

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, SEPTEMBER 27, 2017
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 July 26, 2017 Regular Meeting.
 - b. Approval of minutes September 7 & 14, 2017 Special Meeting.
 - c. Approve excused absence from Vice-Chairman Will Greenwood, Board Members George Block and Arnie Creinin for September 7, 2017 Special Meeting.
 - d. Approve excused absence from Vice-Chairman Will Greenwood, Boards Members Bill Donahue and George Block for September 14, 2017 Special Meeting.
- 5) Discussion and action regarding The Atkins Group 2017/18 Marketing and Budget Plan Presentation. (Arnold)
- 6) Discussion and action regarding the approval of the marketing plan for \$300,000.00 from CVB reserve fund to be implemented by The Atkins Group to enhance offseason marketing opportunities focusing on Winter Texan initiatives and families without school age children. (Jones)
- 7) Discussion and action concerning the approval of research proposals/contracts from the following: (Arnold)
 - a. Approve Young Strategies, Inc. Contract for the Comprehensive Travel Market Research Study.
 - b. Approve UTRGV proposal/contract for the Special Event Economic Impact Research Study.
- 8) Update and discussion of the CVB Staff Productivity Report. (Arnold)
 - HOT Revenue Report
 - Sales Tax Report
 - Mixed Beverage Tax
 - Group Sales Updates
 - Smith Travel Accommodations Report (STAR)
 - Social Media

- 9) Presentation of Post Report from Special Events Funding Recipients: (Jones)
 - a. Texas International Fishing Tournament
 - b. South Padre Island Chamber of Commerce-Ladies Kingfish Tournament
- 10) Discussion and action regarding application for funding requests from returning special events: (Greenwood, Donahue)
 - a. Free Livin Entertainment Inc. DBA Inertia Tours. (September 2017 –February 2018)
 - b. CMG Media Agency LLC/Studentcity.com. (October 2017 – January 2018)
- 11) Discussion and action to consider rescheduling or canceling the CVA Board Regular Meetings for November 22, 2017 and December 27, 2017 due to conflicts with Holidays. (Arnold)
- 12) Set new meeting date for October 2017. (Jones)
- 13) Adjournment.

DATED THIS THE **22nd** 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 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 22, 2017, 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: September 27, 2017

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 July 26, 2017 Regular Meeting.
- b. Approval of minutes September 7 & 14, 2017 Special Meeting.
- c. Approve excused absence from Vice-Chairman Will Greenwood, Board Members George Block and Arnie Creinin for September 7, 2017 Special Meeting.
- d. Approve excused absence from Vice-Chairman Will Greenwood, Boards Members Bill Donahue and George Block for September 14, 2017 Special Meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

WEDNESDAY, JULY 26, 2017

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, July 26, 2017 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 full quorum was present: CVA Board Members Jimmy Hawkinson, Will Greenwood, Bill Donahue, Arnie Creinin, Paul Curtin, and George Block. Also present was Ex-Officio Robert Salinas.

Staff: City Manager Susan Guthrie, CVB Director Keith Arnold, CVB Account I Lori Moore, Executive Services Specialist Rosa Zapata, Anne Payne,

II. PLEDGE OF ALLEGIANCE:

Chairman Jones led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

No public comments were given at this time.

IV. CONSENT AGENDA:

- a. Approval of minutes June 28, 2017 Regular Meeting.
- b. Approval of minutes July 14, 2017 Workshop Meeting.
- c. Approve excused absence of Board Member Bill Donahue for June 28, 2017.

Board Member George Block moved to approve the items listed on the Consent Agenda. Board Member Paul Curtin seconded the motion. Motion carried unanimously.

V. UPDATE AND DISCUSSION OF THE CVB STAFF PRODUCTIVITY REPORT:

- HOT Revenue Report
- Sales Tax Report
- Group Sales Updates
- Smith Travel Accommodations Report (STAR)
- Project Updates

Report was given by CVB Director Keith Arnold.

VI. UPDATE, DISCUSSION AND POSSIBLE ACTION CONCERNING RESULTS OF THE UTRGV LANTERN FEST RESEARCH PROJECT:

Presentation was given by Shoreline Management Director Brandon Hill concerning the research project results. Discussion ensued and staff answered questions posed by CVA Board Members.

Chairman Wally Jones moved that Lantern Fest be rescheduled to the new dates and this agenda item be placed on the next City Council Meeting for endorsement based on their decision.

The motion was seconded by Board Member Arnie Creinin and carried as follows:

Ayes: Board Members Creinin, Donahue, Curtin, Block, Chairman Jones, and Vice-Chair Greenwood

Nays: Board Member Jimmy Hawkinson

VII. PRESENTATION AND DISCUSSION OF THE ATKINS GROUP MARKETING REPORT:

A lengthy discussion ensued. Mr. Steve Atkins and Ms. Ryan Schneider answered questions posed by CVA Board Members. Per City Council Member Dennis Stahl's request, City Manager Susan Guthrie mentioned she would like to apply the Define, Measure, Analyze, Improve and Control (DMAIC) process with the agency. Board Members Hawkinson, Creinin, and Chairman Jones volunteered to meet with City Manager Susan Guthrie along with key CVB Staff for discussion of this process.

VIII. PRESENTATION OF POST REPORT FROM SPECIAL EVENTS FUNDING RECIPIENTS:

A.. Jailbreak Race Events- Jailbreak South Padre

Report was given by Mr. Tim Scrivner.

b. Summer Longest Causeway Walk

Report was given by Ms. Betty Wells.

IX. DISCUSSION AND ACTION REGARDING APPLICATION FOR FUNDING REQUESTS ON NEW SPECIAL EVENTS:

a. Jaime J Zapata Fishing Tournament- \$5,000 (Sept. 2017)

Board Member Block made the motion, seconded by Board Member Curtin to approve the funding request. Motion passed unanimously.

b. B&S Kites-SPI Kite Fest- \$22,150 (Feb. 2018)

Board Member Block made the motion, seconded by Board Member Donahue to approve the \$22,150.00 in funding. Motion carried unanimously.

c. Splash South Padre - \$10,000 (October 2017)

Board Member Block made the motion, seconded by Board Member Donahue to approve the funding request. Motion carried unanimously.

d. Sand Castle Days - \$35,000 (Oct. 2017)

Board Member Curtin moved to approve the funding request for one year. The motion was seconded by Vice-Chairman Greenwood and carried as follows:

Aye: Board Member Curtin, Donahue, Creinin, Block, Chairman Jones, and Vice-Chair Greenwood

Nays: Board Member Hawkinson

e. Open Water Planet (Nov. 2017)

Board Member Block moved to approve the remaining \$15,000 in funding from the original \$25,000 funding request presented on January 25, 2017 Regular CVA Board Meeting. The motion was seconded by Chairman Jones and carried as follows:

Ayes: Board Member Block, Curtin, Creinin, Chairman Jones, and Vice-Chair Greenwood.

Nays: Board Members Hawkinson and Donahue.

f. Open Water Planet (Spring 2018)

Board Member Block made the motion, seconded by Board Member Hawkinson to table this agenda item. Motion carried unanimously.

g. Urban Science Initiative, Inc. – National Tropical Weather Conference \$20,000 + \$10,000 GMA Ginger Zee (April 2018)

Board Member Block made the motion, seconded by Board Member Donahue to approve the funding request for \$30,000. A short discussion ensued. A recommendation, By Board Member Block that the funding request be paid out of the media budget. Motion carried unanimously.

X. CONSIDERATION AND APPROVAL OF NEXT MONTH MEETING DATE SET FOR AUGUST 23, 2017.

New meeting date was set for August 23, 2017.

XI. ADJOURNMENT

There being no further business, Chairman Jones adjourned the meeting at 12:10 p.m.

Approved this 23rd day of August, 2017.

Attest:

Rosa Zapata, CVB Executive Services Specialist

Wally Jones, CVA Chairman

MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
SPECIAL MEETING

THURSDAY, SEPTEMBER 7, 2017

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Thursday, September 7, 2017 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: Wally Jones, Jimmy Hawkinson, Bill Donahue, and Paul Curtin.

Absent: Board Members, Arnie Creinin, George Block, and Vice-Chairman Will Greenwood.

City Council: Dennis Stahl

Staff: City Manager Susan Guthrie, City Council Member Dennis Stahl, CVB Director Keith Arnold, Executive Services Specialist Rosa Zapata.

II. PLEDGE OF ALLEGIANCE.

Chairman Wally Jones led the Pledge of Allegiance.

III. 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).*

No public comments were given at this time.

IV. Discussion and possible action regarding scheduled production of video for September 2017 creative advertising.

Chairman Jones made the motion, seconded by Board Member Hawkinson not to spend the \$99,000.00 on video production and redirect the funds to advertising/marketing. Motion carried unanimously.

V. Adjourn

There being no further business, Chairman Jones adjourned the meeting at 10:10 a.m.

Approved this 7th day of September, 2017.

Wally Jones, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist

MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
SPECIAL MEETING

THURSDAY, SEPTEMBER 14, 2017

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Thursday, September 14, 2017 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 1:30 p.m. A quorum was present: Wally Jones, Jimmy Hawkinson, Arnie Creinin, and Paul Curtin.

Absent: Board Members, George Block, Bill Donahue, and Vice-Chairman Will Greenwood.

Staff: City Manager Susan Guthrie, City Council Member Dennis Stahl, CVB Director Keith Arnold, Business Development Director Michael Flores, Account I Lori Moore, and Executive Services Specialist Rosa Zapata.

II. PLEDGE OF ALLEGIANCE.

Chairman Wally Jones led the Pledge of Allegiance.

III. 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).*

No public comments were given at this time.

IV. UPDATE ON PLANS FOR A MARKETING PROGRAM, TARGETING THE I-35 CORRIDOR, UTILIZING REVENUES MOVED BY CVA BOARD FROM PREVIOUSLY SCHEDULED VIDEO PRODUCTION.

Presentation was given by Ms. Jayme LeGros with The Atkins Group. Board Members expressed their concerns and made recommendations concerning the utilization of the \$99,000.00 left in the marketing plan. No action required.

V. 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.

After discussion, Board Member Hawkinson made the motion, seconded by Chairman Jones to submit the approval of a budget amendment in the amount of \$300,000.00 to be allocated towards the FY 2017/18 marketing budget at the next City Council Meeting. Motion carried by those present.

VI. Adjourn

There being no further business, Chairman Jones adjourned the meeting at 2:55 p.m.

Approved this 14th day of September, 2017.

Wally Jones, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist

DRAFT

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

MEETING DATE: September 27, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action regarding The Atkins Group 2017/18 Marketing and Budget Plan Presentation.

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

RENEWAL OF
ADVERTISING AGENCY SERVICES AGREEMENT

Between
City of South Padre Island
and
The Atkins Group

This third renewal to advertising agency services agreement is made as of August 24, 2017 by and among the City of South Padre Island and The Atkins Group. The intent of this Amendment is to renew the annual contract with The Atkins Group for a one fiscal year period 2017-2018.

BUDGET ITEM

COST

Creative & Content Services

\$194,200

Agency creative services, production and traffic management includes all time associated with determining the best creative strategies for print, collateral, broadcast, digital and other online marketing outreach, as well as producing all campaign materials and assets needed to fulfill the brand campaign, various creative projects and the media plan. This includes concept development, art direction, design, layout and production management, as well as digital strategy and development for projects associated with overall brand campaign and to fulfill creative assets as per the media plan.

Through our content strategy and planning process, we will produce compelling content and stunning stories amplified through organic and paid content distribution channels. We combine the principles of literature and journalism with emerging marketing engagement methods delivered on content rich platforms. Content development involves creative work like copywriting or graphics or technical work and run in parallel with the brand campaign. Our content strategy and implementation plan will cross all owned publishing channels including the website and social media channels. Our content strategy will be set up as a monthly retainer of \$7,500 a month.

Account Services

\$162,000

As an extension of your staff, the account service team provides day-to-day management to maintain a clear understanding of your objectives, strategic direction, brand growth and maintenance requirements. This team will maintain ongoing communications, participate in planning meetings, assists with board/staff communication and others when appropriate and on an ongoing basis, prepare and submit to you for advance approval estimates of costs for recommended projects and programs, report and coordinate projects, keeping you informed of schedules, changes to scope and any other relevant information.

Production & Editing

\$120,000

This production budget allocation will be used for any hard costs associated with production of campaign materials including photography, video/audio production, talent usage rights, VO/music, editing, printing, etc. We negotiate hard with vendor partners to get the most favorable quotes, while maintaining the quality level the South Padre Island brand deserves.

Advanced Analytics & Reporting

\$34,800

TAG will provide high levels of analytics that use detailed data from digital tracking, media impressions, public relations and other forms of research to develop insightful reports that paint a clear picture of not only what's been done, but how it is performing by campaign by objective. Moreover, this monitoring and analysis is being done on an ongoing basis so that mid-month course corrections are possible, allowing content to adjust and tune to perform at optimal levels. The result of our Advanced Analytics and Reporting

is greater utilization of resources and improved program performance. Monthly summary reports are rolled into quarterly full reports, formatted to present to all necessary stakeholders in City leadership.

Public Relations

\$96,000

A crucial component of the South Padre Island marketing plan will be public relations and the extended reach available through the strategic use of proactive “earned” media. By understanding objectives and alignment with the overall brand, The Atkins Group will implement a comprehensive regional and national public relations strategy to create favorable media coverage and extended relationships that will lead to positive gains in visitation and per capita spending by visitors. This includes development of media relations toolkit, comprehensive media list/database, editorial calendars, PR plan/roadmap and an aggressive regional and national media relations and news distribution program including proactive pitching.

Social Media Strategy & Management

\$42,000

To continue development of a social media that is unified with the South Padre Island overall marketing plan, we will continue to evolve your social efforts from a broadcast model to an engagement model. The Atkins Group will take the steps necessary to develop effective social media engagement. This includes strategy, planning, development and implementation of an ongoing social media program and various social campaign efforts.

Website Maintenance & Digital Development

\$60,000

Our technology services will support this effort continually evolve the marketing platforms we’ve built together. Through our managed services program, we’ll assist with ongoing training and support to your team, as well as assist with ongoing feature and functionality development. Additionally, we’ll provide periodic SEO optimizations to ensure the website and its content are performing at peak opportunity.

Media Research, Planning & Placement

\$2,125,000

The paid channels team works on an ongoing basis to understand the audiences, reach and budget objectives for each assignment, and through the use of media research tools, an approach and plan will be developed using a variety of paid channels. This includes creation of an annual plan noting key seasonal shifts and targeting the leisure and groups/meetings audiences, and ongoing research and evaluation of various media opportunities. We will negotiate on your behalf, using our experience and buying leverage, to yield the best rates and value-added possible, and order the space, time or other means to be used for your advertisements. This includes invoice reconciliation and reporting. Media is paid by the commission for media placed with 12.5% yield (this is calculated using the advertising industry standard multiplier of 1.1429 to yield 12.5% margin on the net media cost). Media is billed to you when the media is placed, meaning the time when the outlet has reserved the media for your use.

TOTAL \$2,834,000

This Agreement is effective as of August 24, 2017.

The Atkins Group
Steve Atkins, President

Date

City of South Padre Island
Susan Guthrie, City Manager

Date

REPORT

Monthly Marketing Performance

Prepared for **South Padre Island**
Period: August 2017
Date: 9/27/2017

Monthly Highlights

Highlights

Summary Of Media Activity

- ▶ Several new campaigns launched with fresh artwork
 - ▶ Three additional campaigns were launched on Google to promote conference goers to choose South Padre Island, all of which are using the Groups & Meetings budget
 - ▶ New Adroll retargeting campaigns were launched in the Midwest region due to the success they've had in the Texas region for our Leisure segment
- ▶ In July, we tested Adroll vs. Google to see which could generate a more profitable retargeting campaign; Adroll won
- ▶ The campaign on Facebook aiming to increase page likes spent its full budget and ended. We now have 271,033
- ▶ TAG was able to quickly adapt media placements based on areas

Funnel Stage Performance

Awareness, Engagement and Conversion
results on all media platforms and services

Awareness

Funnel Performance



Metric	Aug 2017	July 2017	Growth	Aug 2016	Growth
PR Features	15	15	0.00%	N/A	N/A
Facebook Ad Impression Frequency Per Targeted User	1.06	1.05	0.95%	1.40	-24.29%
Total Impressions of Posts	5,002,000	7,140,000	-29.94%	10,220,000	-51.06%
SEM Impression Share	35.80%	51.18%	-30.05%	28.36%	26.23%
SEM Ad Impressions	2,007,000	634,910	216.11%	1,780,000	12.75%
Broadcast Impressions	76,760,877	695,000	10944.73%	26,465,223	190.04%
OOH Impressions	37,584,014	38,118,070	-1.40%	N/A	N/A
Print Impressions	4,258,403	828,682	413.88%	3,930,087	8.35%

Engagement

Funnel Performance



Metric	Aug 2017	July 2017	Growth	Aug 2016	Growth	Industry Average
Sessions	154,831	170,265	-9.06%	99,327	55.88%	67,367
Avg. Time on Website	1.58	2.06	-23.30%	2.25	-29.78%	2m 38s
Avg. Pageviews Per Website Visit	2.64	2.61	1.15%	3	-19.27%	2.98
Website Bounce Rate	54.37%	54.96%	-1.07%	50%	8.74%	52.28%
Engaged Facebook Users	180,980	246,690	-26.64%	251,000	-27.90%	N/A
Total Facebook Likes	270,580	264,840	2.17%	219,510	23.27%	N/A
SEM Ad Clicks	23,260	27,720	-16.09%	9,640	141%	N/A
New Facebook Likes	7,210	20,008	-63.96%	1,560	362.18%	N/A

Conversion

Funnel Performance



Metric	Aug 2017	July 2017	Growth	Aug 2016	Growth
Outbound Link Clicked to Partner Website	18,607	26,939	-30.93%	N/A	N/A
E-mail Leads	671	903	-25.69%	138	386.23%
Overall Goal Conversion Rate Of All Web Traffic	12.15%	15.86%	-23.39%	0.15%	8000.00%

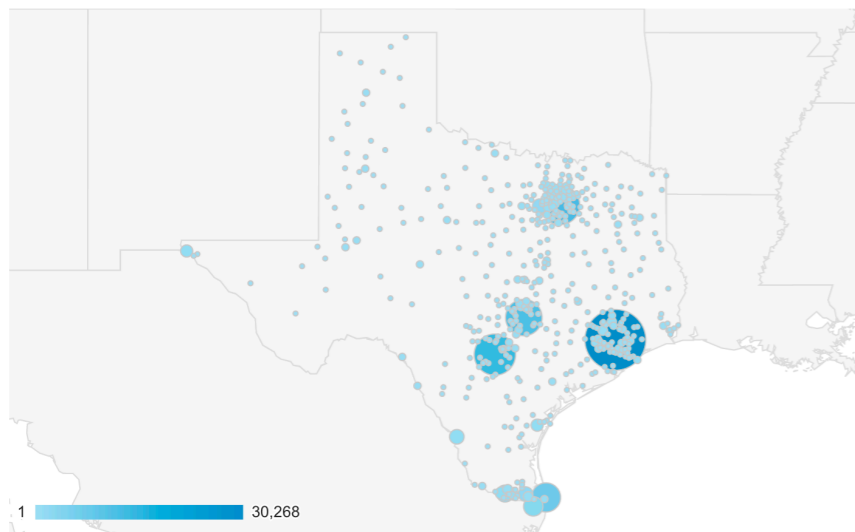
Channel Performance

Performance metrics by channel



Traffic Source by Geography

Texas	88,860 (57.39%)
Illinois	4,903 (3.17%)
Ontario	3,299 (2.13%)
California	3,149 (2.03%)
Minnesota	3,080 (1.99%)
Missouri	2,706 (1.75%)
Michigan	2,512 (1.62%)
Colorado	2,352 (1.52%)
Nuevo Leon	2,298 (1.48%)
Florida	2,088 (1.35%)



