

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, June 22, 2016
9:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
 - a. Approval of minutes May 24, 2016 Regular Meeting.
- 5) Presentation of post report from special events: (Arnold)
 - a. Inertia Tours-College Spring Break Roadshow Promotions
- 6) Presentation and possible discussion concerning the CVB Director's Report. (Arnold)
 - a. Departmental Updates
 - *Administrative Updates
 - *Group Sales Updates
 - *Marketing/Advertising Update (TAG Report)
 - * Financial Updates
 - *Communication Updates
 - b. Budget Process Updates
 - c. Amphitheater Study Update
 - d. Multi-Modal Visitors Center Update
 - e. Visitor Profile Research Study Update
 - f. UME Status/Update
- 7) Discussion and possible action regarding recommendations to City Council to take steps to add a 2% Venue Tax to the current 14.5 % HOT Fund Tax Rate.
- 8) New Business:
- 9) Old Business:
- 10) Set new meeting date for July 2016.

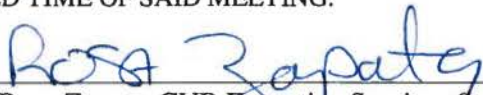
11) Adjourn.

DATED THIS THE 17th DAY OF JUNE 2016.


Rosa Zapata, CVB Executive Services Specialist

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 June 17, 2016, 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 Executive Services Specialist

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
CONSENT AGENDA**

MEETING DATE: June 22, 2016

ITEM DESCRIPTION

NOTE: All matters listed under Consent Agenda are considered routine by the Advisory Board of the City of South Padre Island and will be enacted by one motion. There will not be separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

- a. Approval of minutes May 24, 2016 Regular Meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

TUESDAY, MAY 24, 2016

1. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Tuesday, May 24, 2016 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A quorum was present: Vice-Chairman Joe Ricco, Bill Donahue, Jimmy Hawkinson, Will Greenwood, and Sean Till. Also present Ex-Officio Michael Jones and Robert Salinas. Absent was Board Member Arnie Creinin.

City Council Members present were Mayor Barry Patel, Council Members: Dennis Stahl, Alita Bagley, Paul Munarriz, Teresa Metty, Alex Avalos.

City staff members present were CVB Director Keith Arnold, and CVB Accountant Lori Moore, Senior Sales Manager Michael Flores. City Secretary Susan Hill, Finance Director Rodrigo Gemenez, Police Chief Randy Smith.

2. PLEDGE OF ALLEGIANCE.

Chairman Wally Jones led the Pledge of Allegiance.

3. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments were given at this time.

4. CONSENT AGENDA:

Board Member Donahue made the motion, seconded by Vice-Chairman Ricco to approve the Consent Agenda. Motion carried on a unanimous vote.

a. Approval of minutes April 27, 2016 Regular Meeting.

5. PRESENTATION OF POST REPORT FROM SPECIAL EVENTS: (ARNOLD)

a. Run in Texas-Sand Crab Run

Post report was given by CVB Director Keith Arnold. Board Members would like to know total of room nights, number of participants, zip codes, and financial statement. CVB Director Keith Arnold will get more clarification on the reports and update the Board.

b. Splash

Presentation was done by Paul McGee. Post report was not submitted in time for CVA Board to review. Paul McGee is going to email Rosa Zapata the full report to forward to CVA Board.

c. Beach-N-Biker

Presentation was given by Dianna Reed.

d. National Tropical Weather
Presentation was given by Tim Smith.

e. Run the Jail Break
Presentation was given by Tim Scrivner.

6. STRATEGIC PLANNING TO DISCUSS:

Mayor Patel briefly mentioned the reason for this workshop. Mayor Patel mentioned Rodrigo Gimenez, Chief Randy, and CVB Director Keith Arnold will give a small presentation and then have a discussion.

Finance Director Rodrigo Gemenez gave a brief update to City Council Members and CVA Board Members concerning revenues that were collect for the month of March.

Police Chief Randy Smith gave an update to the City Council Members and CVA Board Members concerning Spring Break Public Safety Reviews.

CVB Director Keith Arnold gave an update to the CVA Board and City Council Members concerning Amphitheater project. The full report should be completed by June 24th.

Break and Semana Santa:

- a. Overview of 2016 Spring Break/Semana Santa – what went well, what went poorly, safety concerns, what type of improvements we need in Public Safety, and trash collection on the beach, Gulf Boulevard and Padre Boulevard.
- b. 2017 Spring Break/Semana Santa preparations
- c. Public Safety reports

Convention and Visitor's Bureau:

- a. Hotel Occupancy Tax (HOT) collection efforts
- b. HOT projections and how will we meet those goals
- c. Amphitheater project
- d. Marketing and Events strategies

7. PRESENTATION AND POSSIBLE DISCUSSION CONCERNING THE CVB DIRECTOR'S REPORT. (ARNOLD)

CVB Director Keith Arnold gave an update concerning interior renovations of the Convention Centre, Ribbon Cutting Ceremony, Canadian/Mexico FAM Tour, CVB budget, and TCMA Group coming to South Padre Island. An update was also given regarding the Pyro Show for the 4th of July and Labor Day Holidays, and Sales Report.

Board Member Till requested for CVB Director to stay in charge of the fireworks displays.

CVB Director Keith Arnold went over the HOT Fund Collections, Financial Report, and STAR Report.

8. DISCUSSION CONCERNING THE RECOMMENDED HOT BUDGET FOR 2016/17 CVB EVENTS MARKETING & MARKETING. (ARNOLD)

CVB Director Keith Arnold briefly went over the 2016/17 budget for Events Marketing & Marketing.

9. PRESENTATION, DISCUSSION AND POSSIBLE ACTION CONCERNING THE ATKINS MONTHLY REPORT.

Steve Atkins updated the Board concerning the TAG Overview & Report.

10. NEW BUSINESS:

No new business was discussed.

11. SET NEW MEETING DATE FOR JUNE 2016.

Meeting was set for Wednesday, June 22, 2016 at 9:00 am.

12. ADJOURN.

There being no further business, Chairman Jones adjourned the meeting at 12:36 p.m.

Rosa Zapata, CVB Sales Administrative Assistant

Wally Jones, CVA Chairman

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

MEETING DATE: June 22, 2016
NAME & TITLE: Keith Arnold, CVB Director
DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation of post report from special events:

- a. Inertia Tours-College Spring Break Roadshow Promotions

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: June 22, 2016

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation and possible discussion concerning the CVB Director's Report.

- a. Departmental Updates
 - *Administrative Updates
 - *Group Sales Updates
 - *Marketing/Advertising Update (TAG Report)
 - * Financial Updates
 - *Communication Updates
- b. Budget Process Updates
- c. Amphitheater Study Update
- d. Multi-Modal Visitors Center Update
- e. Visitor Profile Research Study Update
- f. UME Status/Update

ITEM BACKGROUND

More information concerning this agenda item will be provided at the meeting.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

2017 Marketing Program South Padre Island



Primary Role of the SPI CVB Marketing Efforts

Build and maintain awareness of South Padre Island as a premier, year-round leisure and convention/meetings destination to targeted audiences with an end result of positively promoting tourism, the convention and hotel industry and enhancing the quality of life on South Padre Island.

Objectives

1. Build brand awareness of South Padre Island through an integrated mixed marketing program
2. Identify need periods and develop marketing strategies to support hotel occupancy tax growth through overnight visitation
3. Define target audiences and through market intelligence develop a deep understanding of aspirations, motivations, behaviors and experiences
4. Create demand for South Padre Island within identified geographic target markets

Primary Target Markets

- Texas - focus on key metro markets San Antonio, Austin, Houston and RGV
- Upper Midwest Corridor
- Mexico - specifically Monterrey

Secondary Target Markets

- Texas - DFW market
- Touch States
- National
- Canada - specifically Ontario

Seasonality

Spring Break/Spring/Semana Santa

March, April, May - Memorial Day

Summer

May - Memorial Day, June, July, August

Fall/Events

Labor Day, September, October, November

Winter

December, January, February

Need Periods

- With 50% of our lodging sales coming in June, July and August, we need to increase the economy in other times of the year.
- From fall to spring, with the exception of March, we need to try to build the convention business, especially Monday through Thursday, since the leisure market isn't very flexible during these times.
- Sunday – Thursday gives positive impact on the area economy.

Target Audiences

Leisure | Including family fun, active/outdoor/nature enthusiasts, Winter Texans/retirees, empty nesters, Mexican Nationals, event goers and other niches.

- Overall: Adults 25-54, 55+, Primarily Female, HHI \$75,000+
- Texas Metro, Midwest, Touch States, Mexico, Canada
- 85% of Total Business
- Leisure Segments
 - Collegiate Spring Break Students 18-24, including religious and fraternal groups in Texas, Midwest, Touch States
 - Leisure Travelers/Families 25-54 with young children/school aged children
 - Empty Nesters 55+
 - Winter Texans/Retirees 65+
 - Niche Audiences: Empty Nesters, Winter Texans/Retirees, Girlfriend/Guys Getaways, Wind/Water Sport Enthusiasts, Golf, Fishing, Birding, Ecotourism, Sports, GLBT, Foodies, Diving, Millennials, Bikers, Weddings/Honeymooners, Travel Trade, Film, Television and Still Photographers, Special Event Goers, Canadians and Mexican National.

Meetings | Including corporate, groups, small state associations and incentive travel.

- Overall: Corporate, groups, associations and incentive meeting planners.
- Texas Metro, specifically Austin and RGV
- 15% of Total Business

Strategies & Tactics

Strategic Planning

Strategy 1 | Create a fifteen month marketing and communications program to impact all stages of the travel life cycle: dreaming, planning, booking, experiencing and sharing.

1. Implement the marketing and communications plan across all channels.
2. Shift to a fifteen month planning cycle.
3. Review progress and evaluate planning needs on an ongoing basis.
4. Utilize the board as a strategic partner and advocate.

Branding & Creative

Strategy 1 | Effectively shape the belief that South Padre Island gives visitors a true tropical Island escape.

1. Take ownership of the “My Island” concept in an emotionally connective and compelling way.

Strategy 2 | Continue to establish the “Make It Yours” advertising campaign.

1. Develop content to fit a variety of media formats including additional videos, content marketing needs and assets needed to fulfill media, social and PR plans.

Strategy 3 | Develop key messages for a variety of audiences working from the brand.

1. Create specific marketing messages and value propositions for nature tourism, meetings and spring break outreach, as well as any new/signature events.

Paid Media

Strategy 1 | Create an integrated media program that effectively reaches desired audiences through placement in targeted media.

1. Expand media budget to \$1.65 mil to allow for expanded media coverage in Houston market, expanded opportunities for groups/meetings and new media initiatives like TripAdvisor and/or airport advertising.
2. Flight media based on planning cycles to stimulate peak and off peak time periods.
3. Maintain budget percentages by audience segment and geographic priorities.
 - 3.1. Spring Break 11%
 - 3.2. Spring Break Family 3%
 - 3.3. Leisure Texas, including RGV 44%
 - 3.4. Leisure Midwest & Canada 16%
 - 3.5. RGV Weekenders 6%
 - 3.6. Mexico 12%
 - 3.7. Groups/Meetings 8%

Strategy 2 | Focus on “taking back Texas” to reignite interest and desire, and ultimately top of mind awareness and first choice for beach vacation by Texas travelers.

Strategy 3 | Continue outreach to upper Midwest markets to target travelers for shoulder seasons and longer stays.

Strategy 4 | Maintain at least 40% percent of paid media budget spend for digital channels.

Strategy 5 | Monitor impressions, circulation, response-rates, CPI (cost-per-inquiry) and CPC (cost per click) as contributing criteria for media selection.

Public Relations & Earned Media

Strategy 1 | Generate positive destination media coverage to increase awareness among current and prospective visitors based on:

- South Padre Island as a leisure and lifestyle tourism destination by promoting its many unique attributes and events to a variety of travel audiences.
- South Padre Island as a premier convention and meeting market by promoting facilities, hotel spaces and seasonal island attractions and promotions.
- South Padre Island as a premier, year-round destination birding, dolphin watching, nature trail exploring and more.

Strategy 2 | Conduct an aggressive regional and national, including Monterrey, media relations and news distribution program to target all market segments and geographic priorities.

1. Define FAM opportunities, including individual travel writers and bloggers.

Strategy 3 | Measure and analyze media coverage and impressions secured.

Social Media

Strategy 1 | Develop a social media strategy that is unified with the overall marketing plan and evolve social efforts from a broadcast model to an engagement model.

1. Develop and maintain overall content and social strategies for the brand
2. Grow and engage in three social media channels: Facebook, Twitter, and Instagram
3. Develop goals/KPIs for each channel and define each channel’s role for the brand
4. Develop and strategically post/publish new and owned content
5. Identify best tools and practices to support KPI growth

Special Events & Promotions

Strategy 1 | Develop ideas for special events and promotions that will incent immediate action by our target audiences and encourage overnight stay during defined need periods.

1. Maintain seed money and sponsorships
2. Audit current events and define those that are signature to our brand

3. Budget for new events and opportunities
4. Explore opportunities for sponsorship development

Reporting

Strategy 1 | Provide various levels of reporting and analytics that use detailed data from all marketing channels to develop insightful reports that paint a clear picture of not only what's been done, but how it is performing by campaign and by objective.

1. Real time access to dashboard
2. Monthly reports to CVA
3. Quarterly reports to City Council

Strategy 2 | Work on an ongoing basis to define appropriate KPIs/signals of intent to purchase to gauge and determine success of campaigns.

1. Monitor campaigns on an ongoing basis so that mid-month course corrections are possible, allowing content to adjust and tune to perform at optimal levels.

Website & Digital Development

Strategy 1 | Expand on website content to optimize as the central hub for all marketing and advertising promotions.

