

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

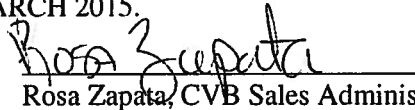
NOTICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A REGULAR MEETING ON:

**Wednesday, March 25, 2015**  
9:00 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

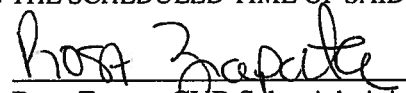
- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
  - a) Approval of minutes for February 26, 2015 Regular meeting.
- 5) Update, discussion and possible action regarding Convention Centre Report.(DiLibero)
- 6) Presentation, discussion and possible action on Director of Sales report.(Arnold)
- 7) Discussion and possible action regarding New Sales Committee. (Till)
- 8) Discussion and possible action regarding Sales Staff & Sales Committee to work with Event Promoters. (Till)
- 9) Discussion and possible action regarding Median Banner Application & Guidelines.(Till)
- 10) Discussion and possible action regarding Spring Break Workshop (Till)
- 11) Discussion and possible action regarding New Event Funding Guidelines. (Till)
- 12) Discussion and possible action regarding SPI Consumer Research Project. (W. Jones)
- 13) Discussion and action to remove the real time leads to partners from website submission forms.(Holthusen)
- 14) Update, discussion and possible action regarding Website Sub-Committee meeting. (Holthusen)
  - a) Review of Website Committee Digital Marketing Plan for Summer Season. (Till)
- 15) Discussion and action for the creations and appointment of CVB Budget Committee.(Till)

- 16) Discussion and action regarding Advertising RFP's. (DiLibero)
- 17) Discussion and action regarding Digital Marketing RFP's. (DiLibero)
- 18) Discussion and possible action regarding Strategic Planning/Research Proposal presented by Machete. (DiLibero/Lopez)
- 19) Presentation, discussion and possible action on Marketing:(DiLibero/Lopez)
  - a) Presentation by Machete of current Media Placement.
- 20) Set new meeting date/agenda items for next meeting.
- 21) Adjourn.

DATED THIS THE 20th DAY OF MARCH 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 March 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:** March 26, 2015

**NAME & TITLE:** Rosa Zapata, Sales Administrative Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Consent agenda:

- a) Approval of minutes for February 26, 2015 Regular meeting.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

Consent agenda.

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

**THURSDAY, FEBRUARY 26, 2015**

**1. Call to order.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Thursday, February 26, 2015 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Jimmy Hawkinson called the meeting to order at 1:30 p.m. A quorum was present: Arnie Creinin, Bill Donahue, Wally Jones, Joe Ricco, Sean Till. Also present Ex-Officio Michael Jones and

City staff members present were City Manager William DiLibero, CVB Director of Sales Denise Arnold, Sales Administrative Assistant Rosa Zapata, IT Director Paul Holthusen, Public Information Officer Adrian Rodriguez, and CVB Accountant I Lori Moore.

**2. Pledge of Allegiance.**

Chairman Jimmy Hawkinson 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. Update, discussion and possible action concerning CVB Organization Chart.**

City Manager William DiLibero updated the board on the CVB Organization Chart. No action was taken.

**5. Presentations:**

**a) Beerfest/Bikefest show**

Presentations by Alex Hinojosa was given at this time.

**b) Cyclovia So Padre Event**

Presentation by Councilwoman Julee LaMure was given at this time.

**6. Discussion and action on FY15 funding requests.**

No discussion and action taken.

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

Presentation by Denise Arnold, CVB Director of Sales was given at this time. CVA Board mentioned they

would like to see the Pace Report included in next month meeting. No action taken at this time.

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.

Chairman Hawkinson made the motion to form a sub-committee of 6 people comprised of 2 select service, 2 condominium, 2 full service hotels and CVB Sales Staff, seconded by Board Member Creinin. Motion carried on a unanimous vote.

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

Chairman Hawkinson gave the Board an update concerning the Special Meeting with Scott Joslove. After a lengthy discussion, no action was taken.

10. Update regarding Website Sub-Committee meeting.

Board Member Till gave the board an update concerning the Website Sub-Committee meeting. Paul Holthusen, IT Director updated the board concerning the IT department at Convention Centre. No action taken.

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

City Manager William DiLibero mentioned to the board he would like to get started on the RFP for the website. He would like to advertise them after Spring Break. Hopefully we could have contracts in by June. The agency can be hired by late July. No action was taken.

- 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:

Presentation was given at this time by Cat Lopez with Machete. The Board made recommendations to keep the same logo and the script be consistent with the website. No action was taken.

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

13. Discussion and action to request Machete to produce the following:

Presentation was given at this time by Cat Lopez with Machete. Board Member Till made the motion for Cat Lopez to meet with Website Sub-Committee to create an RFP for footage concerning Semana Santa, seconded by Board Member Jones. Motion carried on unanimous vote.

- 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.

Board Member Till requested the Board to meet or schedule a workshop on Spring Break for 2016. Chairman Hawkinson recommended to schedule the workshop after Easter which is April 5. Board Member Till will send an email to Rosa Zapata, CVA Sales Administrative Assistant to schedule the workshop. No other action was taken.

- 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](http://sopadre.com), landing pages, social media, & email marketing.

Board Member Till made the motion to approve the purchase, seconded by Board Member Creinin. Motion carried on a unanimous vote.

- 16.** Set new meeting date/agenda items for next meeting.

Next scheduled meeting will be Wednesday, March 25, 2015 at 9:00 a.m.

- 17.** Adjourn.

There being no further business, Chairman Hawkinson adjourned the meeting at 3:55 p.m.

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Rosa Zapata, CVB Sales Administrative Assistant

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Jimmy Hawkinson, CVA Chairman

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

**MEETING DATE:** March 26, 2015

**NAME & TITLE:** William DiLibero, City Manager

**DEPARTMENT:** City of South Padre Island

**ITEM**

Update, discussion and possible action regarding Convention Centre Report.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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Comments:

**RECOMMENDATIONS/COMMENTS**

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

**MEETING DATE:** March 26, 2015

**NAME & TITLE:** Denise Arnold, Director of Sales

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

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

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

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**LEGAL REVIEW**

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**RECOMMENDATIONS/COMMENTS**



# LEADS SENT REPORT (2 FEBRUARY TO 18 MARCH) All Sales Representatives, All Events, All Markets

Sales Rep	Account Name	Sent Date	EIC	Requested Rooms
Denise Arnold	Executive Hunting Club	2/10/2015	\$9,856.00	32
Denise Arnold	Texas Association of Collegiate Registrars and Admissions Officers	2/10/2015	\$325,623.00	1325
Denise Arnold	Region One/Gear Up	2/11/2015	\$45,265.00	35
Denise Arnold	Dentist Who Care	2/17/2015	\$85,456.98	225
Denise Arnold	Dentist Who Care	2/17/2015	\$40,658.98	225
Denise Arnold	Combined Law Enforcement Association of Texas (CLEAT)	2/18/2015	\$98,654.23	600
Denise Arnold	Prairie Coach Trailways	2/19/2015	\$362,351.32	84
Denise Arnold	Workforce Solutions - Cameron County	2/23/2015	\$58,697.32	310
Denise Arnold	Pronto Insurance	3/4/2015	\$48,235.65	170
Denise Arnold	Region One	3/4/2015	\$658,962.32	525
Denise Arnold	Texas Healthy Start Alliance	3/4/2015	\$45,235.00	90
Denise Arnold	Doctor's Hospital At Renaissance	3/10/2015	\$98,256.32	200
Denise Arnold	Tropical Texas Behavioral Health	3/12/2015	\$11,550.00	45
Denise Arnold	RGV Chapter of American Petroleum Institute	3/16/2015	\$54,600.00	375
Denise Arnold	RGV Chapter of American Petroleum Institute	3/16/2015	\$54,600.00	375
			<b>\$2,825,119.15</b>	<b>7101</b>
Eduardo Figueroa	Texas International Cake Exploration Society	2/6/2015	\$30,800.00	100
Eduardo Figueroa	Texas Rural Letter Carriers' Association	2/9/2015	\$190,344.00	412
Eduardo Figueroa	Texas Floodplain Management Association	2/13/2015	\$137,060.00	445
Eduardo Figueroa	Texas Society of Anesthesiologists	2/23/2015	\$360,052.00	1169
Eduardo Figueroa	On Point, LLC	3/6/2015	\$200,970.00	435
Eduardo Figueroa	National Association of Postal Supervisors	3/13/2015	\$173,250.00	330
Eduardo Figueroa	LRGV American Institute of Architects	3/17/2015	\$83,160.00	375
			<b>\$1,175,636.00</b>	<b>3266</b>
Michael Flores	Lone Star Sculpture	2/9/2015	\$115,000.00	180
Michael Flores	United Steel Workers District 13	2/10/2015	\$202,300.00	800
Michael Flores	Alma Miller Events	2/11/2015	\$9,200.00	20
Michael Flores	Sterl Wedding	2/17/2015	\$13,800.00	20
Michael Flores	SPI Market Days	2/25/2015	\$22,500.00	50
Michael Flores	Rio Grande Valley Quilt Guild Show	2/26/2015	\$150,000.00	75
Michael Flores	Great Texas Catamaran Race	2/27/2015	\$13,800.00	45
Michael Flores	RGV Juniors Volleyball	2/27/2015	\$50,000.00	105
Michael Flores	Texas International Fishing Tournament	3/9/2015	\$225,400.00	195
Michael Flores	United Steel Workers District 13	3/9/2015	\$13,800.00	105
Michael Flores	American Cheer Power	3/16/2015	\$125,000.00	20
Michael Flores	Dargel Boat Owner's Tournament	3/16/2015	\$12,600.00	30
			<b>\$953,400.00</b>	<b>1645</b>
<b>TOTALS</b>			<b>\$4,954,155.15</b>	<b>12,012</b>

