5/10/2015	100	345	0	345	Eduardo Figueroa	Hotel	Hotel	\$139.00
R	Texas Society for Respiratory Care- RGV Chapter	Holiday Inn Express Hotel & Suites, Hilton Garden Inn	5/6/2015	5/8/2015	175	140	0	140	Eduardo Figueroa	Hotel	Hotel	\$140.00
R	Trauma Advisory Council	Hilton Garden Inn & Suites	5/7/2015	5/10/2015	300	150	0	150	Denise Arnold	Hotel	Hotel	\$139.00
R	Texas CASA Inc.	Pearl South Padre	5/11/2015	5/13/2015	150	0	0	160	Eduardo Figueroa	Hotel	Hotel	\$85.00
R	Region One/RGV School Board	Hilton Garden Inn & Suites	5/14/2015	5/17/2015	300	550	0	550	Denise Arnold	Hotel	Hotel	\$88.00
N	Jacob Garza Wedding	Suites at Sunchase	5/15/2015	5/16/2015	90	35	0	35	Michael Flores	Hotel	Hotel	\$119.00
R	Executive Hunting Club	The Inn at South Padre	5/16/2015	5/17/2015	30	35	0	32	Denise Arnold	Hotel	Hotel	\$119.00
R	Region One/Technology Conference	Hilton Garden Inn & Suites	5/19/2015	5/22/2015	750	565	0	565	Denise Arnold	Centre & Hotel Business	Centre & Hotel Business	\$150.00
N	Ruff Ryders Motorcycle	Pearl South Padre	5/22/2015	5/25/2015	300	750	0	750	Michael Flores	Local Event	Local Event	\$229.00
R	Port Isabel High School	Center Business Only	5/23/2015	5/23/2015	0	0	0	0	Michael Flores	Center Business	Center Business	
N	Race to the Border	Center Business Only	5/29/2015	6/3/2015	0	0	0	0	Michael Flores	Hotel	Hotel	
R	Texas Police Athletic Federation	Holiday Inn Express Hotel & Suites	6/8/2015	6/12/2015	250	300	0	400	Denise Arnold	Hotel	Hotel	\$123.00
R	South Padre Athletic Training Seminar	The Inn at South Padre	6/11/2015	6/14/2015	300	120	0	220	Denise Arnold	Hotel	Hotel	\$129.00
N	Journey Fellowship	La Quinta Inn and Suites	6/11/2015	6/13/2015	65	51	0	51	Michael Flores	Centre & Hotel Business	Centre & Hotel Business	\$230.00
N	Southwest Park Baptist Church	Hilton Garden Inn & Suites, La Quinta	6/14/2015	6/18/2015	100	375	0	450	Michael Flores	Centre & Hotel Business	Centre & Hotel Business	\$200.00

New or Repeat	Account Name		Hotel Name		Event Start		Event End		Attend.	Contract	Pickup	Request	Sales Rep	Event	Event Type	Hotel Rates
					Date	Date	Date	Date								
R	Valley Council of Administrative Special Educators	Holiday Inn Express Hotel & Suites			6/15/2015	6/19/2015			300	140	0	140	Michael Flores	Hotel	Hotel	\$190.00
N	National Association of Purchasing Managers	Hilton Garden Inn & Suites			6/22/2015	6/28/2015			200	270	0	270	Eduardo Figueroa	Hotel	Hotel	\$199.00
R	NINO'S Head Start	Holiday Inn Express			7/6/2015	7/9/2015			0	160	0	160	Michael Flores	Centre & Hotel Business	Centre & Hotel Business	\$208.00
R	Fun in the Son	Travel Lodge			7/11/2015	7/16/2015			600	0	0	384	Michael Flores	Centre & Hotel Business	Centre & Hotel Business	\$99.00
R	Texas Association of Extension 4H Agents	Schlitterbahn Beach Resort			8/12/2015	8/15/2015			150	260	0	240	Eduardo Figueroa	Hotel	Hotel	\$85.00
R	Team Tiger Martial Arts	City Wide (Surveys)			9/11/2015	9/13/2015			0	0	0	220	Michael Flores	Centre & Hotel Business	Centre & Hotel Business	\$79-\$199
R	Darrell B. Hester Juvenile Justice Center	Holiday Inn Express Hotel & Suites			9/16/2015	9/18/2015			0	86	0	86	Denise Arnold	Hotel	Hotel	\$88.00
R	Kang's Martial Arts Academy	City Wide (Surveys)			9/18/2015	9/20/2015			1500	0	0	300	Denise Arnold	Centre & Hotel Business	Centre & Hotel Business	\$79-\$199
N	National Association of Purchasing Managers	Hilton Garden Inn			9/21/2015	9/27/2015			200	360	0	360	Eduardo Figueroa	Hotel	Hotel	\$159.00
R	Dentist Who Care	Isla Grand Beach Resort			10/1/2015	10/3/2015			300	150	0	0	Denise Arnold	Hotel	Hotel	\$119.00
R	Texas Association of Vehicle Theft Investigators (TAVTI)	Pearl South Padre			10/18/2015	10/22/2015			225	430	0	430	Eduardo Figueroa	Hotel	Hotel	\$111.00
N	Church of Devine Spirit	Pearl South Padre			10/22/2015	10/24/2015			1500	0	0	225	Michael Flores	Centre & Hotel Business	Centre & Hotel Business	\$95.00
R	Dance Educators of America	La Quinta Inn and Suites			11/6/2015	11/8/2015			250	65	0	65	Michael Flores	Centre & Hotel Business	Centre & Hotel Business	\$88.00
R	Jailbreak Racing Events	Schlitterbahn Beach Resort			11/13/2015	11/14/2015			6000	0	0	150	Michael Flores	Hotel	Hotel	\$79.00
N	Texas Gulf Youth Ministries	Holiday Inn Express			11/26/2015	11/28/2015			600	150	0	225	Denise Arnold	Centre & Hotel Business	Centre & Hotel Business	\$69.00
R	Texas Environmental Health Association (TEHA)	Isla Grand Beach Resort			12/1/2015	12/5/2015			50	40	0	40	Eduardo Figueroa	Local Event	Local Event	\$109