1. Increase traffic and conversions on sopadre.com
 - 1.1. Determine best practices for traffic and user flows when considering landing pages vs website pages
2. Ongoing web maintenance
 - 2.1. Empower the CVB team to maintain the site locally, as well as collaborate with TAG for updates on an ongoing basis
3. Condo promotion
 - 3.1. Determine the appropriate mix of condo, beach house, and hotelier representation on sopadre.com
4. Expand website content
 - 4.1. Develop custom and targeted content that is relevant to our audience and creates a natural online experience
5. Spanish
 - 5.1. Produce a bi-lingual website to grow engagement with our spanish speaking audiences
6. Enhance mobile efforts
 - 6.1. Always think "mobile first" in our tactics, as 59% of all sopadre.com traffic is from a mobile device
7. Landing pages
 - 7.1. Determine brand point of view on landing pages vs website connection
8. APP

- 8.1. Explore app/web technology solutions for the planning, booking, experiencing, sharing time periods of the customer journey. Also consider functionality for the drive market of visitors.
- 9. CRM/Relationship Marketing
 - 9.1. We maintain permission-based databases for leisure travelers, including niche audience segments, spring breakers and meeting planners. These databases will be used for email campaigns to keep South Padre Island top of mind with people who have expressed interest in our destination. Plan to be developed outlining objectives, strategies and tactics.
- 10. Explore improvements with aRES and custom engine opportunities
 - 10.1. Grow functionality of sorting and search, as well as increase the amount of information/help our site can provide

Research

Strategy 1 | Conduct independent research studies to develop insights.

- 1. Examples include: visitor profile, including demographics, psychographics, perception study, attitudes and usage study, visitor spending, visitor origin and reason for travel, event economic impact study, and a brand perception study. Use findings from these studies as benchmarks for all recurring research needs. Budget allocation for this size of research is \$100,000.

Current Budget Overview

● Brand Development & Strategic Planning	\$28,500
● Media Research, Planning & Placement	\$1,340,000
● Creative Services	\$120,000
● Production	\$109,000
● Account Service (includes travel)	\$13,500/mth; \$162,000
● Advanced Analytics and Reporting	\$2,900/mth; \$34,800
● Public Relations	\$6,000/mth; \$72,000
● Social Media Strategy & Management	\$3,500/month; \$42,000
● Research	\$38,500
● Website Development	\$87,725
● SEO Strategy	\$1,075/month; \$13,000
● B2B Media Research, Planning & Placement	\$100,000
● Total:	\$2,147,525



SPI May Quick Hits June 22, 2016

Overview

Media performance was strong through the month of May, surpassing our performance from the previous month as we enter peak season for the island.

Our Nature and Tourism earned media push continues to flourish with four major features in state publications. The nature center, various wind sports, and eco-tourism activities were all published in a positive light for the island.

The Facebook PPC campaign has grown stronger through persistent optimization in all target demographics and markets. The average CPC cost \$.05, 60% less than the previous month. Even more intriguing is that social is now the leading traffic driver to sopadre.com, up 24% from April. The team will continue to monitor and move on opportunities of growth throughout the campaign.

For sopadre.com, email leads doubled for all campaigns in the month of May, likely due to our increase in traffic to the page from the PPC campaign. Mobile usage of the site increased 12% in the past month and our SEM position for all campaigns climbed closer to the first page.

The San Antonio Market jumped Austin this month in page visits by city, due to our TV run this quarter

Mobile usage of sopadre.com increased 12% over the past month: 59% to 71%

SEM position moves up closer to the first page for all campaigns

Due to the success of our Facebook ad campaign, social is now the leading traffic driver to sopadre.com (up 24%)

Average Facebook CPC is \$.05, 60% less than the previous month

Email leads doubled for all campaigns in the month of May

During our week long shoot, the team captured over 500GB of footage. That is equivalent to 170,000 songs on your iPod!

Austin Chronicle covered the SPI Nature Center and featured the facility in their Day Trip Column



TAG Marketing Report – May 2016

MEDIA OVERVIEW

Interim creative campaign efforts continue to target seasonal opportunities and demographics while providing added-value insertions and earned media that is cost-effective and provides maximum exposure.

Family Leisure – Texas including RGV

- SEM
- PPC Campaign
- Paid Social
- Display (all platforms)
- Travel Guides Free
- Travel Spike (contextual ads, display, video)
- Cable: :30 in San Antonio & Austin
- AARP Texas Edition (April – May)
- Houston Chronicle (April)
- SW Airlines Magazine (April)
- Texas Hill Country Magazine (April – June)
- Texas State Travel Guide (May – September)
- Texas Highways Events Calendar (May – August)
- Texas Highways (May – June)
- Texas Monthly (April – June)
- TourTexas.com (April – September)
- Texas Saltwater Fishing Magazine (June)
- Southern Living (May)
- See Texas First (April – July)

Midwest/Canada

- SEM
- PPC Campaign
- Paid Social
- Display (all platforms)

- Canadian Traveler E-Blasts (April – September)
- Midwest Living (May – June)

RGV/Weekenders

- :30 Family Leisure TV Spot (English) Time Warner Cable/RGV (December – September)
- :30 Family Leisure TV Spot (Spanish) Time Warner Cable/RGV (April-June)
- :30 Family Leisure Radio Spot (English) KVLU, KBFM, KGBT (April-June)

Mexico/Monterrey

- SEM
- PPC Campaign
- Cable (May – September)
- :20 Family Leisure Radio Spot (Spanish) EXA FM, GENESIS, HITS, CLASSIC (April-May)
- El Norte (January – September)
- Brand USA (TV, Print, Online Radio: April – May)
- Lamar Outdoor (January – June)

Groups/Meetings

- Texas Meetings & Events 1/24C (April-May)



- Media Display & Pre-Roll (February – April)
- Display Retargeting (April – June)
- SEM
- TSAE E-blasts (June)
- OOH – Harlingen & McAllen (February – May)
- Texas Town & City (April – May)
- WSJ Insert (April)
- Austin Monthly (April)



the atkins group

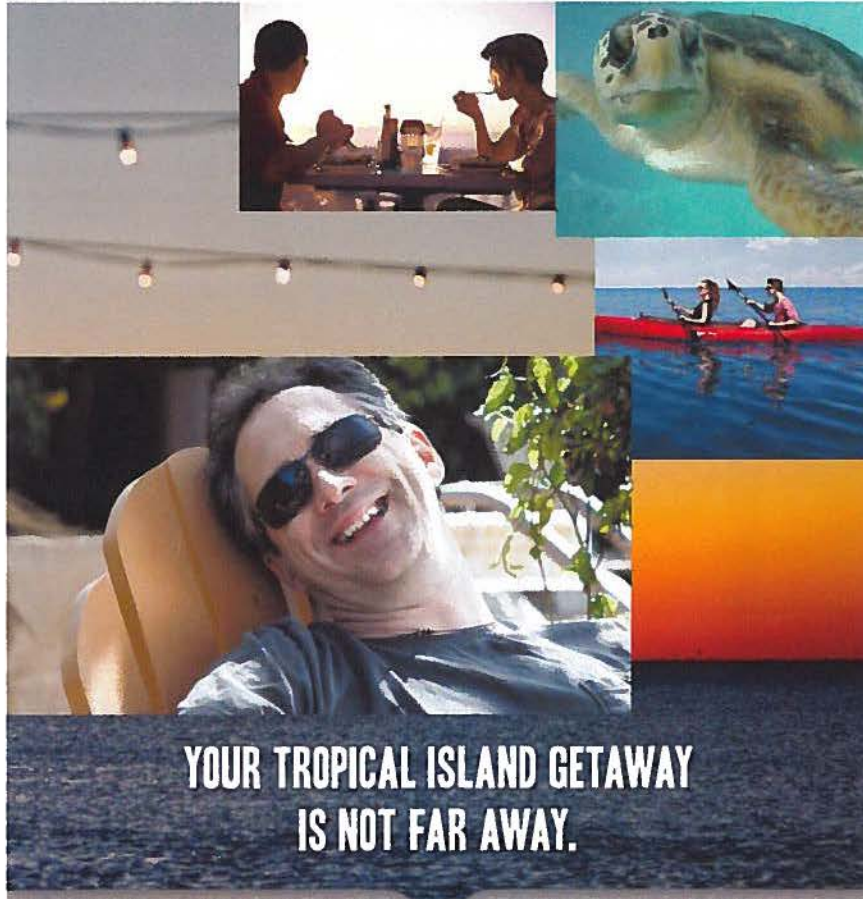
MEDIA FLOWCHART – Q3

FISCAL YEAR 2016 Q1																
Media Vehicle				GROSS												
Media Vehicle	Spots	Impressions	(000)	APR	MAY	JULY										
				28	4	11	18	25	2	9	16	23	30	6	13	20
SPRING BREAK																
Colleges																
MEDIA	SEM (Google; Yahoo & Bing)	5	TBD	\$75.0												
	SEM + FB Retargeting (All platforms)	5	TBD	\$15.0												
	Paid Social (FB, Instagram)	5	TBD	\$60.0												
PRINT	Spring Break Guide (FP4C - Annual)	1	500,000	\$4.0												
	Spring Break Subtotal			\$154.0												
Leisure - Families (Texas including RGV)																
MEDIA	SEM (Google; Yahoo & Bing)	5	TBD	\$22.5												
	SEM+ FB Retargeting (All platforms)	5	TBD	\$5.2												
	Paid Social	5	TBD	\$22.5												
	Spring Break Subtotal		\$88,800	\$50.2												
LEISURE - (Texas including RGV)																
MEDIA	SEM (Google; Yahoo & Bing)	6	TBD	\$32.0												
	SEM+ FB Retargeting (All platforms)	6	TBD	\$8.5												
	Paid Social	6	TBD	\$36.0												
	Display (All Platforms)	9	12,112,500	\$49.2												
	Weather Bug (All Platforms)	3	4,190,478	\$34.3												
	Travel Guides Free	6	3,600	\$3.4												
	Travel Spillo (Contextual Ads, Display, Video)	2	2,608,739	\$40.0												
TV	Cable (30 San Antonio)	6	TBD	\$45.0												
	Cable (30 Austin)	6	TBD	\$125.6												
PRINT	My HEB Cover	1	345,000	\$17.5												
	The Official Yearbook of the San Antonio Spurs FP4CB	1	1,000,000	\$8.8												
	AARP Texas Edition (1/2P4C + Advertiser)	1	1,358,000	\$20.8												
	Houston Chronicle 14P Sponsorship w/email and banners	1	1,600,000	\$6.3												
	SW Airlines Magazine (FP4C)	1	3,480,000	\$18.0												
	Texas Hill Country Magazine: FP Back Cover	1	15,000	\$1.7												
	Texas State Travel Guide 1/2P4C	1	1,248,894	\$13.8												
	Texas Highways 1/2P4C	3	581,888	\$12.8												
	Texas Highways Events Calendar 1/2P4C	3	195,000	\$2.8												
	Texas Monthly FP4C	6	1,965,480	\$94.6												
	TX Parks & Wildlife Outdoor Annual (FP4C)	1	2,800,000	\$21.1												
	TourTexas.com (remaining contract)	6		\$3.7												
	Texas Saltwater Fishing Magazine (FP4C)	1	45,000	\$1.6												
	Southern Living (Travel Directory)	2	3,800,000	\$10.0												
	See Texas First (14P4C Spring+Fall)	2	2,001,510	\$19.3												
	Subtotal Leisure Texas		\$1,050,800	\$726.4												
LEISURE - (Midwest & Canada)																
MEDIA	SEM (Google; Yahoo & Bing)	10	TBD	\$40.0												
	SEM+ FB Retargeting (All platforms)	10	TBD	\$12.4												
	Paid Social	7	TBD	\$26.0												
	Display (All Platforms)	8	13,100,000	\$59.1												
	Canadian Traveler - Digital	1	250,000	Account Value												
	Canadian Traveler E-Blasts (Wed)	10	180,000	Account Value												
PRINT	AARP Great Lakes + East Central 1/2P Ad/1/2P Edit	1	3,228,209	\$42.8												
	Midwest Living 1/2P4C	2	1,900,000	\$33.1												
	Canadian Traveler FP4CB, 1/2P4C	2	74,000	\$11.4												
	Subtotal Leisure Midwest		\$1,722,209	\$226.8												
RGV WEEKENDERS																
TV	Cable	10	TBD	\$49.1												
RADIO	Radio	10	TBD	\$37.4												
PRINT	RGV Guidebook FP4C	1	15,888	\$1.6												
	Subtotal RGV		\$4,888	\$88.1												
MEXICO (Monterrey)																
MEDIA	SEM (Google; Yahoo/Bing) & PPC	9	TBD	\$25.0												
TV	Cable /TV	7	TBD	\$60.5												
RADIO	Radio	4	TBD	\$31.0												
PRINT	El Norte FP4C	24	3,302,288	\$28.0												
	BrandUSA (TV, Print, Online, Radio)	1	TBD	\$14.3												
OOH	Outdoor Billboard	4	17,240,000	\$19.0												
	Subtotal Mexico		\$1,542,288	\$177.8												
IS20 GROUP MEETINGS																
OOH	TSAE Association Leadership 1/2P4C	1	2,000	\$1.4												
	Texas Meetings & Events 1/2P4C	2	47,500	\$5.6												
	Subtotal Trade			\$7.1												
MEDIA	Display & Pre-Roll (Austin)	3	4,400,000	\$28.8												
	Display Re-targeting (Austin)	5	750,000	\$2.9												
	SEM (Google; Yahoo & Bing)	6	TBD	\$13.0												
	E-blasts (DFW, Houston, SA, Austin/San Marcos, RGV)	4	95,800	\$8.2												
	E-blasts (AK, LA, NM, OK, TX)	4	143,750	\$12.3												
	TSAE E-blasts (MultiView)	3	4,500	\$8.7												
OOH	RGV Digital Billboards	4	1,658,364	\$11.0												
	SS EXP 83 50' E/O Beckham Rd (Harrington)	3	2,587,272	\$8.0												
	NS EXP 83 50'E/O Sugar Rd (McAllen)	1	11,000	\$1.6												
PRINT	Texas Town & City FP4C	4	148,600	\$11.1												
	WSJ Insert (Austin, SA, RGV)	2	237,614	\$4.1												
	Austin Monthly (1/2 pg, 4c)	1	118,807	Account Value												
	Austin Monthly (1/3 pg Advertiser)	1	24,000	Account Value												
	Austin Monthly (e-blast)	1	24,000													
	Subtotal Meetings		\$1,828,228	\$214.8												



the **atkins** group

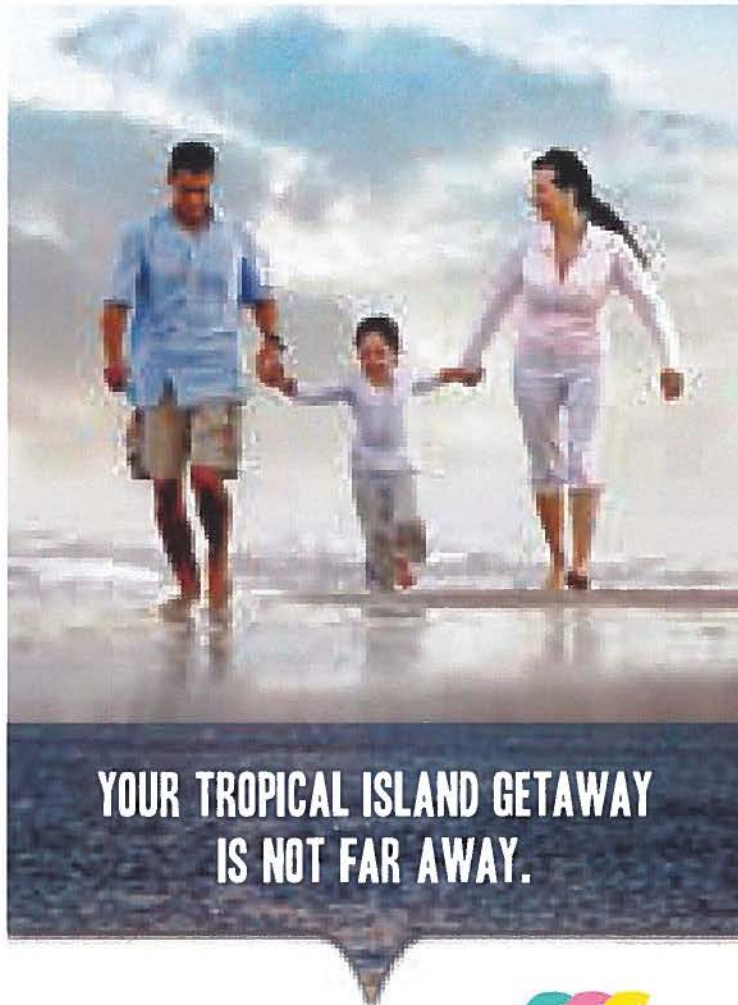
CREATIVE EXAMPLE: SEE TEXAS FIRST (APRIL – JULY)