# DEFINITE BOOKING REPORT (2/16/2015 to 3/19/2015) All Sales Reps, All Markets, All Events

Sales Representative	Account Name	Event Date	EIC	Requested Rooms
Denise Arnold	Region 8 County and District Clerks Meeting	4/10/2015	\$13,524.00	45
Denise Arnold	City of McAllen Meeting	5/15/2015	\$29,985.00	65
Denise Arnold	Combined Law Enforcement Association Meeting	9/7/2015	\$142,654.00	600
Denise Arnold	Dentist Who Care Conference - 2016	7/28/2016	\$85,456.00	150
Denise Arnold	Doctors Renaissance Conference - 2015	9/18/2015	\$98,897.00	320
Denise Arnold	Doctors Renaissance Fishing for Hope Tournament - 2015	8/21/2015	\$95,356.00	200
Denise Arnold	Executive Hunters Spring Fling	5/16/2015	\$15,256.00	42
Denise Arnold	Pronto Insurance - Summer Bash 2015	6/19/2015	\$93,659.00	170
Denise Arnold	Region One - Effective Schools Conference	10/5/2015	\$133,254.00	525
Denise Arnold	API Fishing Tournament - 2015	8/13/2015	\$112,325.00	375
Denise Arnold	API Fishing Tournament - 2016	8/18/2015	\$113,589.00	375
Denise Arnold	Southwestern Association of Criminal Justice	10/5/2015	\$48,569.00	117
Denise Arnold	Templo Bethel Annual Marriage Retreat	9/18/2015	\$36,791.00	100
Denise Arnold	Texas Gulf Youth Ministries Young Adults Conference	10/2/015	\$16,582.00	50
Denise Arnold	Texas Narcotic Officers Association-2019 Conference	8/16/2019	\$3,256,987.00	2,025
Denise Arnold	Tropical Texas Behavioral Health Conference - 2015	10/29/2015	\$37,569.00	98
Denise Arnold	UTB/STEMS Outdoor Science Expo	4/24/2015	\$35,002.00	25
Denise Arnold	Workforce Solutions - 2015 Annual Conference	10/1/2015	\$100,658.00	310
	<b>TOTALS</b>		<b>\$4,466,113.00</b>	<b>5,592</b>

<b>Sales Representative</b>	<b>Account Name</b>	<b>Event Date</b>	<b>EIC</b>	<b>Requested Rooms</b>
Eduardo Figueroa	United States Lifesaving Association	4/22/2015	\$32,985.00	260
Eduardo Figueroa	Texas Society for Respiratory Care- RGV Chapter	5/6/2015	\$11,970.00	140
Eduardo Figueroa	Texas Victims Services Association	5/6/2015	\$70,140.00	345
Eduardo Figueroa	Texas CASA, Inc.	5/12/2015	\$68,235.63	315
Eduardo Figueroa	South Texas Association of School Maintenance Officials	6/18/2015	\$36,122.00	50
Eduardo Figueroa	National Association of Purchasing Managers	6/22/2015	\$56,700.00	270
Eduardo Figueroa	On Point, LLC	9/1/2015	\$223,420.00	435
Eduardo Figueroa	National Association of Purchasing Managers	9/21/2015	\$75,600.00	360
Eduardo Figueroa	National Association of Purchasing Managers	12/2/2015	\$29,400.00	40
Eduardo Figueroa	National Association of Purchasing Managers	6/20/2016	\$56,700.00	270
		<b>TOTALS</b>	<b>\$661,272.63</b>	<b>2,485</b>

**Account Name**

<b>Sales Representative</b>		<b>Event Date</b>	<b>EIC</b>	<b>Requested Rooms</b>
Michael Flores	Great Plains Honors Council	4/8/2015	\$35,700.00	170
Michael Flores	Jailbreak Racing Events	4/30/2015	\$676,200.00	60
Michael Flores	Fun Cheer, Inc.	5/1/2015	\$180,320.00	450
Michael Flores	Lone Star Sculpture	5/18/2015	\$115,000.00	180
Michael Flores	Ruff Ryders Motorcycle	5/22/2015	\$235,240.00	600
Michael Flores	Dargel Boat Owner's Tournament	6/5/2015	\$12,600.00	30
Michael Flores	Great Texas Catamaran Race	6/14/2015	\$13,800.00	45
Michael Flores	American Cheer Power	6/26/2015	\$125,000.00	20
Michael Flores	Fun in the Son	7/11/2015	\$80,640.00	384
Michael Flores	Texas International Fishing Tournament	7/28/2015	\$225,400.00	195
Michael Flores	South Padre Island Chamber of Commerce	8/6/2015	\$75,000.00	135
Michael Flores	Breast Cancer Awareness Getaway	10/9/2015	\$130,168.50	300
Michael Flores	American Spirit Championship Association	11/6/2015	\$66,058.00	115
Michael Flores	Dance Educators of America	11/6/2015	\$98,256.23	65
Michael Flores	Rio Grande Valley Quilt Guild Show	2/19/2016	\$65,231.00	75
		<b>TOTALS</b>	<b>\$2,134,613.73</b>	<b>2,824</b>
		<b>Grand Totals</b>	<b>\$7,261,999.36</b>	<b>8,416</b>

PACE BOOKING REPORT (2014 TO 2019) All Sales Representatives, All Markets\*\*By number of room nights entered into iDSS\*\*

<u>MonthName</u>	<u>Actual 2014</u>	<u>Definite 2015</u>	<u>Tentative 2015</u>	<u>Definite 2016</u>	<u>Tentative 2016</u>	<u>Definite 2017</u>	<u>Tentative 2017</u>	<u>Definite 2018</u>	<u>Tentative 2018</u>	<u>Definite 2019</u>
January	870	748	0	0	625	0	0	0	0	0
February	1659	1412	0	75	50	0	0	0	450	0
March	1794	2180	0	0	334	0	0	0	0	0
April	3028	1753	20	0	990	140	0	1830	0	0
May	2370	3772	481	0	0	0	450	0	0	0
June	3359	1941	405	1460	1526	110	216	0	0	0
July	1607	574	845	735	650	0	0	0	0	0
August	3762	805	1070	0	510	0	135	0	0	2025
September	5531	1761	715	960	395	0	0	0	1169	0
October	1600	1960	642	0	0	0	0	0	0	0
November	1017	840	115	0	115	0	1325	0	0	0
December	2861	40	85	0	0	0	1020	0	0	0
<b>TOTAL</b>	<b>29458</b>	<b>16601</b>	<b>5823</b>	<b>3230</b>	<b>5139</b>	<b>250</b>	<b>3146</b>	<b>1830</b>	<b>1619</b>	<b>2025</b>

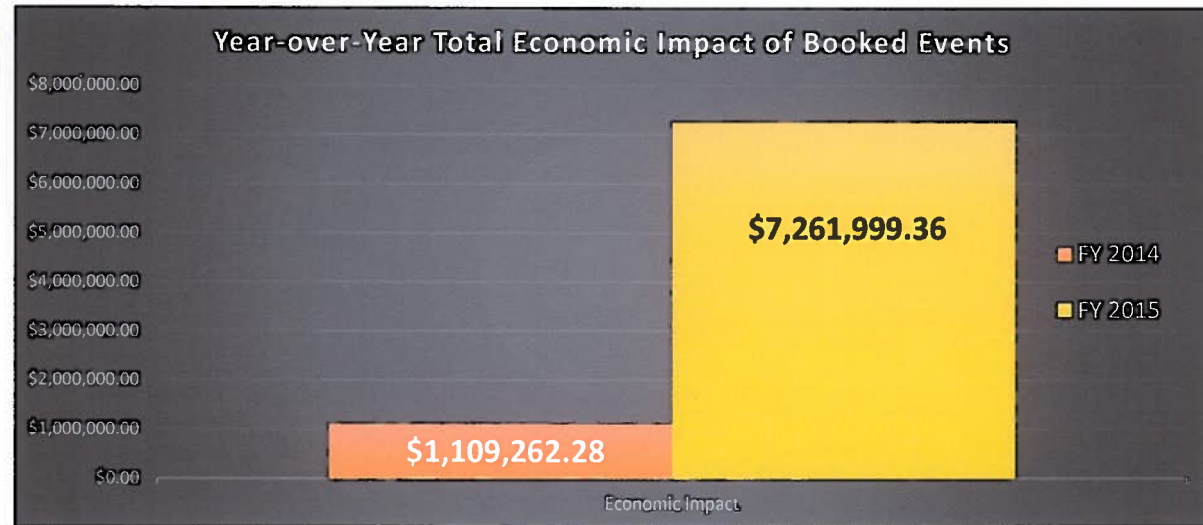
## Lost Sales Booking Report (1 January 2014 to 1 January 2019)