**Tentative Booking Report
February 1, 2015-February 1, 2016**

Total									
Account Name	Estimated Attend	Event Start date	Event End Date	Rooms	Sales Rep	source	Current Status		
Texas Mutual Insurance Company	0	3/26/2015	3/27/2015	0	Denise Arnold	Repeat Client	Tentative		
Sterl Wedding	20	4/3/2015	4/4/2015	20	Michael Flores	General Inquiry- HELMS BRISCOE	Tentative		
UTB Mathematics Department	20	4/8/2015	4/12/2015	80	Denise Arnold	Sales Call and Repeat Business	Tentative		
Texas Association of Community Development Corporations	0	4/12/2015	4/15/2015	105	Eduardo Figueroa	Sales Call	Tentative		
UTB/ STEMS Outdoor Sports and Science Expo	0	4/24/2015	4/26/2015	20	Denise Arnold	UTB- Dr. John Fiest	Tentative		
The Payroll Group	140	5/4/2015	5/10/2015	431	Denise Arnold	General Inquiry	Tentative		
City of McAllen	0	5/15/2015	5/17/2015	200	Denise Arnold	Repeat- In house	Tentative		
Unique Travels & Tours	100	5/15/2015	5/16/2015	50	Michael Flores	Call In	Tentative		
Lone Star Sculpture	350	5/18/2015	5/24/2015	180	Michael Flores	Repeat-Called In	Tentative		
Home and Garden Expo	5500	5/30/2015	5/31/2015	50	Michael Flores	General Inquiry	Tentative		
United Steel Workers	300	5/31/2015	6/3/2015	800	Michael Flores	General Inquiry	Tentative		
Dargel Boat Owner's Tournament	300	6/5/2015	6/6/2015	15	Denise Arnold	Repeat	Tentative		
Texas Police Association	200	6/5/2015	6/10/2015	205	Denise Arnold	Sales Call	Tentative		
Texas International Cake Exploration Society	125	6/6/2015	6/8/2015	100	Eduardo Figueroa		Tentative		
2015 300 Series Sailing Event	45	6/12/2015	6/17/2015	0	Denise Arnold	Sales Call	Tentative		
South Texas Association of School Maintenance Officials	0	6/18/2015	6/20/2015	50	Eduardo Figueroa	Repeat Client	Tentative		
Reyna Family Reunion 2015	300	6/19/2015	6/20/2015	100	Michael Flores	cvent	Tentative		
American Cheer Power	0	6/26/2015	6/27/2015	0	Michael Flores	INHouse - Repeat Business	Tentative		
Heineken Central Region Mfg. 2015	0	7/6/2015	7/9/2015	285	Denise Arnold	cvent	Tentative		
Hempstead & Associates, LLC	100	7/9/2015	7/12/2015	50	Eduardo Figueroa		Tentative		
American Spirit Championship Association	0	7/17/2015	7/19/2015	650	Michael Flores	Repeat Client	Tentative		
Texas International Fishing Tournament	500	7/28/2015	8/2/2015	0	Michael Flores		Tentative		

Account Name	Total Estimated Attend	Event Start date	Event End Date	Rooms	Sales Rep	source	Current Status
South Padre Island Chamber of Commerce	500	8/8/2015	8/9/2015	0	Michael Flores		Tentative
Seventh Day Adventist Church	150	8/28/2015	8/29/2015	130	Denise Arnold		Tentative
Texas Customs Brokers Association	200	8/20/2015	8/23/2015	360	Eduardo Figueroa		Tentative
On Point, LLC	2500	8/31/2015	9/3/2015	0	Eduardo Figueroa	General Inquiry	Tentative
Doctor's Hospital At Renaissance	500	9/18/2015	9/20/2015	320	Denise Arnold		Tentative
Templo Bethel	0	9/18/2015	9/20/2015	100	Denise Arnold	Referral	Tentative
Texas Department of Transportation	1000	9/29/2015	10/2/2015	1600	Eduardo Figueroa		Tentative
Mobile Instrument Service	0	9/30/2015	10/4/2015	340	Denise Arnold	Refferal	Tentative
Texas Gulf Youth Ministries	0	10/2/2015	10/2/2015	50	Denise Arnold	General Inquiry	Tentative
Southwestern Association of Criminal Justice	0	10/5/2015	10/9/2015	117	Eduardo Figueroa	Repeat Client	Tentative
Breast Cancer Awareness Getaway	0	10/9/2015	10/11/2015	300	Denise Arnold	Referral	Tentative
SPI Bikefest 2015	1750	10/16/2015	10/18/2015	600	Michael Flores	General Inquiry	Tentative
Texas Juvenile Justice Department	0	10/19/2015	10/21/2015	570	Denise Arnold	Sales Call/TSAE	Tentative
American Spirit Championship Association	0	11/6/2015	11/7/2015	115	Michael Flores	Repeat Client	Tentative
Singles in Agriculture	0	12/30/2015	1/3/2016	0	Michael Flores	Repeat Client	Tentative
Texas Association of Election Administrators	200	1/5/2016	1/9/2016	475	Eduardo Figueroa		Tentative
RGV TX Association of Bilingual Educators	300	1/14/2016	1/16/2016	100	Eduardo Figueroa	Repeat	Tentative

Year to Year - Cross Tab - Comparison

South Padre Island Convention & Visitors Bureau

1/1/2011 - 12/31/2019

Year Starting: 1/1/2015

Turned Dates or Event Dates: Event Dates

Status(s) Selected: Definite

Event Type(s) Selected: All

Contracted Rooms													
Definite	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2011	0	0	0	0	0	0	0	0	0	0	0	0	0
2012	0	0	0	0	0	0	0	0	315	906	595	0	1,816
2013	0	0	0	491	0	0	0	0	180	0	765	144	1,580
2014	42	151	500	1,105	775	1,769	438	880	2,901	931	674	241	10,407
2015	0	739	1,790	1,891	1,760	741	0	260	756	430	615	40	9,022
2016	0	0	0	0	0	1,431	0	0	960	0	0	0	2,391
2017	0	0	0	0	0	110	0	0	0	0	0	0	110
2018	0	0	0	2,016	0	0	0	0	0	0	0	0	2,016

Economic Impact													
Definite	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2011	0	23,100	0	0	0	0	0	0	0	0	0	0	23,100
2012	0	0	0	0	8,400	0	0	0	66,150	190,260	124,950	0	389,760
2013	0	32,340	112,700	115,500	84,210	0	0	55,650	37,800	89,250	231,000	53,740	812,190
2014	8,820	123,090	57,470	300,055	262,949	453,425	172,967	67,350	375,774	92,610	151,410	88,830	2,154,749
2015	2,254,000	1,404,000	1,507,256	1,337,840	1,163,766	68,430	80,640	67,620	340,363	40,659	960,756	29,400	9,254,730
2016	0	0	0	0	0	385,972	0	0	174,254	0	0	0	560,227
2017	0	0	0	29,400	0	33,810	0	0	0	0	0	0	63,210
2018	0	0	0	552,230	0	0	0	0	0	0	0	0	552,230

Event Count

Definite	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2011	5	10	7	12	12	11	5	3	8	7	3	12	95
2012	4	7	4	6	8	9	3	2	5	11	11	10	80
2013	9	8	4	9	7	10	9	6	5	6	16	17	106
2014	4	6	4	14	13	5	13	10	14	9	6	8	106
2015	4	9	4	6	12	5	2	2	5	2	2	1	54
2016	0	0	0	0	0	3	0	0	2	0	0	0	5
2017	0	0	0	1	0	1	0	0	0	0	0	0	2
2018	0	0	0	1	0	0	0	0	0	0	0	0	1

Peak Rooms

Definite	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2011	0	85	0	0	0	0	0	0	0	0	0	0	85
2012	0	0	0	0	8	0	0	0	200	350	180	0	738
2013	0	85	0	180	120	0	0	110	95	165	364	95	1,214
2014	26	167	115	523	310	365	253	417	895	353	306	195	3,925
2015	30	731	540	475	1,075	357	133	145	638	98	315	20	4,557
2016	0	0	0	0	0	440	0	0	280	0	0	0	720
2017	0	0	0	65	0	50	0	0	0	0	0	0	115
2018	0	0	0	550	0	0	0	0	0	0	0	0	550

Pickup Rooms

Definite	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2011	0	0	0	0	0	0	0	0	0	0	0	0	0
2012	0	0	0	0	0	0	0	0	107	0	223	0	1,109
2013	0	0	0	111	0	0	0	0	261	0	538	0	1,053
2014	39	217	377	754	737	111	616	978	2,070	0	527	0	7,764
2015	36	87	0	0	0	0	0	0	0	0	0	0	123
2016	0	0	0	0	0	0	0	0	0	0	0	0	0
2017	0	0	0	0	0	0	0	0	0	0	0	0	0

Pickup Rooms

Definite	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2018	0	0	0	0	0	0	0	0	0	0	0	0	0

Requested Rooms

Definite	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2011	0	110	0	0	0	0	0	0	0	0	0	0	110
2012	0	0	0	0	40	0	0	0	500	835	465	0	1,840
2013	0	160	0	470	401	0	0	265	180	425	1,075	195	3,171
2014	42	376	260	1,101	652	1,005	687	1,047	2,634	856	779	461	9,900
2015	90	989	1,790	1,163	2,712	1,081	544	370	1,286	430	615	40	11,110
2016	0	0	0	0	0	1,460	0	0	960	0	0	0	2,420
2017	0	0	0	140	0	110	0	0	0	0	0	0	250
2018	0	0	0	1,830	0	0	0	0	0	0	0	0	1,830

Total Est. Attend

Definite	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2011	100	300	200	200	0	2,000	0	100	0	0	0	0	2,900
2012	0	0	600	200	2,082	0	0	0	400	400	250	30	3,962
2013	500	1,015	500	255	430	0	600	265	175	320	960	341	5,361
2014	5,061	5,160	565	1,088	803	825	587	225	1,560	1,300	960	2,050	20,184
2015	5,010	14,132	8,400	5,380	3,395	815	600	150	1,800	525	6,250	50	46,507
2016	0	0	0	0	0	1,000	0	0	200	0	0	0	1,200
2017	0	0	0	80	0	75	0	0	0	0	0	0	155
2018	0	0	0	700	0	0	0	0	0	0	0	0	700

South Padre Island Convention & Visitors Bureau
Task Report Standard Count Breakout
Created Date Range: 1/28/2015-2/19/2015

Sales Rep: Denise Arnold

Task Type	Total Count
Bid Presentation	2
Client Event Participation	2
Contract Follow up-Hotel	16
Convention Service	3
Definite Booking	1
E-Mail Sent	71
Phone Call	13
Prosp/Follow up Phone Call	1
Prospecting Call	1
Contract Follow Up-Convention Centre	7
CVBLeads-Pick Up	1
E-Mail Received	20
Entertainment	2
Precon Meeting	2
Proposal	7
Reminder	6
Sales Appointment	4
Site Inspection	2
Trade Shows	7
Advertising File Attached	3
Group Total:	171

Sales Rep: Eduardo Figueroa

Task Type	Total Count
E-Mail Received	1
Entertainment	1
Maint./Follow up Phone Call	32
Reminder	10
Site Inspection	1
SPI Fam-Sales Staff	2
Bid Presentation	5
Contract Follow Up-Convention Centre	15
Contract Follow up-Hotel	14
Convention Service	5
E-Mail Sent	1
Phone Call	1

South Padre Island Convention & Visitors Bureau
Task Report Standard Count Breakout
Created Date Range: 1/28/2015-2/19/2015

Proposal	29
Prosp/Follow up Phone Call	8
Sales Call Appointment	2
<hr/>	
Group Total:	127

Sales Rep: Michael Flores

Task Type	Total Count
Contract Follow up-Hotel	14
Convention Service	3
E-Mail Sent	72
Entertainment	2
Phone Call	23
Prosp/Follow up Phone Call	1
Prospecting Call	10
Sales Call Appointment	9
Contract Follow Up-Convention Centre	1
CVBLeads-Pick Up	1
E-Mail Received	5
Fam Trip	1
Maint./Follow up Phone Call	1
Precon Meeting	2
Reminder	25
Sales Appointment	1
Site Inspection	11
<hr/>	
Group Total:	182

Sales Action Plans

Property: SPI Convention Center Sales Action Plans	DOS: Mike Flores Action Step Completed:	Month: February 2015 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>Week of: February 2-6, 2015</p> <p>Partially Completed</p>	<p>Week of: February 2-6, 2015</p> <p>Prospecting call to Our Lady of the Assumption Church-set up sales call for 2/9. Prospecting call to Nazarene Church-set up sales call for 2/9.</p>
<p>10 Maintenance Calls to existing clients and follow-thru and update all IDSS events for second half of the year</p>	<p>Completed</p>	<p>National Tropical Weather Conference convention services review at CC, Pro Am Jam Contract follow up and sales manager introduction, secured AP Foods 2016 contract for CC, followed up with Trinity Worship group re: hotel selection of the Holiday Inn, finalized Aglow Intl.'s convention services and invoice, called David with Fun in the Sun to verify that 2015 event deposit had been sent to Lori, followed up with American Spirit Championships re: hotel lead blocks, spoke with Living Way Church (cancelled Island event due to low turn out from speakers), followed up with Dance Educators of America re: hotel contract, blocked Market Days event and sent contract to Kathy for 2016-2018, updated TIFT contracts and sent to Kristi, sent Home and Garden show 2015 events contract for their review, sent Ruff Ryders updated partner rates for their event, provided signage images for national weather conference and Texas Orthodontics Study Club. Attended American Drill Team Junior South Padre event to conduct survey and client maintenance on 2/7.</p> <p>Did not have sufficient time this week to complete these sales calls.</p>
<p>5 sales calls in the Brownsville area</p> <p>Confirm all sales calls with military and sports organizations in the San Antonio area</p> <p>Complete all tasks in IDSS daily</p>	<p>Not completed</p> <p>Not completed</p> <p>Completed</p> <p>Week Of: February 9-13, 2015</p>	<p>This date has been moved to the 5th of March-will generate sales leads early next week. Closed out and updated all open tasks daily in IDSS.</p> <p>Week Of: February 9-13, 2015</p> <p>Prospecting call to American Legion Post #205 in Harlingen-set up sales call for 2/17. Prospecting call to Harlingen VA Clinic/VA Outreach coordinator-set up sales call for 2/17. Gave site tour to Andy Frye from United Steel Workers at CC, Hilton, the Pearl, Isla Grand and Schlitterbahn.</p> <p>Sales call to Our Lady of the Assumption Church 2/9. Sales call to Queen of Peach Church 2/9. Sales call to Nazarene Church 2/9.</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>Partially Completed</p> <p>Partially Completed</p> <p>Week Of: February 16-20, 2015</p>	<p>Called Fran at Dance Educators of America to follow up with hotel blocks for November event. Spoke with Dale from Texas Orthodontic Study Club to arrange site visit and followed up with con.serv. Completed (25) bags, (250) badges and (2) signs for Aglow International. Coordinated for TXDOT permits w/ Mary K for Pedal to Padre event.</p> <p>Week Of: February 16-20, 2015</p>
<p>10 Maintenance Calls to existing clients</p>	<p>Week Of: February 16-20, 2015</p>	<p>10 sales calls to the San Antonio 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>20 prospecting calls to educational groups in the Cameron and Hidalgo County areas</p> <p>8 sales calls in the Mercedes/Weslaco area</p>	<p>Week Of: February 23-27, 2015</p>	<p>Week Of: February 23-27, 2015</p>

Check IDSS daily for leads
Complete all tasks in IDSS daily
10 Maintenance Calls to existing clients

Item Not Completed:

Reason / Rescheduled

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

MEETING DATE: February 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitor Advisory Board

ITEM

Discussion and action regarding a sub-committee to be formed representing the sales associates from local full service and select service hotel to work with the CVB sales staff.

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: February 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitor Advisory Board

ITEM

Update, discussion and possible action on event funding policy and procedures.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

Events Marketing Department

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: February 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitor Advisory Board

ITEM

Update regarding Website Sub-Committee meeting.

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: February 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitor Advisory Board

ITEM

Discussion and action regarding Requests for Proposals (RFP's):

- a) RFP to allow the Website Sub-Committee to develop an RFP for the redesign of Sopadre.com. Redesign will be budgeted from the 2015/2016 marketing division.
- b) RFP for 2015/2016 Digital marketing-Facebook, Display, and Pay Per Click campaign.
- c) RFP for 2015/2016 Conventional Marketing campaign.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

Marketing Department

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: February 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitor Advisory Board

ITEM

Presentation, discussion and possible action on marketing:

- a) March and April 2015.
- b) SPI Spring Break 2015 Production.

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: February 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitor Advisory Board

ITEM

Presentation, discussion and possible action on marketing for March and April 2015.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

SPI CREATIVE RECAP

February-March, 2015

2.18.2015



SUMMARY



February, 2015

TV

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

Radio

- RGV English :30 Spot, KBFM, KTEX, KROQ, KVLV, KURV
- RGV Spanish :30 Spot, KBTQ
- SA/AUS/HOU English :30 Spot, KSMG, KTFM, KASE, KBPA, KAMX, KHFI, KBXX, KKQB
- SA/AUS/HOU Spanish :30 Spot, KROM, KGSX, KLQB, KOVE

Print

- Birder's Guide

Online

- Boardseekermag.com (Windsurfing)
- TheKiteboarder.com
- American Birding Assoc.

March, 2015

TV

- Time Warner Cable English :30 Spot*
- Houston Comcast Cable English :30 Spot
- Monterrey, MX Cable Spanish :30 Spot, Sony and Warner Networks

Radio

- SA/AUS/HOU English :30 Spot, KSMG, KTFM, KASE, KBPA, KAMX, KHFI, KBXX, KKQB
- SA/AUS/HOU Spanish :30 Spot, KROM, KGSX, KLQB, KOVE
- Monterrey Spanish :30 Spot, EXA FM, Genesis

Print

- TX Fish & Game
- TX Saltwater Fishing Magazine
- Birder's Guide
- AARP Magazine (Great Lakes/West Central)
- El Norte Texas y Turismo Back Cover
- Brownsville Spring Flight Guide Ad
- TX Highways Event Calendar

Online

- TWC/ATT online
- AARP.org
- Boardseekermag.com (Windsurfing)
- TheKiteboarder.com
- American Birding Assoc.
- Expedia.com



Boomers Plan

Media Campaign - Oct 2014-Sept 2015		2015 Fiscal												Gross Total Cost
MEDIUM SPECIFICATIONS		October	November	December	January	February	March	April	May	June	July	August	September	
DEMO: A54+, HA54+														
Print														
AARP	- Southwest Gateways (Texas)							1/3 Page						\$7,000
AARP	- Great Lakes 60-69 Segment (IL, MI, MN, MO, WI)			1/3 Page			1/3 Page					1/3 Page		\$41,000
AARP	- West Central 60-69 Segment (MT, ND, SD, NE, NM, KS, CO, WY)			1/3 Page			1/3 Page					1/3 Page		\$39,040
Online														
AARP.org	- Online geo-targeting													\$45,000
	- Travel Enthusiast Section													\$0
TOTAL														\$132,040



Expedia Plan

2015 Fiscal												Gross Total Cost	
	October	November	December	January	February	March	April	May	June	July	August	September	
Media Campaign - Oct 2014-Sept 2015													
MEDIUM SPECIFICATIONS													
DEMO: A25-64, skew to millennials													
Online Media													
Expedia.com													
- Texas/Mexico Plan	1.5m impressions						1.5m impressions						\$90,000
TOTAL													\$90,000



Overall Plan

Media Campaign - Oct 2014-Sept 2015 MEDIUM SPECIFICATIONS DEMO: A3-54*, HA23-64*	2015 Fiscal												Gross Total Cost	
	October	November	December	January	February	March	April	May	June	July	August	September		
Television														\$155,000
Time Warner Cable - Dallas, San Antonio, Austin, Rio Grande Valley (Hartlingen, McAllen, Brownsville), Waco-Temple-Killeen, El Paso, Corpus Christi, Laredo, Wichita Falls, Beaumont-Port Arthur - TWC/ATT Interconnect Online (Dallas, Austin, SA)														\$70,000
Comcast - Houston														\$15,000 \$70,000
Radio														\$380,770
San Antonio - KSMG, KTFM, KROM, KGXS														\$82,500
Austin - KLOB, KASE, KBPA, KAMX, KHFI														\$113,770
Houston - KBXX, KKQB, KOVE														\$204,500
CVB Print														\$56,487
Texas State Travel Guide - 1/2 Page														\$13,506
Texas Highways Magazine - 1/2 Page														\$12,526
Texas Highways Events Calendar - 1/2 Page														\$2,702
TourTexas.com - Platinum Plan, PDF, Video														\$3,582
Texas Monthly - 1/2 Page														\$34,170
Niche Print														\$40,131
Birders Guide - Full Page														\$2,030
www.aba.org (American Birding Association) - 180x120 right side banner														\$706
Saltwater Fishing Magazine - 1/2 Page														\$8,659
Texas Fish & Game - 1/2 Page														\$11,765
Boardsseker.com - 728x600 Banner														\$5,284
thekiteboarder.com - 728x600 Banner on thekiteboarder.com														\$4,568
Surfer Magazine 200x600														\$7,059
TOTAL														\$642,388



RGV Plan

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



Mexico Plan

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



TV/RADIO

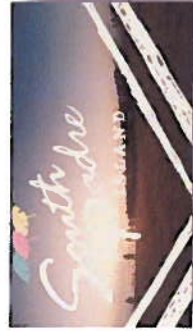


SPI Creative Summary

Messaging

February 2015

- Family Spring Break
- Valentine's Day



March 2015

- Spring Semana Santa




Print



SPI Creative Summary

TX Fish & Game Magazine, March 2015




THE COAST WITH THE MOST: **FISHING**

Need some salt water therapy? Head to South Padre Island for some world class fishing. Inshore, offshore, charter boats or kayaks, you can get bowled up no matter what species you're targeting. Discover what thousands of fishing enthusiasts already know... South Padre Island is a fisherman's paradise.


Book your stay today at sopadre.com/fishing

Facebook icon, Twitter icon



SPI Creative Summary

TX Saltwater Fishing Magazine, March 2015





THE COAST WITH THE MOST FISHING

Need some salt water therapy?

Head to South Padre Island for some world class fishing. Inshore, offshore, charter boats or kayaks, you can get bowed up no matter what species you're targeting. Discover what thousands of fishing enthusiasts already know... South Padre Island is a fisherman's paradise.