And it's calling you home.
Visit sopadre.com



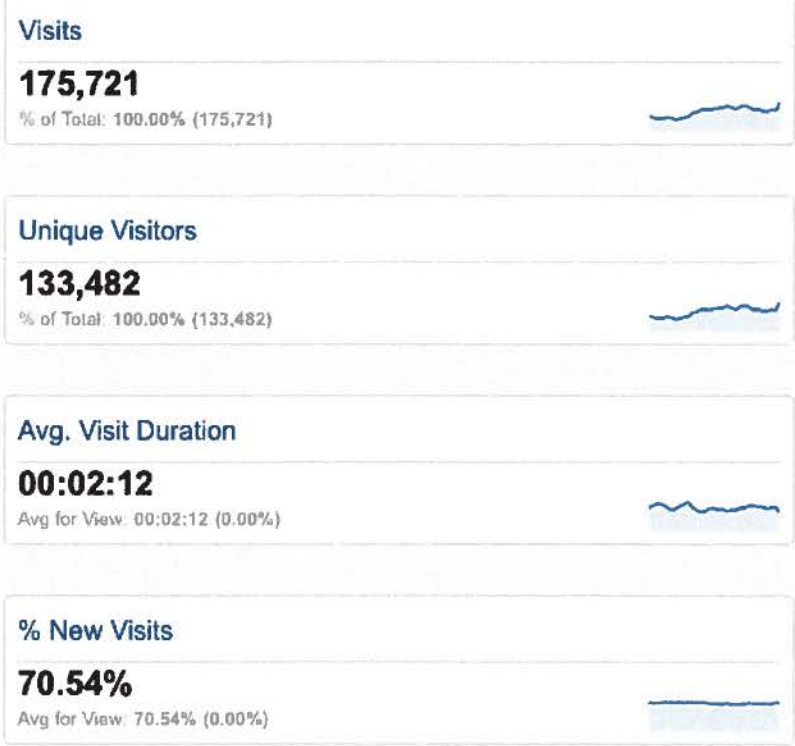
CREATIVE EXAMPLE: SOUTHERN LIVING TRAVEL DIRECTORY (MAY – JUNE)



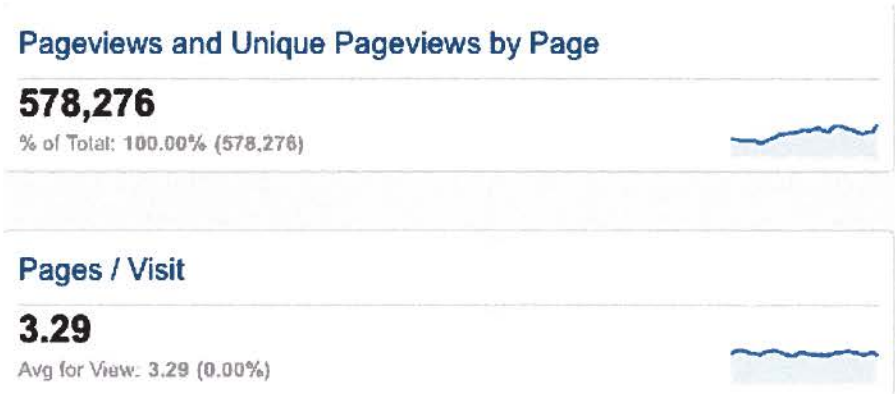
And it's calling you home. Visit **sopadre.com**



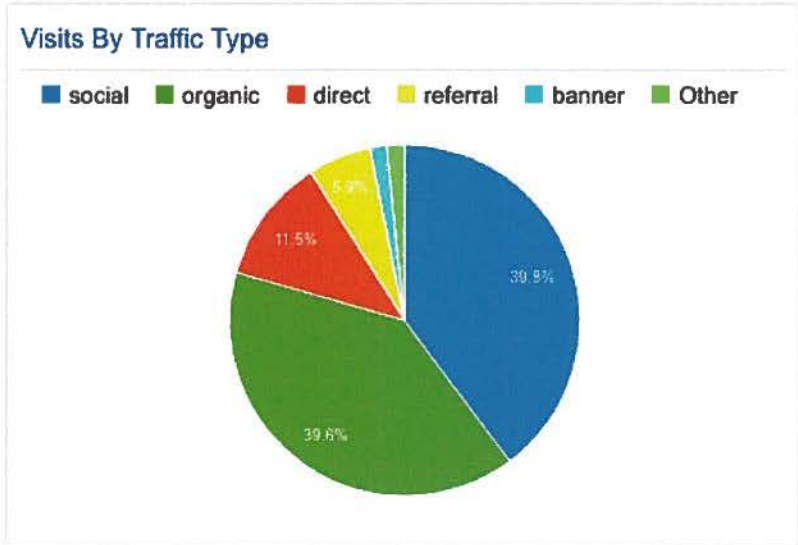
GOOGLE ANALYTICS OVERVIEW MAY 1-31 2016



PAGE VIEWS/PAGES PER VISIT



VISITS BY TRAFFIC TYPE



DEVICE TYPE

	175,721 % of Total 100.00% (175,721)	175,721 % of Total 100.00% (175,721)
mobile	124,404	70.80%
desktop	39,236	22.33%
tablet	12,081	6.88%



HIGHEST-RANKING VISITS BY COUNTRY

Visits and Avg. Visit Duration by Country / Territory

Country	Sessions	Avg. Session Duration
United States	126,512	00:02:42
Mexico	45,125	00:00:52
Canada	1,973	00:00:52
India	470	00:01:02
United Kingdom	272	00:01:23
United Arab Emirates	100	00:00:50
Germany	91	00:02:27
Australia	61	00:02:23
Philippines	49	00:00:36
Brazil	43	00:01:02

HIGHEST-RANKING STATE VISITS

Visits and Pages / Visit by RegionNew Widget

Region	Sessions	Pages / Session
Texas	75,274	4.04
Illinois	4,409	3.00
California	2,998	2.86
North Carolina	2,840	2.43
Michigan	2,810	2.84
New York	2,794	2.61
Oklahoma	2,504	4.95
Missouri	2,350	3.66
Georgia	2,226	2.63
Tennessee	2,053	2.65



HIGHEST-RANKING TEXAS CITY VISITS

City	Sessions	Pages / Session
Houston	15,787	3.79
Dallas	10,913	3.62
San Antonio	8,437	3.80
Austin	6,168	3.85
South Padre Island	2,125	3.74
Brownsville	1,941	3.66
McAllen	1,628	3.59
Fort Worth	1,365	4.64
Harlingen	995	3.43
Mission	805	3.85

PUBLIC RELATIONS UPDATE

Meetings and Planning

- Conducted internal and external PR team calls.
- Conducted meeting with TAG Director of Social Media to discuss metrics and best practices in working with travel bloggers for FAMs.
- Monitored, clipped and shared Google and Meltwater alerts.
- Updated coverage report with clips from April 30 – May 31.

Materials

- Crafted PRNewswire release and identified photo re: “South Padre Island offers fins, flippers and feathers for nature enthusiasts.”
- Crafted “South Padre Island named a top 10 Memorial Day Weekend destination by AAA” news release.
- Posted CVB-sanctioned event information on TourTexas.com, TravelTex.com, TexasHighways.com and AllAcrossTexas.com.
- Updated pitch calendar for May, June and July 2016.
- Edited and worked with client on “Lessons Learned” (Nature tourism classes) press release.
- Crafted and pitched “Memorial Day / Fireworks” press release to maximize AAA coverage and remind media about beach / bayside fireworks kick off on May 30.

Media Pitching

- Pitched Nature Tourism release across the PRNewswire.
- Continued sharing Nature Tourism pitch with travel bloggers / writers
 - Myrah Duque, Mamas Travel Tips
 - Leigh Powell Hines Hines Sight
 - Maria Smith, Mamlicious Maria
 - Nicole Moore, Moody Mama Says
 - Andrea Hatfield, Honestly Andrea
 - Amy Barseghian, The Best of Life Magazine
 - Katie Baird, Tips for Family Trips
 - Judy Heinrich, I’m Bored, Let’s Go
 - Michael Wasserman, Michael W Travels
 - Danielle Harper, Happenings of the Harper Household
 - Lauryn, Blakeley, The Vintage Mom
 - Erin Buhr, Bambini Travel
 - Shari Wargo Stamps, Savvy Every Day
 - Kimberli Guvman, This Mama Knows
 - Sarah Stoek Hirsch, Well Traveled Kids
 - Krystal Chiarolla, Brought to you by Mom
 - Virginia Hilton, Live. Travel. Eat.
 - Megan Sheakoski, Coffee Cups and Crayons



- Brittney Bishop, Life of Charmings
 - Mel Lockcuff, Adventures of Mel
 - Terumi Pong, An Emerald City Life
 - Maria Spanadoris, Famadillo
 - Michelle Sutter, Powered by Mom
 - Dan Anderson, Dad Logic
 - Laura Longwell, Travel Addicts
 - Hank Wilson, Trips Magazine
 - Jennifer Walters, Double Duty Twins
 - Karilyn Owen, No Back Home
 - Stacy Smith, A Girl Rocks Life
 - Lisa Collins, Mom on the Side
 - Amy Charles, Teach & Travel
 - Natalie Tanner, The Educational Tourist
 - Elizabeth Tittle, 2RamblingChicks
 - Melissa Swigart, Mom Luck
 - Thersa Boehl, BeachDeals Blog
 - Michelle Marine, Simplify, Live, Love
 - Dick Jordan, Tales Told from the Road
 - Leigh-Mary Hoffman, Happily Ever Laughter Blogs
 - Catherine Davis, Mom by the Beach
 - Jessica Bowers, Suitcases & Sippy Cups
 - Rachel Young, Jetsetting Mom
 - Carrie McLaren, Carrie on Travel
 - Tami Mittan, Traveling Mom Blog
 - Billie Keteson, The Mixing Bowl
 - Keryn Means, Walking of Travels
 - Lani Derrick, Life Anchored
 - Sarah Moch, Savoring the Good
 - Jennifer Fontaine, Mommy Hiker
 - Kecia Hambrick, Momerish
- Pitched Texas media market with AAA designation – print, online and broadcast.
 - Pitched Texas media market and travel writers with Memorial Day / Fireworks press release.

Miscellaneous

- Followed up with Gabi De la Rosa to find out when her Texas Lifestyle Magazine and TexasLifestyleMagazine.com articles will run. She said they will run before the end of May.
- Followed up with blogger Myrah Duque (Couponmamacita.com) about South Padre Island potential hosting a blogger FAM visit at some point. I told her we will keep her on the blogger list to consider inviting.

Results

Texas Highways, “Shore Thing: Six Super Stays on the Texas Coast,” by Helen Anders, June 2016. La Copa Inn and Pearl South Padre are two of the six Texas beach hotels featured in this article.
<http://www.texashighways.com/travel/item/8192-best-places-shore-things>

Texas Highways, “Come Sail Away: Wild is the Wind on the Texas Coast,” by Erich Schlegel, June 2016. South Padre Island and Southern Wave Cruises are including in a roundup article on sailing on the Texas coast.
<http://www.texashighways.com/travel/item/8194-come-sail-away-texas-gulf-coast>

Texas Highways, “Summer School,” by Melissa Gaskill, May 2016. Feature story on fun activities to try and skills to learn throughout the state. Lead topic is learning how to flyboard as well as taking other water sport lessons at South Padre Island Water Sports.
<http://www.texashighways.com/travel/item/8153-summer-school>

Dallas Morning News, “Eco-tourism also a big draw on South Padre,” by Pam LeBlance, Feb. 11, 2016. (Reprinted from February 11 Austin American Statesman article.
<http://www.dallasnews.com/lifestyles/travel/headlines/20160212-eco-tourism-also-a-big-draw-on-south-padre.ece>

Austin Chronicle, “Day Trips: SPI Nature Center.” <http://www.austinchronicle.com/columns/2016-05-13/day-trips-spi-nature-center/>

Vicksburg Post, “Holiday travel on the rise.” <http://www.vicksburgpost.com/2016/05/25/holiday-travel-on-the-rise/>

Tulsa Beacon, “Heavy traffic expected on Memorial Day weekend.” <http://tulsabeacon.com/heavy-traffic-expected-on-memorial-day-weekend/>

Grant Tribune Sentinel, “More than 38 million Americans to travel this Memorial Day weekend.” http://www.granttribune.com/index.php?option=com_content&view=article&id=12293:more-than-38-million-americans-to-travel-this-memorial-day-weekend&catid=37:lifestyle&Itemid=57

Martinsville Bulletin, “Lower gasoline prices leading to more Memorial Weekend long distance.” http://www.martinsvillebulletin.com/news/lower-gasoline-prices-leading-to-more-memorial-weekend-long-distance/article_0fe5a788-22df-11e6-9be5-f3701daf0687.html

Texas Highways



Best Place for Beachside Bang for the Buck

Pearl South Padre, South Padre Island

If you're after a full-service, upscale resort and spa right on the beach that won't cost an arm and a leg, you can't do better than the Pearl. You can eat, drink, sleep, and swim in high style in this 12-story resort for summer rates starting at about \$170 a night. With 251 rooms, suites, and condos, the hotel offers designs to please everyone from honeymooning couples to big families.