City ?	Acquisition			Behavior			Conversions Goal 1: Outbound Link Clicked		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Outbound Link Clicked (Goal 1 Conversion Rate) ?	Outbound Link Clicked (Goal 1 Completions) ?	Outbound Link Clicked (Goal 1 Value) ?
	154,831 % of Total: 100.00% (154,831)	73.19% Avg for View: 73.15% (0.06%)	113,323 % of Total: 100.06% (113,254)	54.37% Avg for View: 54.37% (0.00%)	2.64 Avg for View: 2.64 (0.00%)	00:01:58 Avg for View: 00:01:58 (0.00%)	12.02% Avg for View: 12.02% (0.00%)	18,607 % of Total: 100.00% (18,607)	\$0.00 % of Total: 0.00% (\$0.00)
1. Houston	19,016 (12.28%)	72.86%	13,855 (12.23%)	61.20%	2.19	00:01:36	11.60%	2,206 (11.86%)	\$0.00 (0.00%)
2. Dallas	10,645 (6.88%)	73.93%	7,870 (6.94%)	61.32%	2.19	00:01:36	10.62%	1,130 (6.07%)	\$0.00 (0.00%)
3. San Antonio	10,208 (6.59%)	70.67%	7,214 (6.37%)	53.48%	2.59	00:02:03	13.13%	1,340 (7.20%)	\$0.00 (0.00%)
4. Austin	8,784 (5.67%)	68.24%	5,994 (5.29%)	52.62%	2.63	00:02:02	13.11%	1,152 (6.19%)	\$0.00 (0.00%)
5. South Padre Island	4,243 (2.74%)	51.87%	2,201 (1.94%)	53.83%	2.68	00:02:24	16.10%	683 (3.67%)	\$0.00 (0.00%)
6. (not set)	3,850 (2.49%)	81.82%	3,150 (2.78%)	68.34%	2.05	00:01:16	7.35%	283 (1.52%)	\$0.00 (0.00%)
7. Chicago	2,845 (1.84%)	75.57%	2,150 (1.90%)	64.04%	2.01	00:01:17	9.70%	276 (1.48%)	\$0.00 (0.00%)
8. Brownsville	2,143 (1.38%)	66.54%	1,426 (1.26%)	47.46%	2.70	00:01:51	12.37%	265 (1.42%)	\$0.00 (0.00%)
9. McAllen	1,819 (1.17%)	68.33%	1,243 (1.10%)	43.38%	2.95	00:02:20	13.41%	244 (1.31%)	\$0.00 (0.00%)
10. Fort Worth	1,532 (0.99%)	69.19%	1,060 (0.94%)	41.51%	3.31	00:02:37	15.34%	235 (1.26%)	\$0.00 (0.00%)

Social Media (Organic)

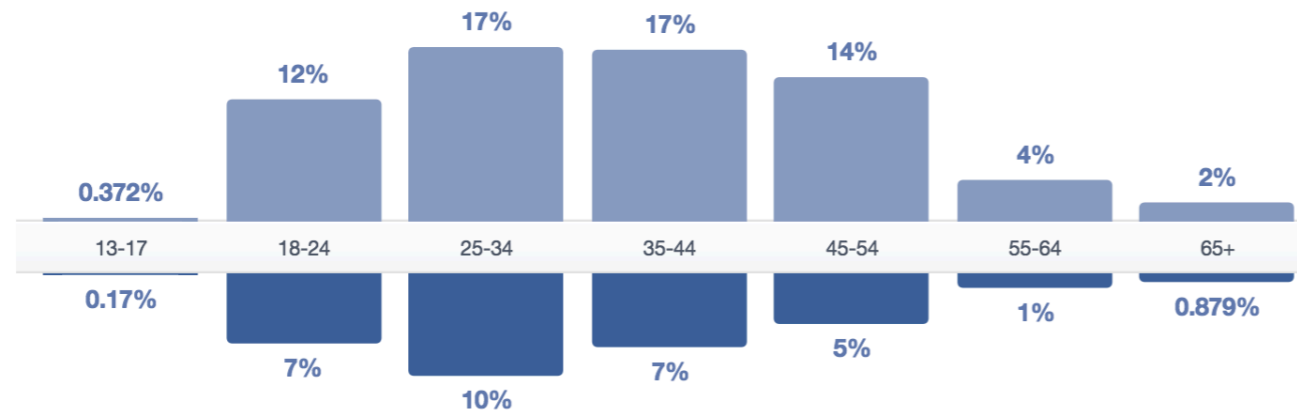


Women

67%
Your Fans

Men

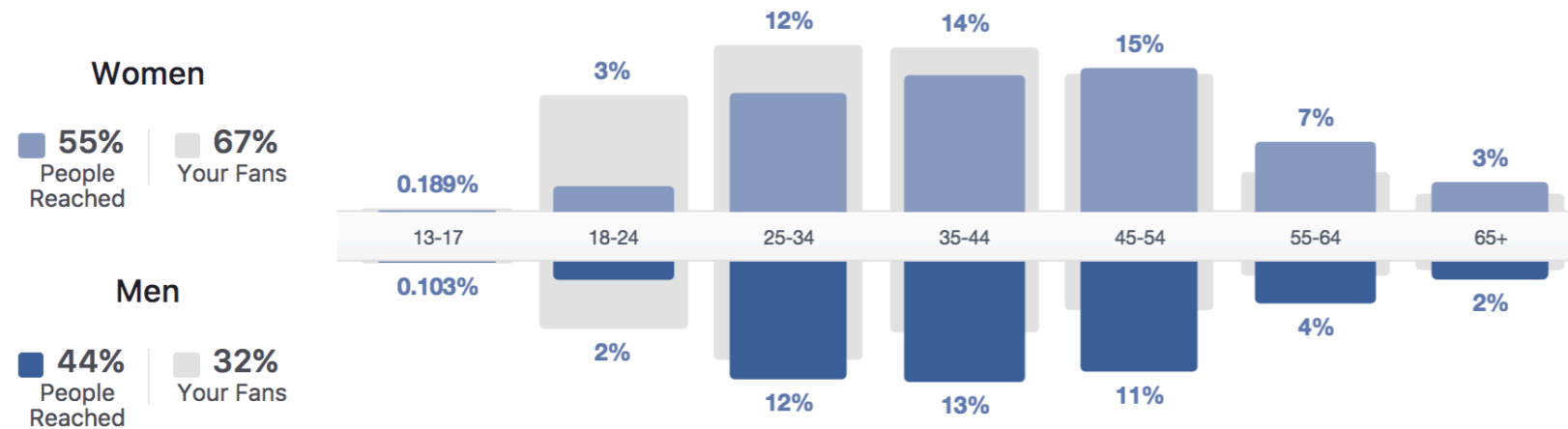
32%
Your Fans



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	219,781	San Antonio, TX	15,902	English (US)	213,426
Mexico	39,144	Houston, TX	12,988	Spanish	43,739
Canada	5,838	Brownsville, TX	11,763	Spanish (Spain)	6,434
India	385	Monterrey, Nuevo León...	8,816	English (UK)	4,024
Iran	299	McAllen, TX	8,449	French (France)	655
Brazil	282	Edinburg, TX	6,368	French (Canada)	501
Germany	266	Matamoros, Tamaulipas...	5,843	Portuguese (Brazil)	289
United Kingdom	256	Austin, TX	5,670	Spanish (Mexico)	227
Philippines	202	Reynosa, Tamaulipas, ...	5,624	Arabic	224
Pakistan	172	Dallas, TX	4,880	German	175

Facebook Fanbase by Geography

Social Media (Organic)



Country	People Reach...	City	People Reach...	Language	People Reach...
United States of America	767,842	Nuevo León, Coahuila ...	222,612	Spanish	695,499
Mexico	664,287	Monterrey, Nuevo León...	197,530	English (US)	669,065
Canada	58,760	Houston, TX	92,820	Spanish (Spain)	113,832
India	2,290	San Antonio, TX	66,328	English (UK)	12,519
Philippines	1,688	Guadalupe, Nuevo Leó...	62,687	French (France)	4,709
Guatemala	1,568	Dallas, TX	54,220	French (Canada)	4,661
United Kingdom	1,148	Apodaca, Nuevo León, ...	53,298	Spanish (Mexico)	1,909
Germany	1,001	San Nicolás de los Gar...	39,636	Vietnamese	1,354
Turkey	898	Austin, TX	23,221	Portuguese (Brazil)	1,290
Colombia	873	Brownsville, TX	21,472	Turkish	1,006

Facebook Reach by Geography

Appendix

Supporting campaign information inclusive of targeting parameters and screenshots



July 2017

Arrivalist	Arrivals
PDP	102
Oct - Dec 2016 Flight	169
Apr - Jun 2017 Flight	513
TOTAL	784
Media Cost	\$ 100,000.00
Estimated Econ Impact	\$ 405,837.60

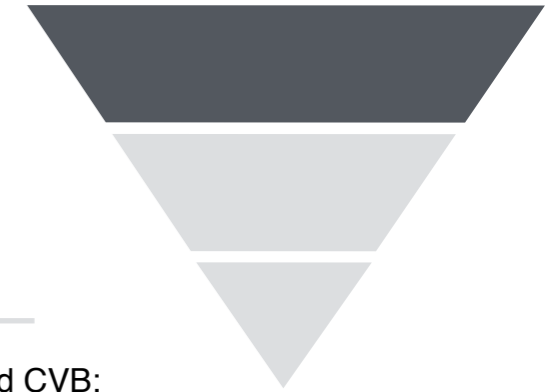
July 2017

Arrivalist	Arrivals
PDP	123
Oct - Dec 2016 Flight	172
Apr - Jun 2017 Flight	558
TOTAL	853
Media Cost	\$ 100,000.00
Estimated Econ Impact	\$ 441,555.45

Metric	July 2017	Aug 2017
Pageviews	325,429	503,694
Clicks	4,888	9,398

Awareness

Ares May Performance



Purchase Date: 01/01/2016 - 12/31/2016; **Orders:** Booked; **Affiliate:** South Padres Island CVB, South Padre Island CVB;
Product Category: Lodging

Purchase Month	Sell Price	Order Quantity (Room Nights/Tickets)	Number of Orders	_transactionYearMonthIndex
Jan-2016	\$18,299.08	77	23	0
Feb-2016	\$16,120.83	75	28	1
Mar-2016	\$16,908.32	106	45	2
Apr-2016	\$7,086.26	47	18	3
May-2016	\$7,914.00	49	21	4
Jun-2016	\$15,359.22	83	32	5
Jul-2016	\$9,869.25	48	22	6
Aug-2016	\$8,849.69	57	26	7
Sep-2016	\$2,775.01	33	19	8
Oct-2016	\$737.97	8	6	9
Nov-2016	\$5,462.46	48	18	10
Dec-2016	\$6,267.88	38	11	11

Purchase Month	Sell Price	Order Quantity (Room Nights/Tickets)	Number of Orders	_transactionYearMonthIndex
Jan-2017	\$16,577.01	79	19	0
Feb-2017	\$15,486.07	85	34	1
Mar-2017	\$20,241.57	104	39	2
Apr-2017	\$8,193.30	85	29	3
May-2017	\$5,945.77	41	15	4
Jun-2017	\$5,873.47	54	19	5
Jul-2017	\$7,740.88	47	21	6
Aug-2017	\$2,463.99	25	8	7

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

MEETING DATE: September 27, 2017
NAME & TITLE: Wally Jones, CVA Chairman
DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding the approval of the marketing plan for \$300,000.00 from CVB reserve fund, to be implemented by The Atkins Group to enhance, offseason marketing opportunities, focusing on Winter Texan initiatives and families without school age children.

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: 9/20/2017

Proposed \$300,000 Budget Options Strategy One

the**atkins**group

Strategy #1: East Coast Entry

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

Media Tactics

FY18 Incremental Fall Dollars	
Media Recommendation	
Additional Dollars - \$300,000	
Markets: Midwest/Canada, Texas, Mexico, East Coast	
Flight Date: October-December	
	Cost:
SEM/PPC: Midwest/Canada	\$10,000
Retargeting: Midwest/Canada	\$5,000
Paid Social: Midwest/Canada	\$8,000
Q1 Media Digital (Device ID): Midwest/Canada	\$10,000
SpotX Digital Video: Midwest/Canada	\$28,500
SEM/PPC: Texas	\$12,000
Retargeting: Texas	\$5,000
Paid Social: Texas	\$8,000
Q1 Media Digital (Device ID): Texas	\$12,000
Paid Social: Mexico (Monterrey)	\$15,000
SEM/PPC: East Coast	\$30,000
Retargeting: East Coast	\$15,000
Paid Social: East Coast	\$24,000
Q1 Media Digital (Device ID): East Coast	\$50,000
SpotX Digital Video: East Coast	\$28,500
AARP East Coast (60-69)	\$39,000
TOTAL:	\$300,000

	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

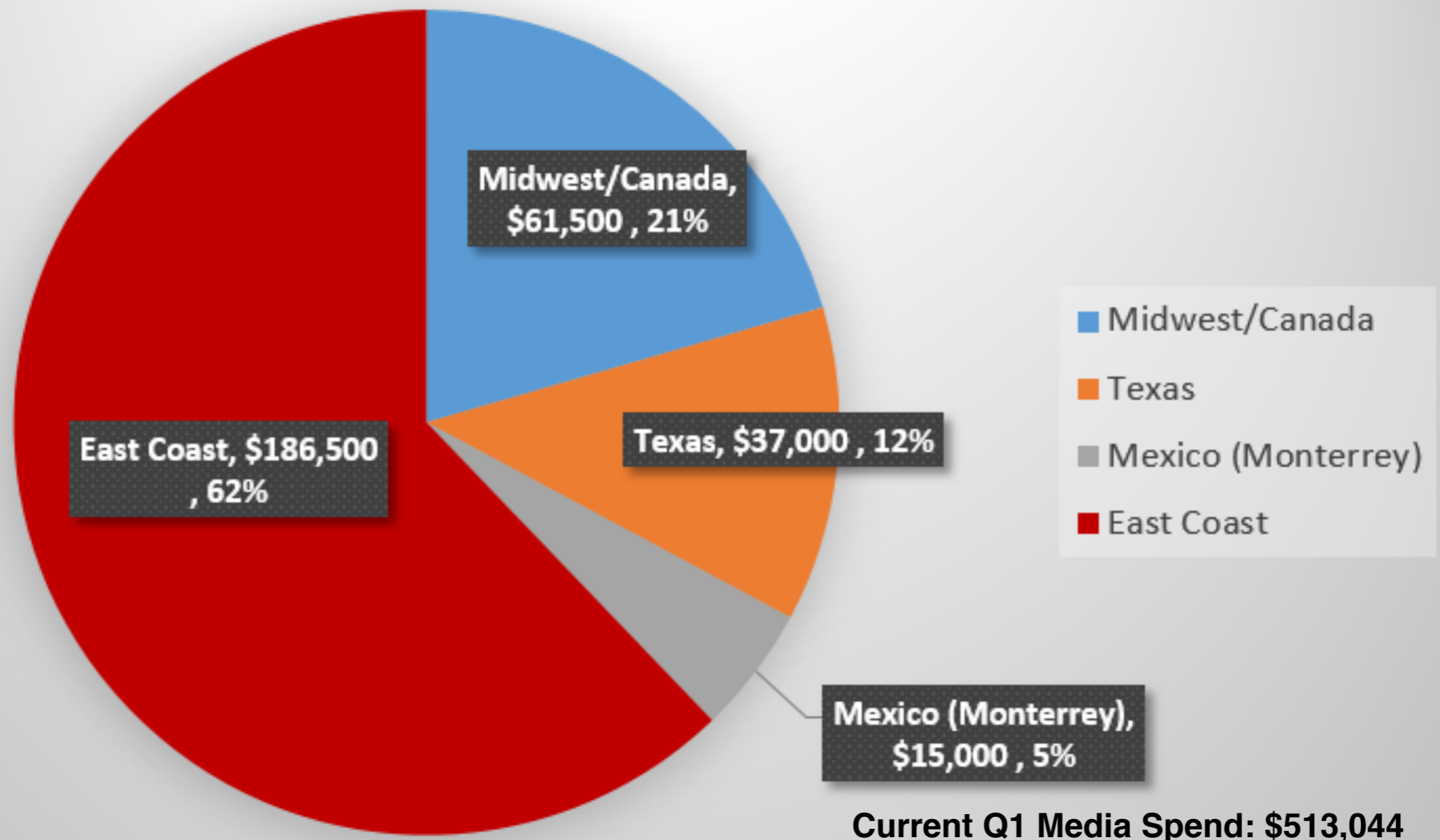
	October	November	December
Medium	Amplify SEM, Social (Facebook & Retargeting), Display on desktop tablet and mobile (and re-targeting), Device ID Targeting	Amplify SEM, Social (Facebook & Retargeting), Display on desktop tablet and mobile (and re-targeting), Device ID Targeting	Amplify SEM, Social (Facebook & 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	Texas	Texas

	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

Spending by Campaign



Proposed \$300,000 Budget Options Strategy Two

the**atkins**group

Strategy #2: Texas & Midwest Focus

- Target Audience:
 - Primary: Winter Texans/Retirees 65+, Empty Nesters 55+, Leisure Travelers/Families 25-54
- Geography
 - Upper Midwest
 - Texas (Dallas heavy)
 - Canada & Mexico (Monterrey)
- Timing
 - October-December

Media Tactics

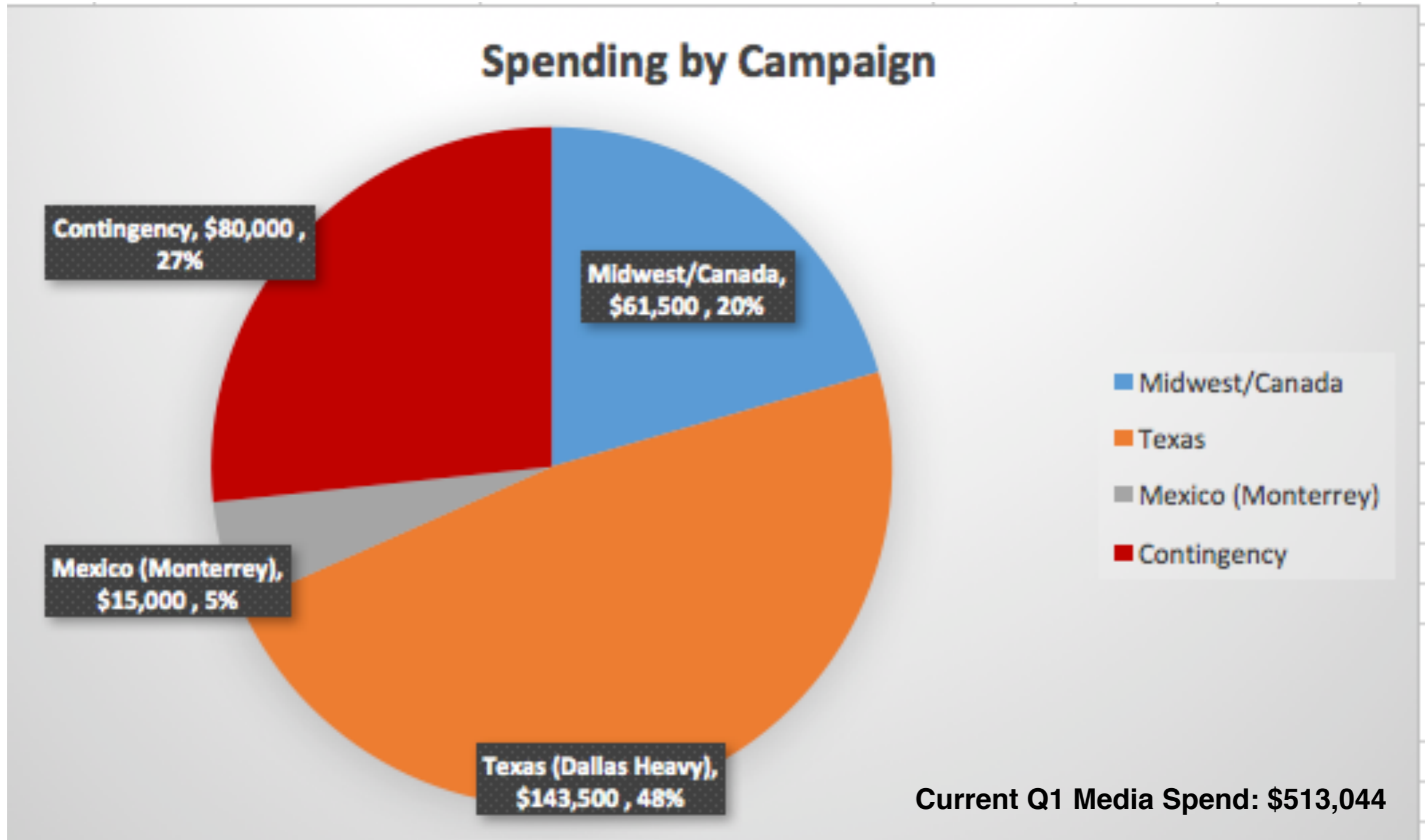
FY18 Incremental Fall Dollars	
Media Recommendation	
Additional Dollars - \$300,000	
Markets: Midwest/Canada, Texas, Mexico	
Flight Date: October-December	Cost:
SEM/PPC: Midwest/Canada	\$10,000
Retargeting: Midwest/Canada	\$5,000
Paid Social: Midwest/Canada	\$8,000
Q1 Media Digital (Device ID): Midwest/Canada	\$10,000
SpotX Digital Video: Midwest/Canada	\$28,500
SEM/PPC: Texas	\$10,000
Retargeting: Texas	\$5,000
Paid Social: Texas	\$8,000
Matador Network Branded Articles: Texas	\$28,573
SpotX Digital Video: Texas	\$28,500
OTT Streaming (Dallas) - Flighted	\$25,000
TV Everywhere (Dallas) - Flighted	\$25,000
Q1 Media Digital (Device ID): Texas	\$13,427
Paid Social: Mexico (Monterrey)	\$15,000
Contingency	\$80,000
TOTAL:	\$300,000