EST. 1936
South Padre ISLAND

f  

Book your stay today at sopadre.com/fishing



SPI Creative Summary

ABA Birder's Guide, March 2015

**MIGRATE TO
SOUTH PADRE ISLAND!**

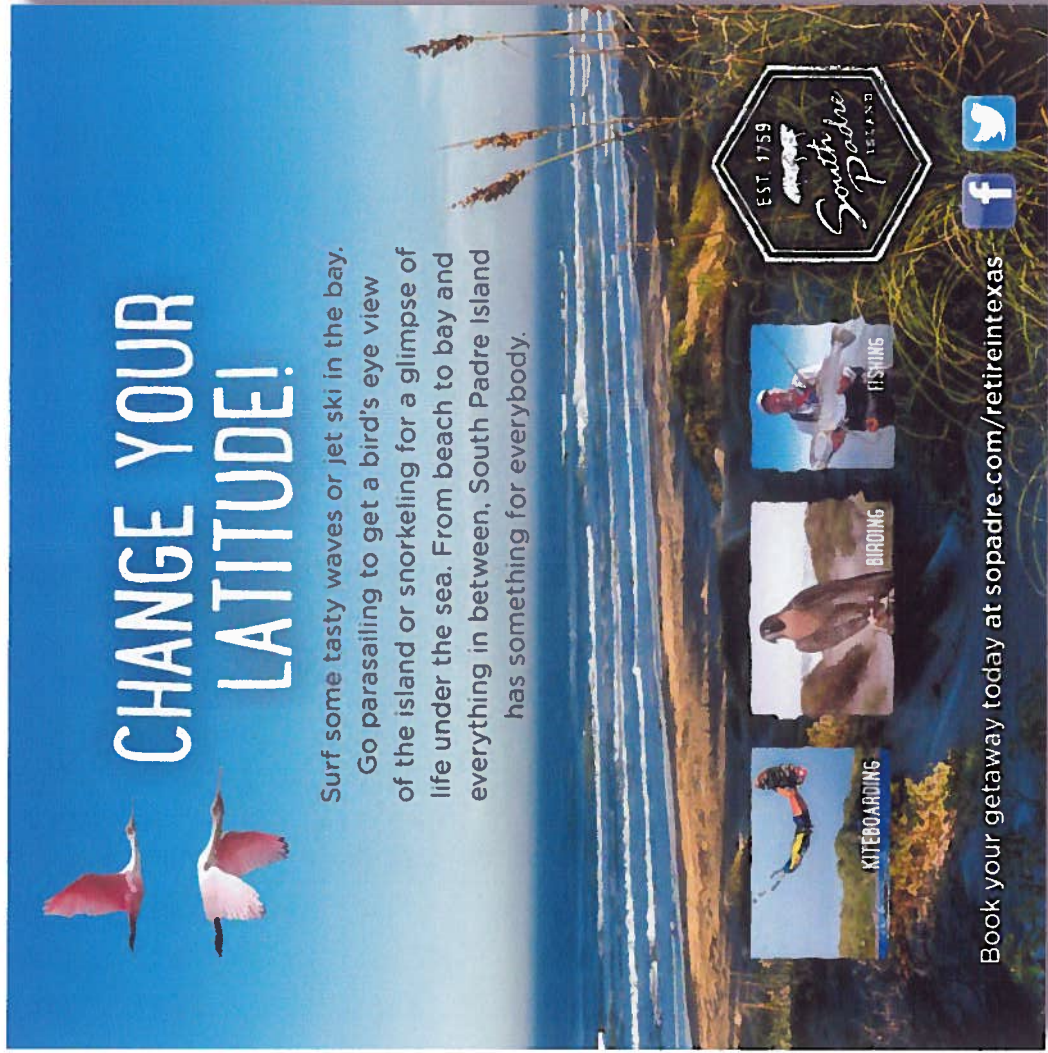
Every year, thousands of birders flock to SPI to see over 300 species of migratory birds at the South Padre Island Birding and Nature Center. Book your stay today and discover what countless migratory birds and thousands of birding enthusiasts already know... this place is for the birds!

Book now at: sopadre.com/birding

EST. 1936
South Padre ISLAND



SPI Creative Summary AARP Magazine, March 2015



CHANGE YOUR LATITUDE!

Surf some tasty waves or jet ski in the bay.
Go parasailing to get a bird's eye view
of the island or snorkeling for a glimpse of
life under the sea. From beach to bay and
everything in between, South Padre Island
has something for everybody.

KITEBOARDING

BIRDING

FISHING

EST. 1759
South Padre
ISLAND

Book your getaway today at sopadre.com/retireintexas

f

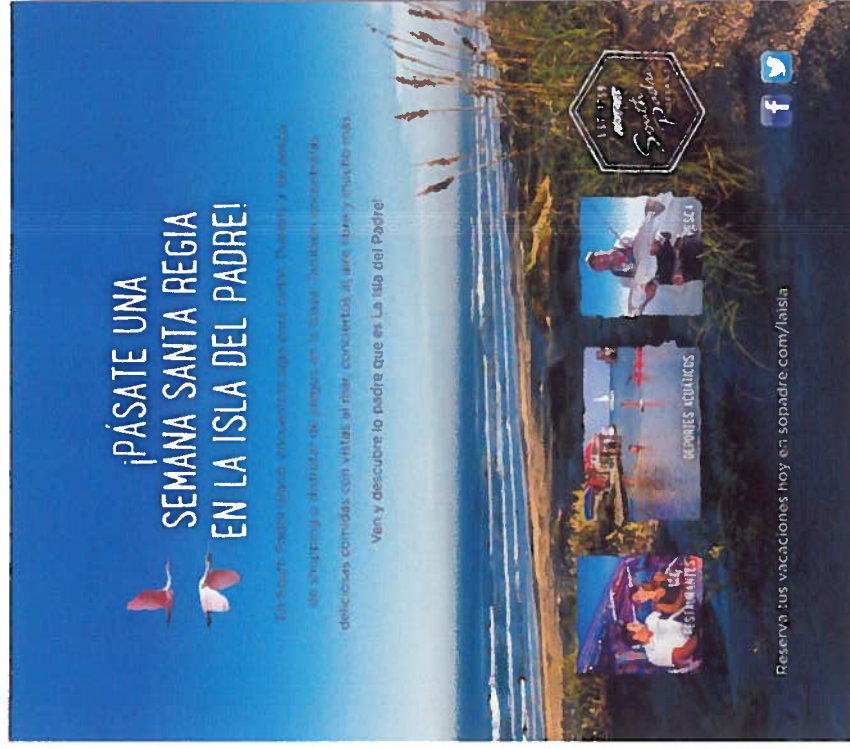
Twitter



SPI Creative Summary

El Norte TX y Turismo, March 2015

(pending approval)



SPI Creative Summary

Brownsville Flight Guide, March 2015

(pending approval)



SPI Creative Summary

TX Highways Event Calendar, March 2015

South Padre ISLAND

TOTALLY BEACHIN' EVENTS

MARCH
 Spring Break Car Show & Sound Off
 UME (Ultimate Music Event) Electronic Music

APRIL
 Beach & Biker Fest
 TGSA Surfing Championship
 SPI Sand Crab Night Run
 South Padre Island SPLASH

MAY
 SPI Kiteboard Roundup
 Run the Jailbreak Beach Escape
 Pedal to Padre
 SPI Beach Volleyball
 FIREWORKS Memorial Day — Labor Day

JUNE
 Great Texas Catamaran Race
 Shark Run

TOTALLY BEACHIN'

f



Online



SPI Creative Summary

SPI Newsletter February, 2015

South Padre Islands Newsletter • February 2015

things to do • events • dining • attractions

South Padre Islands

South Padre ISLAND

SPEND YOUR EASTER ON SPI

Spring is in the air and it's time for some beach therapy. We offer an array of family-friendly activities to wash the winter blues away. Join the annual regatta of business heading to S.P.I. for Easter week.

But some really want to get all in the bag. On something to get a little more out of the island or surrounding for a glimpse of the island from beach to bay and everything in between, South Padre Island has something for everybody. [View Your Events, Spring Family](#).

Featured Events



Spring on S.P.I.
 Wash the winter blues away with a trip to the warm Gulf waters of South Padre Island. Join thousands of families and adventure seekers for an 18.75 Spring getaway.

[Click Here for More Beach Therapy!](#)



Birding
 South Padre Island is for birds, and birders. Come enjoy the birding trails at the South Padre Island Birding and Nature Center every year during a world renowned birding destination.

[Click Here for Junior Game Birds!](#)

Dining
 Pick your appetite. South Padre Island offers a wide array of dining choices ranging from burgers to steaks to Italian to fresh seafood. We have something for every taste and budget. And if you go dining, your memories will last long your adult.

[See a full menu of our dining options.](#)

More Events

- Country Theatre "Honey Blower" @ South Padre Island Convention Center**
 April 1 - 7
[Learn More](#)
- Disney Vacation and 7 Attractions @ S.P.I.**
 April 1 - 7
[Learn More](#)
- South Padre Island Festival of the Arts @ South Padre Island Convention Center**
 April 17 - 19
[Learn More](#)
- South Padre Island Farmers Market @ Market Event Center**
 April 2015 Startups
[Learn More](#)
- Cher's Remembrance Choir @ South Padre Island Convention Center**
 May 1
[Learn More](#)



Semana Santa
 Celebrate La Noche Buena with South Padre Island's Holy Week events. From the Easter Bunny to the Holy Week events, there's something for everyone. Join us for special concerts and business catering in the Holy Week events. [Learn More Here.](#)

things to do • events • dining • attractions

Check out our Free Visitor's Guide

Print - 811 - Digital

Call us toll free: 1.800.SOPADRE

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SPI Creative Summary

FEB/MARCH 2015 thekiteboarder.com

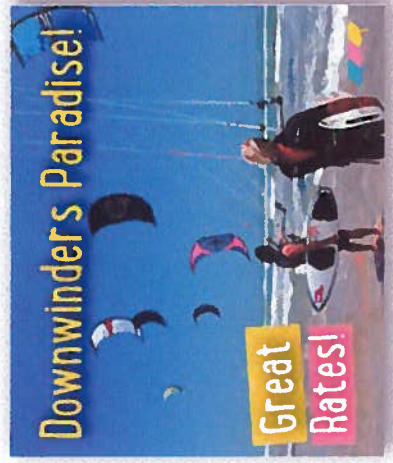
1



2



3

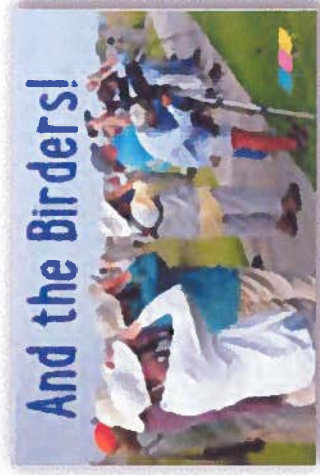


4



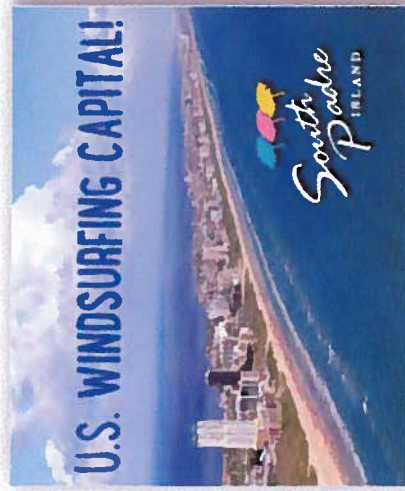
SPI Creative Summary

FEB/MARCH 2015 aba.org



SPI Creative Summary

FEB/MARCH 2015 boardseekermag.com



SPI Creative Summary

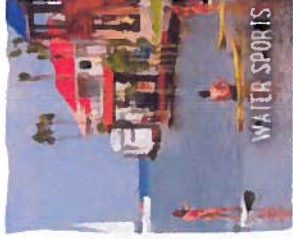
FEB/MARCH 2015 aarp.org

THE COAST WITH THE MOST!

FISHING **BIRDING** **WATER SPORTS** **BIRDING**

BOOK NOW!

THE COAST WITH THE MOST.

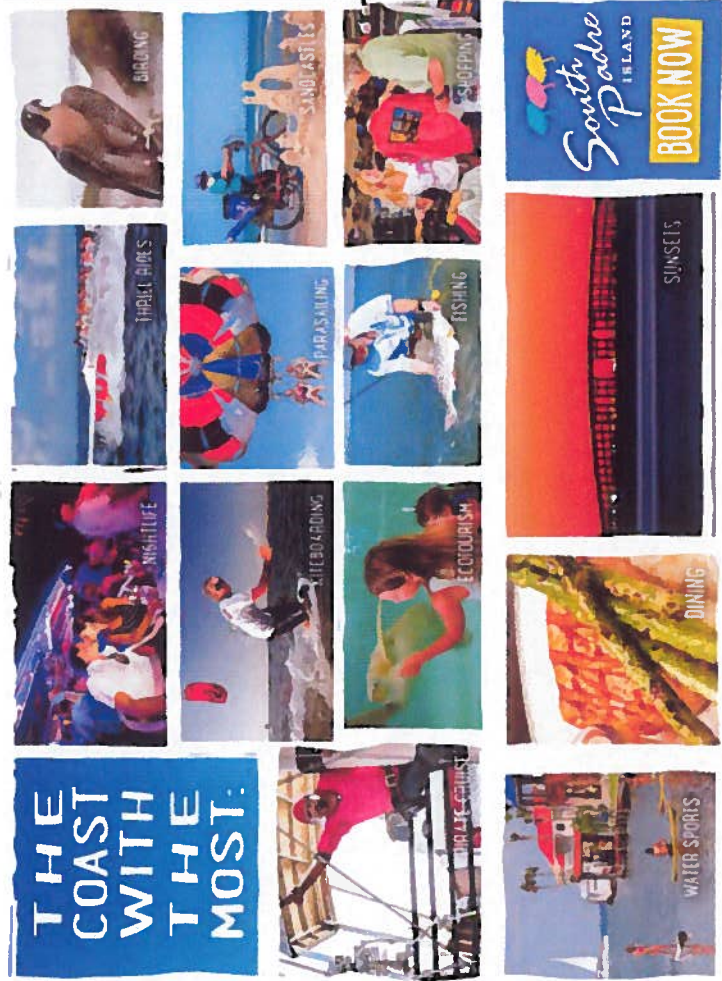
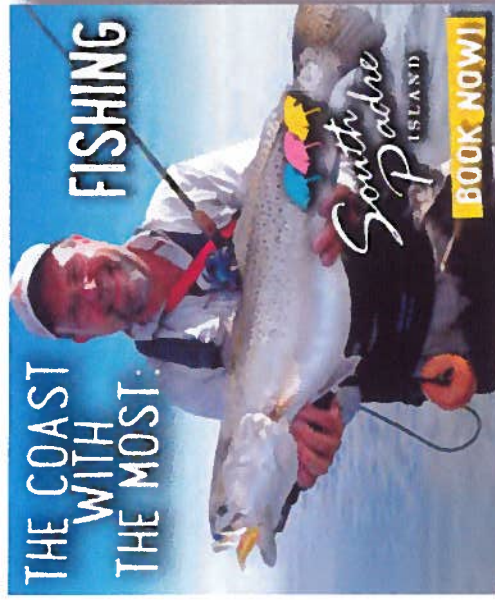


BOOK NOW



SPI Creative Summary

FEB/MARCH 2015 aarp.org



SPI CREATIVE RECAP

February-March, 2015

Thank you!

2.18.2015



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

MEETING DATE: February 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitor Advisory Board

ITEM

Presentation, discussion and possible action on marketing SPI Spring Break 2015 Production.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

As per Chairman Hawkinson, he is recommending to CVA Board to hire a production company to film events and obtain original photography of Spring Break 2015 during Texas Week.



SPRING BREAK PRODUCTION 2015

2.19.2015

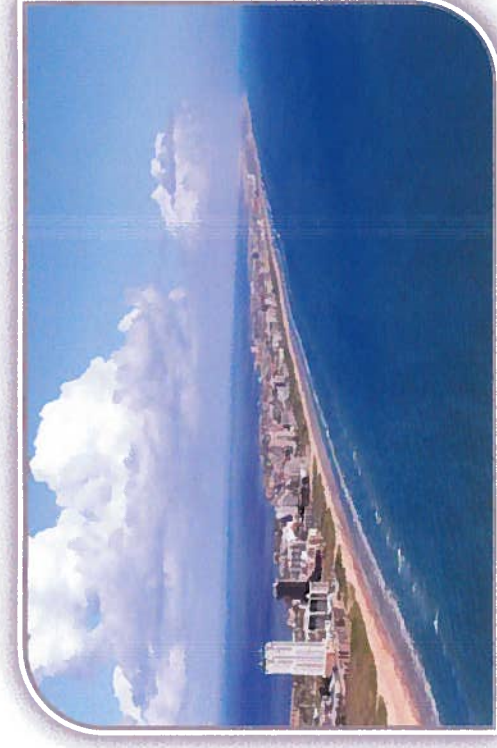


OVERVIEW

South Padre Island has a low inventory of Spring Break footage and photography for use in advertising materials.

The SPI CVA Board has given direction to acquire Spring Break footage and photography in the spirit of the UME Disco Donny video posted online.

Production would happen during Texas week, March 18-21, 2015 covering various Spring Break events at Schlitterbahn, Louie's and Clayton's.



2

DELIVERABLES

ONE (1) – Two Minute Video

SIX (6) – Six second videos for Vine

TWENTY FIVE (25) – Hi-Res Photographs (minimum)



BIDS

Hartwell Talent: \$19,055

Cibolo Films: \$32,435



**ASSOCIATION OF INDEPENDENT COMMERCIAL PRODUCERS
FILM PRODUCTION COST SUMMARY**

Bid Date: 2/9/15

Production Co.: **Cibolo Films**
Address:

Telephone: 210-225-3456
Fax: 210-225-0266

Job #:

Contact: Jemal/Lodico

Director: Mike Torres

Producer: Jemal/Lodico

DP: Mike Torres

Art Director:

Editor:

Pre-Production Days:

Build & Strike Days:

Pre-light Days:

Studio Shoot Days:

Location Days: 4

Hours: 12

Location(s): South Padre Island

Agency: Machele Advertising
Address: 200 E. Grayson Street
San Antonio, TX 78215

Telephone:

Fax:

V.P. Exec. Cr. Prod: Caterino Lopez

Agency Art Dir:

Agency Writer:

Agency Bus Mgr:

Client: **SPVB**

Product: **SPI**

Bid Name: Spring Break Sizzle

Commercial Title

Code

Length

1. (1) 1-2 minute Video Highlight Reel for Web Use

2. (6) 6 second videos for Vine and Instagram Use

3. 20-30 Master Photographs (includes re-touching and color)

4. All the raw footage shot from the 4 days

5.

6.

SUMMARY OF ESTIMATED PRODUCTION COSTS

	ESTIMATED
1 Pre-production & Wrap Costs	4,000
2 Shooting Labor	7,700
3 Location & Travel Expenses	
4 Props, Wardrobe, and Animals	
5 Studio & Set Construction Costs	
6 Equipment Costs	5,500
7 Filmstock, Develop and Print	800
8 Miscellaneous	
9 Sub-total A to K	18,000
10 Director / Creative Fees (not included in Direct Costs)	5,000
11 Insurance 2%	360
12 Sub-total Direct Costs	18,360
13 Production Fee 15%	2,700
14 Talent Costs & Expenses	3,375
15 Editorial and Finishing	3,000
16	
17	
18	
19	
GRAND TOTAL	\$32,435

Contracted Total

Contingency/Weather Day

COMMENTS

Firm Bid

Includes:

HD Camera

Off and On Line Post Production

4-6 talent for general use during the week

25 General Extras

Sound Design, music, VO record and mix

Approximately 15 hours of usable stock footage

includes Time lapse footage

includes drone footage

BID DOES NOT INCLUDE



FILM PRODUCTION COSTS SUMMARY

HARTWELL TALENT & PRODUCTIONS		Bid # BM001	FIXED BID
Production Contact:	Aarin Hartwell	Machete Advertising	
Director:	Enrique Leal	200 E. Grayson Suite 103, San Antonio, TX 78215	
Dir of Photography:	Aarin Hartwell	City of South Padre Island	
Producer:	Gabriela Moreno / Jorge Garza	Catalino Lopez	
Editor:		Tel: 210-401-1064	
No. Pre-pro days:		Tel:	
No. pre-light days:		Tel:	
No. build-strike days:		Commercial Titles/Code/Length:	
No. studio shoot days:	4	30 - Photography Masters	
No. location days:	4	1 - Panoramic Photo	
Location sites:	SPI	1 - 1-2 Min. Video (Approx. 60 Min. of Raw Footage)	
		6 - 6 sec. Vine/Instagram Videos	

	• Estimated \$	Actual \$
1. Pre-production and wrap costs (Total A & C)	400	
2. Shooting crew labor (Total B)	7,000	
3. Location and travel expenses (Total D)	436	
4. Props, wardrobe and animals (Total E)		
5. Studio & set construction costs (Totals F/G/H)		
6. Equipment costs (Total I)	2,940	
7. Film stock develop and print (Total J)		
8. Miscellaneous (Total K)	200	
9. SUB-TOTAL A thru K	10,976	
10. Director/creative fees (Total L)	384	
11. Insurance		
12. SUB-TOTAL Direct Costs	11,360	
13. Production Fee	2,195	
14. Talent costs and expenses (Totals M & N)	2,050	
15. Editorial and finishing (Totals O & P)		
16		
17. GRAND TOTAL PROD. (incl Director's Fee)	15,605	
18.		
19. Design AICE A		
20. Creative Fees		
21. Audio	500	
22. Offline		
23. 3D		
24. 2D	2,950	
25. Labor		
26. Miscellaneous		
27. Dubs/Stock		
28. Crew/Labor		
Subtotal	3,450	
DISCOUNT		
Grand Total Post	3,450	
Insurance		
SALES TAX		
MARKUP		
Grand Total Production & Post	19,055	
Con tingency/Weather Day		





SPRING BREAK PRODUCTION 2015

THANK YOU!

2.19.2015



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

MEETING DATE: February 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitor Advisory Board

ITEM

Discussion and action to request Machete to produce the following:

- a) Semana Santa / Mexican National photography & videography to be used to market Semana Santa 2016 & Mexican Markets.
- b) Machete & Website Sub-Committee to develop an RFP for professional photo & video editing of Spring Break 2015 & Semana Santa 2015 media to be used in 2016 campaigns.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

Marketing Department

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: February 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitor Advisory Board

ITEM

Discussion and action - Schedule Spring Break Workshop to recap Spring Break 2015 and develop Spring Break 2016 Marketing Plan and RFPs for "shoulder week" entertainment.

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: February 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitor Advisory Board

ITEM

Discussion and action – Budget for upcoming 2015/2016 year \$6,772.75 to purchase Computer, DSLR Camera, GoPro, and Video Editing Software for Public Information Officer to be used for content creation for sopadre.com, landing pages, social media, & email marketing.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

02-594-0103 Video Media in Marketing Department

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



CDWG.com | 800.594.4239

OE400SPS

SALES QUOTATION

QUOTE NO.	ACCOUNT NO.	DATE
FXNW310	4492459	2/19/2015

BILL TO:
CITY OF SOUTH PADRE ISLAND
4601 PADRE BLVD

SHIP TO:
CITY OF SOUTH PADRE ISLAND
Attention To: PAUL HOLTHUSEN
4601 PADRE BLVD

Accounts Payable
SOUTH PADRE ISLAND , TX 78597-7325

SOUTH PADRE ISLAND , TX 78597-7325
Contact: PAUL
HOLTHUSEN 956.761.8136

Customer Phone #956.761.6456

Customer P.O. # FXNW310 QUOTE

ACCOUNT MANAGER	SHIPPING METHOD	TERMS	EXEMPTION CERTIFICATE
DARIUS MENAFIELD 866.448.3728	FEDEX Ground	Net 30 Days-Govt State/Local	STATE

QTY	ITEM NO.	DESCRIPTION	UNIT PRICE	EXTENDED PRICE
1	2640962	CANON EOS 5D MARK III BODY ONLY KIT Mfg#: 5260B002 Contract: TCPN - Technology Solutions R5106 R5106	3,210.41	3,210.41
1	383412	CANON EF 50MM F/1.4 USM LENS Mfg#: 2515A003 Contract: TCPN - Technology Solutions R5106 R5106	435.40	435.40
1	3511716	GOPRO HERO4 BLK 4K30 2.7K50 1080P120 Mfg#: CHDX-401 Contract: TCPN - Technology Solutions R5106 R5106	484.99	484.99
1	3515850	GOPRO THE HANDLER FLOATING HAND GRIP Mfg#: AFHGM-001 Contract: TCPN - Technology Solutions R5106 R5106	25.15	25.15
1	3391860	GOPRO 3WAY GRIP ARM TRIPOD Mfg#: AFAEM001 Contract: TCPN - Technology Solutions R5106 R5106	64.82	64.82
1	3391857	GOPRO HEAD STRAP AND QUICKCLIP Mfg#: ACHOM001 Contract: TCPN - Technology Solutions R5106 R5106	16.44	16.44
1	3433554	APPLE MBP 15.4" 2.2GHZ 256GB 16GB Mfg#: MGXA2LL/A Contract: TCPN - Technology Solutions R5106 R5106	1,987.50	1,987.50
1	3098011	EDGE 64GB MICRO SD CLASS 10 Mfg#: PE239886 Contract: TCPN - Technology Solutions R5106 R5106	68.09	68.09
1	2954345	3Y CAMERA REPLACEMENT W/ADH \$400-499 Mfg#: 200859 Contract: TCPN - Technology Solutions R5106 R5106	73.53	73.53
1	2954352	Electronic distribution - NO MEDIA 3Y CAMERA REPAIR W/ADH \$3000-\$3499 Mfg#: 200866 Contract: TCPN - Technology Solutions R5106 R5106 Electronic distribution - NO MEDIA	106.43	106.43
SUBTOTAL				6,472.76
FREIGHT				0.00
TAX				0.00

US Currency

TOTAL 6,472.76

CDW Government
230 North Milwaukee Ave.
Vernon Hills, IL 60061

Fax: 312.705.4778

Please remit payment to:
CDW Government
75 Remittance Drive
Suite 1515
Chicago, IL 60675-1515

Final Cut Pro

By Apple

Essentials

Open the Mac App Store to buy and download apps.



[View in Mac App Store](#)

\$299.99

Category: **Video**

Updated: Dec 02, 2014

Version: 10.1.4

Size: 2.28 GB

Languages: English, Chinese, French, German, Japanese, Spanish

Seller: Apple Inc.

© 2011-2014

Rated 4+

Compatibility: OS X 10.9.2 or later. **64-bit processor**

Customer Ratings

Current Version:

★★★★ 91 Ratings

All Versions:

★★★★ 3851 Ratings

More by Apple



OS X Yosemite

[View in Mac App Store](#)



iPhoto

[View in Mac App Store](#)



iMovie

[View in Mac App Store](#)



Description

Completely redesigned from the ground up, Final Cut Pro adds extraordinary speed, quality, and flexibility to every part of the post-production workflow.

[Apple Web Site](#) ▶ [Final Cut Pro Support](#) ▶ [Application License Agreement](#) ▶

[...More](#)

What's New in Version 10.1.4

- Native MXF import, edit, and export with Pro Video Formats 2.0 software update
- Option to export AVC-Intra MXF files
- Support for import and editing with Panasonic AVC-LongG media

[...More](#)

Screenshots



Customer Reviews

More Stable than Adobe Premire but... ★★★★★
by bpcmd

I edit my personal home video almost exclusively and up until recently I've been doing it on a PC with an old version of Premire pro. It was fine for my needs, but my PC was getting older and more fussy so I bought another Macbook pro (top of line) to replace it (spring 2014). I found move almost impossible to use and way too hasic so I bought

[...More](#)

Poor Performance on Older Machine ★
by DavidSights

FCPX used to perform fairly on my mid 2010 Macbook Pro with 8 GB ram. When updates for Yosemite and new versions of FCPX hit, I was very hesitant to upgrade, but without seeing any complaints about performance issues on older machines after several months, I decided to take the plunge. Initially things worked just as well as before any

[...More](#)

10.1.4 seems fine so far ★★★★★