At 6,000 square feet, the pool alone impresses with its curvy design and lush tropical landscaping. Wee ones will splash in the kiddie pool. Adults can enjoy a cocktail at the poolside palapa bar or—no need to dry off—the swim-up pool bar.

Austin Chronicle

6/13/2016

Day Trips: SPI Nature Center: South Padre Island Birding & Nature Center gives a rare look at coastal wetlands - Columns

Day Trips: SPI Nature Center: South Padre Island Birding & Nature Center gives a rare look at coastal wetlands - Columns



Photos by Gerald E. McLeod

The South Padre Island Birding & Nature Center is a noisy place. A chorus of birdsongs fills the wetlands that are accessible by a boardwalk that winds through the reeds and tall grass.

Opened in 2009, the nature center covers 50 acres of habitat between the main thoroughfare through town and the Laguna Madre, and is one of nine World Birding Center sites in the Lower Rio Grande Valley. The more than 3,300 feet of boardwalk over the marsh means you never have to get your feet wet to see some incredible sights. From the five bird blinds visitors have semi-hidden views of the wildlife among the thick vegetation – including the resident alligators.

Dallas Morning News

92° 🌤 Thursday, June 16, 2016

The Dallas Morning News

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Arts & Life > Travel

Travel

Eco-tourism also a big draw on South Padre



Photos by Pam LeBlanc/Austin American-Statesman

1/3 >

May 2016 Insights:

Family Leisure

- Keywords for Water Sports generated a majority of clicks (906) versus Wind Sports clicks (88)
- Average position started at 3.3 but moved up to 2.5 by the EOM. We will continue to monitor ad positioning to drive to the first page in June.
- Mexico ads generated the most clicks (146K) on the Facebook platform
- The 25-34 demographic was the most active social audience for this campaign
- After Texas, North Carolina and Alabama delivered the most Facebook clicks
- The Family Leisure Instagram campaign delivered over 4K actions in May with a \$1.64 average CPC
- Through the retargeting campaign, over 430K impressions were served to people who visited the Family Leisure landing page.
- 65 email leads were captured through Unbounce to date

Nature Tourism

- We were able to bring down the average page position from 2.3 to 1.8 throughout the month of May
- The average PPC CTR was a strong .3%
- The 25-34 demographic was the most active social audience for this campaign
- North Carolina and Tennessee were the top two regions for the Nature Tourism audience
- The Nature Tourism Instagram campaign delivered less clicks than Family Leisure, but the CPC was more efficient at \$1.54
- 23 email leads were captured through Unbounce to date

**Average travel destination TAG client CPC is \$4*

AdRoll Retargeting

	Cost (\$)	Impressions	Clicks	CTR	Average CPC (\$)
SPI Nature Tourism_web	1,213.53	449,856	843	0.19	1.44
SPI Family Travel_web	1,263.91	428,838	753	0.18	1.68

AdWords

	Cost (\$)	Impressions	Clicks	CTR (%)	Average CPC (\$)
Family Leisure Q3	4,341.73	633,459	994	0.16	4.37
Nature Tourism Q3	3,450.24	189,322	584	0.31	5.91

Family Leisure:

Colorado, United States (state)
 Illinois, United States (state)
 Indiana, United States (state)
 Kansas, United States (state)
 Kentucky, United States (state)
 Michigan, United States (state)
 Missouri, United States (state)
 Mississippi, United States (state)
 Montana, United States (state)
 Nebraska, United States (state)
 Oklahoma, United States (state)
 Texas, United States (state)

Nature Tourism:

Colorado, United States (state)
 Illinois, United States (state)
 Indiana, United States (state)
 Kansas, United States (state)
 Kentucky, United States (state)
 Michigan, United States (state)
 Missouri, United States (state)
 Mississippi, United States (state)
 Montana, United States (state)
 Nebraska, United States (state)
 Oklahoma, United States (state)
 Texas, United States (state)

	Campaign Name
Family Beach Activities Your Jet Ski, Boogie Boarding & Water Sport adventure awaits! visit.sopadre.com	Family Leisure Q3
Family Beach Activities Your Jet Ski, Boogie Boarding & Water Sport adventure awaits! visit.sopadre.com	Family Leisure Q3
	Campaign Name
Experience Nature Enjoy Fishing by the Bay & open water at South Padre Island! visit.sopadre.com	Nature Tourism Q3
Nature Tourism Beaches The top ecotourism destination in Texas - South Padre Island visit.sopadre.com	Nature Tourism Q3

Facebook

	Spend (\$)	Impressions	Clicks	CTR (%)	CPC (Link) (\$)	Post Engagement
Family Leisure MX Q3	1,728.80	5,080,333	145,831	2.87	0.01	145,139
Family Leisure Q3	3,771.93	1,451,610	36,534	2.52	0.11	35,851
Nature Tourism Q3	2,664.29	1,288,222	27,132	2.11	0.10	26,788
Family Leisure Q3 - Instagram	1,394.00	130,295	847	0.65	1.68	4,448
Nature Tourism Q3 - Instagram	800.03	86,305	519	0.60	1.55	4,149

Family Leisure
Location:

Canada, United States: Alabama; Colorado; Illinois; Indiana; Iowa; Kansas; Kentucky; Maine; Michigan; Minnesota; Mississippi; Missouri; Montana; Nebraska; New Mexico; New York; North Carolina; North Dakota; Ohio; Oklahoma; Pennsylvania; South Dakota; Tennessee; Texas; Vermont; Wisconsin

Exclude Location: United States: California; South Padre Island (+25) mi Texas

Age: 27 - 49

Interests: Adventure travel, Vacations, Canoe, Kite surfing, Windsurfing, Beaches, water sports, Travel or Parasailing; Parents (01-02 years); Parents with preschoolers

Family Leisure Mexico

Location: Mexico: Apodaca (+25 mi), Garcia (+25 mi), Guadalupe (+25 mi), Monterrey (+25 mi), San Nicolás de los Garza (+25 mi), San Pedro Garza García (+25 mi), Santa Catarina (+25 mi) Nuevo Leon

Age: 25 - 65+

Language: Spanish or Spanish (Spain)

Nature Tourism Midwest
Location:

Canada, United States: Alabama; Colorado; Illinois; Indiana; Iowa; Kansas; Kentucky; Maine; Michigan; Minnesota; Mississippi; Missouri; Montana; Nebraska; New Mexico; New York; North Carolina; North Dakota; Ohio; Oklahoma; Pennsylvania; South Dakota; Tennessee; Texas; Vermont; Wisconsin

Exclude Location: United States: California; South Padre Island (+25) mi Texas

Age: 25 - 65

Interests: Adventure travel, Vacations, Fishing, Ecotourism, Birds, Travel + Leisure, Nature, Beaches, Horseback riding or Travel

Campaign Name



Family Leisure MX Q3

¡La mejor playa en Texas!
visit.sopadre.com
¡Diversión en familia con tablas de surf, de remo, boogie y mucho más!



Family Leisure MX Q3

¡Escápate con la familia y diviértete!
visit.sopadre.com
Pasa un fin de semana familiar en el destino de playa perfecta.

Campaign Name



Family Leisure Q3

Just You & Your Canoe
visit.sopadre.com
Explore South Padre Island on your own terms, in your own way.



Family Leisure Q3

Endless Water Sports
visit.sopadre.com
South Padre Island is a top 5 beach destination for kiteboarding and windsurfing.

Campaign Name



Nature Tourism Q3

Island and Bay Fishing
visit.sopadre.com
Enjoy fishing on the tropical waters of South Padre Island.



Nature Tourism Q3

Beach Horseback Tour
visit.sopadre.com
You'll never view nature the same way again.

Campaign Name

 **Visit.sopadre.com**
Sponsored

South Padre Island is your true, tropical island escape.



WIDE-OPEN SPACES ARE CALLING YOU.

VISIT.SOPADRE.COM [Learn More](#)

Family Leisure Q3 - Instagram

Campaign Name

 **Visit.sopadre.com**
Sponsored

South Padre Island is your true, tropical island escape.



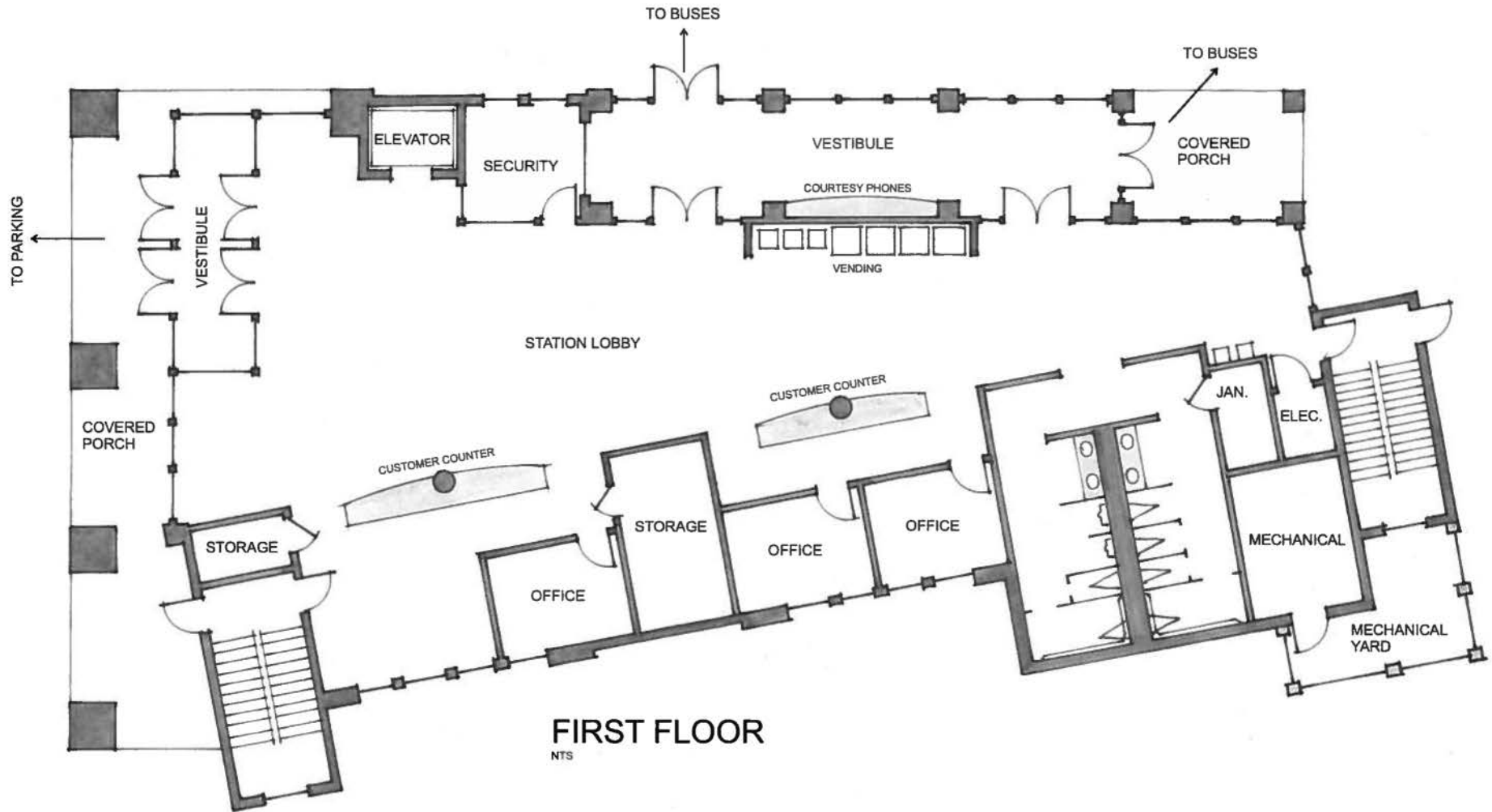
JUST ANOTHER WORKDAY.

VISIT.SOPADRE.COM [Learn More](#)

Nature Tourism Q3 - Instagram

NEW ISLAND METRO FACILITY

South Padre Island, Texas



NEW ISLAND METRO FACILITY
South Padre Island, Texas



VIEW FROM BAY SIDE

NTS



MatchPoint™ Audience Definition Analysis

Sample Town, May 2016

INSIDE THIS REPORT

01. Objective of Research

02. Key Findings of Analysis

03. Top Personas to Target

04. Marketing & Messaging Recommendations

05. Appendix

Analyze your current and historical visitors.

Better understand who they are.
And how they live.

So we can take a targeted approach...
... To finding more just like them.

01

OBJECTIVE
OF
RESEARCH





02
KEY
FINDINGS
OF
ANALYSIS



KEY FINDINGS #1

We usually find your top 3 or 4 personas in a report



We have found 4 dominant personas:



“Mid-Life Established Ruralites”

All Young-ish / Town & Rural

Demo: Mid-Life Established Ruralites are typically childless couples with ages ranging from their early 30s to early 50s. Located in the rural areas, just outside the Second Cities, this group is usually a 2nd or 3rd generation family in their towns. This persona is double-income, college educated with well-paying management jobs and a high percent of being owners of small businesses. They maintain a balanced lifestyle between careers and laid-back leisure.