<u>Sales Rep</u>	<u>Account</u>	<u>Event Date</u>	<u>Reason Lost</u>	<u>Estimated Impact</u>
Eduardo Figueroa	Hempstead & Associates, LLC	7/9/2015	Decision Committee choose Austin, TX. No decision criteria was provided.	\$39,420.00
Michael Flores	Trinity Christian Worship	7/23/2015	Carolyn wanted a \$90 room rate during peak season in July and there were no properties who were able to offer this price plus free meeting space for this event.	\$5,321.00
Eduardo Figueroa	Entomological Society of America (ESA) Southwestern Branch	2/21/2016	Lost to Tyler, TX. No decision criteria was provided.	\$160,952.00
Eduardo Figueroa	Texas Association of Student Councils	6/12/2016	Distance from headquarters was too great. Client is located in central Texas and combined pricing for travel to SPI was beyond budget range.	\$86,915.00
Eduardo Figueroa	Multiple District 2 - Lions of Texas	5/17/2018	Lost to Corpus Christi, TX. Committee did not provide decision criteria.	\$225,108.00
Eduardo Figueroa	Texas Rural Letter Carriers' Association	6/22/2018	This government group's budget was below the SPI travel threshold. Expenses for their event were too high.	\$122,412.00
				<b>\$640,128.00</b>

## DEFINITE BOOKINGS METRICS (2/16/15 to 3/19/2015)

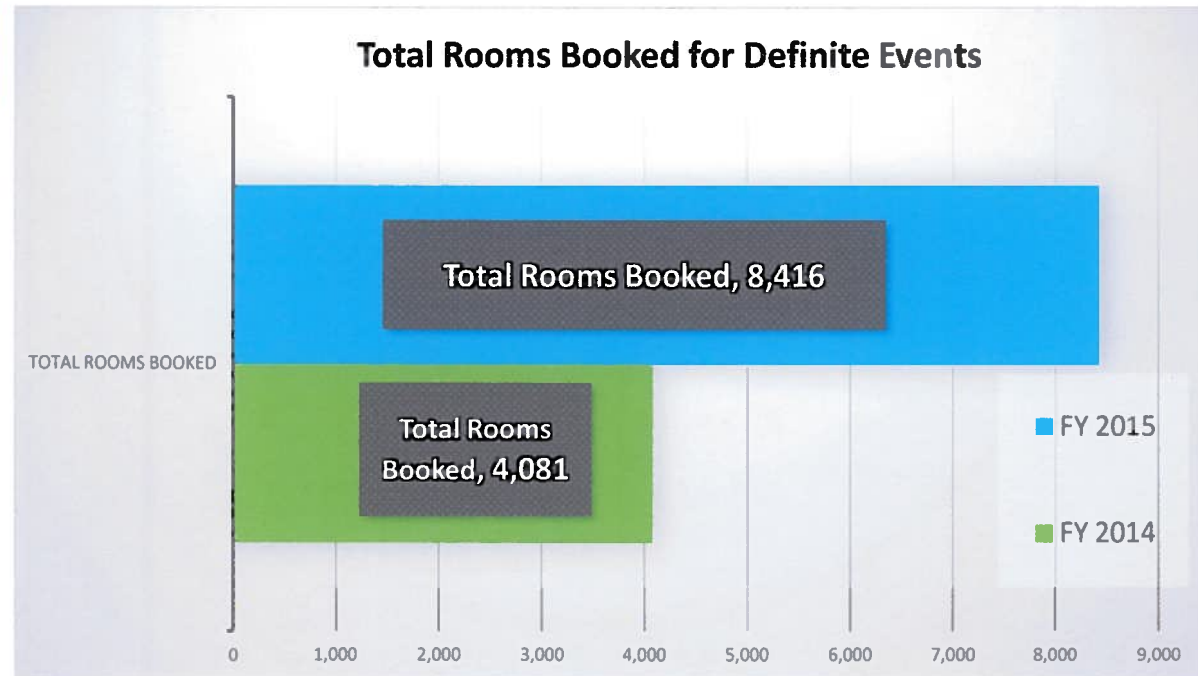
Fiscal Year Bookings	Economic Impact
FY 2014	<b>\$1,109,262.28</b>
FY 2015	<b>\$7,261,999.36</b>

**\$6,152,737.08 INCREASE (+84.72%)**



Fiscal Year Bookings	Total Rooms Booked
FY 2014	<b>4,081</b>
FY 2015	<b>8,416</b>

**4,335 INCREASE (+51.50%)**





**WEEKLY RECAP – February 16, 2015 to March 20, 2015**

**PROPERTY: South Padre Island Convention and Visitor's**

**Denise Arnold, Eduardo Figueroa, Mike Flores**

<b><u>Action Goals to be Completed Per Week:</u></b>	<b>Denise Arnold</b>	<b>Eduardo Figueroa</b>	<b>Mike Flores</b>	<b>Total for Period</b>
Outside Sales Call [5]	27	19	25	<b>71</b>
Prospecting Call [15]	37	38	32	<b>107</b>
Tour/Site Visit [2]	34	19	31	<b>84</b>
RFP/Inquiry Call [5]	30	22	29	<b>81</b>
Maintenance Call [10]	82	74	69	<b>225</b>
Entertainment [1]	6	3	4	<b>13</b>
Sent Leads [2]	15	7	12	<b>34</b>



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

**MEETING DATE:** March 26, 2015

**NAME & TITLE:** Sean Till, CVA Board Member

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and possible action regarding New Sales Committee.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

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Comments:

**RECOMMENDATIONS/COMMENTS**

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ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** March 26, 2015

**NAME & TITLE:** Sean Till, CVA Board Member

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and possible action regarding Sales Staff & Sales Committee to work with Event Promoters.

**ITEM BACKGROUND**

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ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** March 26, 2015

**NAME & TITLE:** Sean Till, CVA Board Member

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and possible action regarding Median Banner Application & Guidelines.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

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ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** March 26, 2015

**NAME & TITLE:** Sean Till, CVA Board Member

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and possible action regarding Spring Break Workshop (Till)

**ITEM BACKGROUND**

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**COMPREHENSIVE PLAN GOAL**

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ADVISORY BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** March 26, 2015

**NAME & TITLE:** Sean Till, CVA Board Member

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and possible action regarding New Event Funding Guidelines.

**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:** March 26, 2015

**NAME & TITLE:** Wally Jones, CVA Board Member

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and possible action regarding SPI Consumer Research Project.

**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:** March 26, 2015

**NAME & TITLE:** Paul Holthusen, IT Director

**DEPARTMENT:** City of South Padre Island

**ITEM**

Discussion and action to remove the real time leads to partners from website submission forms.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

All leads to be send out by 9:00 AM the following business day by the CVB. Leads that come through after 5:00 PM on Friday will be send on Monday morning excluding all city holidays.

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

**MEETING DATE:** March 26, 2015

**NAME & TITLE:** Paul Holthusen, IT Director

**DEPARTMENT:** City of South Padre Island

**ITEM**

Update, discussion and possible action regarding Website Sub-Committee meeting.

- a) Review of Website Committee Digital Marketing Plan for Summer Season. (Till)

**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:** March 26, 2015

**NAME & TITLE:** Sean Till, CVA Board Member

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action for the creations and appointment of CVB Budget Committee.

**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:** March 26, 2015

**NAME & TITLE:** William DiLibero, City Manager

**DEPARTMENT:** City of South Padre Island

**ITEM**

Discussion and action regarding Advertising RFP's.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**



**Request for Proposal (RFP)  
March 30, 2015**

**City of South Padre Island  
4601 Padre Boulevard  
South Padre Island, TX 78597**

The City of South Padre Island through its Convention and Visitors Bureau is accepting proposals from marketing/advertising agencies to implement its marketing plan (attached) through the placement of media buys. This is a one-year contract expiring on September 30, 2016 with the option for a three-year extension negotiated annually.