	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, Introduce Digital Video, Matador Network Branded Articles Dallas Only: TV Everywhere, OTT Streaming	Amplify SEM, Social (Facebook & Retargeting), Display on desktop tablet and mobile (and re-targeting), Device ID Targeting, Introduce Digital Video, Matadork Network Branded Articles Dallas Only: TV Everywhere, OTT Streaming	Amplify SEM, Social (Facebook & Retargeting), Display on desktop tablet and mobile (and re-targeting), Device ID Targeting, Introduce Digital Video, Matador Network Branded Articles Dallas Only: TV Everywhere, OTT Streaming
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 Dallas Specific	Texas Dallas Specific	Texas Dallas Specific

	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)

\$300,000 Proposed Budget



Appendix

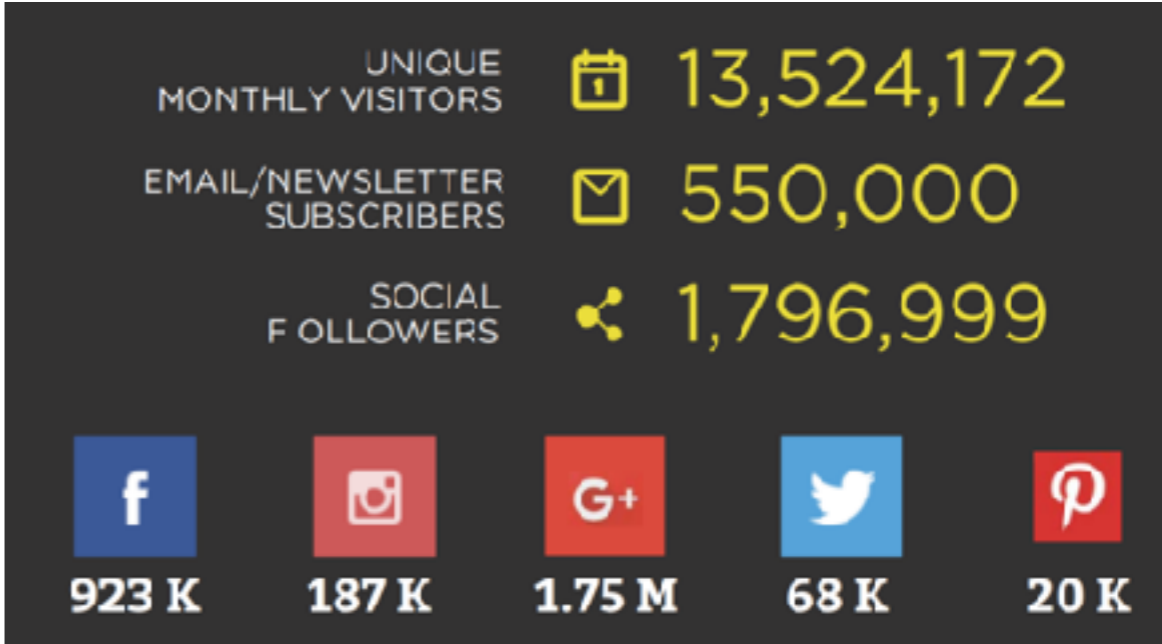
the**atkins**group

Matador Network Branded Articles

Matador Network is the leading adventure lifestyle brand of the millennial generation and beyond. It's hyper-engaging content has made us the most visited travel lifestyle publisher in the world, and our branded content outranks BuzzFeed, Nat Geo, Conde Nast and The New York Times.

We are proposing to run the Social Pro - Branded Content Articles. This is Matador's industry-leading branded article product, ranked #1 in engagement across all digital publishers. We create brand-aligned content in the form of an article and publish it on our site and push it out across social media.

- Each Social Pro receives a minimum of 10,000 pageviews.
- Average time spent on article: 6 minutes



Fort Myers Branded Article: <https://matadornetwork.com/notebook/life-better-beaches-fort-myers-sanibel-heres/>

Palm Beaches Branded Article: <https://matadornetwork.com/trips/9-sights-need-see-palm-beaches-florida/>

Spotx Digital Video

- Target adults watching video content across various platforms
- Showcases the beauty of South Padre Island as a tropical beach destination to those in cold weather climates
- Utilize a Weather Trigger In Cold Climates – The Weather Feed displays real-time weather conditions within ad creative. Feature the weather in a pre-defined location
- Create custom segment audience for people looking to travel during the winter
- Digital videos offers a complimentary solution that supports and reinforces the message from the big screen in the living room with even more content and the ability to complete a booking on a digital device.

Ott Streaming

- OTT streaming is more conducive to longer schedules and based on impressions. Our spots will be streamed through platform services like Roku, Chromecast, Amazon Firestick, Apple TV and be served on apps and networks like Hulu, Crackle, Pluto and Sling, FX, AMC, etc.
- For reporting, Premion will be rolling out a geo heat map and impressions by network and demo, as well as a client-facing reporting dashboard. Reporting is also set to be real-time by then as opposed to waiting until the end of each month.
- With Premion, we reach cord cutters and cable subscription viewers not limited to any one cable company.
- By using Premion in conjunction with TV Everywhere, we'll reach cable subscribers through various cable providers who consume television on various devices as well as cord cutters viewing television content solely on OTT streaming services.

Tv Everywhere

TV Everywhere is a digital video rotation that runs across Cable Service Providers in Target Markets. Used as a digital extensions of TV/Cable buys.

- Reach a cable subscriber who matches the desired target audience profiles and lives in key geographical markets with 30-second video content across digital programming. Reach those who
are likely to book and visit a vacation or getaway to South Padre Island.
- Cable subscribers can watch Live and On-Demand programming from their favorite network on any device – computer, tablet, smartphone, and/or Smart TV.
- Cable systems coverage includes AT&T U-verse, Time Warner Cable, Comcast and directly on participating Cable Networks.

How does it work?

Run video content across multiple platforms including targeted cable network apps and cable network web sites reaching the desired target wherever they are viewing the content.

Device ID Targeting

Device ID Targeting polygons a set of locations and finds any devices in those target locations (e.g., universities) over a set period of time.

- Filters out likely employee devices
- Pulls historical location data on the devices that we found in the target area
- Determines Patronage Patterns immediately before or after arriving at the location and day-part for additional insights. (where they Live, work or what they look like)
- Determines likely residential and work locations by filtering data by time of day & reducing data down to a single residential and work data point per device

How does it work?

- Overlay interest graph, passion points and behavioral targeting signals to identify target audience
 - Social/Interest Graph Signals:* People who follow, share, or express interest in our target context content
 - App Usage Signals:* Users of relevant apps.
 - Location Targeting:* targeting audiences based on previous physical location.
- Serve: Use the audience pool of device IDs' collected for our advertising campaign.
- Analyze: Determine patronage patterns, likely residential and work locations, and track if those served Spring Break ads actually visited the island; allows for immediate ROI.

Main table with columns: Media Vehicle, IN/Weeks, Impressions, and months (October to December). Includes subtotals for Spring Break, Leisure, RGV Weekenders, Mexico, B2B Group Meetings, Houston, Trip Advisor, Nature Tourism, and Airport.

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

MEETING DATE: September 27, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action concerning the approval of research proposals/contracts from the following:

- a. Approve Young Strategies, Inc. Contract for the Comprehensive Travel Market Research Study.
- b. Approve UTRGV proposal/contract for the Special Event Economic Impact Research Study.

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

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

MEETING DATE: September 27, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action concerning the approval of Young Strategies, Inc. Contract for the Comprehensive Travel Market Research Study.

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 CONVENTIONS & VISITORS BUREAU

Contract for:
Comprehensive Travel Market
Research Study



Submitted by:

YOUNG  **strategies, inc.** | fresh.
travel.
research.

Post Office Box 38306
Charlotte, North Carolina 28278
704-677-4018



South Padre Island Convention & Visitors Bureau

Comprehensive Travel Market Research Study

Contract Submitted: September 18, 2017

RESEARCH OBJECTIVE:

Young Strategies will provide a research-based travel market study for the South Padre Island CVB that includes:

- Identifies the current segmented markets, visitor geo/socio-demographic profile and spending levels
- Identifies the attractors/motivators that drive visitation to South Padre Island
- Identifies target/growth markets, visitor segments and strategies with the optimal ROI
- Analyzes the effectiveness of current brand and related advertising campaigns
- Develops an overall comprehensive strategic action plan
- Develops a solid, reliable annual economic impact model

Proposal Accepted and Approved

South Padre Island CVB

Print Name: _____

Signature: _____

Date: _____

Title/Authority: _____

Contract Amount: \$ _____

Young Strategies, Inc.:

Principal: Berkeley W. Young

Signature: _____

Date: _____

GENERAL PROJECT OVERVIEW

Young Strategies, Inc. (YSI), a Charlotte, NC based destination research and planning firm proposes to conduct on-going year-round surveys with travelers to South Padre Island to determine specific behavior and spending patterns throughout the year. A coastal destination like South Padre Island is likely to have the following eight unique visitor profiles and possibly more: winter long-term stays, winter short-term stays, family spring break, college spring break, spring couples, special event/festival attendees, summer vacation, fall getaways. Each of these segments will have demonstrate travel party characteristics and behavior patterns. Additionally the research will provide detailed analysis of travel party behavior/spending by area within the South Padre Island destination. YSI will partner with SPICVB staff to develop research based strategies and future visitor profile targets. Quarterly analysis and presentations of research findings will be made to the PCBCVB leadership team and Bay County TDC. Young Strategies, Inc. specializes in the development of strategic plans for destinations. Our record of success with destinations across the United States is demonstrated best by asking our clients. A list of YSI client contacts is available for the committee to verify our reputation.

Young Strategies has worked on contract with Panama City Beach CVB (Bay County) since 2011 developing annual segmented visitor profiles, special event research, marketing research and annual economic impact reports.

The YSI team wants to work with South Padre Island leaders at the same level of partnership to deliver accuracy, reliability and success in research-based planning and promotion.



The YSI research process provides you with a segmented visitor profile and overnight visitor impact analysis that leads to a smart strategic plan. That plan will identify the visitor segments that have the potential to drive the highest spending during the periods when hotels have vacant rooms available.

1 The YSI survey of lodging and rental properties in South Padre Island will identify the current guest segments (conference/meeting, group tour, team sports, leisure transient, business transient, etc.) that drive room nights by percentage of total rooms sold. A detailed analysis of room supply/demand by month, week, weekday/weekend will identify the periods when the hotels need group and transient business.

2 The segmented visitor profile survey will identify the planning, behavior and spending patterns of the same visitor segments identified in the lodging surveys. This allows the team to develop an impact model of visitor segments that leads to smart strategic planning for South Padre Island.



Young Strategies, Inc. is a research and planning firm that focuses on destination marketing organizations and travel destinations. YSI's approach is to custom tailor each research study to the specific needs of the client. The final report will be an easy to read document that presents the customer-focused data with recommendations for action. YSI is a small boutique firm that develops a close bond with our clients who are devoted to our process that delivers clear actionable strategies for future growth. Young Strategies and the members of the consulting team for this project have worked with over 100 destination marketing organizations in twenty-seven states. The project team's hands-on experience includes CVB/DMO management, hotel/resort management, community economic development, convention center management, association management and parks/recreation administration.



FIRM EXPERIENCE

Evidence of Qualifications

Young Strategies has an unparalleled record of success at performing for our clients to deliver actionable research and planning. We encourage you to contact our clients and see what they are saying about our performance. YSI has conducted visitor profile research and destination planning for the following destinations in 2014/15:

- Cedar Rapids, IA; Cedar Rapids Area CVB – Aaron McCreight; (319) 398-5009; amccreight@cedarrapids.com
- Syracuse, NY; Syracuse CVB – David Holder; (315) 470-1911; dholder@visitsyracuse.org
- Omaha, NE; Visit Omaha – Keith Backsen; (402)-444-4660; kbacksen@visitomaha.com
- Panama City Beach, FL; PCBCVB – Dan Rowe; (850) 233-5015; drowe@visitpanamacitybeach.com
- Dutchess County, NY; Dutchess County Tourism – Mary Kay Vrba; (845) 463-5445; mkv@dutchesstourism.com
- Ontario County, NY; Ontario County Tourism – Valerie Knoblauch; (585) 394-3915; Valerie@visitfingerlakes.com
- Tupelo, MS; Tupelo CVB – Neal McCoy; (662) 841-6521; nmccoy@tupelo.net
- Oxford, MS; Visit Oxford – Mary Kathryn Herrington; (662) 232-2791; marykathryn@oxfordcvb.com
- Cabarrus County, NC; Visit Cabarrus – Donna Carpenter; (704) 456-7961 donna@visitcabarrus.com
- Buffalo, NY; Visit Buffalo Niagara – Patrick Kaler; (716) 430-2151; Kaler@visitbuffaloniagara.com

YOUNG STRATEGIES, INC. – CLIENT STATES

The project team, both individually and collectively have conducted destination research in the following states:

Alabama	Iowa	Minnesota	Nebraska	Virginia
Arizona	Illinois	Mississippi	New York	South Dakota
California	Kansas	North Dakota	North Carolina	Tennessee
Florida	Kentucky	Pennsylvania	Oklahoma	Texas
Georgia	Louisiana	Missouri	South Carolina	West Virginia
	Massachusetts			Wyoming

BERKELEY YOUNG, PRESIDENT, YOUNG STRATEGIES – PROJECT TEAM LEADER

20+ years of travel/tourism marketing and management experience including destination marketing and hotel management. Young's experience includes serving as the Executive Director of a start-up convention and visitor's bureau and chamber of commerce in which he oversaw the creation and success of a research-based tourism marketing program for a rural county in the mountains of North Carolina. Then, Young was hired as Director of Sales and quickly promoted to General Manager of a large golf resort managed by Interstate Hotels Corporation. Young joined Randall Travel Marketing in 1998 as Vice President conducting research for DMOs throughout the United States. He opened Young Strategies in November 2004 focusing on strategic planning and research for destination marketing organizations. Young is a top rated speaker at regional and national conferences. As the project team leader Berkeley Young will serve as the primary client contact and chief strategist. Young's experience as a hotelier uniquely qualifies him to lead lodging market analyses for destinations. The total research methodology will be tailored to the needs of South Padre Island and actionable strategies will be developed from the resulting data and community leader input. Young is known for his team building, active listening and thoughtful consideration when developing a plan for a community.

AMY STEVENS, VICE PRESIDENT, YOUNG STRATEGIES – RESEARCH OVERSIGHT

More than 15 years of travel, tourism and marketing experience. As Vice President/Research Director, Stevens is responsible for writing surveys, conducting research, analyzing data and writing reports for Young Strategies. Stevens worked with Randall Travel Marketing prior to working for Young Strategies. Stevens also worked with Navigant International, the second largest travel management company in the United States, and was responsible for sales, business travel accounts, training/development and conflict resolution. She handled written and multi-media presentations and developed marketing materials and programs to increase both leisure and corporate business travel. Stevens will take the research lead on the South Padre Island market research study to keep all steps in the process on schedule and well organized to deliver maximum results for the client.

ALEXA GIFFORD, YOUNG STRATEGIES – RESEARCH COORDINATOR

25 years of marketing and management experience including destination marketing and facility management. Gifford's experience most recently includes serving as the Executive Director of a start-up wine and culinary center in which she oversaw the creation and success of educational programs that developed partnerships with producers, vendors, farmers, winery owners and educational institutions across New York State. Prior to that Gifford was president of a 14-county regional tourism association. While at this association, Gifford successfully lead the development and implementation of research based marketing and sales programs for this diversified vacation destination. Alexa's role on the team is to work closely with constituents within the destination to collect data, monitor research return rates and data accuracy as well as assisting in the compilation of final report data.

LARRY GUSTKE, PHD, PROFESSOR EMERITUS NC STATE UNIVERSITY

Over 30 years' experience in conducting research on outdoor recreation, tourist behavior and tourism marketing. Dr. Gustke has conducted research in over 30 U.S. states and internationally. As professor emeritus, NC State University, Dr. Gustke has designed the research methodology proposed in this study based on his years of experience with destinations across America. He received his Ph.D. from Texas A&M, and is considered one of the most accomplished tourism researchers in the field today. Dr. Gustke is active in many academic and professional networks related to tourism research.



Syracuse, NY – Destination Research “The Official Home of Winter”

Syracuse has long been established as a business and manufacturing community. It is an up-coming leisure destination with an international airport, new attraction development, a hip dining and arts scene and diverse attractions complimented by a growing lodging market. A benchmark destination study was conducted to establish the segmentation and visitor profile of traveler segments to the destination and develop a new strategic vision for the DMO and the destination. A destination marketing strategic plan was developed with ample input from DMO staff and community leaders to formulate a new vision and direction for marketing and developing Syracuse as a dynamic destination. Based on research the DMO rolled out an award-winning campaign that declared Syracuse the be the Official Home of Winter. Syracuse will realize dramatic growth by focusing growth strategies on the six slowest months of the year. The result is a high energy DMO working in concert with dynamic community support. It's a new day in Oakland since the plan was developed over the last year.



Oxford, MS – Iconic Southern College Town becomes a trendy get-away Destination

Oxford is well-known as the home of University of Mississippi (ole Miss). Event periods including football, graduation, student orientations, etc far exceed the small town's carrying capacity of 1,200 hotel rooms. And yet this town has world class boutique hotels, high fashion retail and a dining scene that includes a James Beard award-winning chef. Visitor research was conducted to document growth in visitation to the area and the increasing impact of overall tourism and non-event periods. The research identified a negative local perception of “tourism” due to the 42 days when the town is clogged with traffic jams. A strategic plan was developed to promote and market the 323 days of the year when hotels were below 60% occupancy to drive steady incremental growth that never exceeds the carrying capacity of the charming town. Tracking methods were put in place to track future growth with the client engaged in online surveys and economic impact reporting.



Alabama's Capital City – New Convention Center & Hotel Changed the Market

Young Strategies has worked with Montgomery leaders through the DMO since 2004. Montgomery is a growing city that has reinvented its tourism experience with a dynamic downtown featuring a 300-room Renaissance convention center hotel with an expanded and updated convention center. In close proximity are new and existing lodging properties putting Montgomery in position to compete for meetings business that could not be accommodated before. On-going visitor profile and market segmentation research identifies those segments most likely to drive increased room nights for new and existing lodging. Further, strategic planning for the city helped identify the components for new development that created a vibrant and growing destination. Montgomery leaders reach out to Young Strategies for guidance whenever a travel related issue comes up.



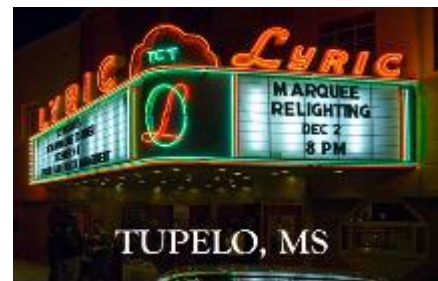
Panama City Beach CVB & Bay County TDC, FL – Ongoing Research and Strategic Plan

Young Strategies has worked on a contract renewed annually with the Panama City Beach CVB since 2011. The Bay County Tourist Development Council with an annual budget exceeding \$22 Million oversees the operation of the Panama City Beach CVB and numerous destination maintenance and development projects. In recent years the Panama City Beach community has endured hurricanes, the national economic downturn and a massive gulf oil disaster. YSI was retained to conduct lodging and rental market analysis, visitor profile research, economic impact and visitor volume analysis and a long range strategic planning process involving over 350 community leaders. On-going presentations are made to the Bay County TDC Board to keep them apprised of the research based planning conducted by the research team and CVB staff working in partnership. Panama City Beach leaders look to Young Strategies as their partner to provide and market intelligence on a wide range of travel industry issues.