We start by providing a brief descriptive paragraph of your top personas that includes basic demographic information.
(More detail analysis comes later in the report)

e. HH Income: \$93,705

KEY FINDINGS #1

We have found 4 dominant personas:



“Young Uptown Urbanites”

All Young / Urban

Demo: Young Uptown Urbanities are mostly a progressive mix of young singles, couples, and families ranging 25-45. While some are starting out in their career others have senior level management jobs. They all enjoy trendy apartments or small urban homes, fitness clubs and clothing boutiques, casual restaurants and all types of bars.

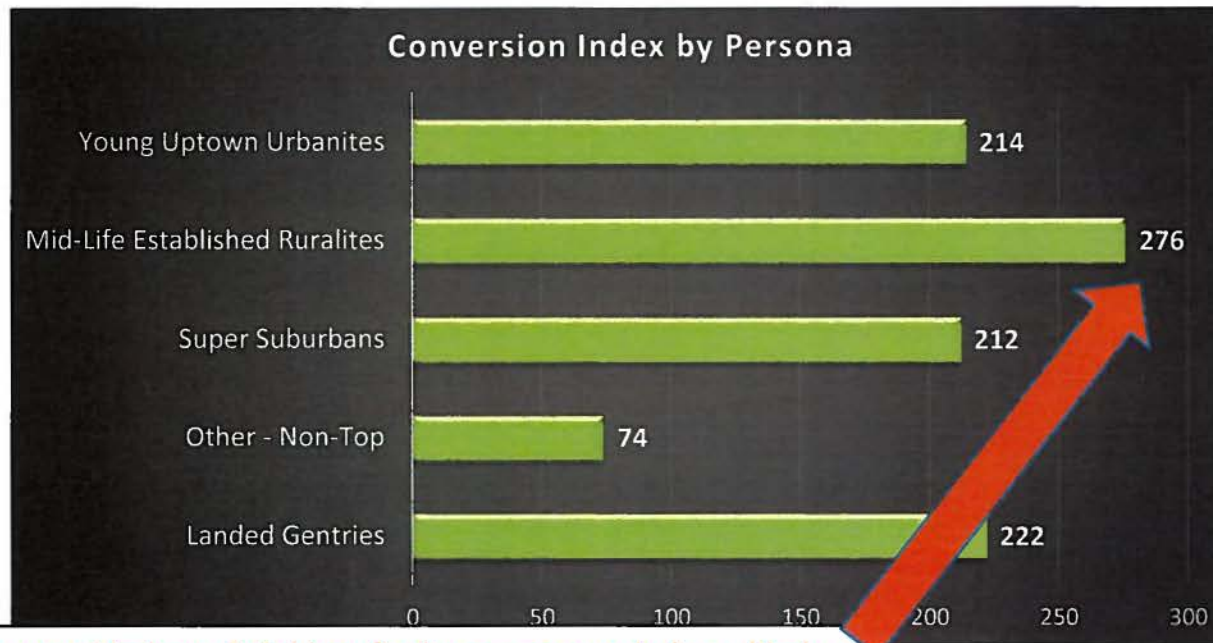


Ave. HH Income: \$87,567

Descriptive paragraph helps provide insights into how this group thinks and who they are.

KEY FINDINGS #2

Conversion Index (likelihood to become a visitor)



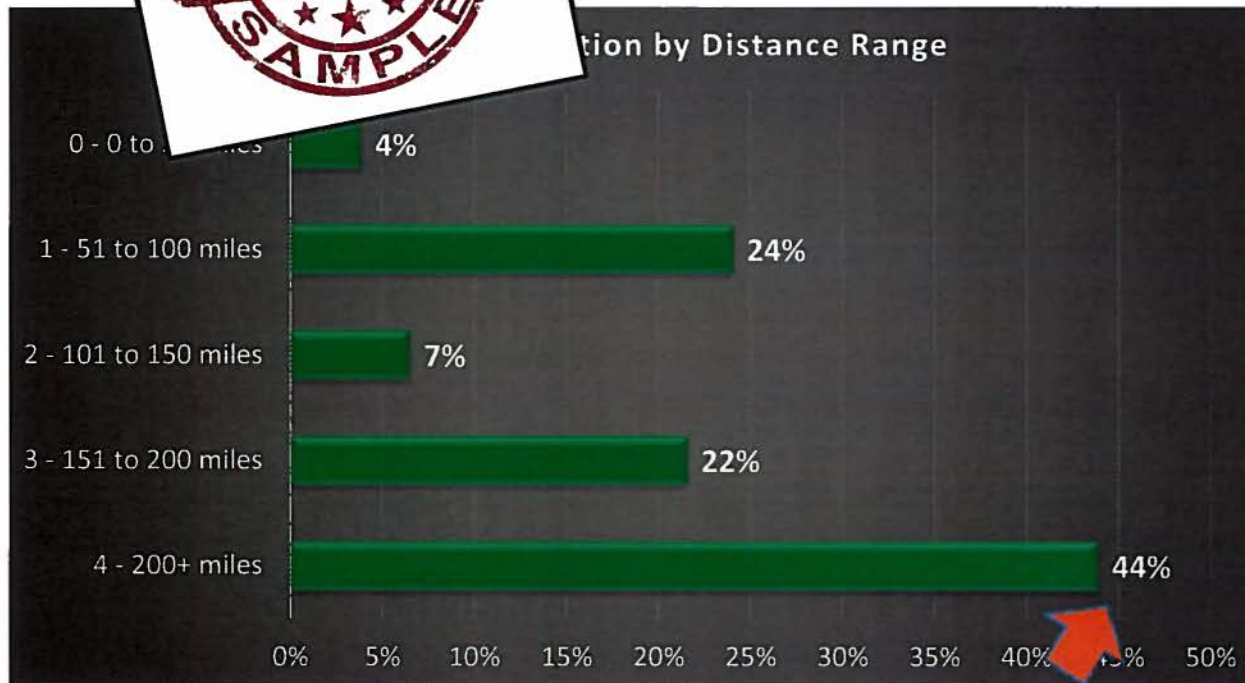
Mid-Life Established Ruralites are 2.76 times more likely to become a lodging visitor than the general population.



We provide beneficial key findings – example how likely a prospect will convert into becoming a visitor. Benefit is:
This helps prioritize the top targets.

KEY FINDINGS #3

Distance Calculations – All Visitors



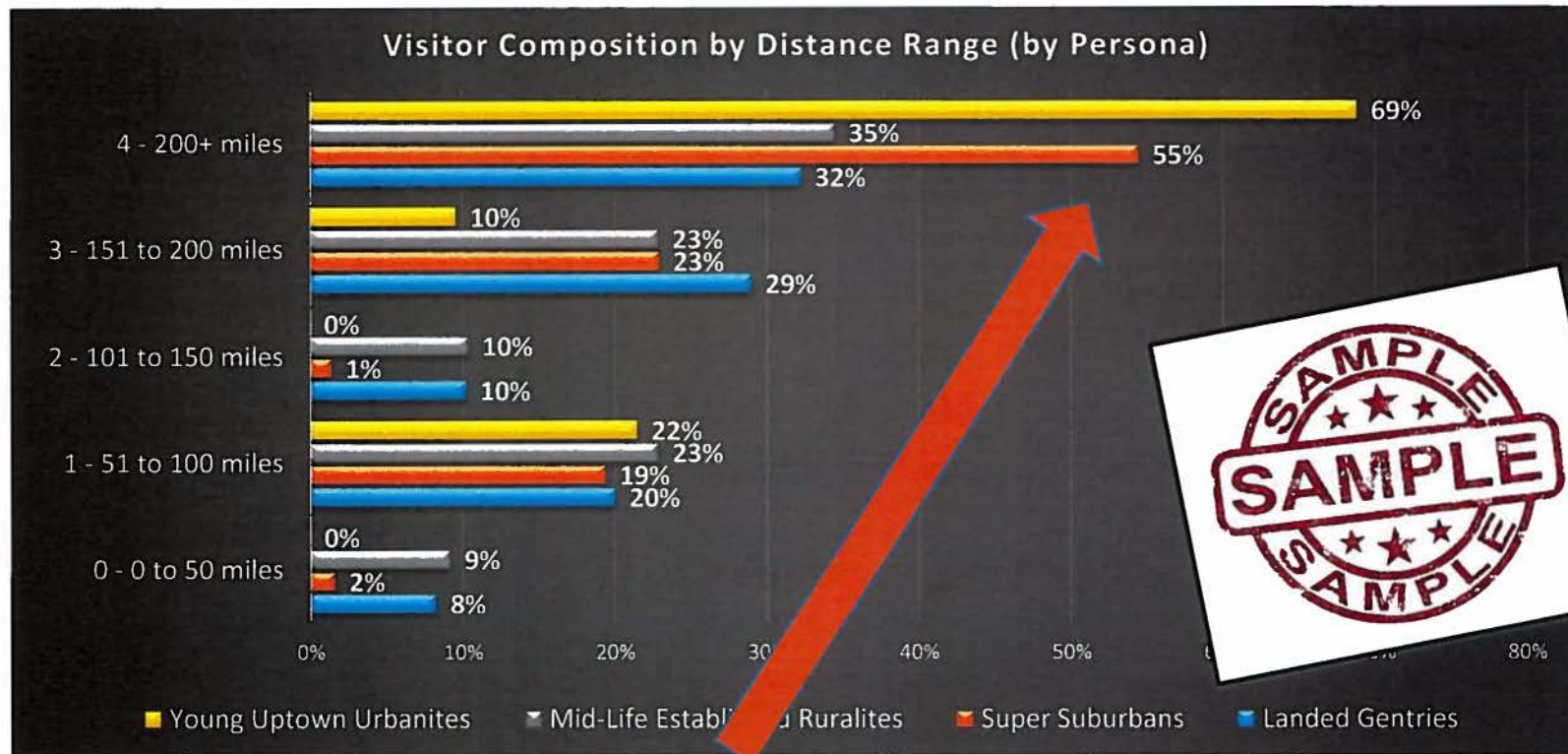
56% of lodging visitors are within 200 miles of Town Sample.

46% of lodging visitors are from 51 to 200 miles away.

Unique Distance Calculations findings. Benefit is: Helps dial in on how far you should place your advertising message.

KEY FINDINGS #4

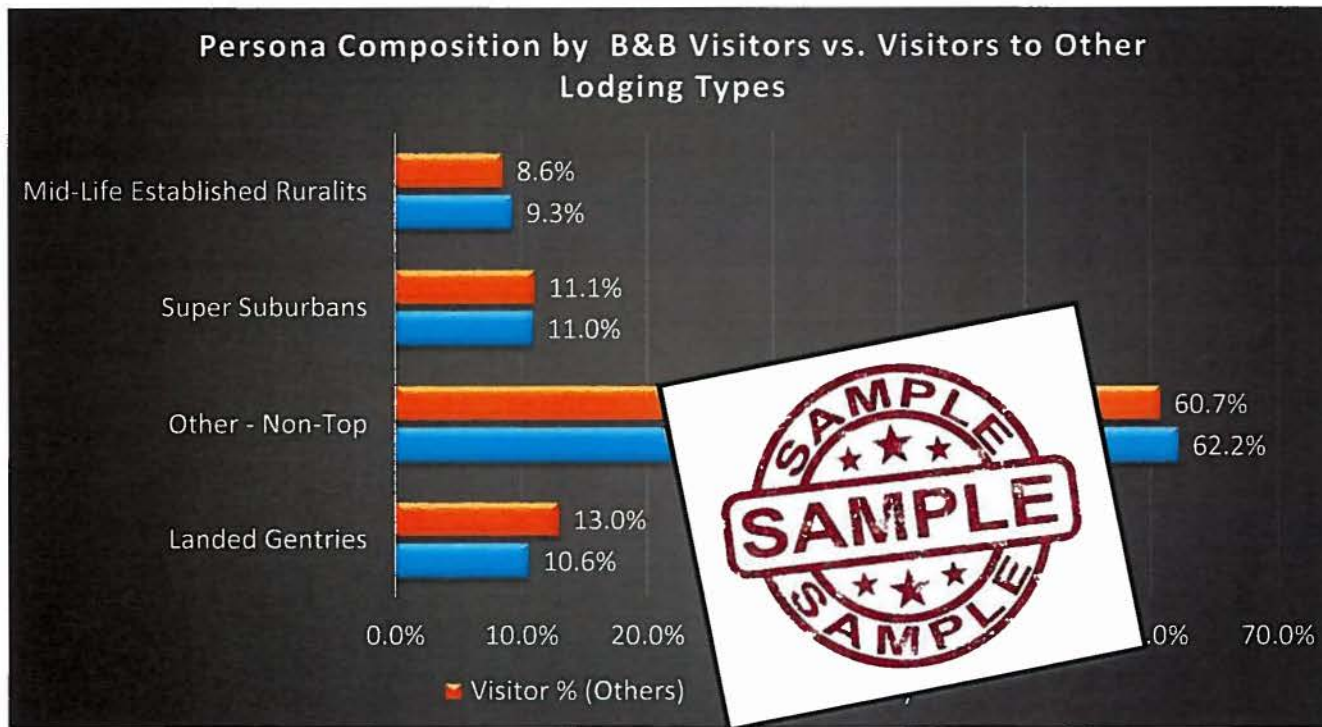
Distance Calculations By Persona



Unique Distance Calculations findings can you help you determine your trade area for marketing. By Personas.

KEY FINDINGS #8

Persona Composition by B&B Visitors



Persona Composition B&B:

B&B visitors over-index for Mid-Life Established Ruralites.

Others (non-B&B) visitors over-index for Landed Gentries

Compares and tracks the different kinds of people who stay at Hotels versus other lodging options. Benefit is: Tell you whether you need one campaign or multiple campaigns.

03

TOP
PERSONAS





Mid-Life Established Ruralites

Working in "Indices" we provide information on your top prospects based on tiers. Benefit: This measures the likelihood of a target to stay in your area.

➔ Index: 276

Mid-Life Established Ruralites

Who are they?



Mid-Life Established Ruralites typically are filled with childless singles and couples in their thirties to early fifties. The wealthiest of the “Younger Years” class, this group is home to many white, college-educated residents who make six-figure incomes with well-paying management jobs or own small businesses but also extends to more middle class segments.

Mid-Life Established Ruralites are mostly found in town & rural communities with a few located in smaller “Boomtowns”. They are big fans of the latest consumer electronics, wireless and computer technology.

This page provides a more detailed continuation and greater descriptive insights into a persona. Benefit is: Guides the marketing messaging needed to get them to buy.