**Scope of Work: Media Research, Planning and Negotiation – Paid by the commission for media placed.**

1. Employ on the City's behalf, Agency's knowledge and research of available media and means that can be effectively used to promote the City's products or services;
2. Order the space, time or other means to be used for the City's advertisements, endeavoring to secure the most advantageous rates available;
3. On all time and space purchased by Agency on the City's behalf, will bill the City at best possible negotiated media rates; and must provide insertions/contracts to CVB prior to billing.
4. Media commission covers the internal cost of media planning and placement, media trafficking and all administrative and accounting functions.
5. Electronically provide CVB monthly reports of media placements and expenditures no later than the 3rd Wednesday of every month.
6. See *CVB Advertising Attachment A* for a list of additional services.

**Submission Requirements**

The Proposal shall include:

1. Original RFP document and three copies, returned intact - dated on every page
2. Name of proposer, address and telephone number
3. Related experience -- proposer must submit html addresses of previous relevant work projects
4. Submit three (3) references who have worked previously with the proposer
5. Names, titles, professional information (resume) for staff who will be working directly with this contract
6. If subcontractor(s) or joint venture(s) will be used, please provide name, title, address and professional information for these staff

7. Description of how the above scope of work will be implemented
8. Explanation of coordination with City of South Padre Island staff throughout project
9. Detailed timeline and completion date of project elements
10. Itemized budget for the above scope of work

This Request for Proposal represents a fair and competitive process. Proposals should include a brief agency history, description of experience; bio for personnel assigned to the City, references and current client list. Each proposal is LIMITED TO FIFTEEN PAGES.

Proposals will be accepted until Monday, May 4, 2015 at 3:00 p.m. **Proposals must be delivered to City Secretary Susan Hill, 4601 Padre Boulevard, South Padre Island, TX 78597 in a sealed Envelope titled "South Padre Island CVB Advertising Proposal."**

Evaluation of proposals will be conducted on May 6, 2015 at 9:30 a.m. at City Hall, 2nd Floor, Council Chambers, 4601 Padre Boulevard, South Padre Island Texas at a Special Called Meeting of the Convention and Visitors Transition Board. Upon notification of selection, the contract negotiation with the selected firm will begin immediately.

For questions regarding this RFP, contact City Manager William A. DiLibero at 956-761-8108.

CVB Advertising Attachment A  
Request for Proposal – March 30, 2015

1. Account Services/ Strategic Planning:  
Describe the activities the Agency will provide to assist the CVB in developing and implementing a media plan.
  2. Media Research/Planning and Negotiation:  
Research and negotiate available media and contract on the City's behalf media services.
  3. Creative Development:  
Work with the staff at the CVB to develop creative strategies to enhance South Padre Island for a variety of media outlets to support promotions and special events.
  4. Production:  
Employ on the City's behalf film production and recording studios and printing facilities to produce creative materials need to fulfill the media contract.
  5. Costs and Fees:  
Provide a breakdown of the costs associated with the each of the requested services including projected mark-ups for subcontracted services.
- Provide the fees and hourly rates charged by the agency and its employees for services delivered to the City.

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

**MEETING DATE:** March 26, 2015

**NAME & TITLE:** William DiLibero, City Manager

**DEPARTMENT:** City of South Padre Island

**ITEM**

Discussion and action regarding Digital Marketing RFP's.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**



## **REQUEST FOR PROPOSALS**

### **DIGITAL MARKETING CAMPAIGN**

#### **Mission**

The mission of the South Padre Island Convention & Visitors Bureau is to enhance the local economy, hotel occupancy tax base and employment opportunities by marketing South Padre Island as a special event, convention and visitor destination.

#### **Goal of the Project**

Manage a website that promotes the City of South Padre Island as a tourist destination and convention/meeting site, while positioning the South Padre Island Convention & Visitors Bureau as a resource to visitors, meeting planners, travel media and special event planners. The site should be creative and innovative, while at the same time providing a look and web environment appropriate for the City of South Padre Island and integrates the current advertising and marketing campaign(s) of the South Padre Island Convention & Visitors Bureau. This is a one year contract expiring on September 30, 2016 with the option for a three-year extension negotiated annually.

#### **General Information**

This Request for Proposals is issued for the purpose of establishing a one (1) year contract with a two (2) year renewal option for services as described below.

#### **Overview**

The City of South Padre Island is soliciting proposals for the operation of its Convention & Visitors Bureau digital marketing campaign to more effectively promote the City of South Padre Island as a destination and resource for all targeted markets. The site should seamlessly tie in our current advertising campaigns.

The contract for services will be with the City of South Padre Island. Proposals are to be directed to William A. DiLibero, City Manager.

#### **Lobbying:**

All firms are hereby placed on NOTICE the City Council, Convention & Visitors Advisory Board nor Staff wish to be lobbied either individually or collectively about projects regarding this proposal. Firms and their agents are not to contact members of the Convention & Visitor's Advisory Board or Convention & Visitors Bureau staff for such purposes as meetings, introductions, luncheons or dinners.

### Scope of Work

1. South Padre Island Convention & Visitors Bureau will provide photographs, maps, editorial content and other information as necessary. All photography supplied by the vendor must be approved by the South Padre Island Convention & Visitors Bureau.
2. The City of South Padre Island will retain complete ownership of the data. Indicate in what format the collected data will be provided to the City of South Padre Island for its re-use for other projects in the future.
3. The South Padre Island Convention & Visitors Bureau will review and approve all design, content, and listings that appear on the site. The vendor will test all the functionality of the site.
4. The City of South Padre Island will provide annual hosting for the site.
5. Editorial content of the new site will be maintained in-house by The City of South Padre Island staff.
6. Current South Padre Island Convention & Visitors Bureau websites are located at [www.sopadre.com](http://www.sopadre.com).
7. Proposed website should integrate pre-produced, on-demand video provided by South Padre Island Convention & Visitors Bureau.
8. Proposed website will include a new kid's page featuring an interactive content. Research shows kids have tremendous input in travel/vacation decisions.
9. Proposed website will include separate design for Spring Break, birding, kiteboarding, Semana Santa, summer, winter texans webpages. This website will include the following six (6) pages: Home, Events, Photos and videos. Activities, Restanurants, Lodging and Map which will link to the provided pages within the main website at Sopadre.com
10. Successful proposer will provide suggestions on implementation/integration of a South Padre Island travel blog.
11. Proposal should contain cost for constant search engine optimization," Link Building" (12/month period).
12. Mobile-friendly ("Responsive") design.
13. Content Management System (CMS)

### Submission Requirements

The Proposal shall include:

1. Original RFP document, returned intact - dated on every page
2. Name of proposer, address and telephone number
3. Related experience -- proposer must submit html addresses of previous relevant work projects
4. Submit three (3) references who have worked previously with the proposer
5. Names, titles, professional information (resume) for staff who will be working directly with this contract
6. If subcontractor(s) or joint venture(s) will be used, please provide name, title, address and professional information for these staff
7. Description of how the above scope of work will be implemented
8. Explanation of coordination with City of South Padre Island staff throughout project
9. Detailed timeline and completion date of project
10. Itemized budget for the above scope of work



## **Proposal Evaluation**

The evaluation of proposals will be performed by three members of the CVA Board, Mayor and City Manager, as well as the Information Technology Director. All proposals will be reviewed for compliance with the mandatory requirements as stipulated within the RFP. Proposals deemed non-responsive will be eliminated from further competition. Remaining proposals will then be reviewed according to their relative merits as measured against the evaluation criteria set forth below.

The proposals will be evaluated in the following areas:

- Cost
- Company's relevant experience with similar projects and clients
- Artistic quality and technical effectiveness as well as level of professionalism demonstrated in samples of work and/or proposal, including direct overlapping with the CVB marketing campaign
- Continuity and consistency of theme and design as demonstrated in samples of work and/or proposal
- South Padre Island will request finalists to make a formal presentation

## **Contract Award**

The City of South Padre Island will review the proposals using these criteria as an overall guideline but the Convention & Visitors Bureau is under no obligation to select a contract awardee based solely on lowest proposal. All criteria will factor into the overall selection of a winning proposal. After review and recommendation from staff, a contract will be negotiated with the selected firm/contractor.

## **Questions**

Please contact William A. DiLibero, City Manager, or Paul Holthusen, IT Director, with any questions regarding this RFP at [wdilibero@myspil.org](mailto:wdilibero@myspil.org) and [pholthusen@myspi.org](mailto:pholthusen@myspi.org) respectively. Be advised, questions asked of the Convention & Visitors Bureau will be answered and shared with all other contending proposers. No phone calls please.