“After fifteen years later I am pleased to say we are still a client of Young Strategies. We have updated our research every three to five years to make sure we are going in the right direction as a travel destination. As a result of the research we have been successful in increasing our funding from both the city and the county and our markets have continued to grow. Our elected officials know Berkeley is going to tell it like it is and not sugarcoat the data. Our leadership has the utmost respect for Young Strategies team and we all know if there is a problem or an opportunity we can count on them to help advise us through it in a way that benefits us all.”

–DAWN HATHCOCK, TMP, VICE PRESIDENT MONTGOMERY AREA CHAMBER OF COMMERCE



“We have worked with Young Strategies Group since late 2010. Since enlisting the services of Young Strategies our tourism tax collection has increased from \$3.4 million in 2011 and in 2015 we collected over \$4 million. We are currently on pace to beat 2015 numbers by over 8%. We are all about results in Tupelo and Young Strategies has provided the results we were looking for by increasing visitor spending in our market. Berkeley has credibility in our community because he has delivered on the promises he made in the beginning of telling us the truth and not sugar coating something just to keep a client. He and his team are responsive to our needs. We have continued to work with Young Strategies to edit our strategic plan now that we are 5 years into our first draft.”

– NEAL MCCOY, EXECUTIVE DIRECTOR, TUPELO CONVENTION AND VISITORS BUREAU



“Young Strategies is an incredible strategic planning consultant, especially for an emerging destination. They will work really well with a destinations product mix to harness the promotional capacity of that which makes the place unique. The end result of Young Strategies work will be a strategic direction that forms your destination marketing organization, connects it to the business community and points it towards a successful future that delivers enormous return on investment. You can’t go wrong with Young Strategies.”

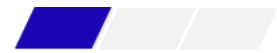
– DAVID HOLDER, PRESIDENT, VISIT SYRACUSE



“Young Strategies has been our strategic research and planning partner since 2011. During that period we have experienced dramatic growth in visitation and overall visitor spending. Berkeley Young has played a significant role in our growth by delivering reliable research and presenting it in a way that inspires our leadership team and board to make smart strategic decisions.

– DAN ROWE, PRESIDENT / CEO, PANAMA CITY BEACH CONVENTION & VISITORS BUREAU

PART ONE: Market Research



CLIENT MEETING, DESTINATION AND ORGANIZATION REVIEW

Developing a familiarity with the destination and its leaders helps the YSI team make smarter recommendations from the research gathered in this methodology.

- Five-day site visit and meetings – YSI representatives will tour the South Padre Island area, meet with the SPICVB staff, gain market knowledge first-hand and meet key travel industry leader/partners.
- Meetings with the South Padre Island CVB tourism staff will include a detailed review of project objectives, current marketing **programs and project materials for the research study.**
- Collection of South Padre Island CVB reports, budgets, financials, sales & advertising plans, etc. for analysis by the YSI team to guide recommendations at the project conclusion.



LODGING MARKET ANALYSIS - LODGING SURVEY, STR ANALYSIS AND HOTELIER and RENTAL MANAGER INTERVIEWS:

Overnight visitors typically spend 2-3 times as much as day-trippers. Taxes on lodging typically fund tourism marketing efforts. A detailed analysis of the lodging market and the guest segments that drive spending leads to a smart plan to drive increases in visitor spending.

- YSI will survey all lodging and rental property managers in South Padre Island to determine market segmentation, booking source, primary feeder markets, walk-in occupancy, and taxable room percentages.
- Interviews with South Padre Island area hoteliers and rental managers.
- STR (Smith Travel Research) 6-year trend and Daily data reports - detailed analysis of the South Padre Island market statistics and trends by lodging type including ADR, RevPAR, Supply & Demand as well as annual, monthly, weekly and daily occupancy analysis.
- Meetings with local tax office to identify potential reporting of lodging tax metrics by unit size and geographic location within the destination.
- Comprehensive lodging market analysis for transient, meetings, group & sports markets.

Developing a close familiarity with the destination and a partnership with its leaders helps the YSI team make smarter recommendations from the research gathered in this methodology.



VISITOR PROFILE RESEARCH BY MARKET SEGMENT (ONLINE SURVEYS):

You must understand the profile and planning behavior of the varying visitor segments in order to drive increased room demand. Surveys will document the size (universe) of the potential market from each of the identified transient and group segments, identify the perceptions of South Padre Island as a destination, assess satisfaction levels, expenditures (economic impact) and unmet needs.

- YSI will develop a custom survey methodology that addresses the unique aspects of the South Padre Island travel market. No two destinations are alike. The survey must be custom designed to provide the best results for the SPICVB.
- The segments recommended to be surveyed (pending client approval) include: leisure travelers (day-trip and overnight), meeting/convention attendees, and individual business travelers.
- NOTE: Partnership from the South Padre Island CVB staff, hoteliers, attractions and other travel related businesses in sending survey links to 2014-2016 South Padre Island visitors and inquirers is essential to the success of this research. Survey links can be deployed on social media platforms and in emails directly to South Padre Island visitors and inquirers. Travel partners that deploy the visitor survey invitation to their database of visitors using the unique link provided will be rewarded with a report of the research data collected from their visitors.
- Final Report Data to Include (Segmented by Market):
 - o Profile of overall size (universe) of each identified segment
 - o Profile of current and most likely potential groups by segment
 - o First time vs. repeat patterns
 - o Rank order of desired new products

TARGET MARKET AWARENESS & DESTINATION IMAGE RESEARCH

A survey of potential first-time visitors and prior visitors awareness and image of SPI will be conducted online in primary target feeder markets. This unique research will determine the image and awareness of South Padre Island as a visitor destination. YSI will purchase a curated database of active travelers who meet the target demographics of those most-likely to travel to destinations like South Padre Island. The survey will be limited to 15 questions and will cover: intent to travel, destination preferences, awareness of South Padre Island, and can test possible future marketing themes and/or messages. Response target is 400 - 600.



PART TWO: Strategic Planning

COMMUNITY LEADER SURVEY - SWOT ANALYSIS/GAP ANALYSIS

YSI will work closely with SPICVB to conduct an online survey of local travel industry and community leaders to identify destination strengths, weaknesses, opportunities and threats. An online survey delivers more comprehensive results than a tedious multi-hour SWOT analysis session that tends to exhaust leaders. Strategies will be recommended to overcome any market challenges and a product develop plan will be prepared to address issues within the destination.

STRATEGIC PLANNING WORKSHOP

YSI will conduct a planning workshop with any selected community/travel industry leaders desired to be in attendance. The format of the session will include:

- Presentation of all project research segments in detail with analysis.
- Analysis of the South Padre Island market as a travel destination by segment (leisure, business, sports, meetings, etc.).
- Proposed research identified recommendations for South Padre sales and marketing programs.
- Review of Community leader survey SWOT analysis.
- Staff, board and leader input and discussions of research and recommended strategies.



STRATEGIC RECOMMENDATIONS

Strategic recommendations will be developed based on research findings. The recommendations will include an analysis of each market segment targeted in the study with suggested steps for growth in each.

- Direct sales efforts and/or marketing and promotions needed to target each segment.
- New product development/infrastructure anticipated and/or needed to remain competitive.
- Recommendations and conclusions for improving South Padre Island's competitive position, marketing messages, demand generators, product/destination development and ROI.
- Recommended on-going research and tracking.

Research Study Deliverables

- PowerPoint presentation of research findings and recommendations to South Padre Island travel industry leaders in planning workshop format.
- Digital format final report including all research segments and recommendations.
 - Research data and analysis
 - Strategic recommendations

PROJECT BILLING SCHEDULE

A. Project Initiation						
B. Reconnaissance						
C. Lodging/Rental Survey, STR Analysis and Hotelier Interviews						
D. Visitor Research (online surveys) : current/potential visitors & Awareness Image Survey						
				E. Community Leaders SWOT/GAP		
					F. Strategic Planning Workshop	
						G. Strategic Action Plan
October	November	December	January	February	March	April

	Fee
A. Project Planning, Project Initiation	\$5,500
B. Destination site visit, client meetings & Reconnaissance	\$6,550
C. Lodging/Rental Survey, STR Analysis and Hotelier Interviews	\$13,450
D. Visitor Research (online survey): current and potential visitors Including Image Awareness Survey	\$27,500
E. Community Leader Survey - SWOT Analysis/Gap Analysis	\$4,500
F. Strategic Planning Workshop	\$6,350
G. Strategic Action Plan	\$5,800
Research Project Cost	\$69,650

PROFESSIONAL FEES

- Fees are allocated by research segment at left and will be billed at a flat **monthly rate of \$9,950 per month for 7 months.**
- All travel expenses are to be billed as incurred.
- Client is requested to obtain comp. lodging rooms to defray billable travel expenses

ADDITIONAL BILLABLE EXPENSES:

- STR Trend & 365 Reports – March – \$1,575
- Site Visit Travel Expense Estimate – October – \$3,700
- Lodging Data collection site interviews January - \$2,200
- Strategic Planning Site Visit – March – \$1,100
- Miscellaneous research costs/incentives - \$1,550

OUR TEAM

20+ years of travel/tourism marketing and management experience including destination marketing and hotel management. Young's experience includes serving as the Executive Director of a convention and visitor's bureau and chamber of commerce in which he oversaw the creation and success of a research-based tourism marketing program for a rural county in the mountains of North Carolina.



A University of South Carolina graduate, McKenzie has been with Young Strategies for the last 3 years as Office Manager and Research Coordinator. McKenzie specializes in running the office, data analysis, compilation and report development. When McKenzie is not glued to her computer screen tabulating data, she coaches the varsity girls' basketball team at her local high school, enjoys spending time on Lake Norman, and is currently working on not being the worst golfer in her league.



Amy is an avid traveler who was destined to find her calling in the travel and tourism industry. With 25+ years of travel, tourism and marketing experience, her ability to multi-task serves her well as Vice President/Research Director, responsible for all aspects of destination research, client interface and project management for Young Strategies. Outside of the office, Amy most enjoys traveling with her family and friends, hanging out on Lake Norman and entertaining anyone who drops in.



Over 30 years' experience in conducting research on outdoor recreation, tourist behavior and tourism marketing. Dr. Gustke has conducted research in over 30 U.S. states and internationally. As professor emeritus, NC State University, Dr. Gustke has designed the research methodology proposed in this study based on his years of experience with destinations across America. He received his Ph.D. from Texas A&M, and is considered one of the most accomplished tourism researchers in the field today. Dr. Gustke is active in many academic and professional networks related to tourism research.

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

MEETING DATE: September 27, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action concerning the approval of UTRGV contract for the Special Event Economic Impact Research Study.

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 Event Economic Impact Research Study Proposal

Prepared for

City of South Padre Island Convention and Visitors Bureau



Prepared by

**Business and Tourism Research Center
The University of Texas Rio Grande Valley**

Research Team Leaders

Dr. Penny Simpson, Professor of Marketing and Director
Dr. Sharon Schembri, Assistant Professor of Marketing

The University of Texas Rio Grande Valley
Robert C. Vackar College of Business and Entrepreneurship
1201 West University Drive Edinburg, TX 78539-2999 USA
Tel: 956-665-2829 Cell: 956.240.0627
penny.simpson@utrgv.edu

The University of Texas
Rio Grande Valley
.....
Business & Tourism
Research Center

Study Purpose and Statement of Understanding

As we understand, the city of South Padre Island (SPI) receives Hotel Occupancy Taxes from which they help fund selected Special Events on the Island as long as the hotel night revenue generated from the event exceeds the amount provided to the event. Thus the overall objective of the research is to determine the economic impact of each SPI-funded Special Event held throughout the year and report results to the Convention and Visitors Bureau Board of Directors after the event. The Business and Tourism Research Center (Center) and its research team understands that the measurement of economic impact of Special Events is the intention and requirement of the SPI CVB in conducting this project and are willing and able, with UTRGV resources, to fulfill the required objectives and timelines of the research. Measuring economic impact of events held at SPI will be operationalized as a measure of return on investment (ROI).

To achieve the research objective of determining the return on investment of SPI-funded events, the Center will collaborate with the SPI CVB to:

- Develop metrics to establish ROI criteria for funded events;
- Conduct intercept interviews (surveys) on-site at SPI funded events;
- Develop a standard online survey for event attendees to estimate their spending patterns while at the event;
- Assist the CVB in aligning funding applications with ROI criteria;
- Compare event organizer-reported results with study results;
- Develop a standardized survey of event lodging facilities to determine their perceptions of event economic impacts, including the estimated number of event guests and night stays.

Scope of Work and Methodology

The objectives of this project will be completed primarily by obtaining data through two surveys hosted by UTRGV. Having the surveys hosted by UTRGV will assure survey takers that the survey is being conducted by an impartial, academic institution that will maintain respondents' confidentiality and assure data integrity. The study methodology and data collection efforts and event prospective respondents will be encouraged to participate in the surveys as described next.

Surveys

To achieve these broad objectives, two different surveys will be developed in coordination with the CVB and will be made available for completion onsite and/or online for event attendees and online for lodging managers.

Event attendees. With consultation and approval of the CVB, one survey will be designed specifically for event attendees to measure the economic impact of event attendees. This survey will be accessible via on-site intercept interviews (surveys) or online. This survey will ask respondents to estimate their expenditures, including lodging, meals and entertainment, and activities while on the Island as a result of event attendance. Standard demographic characteristics and city of origin will also be assessed as needed. With the assistance of event organizers and the CVB, attendee participation in the survey will be encouraged by three methods: intercepts, promotions of the survey link, and a prize drawing.

- **Event intercepts** – Student field research teams will be placed at an event location and time to be determined in collaboration with the event organizers and the CVB. Preference will be given to collecting data at the end of the event rather than at the beginning to obtain a better perceptual measure of actual versus expected expenditures. The research teams will be responsible for approaching event attendees and inviting survey participation in a professional manner. On-site survey completion will be achieved through a mobile device or by hard copies of the survey.
- **Survey promotion** – Event organizers will be asked to encourage event attendees to participate in the survey, post-event, through various promotional efforts including event signage and email blasts as appropriate. If appropriate, the event organizers would be allowed to add up to five event-specific questions to the survey.
- **Incentive** – The CVB or event promoter will provide an incentive for a drawing for respondents who complete the survey. At the discretion of the CVB, this incentive might comprise for example, a two-night stay at SPI. This incentive is recommended to be provided after each event or after a designated time period.

Lodging Manager Survey. In consultation and approval of the CVB, another survey will be developed specifically for SPI lodging managers from hotels and the primary SPI rental management companies to determine their perceptions of the economic impact of Special Events based on key criteria such as revenue per room and number of room nights and food and beverage receipts attributable to event attendees. These surveys will be administered by emails to a CVB list of lodging managers and rental management companies.

ANALYSIS AND REPORTING

The results of each Special Event study will generally be presented in a report within one month after the event. The report will summarize the following:

- Key demographic characteristics of the event attendees;
- Estimated spending by expenditure category of event attendees while on the Island;
- Estimated spending of event attendees as reported by lodging managers;
- A comparison of event organizer's estimate of economic impact of the event with the study's estimate of the ROI for the event;
- An estimate of the ROI for the event.

The Center will work closely with the CVB in developing and administering the surveys, however, survey research is always subject to improvement. After administering and reporting the first Special Event results, the survey and key criteria for evaluating the ROI for Special Events may be adjusted and refined as needed.

ESTIMATED COST AND TIMELINE

The estimated annual cost of developing, administering, implementing and hosting surveys as well as for analyzing the data and reporting the results for this project for the **first** year is \$69,000. Each specific Special Event for which an on-site interview team is needed will require an additional \$5,000. **The annual estimated cost of administering, analyzing and reporting results in subsequent years is \$59,000 plus \$5,000 per event.** The survey development and administration (in consultation with the CVB) will take about 6 weeks **from execution of the contract, which shall be for a one-year period but may be extended for a total of three years.**

Project Costs		
Annualized costs	Time line	Estimated cost
Study website landing page/year	About 1 month	\$600/year
Develop, implement and host two different surveys for administration throughout the year. Data analysis and reporting of results for no more than 12 events.	Begin within 6 weeks after contract approval	\$68,400/year
Total annual administrative/analytical activities		\$69,000/year
Budget per event		
10 Interviewer event preparation, travel and on-site interviewing @ 8 hour interview period per event	On-site at event	\$4,700
*Geo targeting online survey distribution estimated at \$1.24 bid, as needed	During event + 10 days	\$300
**Drone, as needed at \$150/hour		varies
Analysis of surveys and tax data and report generation and delivery included in pre-event expenditures		\$0
Total estimated per event cost		\$5,000

*CVB will be responsible for the actual charges for geo-targeted ads to promote survey participation.

**A drone may be used for open beach events as needed to estimate the number of event attendees. The added cost for on-site drone footage and editing is 8 hrs @ \$150/hr.

Costs for project managers to travel to SPI to consult and to report results as needed will be covered by SPI separately.

Appendix

Statement of Qualifications

The Business and Tourism Research Center

The Business and Tourism Research Center in the Vackar College of Business and Entrepreneurship is part of the UTRGV community engagement program that designs, conducts and disseminates customized, primary locally-based, survey and economic impact research relevant to businesses and communities within the Rio Grande Valley (RGV) and beyond.

Through access to numerous highly-qualified researchers in all business disciplines at UTRGV, the Center is uniquely qualified to conduct all types of research based on client needs, especially consumer and traveler behavior and their economic impact. While the Center and its affiliated faculty have conducted numerous research projects, including research about RGV car buyers, Mexican shoppers, traveler well-being and so forth, one specific primary research focus of the Center has been the biennial study of winter migrants (Winter Texans) in the Valley during the winter time of the year. These studies, published since 1986, are designed to determine the activities and spending patterns of visitors to the Valley, as well as other factors related to the RGV travel experience.

These ongoing Winter Texan studies—the primary tourist market in the RGV after Mexican National visitors—are vital to regional businesses and tourist destination officials given their detail in providing a profile of Winter Texans including their activities and perspectives as well as estimate the economic impact of Winter Texans on the region. Evidence of the importance of the research to local destination officials is provided by letters from Nancy Millar, Vice President and Director of the McAllen CVB and from Martha Noell, former President/CEO of the Weslaco Chamber of Commerce, as shown in the Appendix.

Additionally, a variety of research-based publications are produced and disseminated regionally, statewide, and nationally. For example, the Center has conducted studies:

- Customized market research designed to help solve specific business problems, such as RGV car buyer attitudes and behavior;
- Senior travelers' issues;
- Effects of security forces on traveler perspectives;
- Healthcare issues for seniors; and
- Web scrapes of online room rentals.

Summary of Research Team Qualifications

Dr. Sharon Schembri

Dr. Penny Simpson

Drs. Sharon Schembri and Penny Simpson have been marketing professors and researchers for a combined 45 years and have published research in more than 60 academic journals, many of which are among the top in the marketing and business field of study. Dr. Hughes is an associate professor of Computer Information Systems who has published Information Systems research and conducted data analytics for Rio Grande Valley clients. The research record of this team indicates their ability to conduct and deliver high-quality and methodologically sound research through various methods including surveys and web text analysis. Since living in the Rio Grande Valley, most of their research has focused on business-related issues that are about or impact the RGV. Examples include studies of car buyers, online room rentals, and account and transaction activity modeling. The Winter Texans and their impact on the regional economy has been a significant part of this past research.

Relevant Skills and Experience

Dr. Sharon Schembri

Dr. Schembri is an experienced academic and consultant who delivers research driven marketing strategies. Currently, she is an Assistant Professor within the Department of Marketing, Vackar College of Business and Entrepreneurship, at the University of Texas Rio Grande Valley. Her consulting focus is health care services and her research focus is health care service quality, branding, and consumer culture. As an animated, engaging, and professional presenter who regularly speaks at conferences throughout the world, service quality is a passion. To date, her work has been published in the *Journal of Consumer Affairs*, *Journal of Marketing Management*, *Journal of Business Research*, *Psychology & Marketing*, and *Marketing Theory*, among others, and her third text book will be available in print before the end of 2017.

Education

PhD, The University of Queensland, 2005.

Major: Management

Title: Consumer understanding of professional service quality: A phenomenographic approach

Bachelor of Business Honours 1, The University Of Queensland, 1999.

Title: Individual ethical frameworks and evaluation of medical service encounters

Bachelor of Business Marketing with Distinction, Central Queensland University, 1995.

Major: Marketing

Work History

Assistant Professor, University of Texas - Pan American/Rio Grande Valley January 25, 2013 - present.

Lecturer (Tenured), Griffith University. (January 1, 2003 - September 16, 2011).

Principal, Life World Research, Queensland Australia. (August 1, 2010 - December 2012).

Design Researcher, Empathy, New Zealand. (July 16, 2012 - October 15, 2012).

Dr. Penny Simpson

Dr. Simpson is a Professor of Marketing and Director of the Business and Tourism Research Center at The University of Texas Rio Grande Valley. She has published more than 50 research articles focused on marketing topics such as tourism, promotion and services, with many articles in the top journals in marketing and business. In the past 10 years, much of her research has focused on issues of relevance to Winter Texans in the RGV and their economic impact.

Education

DBA, Louisiana Tech University, 1992.

Major: Marketing, Minors: Management and Finance

MBA, Louisiana Tech University, 1981.

Major: Finance

BA, The University of Texas - Pan American, 1980.

Major: Business Administration

Work History

Academic - Administrative Assignments

Associate Dean, College of Business Administration, UTPA. (June 1, 2007 – 2015).

Interim Chair, School of Accountancy. (December 2013 - July 2014; February 2017 to present).

Other Academic - Post-Secondary

Professor, The University of Texas Rio Grande Valley. (September 2015 - Present).

Professor, The University of Texas-Pan American. (August 2003 - August 2015).

Associate Professor, Southeastern Oklahoma State University. (August 2002 - May 2003).

Associate Professor, Texas A&M-Corpus Christi. (January 2002 - July 2002).

Associate Professor, Northwestern State University of Louisiana. (September 1991 - December 2001).

Completed Projects

Other than Winter Texan studies completed biennially, the following are examples of other studies and textbooks completed and published previously by the research team:

Textbooks

- Pride, W. M., Ferrell, O. C., Lucas, B. A., Schembri, S., Niinien, O., Casidy, R. (2017). *Marketing Principles* (3rd ed.). Melbourne, Victoria: Cengage Learning.
- Pride, W. M., Ferrell, O. C., Lucas, B. A., Schembri, S., Niinien, O. (2014). *Marketing Principles* (2nd ed.). Melbourne, Victoria: Cengage Learning.
- Pride, W., Ferrell, O. C., Lucas, B., Schembri, S., Niinien, O. (2012). *Marketing Principles. Marketing Principles* (1st ed., pp. 600). Melbourne, Victoria: Cengage Learning.

Articles

- Schembri, S., Ghaddar, S. (2017). The Affordable Care Act, the Medicaid coverage gap, and Hispanic consumers: A phenomenology of Obamacare. *Journal of Consumer Affairs*.
- Chavarria, J.***, Andoh-Baidoo, F. K., Midha, V., Hughes, J. (2016). Software Piracy Research: A Cross-disciplinary Systematic Review. *Communications of the Association for Information Systems*, 38(31), 624-669.
- Schembri, S., Latimer, L. (2016). Online brand communities: Constructing and co-constructing brand culture. *Journal of Marketing Management*, 32(7-8), 628-651.
- Sheng, X., Siguaw, J., Simpson, P. (2016). Servicescape attributes and consumer well-being. *Journal of Services Marketing*, 30(7).
- Schembri, S., Garza, J. M. (2015). Mexico, Indonesia, Nigeria, Turkey: Emerging economies. *Border Business Briefs* (Spring), 16-19.
- Sheng, X., Simpson, P. (2015). Healthcare Information Seeking and Seniors: Determinants of Internet Use. *Health Marketing Quarterly*, 32(1), 96-112.
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- Schembri, S., Karsaklian, E. (2014). Who sees what? One print advertisement and a dual semiotic analysis. *International Journal of Marketing Semiotics*, 2, 63-80.
- Schembri, S., Garza, J. M. (2014). Introducing the triple bottom line: project Sin Fronteras. *Business Advisor Magazine*.
- Simpson, P., Cruz Milan, O. M., Gressel, J. W. (2014). Perceived Crime and Violence: Effects on Winter Migrants. *Journal of Travel Research*, 53(5), 597-609.
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- Simpson, P., Cruz Milan, O. M., Gressel, J. W. (2014). Perceived Crime and Violence: Effects on Destination Satisfaction, Fear and Return Intention for Seniors who Migrate. *Journal of Travel Research*, 53(5), 597-609.
- Ahluwalia, P., Hughes, J., Midha, V. (2013). Drivers of eRetailer Peak Sales Period Price Behavior: An Empirical Analysis. *International Journal of Accounting and Information Management*, 21(1), 72-90.

- Hughes, J., Ahluwalia, P., Midha, V. (2013). A Heuristic Evaluation Tool for E-government Online Software. *Electronic Government: An International Journal*, 10(1), 1-18.
- Schembri, S., Ellingsen, M. (2013). Postmodern cultural complexities: The two worlds on Cuba Street. *Advances in Consumer Research*, 41.
- Sheng, X., Simpson, P. (2013). Seniors, Health Information and the Internet: Motivation, Ability and Internet Knowledge. *Cyberpsychology, Behavior, and Social Networking*, 16(10), 740-746.
- Simpson, P., Siguaw, J. A. (2013). Lifestyle and Satisfaction of Winter Migrants. *Tourism Management Perspectives*, 5, 18-23.
- Hughes, J. (2011). The Price of Quality in Digital Information Goods: An Empirical Investigation. *International Journal of Services and Standards*, 7(1), 35-49.
- Midha, V., Ahluwalia, P., Hughes, J. (2011). A New Revenue Model: A Different Approach to Reduce Music Piracy. *International Journal of Electronic Finance*, 5(3), 249-260.
- Oyedele, A., Simpson, P. (2011). Understanding Motives of Consumers Who Help. *Journal of Strategic Marketing*, 19(7), 575-589.
- Roge, J., Hughes, J. (2011). Gaming the System: The Effect of Media Richness on Student Team Interactions When Playing the Executive Game. *International Journal of Management in Education*, 5(1), 109-124.
- Schembri, S., Sandberg, J. (2011). The experiential meaning of service quality. *Marketing Theory*, 11(2), 165-186
- Roge, J., Hughes, J., Simpson, P. (2011). Learning to Thread the Needle: Information Technology Strategy. *Journal of Computer Information Systems*, 52(1), 76-86.
- Cooper, H., Schembri, S., Miller, D. (2010). Brand-self identity narratives in the James Bond Movies. *Psychology & Marketing*, 27(6), 557-567.
- Hughes, J. (2010). Supplying Web 2.0: An Empirical Investigation of the Drivers of Consumer Transmutation of Digital Information Goods. *Electronic Commerce Research and Applications*.
- Schembri, S., Merrilees, B., Kristiansen, S. (2010). Brand consumption and narrative of the self. *Psychology and Marketing*, 27(6), 623-638.
- Schembri, S. (2009). Reframing brand experience: The experiential meaning of Harley-Davidson," *Journal of Business Research*, 62(12), 1299-1310.
- Hughes, J., Vragov, R., Lang, K. (2008). An Analytical Framework for Evaluating Peer-to-peer Business Models. *Electronic Commerce Research and Applications*, 7(1), 105-118.
- Simpson, P., Siguaw, J. A. (2008). Destination Word of Mouth: The Role of Traveler Type, Residents, and Identity Salience. *Journal of Travel Research*, 47(2), 167-182.
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August 31, 2016

Dear Sir or Madam:

It is with genuine appreciation that I write this letter of support for UT-RGV's Winter Texan research. The program has been of immense help for decades to the McAllen Convention and Visitors' Bureau's continued marketing efforts to attract the Winter Texan market and therefore positively affect the economic vitality of our city through their presence.

Without the research results, the business of crafting the best message to send to potential visitors and of determining the geographic markets on which to concentrate would be immeasurably more difficult. We therefore sincerely commend the University for this ongoing program.

On behalf of the Rio Grande Valley at large, I know I speak for others when I write that I appreciate having the opportunity to express our gratitude for this essential tool which aids all the destination marketing organizations and copious individual businesses within the entire region in being more effective and efficient in creating a more dynamic economic and quality of life climate for the entire local population.

Sincerely,

Nancy S. Millar

Vice President and Director



a division of the McAllen Chamber of Commerce
1200 Ash Ave. • P.O. Box 790 • McAllen, Texas 78505-0790
956.682.2871 • fax 956.631.8571 • www.visitmcallen.com

The University of Texas
Rio Grande Valley
Business & Tourism
Research Center



P.O. Box 8398
Weslaco, TX 78599

956.968.2102
www.weslaco.com

September 2, 2016

To Whom It My Concern:

On behalf of the Weslaco Area Chamber of Commerce, I would like to express our sincere appreciation to Dr. Penny Simpson for her dedication and ongoing research for the Winter Texan/Tourism Industry in South Texas.

The Winter Texan Report is the "definitive go to document" that destination marketing organizations (DMOs) use to justify continued financial investment in promoting tourism in the Rio Grande Valley. Without this document, the \$700+ million industry could suffer immeasurably. This survey is shared with businesses in the U.S. and Mexico as soon as it is published to establish the economic impact of tourism on the Rio Grande Valley and border area.

The Winter Texan Report has shown a steady decrease in the numbers of older tourists visiting the area even though the economic impact has continued to be strong. DMOs, local governments, and businesses are now able to better plan the needed amenities and marketing strategies to continue to be an attractive destination for tourists.

Dr. Simpson has also assisted with assessing the impact of increased border security on business and tourism. Her recent survey on border security impact provided critical information on the impact on the tourism industry.

The research and information that is so readily shared by Dr. Simpson and the University of Texas RGV College of Business and Entrepreneurship Business and Tourism Research Center is a fine example of UTRGV's outreach and assistant to the business community and their concern for continued economic grown in the region.

Sincerely,

A handwritten signature in black ink that reads "Martha Noell".

Martha Noell
President/CEO

P.O. Box 8398
Weslaco, TX 78599

956.968.2102 phone
956.968.6451 fax
www.weslaco.com

The University of Texas
Rio Grande Valley
.....
Business & Tourism
Research Center

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

MEETING DATE: September 27, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update and discussion of the CVB Staff Productivity Report. (Arnold)

- HOT Revenue Report
- Sales Tax Report
- Mixed Beverage Tax
- Group Sales Updates
- Smith Travel Accommodations Report (STAR)
- Social Media

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

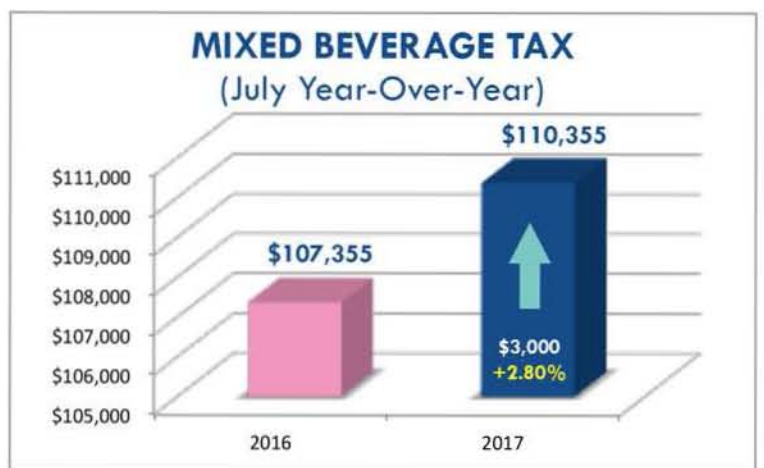
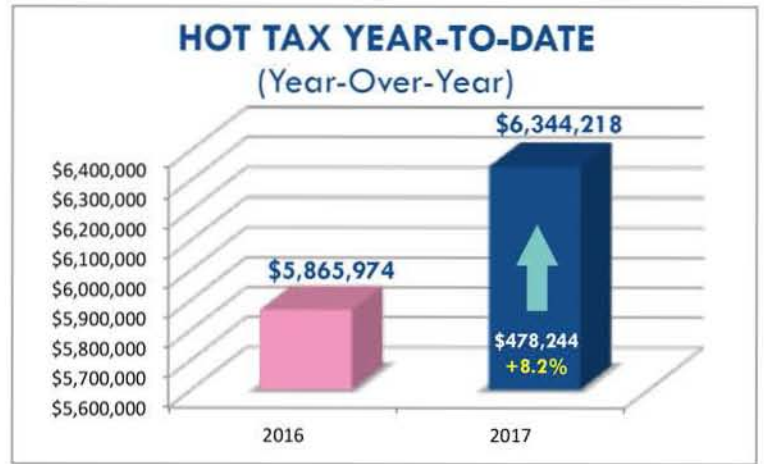
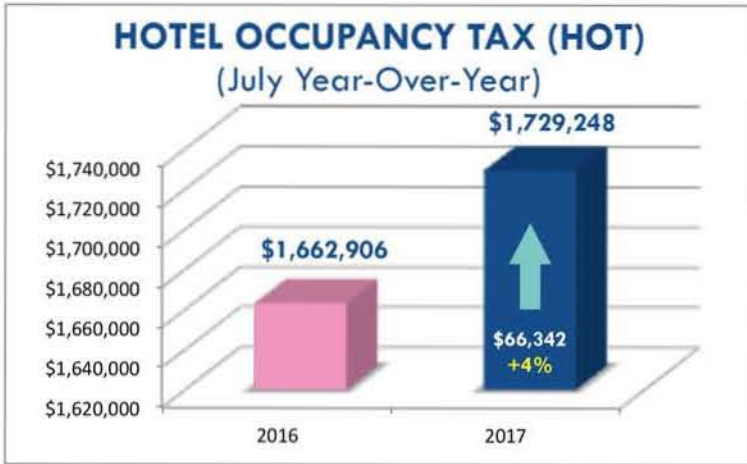
SOUTH PADRE ISLAND

CONVENTION AND VISITORS BUREAU



SEPTEMBER 2017
PRODUCTIVITY REPORT

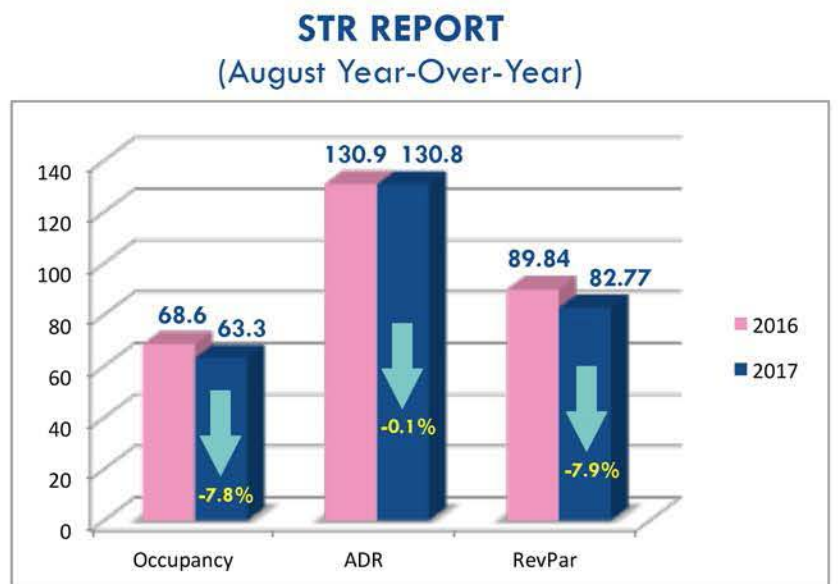
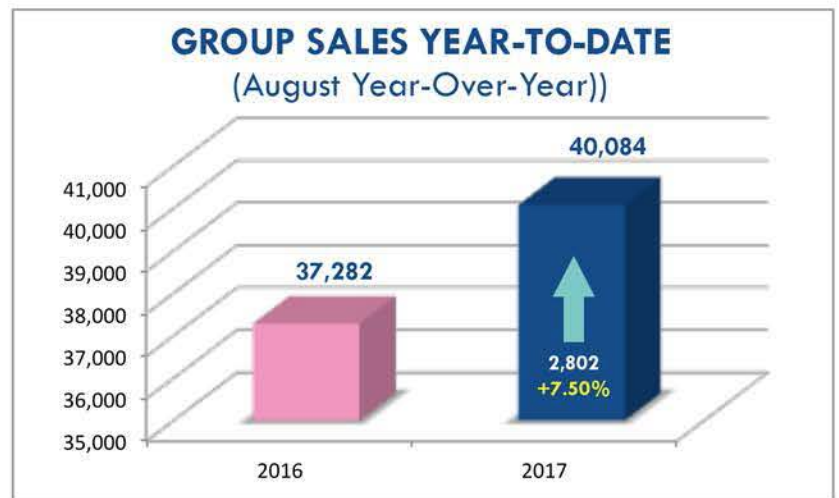
TOURISM ECONOMIC IMPACT STATISTICS



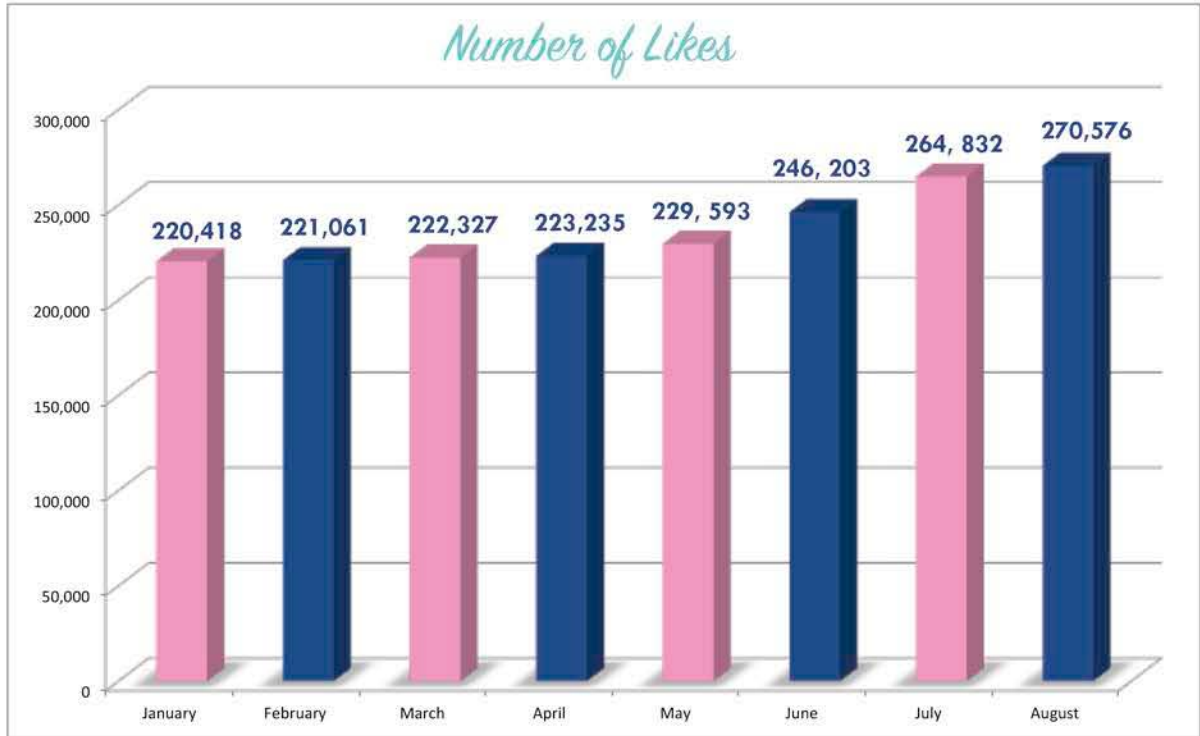
OUR *Mission*

To 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 lodging industry, and enhancing the quality of life on South Padre Island.

MEETINGS/CONVENTIONS BUSINESS DEVELOPMENT



FACEBOOK

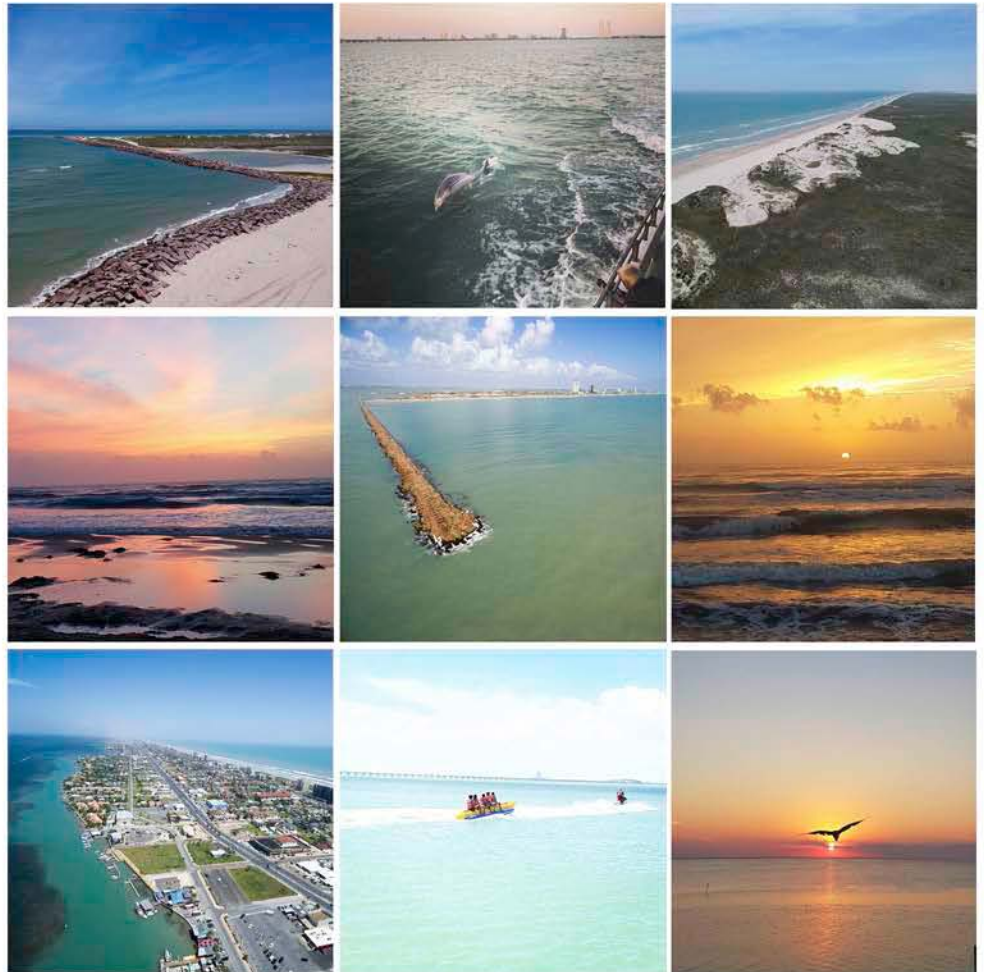


Top Trending in August

TWITTER

Increased audience growth by 159% (176 new followers)

Total Followers
1,422



INSTAGRAM

STAY CONNECTED



SOPADRE.COM

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

MEETING DATE: September 27, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention & Visitors Advisory Board

ITEM

Presentation of Post Report from Special Events Funding Recipients: (Jones)

- a. Texas International Fishing Tournament
- b. South Padre Island Chamber of Commerce-Ladies Kingfish

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: September 27, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention & Visitors Advisory Board

ITEM

Presentation of Post Report from Special Events Funding Recipients Texas International Fishing Tournament.

ITEM BACKGROUND

TIFT was awarded \$15,000 in event sponsorship, plus \$19,096.00 in-kind services from Convention Centre for 2016/17 FY.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

POST EVENT REPORT FORM HOTEL
OCCUPANCY TAX FUNDING

Post Event Report Form

Date: September 15, 2017

Organization Information

Name of Organization: TEXAS INTERNATIONAL FISHING TOURNAMENT INC.

Address: P.O. BOX 2715

City,State,Zip: SOUTH PADRE ISLAND, TEXAS 78597

Contact Name: KRISTI L. COLLIER, TOURNAMENT DIRECTOR

Contact Phone Number: 956-943-TIFT

Contact Cell Phone Number: 956-802-3475

Event Information

Name of Event or Project: 78TH ANNUAL TEXAS INTERNATIONAL FISHING TOURNAMENT

Date of Event or Project: AUGUST 2-6, 2017

Primary Location of Event or Project: SOUTH PADRE ISLAND CONVENTION CENTER

Amount Requested: \$15,000

Amount Received: \$11,250

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

Funds were used for Playday. Playday is an event that is open to the public, regardless of registration in the tournament. It is a family friendly event specifically for children of all ages. We transform the Exhibit Hall into a playground, with educational opportunities to learn about fishing and the importance of conservation.

How many years have you held this Event or Program: 78 years

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: Playday: **100%**
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): **41%**
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): **0%**
4. If staff costs were covered, estimate of actual hours staff spent on funded event: **N/A**
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?

The tournament has a registration fee that varies by age. Funds raised from the tournament are given out as scholarships. This year, the tournament was able to fund twenty-one \$2000 scholarships.

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

Event Attendance Information

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): **1200 registered anglers**
2. What would you estimate as the actual attendance at the event?: **2500+**
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? **200 +**
4. How many room nights do you estimate were actually generated by attendees of this event? **200+**
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?

This Year _____

Last Year **211**

6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels {e.g.; room block usage information, survey of hoteliers, total attendance formula, zipcode information,etc.}? **We had a voluntary survey (attached) as well as using the zip code report generated from our angler roster.**

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

Event Promotion Information

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

Newspaper: **\$3500**

Radio: **N/A**

TV: **\$3500**

Other Paid Advertising: **\$500 (Facebook Promotion)**

Number of Press Releases to Media **10**

Number Direct Mailings to out-of-town recipients **2**

Other Promotions **E-blasts, facebook, participation in the Hunters Expo (McAllen)**

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? **YES**
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? **YES**
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

Participation in the Hunter's Expo in McAllen. Facebook Promotion, live feeds, partnership with local media outlets (AIM Media/KRGV).

5. Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign. **See attached.**
6. Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized. **See attached.**
7. Please note any other success indicators of your event:
We have streamlined our registration process to 100% online registration. This system allows us to better capture our angler demographic information, track angler history and improve communications. We also utilized a digital leaderboard at the dock which allows us to better highlight our sponsors.

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? **1143**
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? **Excluding SPI, Port Isabel and Laguna Vista: 934**
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

Additional Event Information

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

Louie's Backyard, Grapevine Café, Alex Avalos Printing, Blue Marlin

Supermarket, Dirty Al's, Russo's, Tropical Smoothie Café, First National

Bank SPI, South Padre Island off duty police officers, Holiday Inn Express,

La Quinta

Please Submit no later than (insert deadline) to:

(fill in name, contact person, and address of your city or entity overseeing use of hotel tax)

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

MEETING DATE: September 27, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention & Visitors Advisory Board

ITEM

Presentation of Post Report from Special Events Funding Recipients South Padre Island Chamber of Commerce-Ladies Kingfish.

ITEM BACKGROUND

LKT was award \$2,000.00 in event sponsorship plus \$10,100.00 in-kind from Convention Centre in 2016/17 FY.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

POST EVENT REPORT FORM HOTEL OCCUPANCY
TAX FUNDING

Post Event Report Form

Date: September 12, 2017

Organization Information

Name of Organization: South Padre Island Chamber of Commerce – 2017 Ladies Kingfish
Tournament

Address: 610 Padre Blvd., South Padre Island, Texas 78578

Contact Name: Roxanne Ray

Contact Phone Number: 956-761-4412

Event Information

Name of Event or Project: 36th Annual Ladies Kingfish Tournament

Date of Event or Project: August 11, 12,13, 2017

Primary Location of Event or Project: South Padre Island Convention Centre, South Point Marina,
Laguna Madre Bay and Gulf of Mexico.

Amount Requested: \$ 2000.00

Amount Received: \$1500.00 to date, balance of \$500 due after filing of post event report.

How were the tax funds used:(attach list of hotel tax funded expenses and receipts showing payment). To purchase various advertising placement. Our Media Plan and Quickbooks report is attached. Promotional expenditures totaled \$3386.85

How many years have you held this Event or Program: 36 years

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: Approximately 60% of promotional budget was funded by the CVB. We also wish to thank the CVB for placing our event logo in several of their fishing related ad placements and on sopadre.com.
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): Use of the Convention Centre facility was provided as an in-kind donation. This donation makes it possible to carryout this event in an efficient manner and in a first class, comfortable functional setting. Convention Centre staff also provides setup, maintenance and breakdown for our event.
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): UNK
4. If staff costs were covered, estimate of actual hours staff spent on funded event: UNK
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? There is a registration fee to participate in our event, \$95.00/\$100.00 per angler, \$25.00/\$30.00 per captain, deck hand, and boat guest. The event is planned to make a net profit . The net profit provides income necessary to sustain this event and supports other Chamber activities throughout the year. The SPI Chamber is a 501(c) 6 non profit membership organization.
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses. The current financial report is attached. There are still some outstanding receivables.

Event Attendance Information

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): Friday 450, Saturday 510, Sunday 230. Numbers include anglers, captains, crew members, family, friends and spectators.
2. What would you estimate as the actual attendance at the event?: Angler registration was down by approximately 30. This of course resulted in lower than expected participation at the registration party, weigh in at the dock and at the awards luncheon. See Sports Related Events section on page 5 for additional numbers.
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 68 two night stays were forecasted in item #5 of our application.
4. How many room nights do you estimate were actually generated by attendees of this event? Estimate of 70. It is calculated at total anglers 208, less zip codes 78578 and 78597, then 50% of that number.

5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event? By surveying our participants and utilizing registrant zip code try to estimate room nights which are reference in item #4 above.

This Year 70
Last Year 80
Two Years Ago 100
Three Years Ago 100

6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels {e.g.; room block usage information, survey of hoteliers, total attendance formula, zipcode information, etc.)? We survey participants on each registration form. We compile zipcode information and provide that to the CVB staff each year. We estimate conservatively using the total number of registered anglers, less the zip codes 78578 and 78597, then divide by half.
6. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? No. If the room block did not fill, how many rooms were picked up? N/A

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category: Please see the enclosed Media Plan and QuickBooks expenditures

Newspaper: PI Parade \$710 paid, 5 ads total, 3 BW, 2 Color.
Coastal Current 1 thank you ad \$268.60

Radio: None

TV: Sponsor trade with KVEO \$1500, 15 second ad over 30 days leading up to the event. as able, no guaranteed numbers but promised to do more not less!

Other Paid Advertising:

Postcard – Mass Mailing to database of 1000 anglers, \$392.00

Texas Saltwater Fishing Magazine June/July issue \$645

Lonestar Outdoors home page listing June and July \$500

SPI Guides Association – homepage website, 1 yr., \$250

Street Banner- \$195.00

Dock Banner - \$101.25

Social Media - \$600 for two months of ramped up posting on FaceBook and Instagram.

Number of Press Releases to Media- Multiple weekly beginning in May through the completion of the event. Good coverage in the Valley Morning Star, PI Press, Coastal Current.

Other Promotions – Year around listing on our spichamber.com website, weekly email blasts from the Chamber office using Constant Contact to our list of over 1200 addresses, mailing of posters to list of marinas and fishing shops in Texas, Chamber Face Book postings, poster distribution locally, handouts at other area fishing events, trade with Digital Media for ad placement on kiosks starting in June through the event, placement of sponsors logos, including CVB logo, are printed on 350 LKT event swag bags and the bags are “out there” year round.

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes. Utilized the CVB logo with link wherever possible. The links on our website spichamber.com are perpetual for all event sponsors. Our Chamber website and the Guide to South Padre Island actively promote local lodging year round, as well as for LKT.
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? We did not use room blocks. Since most hotels, motels, condos and property management companies are Chamber Members, choosing one for a room block is very difficult. We always recommend participants look at either our website or the CVB website to seek lodging options.
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event? We included the CVB logo and website in all of our promotional pieces, website, and Facebook. Our street banner included the CVB logo. With a limited marketing budget it is difficult to “go big”. We benefit greatly with our event being included in other CVB ads placement promoting fishing for the Island. We appreciate being part of it and were thrilled to see our logo on the back cover of the TIFT magazine as part of the CVB ad again this year.
5. Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign. See advertising copy provided in #6 below.
6. Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized. Advertising copy is attached. Not included is the ad content utilized for KVEO television or our Chamber website page dedicated to LKT.
7. Please note any other success indicators of your event: All aspects of the tournament went smoothly. Despite lower angler registration our merchandise sales and raffle sales were up from last year which indicates participants were enthusiastic.

Sporting Related Events – While I do not believe LKT is classified as a sporting event with the CVB this section does allow us to provide you with additional information.

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? 208 anglers, 103 boats, 103 captains, 105 (est.) crew, plus family members and friends.
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? The 2017 LKT Heat Map generated by the CVB based on participant zip codes in attached.
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity? Three day event allows the potential for two night stay for out of area participants resulting in lodging tax collections, as well as restaurant, bar and retail sales and related tax collections from all participants. We intentionally do not serve food at our Friday registration in hope that participants will visit local businesses on the Island.

Additional Event Information

What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc? Every effort is made to involve Island businesses and SPI Chamber members, including event sponsors, trophy sponsors, luncheon sponsor, dock sponsor, raffle donors, swag bag contributors, early registration gift sponsors and vendors booths. Our event expenditures included purchases from these area businesses: Schlitterbahn ShrimpHaus; Toucan Graphics, SPI Convention Centre, Brisky Perez Insurance, Rental World, A Clean Portoco, Postmaster, Sutherlands, Mini Stor All, Coastal Current, PI Parade, Walmart, Quik Stop, ShallowSport Boats, Sea Ranch Marina, Anglers Marine Center, Ace Hardware, Leslie Blasing, Republic Services.

Closing remarks:

The City of South Padre Island and the South Padre Island Chamber of Commerce welcomed anglers, captains and their friends and families to the 36th Annual Ladies Kingfish Tournament beginning on Friday night for registration at the SPI Convention Centre. Early Saturday morning, 208 anglers and 103 boats hit the waterways, returning to the docks at South Point Marina to weigh in their catch. This year's tournament brought 145 bay anglers and 63 offshore anglers to the Island for a fun filled three days. Challenges we faced this year included concern early in the week regarding high seas and rough water, early back to school activities due to earlier school start dates in the RGV, and it was tax free shopping weekend as well.

The Awards Ceremony at the South Padre Island Convention Centre hosted 210 guests for a lunch served by Schlitterbahn Beach Shrimphaus. 30 anglers were awarded trophies. Our major sponsors, including the South Padre Island Convention and Visitors Bureau, were also awarded original artwork trophies as well. This year we also presented a new award, the Angler Annie Legacy Award, in memory of local resident, business woman and angler Anne Wells who fished every year of the 36 year history of LKT.

This year's bay champion was Jessica Tyler from Harlingen, Texas, with all three species weighing at total of 14.55 lbs, fishing with Captain Hector Lopez. Lori Smith from Austin, Texas walked away with the Offshore Championship when she brought in all four species for a total weight of 53 lbs. Kelsey was fishing on the boat Cat Daddy with Taylor Schuster as Captain.

Thank you for the continuing support from the Convention Centre Visitors Authority. We look forward to working with the CVA in 2018 for the 37th Annual Ladies Kingfish Tournament scheduled for August 10-12, 2018.

Respectfully submitted,



Roxanne Ray
President/CEO
South Padre Island Chamber of Commerce

LKT Planning Committee

Javier CH. Garza
Joy Hartung
Sharon Taylor
Charla Givens
Krya Hudson
Tommie Ellium
Janie Petty
Jon Wilson

1:32 PM

09/11/17

Cash Basis

**South Padre Island Chamber of Commerce
Ladies Kingfish Tournament 2017
October 2016 through September 2017**

	Oct '16 - Sep 17	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
450000 · Ladies Kingfish Tournament -				
411050 · Reg. Fees	23,648.00	25,000.00	-1,352.00	94.6%
412050 · Sponsorship	24,015.00	26,000.00	-1,985.00	92.4%
413050 · Event promo items	2,855.00	2,500.00	355.00	114.2%
429050 · Miscellaneous	4,510.00	4,000.00	510.00	112.8%
Total 450000 · Ladies Kingfish Tournament -	55,028.00	57,500.00	-2,472.00	95.7%
Total Income	55,028.00	57,500.00	-2,472.00	95.7%
Gross Profit	55,028.00	57,500.00	-2,472.00	95.7%
Expense				
620000 · Ladies Kingfish Tournament				
500050 · Promotion - LKT	3,386.85	2,500.00	886.85	135.5%
502050 · Awards/Prizes/Tropies - LKT	6,082.06	5,850.00	232.06	104.0%
522050 · Food/Drink - LKT	3,823.80	5,000.00	-1,176.20	76.5%
562050 · Misc. - LKT	5,537.40	6,000.00	-462.60	92.3%
576050 · Printing - LKT	58.68	250.00	-191.32	23.5%
606050 · Supplies - LKT	425.70	200.00	225.70	212.9%
618050 · T-Shirts/logo items - LKT	2,736.36	3,000.00	-263.64	91.2%
619050 · Event Bags - LKT	2,275.00	2,500.00	-225.00	91.0%
Total 620000 · Ladies Kingfish Tournament	24,325.85	25,300.00	-974.15	96.1%
Total Expense	24,325.85	25,300.00	-974.15	96.1%
Net Ordinary Income	30,702.15	32,200.00	-1,497.85	95.3%
Net Income	30,702.15	32,200.00	-1,497.85	95.3%

9/11/17 \$1550 o/s receivables

1:34 PM

09/11/17

Cash Basis

**South Padre Island Chamber of Commerce
Transaction Detail By Account
October 2016 through September 2017**

Type	Date	Num	Name	Memo	Paid Amount	Balance
620000 · Ladies Kingfish Tournament						
500050 · Promotion - LKT						
Check	04/06/2017	13104	Lonestar Coastal Holdings	Ad Texas Saltwater Fishing Mag...	645.00	645.00
Check	04/19/2017	13120	Postmaster	8 rolls stamps for LKT postcard ...	392.00	1,037.00
Check	05/24/2017	13155	Port Isabel/SPI Guides As...	2017 LKT promo advertsing	250.00	1,287.00
Check	06/01/2017	13162	Texas Sportsman	full page add June/July issue	325.00	1,612.00
Check	06/19/2017	13189	Toucan Graphics	Street banner for LKT	195.00	1,807.00
Check	07/05/2017	13202	Card Services	LKT ad Lone Star Outdoors	500.00	2,307.00
Check	07/10/2017	13206	Port Isabel Press	2 LKT ads 6/8 bw 6/22 color	295.00	2,602.00
Check	07/31/2017	13224	Toucan Graphics	dock banner	101.25	2,703.25
Check	08/03/2017	13231	Port Isabel Press	2 LKT ads 7/6 bw 7/20 color	295.00	2,998.25
Check	09/08/2017	13282	Port Isabel Press	1 LKT add 1/2 pg 8/3	120.00	3,118.25
Check	09/11/2017	13283	AIM Media Texas	LKT thank you ad Coastal Curren...	0.00	3,118.25
Check	09/11/2017	13284	AIM Media Texas	LKT thank you ad Coastal Curren...	268.60	3,386.85
General Jou...	09/11/2017	2016-48	AIM Media Texas	For CHK 13283 voided on 09/11/...	358.00	3,744.85
General Jou...	09/11/2017	2016-...	AIM Media Texas	Reverse of GJE 2016-48 – For C...	-358.00	3,386.85
Total 500050 · Promotion - LKT					3,386.85	3,386.85
Total 620000 · Ladies Kingfish Tournament					3,386.85	3,386.85
TOTAL					3,386.85	3,386.85

2017 LKT Attendee Heat Map 1

Styled by Zip Code

- 1 75495
- 2 78009
- 3 78373
- 4 78732
- 5 78735
- 6 79070
- 7 78229
- 8 78232
- 9 79119
- 10 78258
- 11 79424
- 12 78364
- 13 78404
- 14 78427
- 15 78501
- 16 78504
- 17 78520
- 18 78521
- 19 78526
- 20 78539
- 21 78541
- 22 78550
- 23 78552
- 24 78553
- 25 78566
- 26 78568
- 27 78572
- 28 78573
- 29 78574
- 30 78575
- 31 78577
- 32 78578
- 33 78583
- 34 78586
- 35 78589



Texas View

36 78596

37 78597

38 78598

39 78602

40 78666

41 78727

42 78749

43 78750

2017 Ladies Kingfish Tournament Media Plan

Lone Star Outdoors: - \$500 (ad emailed 5/23/17)

4/4/17 - Emailed David Sams for pricing

4/4/17 - David emailed the price would be same as last year - \$250 per month. Will have an ad on their homepage June and July. Contract signed and returned.