Meet the Mid-Life Established Ruralites

Key Demographics

- **Family Structure:** Oldest of Young Group— no kids
- **Average HH Income:** \$93,705 (double income HHs)
- **Race:** Primarily White.
- **Media Trust:** Internet, Magazines, Radio, Newspaper

We provide insights into a persona's emotional and psychographic insights, and how they interact with the world at large.

Information on where this group goes to find information about products and services.

Emotional Outlook

Mid-Life Established Ruralites have traditional values and outlook on life. They prefer to buy local/American products and services. They enjoy living in the rural but often take advantage of nearby "Satellite Cities" leisure and outdoor pursuits, and entertainment. Mid-Life Established Ruralites will do their research, but once they they tend to enjoy higher quality and willing to pay for it.

Psychographic Insights

- Prefer Purchasing Items Online for Set Price vs. Bidding in Auctions.
- Text Messaging is an Important Part of My Daily Life.
- Sometimes My Cell Phone Makes Me Feel that I am Too Available.
- Use the Internet to Buy Hard-to-Find Products.
- Typically Read Online Reviews Before Purchasing Online.
- Advertisements on Cell Phones are Annoying.
- Offer of Free Shipping Attracts Me to Shopping Site
- Most Ads Are Annoying.
- Often Find Myself in a Leadership Position
- Often Use My Cell Phone to Make Phone Calls
- in My Home
- to Take Risks when Investing for Chance of High
- rn.
- My Cell Phone Everywhere I
- I am Typically Willing to Pay More for Items.

Top Lifestyle Habits

Print: Motor Trend, Consumer Reports, Popular Science, Time, Outdoor Recreation Magazines, Fishing/Hunting Magazines, Food Network

Sports & Leisure: buy music: blues and classic rock, buy golf club, pet products and automotive products via the internet.

Online: Coldwater Creek, REI, Eddie Bauer, Victoria's Secret, Macy's, Bean, 800-Pct Meds

Retail & Shopping: Sears.com, Talbots, Tractor Supply Company,



We provide very detailed information about media consumption – this group likes Motor Trend Magazine



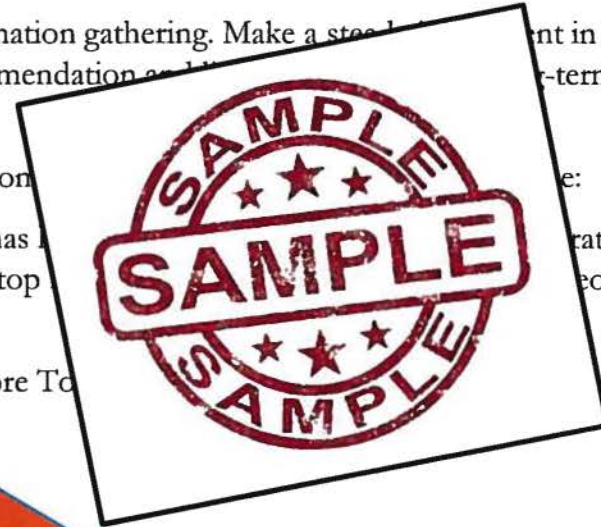
04

MARKETING
&
MESSAGING



MARKETING & MESSAGING RECOMMENDATIONS – ALL VISITORS

1. **Internet Marketing:** All four personas list internet as their primary for information gathering. Make a step by step plan for Search Engine Marketing (SEM) and Search Engine Optimization (SEO). This is a top recommendation and will provide long-term return on investment.
 - A. All personas rely on the internet to research about services and life decisions.
 - **Create a segmented, geo-targeted approach:** Your top 4 personas list the internet as their primary for information gathering. Create a strategy that combines the personas with messaging recommendations and top targeted online campaign.
 - Separate and create 4 different sets of online ads. For the more To add convenience – Example: Only 90 minutes away
 - B. Search Engine Marketing (SEM) Tactics to consider:
 - **Text Ads**
 - Via the Google, Yahoo or Bing search engines
 - **Display Banner Ads**
 - Via content & interest driven websites
 - Business, Finance, Lifestyle and high indexing websites.
 - By geography/zip code
 - **Re-Targeting Display Ads**
 - Via Google Network & content-interest driven networks
 - Facebook re-targeted Newsfeed ads
 - **Pre-Roll Video Ads**
 - YouTube, Pandora, iHeart Radio, etc.
 - Allows for multiple messages to the different personas and can re-purpose the video ads.



We provide specific marketing recommendations based on the data itself. This information is for ALL prospective visitors. Benefit is: Leverages data science to make decisions and remove the guesswork.

MARKETING & MESSAGING RECOMMENDATIONS – ALL CLIENTS

2. **Social Media:** *Social Media marketing and engagement is a must.* Sample Town is doing some amazing things in the social media world. Please continue with those tactics. However, here are some recommendations designed to incorporate into your current strategy.
- A. **Increase Followers on Facebook:** Currently there are a few hundred of thousands of visitors each year, this number should be higher. Implement a “like campaign” to increase the number of followers. Same for Twitter and Instagram.
 - A. Place Facebook signs at all entrances (e.g., at the Museum, etc.).
 - B. Place signs at various locations throughout the town.
 - B. **Facebook:** To improve the content and messaging on Facebook:
 - A. **Don’t Sell. Educate:** Focus on educating the public about the history of Sample Town. Make the language that Sample Town currently uses.
 - B. **Real Life Testimonials:** Encourage visitors to share their experience of a visitor + positive outcome. Use photos of visitors having fun.
 - C. **Social Media Stars:** Identify and highlight a host(s) for the Sample Town efforts. Spokesperson should be the “face” of the town. Encourage them to take on roles in the business process, interacting with visitors.
 - D. **Create and Handout “Badges”:** Create and handout “badges” to keep people engaged and excited.
 - E. **Create a “Street Team”:** Create a “Street Team” sign. This creates a hero/role for the town.
 - F. **Post Captured Moments:** Post captured moments from real/un-staged events. Get away from the “come on down” approach. Captured moments can be posted by visitors (encouraged by street team.)
 - C. **Twitter & Instagram:** Repurpose the Facebook content and use on Twitter & Instagram. Use these two platforms as marketing tool to quickly and effectively connect with customers and share ideas, updates, events and opportunities.



Marketing Recommendations

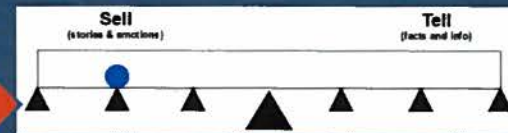
Mid-Life Established Ruralites

We provide specific MESSAGING recommendations based on psychographic behaviors of the individual personas.



Messaging Sentiments: Mid-Life Established Ruralites work primarily for the salary, so they can enjoy their weekends and 2 weeks of vacation. Messaging should primarily focus on easy weekend getaway full of romance/pampering and adventure at a cozy Bed & Breakfast. This persona typically reads online reviews and like quality, so providing testimonials and review-style information is important. Buying local/American is important to this group, so the idea of local shops and restaurants and entertainment would be a good secondary message.

We tell you where to place your message on the the "Sell vs Tell" continuum. (ie whether to give more facts or use more emotion)



Internet: The Internet ranks the highest in terms of trusted media source.

Marketing recommended tactics include:

Engine Marketing: 1) Text Ads (Google) 2) Banner Ads & 3) Re-Targeting Banner Ads

- **Social Media:** Capture this persona where they spend a lot of time. Mid-Life Established Singles are heavily engaged in various social media platforms. Implement a steady and consistent social marketing to stay in front of them with information.
- **Mobile & Texting** – texting is a part of daily lives and being mostly childless, they have the opportunity for spur of the moment getaways. Conduct a campaign involving listing of events, special offers, concerts, etc.
- **Traditional Media:** At the top end of the “young segment” Mid-Life Established Ruralites still use traditional media regularly. Consider investing some budget towards:
 - **Radio:** News Talk Radio
 - Consider endorsement style radio so personality can announce late
 - **Print:** Use local community Newspaper and/or Magazines. Example:
 - Living Magazines (DFW & Houston areas)
 - Forney, Texas Messenger Newspaper

We specific marketing recommendations based on individual personas that are different from the other personas based on the data. Benefit is: Leverages data science to make decisions and remove the guesswork



05

APPENDIX



Mid- Life Established Ruralites – Top ZIP Codes

Code	Code	Count	% Comp	Count	% Comp	% Pen	Index
75166 - LAVON, TX	623 - Dallas-Ft. Worth	1,298	0.0%	519	0.2%	40%	1026
78730 - AUSTIN, TX	635 - Austin	3,095	0.1%	1,153	0.5%	37%	956
78261 - SAN ANTONIO, TX	641 - San Antonio	6,390	0.1%	2,244	1.0%	35%	901
76227 - AUBREY, TX	623 - Dallas-Ft. Worth	8,723	0.2%	2,916	1.3%	33%	857
	Ft. Worth	12,384	0.2%	4,079	1.8%	33%	845
	Austin	3,877	0.1%	1,233	0.5%	32%	816
	San Antonio	2,147	0.0%	663	0.3%	31%	792
	Austin	2,890	0.1%	885	0.4%	31%	785
	Ft. Worth	2,539	0.0%	771	0.3%	31%	779
	Ft. Worth	5,771	0.1%	1,733	0.8%	30%	770
	Austin	6,482	0.1%	1,945	0.9%	30%	770
	Austin	7,465	0.1%	2,238	1.0%	30%	769
78734 - AUSTIN, TX	635 - Austin	7,465	0.1%	2,238	1.0%	30%	765
78620 - DRIPPING SPRINGS, TX	635 - Austin	4,909	0.1%	1,465	0.7%	30%	764
76226 - ARGYLE, TX	623 - Dallas-Ft. Worth	7,281	0.1%	2,170	1.0%	30%	760
78732 - AUSTIN, TX	635 - Austin	5,135	0.1%	1,545	0.7%	29%	753
75078 - PROSPER, TX	623 - Dallas-Ft. Worth	5,231	0.1%	1,575	0.7%	28%	723
78669 - SPICEWOOD, TX	635 - Austin	3,478	0.1%	1,042	0.5%	28%	716
	641 - San Antonio	648	0.0%	192	0.1%	28%	715
	635 - Austin	1,366	0.0%	408	0.2%	28%	699
	618 - Houston	6,122	0.1%	1,788	0.8%	27%	697
	635 - Austin	5,339	0.1%	1,450	0.6%	27%	686
	641 - San Antonio	2,518	0.0%	673	0.3%	27%	675
	618 - Houston	9,908	0.2%	2,606	1.2%	26%	668
	618 - Houston	6,122	0.1%	1,629	0.7%	26%	659
	641 - San Antonio	6,122	0.1%	1,237	0.6%	26%	657
	635 - Austin	1,997	0.0%	717	0.3%	26%	653
	635 - Austin	3,399	0.1%	866	0.4%	25%	653
	623 - Dallas-Ft. Worth	5,029	0.1%	1,281	0.6%	25%	653
78610 - BUDA, TX	635 - Austin	9,671	0.2%	2,463	1.1%	25%	647
76035 - CRESSON, TX	623 - Dallas-Ft. Worth	527	0.0%	133	0.1%	25%	647

We provide exact zip code location of your top prospects. Benefit is: Tells us where to spend our advertising dollars and get the best results.

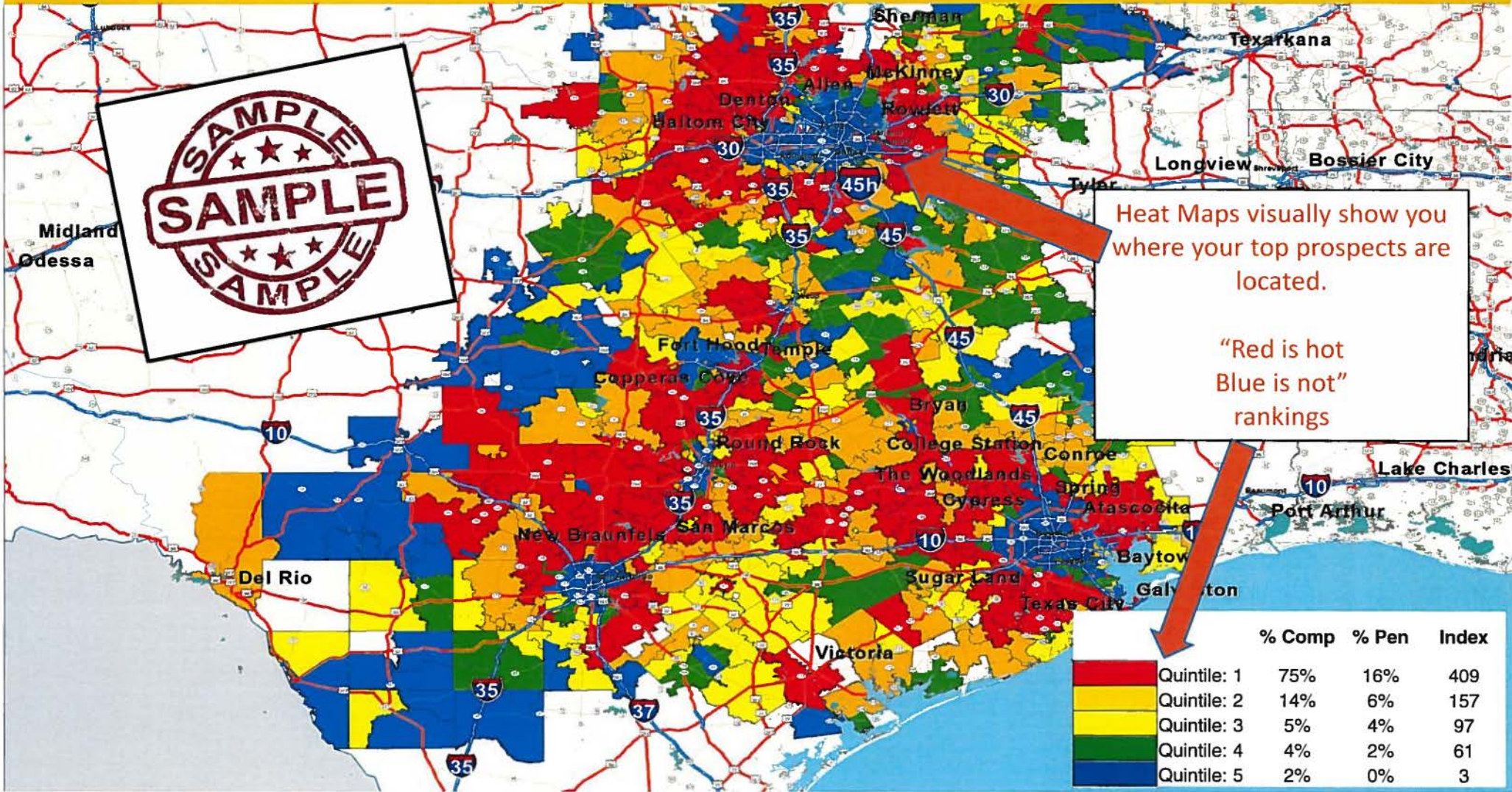
We give zip codes index rankings and percentages – by personas - so you can “tier” your top prospects



Green = 40% of every household in ZIP 75166 match the Mid- Life Established Ruralites persona

Red = The Mid- Life Established Ruralites persona is 10.26 times more concentrated in this ZIP than the average ZIP within the trade area.