## **Special Conditions**

1. South Padre Island Convention & Visitors Bureau is not liable for costs incurred by proposers prior to execution of a contract. All costs incurred as a result of this proposal request, including travel and personnel costs, are the sole responsibility of the proposer.
2. South Padre Island Convention & Visitors Bureau reserves the right to reject any proposals that do not address all terms and conditions of this proposal request. In addition, South Padre Island Convention & Visitors Bureau, may reject any and all proposals at any time if it is determined it is not in their best interest to award the contract to anyone from among the submitted proposals.
3. In the event it becomes necessary to revise any part of this RFP prior to deadline, addenda will be provided to any prospective proposer who received the initial RFP.
4. The proposal prices shall include all labor, materials, freight and taxes, insurance, etc., to cover the finished work.

5. The firm/contractor shall be responsible to the City of South Padre Island for all acts and omissions of employees or sub-contractors while performing any work related directly or indirectly with the project covered by the contract documents or related instruction and documents.
6. This RFP does not obligate the City of South Padre Island or the selected firm/contractor until a contract is signed and approved by both parties. If approved, it is effective from the date the contract is signed. The South Padre Island Convention & Visitors Bureau shall not be responsible for work done, even in good faith, prior to the final approval of the proposed contract.
7. Contractor acknowledges that a negotiated percentage of payment will be reserved until South Padre Island Convention & Visitors Bureau accepts final work product.
8. The City of South Padre Island has the right to use any of the ideas presented in any response to this proposal request. Selection or rejection of the proposal(s) does not affect that right.
9. News releases or the release of information to media pertaining to this proposal request and the service or project to which it relates shall not be made without prior approval of the City of South Padre Island.
10. The South Padre Island Convention & Visitors Bureau acknowledges that information obtained from proposers is subject to the Public Information Act and cannot be withheld or considered confidential.
11. Successful proposer will sign an "Agreement for Work Made for Hire" that assigns ownership of this website design and all work on this project to the City of South Padre Island.
12. Successful proposer retains the creative freedom to use new technology, perhaps even those developed during the length of this agreement, in the design and development outlined in this document.

**The South Padre Island Site Outline for [www.sopadre.com](http://www.sopadre.com). Items may be added or deleted.**

1. Home Page
  - South Padre Island CVB
  - A. Photo Gallery Link
    - 1. 8 pages with external links to the sites
  - B. Information Request Form Link
2. Visitors
  - A. Accommodations (provided through ---- .com)
    - 1. Links to Local Hotels
    - 2. Search for Hotels
  - B. Airport/Airline Info
    - 1. Airport & Airline Information
    - 2. Airport Facts
    - 3. Link to today's arrivals (info from City of South Padre Island)
    - 4. Link to today's departures (info from City of South Padre Island)
    - 5. American Eagle Arrivals/Departures – Table
      - a. Link to American Eagle Website
    - 6. Continental Express Arrivals/Departures – Table
      - a. Link to Continental Express Website
    - 7. Sun Country Arrivals/Departures – Table
      - a. Link to Sun Country Website
    - 8. Southwest Airlines Arrivals/Departures – Table
      - a. Link to Southwest Airlines Website
    - 9. Local Related Contact Points
    - 10. Comparative Distances
    - 11. Information on accommodating private planes
  - C. Scrolling page with attraction descriptions and external links to the attraction

D. Campgrounds & RV Parks

1. List of local Campgrounds & RV Parks

E. Climate

1. Location description
2. Climate description
3. Current conditions
4. Temperature – Table
5. Sunrise & Sunset – Table

F. Coupons (changes seasonally)

1. As space allows

G. Calendar of Events

1. Monthly Calendar with listed events provided by City
2. Option to Submit an Event
3. iframe of Calendar of Events for MySPI.org website.

H. History & Trivia

1. A Fable
2. Synopsis
3. South Padre Island Timeline
4. South Padre Island Trivia

I. Map

1. South Padre Island Map with Google interaction

J. Packages

1. Hotels

K. Photo Gallery

1. 8 pages with external links to the sites

L. Request Information

1. Info@sopadre.com

M. Rental Cars

1. List of Rental Car Companies

N. Restaurants

1. List of Local Restaurants

O. Regional Road Conditions table with external links

P. Send a Postcard (through MyPostCards.com)

1. Pick up your South Padre Island postcard
2. Compose and Send your South Padre Island postcard

Q. Shopping

1. List of Stores

R. Suggested Itineraries

1. Past – Present – Future
2. Bring the Kids
3. Back to Nature
4. Special Events
5. The Holidays

S. Visitor Information Center

3. Meetings & Conventions

- A. Accommodations – Same as in Visitors Section
- B. Airport/Airline Info – Same as in Visitors Section
- C. Airport: Arrivals – Same as in Visitors Section
- D. Airport: Departures – Same as in Visitors Section
- E. Attractions – Same as in Visitors Section
- F. Book a Small Group – Same as in Visitors Section
- G. Convention Services
  - 1. Promotional Items
  - 2. Registration Assistance
  - 3. Meeting Publicity
  - 4. Expert Consultation
  - 5. Housing
- H. Convention Sales Staff
  - Links to sales representatives
- I. Facilities
  - 1. South Padre Island CVB – Map
  - 2. All hotels with meeting space
- J. Map – Same as in Visitors Section
- K. South Padre Island Group RFP
  - 1. Form
- L. Rental Cars – Same as in Visitors Section
- M. Request Information – Same as in Visitors Section
- N. Restaurants – Same as in Visitors Section
- O. Shopping – Same as in Visitors Section
- 4. Group Travel
  - A. Group Reservations (booking engine through Advanced Reservation Systems, Inc.)
  - B. Escort Notes
    - 1. Quick Facts
    - 2. Did You Know?
    - 3. Distances
    - 4. Itinerary Suggestions – Same as in Visitors Section
- 5. About Us
  - A. FAQ
  - B. Press Releases (consider expansion into password protected media section)
    - 1. Scrolling list of Press Releases
    - 2. Add downloadable hi-res images vs. CleanPix service?
  - C. Staff
  - D. Download Visitor Guide (PDF)
  - E. Visitor Information Center – Same as in Visitors Section
  - F. Download Meeting Planner Guide
- 6. South Padre Island Links
  - A. South Padre Island Chamber of Commerce – Link to Site
  - B. South Padre Island Film Commission – Link to Site
  - C. More Links
    - 1. Page of Links to South Padre Island Businesses, etc.
- 7. Non-English Content
  - 1. Español and multi-language translation of all pages

## 2. Pirate Lingo – “Kids” & “Fable”

### Deadline

Proposals must be received by 3:00 p.m., Central Daylight Time, May 4, 2015. Submit proposals in writing to:

City Secretary Susan Hill, 4601 Padre Blvd., South Padre Island, TX 78597.

- Please mark the sealed envelope with “SOUTH PADRE ISLAND DIGITAL MARKETING PROPOSAL DOCUMENTS ENCLOSED – DO NOT OPEN”.
- The date and time of the receipt of each proposal will be recorded.
- The Convention & Visitors Bureau will not accept multiple proposals from the same contractor.
- The Convention & Visitors Bureau is not responsible for failure to open a proposal that is not properly addressed and identified.
- A proposal may be corrected or withdrawn by a written request received prior to the date of opening proposals.
- Any proposals received after the deadline will be returned to the proposer unopened and will not be considered for award.
- Review will be completed by May 65, 2015.
- Contract will be awarded effective October 1, 2015 and redesign work shall be completed by April 23, 2016.

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

**MEETING DATE:** March 26, 2015

**NAME & TITLE:** William DiLibero, City Manager

**DEPARTMENT:** City of South Padre Island

**ITEM**

Discussion and possible action regarding Strategic Planning/Research Proposal presented by Machete.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**



# **Strategic Planning/ Research Learning Plan**

**3.25.2015**





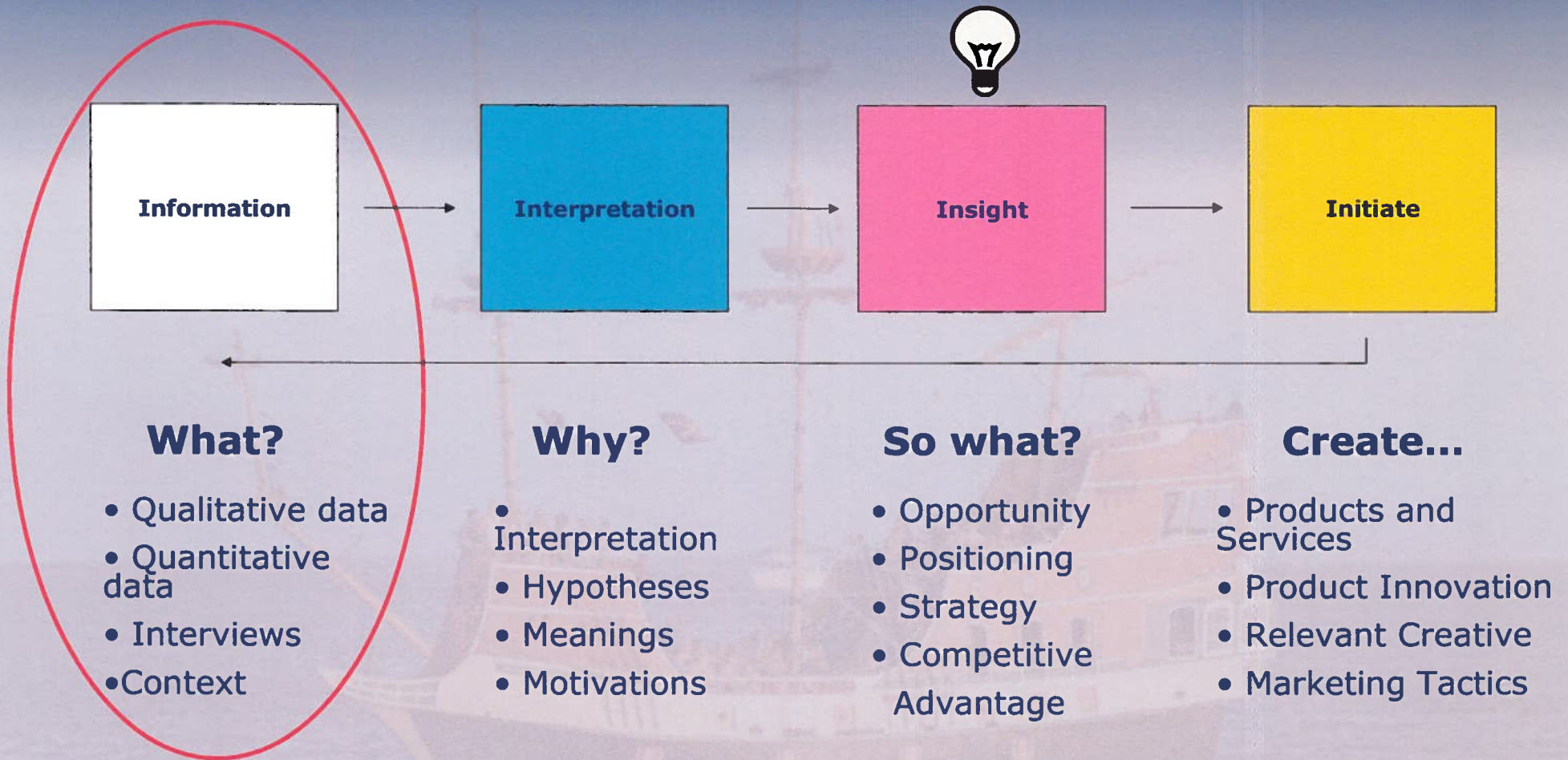
# YOUR CHALLENGES

South Padre Island Convention & Visitors Bureau (SPI) wants to learn more about current, past and potential visitors. Currently, SPI has limited secondary and anecdotal data regarding visitors to the island, but does not commission any proprietary research. This learning plan suggests that there is opportunity to learn more about:

1. Awareness and consideration of SPI as a destination
2. Key destination drivers
3. Key destination barriers
4. How well SPI performs in each of these areas
5. Key demographics, including origin DMA, age, family composition and ethnicity
6. Key internal performance measurements



# PROCESS MODEL



# RECOMMENDED APPROACH

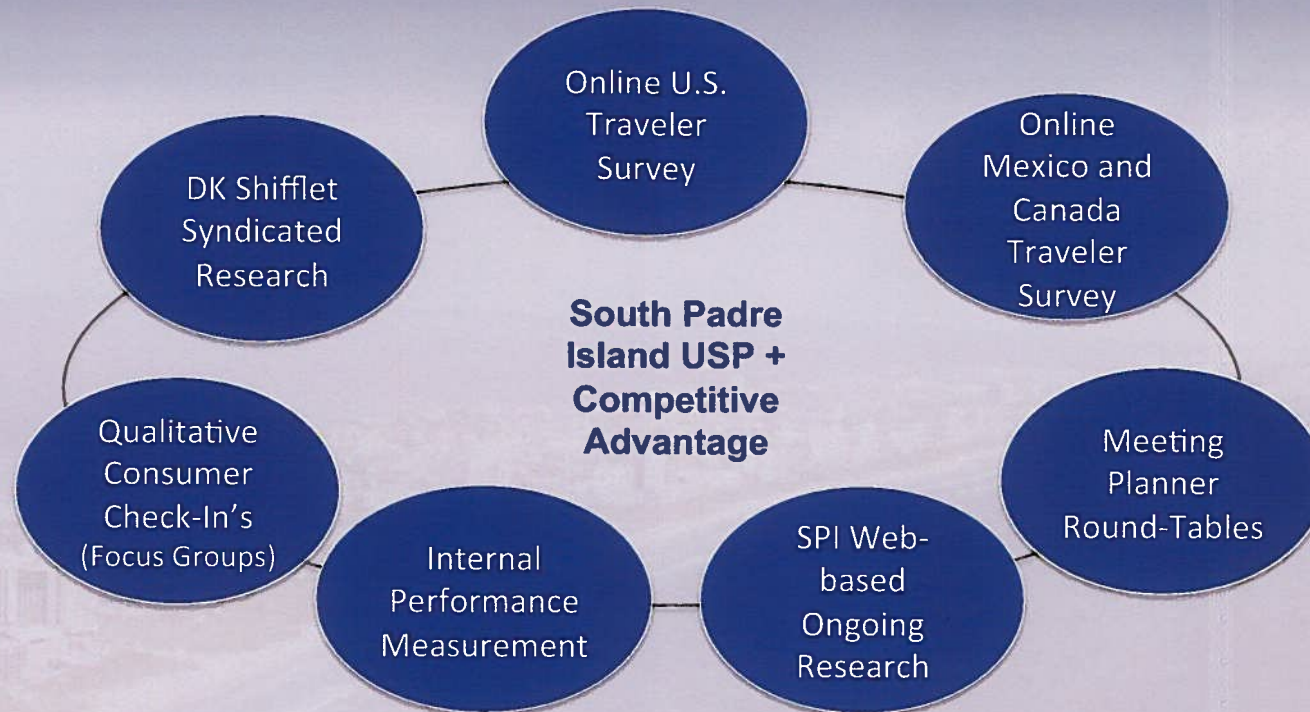
To address SPI's learning needs, a combination of several approaches will provide a comprehensive look at SPI as a destination for visitors and meeting planners.

As a team, we should ask ourselves, how can we balance our:

1. Short-term data needs
2. Longer-term data initiatives
3. Quantitative vs. qualitative learnings
4. Visitor vs. Meeting Planner research needs



# LEARNING PLAN SUMMARY



# WHAT'S AVAILABLE TODAY

**Secondary resources are available to us today to inform our research. These include:**

- General Travel and Tourism Trend reports – Travel Channel, Travel Trends, Travel & Leisure Magazine, TTRA (Travel and Tourism Research Association)...

## **Specific to Texas:**

- Economic Impact of Travel on Texas Report, 1990- 2013. Dean Runyan & Associates
- Overseas and Mexican Travel to Texas Report – 2013, State of Texas Travel and Tourism
- Epiphany Research - Research on User Profile of SPI website, Atkins Group



# DK SHIFFLET SYNDICATED STUDY

**What it is:** DK Shifflet is a well-respected resource within the U.S. travel and tourism research category. We have previously provided a proposal from DK Shifflet for SPI that includes:

- Visitor Demographics
- Trip and Travel Planning
- Origin DMA
- Trip Characteristics – including length of stay, money spent
- Seasonality
- Accommodations
- Activities

## **Considerations:**

- Syndicated study based off of a national panel of approximately 50,000 consumers. Not customized to meet SPI needs.
- Likely that there are between 200 – 300 respondents who will provide answers specifically regarding South Padre Island.
- Since this is a self-selecting, online study, it is impossible for DK Shifflet to promise statistically significant data.

## **Advantages:**

- This data source will provide comparisons to key competitive destination cities.
- Data is collected every year; thereby making it simple to compare year to year.
- Data has been collected already, and turn-around time for receiving an SPI report is quick.

**Cost:** \$21,000

# ONLINE U.S. TRAVELER SURVEY

**What it is:** Machete will partner with Galloway Research Services in San Antonio, TX to conduct a 5-7 minute online survey among targeted travelers.

- Texas: We will interview n=150 panelists from each key market: San Antonio, Houston, Dallas/Fort Worth and Austin. Total n=600.
- Midwest: We will interview n=150 panelists from key Midwest markets. Panelists will be split between Millennials (Spring Break focus) and Boomers (Winter Texan focus)

**Who:** Panelists will be overnight travel/leisure trip travelers during the past year and aware of SPI.

**Considerations:** Questionnaire items will include the following (*pending client input*):

- Awareness of SPI
- Ever visited SPI – Likelihood to visit
- Length of stay, number in party
- Accommodation and activity preferences for leisure trips
- Key drivers in selecting a leisure destination
- Key barriers in selecting a leisure destination
- How SPI performs on key drivers (gap analysis)
- General demographics

**Deliverables** include:

- Develop and host the survey
- Recruit and incentivize panelists
- Collect and analyze data
- Prepare a summary report, with relevant charts/tables and implications

**Timing:** 6 weeks to design and field



**Ballpark Cost:** \* \$18,500



# ONLINE MEXICO/CANADA TRAVELER SURVEY

**What it is:** Machete will partner with Galloway Research Services in San Antonio, TX to conduct a 5-7 minute online survey among Mexican and Canadian travelers.

- We will use the same questionnaire as among U.S. travelers, but provide Spanish language option to take the survey. We will interview n=150 Mexican travelers and n=150 Canadian travelers.

**Who:** Panelists will be travelers who have taken an overnight travel/leisure trip in the past year, to the U.S. and are aware of SPI. Panelists will be sourced from key metropolitan areas in both Mexico and Canada.

**Considerations:** Questionnaire items will include the following (*pending client input*):

- Awareness of SPI
- Ever visited SPI – Likelihood to visit
- Length of stay, number in party
- Accommodation and activity preferences for leisure trips
- Key drivers in selecting a leisure destination
- Key barriers in selecting a leisure destination
- How SPI performs on key drivers (gap analysis)
- General demographics

**Deliverables** include:

- Develop, host and translate the survey
- Recruit and incentivize panelists – purchase panel data for affluent Mexican travelers
- Collect and analyze data
- Prepare a summary report, with relevant charts/tables and implications

**Timing:** 6-8 weeks to design and field



**Ballpark Cost:** \* \$12,500

# ONGOING ONLINE SURVEY

**What it is:** Machete will develop an online survey that can be hosted through the SPI CVB website. Visitors to the site can be directed to the survey and rewarded with a chance to win a trip to SPI

- This is a convenience sample (not random) because respondents have shown some interest in SPI already by visiting the website.
- We can also ask hotels, condos and attractions in SPI to direct travelers to this online study.
- In order to boost responses, we can use social media geo-targeted advertising to direct respondents to the SPI website and survey (i.e. geo-target Midwest, key Texas cities etc.)

## **Considerations:**

- Questionnaire items can be similar to the panel online survey, but data collection will take longer. In some ways this is advantageous because we will be able to judge seasonality by traffic and number of responses.
- Since these are not panelists, the SPI CVB can begin to build a database of visitors and interested visitors for future research and marketing efforts.
- SPI CVB can incentivize hotels, associations, attractions etc. to urge participation by offering unique codes to their visitors.

## **Deliverables** include:

- Design survey and post to SPI site
- Geo-targeted social media recruit
- Consult with SPI to design give-away/incentive to participants
- Collect and analyze data (one-time or on-going/quarterly basis as desired)
- Prepare a summary report with relevant charts/tables and implications

**Ballpark Cost:**\* \$11,000 (for one round + analysis)





# INTERNAL PERFORMANCE MEASUREMENTS

**What it is:** SPI CVB can utilize internal tools to provide key performance indicators (KPIs) on an ongoing basis. Processing and classifying regular reports of sales and other market categories including the VIC is an integral component of the marketing databank.

- Source of Continuous Data
- Data Storage and retrieval
- Data is computerized and available on demand

**KPIs to consider:**

- Sales/Bookings/Room Nights
- Lost Business Report
- Pace Report
- Visitor Center Traffic

**Deliverables** include monthly reporting and assessments

# QUALITATIVE VISITOR GROUPS

**What it is:** Machete will design, execute and facilitate consumer focus groups in SPI during key travel periods in order to garner visitor feedback and perceptions. These can be ongoing “check-ins” with consumers.

- We can conduct 2-3 focus groups among key targets: Families with kids, Singles, Retirees, International travelers etc.
- Recruit and host these groups at a local hotel and provide closed-circuit viewing for clients.

## **Considerations:**

- Focus groups allow us to gather more qualitative data to explain the “why” surrounding our quantitative data findings. They allow us to deep dive and find insights to connect with visitors.
- Qualitative research will allow us to fully understand perceptions, drivers and barriers of SPI for different segments.
- Exercises can be designed to arrive at SPI’s USP (unique selling proposition) vs. competitor markets. This can serve to inform messaging strategy.
- Focus groups also provide an efficient environment to test marketing and messaging materials in order to refine and improve.

## **Deliverables** include:

- Recruit and incentivize participants
- Manage project logistics, including identifying a hotel partner to host
- Design discussion guide in collaboration with SPI
- Moderate focus groups in English and/or Spanish
- Prepare a topline report with key findings and implications

**Ballpark Cost:**\* \$5,500 per focus group





# MEETING PLANNER ROUND TABLES

**What it is:** Machete will design, execute and facilitate bi-annual round table discussions with meeting planners.

- We will invite and host influential meeting planners (selected with client input) for a half-day round table discussion to gather their perspectives on SPI as a meeting destination.

**What we can cover:**

- These round-table discussions can cover topics such as:
  - Key drivers and barriers for SPI as a meeting destination
  - Travel and group logistics
  - Meeting space and availability
  - Hotel / accommodation options
- We can also use these round table discussions as ways to “co-create” ideas for SPI in order to garner more meeting and convention business.

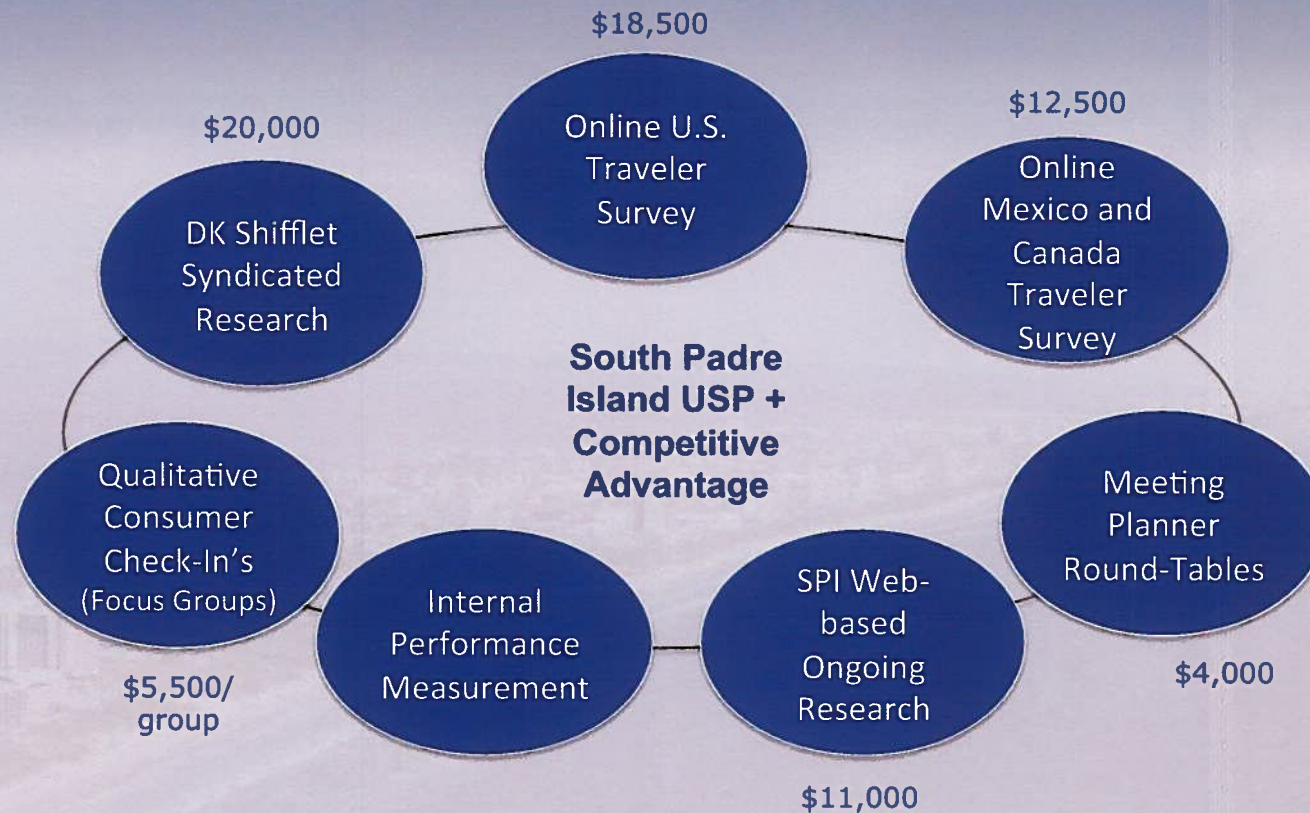
**Deliverables** include:

- Identify and recruit planners
- Manage project logistics, including the identification of a site to host
- Design discussion guide in collaboration with SPI
- Facilitate the round table discussion
- Prepare a topline report with key findings and implications

**Ballpark Cost:**\* \$4,000 per discussion. These costs do not include incentives, travel and/or lodging for participants.



# LEARNING PLAN SUMMARY







# **Strategic Planning/ Research Learning Plan Thank You!**

**3.25.2015**



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

**MEETING DATE:** March 26, 2015

**NAME & TITLE:** William DiLibero, City Manager

**DEPARTMENT:** City of South Padre Island

**ITEM**

Presentation, discussion and possible action on Marketing:

a) Presentation by Machete of current Media Placement.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**





# **2014-2015 Media Budget Recap**

**3.25.2015**



# OVERALL TEXAS PLAN - \$644,000

Media Campaign - Oct 2014-Sept 2015 MEDIUM SPECIFICATIONS DEMO: A25-54+, HA25-54+	2015 Fiscal												10% Gross Total Cost
	October	November	December	January	February	March	April	May	June	July	August	September	
<b>Television</b>													\$149,222
Time Warner Cable													\$68,111
- Dallas, San Antonio, Austin, Rio Grande Valley (Harlingen, McAllen, Brownsville), Waco-Temple-Killeen, El Paso, Corpus Christi, Laredo, Wichita Falls, Beaumont-Port Arthur													
- TWC/ATT Interconnect Online (Dallas, Austin, SA)													\$17,000
Comcast													\$68,111
- Houston													
<b>Radio</b>													\$359,616
San Antonio													\$59,028
- KSMG, KTFM, KROM, KGSX													
Austin													\$107,449
- KLQB, KASE, KBPA, KAMX, KHFI													
Houston													\$193,139
- KBXX, KKQB, KOVE													
<b>CVB Print</b>													\$67,298
Texas State Travel Guide													\$12,756
- 1/2 Page													
Texas Highways Magazine													\$11,830
- 1/2 Page													
Texas Highways Events Calendar													\$2,552
- 1/2 Page													
TourTexas.com													\$3,383
- Platinum Plan, PDF, Video													
Texas Monthly													\$36,778
- 1/2 Page													
<b>Niche Print</b>													\$23,082
Birder's Guide													\$1,917
- Full Page													
www.aba.org (American Birding Association)													\$667
- 180x120 right side banner													
Saltwater Fishing Magazine													\$4,387
- 1/2 Page													
Texas Fish & Game													\$11,111
- 1/2 Page													
Boardseeker.com													\$5,000
- 728x90 Banner													
thekiteboarder.com													\$4,333
- 728x90 Banner on thekiteboarder.com													
Surfer Magazine													\$6,667
200x600													
<b>TOTAL</b>													\$610,219



# OVERALL TEXAS PLAN - \$644,000

## Media from Oct 2014-Feb 2015

- Radio: SA/AUS/HOU (English and Spanish)
- Texas State Travel Guide
- Texas Highways Magazine
- TourTexas.com
- Birder's Guide
- Aba.org
- Boardseeker.com
- Thekiteboarder.com



Surfermagazine.com



# OVERALL TEXAS PLAN – UPCOMING MEDIA

## Media Vehicles:

- Television – All markets in Texas
  - Time Warner
    - Coastal Forecast Sponsorship on TWC News Channel
  - TWC/ATT Interconnect Online Package
    - Webmail Login and ROS banners
    - 125,000 impressions per month
  - Comcast
  - New Stations in Austin and Houston
- Radio
  - San Antonio
  - Austin
  - Houston
  - Laredo (?)
  - RGV (?)
- Publications/Online
  - Texas Highways Events Calendar
  - TourTexas.com
  - Exact Target Email Marketing
  - Texas Monthly
  - Saltwater Fishing
  - Texas Fish & Game





# BOOMERS PLAN - \$133,000

Media Campaign - Oct 2014-Sept 2015 MEDIUM SPECIFICATIONS DEMO: A54+, HA54+	2014 Fiscal												10% Gross Total Cost
	October	November	December	January	February	March	April	May	June	July	August	September	
Print													
AARP							1/6 Page						\$6,611
- Southwest Getaways (Texas)													
AARP		1/3 Page				1/3 Page				1/3 Page			\$38,722
- Great Lakes 60-69 Segment (IL, MI, MN, MO, WI)													
AARP		1/3 Page				1/3 Page				1/3 Page			\$36,871
- West Central 60-69 Segment (MT, ND, SD, NE, NM, KS, CO, WY)													
Online													
AARP.org													\$42,500
- Online geo-targeting													
- Travel Enthusiat Section													\$0
TOTAL													\$124,704

# **BOOMERS PLAN - \$133,000**

## **Media from Oct 2014-Feb 2015:**

- AARP Magazine (Great Lakes/West Central)
- AARP Southwest Getaways
- AARP.org

## **Upcoming Media:**

- AARP Magazine (Great Lakes/West Central)
- AARP Southwest Getaways
- AARP.org



# MEXICO PLAN - \$97,000

Media Campaign - Oct 2014-Sept 2015 MEDIUM SPECIFICATIONS DEMO: HA25-54+	2015 Fiscal												10% Gross Total Cost
	October	November	December	January	February	March	April	May	June	July	August	September	
Monterrey													
Cable TV													
- (420) :20 sec spots (Wed thru Fri)													\$15,553
Radio													
- EXA FM 97.3 - 446 spots													\$19,167
- Genesis 98.1 - (8) :20 sec spots daily													\$23,307
Print													
- El Norte - Texas y Turismo													\$33,333
<b>TOTAL</b>													<b>\$91,360</b>

# MEXICO PLAN - \$97,000

## Media from Oct 2014-Feb 2015:

- EXA FM 97.3
- Genesis FM 98.1

## Upcoming Media:

- EXA FM 97.3
- Genesis FM 98.1
- Cable TV (Sony and Warner Networks)
- El Norte *Texas y Turismo*



# RGV PLAN - \$178,000

Media Campaign - Oct 2013-Sept 2014 MEDIUM SPECIFICATIONS DEMO: A18-34, HA18-34	2014 Fiscal												10% Gross
	October	November	December	January	February	March	April	May	June	July	August	September	Total Cost
													Cost Per Flight
Television													
KRGV - ABC													\$40,611
- News, Prime, Fringe													
KGBT - CBS													\$35,889
- News, Prime, Fringe													
KNVO - Univision													\$33,056
- News, Prime, Fringe													
Radio													
KBFM-FM (Clear Channel)													\$9,917
- 21 spots per week													
KTEX - FM (Clear Channel)													\$11,806
- 20 spots per week													
KBTQ - FM (Univision)													\$9,444
- 31 spots per week													
KFRQ-FM (Entravision)													\$10,861
- 27 spots per week													
KVLY-FM (Entravision)													\$11,806
- 19 spots per week													
KURV-FM (rCommunications)													\$4,250
- 18 spots per week													
TOTAL													\$167,639

## **RGV PLAN - \$178,000**

### **Media from Oct 2014-Feb 2015**

#### **Media Vehicles:**

- TV (ABC, CBS, Univision)
- Radio (KTEX, KBFM, KBTQ, KFRQ, KVLV, KURV)

#### **Upcoming Media:**

- TV (ABC, CBS, Univision)
- Radio (KTEX, KBFM, KBTQ, KFRQ, KVLV, KURV)



# 2014-2015 ALLOCATED BUDGET

## APPROVED BUDGET

<u>Overall Texas Plan</u>	<u>\$644,000</u>
<u>Boomer's Plan</u>	<u>\$133,000</u>
<u>Mexico Plan</u>	<u>\$97,000</u>
<u>RGV Plan</u>	<u>\$178,000</u>
<u>Expedia</u>	<u>\$90,000</u>

**TOTAL** **\$1,142,000**

## ALLOCATED/UPCOMING MEDIA

**TOTAL** **\$806,877**

## SPENT TO-DATE

<u>Overall Texas Plan</u>	<u>\$16,986</u>
<u>Boomer's Plan</u>	<u>\$42,124</u>
<u>Mexico Plan</u>	<u>\$55,065</u>
<u>RGV Plan</u>	<u>\$73,948</u>

**TOTAL** **\$188,123**

## UNALLOCATED BUDGET

**TOTAL** **\$147,000**

# BUDGET ALLOCATION OPTIONS

- Fund Research
- Fund Production
- Incremental Traditional Media Placement
- Incremental Digital Media Placement





# **2014-2015 Media Budget Recap**

**THANK YOU!**

**3.25.2015**