Texas Saltwater Fishing Magazine - \$645 (ad emailed 5/23/17)

4/4/17 - Emailed Patti Elkins for pricing

4/4/17 - \$645 for one ½ page full-color ad in July - contract signed and returned

PI/SPI Guides Association Website - \$250 (changes made)

Joy Hartung has already changed dates. Need to change 34th Annual to 36th Annual, and redirect the link from calendar to event page. Will do once we get Title Sponsors secured, and I can make changes to LKT web page.

4/27/17 - emailed Joy to make changes and send invoice.

South Padre Parade - \$460 (all ads emailed 5/23/17)

4/4/17 - Emailed Dina Arevalo regarding trade for Friend Sponsorship

4/23/17 - Received Friend Sponsor form from Josie Creamer. We will have 5 ads (three ½ BW and two ½ Color). They will comp 1 color and 1 BW, and we pay for the others.

KVEO-TV News Channel 23 - \$0 (changes emailed 4/27/17)

4/4/17 - Emailed Laura Moreno regarding trade for Bronze Sponsorship. 4/4/17 - Laura emailed she would run by manager and get back to me. 4/27/17 - Email from Laura they will run ad again for Bronze Sponsor.

Coastal Current - \$270

4/4/17 - Emailed Wendy regarding trade for Friend Sponsorship

4/4/17 - Wendy emailed back they are not doing trades anymore. She offered non-profit rate. I asked for rates to determine what we can or cannot do. Will do thank you ad after event - full page B/W

Texas Sportsman Magazine - \$325 (ad emailed 6/1/17)

5/31/17 - Full page color ad in June/July edition of magazine.

Budget: \$2,500

Spent To Date: \$2,450

June + July 2017

Paying out **\$128 million** in patronage dividends in 2016
CELEBRATING 100 YEARS OF TEXAS AGRICULTURE



The morning clouds of Mansfield Wade fishing with Capt. David
Check out my latest photo from today with The morning clouds of Mansfield Wade fishing...



Islands 2 eat Outdoor Expo next week
The 2017 Islands 2 eat Outdoor Expo is set for Saturday, June 17, 10am to 4pm, at the...
www.islands2eat.com



The morning clouds of Mansfield Wade fishing with Capt. David
Check out my latest photo from today with The morning clouds of Mansfield Wade fishing...



Red snapper season is back in business
The 2017 Red Snapper season is back in business. The season opens on June 1st, 12pm...
www.texaswildlife.com



No rod, no tackle, no license - no problem
Check out my latest photo from today with No rod, no tackle, no license - no problem...



Back at it from Port Mansfield
Check out my latest photo from today with Back at it from Port Mansfield...



Long range shooting aiming with the Nikon Black scopes @ngcphoto
Check out my latest photo from today with Long range shooting aiming with the Nikon Black scopes @ngcphoto...

Search

Free E-Mail Newsletter Sign Up

Sign Up For E-MAIL NEWSLETTER
Name: [input]
E-MAIL: [input] [GO]
[input] of [input] [input]

Our Partners



SPI CHAMBER LKT
Ladies Kingfish Tournament
South Padre Island, Texas
August 11-13, 2017
956.761.4417
info@spirchamber.com
www.aprlake.com



Dianna L. Harvill

From: Dianna L. Harvill [dianna@spichamber.com]
Sent: Tuesday, May 23, 2017 12:17 PM
To: 'Patti Elkins'
Cc: 'donna@tsfmag.com'
Subject: Ads attached
Attachments: TxSaltwater-July2017.jpg; TxSaltwater-July2017.pdf

Patti,

Attached is the ad for the Ladies Kingfish Tournament which will run in the July 2017 issue. Please let me know if there are any questions. Thank you.

Have A Great Day!
Dianna L. Harvill
Marketing Director

For more information go to:

www.spichamber.com

[Facebook/southpadreislandchamberofcommerce](https://www.facebook.com/southpadreislandchamberofcommerce)



From: Patti Elkins [mailto:patti@tsfmag.com]
Sent: Tuesday, April 04, 2017 3:11 PM
To: 'Dianna L. Harvill'
Cc: donna@tsfmag.com
Subject: RE: Advertising

Dianna,

Attached is the insertion order contract that will need to be signed and returned. I don't remember off the top of my head if you sent us a check last year or gave us credit card info, but as long as we have info or check prior to June 1st, we will be in good shape. Just let me know what works best for you.

Thanks so much and good luck with your tournament! It is a tremendous amount of work to put on a successful tournament!

Best regards,

Patti Elkins

Lone Star Coastal Holdings, Inc.

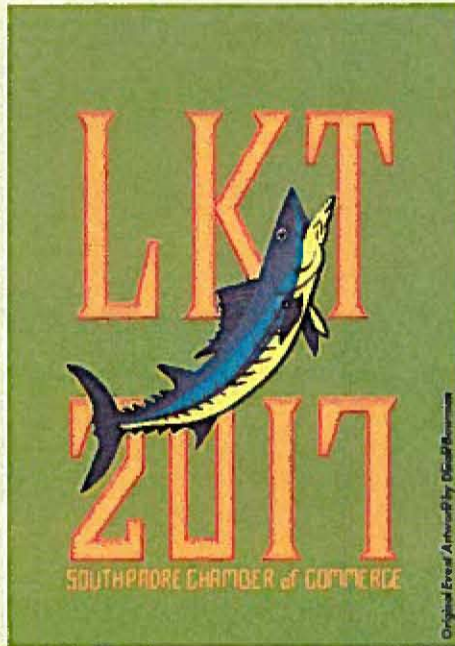
Marketing and Advertising Agent for:

Texas Saltwater Fishing Magazine, Inc.

P. O. Box 429

Seadrift, TX 77983

Office: 361/785-3420



Online Registration or Download
Registration Form and Rules at
www.spichamber.com

36th Annual Ladies Kingfish Tournament

August 11-13, 2017
South Padre Island, TX

2017 Title Sponsors:



Early Registration Ends
July 14, 2017

Follow Us On Facebook

PORT ISABEL & SOUTH PADRE ISLAND FISHING GUIDES ASSOCIATION

maintains a listing of members that offer bay and offshore fishing charters.

South Padre Island has a sub-tropical climate so you can enjoy fishing throughout most of the year.



FISHING THE SOUTH TEXAS COAST



Ladies Kingfish
Tournament

south padre island, texas

The 36th Annual South Padre Island
Chamber of Commerce Ladies Kingfish Tournament
will be held on August 11 - 13, 2017

Bay fishing guides specialize in shallow water drifting and sight casting for reds on the flats of the Laguna Madre and South Bay. They are also good at finding and catching trout, flounder, snook and some big offshore fish that come into the channels and jetties.

Offshore fishing offers several species accessible within a few miles, including mahi mahi, grouper, spanish mackerel, tuna, kingfish, amberjack, cobia, dolphin, shark, barracuda, tarpon, and snapper.

Deep sea fishing for big billfish like marlin, sailfish and swordfish you have to go to the clear blue waters of the gulf stream. The blue water is always shifting and can be as far as sixty miles out or more. These charter boats are equipped with fighting chairs and deckhands to help.

Here's the List of Fishing Guides

Remember to bring a big ice chest to take your fish home.

PORT ISABEL / SOUTH PADRE ISLAND GUIDES ASSOCIATION
P.O. BOX 3858 * SOUTH PADRE ISLAND, TX. 78597

Review
6/8/17



Ladies Kingfish Tournament

south padre island, texas

August 11-13, 2017
Early Registration Now thru July 14, 2017
Register Online!

Schedule of Events

Friday, August 11, 2017 - SPI Convention Centre	
Registration	4:00 p.m. - 7:00 p.m.
Early Registration Prize Drawings	6:00 p.m.
Rules Meeting	6:30 p.m.
Saturday, August 12, 2017 - SouthPoint Marina Port Isabel	
Start Time	6:30 a.m.
Weigh-In (Bay Division)	1:00 p.m. - 3:30 p.m.
Weigh-In (Offshore Division)	4:00 p.m. - 7:00 p.m.
Sunday, August 13, 2017 - SPI Convention Centre	
Awards Ceremony/Lunch	11:00 a.m.

Online Registration, Downloadable Forms and Rules:
www.spichamber.com - info@spichamber.com
or call 956.761.4412

2017 Title Sponsors



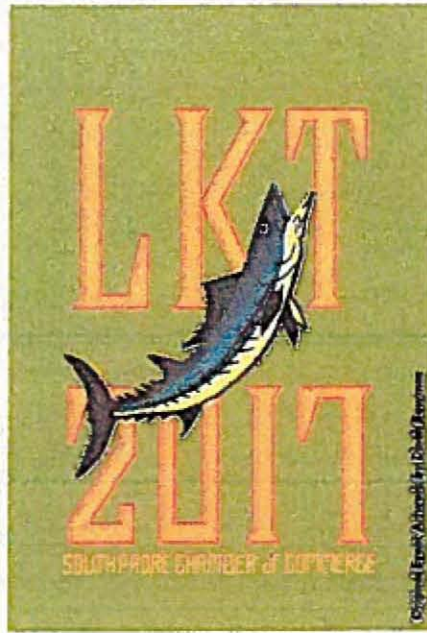


Ladies Kingfish
Tournament
south padre island, texas

August 11-13, 2017

Register Online!

Follow us at:
Facebook.com/
LadiesKingfishTournament



*Parade
6/22/17*

Schedule of Events

Friday, August 11, 2017 - SPI Convention Centre

Registration	4:00 p.m. - 7:00 p.m.
Early Registration Prize Drawings	6:00 p.m.
Rules Meeting	6:30 p.m.

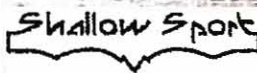
Saturday, August 12, 2017 - SouthPoint Marina Port Isabel

Start Time	6:30 a.m.
Weigh-In (Bay Division)	1:00 p.m. - 3:30 p.m.
Weigh-In (Offshore Division)	4:00 p.m. - 7:00 p.m.

Sunday, August 13, 2017 - SPI Convention Centre

Awards Ceremony/Lunch	11:00 a.m.
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2017 Title Sponsors



Online Registration, Downloadable Forms and Rules:

www.spichamber.com - info@spichamber.com

or call 956.761.4412

Parade
7/6/17



Ladies Kingfish Tournament

south padre island, texas

August 11-13, 2017
Early Registration Now thru July 14, 2017
Register Online!

Schedule of Events

Friday, August 11, 2017 - SPI Convention Centre	
Registration	4:00 p.m. - 7:00 p.m.
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Awards Ceremony/Lunch	11:00 a.m.

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www.spichamber.com - info@spichamber.com
or call 956.761.4412

2017 Title Sponsors



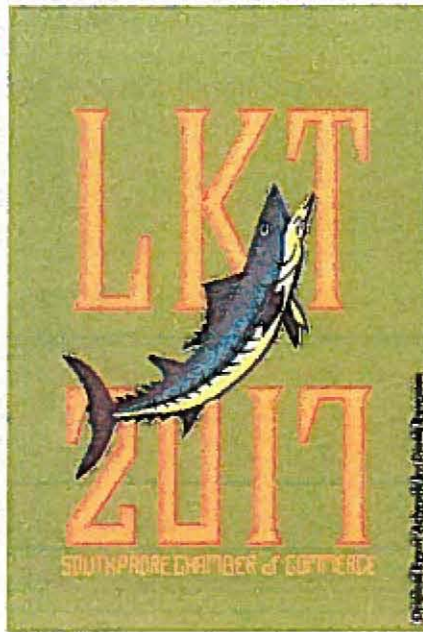


Ladies Kingfish
Tournament
south padre island, texas

August 11-13, 2017

Register Online!

Follow us at:
Facebook.com/
LadiesKingfishTournament



*Parade
7/20/17*

Schedule of Events

Friday, August 11, 2017 - SPI Convention Centre

Registration	4:00 p.m. - 7:00 p.m.
Early Registration Prize Drawings	6:00 p.m.
Rules Meeting	6:30 p.m.

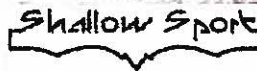
Saturday, August 12, 2017 - SouthPoint Marina Port Isabel

Start Time	6:30 a.m.
Weigh-In (Bay Division)	1:00 p.m. - 3:30 p.m.
Weigh-In (Offshore Division)	4:00 p.m. - 7:00 p.m.

Sunday, August 13, 2017 - SPI Convention Centre

Awards Ceremony/Lunch	11:00 a.m.
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2017 Title Sponsors



Online Registration, Downloadable Forms and Rules:

www.spichamber.com - info@spichamber.com

or call 956.761.4412

Parake
8/3/17



Ladies Kingfish Tournament

south padre island, texas

August 11-13, 2017
Join us on the dock Saturday August 13th to see who brings in the big fish! We have covered seating, beverage and food vendors, and lots of fun!

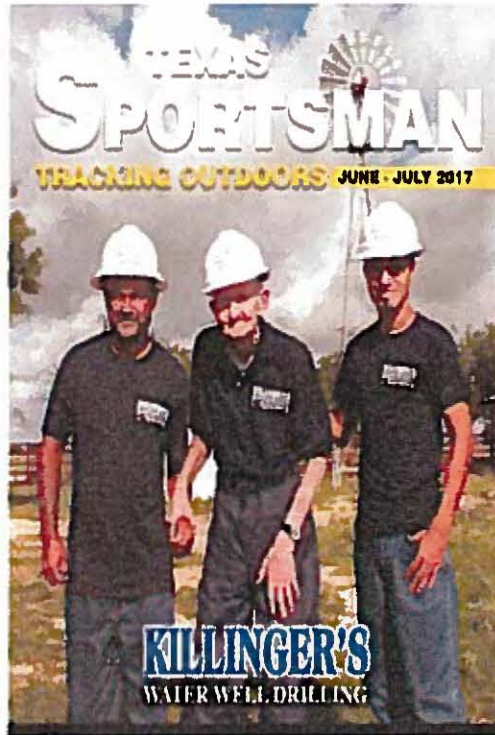
Schedule of Events

Friday, August 11, 2017 - SPI Convention Centre	
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Awards Ceremony/Lunch	11:00 a.m.

Online Registration, Downloadable Forms and Rules:
www.spichamber.com - info@spichamber.com
or call 956.761.4412

2017 Title Sponsors





1 / 44



INFO

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MORE

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WE SELL RANCHES TOO!

MR. VICTORS

AUTO & TRAILER SALES
 PARTS & SERVICE & REPAIRS

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 144 E. OWENSBA RD
 EDWINGBURG TX, 78533

HARLINGEN
 (953) 797-2529
 1801 W. HIGHTWAY 48
 HARLINGEN TX, 78533

MR. VICTORS

16FT LANDSCAPE 2017
www.MrVictors.com
 Also selling ATVs, UTVs and JEEP TRAILERS

DOODGE CHARGER RT 2013

VEHICLE MANAGER 2014

DOODGE 1500 TRUCK 2009

JOHN DEERE 424
BACCHINO 2012

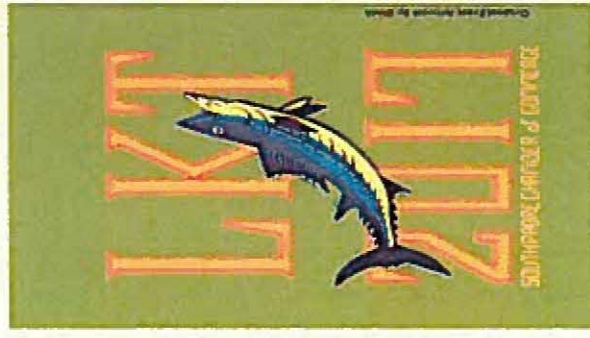


11. TEXAS SPORTSMAN - HINE.MP



August 11-13, 2017
 South Padre Island, TX

Online Registration or
 download application
 and rules at
www.spichamber.com



2017 Title Sponsors



Celebrating 36 years of tradition! The first all women's
 fishing tournament in the State of Texas.

Follow Us At: [Facebook.com/LadiesKingfishTournament](https://www.facebook.com/LadiesKingfishTournament)

12. TEXAS SPORTSMAN - HINE.MP



LADIES KINGFISH TOURNAMENT

Month of **JULY** with *OCEAN RAY IMAGE*

•OVERALL IMPRESSIONS •



137 likes & 8 comments



3,461 impressions

• SOCIAL FOLLOWING GREW BY 217 THIS WEEK •

Platforms	Last Month	Growth	This Month
Instagram	0	154	154
Facebook	801	63	864

Instagram is the fastest growing platform.

• INSTAGRAM POSTS •

Your best post this month was "[#fishingfriday](#)". This post received **16 likes**, and 3 comments!

Your "[Go Team!](#)" post came in second this month, receiving **15 likes** and 1 comment!

Your "[Register Now!](#)" post came in third, receiving **13 likes** and 1 comment!

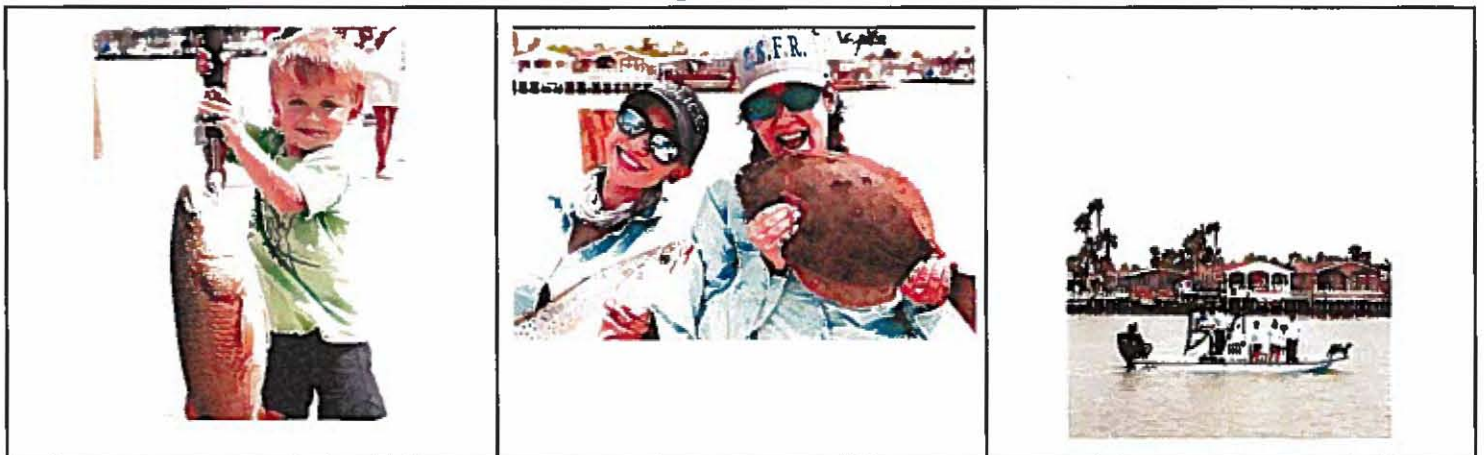
•FACEBOOK POSTS•

Your best post this month was "[Sunday Funday](#)", reaching 828 people, receiving **69 likes**, 1 share, and 3 comments!

Your "[Register Now!](#)" post came in second, reaching 972 people, receiving over **24 likes**, 2 shares, and 5 comments!

Your "[Join Us](#)" post came in third this month, reaching 754 people, receiving **22 likes**, 4 shares, and 5 comments!

Best Performing Posts Across All Platforms



LADIES KINGFISH TOURNAMENT

Month of **AUGUST** with *OCEAN RAY IMAGE*

•OVERALL IMPRESSIONS (since start)•



465 likes & 21 comments



941 page likes

• SOCIAL FOLLOWING GREW BY 134 THIS WEEK •

Platforms	Last Month	Growth	This Month
Instagram	154	64	218
Facebook	864	70	934

This month, Facebook is the fastest growing platform.