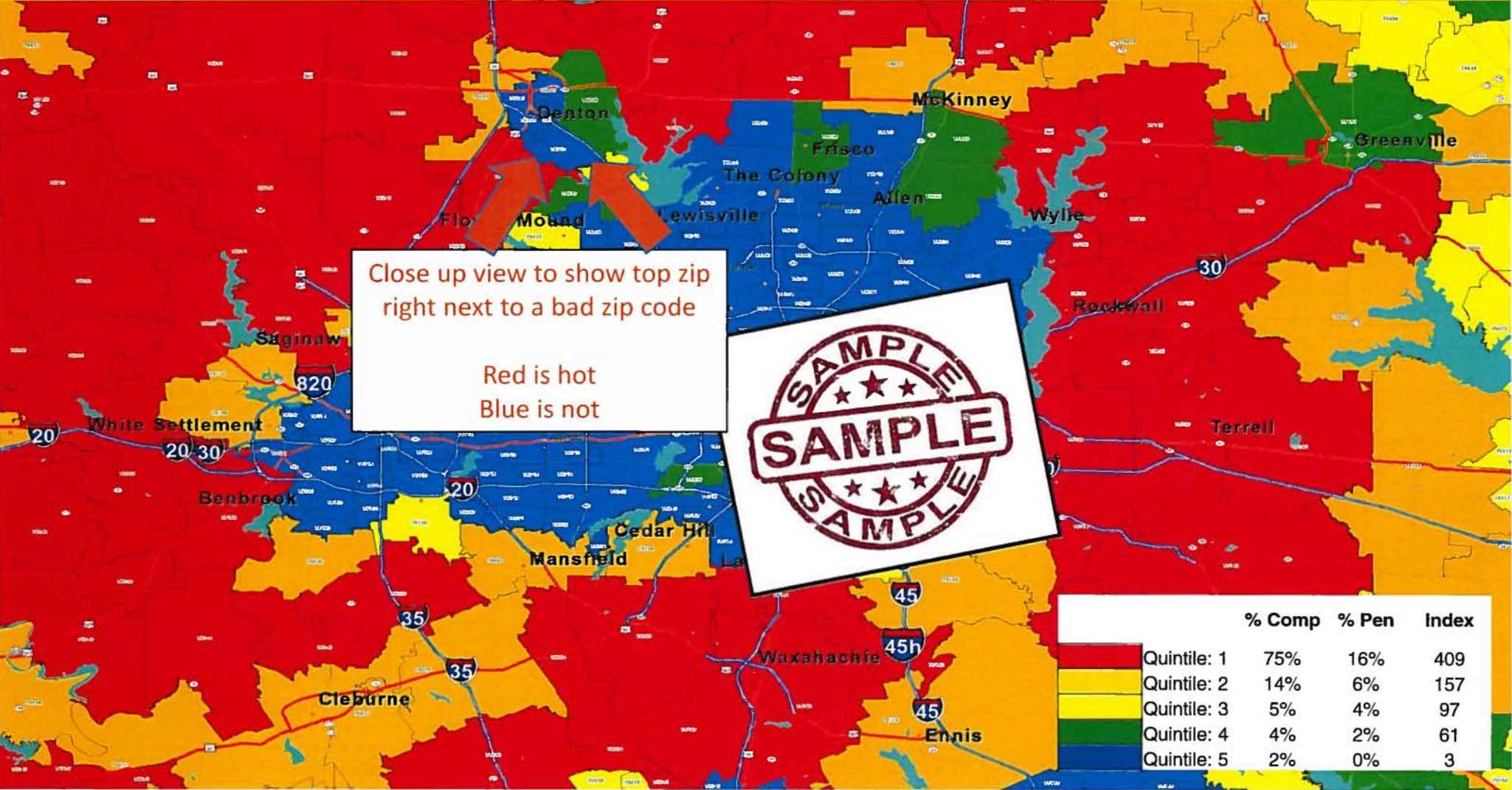
Heat Map – Mid-Life Established Ruralites



Heat Maps visually show you where your top prospects are located.

“Red is hot
Blue is not”
rankings

Heat Map – Mid-Life Established Ruralites (DFW)



Landed Gentries – Top ZIP Codes

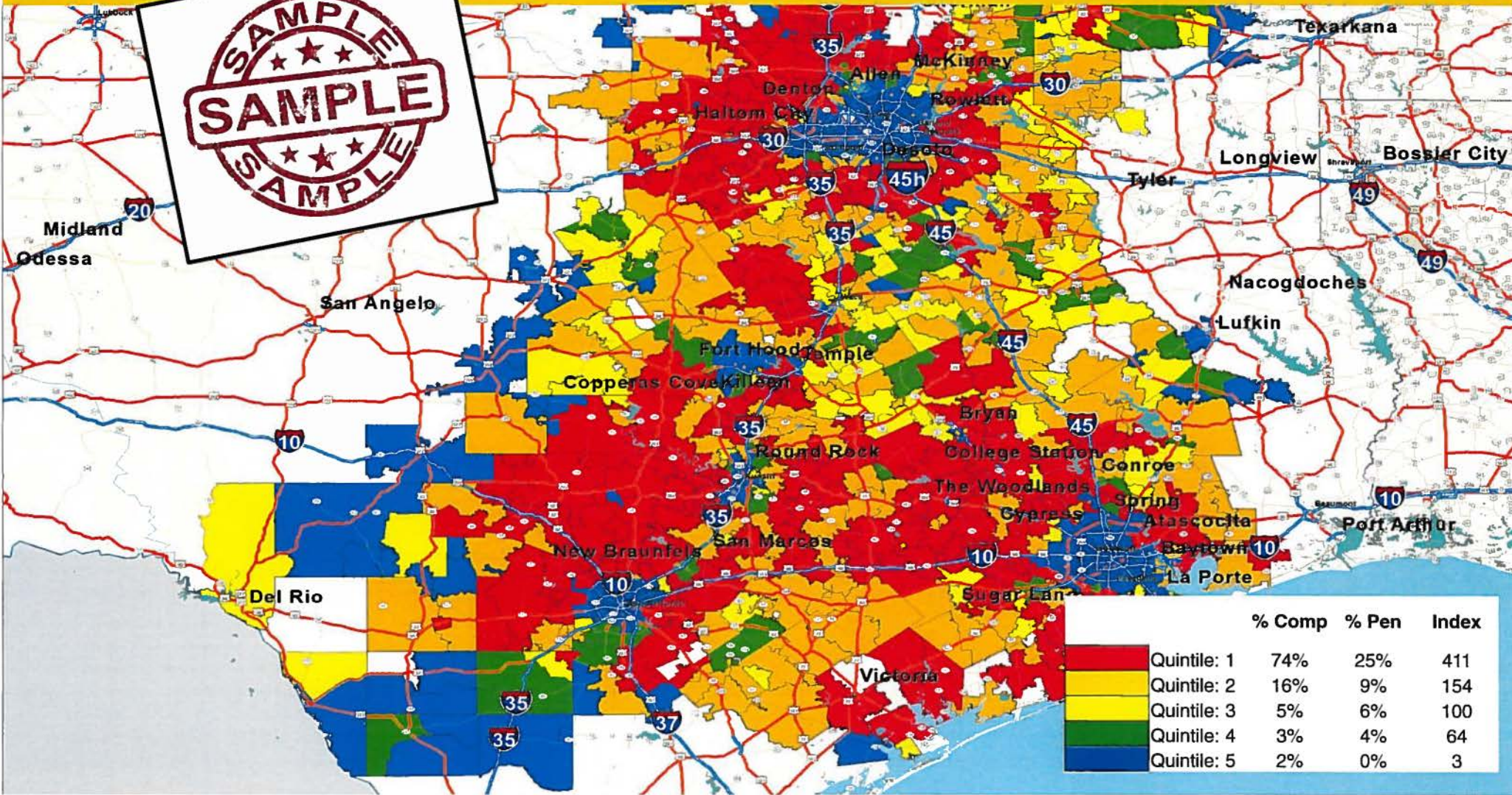
Code	Code	Count	% Comp	Count	% Comp	% Pen	Index
78004 - BERGHEIM, TX	641 - San Antonio	162	0.0%	99	0.0%	61%	999
78732 - AUSTIN, TX	635 - Austin	5,135	0.1%	3,098	0.9%	60%	987
78015 - BOERNE, TX	641 - San Antonio	4,813	0.1%	2,825	0.8%	59%	960
78733 - AUSTIN, TX	635 - Austin	2,890	0.1%		0.5%	58%	953
78738 - AUSTIN, TX	635 - Austin	6,482			1.1%	58%	952
77441 - FULSHEAR, TX	618 - Houston				0.6%	57%	926
76226 - ARGYLE, TX	623 - Dallas-Ft. Worth				1.1%	55%	905
78730 - AUSTIN, TX					0.5%	54%	885
78266 - SAN ANTONIO, TX					0.3%	54%	884
78737 - AUSTIN, TX					0.8%	53%	860
78619 - DRIFTWOOD, TX					0.2%	52%	858
76008 - ALEDO, TX					0.7%	51%	830
78620 - DRIPPING SPRINGS, TX					0.7%	51%	828
75078 - PROSPER, TX					0.7%	50%	822
78257 - SAN ANTONIO, TX					0.8%	50%	817
78163 - BULVERDE, TX					0.8%	49%	806
78734 - AUSTIN, TX					0.8%	48%	791
77356 - MONTGOMERY, TX					0.8%	48%	790
78028 - KERRVILLE, TX					0.8%	48%	784
78657 - HORSESHOE BAY, TX					0.8%	46%	755
78669 - SPICEWOOD, TX					0.8%	46%	755
78132 - NEW BRAUNFELS, TX	641 - San Antonio				0.8%	44%	725
76052 - HASLET, TX	623 - Dallas-Ft. Worth				0.8%	44%	714
78006 - BOERNE, TX	641 - San Antonio				1.3%	44%	713
76571 - SALADO, TX	625 - Waco			928	0.3%	42%	693
78676 - WIMBERLEY, TX	635 - Austin		0.1%	1,901	0.5%	42%	685
78633 - GEORGETOWN, TX	635 - Austin	40,598	0.2%	4,294	1.2%	41%	675
78066 - RIO MEDINA, TX	641 - San Antonio	195	0.0%	80	0.0%	41%	671
75126 - FORNEY, TX	623 - Dallas-Ft. Worth	12,384	0.2%	5,003	1.4%	40%	661
78056 - MICO, TX	641 - San Antonio	648	0.0%	261	0.1%	40%	659
76070 - NEMO, TX	623 - Dallas-Ft. Worth	90	0.0%	36	0.0%	40%	654
78261 - SAN ANTONIO, TX	641 - San Antonio	6,390	0.1%	2,543	0.7%	40%	651

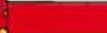



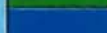


Green = 61% of every household in ZIP 78004 match the Landed Gentries persona
Red = The Landed Gentries persona is 9.99 times more concentrated in this ZIP than the average ZIP within the trade area.

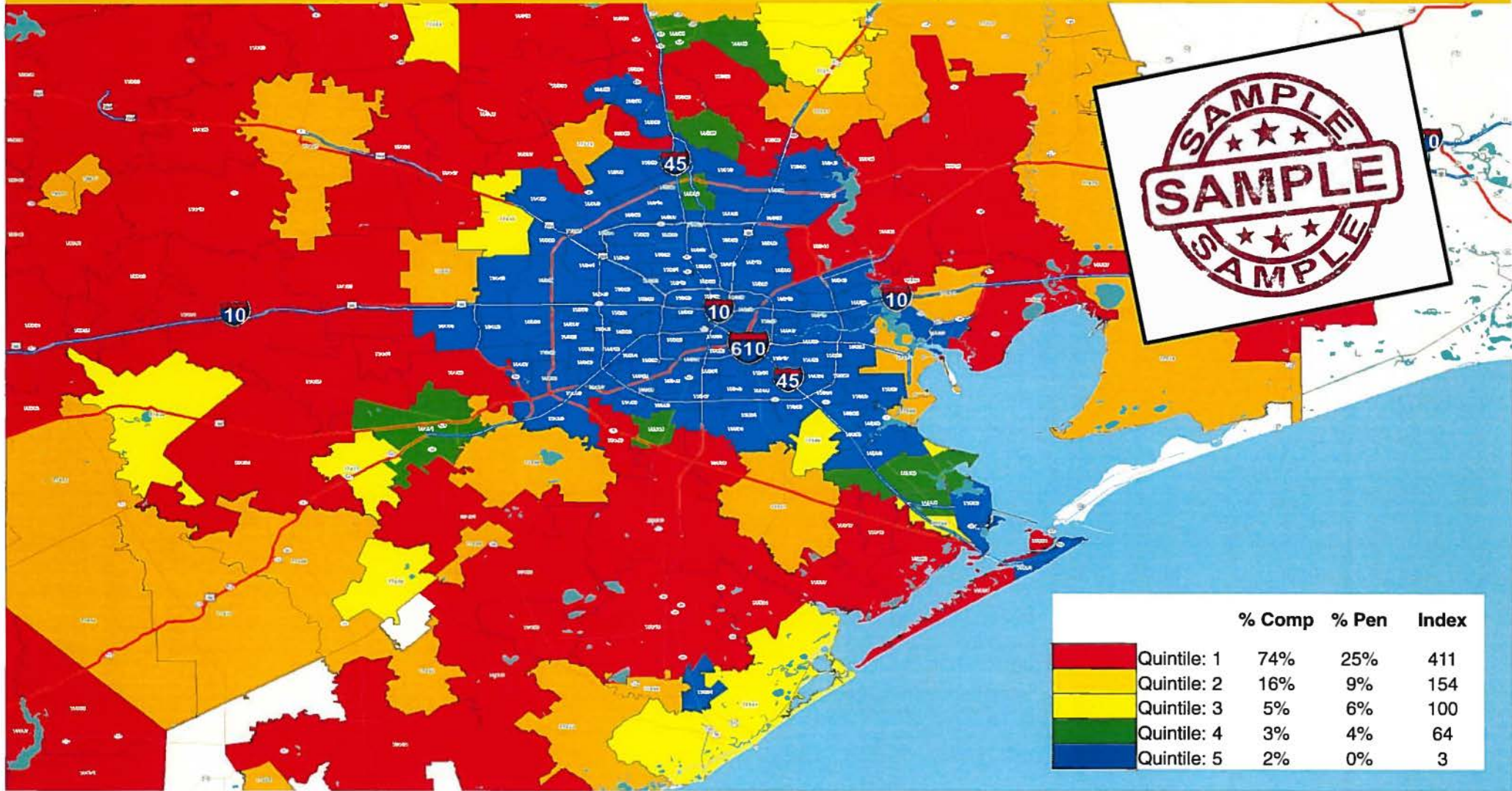


Heat Map – Landed Gentries

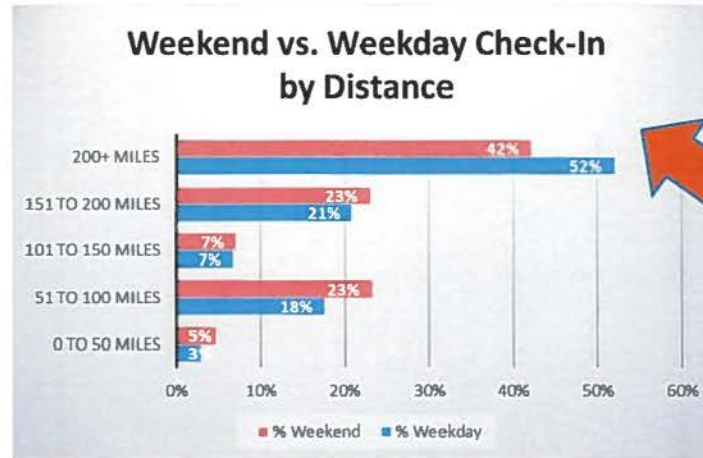


	% Comp	% Pen	Index
 Quintile: 1	74%	25%	411
 Quintile: 2	16%	9%	154
 Quintile: 3	5%	6%	100
 Quintile: 4	3%	4%	64
 Quintile: 5	2%	0%	3

Heat Map – Landed Gentries (Houston)



Weekend vs. Weekday – by Distance from Sample Town



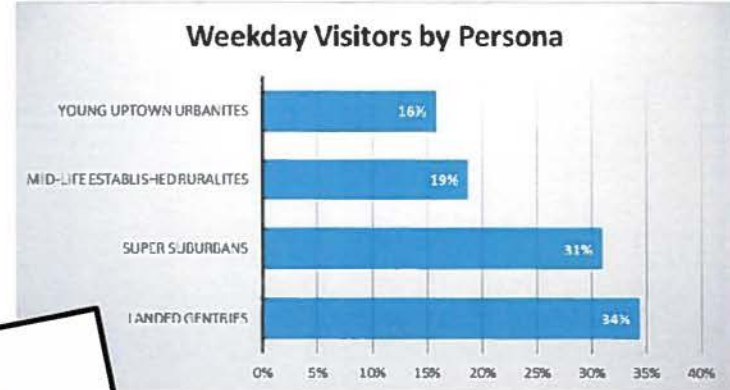
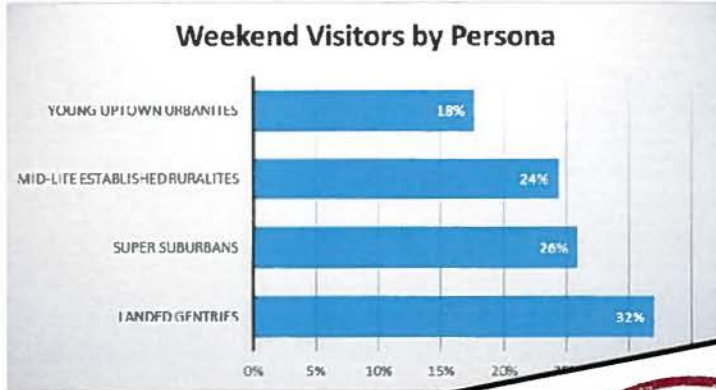
Distance	% Weekday	% Weekend
0 to 50 miles	3%	5%
51 to 100 miles	18%	23%
101 to 150 miles	7%	7%
151 to 200 miles	21%	23%
200+ miles	52%	42%
Grand Total	100%	100%

Additional beneficial and relevant key findings will help make key business decisions. (ie go after weekend or weekday prospects)

Weekend visitors tend to live closer, with 58% of weekend visitors living within 200 miles of Sample Town

Weekday visitors live farther away, with just 48% of weekday visitors live within 200 miles of Sample Town

Weekend vs. Weekday – by Persona Composition



Persona
Landed Gentries
Super Suburbans
Mid-Life Established Ruralites
Young Uptown Urbanites
Total

Persona	Weekday
Landed Gentries	34%
Super Suburbans	31%
Mid-Life Established Ruralites	19%
Young Uptown Urbanites	16%
Total	100%



Mid-Life Established Ruralities are more heavily represented among weekend visitors (24% vs. 19% composition)

Super Suburbans are more heavily represented among weekday visitors (31% vs. 26% composition)



www.mindecology.com

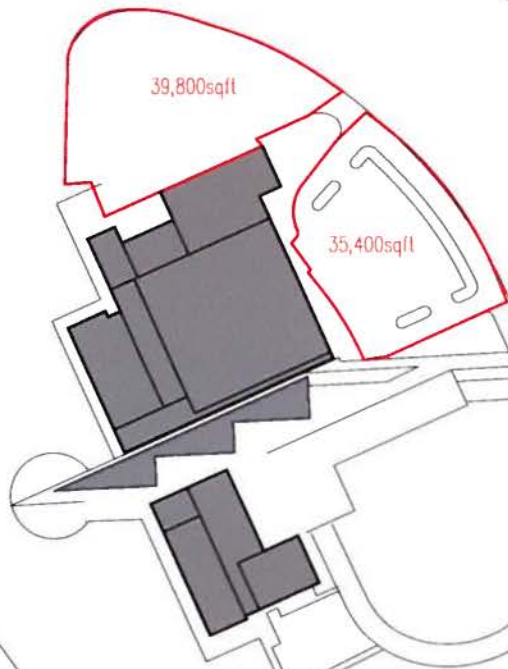
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UME
EVENT DATE: TBD
REV. DATE: 06-15-16

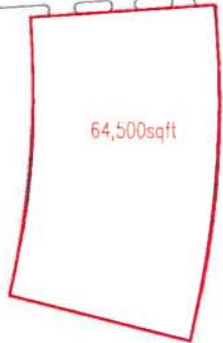


39,800sqft

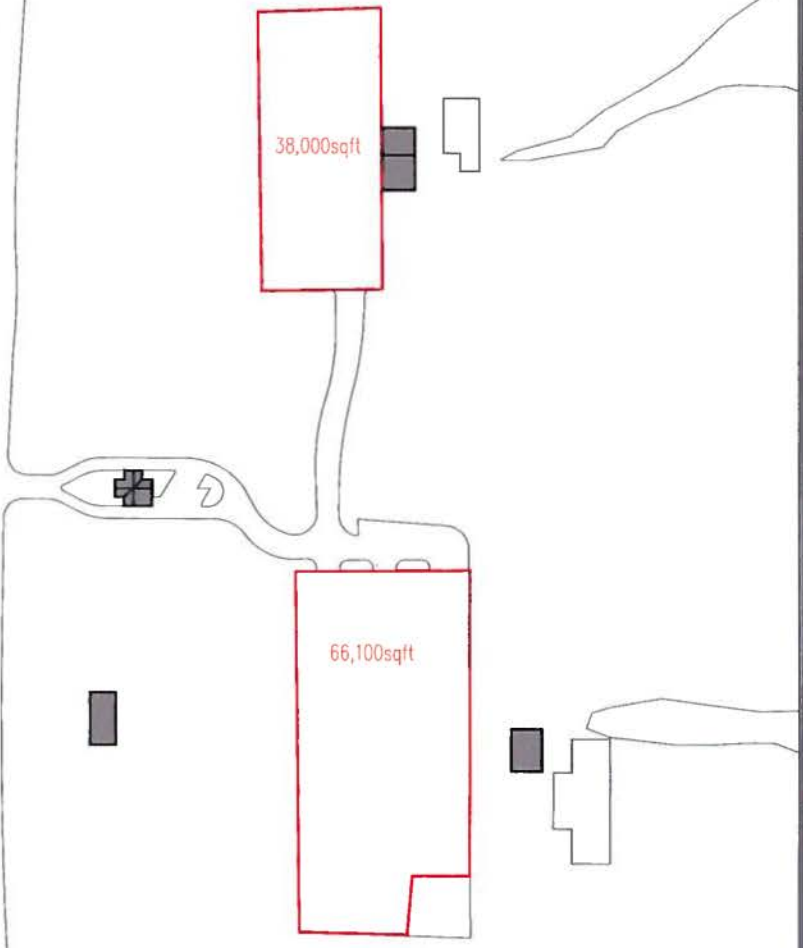
35,400sqft



64,000sqft



64,500sqft



38,000sqft



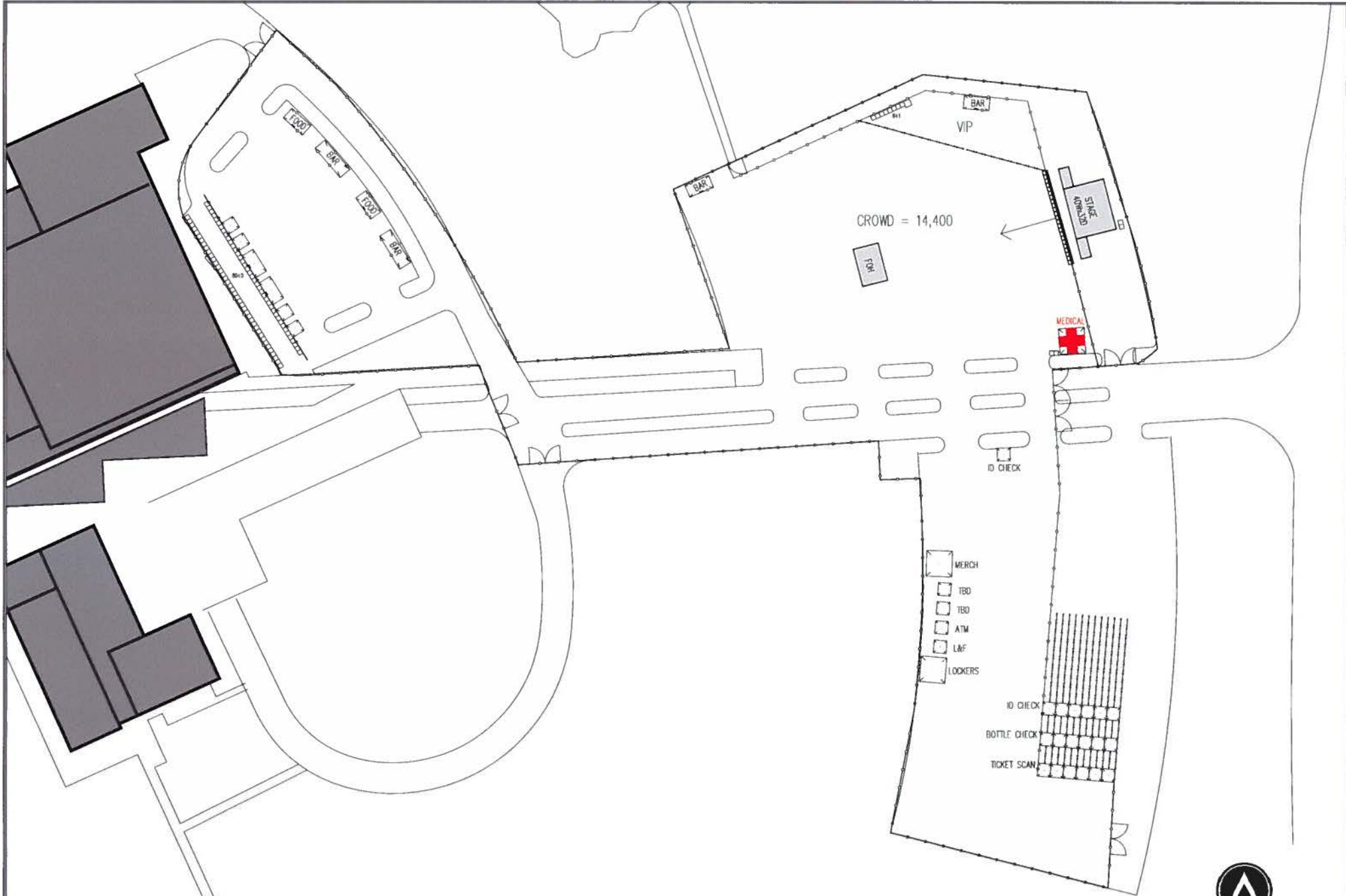
66,100sqft

Brungardt Enterprises, L.L.C.
"CAD Services for Various Festivals and Tours"
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UME
EVENT DATE: TBD
REV. DATE: 06-15-16

South Padre Island Convention Center



Brungardt Enterprises, L.L.C.
"CAD Services for Venues, Festivals and Tours"
 www.b-enl.com
 (888) 740-2223



UME
 EVENT DATE: TBD
 REV. DATE: 06-15-16

South Padre Island Convention Center

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

MEETING DATE: June 22, 2016

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention & Visitors Bureau Advisory Board

ITEM

Discussion and possible action regarding recommendations to City Council to take steps to add a 2% Venue Tax to the current 14.5% HOT Fund Tax Rate.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS