

**CITY OF SOUTH PADRE ISLAND
ECONOMIC DEVELOPMENT CORPORATION
NOTICE OF REGULAR MEETING**

Note: One or more members of the South Padre Island City Council may attend this meeting. If so, this statement satisfies the requirements of the Open Meetings Act

Notice is hereby given that the Economic Development Corporation Board of Directors of the City of South Padre Island, Texas, will hold its **Regular Meeting Tuesday, November 28th, 2017 at 9:00 a.m.** at the Municipal Building, Joyce H. Adams Board Room, 2nd floor, 4601 Padre Blvd., South Padre Island, Texas. Following is the agenda on which action may be taken:

1. **Call to order**
2. **Pledge of Allegiance**
3. **Public Comments and Announcements**
This is an opportunity for citizens to speak to the Board relating to agenda or non-agenda items. Speakers are required to give their name before addressing their concerns. (Note: State law will not permit the Board to discuss, debate, or consider items that are not on the agenda. Citizen comments may be referred to staff or may be placed on the agenda of a future Board meeting)
4. **Approve the Consent Agenda:**
 - 4a. **Approve the Minutes from the Regular Meeting of October 24th, 2017**
 - 4b. **Financial Report for EDC- October 2017**
 - 4c. **Approve the Financial Reports for the Birding & Nature Center- October 2017**
 - 4d. **Manager's Report for the Birding & Nature Center October 2017**
5. **Discussion and action to approve the proposal from Aaron Economic Consulting in the amount of \$7,350 for an economic benefit and impact study for the artificial reef project**
6. **Discussion and action to approve funding for an amount up to \$100,000 to The Passenger & Shipping Institute, Inc. to complete the necessary preparations in order to sell SPI to the cruise line industry as a port of call**
7. **Update regarding the status of the Strategic Plan goals for the EDC Executive Director and Board of Directors for 2017-18**
8. **Adjournment**

We reserve the right to go into Executive Session regarding any of the items posted on this agenda, pursuant to Sections 551-071, Consultation with Attorney; 551.072, Deliberations about Real Property; 551.073, Deliberations about

Gifts & Donations; 551-074, Personnel Matters; 551-076, Deliberations about Security Devices; and/or 551.086, Deliberation regarding Economic Development Negotiations (1) to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; or (2) to deliberate the offer of a financial or other incentive to a business prospect described by Subdivision (1)

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the Directors of the City of South Padre Island Economic Development Corporation 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 City Hall which will remain so posted continuously for at least 72 hours preceding the scheduled time of said meeting.

Dated this the 20th day of November, 2017

S E A L



Darla Lapeyre, Executive Director

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact Jay Mitchim, ADA-designated responsible party, at (956)761-1025.

4.

DRAFT

**CITY OF SOUTH PADRE ISLAND
ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS**

MINUTES

Regular Meeting
October 24th, 2017

1. CALL TO ORDER

A regular meeting of the Board of Directors of the City of South Padre Island Economic Development Corporation was held on Tuesday, October 24th 2017, at the City Hall, Joyce H. Adams Board Room, 2nd floor, 4601 Padre Blvd., South Padre Island, Texas. President Irv Downing called the meeting to order at 9:00 a.m. Other Board members present were Vice-President Ron Pitcock, Secretary/Treasurer Bob Friedman, and Directors Dan Seitz, Jerry Pace, and Mickey Furcron. Director Susan Guthrie was absent. Also present were Executive Director Darla Lapeyre, SPI Birding and Nature Center President Lynne Tate and Manager Cristin Howard.

2. PLEDGE OF ALLEGIANCE

3. PUBLIC COMMENTS AND ANNOUNCEMENTS

There were no public comments or announcements.

4. PRESENTATION BY PETE SEPULVEDA WITH THE CAMERON COUNTY REGIONAL MOBILITY AUTHORITY REGARDING THE SECOND ACCESS TO SPI PROJECT

Pete Sepulveda, Executive Director with the Cameron County Regional Mobility Authority made a presentation providing an update regarding the second causeway.

5. PRESENTATION BY DR. MOSTAFA MALKI REGARDING THE ANNUAL ECONOMIC INDEX FOR SOUTH PADRE ISLAND

Dr. Mostafa Malki with Aaron Economic Consulting made a presentation to the Board regarding the annual economic index report.

6. APPROVE THE CONSENT AGENDA

6a. Approve the Minutes from Regular Meeting of September 19th, 2017

6b. Financial Report for EDC-September 2017

6c. Approve the Financial Report for the Birding and Nature Center –

September 2017

6d. Manager's Report for the Birding and Nature Center September 2017

Upon a motion from Ron Pitcock and a second by Mickey Furcron, the consent agenda was unanimously approved.

7. QUARTERLY REPORT FROM THE PRESIDENT OF THE BIRDING AND NATURE CENTER LYNNE TATE REGARDING THE OPERATIONS AT THE CENTER

Lynne Tate, the President of the Birding and Nature Center provided her quarterly report to the Board regarding the latest on the operations at the Center.

8. DISCUSSION AND ACTION TO APPROVE THE SAND DOLLARS FOR SUCCESS GUIDELINES AND PROCEDURES FOR 2017-18

Upon a motion from Ron Pitcock and a second by Dan Seitz, the Board unanimously approved the Sand Dollars for Success Guidelines and Procedures for 2017-18 as presented.

9. UPDATE REGARDING THE STATUS OF THE STRATEGIC PLAN GOALS FOR THE EXECUTIVE DIRECTOR AND BOARD OF DIRECTORS FOR 2017-18

The Board reviewed the Strategic Plan Goals status report and Darla Lapeyre highlighted the completed tasks for the monthly period.

10. EXECUTIVE DIRECTOR'S REPORT

Darla Lapeyre reported on meetings and events she attended, upcoming meetings and events, and reviewed the sales tax and other economic indicators with the Board.

11. ADJOURNMENT

There being no further business the meeting was adjourned at 9.50 a.m.

S E A L

Darla Lapeyre
Executive Director

APPROVED:

Irv Downing
President



Memo

To: South Padre Island Economic Development Corporation Board of Directors
From: Rodrigo Gimenez, Chief Financial Officer
City of South Padre Island
CC: Darla Lapeyre
Date: November 14, 2017
Re: October 31, 2017 Operating Statement

The October 31, 2017 Operating Statement for the South Padre Island Economic Development Corporation as well as the Balance Sheet as of October 31, 2017 are attached for your review. **Transactions summarized in the statements are those processed through the Finance Department of the City.**

The Birding and Nature Center sales are not reflected in these financial statements, since they took their bookkeeping in house in October 2011.

Sales Tax amounts include the September tax collections sent to the State of Texas in October and distributed to local governments in November. This November allocation payment is accrued for financial statement presentation purposes in the October operating statement.

Please contact me at rgimenez@MYSPI.org at your earliest convenience should you have any questions.

"A Certified Retirement Community"

City of South Padre Island
Economic Development Corporation
Balance Sheet
October 31, 2017/2016

Assets	2017	2016
Cash and cash equivalents	\$ 897,174	\$ 696,203
Receivables - Sales Tax	62,803	64,952
Revolving Loan Receivable	45,332	65,524
Due From General Fund	-	-
Miscellaneous Receivables	-	-
Prepaid Expenses	-	-
TOTAL ASSETS	\$ 1,005,309	\$ 826,679

Liabilities and Fund Balances		
Deferred Revenue	\$ 45,332	\$ 65,524
Accounts Payable	-	-
Sales Tax Payable	-	-
Payroll Taxes Payable	-	-
Wages Payable	-	-
Due to General Fund	-	-
Reserved for Encumbrances	-	-
Other liabilities	-	318
Total Liabilities	45,332	65,842
Fund Balance	959,977	760,837
Total Liabilities and Fund Balance	\$ 1,005,309	\$ 826,679

City of South Padre Island
Economic Development Corporation
STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCES
October 31, 2017/2016

	2017		2016
	Budget	Actual	Actual
<u>REVENUES</u>			
Sales Tax	\$ 770,000	\$ 62,803	\$ 64,952
Revolving Loan Revenue	11,128	910	-
Grant Revenue	-	-	-
Interest Revenue	1,647	191	19
BNC Expense Reimbursement	-	-	-
Miscellaneous Revenues	10	-	20
Total Revenue	782,785	63,905	\$ 64,991
<u>EXPENDITURES</u>			
General Administrative Expenses	674,785	38,353	51,036
BNC Cash Advances	20,000	-	9,100
Birding Center Expenses	88,000	1,180	2,189
Total Expenditures	782,785	39,533	\$62,325
Excess (Deficiency) of Revenues Over (Under) Expenditures	-	24,372	\$ 2,667
Fund balance - beginning	935,606	935,606	758,170
Fund balance - ending	\$ 935,606	\$ 959,977	\$ 760,837

FUND :80 -ECONOMIC DEVELOPMENT CORP

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

DEPARTMENT : DEPT 580 - EDC

NOTATION :

ACCOUNT NUMBERS	ACCOUNT DESCRIPTION	EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS	CURRENT MODIFIED BUDGET	UNENCUMBERED BALANCE	BUDGET PERCENT REMAINING
580-0534-020	BNC LANDSCAPING PROJ	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0540	ADVERTISING	295.00	0.00	295.00	295.00	3,500.00	3,205.00	91.57
580-0550	TRAVEL	0.00	0.00	0.00	0.00	6,000.00	6,000.00	100.00
580-0551	DUES & MEMBERSHIPS	0.00	0.00	0.00	0.00	1,000.00	1,000.00	100.00
580-0555	PROMOTIONS	750.00	0.00	750.00	750.00	3,000.00	2,250.00	75.00
580-0560	RENTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0576	BEACH RENOURISHMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0580	INTEREST EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0599	PROMOTIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		1,241.20	0.00	1,241.20	1,241.20	25,300.00	24,058.80	95.09

EQUIPMNT > \$5,000 OUTLAY

580-1001	BUILDINGS & STRUCTUR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-1003	FURNITURE & FIXTURES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-1004	MACHINERY & EQUIPMEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-1011	INFORMATION TECHNOLO	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		0.00	0.00	0.00	0.00	0.00	0.00	0.00

INTERFUND TRANSFERS

580-9470	TSF TO GENERAL FUND	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-9476	BEACH NOURISHMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-9480	TRANSFER TO EDC DEBT	33,070.83	0.00	33,070.83	33,070.83	396,850.00	363,779.17	91.67
		33,070.83	0.00	33,070.83	33,070.83	396,850.00	363,779.17	91.67

SPECIAL PROJECTS

580-9175	ELECTION EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-9178	DESIGNATED PROJECTS	0.00	0.00	0.00	0.00	173,957.00	173,957.00	100.00
580-9178-001	TOMPKINS CHANNEL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-9181	BNC CASH ADVANCE	0.00	0.00	0.00	0.00	20,000.00	20,000.00	100.00
		0.00	0.00	0.00	0.00	193,957.00	193,957.00	100.00

DEPARTMENT TOTAL		38,353.04	0.00	38,353.04	38,353.04	694,785.00	656,431.96	94.48
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PAGE: 4

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

NOTATION :