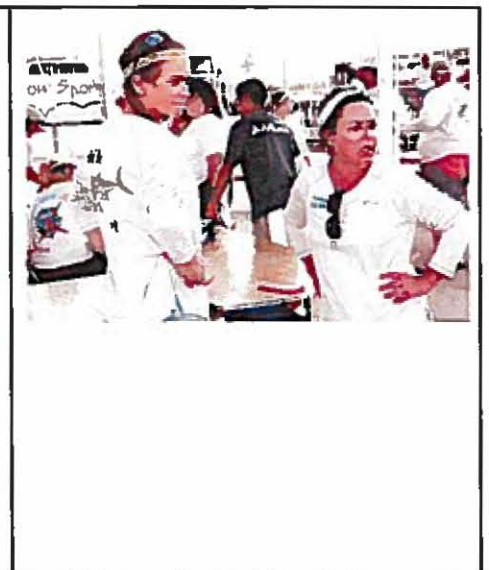
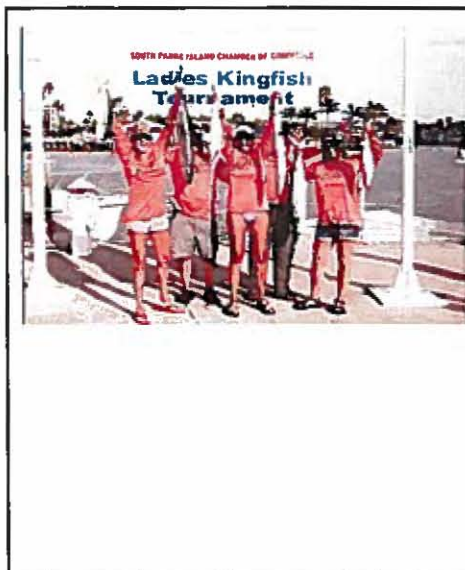
• INSTAGRAM POSTS •

Your best post this month was "[KING of all kings](#)". This post received **32 likes**, and **1 comment**!
Your "[Deckhands Shout-Out](#)" post came in second this month, receiving **31 likes** and **0 comments**!
Your "[Waiting...](#)" post came in third, receiving **25 likes** and **0 comments**!

•FACEBOOK POSTS•

Your best post this month was "[One More Week](#)", reaching **4,349 people**, receiving **104 likes**, **7 shares**, and **12 comments**!
Your "[Uploaded Photos](#)" post came in second, reaching **1,682 people**, receiving **52 likes**, **3 shares**, and **0 comments**!
Your "[Waiting...](#)" post came in third this month, reaching **1,643 people**, receiving **45 likes**, **4 shares**, and **8 comments**!

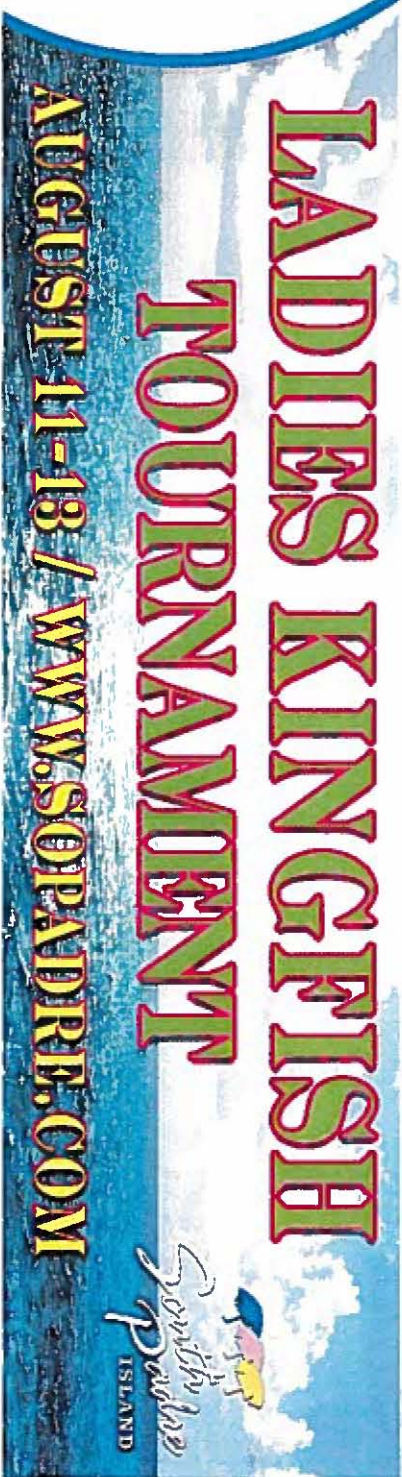
Best Performing Posts Across All Platforms





LK1

Ladies Kingfish
Tournament
South Padre Island, Texas



2017 Street Banner



South Padre Island Chamber of Commerce
Ladies Kingfish Tournament



BUICK GMC



10-11-15 11:57 AM

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

MEETING DATE: September 27, 2017

NAME & TITLE: Will Greenwood, CVA Vice-Chairman
Bill Donahue, CVA Board Member

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on new or returning special events:

- a. Free Livin Entertainment Inc. DBA Inertia Tours. (September 2017 –February 2018)
- b. CMG Media Agency LLC/Studentcity.com. (October 2017 – January 2018)

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: September 27, 2017
NAME & TITLE: Will Greenwood, CVA Vice-Chairman
DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request from Free Livin Entertainment Inc. DBA Inertia Tours. (September 2017 –February 2018)

ITEM BACKGROUND

More information to be provided at the meeting.

BUDGET/FINANCIAL SUMMARY

\$50,000.00 was awarded for 2016/17 FY.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application for Initial Funding

Date: 7/11/12

Organization Information

Name of Organization: Juventia Tours

Address: 4606 P. Wehner Rd, S.

City, State, Zip: Austin TX 78747

Contact Name: Chad Harris Contact Office Phone Number: 800 821 2176

Contact Cell Phone Number: 512 210 7131

Web Site Address for Event or Sponsoring Entity www.juventia-tourspring-break.com

Non-Profit or For-Profit status: For Profit Tax ID #: 86-1120750

Entity's Creation Date: 2002

Purpose of your organization: Tour operator to South Pache Island

Event Information

Name of Event or Project: College Spring Break Promotional Roadshow

Date of Event or Project: Sept 15 - Dec 15

Primary Location of Event or Project: Midwest USA

Amount Requested: \$ 25,000

Primary Purpose of Funded Activity/Facility:

ON campus promotion of "Shouldn't we" college Spring Break to South Pache Island.

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)

Wages, insurance, hotel, food, gas, printing, social media

Insurance, postage, tolls

Percentage of Hotel Tax Support of Related Costs

- 44% Percentage of Total Event Costs Covered by Hotel Occupancy Tax
- Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event
- Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 100 %

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

Last year the \$50,000 Fundry covered 44% of INERTIA hand costs of the roadshow

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ 0
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ 0
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ 25,000

e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ _____

f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$ 0

How many attendees are expected to come to the sporting related event? _____

How many of the attendees at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$ 0

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ 0

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

- How many years have you held this Event or Project: 14 years
- Expected Attendance: 50,000 +
- How many people attending the Event or Project will use South Padre Island lodging establishments? 100%

How many nights do you anticipate the majority of the tourists will stay: 60% 7 nights
40% 4 nights

- Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: YES.
Pearl 200+ Schlitzbahn 40+
Hilton/La Quinta/La Costa 200+ + Innerness / Royale Beach Club /
Peninsula / Saida / InterContinental /
Approx 190 Condos

- List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used	Condos
<u>2016/17</u>	<u>\$50,000</u>	<u>400+</u>	<u>190+</u>
<u>2015/16</u>	<u>\$50,000</u>	<u>↓</u>	<u>↓</u>
<u>2014/15</u>	<u>\$50,000</u>	<u>↓</u>	<u>↓</u>

- How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? _____

Room block usage

- Please list other organization, government entities, and grants that have offered financial support to your project: _____

- Will the event charge admission? Roundstew does not. Spring Break packages do.

- Do you anticipate a net profit from the event? YES

- If there is a net profit, what is the anticipated amount and how will it be used?

Gross Sales \$1 million +

11. All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

Newspaper: \$ 0
 Radio: \$ 0
 TV: \$ 0
 Website, Social Media: \$ 0 - CVA/ INERTIA does \$100k + own's own
 Other Paid Advertising: \$ 0 - CVA/ ↓

Anticipated Number of Press Releases to Media 4
 Anticipated Number Direct Mailings to out-of-town recipients 100+

Other Promotions \$100,000 + pay per click

12. A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply? YES.

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?
YES.

[If we have a tour operator, we will require them to use that service.]

14. What other marketing initiatives are you planning to promote hotel and convention activity for this event?

Past travelers. we have traveled in last 5 years
over 25,000 + students. Strong word of
MOUTH.

15. What geographic areas does your event reach:

Heart of Midwest + some

16. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: ~~000~~ N/A

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

17. What amount of event insurance do you have for your event and who is the carrier:

Private's liability umbrella \$1 million coverage

- a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)

18. Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply? YES.

19. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Supplemental Information Required With Application: Along with the application, please submit the following:

- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Complete budget for the Funded Project
- Room night projections, with back-up, for the Funded Event

Submit to: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

CVA Funding Request

College Promotional Roadshow 2017/18

The college promotional roadshow will run from Sept 1 to Dec 20 employing our teams to hit 14 states in Midwest. The premise is simple – personally invite groups to South Padre in March in a face to face, door to door fashion. We go door to door to every Fraternity & Sorority on these campuses listed with our teams to over 400 houses. Nothing beats a personal invitation

We solicit Midwest campuses because they highly drivable and/or have inexpensive airfare to South Padre/BRO & HRL Airports. Basically we fish where the fish bite. Inertia does target shoulder week, ie “non Texas week schools”

The Inertia college campus road show to target off weeks to fill needed space off peak times. We call this the college promotional roadshow. Our Company has been sponsored for these efforts since 2010 by the City of South Padre Island. Based on increases in revenue in March, we believe this effort has been paying off. As college students graduate, we have to “re target” campuses year after year.

Last March saw rich increases in tax collections we wish to continue this path for the Island in March.

Last year:

- 6500+ students traveled directly with Inertia Tours;
- 55% were not during Texas week, up from 53% year prior. We directly attributed roughly 1800 room nights to the road show visits
- Understand, this does *NOT include* bookings we could not attribute to the road show, nor direct non Inertia bookings

We are on the correct path attracting the correct student profile for college spring break from the midwest. We have a very controlled crowd that are true vacationers spending big money while here.

Inertia Tours rep system of college students promoting South Padre Island is the strongest in the nation.

Our Company does poll travelers 1 month after departure. Our surveys state on average, the average client we bring to South Padre Island indicates they spent over \$400 while on South Padre Island. This would indicate an overall economic impact to South Padre of over \$2.764 million in March alone from Inertia’s clients.

Why Fund:

The Stats:

- If Inertia bookings alone (not including the direct college bookings with properties and management companies) stays at approximately 6500 students...and we do this for 5 years, that is 32,000+ college graduates that have already experienced our Island. They marry. That is now near 70,000 people. They have 2 children. This is now 140,000 people that we have a definite shot at bringing back as families to South Padre. This does NOT include the other 40,000 students that come, or over a 5 year potential of 40,000 x 2 (mom/dad) x 2 (kids) x 5 years or **800,000 potential individuals in just FIVE YEARS.**
- College graduates earn 49.27% more than non grads. We are soliciting future college grads. Source: study.com
- Currently, our largest markets are South Texas for families. Only 12% of South Texas students will earn a college degree. Source: <https://riograndevalley.teachforamerica.org/>

This compares with 40.4% in the upper Midwest. <http://hechingerreport.org/proportion-of-americans-with-college-degrees-continues-to-eke-up/>. The point here is to target NOW for the FUTURE Midwest clients.

The bottom line here is, **spring break can determine the base of our future travelers as families.** If we hope to attract affluent, college educated families, this can start right here. Additionally, Greeks statistically are proven to “thrive” in post graduate workplace life, with 46% “thriving” vs. 42% non Greek.

When you couple the ability of college spring break to attract more educated, affluent, and professional thriving members of the Midwest community, this is a bullseye target of what we need to target now for our future base of families.

A compelling statistic

According to a cheapflights.com poll of 1,053 Americans, **85% of those surveyed are inclined to vacation somewhere they've already visited, with "great weather" and "good prices" tied for top reasons to return. South Padre Island HAS great weather and good prices.**

Source: <http://www.usatoday.com/story/dispatches/2013/01/17/cheapflights-survey-travel-florida-vegas/1838429/>

The east coast and west coast markets will always be elusive for South Padre Island spring break and future family business as cheap flights to Florida & the Caribbean (east coast) or Mexico (west coast) as well as the non drivability factor to Texas, coupled with this tradition dictates the tastes of these markets to our State not in our favor.

Why Inertia Tours?

*We are the #1 provider of college spring break travel to South Padre Island. 98.9% of our clients are for college spring break book South Padre Island, not some other destination.

*We are going on our 15th year of continuous service and promotion of travel to South Padre.

*Our current accommodations provider list and vendor list is by far and away the largest ever produced.

*The “Greek” community as they travel in groups creates great momentum for a destination and snowball effect.

Properties we work with include and are under contract for spring break 2018 include: The Pearl, Hilton, La Copa, La Quinta, Sunchase Beachfront, Peninsula, Royale Beach, Inverness, Saida Towers, and Internacional. This does not include other hotel properties that we will add if possible such as Schlitterbahn plus 50+ miscellaneous condos. We have the largest inventory of space we have ever had in the history of our Company.

Onsite vendors, we work with Pier 19, Daddy’s, Senor Donkey, Kohnami, PadreRitaGrill, American Diving, Isla Tours, Breakaway Tours, Sonny’s Beach Service, South Padre Surf Co., Osprey, Tequila Sunsets, Louies, and Clayton’s. We sponsor as our Official Charity Sea Turtle Inc.

Highlights:

Total Requested CVA funding - \$25,000

- Total actual cost of College Promotional Road Show last year: **\$113,000**

CVA funds 28.6% of cost of this promotion. Full/original receipts and accounting were provided to the CVA on our wrap up meeting.

- Projected costs of this roadshow this year are \$87,500. **This means our Company will absorb 71.4% of the costs for this promotion.**
- **We guarantee all monies 100% go directly to the hard costs. There are zero administration other “fluff” fees or costs.**

Budget Breakdown:

Item:	Cost:	Sept 1 to Dec 20= 100 days approximately
Hotel	\$75/night	\$7,500
Gas	\$25/day	\$2,500
Printing		\$7,500
Food Stipend	\$30/day x 3 people (\$90 x 100)	\$9,000
Wages:	\$600/week x 3 people \$1800 x 15	\$27,000
Road Manager Bonus		\$5,000
Insurance	Liability + cars + employment	\$5,000

Budget breakdown continued

1 Vehicle rental \$500/month	\$2,000
Commissions (expected)	\$20,000
Misc Print/tolls/postage/etc	\$2,000
Total Cost:	\$87,500

While we can spend tens of thousands of dollars advertising online, that type of marketing is called “Pull” advertising in that it targets those already looking for (example) searching on google the term college spring break trips. There are problems with using only a pull strategy and no push.

For one, all sorts of choices exist that are advertising using pull marketing ie internet marketing, people already looking.... for example Cancun spring break hotels or Gulf Shores, Alabama to Destin to Port Aransas on the internet, but no destination is putting sales people on college campuses to push one destination to “push” the destination.

We must also have a strategy of push, which means we push South Padre Island to the front of the destination competition through these on campus efforts. These teams flyer/poster the campus in addition to asking each Greek house on campuses to please come to South Padre Island this spring break. It is highly effective. We target Greeks as they travel in massive groups, and have social influence. We generate momentum on campus with these groups so that many, many more travel that are non Greek.

States we will visit:

Minnesota
Wisconsin
Michigan
Indiana
Illinois
Nebraska
Colorado
New Mexico
Oklahoma
Arkansas
Iowa
Missouri
South Dakota
Select off peak Texas schools

- **The teams will personally come in contact with over 400 Sorority and Fraternity houses**
- **The teams will generated direct contact with over 350 Greek Presidents and/or Social Chairs**

Reasons for high success of College Spring Break for South Padre in 2017:

- Robust Economy
- Low gas prices at the pump
- Momentum/legacy/on campus efforts of road show door to door invites
- Strong leads from Pay Per Click campaigns
- Panama City Beach and Gulf Shores demise

Suggestions to improve this promotion and spring break promotion:

Be mindful of:

- Gas prices could go back up causing sticker shock & less people driving down
- Proper budgeting for online marketing critical for college students needs to remain in place They use so many different media forms now

Online marketing budget to garner lead forms form March 3/17/24th are critical.

- Lack of participation from hotels/condo rental agencies despite a CVB email going out. **We are willing to distribute any/all information provided but very thin.** Would like to see a formal CVB promo packet each Greek house gets, we would need as you can see 400+ of those. Include a welcome letter, tear sheet on “Why South Padre for spring break” and contact info for hotels and rental agencies. Put in a custom folder or 9 x 12 envelope.
- Spring break is a season – not an event. It appears March may be the 3rd biggest month for accommodations providers now and that cannot/should not be ignored.
- Spring Break in March seems to be one of last viable watermarks that we can go after and increase revenues. Only so many people can visit South Padre in the summer. In the fall, kids are in school as well as a continued Red Tide. This will always prove difficult.

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

MEETING DATE: September 27, 2017
NAME & TITLE: Bill Donahue, CVA Board Member
DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request from CMG Media Agency LLC/Studentcity.com. (October 2017 – January 2018)

ITEM BACKGROUND

More information to be provided at the meeting.

BUDGET/FINANCIAL SUMMARY

\$25,000.00 was awarded in 2016/17 FY.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application for Initial Funding

Date: July 6th, 2017

Organization Information

Name of Organization: CMG Media Agency LLC

Address: 20 Danada Square West, Suite 240,

City, State, Zip: Wheaton, IL

Contact Name: Shannon Posavad Contact Office Phone Number: 866-797-7266

Contact Cell Phone Number: 630-217-8786

Web Site Address for Event or Sponsoring Entity Padremaniac.com /Studentcity.com

Non-Profit or For-Profit status: For Profit Tax ID #: 27-1164394

Entity's Creation Date: Oct 2009

Purpose of your organization: Marketing & Events Agency

Event Information

Name of Event or Project: Spring Break Campus Tour 2018

Date of Event or Project: October 15th-Feb 15th, 2018

Primary Location of Event or Project: University and College Campus Tour Across East/Midwest

Amount Requested: \$ 25,000

Primary Purpose of Funded Activity/Facility:

Marketing of South Padre Island Spring Break (March)

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)

Campus tour to east coast/midwest schools. Digital/Social Media & print advertising

Percentage of Hotel Tax Support of Related Costs

20% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

0 Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

0 Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____%

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

N/A

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

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$_____
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$_____
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ 25,000
- d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$_____

e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ _____

f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$ _____

How many attendees are expected to come to the sporting related event? _____

How many of the attendees at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 1
2. Expected Attendance: 50,000 +
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 100%

How many nights do you anticipate the majority of the tourists will stay: 5

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Yes. Hotel room blocks are made with the Isla Grand Resort and the Inn at South Padre. Also other hotels advertised via our website include Padre South and Schlitterbahn Beach Resort.

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u> 03/2015 </u>	<u> 0 </u>	<u> approx 1000 room nights </u>
<u> 03/2016 </u>	<u> \$25000 </u>	<u> approx 2000 room nights </u>
<u> </u>	<u> </u>	<u> </u>

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? Room block usage

7. Please list other organization, government entities, and grants that have offered financial support to your project: N/A

8. Will the event charge admission? No

9. Do you anticipate a net profit from the event? Not from the Campus Tour.

10. If there is a net profit, what is the anticipated amount and how will it be used?
 There will be no net profit from the campus tour. The event is pure marketing for Spring Break 2018.

11. All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

Newspaper: \$ 0
Radio: \$ 0
TV: \$ 0
Website, Social Media: \$ 50,000
Other Paid Advertising: \$ 50,000 (print)

Anticipated Number of Press Releases to Media 4-6

Anticipated Number Direct Mailings to out-of-town recipients 2000 +

Other Promotions Campus Representative and Fraternity/Sorority house marketing

12. A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply? Yes

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?

Yes

[If we have a tour operator, we will require them to use that service.]

14. What other marketing initiatives are you planning to promote hotel and convention activity for this event?

Digital, Social, Print marketing will be done in conjunction with a mobile

campus tour to numerous states and schools across the USA.

15. What geographic areas does your event reach:

Focusing on the north east states as well as midwest states. Shoulder weeks.

16. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: _____

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

17. What amount of event insurance do you have for your event and who is the carrier:

\$5 million umbrella

- a. **(Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)**

18. Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply? Yes
19. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Supplemental Information Required With Application: Along with the application, please submit the following:

- X Proposed Marketing Plan for Funded Event
- X Schedule of Activities or Events Relating to the Funded Project
- X Complete budget for the Funded Project
- X Room night projections, with back-up, for the Funded Event

Submit to: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

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

MEETING DATE: September 27, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Discussion and action to consider rescheduling or canceling the CVA Board Regular Meetings for November 22, 2017 and December 27, 2017 due to conflicts with Holidays.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS