

NOTICE OF SPECIAL 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 SPECIAL MEETING ON:

Thursday, September 14, 2017
1:30 P.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

1. Call to order.
2. Pledge of Allegiance.
3. Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
4. Update on plans for a marketing program, targeting the I-35 corridor, utilizing revenues moved by CVA Board from previously scheduled video production.
5. Discussion and action to approve a request to move up to \$300,000 from CVB reserves to fund enhanced offseason marketing opportunities, highlighting Winter Texan initiatives.
6. Adjourn.

DATED THIS THE 11 DAY OF September 2017.




Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR THE CONVENTION AND VISITORS ADVISORY BOARD 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 September 11, 2017, at/or before 1:30 PM 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 MEETING
AGENDA REQUEST FORM**

MEETING DATE: September 14, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update on plans for a marketing program, targeting the I-35 corridor, utilizing revenues moved by CVA Board from previously scheduled video production.

ITEM BACKGROUND

More information to 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

South Padre Island Special Session

Prepared for **South Padre Island**
Date: 9/14/2017

Reallocated Funds from FY17 Budget

the**atkins**group





\$99,074 Approved Budget

Flight Date: 9/11-9/30/17	Cost:
TV Everywhere (Austin, Dallas, San Antonio)	\$20,000
Premion (Austin, Dallas, San Antonio)	\$20,000
SEM/PPC: Texas	\$4,000
Retargeting: Texas	\$1,500
Paid Social: Texas	\$5,000
Q1 Media Ad Network: Texas	\$4,000
Q1 FY18 (Oct, Nov, Dec)	
VRBO/Homeaway Themed E-blasts (Nov)	\$17,144
VRBO/Homeaway Display (Oct, Nov, Dec)	\$10,286
Expedia (Oct, Nov, Dec)	\$17,144
TOTAL:	\$99,074


Creative Executions: Display






Creative Executions: Social




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   Vince Tatarian and 5.5K others
303 Comments 649 Shares




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   Vince Tatarian and 408 others
10 Comments 13 Shares




 Like  Comment  Share

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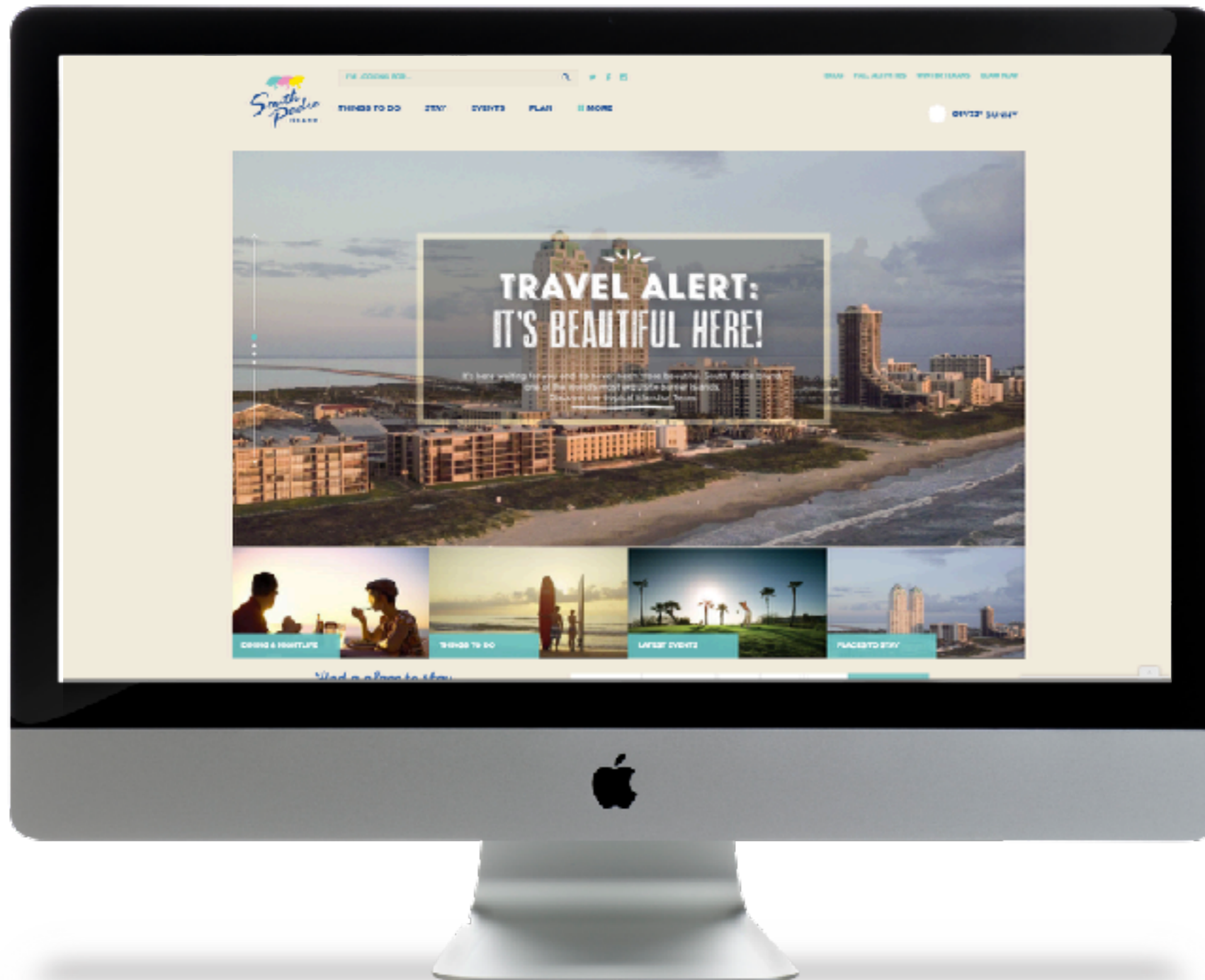
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Creative Executions: Sopadre.Com



Proposed \$300,000 Budget

the**atkins**group

Strategy

- Target Audience:
 - Primary: Winter Texans/Retirees 65+, Empty Nesters 55+
 - Secondary: Leisure Travelers/Families 25-54
- Geography
 - Upper Midwest
 - Texas (Houston - Limited)
 - Canada & Mexico (Monterrey)
 - East Coast markets (New York, Atlanta, Chicago, Philadelphia, D.C., Boston)
- Timing
 - October-December

Media Consumption & Selection

- Audience Consumption
 - Target audience of adults 25-54, 55+ with HHI \$100K+ are:
 - Heaviest internet users
 - Heavy magazine readers
- Media Selection Recommendation
 - Magazines
 - Digital

Media Tactics

- Magazines
 - Utilize targeted publications to the leisure market
 - Continue with magazines that have been successful in the past
 - Utilize AARP East Coast. SPI will receive leads and run in the following:
 - Mid Atlantic Region: New York, New Jersey, Pennsylvania
 - Capital Region: Delaware, Maryland, Virginia, D.C., Connecticut, Massachusetts, Maine
- Digital
 - Search Engine Marketing
 - Paid Social
 - Digital Video
 - Banner Ad Campaign: Programmatic Ad Networks & Device ID Targeting

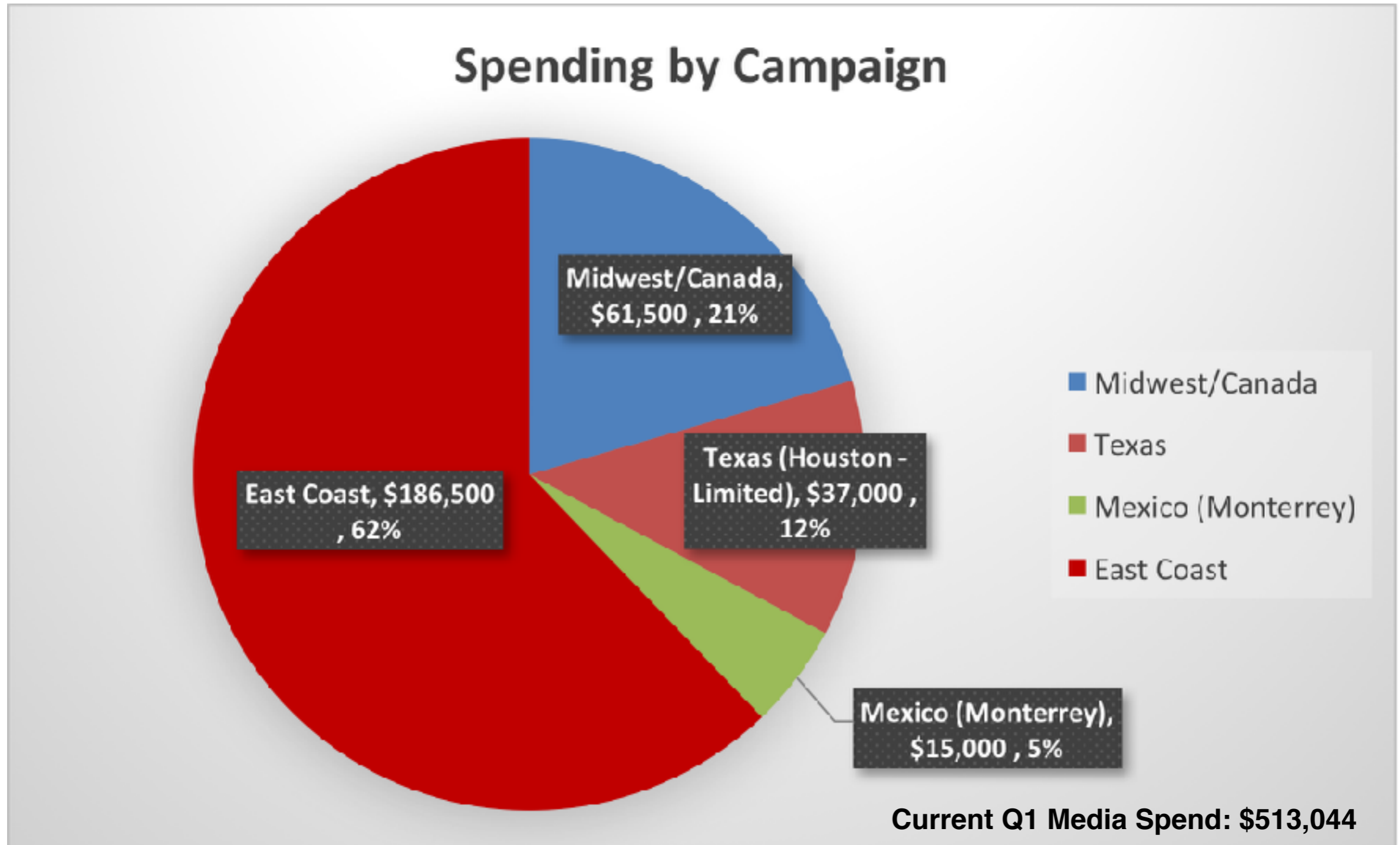
	October	November	December
Medium	Amplify SEM, Social (Facebook & Retargeting), Display on desktop tablet and mobile (and re-targeting), Device ID Targeting, Introduce Digital Video	Amplify SEM, Social (Facebook & Retargeting), Display on desktop tablet and mobile (and re-targeting), Device ID Targeting, Introduce Digital Video	Amplify SEM, Social (Facebook & Retargeting), Display on desktop tablet and mobile (and re-targeting), Device ID Targeting, Introduce Digital Video
Audience	1. Adults 55+: Empty Nesters, Retirees, Winter Texans 2. Adults 25-54: Singles, Families, Couples, Niches	1. Adults 55+: Empty Nesters, Retirees, Winter Texans 2. Adults 25-54: Singles, Families, Couples, Niches	1. Adults 55+: Empty Nesters, Retirees, Winter Texans 2. Adults 25-54: Singles, Families, Couples, Niches
Market	Midwest and Canada MW & Canada A55+ only	Midwest and Canada MW & Canada A55+ only	Midwest and Canada MW & Canada A55+ only

	October	November	December
Medium	Amplify SEM, Social (Facebook & Retargeting), Display on desktop tablet and mobile (and re-targeting), Device ID Targeting	Amplify SEM, Social (Facebook & Retargeting), Display on desktop tablet and mobile (and re-targeting), Device ID	Amplify SEM, Social (Facebook & Retargeting), Display on desktop tablet and mobile (and re-targeting), Device ID Targeting
Audience	1. Adults 55+: Empty Nesters, Retirees, Winter Texans 2. Adults 25-54: Singles, Families, Couples, Niches	1. Adults 55+: Empty Nesters, Retirees, Winter Texans 2. Adults 25-54: Singles, Families, Couples, Niches	1. Adults 55+: Empty Nesters, Retirees, Winter Texans 2. Adults 25-54: Singles, Families, Couples, Niches
Market	Texas (Houston - Limited)	Texas (Houston - Limited)	Texas (Houston - Limited)

	October	November	December
Medium	Paid Social (Facebook)	Paid Social (Facebook)	Paid Social (Facebook)
Audience	1. A & B/Top income levels, people with propensity to travel	1. A & B/Top income levels, people with propensity to travel	1. A & B/Top income levels, people with propensity to travel
Market	Mexico (Monterrey)	Mexico (Monterrey)	Mexico (Monterrey)

	October	November	December
Medium	Introduce SEM/PPC, Paid Social, Re-targeting, Device ID/Display, Video Advertising	Introduce SEM/PPC, Paid Social, Re-targeting, Device ID/Display, Video Advertising	Introduce SEM/PPC, Paid Social, Re-targeting, Device ID/Display, Video Advertising AARP East Coast
Audience	1. Adults 55+: Empty Nesters, Retirees, Winter Texans 2. Adults 25-54: Singles, Families, Couples, Niches	1. Adults 55+: Empty Nesters, Retirees, Winter Texans 2. Adults 25-54: Singles, Families, Couples, Niches	1. Adults 55+: Empty Nesters, Retirees, Winter Texans 2. Adults 25-54: Singles, Families, Couples, Niches
Market	East Coast (NY, CHI, D.C., BOS, ATL)	East Coast (NY, CHI, D.C., BOS, ATL)	East Coast (NY, CHI, D.C., BOS, ATL)

\$300,000 Proposed Budget



Next Steps

- Feedback and discussion
- Messaging for new market entry
- Explore other opportunities to amplify efforts

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

MEETING DATE: September 14, 2017
NAME & TITLE: Wally Jones, CVA Board Chairman
DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action to approve a request to move up to \$300,000.00 from CVB reserves to fund enhanced offseason marketing opportunities, highlighting Winter Texan initiatives.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

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Comments:

RECOMMENDATIONS/COMMENTS