		-- MONTH --	YEAR TO DATE		CURRENT		BUDGET	
ACCOUNT	ACCOUNT					MODIFIED	UNENCUMBERED	PERCENT
NUMBERS	DESCRIPTION	EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS	BUDGET	BALANCE	REMAINING
=====	=====	=====	=====	=====	=====	=====	=====	=====
581-0540	ADVERTISING	0.00	0.00	0.00	0.00	0.00	0.00	0.00
581-0550	TRAVEL EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
581-0551	DUES & MEMBERSHIPS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
581-0555	PROMOTIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
581-0560	RENTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
581-0580	ELECTRICITY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
581-0581	WATER, SEWER, & GARB	0.00	0.00	0.00	0.00	0.00	0.00	0.00
581-0590	JANITORIAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====	=====	=====
		0.00	0.00	0.00	0.00	43,000.00	43,000.00	100.00
		=====	=====	=====	=====	=====	=====	=====
<u>EQUIPMNT > \$5,000 OUTLAY</u>								
581-1001	BUILDINGS & STRUCTUR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
581-1003	FURNITURE & FIXTURES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
581-1004	MACHINERY & EQUIPMEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
581-1011	INFORMATION TECHNOLO	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====	=====	=====
		0.00	0.00	0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====	=====	=====
DEPARTMENT TOTAL								
		1,180.44	0.00	1,180.44	1,180.44	88,000.00	86,819.56	98.66

2:47 PM

11/07/17

Accrual Basis

SOUTH PADRE ISLAND BIRDING & NATURE CENTER

Balance Sheet

As of October 31, 2017

	Oct 31, 17
ASSETS	
Current Assets	
Checking/Savings	
\$BNC Operating 38458	33,594.63
Cash on Hand	
Cash Box	300.00
Kiosk Cash	1,600.00
Register Drawer	500.00
Total Cash on Hand	2,400.00
SPI BNC MMAcct 38415	23,646.03
Total Checking/Savings	59,640.66
Other Current Assets	
Inventory Asset	44,852.37
Total Other Current Assets	44,852.37
Total Current Assets	104,493.03
Fixed Assets	
Accumulated Depreciation	-27,003.00
Boardwalk	40,750.00
Building Improvement	19,562.01
Furniture and Equipment	10,600.00
Landscape and Grounds	9,000.00
Total Fixed Assets	52,909.01
TOTAL ASSETS	157,402.04
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	15,155.13
Total Accounts Payable	15,155.13
Other Current Liabilities	
INSURANCE	
HEALTH	692.00
Total INSURANCE	692.00
Payroll Liabilities	
FIT and FICA-Medicare	4,378.38
Total Payroll Liabilities	4,378.38
Sales Tax Payable	1,120.07
Total Other Current Liabilities	6,190.45
Total Current Liabilities	21,345.58
Long Term Liabilities	
EDC Loan 270101	44,566.97
Entrance Gate Loan	-11,500.00
Total Long Term Liabilities	33,066.97
Total Liabilities	54,412.55
Equity	
Fund Balances	
Board Designated	8,000.00
Total Fund Balances	8,000.00

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SOUTH PADRE ISLAND BIRDING & NATURE CENTER

11/07/17

Balance Sheet

Accrual Basis

As of October 31, 2017

	Oct 31, 17
Unrestricted	84,803.57
Net Income	10,185.92
Total Equity	102,989.49
TOTAL LIABILITIES & EQUITY	157,402.04

2:44 PM

11/07/17

Accrual Basis

SOUTH PADRE ISLAND BIRDING & NATURE CENTER

Profit & Loss Budget vs. Actual

October 2017

	Oct 17	Budget	\$ Over Bu...	% of Bud...
Ordinary Income/Expense				
Income				
ADMISSIONS INCOME				
DISCOUNT ADMISSIONS	250.00	1,000.00	-750.00	25.0%
EXTENDED PASS ADMISSIONS	579.00	10,000.00	-9,421.00	5.8%
GENERAL ADMISSIONS	11,864.00	198,900.00	-187,036.00	6.0%
GROUP ADMISSIONS	78.00	6,500.00	-6,422.00	1.2%
Total ADMISSIONS INCOME	12,771.00	216,400.00	-203,629.00	5.9%
BUILDING RENTAL INCOME	2,750.00	8,000.00	-5,250.00	34.4%
CONTRIBUTIONS				
DONATIONS				
ANNUAL MEMBERSHIP GIVING				
FOUNDATION	5,000.00			
ANNUAL MEMBERSHIP GIVING - Other	0.00	25,000.00	-25,000.00	0.0%
Total ANNUAL MEMBERSHIP GIVING	5,000.00	25,000.00	-20,000.00	20.0%
HALLO WINGS	21,400.00	0.00	21,400.00	100.0%
SPECIAL EVENTS	0.00	18,500.00	-18,500.00	0.0%
SPOONBILL MINI GOLF TOURNAMENT	0.00	5,500.00	-5,500.00	0.0%
SUMMER CAMP	0.00	1,000.00	-1,000.00	0.0%
W O W E	0.00	12,300.00	-12,300.00	0.0%
DONATIONS - Other	1,762.00			
Total DONATIONS	28,162.00	62,300.00	-34,138.00	45.2%
EVENT PARKING	0.00	25,000.00	-25,000.00	0.0%
PARKING GATE	0.00	15,000.00	-15,000.00	0.0%
Total CONTRIBUTIONS	28,162.00	102,300.00	-74,138.00	27.5%
GIFT SHOP INCOME				
CONSIGNMENT SALES	40.00	5,000.00	-4,960.00	0.8%
GIFT SHOP SALES	11,142.19	125,000.00	-113,857.81	8.9%
VENDING INCOME	0.00	0.00	0.00	0.0%
Total GIFT SHOP INCOME	11,182.19	130,000.00	-118,817.81	8.6%
Gift Shop Sales				
40201 - Gift Shop Sales	0.00			
Total Gift Shop Sales	0.00			
Total Income	54,865.19	456,700.00	-401,834.81	12.0%
Cost of Goods Sold				
COST OF GOODS SOLD				
COST OF GOODS CONSIGNMENT	22.00	3,600.00	-3,578.00	0.6%
COST OF GOODS GIFT SHOP	5,255.52	62,500.00	-57,244.48	8.4%
Total COST OF GOODS SOLD	5,277.52	66,100.00	-60,822.48	8.0%
Total COGS	5,277.52	66,100.00	-60,822.48	8.0%
Gross Profit	49,587.67	390,600.00	-341,012.33	12.7%
Expense				
OPERATIONS EXPENSES				
ADVERTISING & PROMOTION				
BOOTH RENT	250.00	650.00	-400.00	38.5%
GUIDES & DIRECTORIES	550.00	3,200.00	-2,650.00	17.2%
PHOTOGRAPHY & VIDEO	0.00	0.00	0.00	0.0%
PRINT	136.10	3,600.00	-3,463.90	3.8%
SOCIAL & INTERNET	73.28	150.00	-76.72	48.9%
Total ADVERTISING & PROMOTION	1,009.38	7,600.00	-6,590.62	13.3%
BANK SERVICE CHARGES	0.00	0.00	0.00	0.0%
CREDIT CARD FEES	1,243.35	18,000.00	-16,756.65	6.9%

2:44 PM

SOUTH PADRE ISLAND BIRDING & NATURE CENTER

Profit & Loss Budget vs. Actual

11/07/17

Accrual Basis

October 2017

	Oct 17	Budget	\$ Over Bu...	% of Bud...
DUES & SUBSCRIPTIONS	75.00	670.00	-595.00	11.2%
FUNDRAISING & EVENTS				
DESIGNATED REIMBURSEMENTS	0.00	0.00	0.00	0.0%
GREAT TEXAS BIRDING CLASSIC	0.00	600.00	-600.00	0.0%
HALLO WINGS	8,835.37	0.00	8,835.37	100.0%
JOJO	0.00	300.00	-300.00	0.0%
LETTERS & BROCHURES	0.00	2,000.00	-2,000.00	0.0%
MONARCH CELEBRATION	0.00	300.00	-300.00	0.0%
PHOTOGRAPHY WORKSHOP	0.00	0.00	0.00	0.0%
PLAQUES & BRICKS	0.00	1,200.00	-1,200.00	0.0%
SPECIAL EVENTS	0.00	600.00	-600.00	0.0%
SPOONBILL MINI GOLF TOURNAMENT	0.00	400.00	-400.00	0.0%
SUMMER CAMP	0.00	300.00	-300.00	0.0%
W O W E	0.00	7,000.00	-7,000.00	0.0%
Total FUNDRAISING & EVENTS	8,835.37	12,700.00	-3,864.63	69.6%
GIFT SHOP SUPPLIES	0.00	1,500.00	-1,500.00	0.0%
INSURANCE				
DIRECTORS & OFFICERS	0.00	650.00	-650.00	0.0%
HEALTH	0.00	5,380.00	-5,380.00	0.0%
WORKERS COMPENSATION	0.00	3,040.00	-3,040.00	0.0%
INSURANCE - Other	0.00	0.00	0.00	0.0%
Total INSURANCE	0.00	9,070.00	-9,070.00	0.0%
LEGAL & PROFESSIONAL	891.25	9,100.00	-8,208.75	9.8%
LOAN EXPENSE	154.14	2,810.00	-2,655.86	5.5%
LOCAL MEETINGS				
MEALS & SNACKS	43.94	400.00	-356.06	11.0%
VOLUNTEER APPRECIATION	0.00	600.00	-600.00	0.0%
Total LOCAL MEETINGS	43.94	1,000.00	-956.06	4.4%
MAINTENANCE & REPAIRS				
BUILDING	832.99	10,000.00	-9,167.01	8.3%
GROUNDS	1,025.41	7,000.00	-5,974.59	14.6%
HABITAT	108.89	3,000.00	-2,891.11	3.6%
Total MAINTENANCE & REPAIRS	1,967.29	20,000.00	-18,032.71	9.8%
OFFICE & PRINTING	158.00	1,200.00	-1,042.00	13.2%
PAYROLL SERVICE	58.63	710.00	-651.37	8.3%
POSTAGE & FREIGHT	0.00	500.00	-500.00	0.0%
SOFTWARE	192.69	1,400.00	-1,207.31	13.8%
SUPPLIES	345.58	4,000.00	-3,654.42	8.6%
TRAINING				
ANCA	0.00	1,500.00	-1,500.00	0.0%
OTHER	0.00	300.00	-300.00	0.0%
TRAINING - Other	0.00	0.00	0.00	0.0%
Total TRAINING	0.00	1,800.00	-1,800.00	0.0%
TRAVEL	252.72	4,000.00	-3,747.28	6.3%
Total OPERATIONS EXPENSES	15,227.34	96,060.00	-80,832.66	15.9%
POS Inventory Adjustments	0.00			
SALARIES AND TAXES				
GIFT SHOP ATTENDANTS	2,018.07	33,000.00	-30,981.93	6.1%
JANITOR	1,566.80	19,500.00	-17,933.20	8.0%
MAINTENANCE	2,019.23	26,000.00	-23,980.77	7.8%
MANAGER	3,692.92	48,000.00	-44,307.08	7.7%
NATURALIST	2,615.38	34,000.00	-31,384.62	7.7%
PAYROLL TAXES	898.06	12,500.00	-11,601.94	7.2%
Total SALARIES AND TAXES	12,810.46	173,000.00	-160,189.54	7.4%
SERVICE CONTRACTS				

2:44 PM

SOUTH PADRE ISLAND BIRDING & NATURE CENTER

Profit & Loss Budget vs. Actual

11/07/17

Accrual Basis

October 2017

	Oct 17	Budget	\$ Over Bu...	% of Bud...
AIR CONDITIONING	310.00	3,800.00	-3,490.00	8.2%
BACKGROUND CHECKS	0.00	110.00	-110.00	0.0%
CLEANING SUPPLIES	252.50	2,800.00	-2,547.50	9.0%
DRINKING WATER	54.96	600.00	-545.04	9.2%
EBIRD TRAIL TRACKER	0.00	650.00	-650.00	0.0%
ELEVATOR	0.00	0.00	0.00	0.0%
INFORMATION TECHNOLOGY				
COMPUTER COPIER	1,388.22	19,500.00	-18,111.78	7.1%
KIOSK	590.62	3,600.00	-3,009.38	16.4%
Total INFORMATION TECHNOLOGY	1,978.84	23,100.00	-21,121.16	8.6%
KIOSK LEASE PURCHASE	1,729.60	3,500.00	-1,770.40	49.4%
LAWN & GROUNDS	0.00	0.00	0.00	0.0%
LINENS MOPS MATS	0.00	0.00	0.00	0.0%
PARKING GATE	0.00	8,000.00	-8,000.00	0.0%
PEST CONTROL	78.00	940.00	-862.00	8.3%
SECURITY	1,060.81	2,470.00	-1,409.19	42.9%
TELEPHONE & INTERNET				
ATT EMERGENCY LINES	0.00	2,690.00	-2,690.00	0.0%
ATT INTERNET	818.93	16,800.00	-15,981.07	4.9%
ATT VOICE	290.19	4,480.00	-4,189.81	6.5%
Total TELEPHONE & INTERNET	1,109.12	23,970.00	-22,860.88	4.6%
WEBSITE & CLOUD	10.65	1,000.00	-989.35	1.1%
Total SERVICE CONTRACTS	6,584.48	70,940.00	-64,355.52	9.3%
UTILITIES				
ELECTRICITY	2,106.08	26,400.00	-24,293.92	8.0%
TRASH	0.00	1,400.00	-1,400.00	0.0%
WATER / SEWER	2,676.50	22,800.00	-20,123.50	11.7%
Total UTILITIES	4,782.58	50,600.00	-45,817.42	9.5%
Total Expense	39,404.86	390,600.00	-351,195.14	10.1%
Net Ordinary Income	10,182.81	0.00	10,182.81	100.0%
Other Income/Expense				
Other Income				
INTEREST INCOME	3.11			
Total Other Income	3.11			
Net Other Income	3.11			
Net Income	10,185.92	0.00	10,185.92	100.0%

4:52 PM

11/07/17

Accrual Basis

SOUTH PADRE ISLAND BIRDING & NATURE CENTER
Profit & Loss Prev Year Comparison
October 2017

	Oct 17	Oct 16	\$ Change	% Change
Ordinary Income/Expense				
Income				
ADMISSIONS INCOME				
DISCOUNT ADMISSIONS	250.00	0.00	250.00	100.0%
EXTENDED PASS ADMISSIONS	579.00	737.50	-158.50	-21.5%
GENERAL ADMISSIONS	11,864.00	12,203.10	-339.10	-2.8%
GROUP ADMISSIONS	78.00	48.00	30.00	62.5%
Total ADMISSIONS INCOME	12,771.00	12,988.60	-217.60	-1.7%
BUILDING RENTAL INCOME	2,750.00	200.00	2,550.00	1,275.0%
CONTRIBUTIONS				
DESIGNATED				
JOJO	0.00	175.33	-175.33	-100.0%
Total DESIGNATED	0.00	175.33	-175.33	-100.0%
DONATIONS				
ANNUAL MEMBERSHIP GIVING				
FOUNDATION	5,000.00	0.00	5,000.00	100.0%
Total ANNUAL MEMBERSHIP GIVING	5,000.00	0.00	5,000.00	100.0%
HALLO WINGS	21,400.00	0.00	21,400.00	100.0%
W O W E	0.00	1,500.00	-1,500.00	-100.0%
DONATIONS - Other	1,762.00	60.00	1,702.00	2,836.7%
Total DONATIONS	28,162.00	1,560.00	26,602.00	1,705.3%
Total CONTRIBUTIONS	28,162.00	1,735.33	26,426.67	1,522.9%
GIFT SHOP INCOME				
CONSIGNMENT SALES	40.00	210.00	-170.00	-81.0%
GIFT SHOP SALES	11,142.19	10,748.06	394.13	3.7%
VENDING INCOME	0.00	23.64	-23.64	-100.0%
Total GIFT SHOP INCOME	11,182.19	10,981.70	200.49	1.8%
Gift Shop Sales				
40201 - Gift Shop Sales	0.00	0.00	0.00	0.0%
Total Gift Shop Sales	0.00	0.00	0.00	0.0%
Total Income	54,865.19	25,905.63	28,959.56	111.8%
Cost of Goods Sold				
COST OF GOODS SOLD				
COST OF GOODS CONSIGNMENT	22.00	195.40	-173.40	-88.7%
COST OF GOODS GIFT SHOP	5,255.52	4,989.30	266.22	5.3%
Total COST OF GOODS SOLD	5,277.52	5,184.70	92.82	1.8%
Total COGS	5,277.52	5,184.70	92.82	1.8%
Gross Profit	49,587.67	20,720.93	28,866.74	139.3%
Expense				
OPERATIONS EXPENSES				
ADVERTISING & PROMOTION				
BOOTH RENT	250.00	0.00	250.00	100.0%
GUIDES & DIRECTORIES	550.00	0.00	550.00	100.0%
PRINT	136.10	0.00	136.10	100.0%
SOCIAL & INTERNET	73.28	2.11	71.17	3,373.0%
Total ADVERTISING & PROMOTION	1,009.38	2.11	1,007.27	47,737.9%
CREDIT CARD FEES	1,243.35	1,050.19	193.16	18.4%
DUES & SUBSCRIPTIONS	75.00	0.00	75.00	100.0%
FUNDRAISING & EVENTS				
HALLO WINGS	8,835.37	0.00	8,835.37	100.0%
JOJO	0.00	624.32	-624.32	-100.0%

4:52 PM

11/07/17

Accrual Basis

SOUTH PADRE ISLAND BIRDING & NATURE CENTER
Profit & Loss Prev Year Comparison
October 2017

	Oct 17	Oct 16	\$ Change	% Change
LETTERS & BROCHURES	0.00	26.63	-26.63	-100.0%
PLAQUES & BRICKS	0.00	183.50	-183.50	-100.0%
Total FUNDRAISING & EVENTS	8,835.37	834.45	8,000.92	958.8%
GIFT SHOP SUPPLIES	0.00	50.23	-50.23	-100.0%
INSURANCE				
DIRECTORS & OFFICERS	0.00	633.00	-633.00	-100.0%
Total INSURANCE	0.00	633.00	-633.00	-100.0%
LEGAL & PROFESSIONAL	891.25	0.00	891.25	100.0%
LOAN EXPENSE	154.14	186.87	-32.73	-17.5%
LOCAL MEETINGS				
MEALS & SNACKS	43.94	75.95	-32.01	-42.2%
Total LOCAL MEETINGS	43.94	75.95	-32.01	-42.2%
MAINTENANCE & REPAIRS				
BUILDING	832.99	250.22	582.77	232.9%
GROUNDS	1,025.41	784.00	241.41	30.8%
HABITAT	108.89	0.00	108.89	100.0%
Total MAINTENANCE & REPAIRS	1,967.29	1,034.22	933.07	90.2%
OFFICE & PRINTING	158.00	72.04	85.96	119.3%
PAYROLL SERVICE	58.63	58.63	0.00	0.0%
SOFTWARE	192.69	192.69	0.00	0.0%
SUPPLIES	345.58	305.91	39.67	13.0%
TRAVEL	252.72	129.60	123.12	95.0%
Total OPERATIONS EXPENSES	15,227.34	4,625.89	10,601.45	229.2%
POS Inventory Adjustments	0.00	0.00	0.00	0.0%
RENT	0.00	10.00	-10.00	-100.0%
SALARIES AND TAXES				
GIFT SHOP ATTENDANTS	2,018.07	2,068.47	-50.40	-2.4%
JANITOR	1,566.80	1,088.00	478.80	44.0%
MAINTENANCE	2,019.23	2,000.00	19.23	1.0%
MANAGER	3,692.92	3,230.76	462.16	14.3%
NATURALIST	2,615.38	2,461.54	153.84	6.3%
PAYROLL TAXES	898.06	829.94	68.12	8.2%
Total SALARIES AND TAXES	12,810.46	11,678.71	1,131.75	9.7%
SERVICE CONTRACTS				
AIR CONDITIONING	310.00	620.00	-310.00	-50.0%
CLEANING SUPPLIES	252.50	299.33	-46.83	-15.6%
DRINKING WATER	54.96	60.46	-5.50	-9.1%
INFORMATION TECHNOLOGY				
COMPUTER COPIER	1,388.22	1,568.00	-179.78	-11.5%
KIOSK	590.62	0.00	590.62	100.0%
Total INFORMATION TECHNOLOGY	1,978.84	1,568.00	410.84	26.2%
KIOSK LEASE PURCHASE	1,729.60	0.00	1,729.60	100.0%
PEST CONTROL	78.00	78.00	0.00	0.0%
SECURITY	1,060.81	532.81	528.00	99.1%
TELEPHONE & INTERNET				
ATT EMERGENCY LINES	0.00	233.35	-233.35	-100.0%
ATT INTERNET	818.93	932.30	-113.37	-12.2%
ATT VOICE	290.19	374.22	-84.03	-22.5%
Total TELEPHONE & INTERNET	1,109.12	1,539.87	-430.75	-28.0%
WEBSITE & CLOUD	10.65	0.00	10.65	100.0%
Total SERVICE CONTRACTS	6,584.48	4,698.47	1,886.01	40.1%
UTILITIES				

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SOUTH PADRE ISLAND BIRDING & NATURE CENTER

11/07/17

Profit & Loss Prev Year Comparison

Accrual Basis

October 2017

	Oct 17	Oct 16	\$ Change	% Change
ELECTRICITY	2,106.08	2,226.72	-120.64	-5.4%
TRASH	0.00	94.92	-94.92	-100.0%
WATER / SEWER	2,676.50	2,312.03	364.47	15.8%
Total UTILITIES	4,782.58	4,633.67	148.91	3.2%
Total Expense	39,404.86	25,646.74	13,758.12	53.6%
Net Ordinary Income	10,182.81	-4,925.81	15,108.62	306.7%
Other Income/Expense				
Other Income				
INTEREST INCOME	3.11	0.56	2.55	455.4%
Total Other Income	3.11	0.56	2.55	455.4%
Other Expense				
Balancing Adjustments	0.00	0.00	0.00	0.0%
Total Other Expense	0.00	0.00	0.00	0.0%
Net Other Income	3.11	0.56	2.55	455.4%
Net Income	10,185.92	-4,925.25	15,111.17	306.8%

South Padre Island Birding and Nature Center
Monthly Directors Report
October 17 - November 6, 2017

Visitors:

<u>Paid entrances (kiosk):</u> 2,891	<u>Revenue generated:</u> \$10,402.00
<u>Paid entrances (Gift Shop):</u> 278	<u>Revenue generated:</u> 2,222.00
<u>Annual Pass Holder Admissions:</u> 27	
<u>Annual Passes sold:</u> 5	<u>Complimentary Day:</u> 4
<i>Ramada:</i> 2	<i>Hilton Garden Inn:</i> 0
<i>The Inn at South Padre:</i> 0	<i>Super 8:</i> 0
<i>LaCopa:</i> 6	
10/25 Chamber luncheon	55
10/27 Gala	185 visitors
10/28 Monarch Day	411 visitors (we feel it was at least 100 more)

Volunteers:

Number of active volunteers: 25
New Volunteers needed: Habitat Maintenance, Info desk
Total volunteer hours: 224 at the information desk.
Interns:
Guides: 14
Phillip: 60

Maintenance:

Expense over monthly budget: No Monthly Budget, Yearly Budget is \$8,000.00
Notes: Receipts Total for Building: \$
Receipt totals for Habitat/Grounds: \$103.12

Gift Shop:

Total revenue for month: \$5,215.65
Inventory assessment: \$43,746.00
Projected inventory needed: Ordered Shore Bird Bucket hats

Rental/Event Booking:

Medina Wedding May 5, 2018 \$2,200.00 working on contract as of 11/6/17
Christmas Pot Luck for Volunteers/Staff December 6 -FREE

Wedding phone calls and emails 12

Upcoming Events:

Birding 101 November 18th

See press release for Jim Foster photo workshop

Programming: Working on WOVE

Javi and Cristin organizing a Winter Texan Day with a pancake Breakfast

Bird walks Monday, Tuesday, Wednesday Friday 9:30-11am.

Butterfly Walk Wednesday at 10:30

Marketing/Advertising: See Facebook report

See ad for the Texas Parks and Wildlife 75th anniversary issue

Outreach/Contacts:

November 2 Welcome Home RGV Connection Fair in McAllen. (I don't think I will participate next year, the number of activity directors showing up were down and not interested in receiving information).

RGV Birding Festival November 9-12 in Harlingen

Grants: None

Other:

Donations received from:

Linda & David Swain \$5,000.00

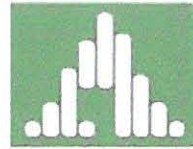
October 2016 Grand Totals

<i>Number of Visitors</i>	<i>2,698</i>
Admissions	\$14,472.00
Donations	\$60.00
Donation Jar	\$733.00
Outside Donation Box	\$86.00
Facility Rental	\$200.0
Parking	\$0
Gift Shop	\$4,917.82
Special Events	\$0
Binocular Rental	\$66.00
<i>Total Sales</i>	<i>\$20,534.82</i>

October 2017 Grand Totals

<i>Number of Visitors</i>	<i>2,891</i>
Admissions	\$12,624.00
Donations (Habitat)	\$150.00
Wish Fish List	\$44.00
Donation Jar	\$373.00
Outside Donation Box	\$10.00
Facility Rental	\$2,750.00
Parking	\$0
Gift Shop	\$5,215.65
Special Events	\$21,515.00
Binocular Rental	\$279.00
<i>Total Sales</i>	<i>\$44,722.65</i>

5.

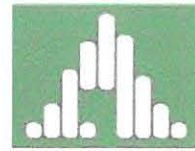


DRAFT PROPOSAL FOR REVIEW
South Padre Island Artificial Reef Project Report

For:
South Padre Island, Economic Development Corporation

Submitted by:
Aaron Economic Consulting, LLC

Monday, November 6, 2017

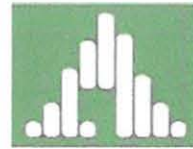


Re: Artificial Reef: Economic Impact of the Artificial Reef – South Padre Island

Dear Review Committee,

We are pleased to submit this proposal for the referenced project. The proposed scope, budget and schedule are presented below.

The objective of this study is to estimate the local and regional economic impacts and benefits of the South Padre Island Artificial Reef project.



Task 1.

- Analysis of State and Regional Anglers and Boaters Data
- Survey of Texas' Artificial Reefs

Task 2.

- Artificial Reef Valuation Work: Gulf Coast Region Studies [1][SEP]

Task 3. [1][SEP]

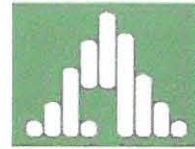
- Economic Impact IMPLAN saltwater fishing model
 - Output impact
 - Value added impact
 - Job impact [1][SEP]
 - Compensation impact
 - State and Local tax impact
 - Federal Tax impact

Task 4.

- Economic Impact IMPLAN scuba diving model
 - Output impact
 - Value added impact
 - Job impact [1][SEP]
 - Compensation impact
 - State and Local tax impact
 - Federal Tax impact
- Combined saltwater fishing and scuba diving economic impact

Task 5.

- **SUMMARY AND CONCLUSIONS**
 - Impact on Job Creation and Retention [1][SEP]
 - Change in Economic Activity: Impact on Local & Regional Economy [1][SEP]
 - Effect on Economic Resiliency [1][SEP]
 - Promotion Tourism, Eco-Tourism, Recreation & Wildlife Tourism [1][SEP]



Task 6.

Consultants shall prepare and submit to South Padre Island Economic Development Corporation's committee for their review a draft report that includes the results of Tasks 1 through 5. The submission of a final report that incorporates the committee's comments and a PowerPoint presentation of the report shall complete the project.

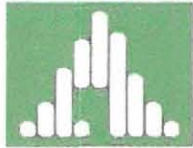
PROJECT BUDGET

Consultants shall be compensated for completing the scope of work on a lump sum basis in the amount of \$7,350. The compensation is inclusive of all labor, material and miscellaneous expenses associated with the scope of work outlines above in Tasks 1 through 6

This report will take six weeks to complete to a draft final stage and no more than one week in addition after client review.

Sincerely,

Mostafa Malki, Ph.D.



PROJECT SCHEDULE

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Task 1	Analysis of State and Regional Anglers and Boaters Data & Survey of Texas' Artificial Reefs Model					
Task 2		Artificial Reef Valuation Work: Gulf Coast Region Studies [SEP]				
Task 3				Economic Impact IMPLAN saltwater fishing model		
Task 4				Economic Impact IMPLAN scuba diving model & Combined saltwater fishing and scuba diving economic impact		
Task 5				Summary and Conclusions		
Task 6						Final Report

6.

11/21/2017

Fwd: Cost Estimates per yur request - southpadreislandedc@gmail.com - Gmail

Susan Guthrie
to Irv, Dennis, Ron, me

Attached is the updated Powerpoint from Jay with the VERY ESTIMATED capital costs included.

Also, he will be sending me a revised contract that puts all the consultant costs into one contract and spells out deliverables.

Susan Guthrie | City Manager

City of South Padre Island | City Managers Office
4601 Padre Blvd. South Padre Island, Texas 78597

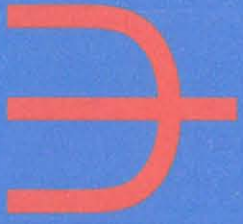
Office: 956-761-8108 | Mobile: 903-752-5744

E-mail: sguthrie@MySPI.org www.MySPI.org

How did I do? Please take our Customer Service Survey by [clicking here](#).



Revised
contract
was not received
before I left town
so will be emailing
it separately once
I receive.
Thanks!

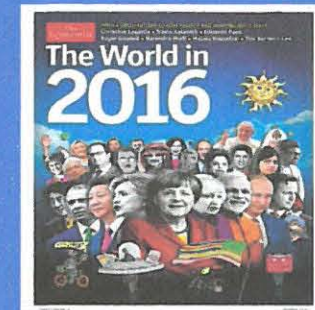


**The Passenger & Shipping Institute
Presents:**

**Regional Maritime
Opportunities:
South Padre Island and
Port Isabel**

© Passenger & Shipping Institute

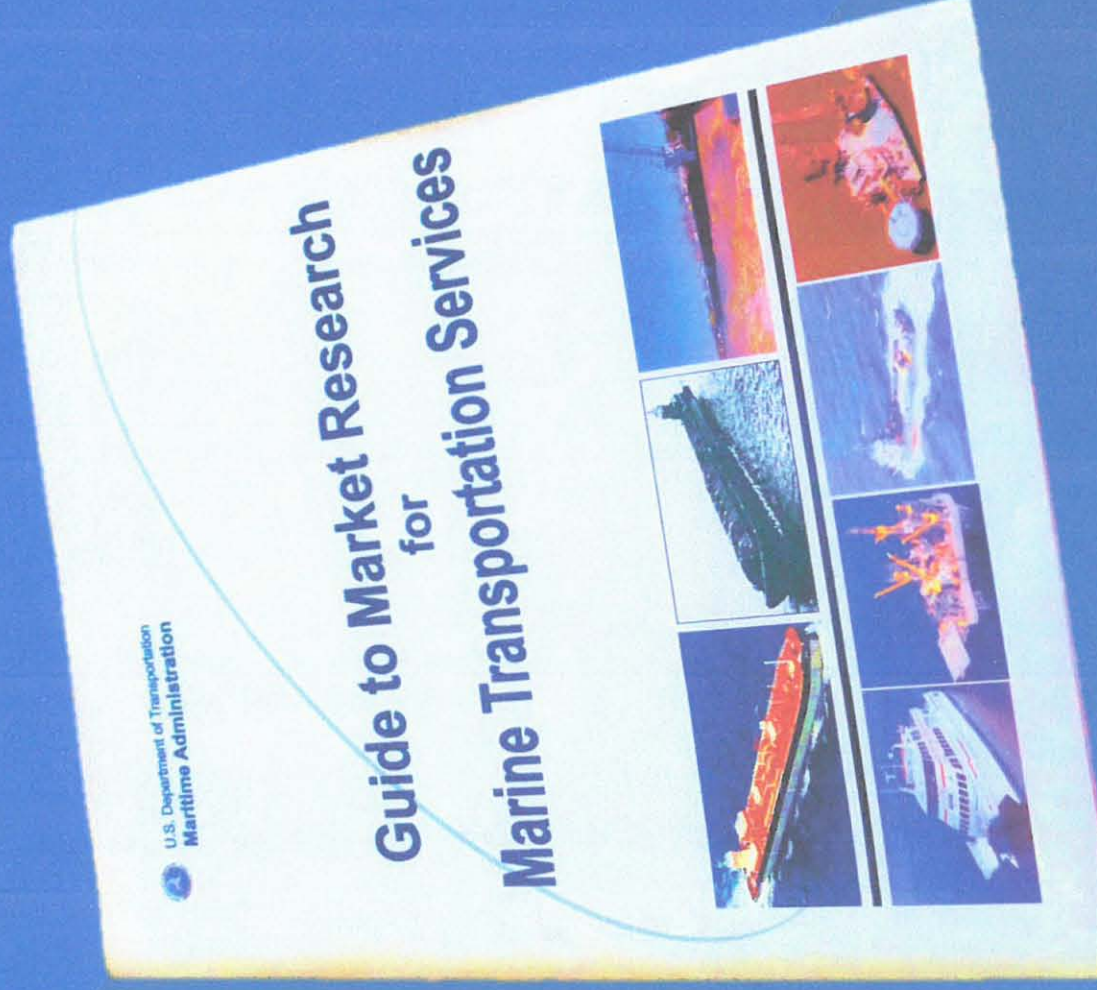
Our credentials:



The Economist Magazine (UK)



Accepted methodology:



Port of Call Case Study: Cartagena, Spain



- We reviewed the Port of Cartagena's marketing plan to attract cruise ship calls
- We made some suggestions for improvement
- Since our engagement, cruise ship calls increased from 76 calls (2012) to a projected 150 calls in 2017
- Cartagena almost doubled its cruise ship calls in five years

PSI and the Cruise Industry:

- This March PSI will attend its 34th consecutive Seatrade Global Cruise Conference.
- Attendance at the conference is critical because the industry is relationship driven.
- There will be over 250 ports of call from all over the globe; each one anxious to meet a cruise line executive – most will not.
- In two days we will meet with at least two dozen current and former senior cruise line execs.
- The “buzz” this year will be about the lack of ports of call available to cruises leaving the US.
- There is a window of opportunity for South Padre Island.

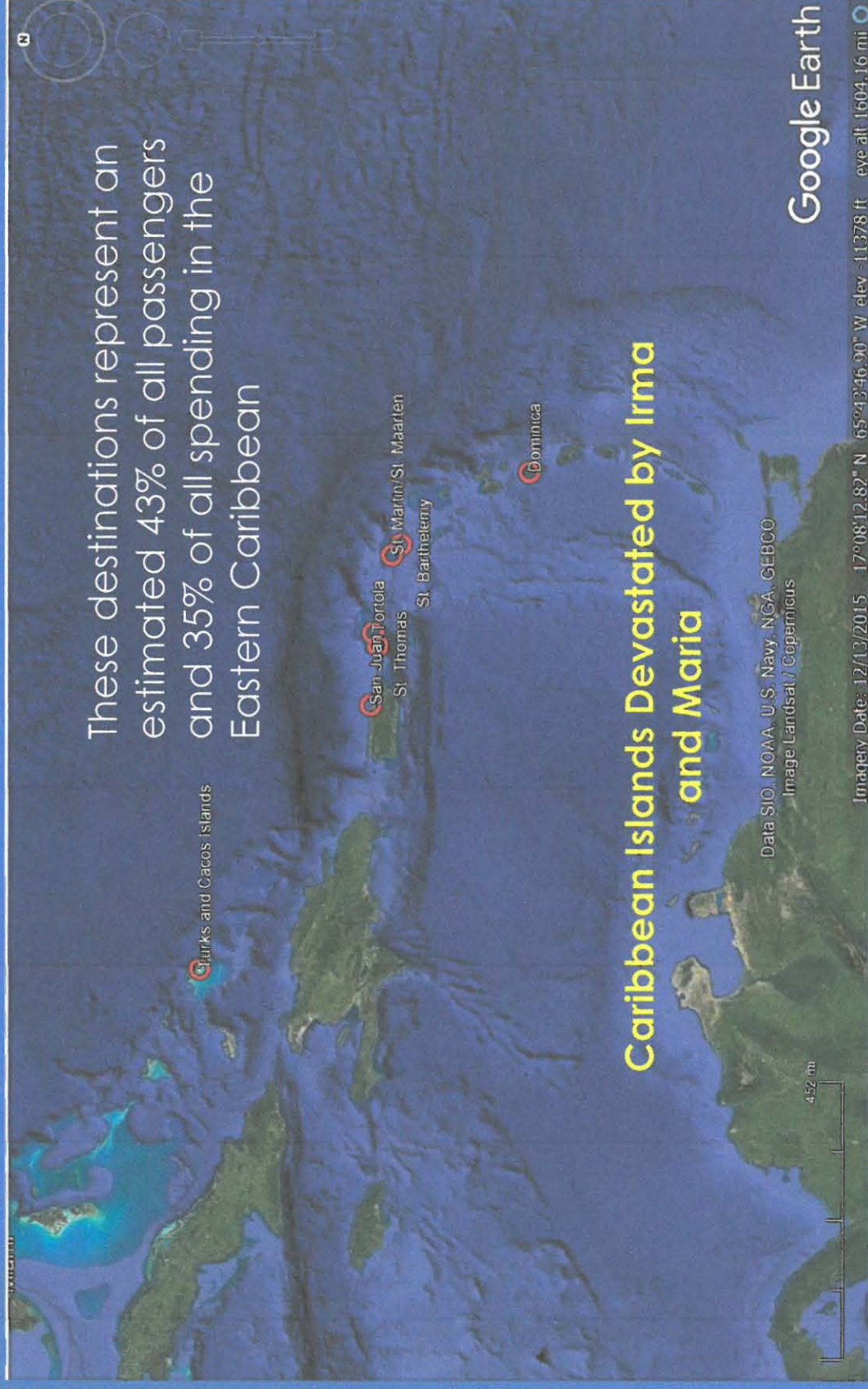
PSI and Applicable Firms:

- Public Relations/Advertising – Stuart Newman & Associates (Carnival, Holland American, Victory Cruise Lines).
- Port and Infrastructure Design – IDEA, Inc. (RCCL, Disney, and others).
- Industry Intelligence – Cruise Holdings (various cruise lines and ship owners).
- Port Representation – Roger Blum & Associates (Martinique and others).
- Investment Bankers/Financing – Argent Group (Hawaii SuperFerry and other maritime ventures).

Cruise Industry Facts:

- Compound annual passenger growth since 1980: 7.92%.
- Compound annual cruise ship growth since 1980: 8.02%.
- Three cruise line brands, Carnival, Royal Caribbean and Norwegian, account for 56% of the ships and 79% of the passengers.
- CCL, RCL and NCL have a combined capitalized value of \$85 billion. The Industry has an estimated capitalized value of \$130 billion.
- The typical cruise passenger spends about \$100 per port.
- The number of ships grows each year – the number of ports is static. More ports of call are needed.

Hurricane Update:



Possibilities

Possibilities	Viability
Gaming Ship	★★★
Seasonal Home Ported Ship	★
Passenger & Car Ferry	★
South Padre Island as a Port of Call	★★★★★

In Detail: South Padre Island as a Port of Call

© Passenger & Shipping Institute

Ships that could go to South Padre Island as a Port of Call

© Passenger & Shipping Institute

Ships Leaving Galveston and New Orleans



Carnival Breeze
1004' / 3,690 pax / 27' draft



Disney Wonder
964' / 2,400 pax / 25' draft



RCCL Vision of the Seas
915' / 2,416 pax / 25' draft



Norwegian Dawn
958' / 2,340 pax / 28' draft

South Padre Island: Cruise Dock Concept



© Passenger & Shipping Institute

An example of the type of dock for South Padre Island



Carnival ship docked at Skagway, Alaska

© Passenger & Shipping Institute

What's it worth for South Padre
Island to become a port of call?

© Passenger & Shipping Institute

A Real World Example: Key West (2017)

	<u>Number of calls (2017)</u>	<u>Percent of Calls</u>
Carnival	92	33%
RCCL	69	25%
Holland America	26	9%
Total above	187	67%
15 Others	88	33%

Estimated Economic Benefit to Key West

Number of ship calls	275
Total Visitors	578,400
Port fees at \$11.00	\$6,362,400
Passenger Spending at \$100 per passenger	\$57,840,000
Total Direct Economic Benefit	\$64,202,400

SPI as a Port of Call: Economic Benefit (2021-2022)

- 3,000 passenger ship with 50 port calls per year
- Passenger visits 150,000
- Port passenger fees of \$14.00/passenger* \$2,100,000
- Passenger expenditures at \$118/passenger ** \$17,700,000
- Direct Economic Benefit to SPI \$19,800,000

* Key West currently charges \$10.63 per passenger visit. This figure is incremented to reflect a five year time horizon.

** Ports in the Caribbean averaged \$100.83 per a study of the 2014-2015 sailing year. The figure above is adjusted for inflation using a five year time horizon.

Becoming a Port of Call: Marketing Benefit

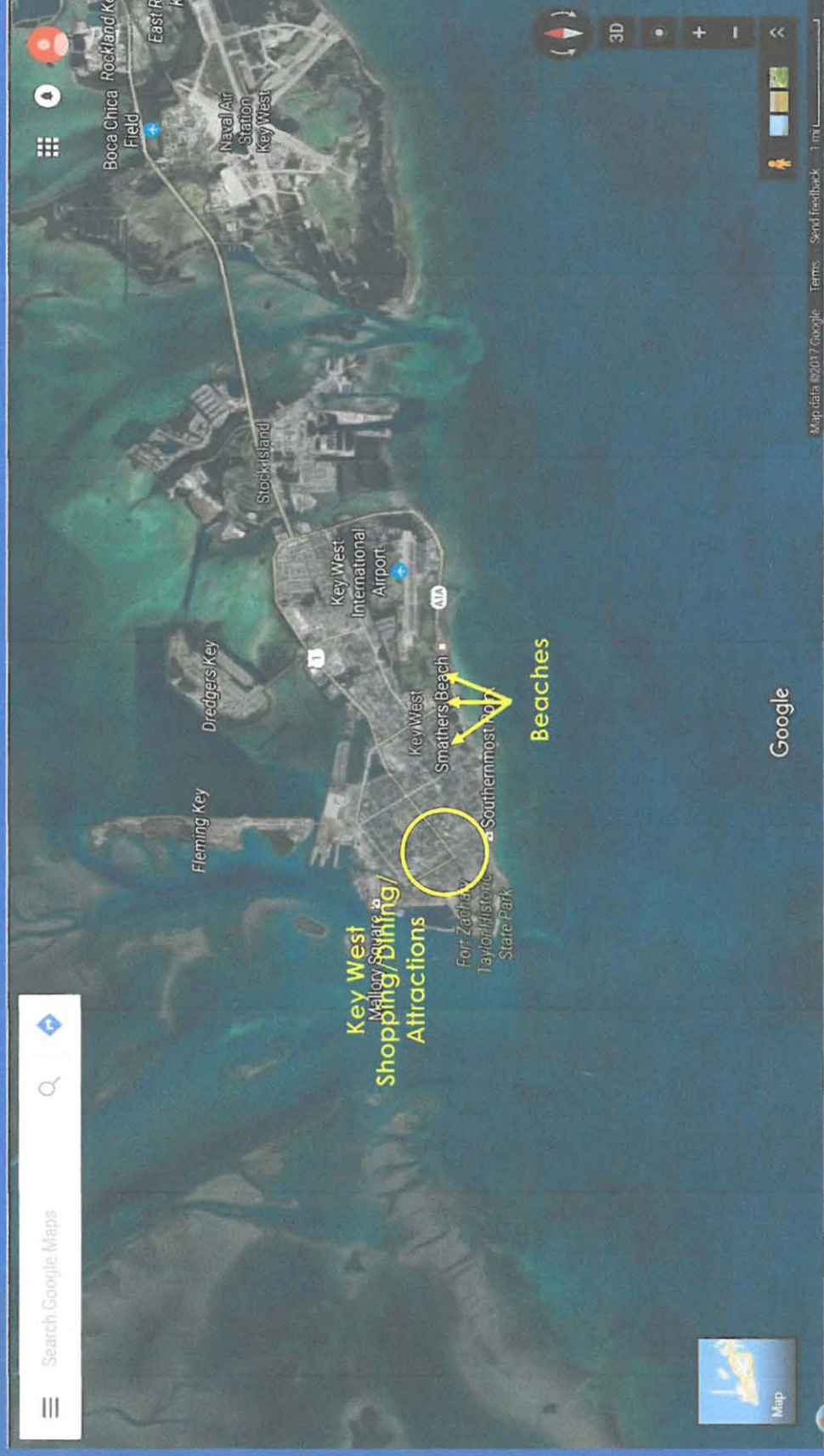
- Forty-five percent of cruisers say they want to revisit one of their ports of call in the future.
- In almost all cases this figure can be discounted – most of the ports they say they would revisit are foreign, expensive and difficult to get to.
- In sharp contrast, South Padre Island is an accessible mainland US resort that has wide and varied hospitality offerings.
- Becoming a port of call can add thousands of future visitors year after year.

Where does South Padre Island
fit in? Are there any other ports
of call that can be compared
with SPI?

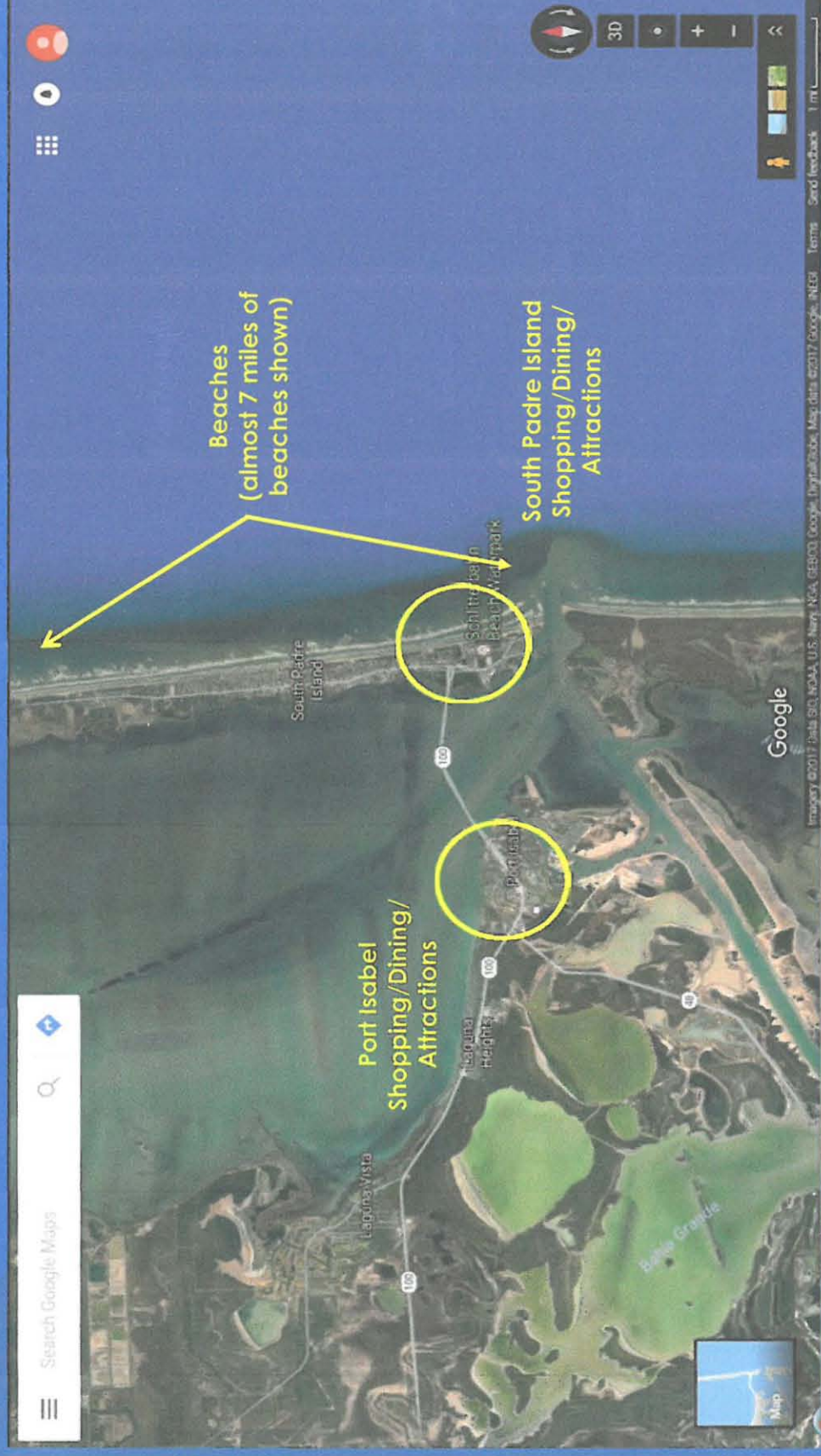
Key West, Florida is very similar.

© Passenger & Shipping Institute

South Padre Island and Key West: Geographic Comparison:

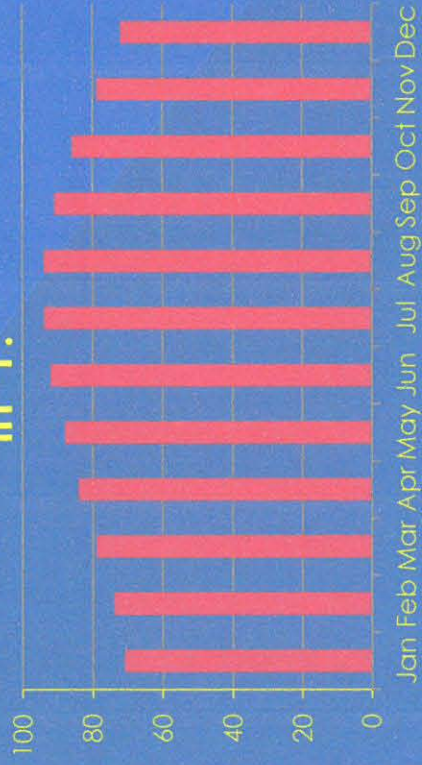


South Padre Island and Key West: Geographic Comparison:

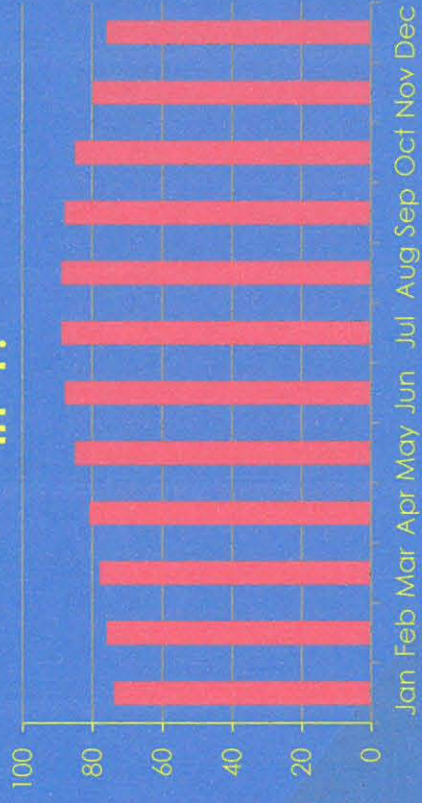


South Padre Island and Key West: Climate is very similar

SPI Average high
in °F:



Key West Average high
in °F:



Note: US Climate Data (<http://www.usclimatedata.com>) does not list SPI in its listing of Texas Cities, Brownsville data was used as a surrogate. US Climate Data is not a government agency. It sources its data from NOAA. The NOAA database of cities does not have SPI.

South Padre Island and Key West: Beaches

South Padre
Island



Key West

Key West has three small
man made beaches.

South Padre Island and Key West: Nationally recognized places of interest



South Padre
Island

Space X



Birding Center



Gladys Porter Zoo



Sea Turtle Rescue



Key West



Hemingway
House



Little White House

Ft. Jefferson (70 miles by boat)

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Day Trips from South Padre Island



King Ranch



Nuevo Progreso



Gladys Porter Zoo



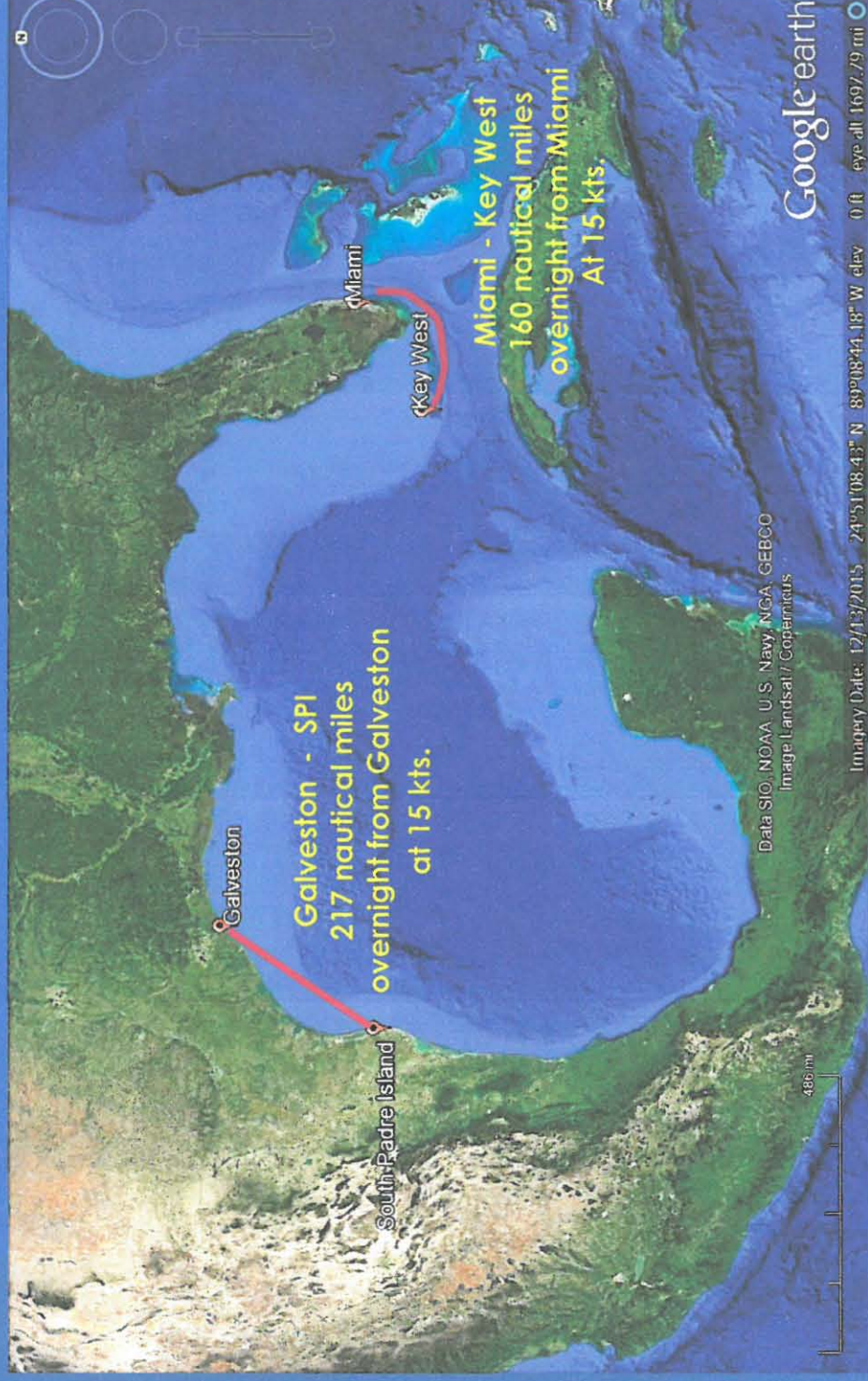
South Padre Island and Key West: Retail and Restaurants

- South Padre Island/Port Isabel and Key West have a similar mix of “resort retail”: souvenir shops, beachwear shops, clothing specialty shops, etc.
- South Padre Island/Port Isabel and Key West have an excellent assortment of restaurants and drinking establishments for the day visitor.

South Padre Island and Key West: Attractions

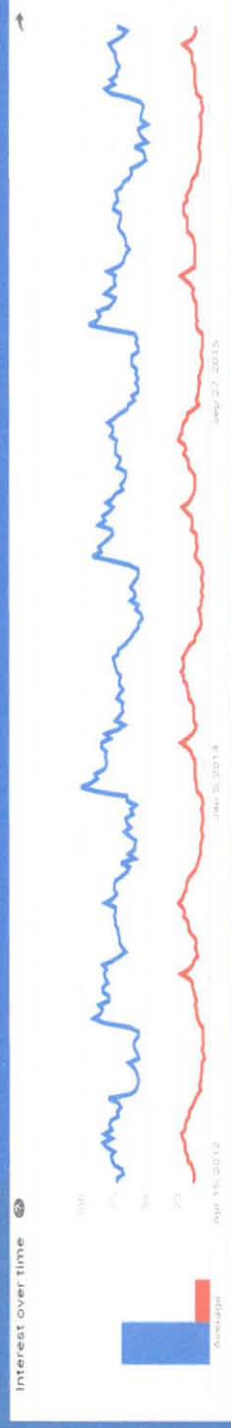
- South Padre Island and Key West have a similar attractions: Museums, Artifact Displays, etc. But SPI visitors can take a day trip to the unique Gladys Porter Zoo, Nuevo Progreso, Mexico or the King Ranch – there are no similar opportunities from Key West.
- Key West has a slight edge in local attractions and events within walking distance: Mel Fisher's Treasure Site, the Truman Little White House, Ernest Hemmingway's house, etc. Key West also has gained national awareness as "The Conch Republic" and for the Hemmingway "look alike" contest.

South Padre Island and Key West: Distance from major cruise homeports

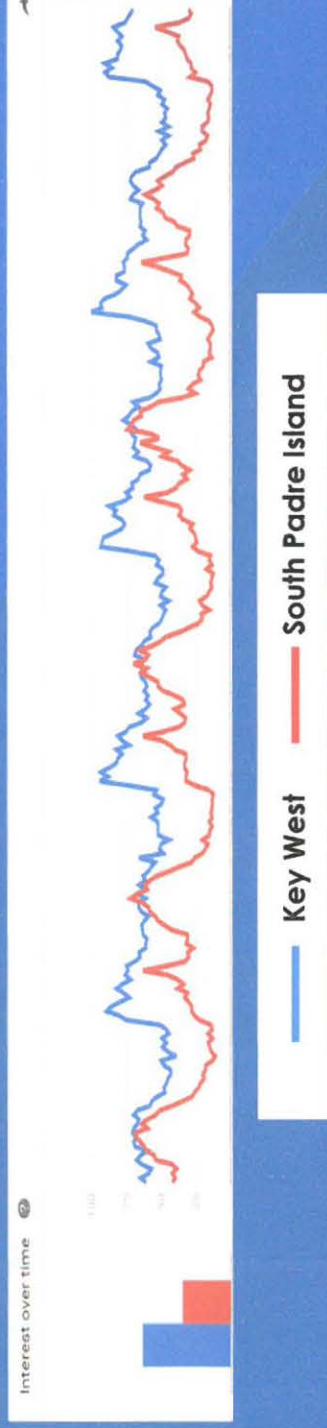


South Padre Island and Key West: Interest over time based on Google searches

In general, interest in Key West is significantly greater than interest in South Padre Island.



But when we filter interest by “travel” the picture changes somewhat. This is largely unknown.



Interest over time

The chart represents search interest over time relative to the highest point for the highest rated search term (Key West, late 2013) during the overall time frame. That point becomes the reference point for all other points on the chart.

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South Padre Island and Key West: Summary

Element	SPI	Key West	Comments
Geography	★★★★	★★★	SPI/Port Isabel have two tourist hubs' Key West has one. SPI has miles of beach.
Climate	★★★★★	★★★★★	
Marine Access	★★★	★★★★	
Cruise Ship Dock	none	★★★★★	South Padre Island can easily develop a cruise ship dock and welcome center
Beaches	★★★★★	★	
Regional Attractions	★★★★	★	There are several one day excursions from SPI, none from Key West
Local Attractions	★★	★★★★★	Key West also has nationally recognized events and celebrations
Retail	★★	★★	
Airports	★★★	★	SPI: 3 airports (HRL, BRO, MFE), Key West: 1
Restaurants	★★★	★★★★★	Key West has regionally/nationally recognized eating and drinking options
Distance from major cruise port	overnight sail	overnight sail	SPI and Key West are both an overnight sail at 15 kts,
Awareness	★★	★★★★★	Cruise lines' awareness of SPI is low

South Padre Island as a Port of Call: Our Conclusions

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Critical Conclusions

- Principal Conclusion

South Padre Island meets 90% of all the necessary and sufficient conditions to become a port of call. All that is missing is a suitable dock and a welcome center. Other landside improvements would further enhance its value.

- The Awareness Issue

Cruise line executives are unaware of South Padre Island and its potential as a port of call.

Cruise lines prefer ports well known by Americans; it makes it easier to sell their product.

Key West has substantial national general awareness; South Padre Island's national general awareness is less. For travel, however, SPI is within striking distance. But this is largely unknown.

So, what does South Padre
Island have to do to become a
port of call?

Port of Call Development: A road map

To become a port of call, SPI needs a road map from where it is now to where it wants to be. To go from a resort destination to a resort destination that is also a port of call.

1. Preliminary assessment of potential (done)
2. Development of a multi-pronged strategy to attract the cruise lines using the highlights shown below:
 - Create a unique and memorable image (e.g., Key West's "Conch Republic")
 - Stimulate the cruise lines' awareness of South Padre Island by direct marketing to cruise lines and by establishing a national footprint
 - Highlight South Padre Island's unique offerings that can't be matched by other ports: beaches, SpaceX, Gladys Porter Zoo expedition, etc.
 - Develop a port plan that will accommodate a cruise ship. make a memorable impression on a port of call visitor and provide a contiguous shopping/retail area

Port of Call Development: A Plan of Action

The preliminary analysis clearly indicates that South Padre Island meets the 90% of the necessary and sufficient criteria to become a port of call.

To become a port of call, however, SPI needs a Plan of Action that would include, but not be limited to, these four principal components:

- A relationship with the cruise lines.
- An outreach program to increase awareness and promote SPI's Unique Selling Proposition
- A plan to design the appropriate waterside and landside improvements
- A plan to finance the project

A Plan of Action: Develop a relationship with the cruise lines

- Identify the target cruise lines
- Join the principal industry trade groups
- Cultivate a relationship with the cruise line executives that make the port of call decision
- Develop an appropriate on-site familiarization experience for the executives that make the port of call decision

A Plan of Action: Develop an outreach program to increase awareness and promote SPI's Unique Selling Proposition

- Inventory SPI's unique tourist amenities for inclusion in public relations releases, advertising and collateral
- Create a winning catch phrase that will capture the essence of SPI and become a universal referent (e.g., Key West's "Conch Republic")
- Retain suitable public relations and advertising professionals to craft SPI's uniqueness into a cohesive outreach campaign including public relations, paid media, B2B social media, collateral material and attendance at industry events
- Expand SPI's national awareness. Cruise lines are partial to ports of call that promote themselves (e.g., Barbados, Nassau, Jamaica, etc.)

A Plan of Action: Design the appropriate waterside and landside improvements

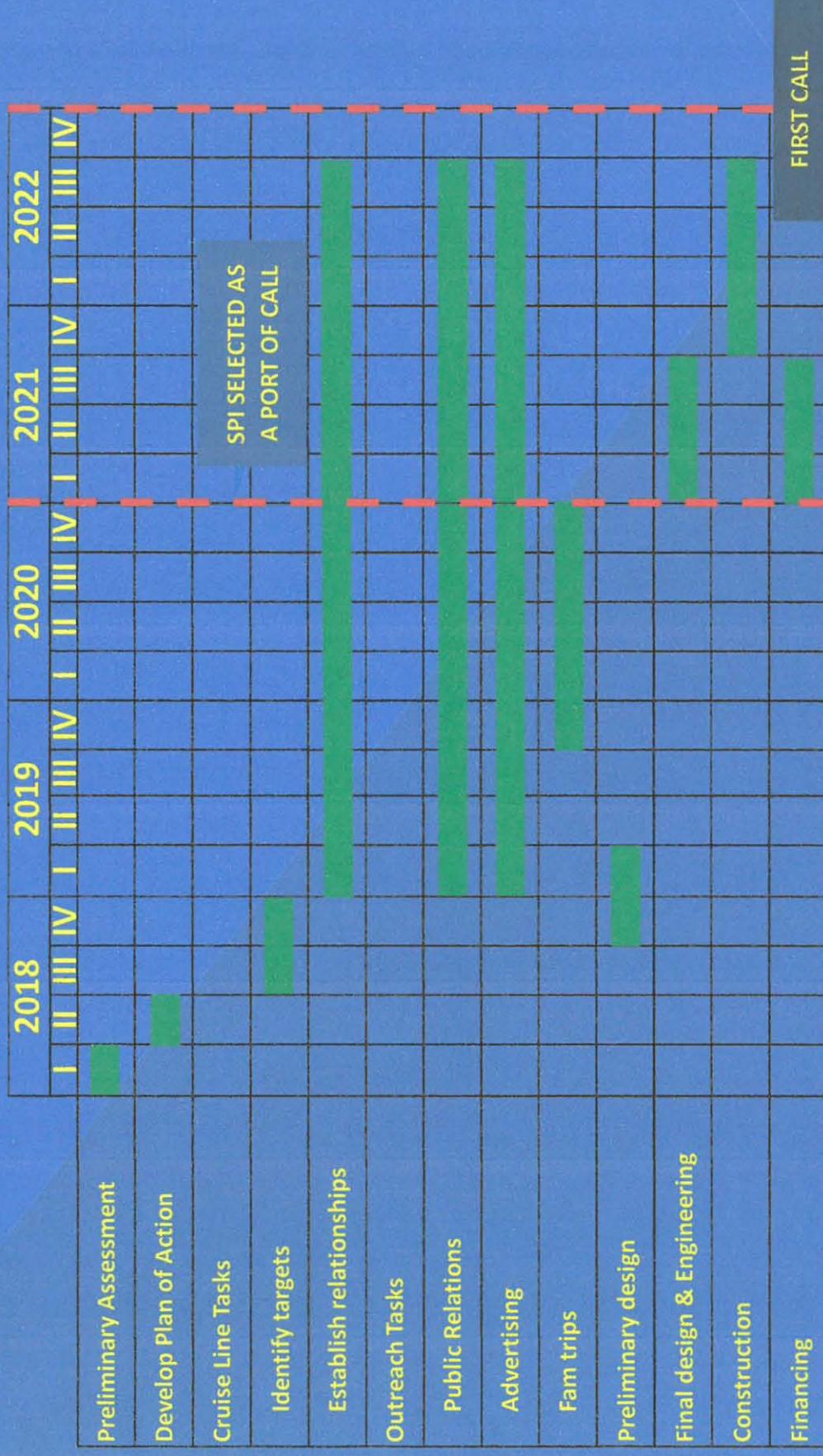
- A cruise ship dock and a bridge over the mangroves
- Refurbish the Old Coast Guard Station as a Welcome Center
- Develop a pathway to nearby beaches
- Create of a transit hub to accommodate tour operators and existing transportation to transport passengers to beaches, attractions, retailing and restaurants
- Use an experienced port architect that has planned “mini” ports.

A Plan of Action: Financing

In order to finance the improvements necessary there are several courses of action:

- Private financing
- A combination of private financing (for non 501(c) (3) components) and financing via Industrial Development Bonds for approved 501(c) (3) components
- Public financing

A Plan of Action: Timing



Estimated costs:

Tasks:

- Develop the program to introduce SPI to the cruise lines
- Develop relationships with cruise line senior executives
- Develop relationships with executives responsible for choosing ports of call

Cost estimate: \$100,000

Estimated Infrastructure Cost (Dock Operations):



Floating Dock



Welcome Center

Floating Dock and Welcome Center \$24 to \$30 million

Estimated Infrastructure Cost (Tender Operations):



Tender Operations

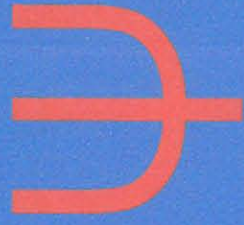


Welcome Center

Tendering and Welcome Center \$10 to \$12 million

Suggested Strategy:

**Begin with Tender Operations and segue to Dock
Operations if there is sufficient demand**



**Thank you for watching this
presentation.**

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7.

Goal	Strategy	Short/Mid/Long Term Goal	Champion	Measured By	Status
To Sustain and Increase Business Including Educational Opportunities	1. Continue support for the Kauffman Entrepreneurship Class	Short Term	Irv	Employment Rate Business and Tax Growth Attendance at Training	Kauffman class planning underway and will run through November 16th. Spoke with instructors to get an update on the class and everything is going very well. The cohort is engaged and the speakers have been informative. Course was completed on 11/16. I will invite a few class members and the instructors to the December Board meeting to give the Board feedback on the program.
	2. Research how to utilize the SBDC	Short Term	Ron		COMPLETED-SBDC used for Sand Dollars and Chamber classes. Scheduled a meeting with representatives from UTRGV SBDC and Ron for 10/26. Going to prepare an agenda for this meeting to discuss various areas of the strategic plan where they might be of assistance. Met with SBDC and Ron and signed an MOU for training classes. They will be instructing the Sand Dollars courses again and sent information on training for existing businesses "Listening to Your Business" and for potential start-ups they offer "The Intentional Entrepreneur". The SBDC is 80% advising to clients (business owners) and 20% training. UTRGV Entrepreneurship Center also teaches these courses and prefer to use their instructors.
	3. Look at training resources from national vendors (Sysco)	Short Term	Bob		Discussed with Bob at our meeting on 10/13 to partner with the Chamber and work with SYSCO on bringing the class to the Island businesses after the holidays in January or February. I have had one meeting with the Chamber and they are on board. The EDC will partner with the Chamber Business Services to conduct some of the Sysco Hospitality classes. Diana and I will be reaching out to Donna with Sysco to schedule classes in early Spring.
	4. Initiate a Business Mentoring Program	Mid Term	Susan		Research entrepreneurship mentoring- short term and 1 year positions

	5. Create "How to do Business on SPI" feature on website	Short Term	Jerry		Called Jerry but no voicemail so sent him an email to get together to discuss. Will contact TML about a seminar being held in November regarding this topic to see if a transcript is available since I have a conflict. Research other communities and see what they have on their websites.
	6. Continue Sand Dollars for Success - Round 2	Short Term	Mickey		Developed the guidelines for the 2017-18 Sand Dollars program and met with Mickey on 9/27 to go over. Will place on the October Board meeting for approval. The Board approved. Met with SBDC to give them the course schedule. Confirmed with Arturo from SBDC the schedule. Marketing the program December and January in the Port Isabel Press, Valley Business Report, various websites and social media. Spoke to ED Suite our web master who will update the information on the EDC website and activate the application form on January 8.
	7. Continue Façade Improvement Grant Program	Short Term	Dan		Applications for Façade Improvement have been distributed and one has been received. Kauffman classes began on September 14th and end on November 16th. Liam's re-submitted an application for the Façade Grant and the façade committee will meet to review. Met with Dan on 10/13 to discuss Façade Improvement Grant Program. Liam's revised application did not comply with program guidelines. Discussing grant with Dry Cleaners coming in 2018. Met with Padre Island Brewing Co and Ship Shape on their applications. Contacted 4 general contractors to get bids for Brew Pub. Continue following up with Ship Shape and Brew Pub. Spoke to a new business about the grant and he is interested in applying in March when he has the new storefront.

	8. Analysis of Cruise Ship Port of Call	Short Term	Irv,Susan		Meetings with Susan and Irv to look at the possibility of SPI becoming a Port of Call for the cruise line industry. Mayor Stahl and Susan have been discussing with the Port of Brownsville. Picking up where the consortium left off with the cruise line industry consultant. Consulting Agreement and background will be on the next agenda for full Board discussion.
Take Strategic Actions to Actively Recruit New Businesses That Result in a Stronger Business Environment	1. Investigate obtaining ESRI reports to analyze the marketplace	Short Term	Darla L.	New Openings	COMPLETE Received licensing agreement for ESRI Business Analyst cost \$1295 annually
Take Strategic Actions to Actively Recruit New Businesses That Result in a Stronger Business Environment	2. Conduct Retail Gap Analysis	Short Term	Irv/Mickey	Hits on Website	I will ask the CVB consultant Berkley Young if they have thoughts. Will look at other resort communities ESRI retail marketplace to identify possible businesses to recruit. Port Aransas, Galveston, Rockport, Panama City Beach, Marco Island, Estes Park, Silverton, Telluride, San Juan Islands WA . Adding Irv as a licensed user to ESRI to assist in the analysis. Conduct new surveys of what property owners and residents might suggest for new businesses. Periodically conduct online surveys w/special targeting to hotel owners, property mgt companies that lease to visitors and residential properties. Meeting with UTRGV at their facility in Brownville on 10/25. At meeting with Julie and Linda they connected me with Michael Uhrbrock. I spoke to him and he is going to investigate research options for the retail gap analysis. They have been hired by the CVB to conduct some research on visitors and special events and some of the survey questions will provide data we can use in retail recruitment. Met with The Retail Coach while attending the BEDC course in Austin and we will be meeting to discuss using cell phone data analysis to obtain information on visitors retail spending.

					<p>Met with Bob on 10/13 to discuss website and suggesting steering more to visit with online surveys and apply for all programs on the website. Also discuss updating available properties for lease. Meeting with Irv he suggested I meet with the UTRGV Kauffman instructors regarding developing broader uses of the EDC website to more effectively link users to SPI business. Meeting with them on 10/25. Contacted the web service provider for assessing metrics of the site and examples of how other communities use the website and social media more effectively. Initiate more social media, blog, feature businesses. Look into hiring an intern to assist. UTRGV has a program to supply interns called All In and Andrea will be emailing me the info. ED Suite gave a google log in now for retrieving analytics. Julie sending me the Kauffman module regarding this topic of linking social media to your website.</p>
	3. Enhance online presence	Short Term	Bob	Track Leads	
	4. Develop strategic approach for recruiting businesses	Short Term	Susan	Sales Tax (by Sector)	<p>Review materials and see what other communities use. Schedule a meeting with Retail Coach. Business survey in retail gap analysis will be used here. Researching IEDC awards for marketing materials and website., i.e.City of Kyle and Bastrop Kendall County won awards. Reach out to successful communities to request their marketing materials and pull from their websites. Met with Retail Coach while in Austin and asking for a proposal for his assistance.</p>

					Discussed shared workplace with Mickey on 9/27. I will research other communities who have this as a resource. I suggested the Birding Center conference room as one option. Meeting with Kauffman instructors to discuss 10/25. Discussing this in the DMAIC for the Visitors Center. Visiting the UTRGV Incubator in Brownsville was informative. They will be coming to the Island to look at available spaces and give their recommendations. Susan Guthrie and I looked at the Community Center which is small but a good option to reduce initial costs to try the concept. UTRGV reps toured some available sites with myself and Susan. The location they preferred is the office building located at 3401 Padre Blvd leasing for \$1800/month. Met with EDA while in Austin regarding grants available.
Enhance and Grow Entrepreneurship	1. Look at shared workplace	Short Term	Mickey/Jerry	Sales Tax	
	2. Assist City in DMAIC bandwidth	Mid Term	Ron	People seeking programs/classes	
	3. Tie into regional incubators and business centers and develop local programming	Long Term	Irv		Meeting with Kauffman instructors 10/25 at their Brownsville facility. Visit Mission EDC facility. Susan and Irv to join in the visit to Mission. Irv and I discussed with Susan on 10/30. Several types of incubators were discussed including food and art incubators. See Item 1 above. Met with Alex and Cristina from the Mission EDC and setting up a time to visit them first or second week in December.
	4. Address seasonality issue with CVB	Long Term	Jerry		
	5. Look at free shuttle directly to the Island from airport	Mid Term	Dan/Susan		Met with Dan 10/13 to discuss shuttle and airports. Dennis Stahl and Keith are talking to Marv at VIA and meeting with airlines. Dan would like to be included in the meetings with the airlines. I am researching a Brownsville airport shuttle. Emailed Jesse with the Transit dept. to start the dialogue. Harlingen shuttle has changed to Platinum co. South Padre Shuttle from the VIA is no longer running and has been replaced with Platinum Shuttle Company. Will research their services and look at ride sharing availability from the airports to the Island especially during peak times.

	6. Mentoring/Networking	Long Term	Susan/Dan	# of Businesses served	As part of the incubator investigation we are discussing how mentoring will be provided to those who go through the incubator program. Will discuss a mixer with graduates of Kauffman and other business owners who can form a local resource for mentoring.
Grow Eco-Tourism	1. Assist Birding Center to build capacity to be self sustaining	Long Term	Susan	Financial Reports Assets created	HalloWings, first fundraising event for the BNC was held. Accounting is pending. Lynne and Cristin working on a Membership program.
	2. Support CVB efforts in development of marketing and assets for eco-tourism	Long Term	Irv/Ron		Marine Life Center Conceptual Design Plan Underway. LRGV Active Plan Involvement Second stakeholder meeting for the Design Concept has been scheduled for Nov. 6th. I will develop an agenda and be the main facilitator as requested by Susan. In meeting with Irv we discussed developing new retail businesses around the Active Plan and ecotourism. I will obtain the pdf of the complete Active Plan and review any business opportunities outlined in the study completed in 2016. Received a copy of the Active Plan from Michael at UTRGV and will review for any information dealing with active tourist businesses that could be developed here on SPI. Irv, Ron and I met with the architect on preliminary design. Next meeting with the stakeholder group was changed to 11/29 to allow more time for design development.
	3. Look for opportunities to partner on the Padre Trails System / Wayfinding Project	Long Term	Bob/Mickey		As requested by the City Manager, working with the CVB, Put an email out to the Texas Downtown Association Listserve to solicit firms other communities used to develop a Wayfinding system. Received contacts on three Wayfinding firms. Was added to the Wayfinding Committee and we are meeting on 10/26. Attended two Wayfinding Committee meetings. Emailed communities to get sample RFQ. Sent Darla Jones several consultants names so she can send them RFQ.

	4. RGV Reef - Artificial Reef Project	Short Term	Susan	Am researching source for an economic impact study for the artificial reef. Working with Keith Arnold and Dr. Malki as well as Joshua from the RGV Reef group. Found Sports fishing of America economic study used by Alabama reef project and shared with City Mgr and CVB Director. Getting a proposal from Malki. Met with Dr. Malki. He will send email with questions he has to get the proposal for the study. Received his proposal and it will be on the agenda.
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School ? Summer placement, Job Shadowing, Internships, Apprenticeships, mentoring
Arts and Culture?