

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

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

Thursday, April 5, 2018
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. Discussion and action to approve a budget amendment in the amount of \$15,000 from excess reserves to be allocated towards the FY 2017/18 advertising/marketing budget for Homeschool Pilot Program and to recommend for approval to City Council.
5. Discussion and action to approve a budget amendment in the amount of \$22,856 from excess reserves to be allocated towards the FY 2017/18 advertising/marketing budget for to Texas Tourism Co-op Opportunities and to recommend for approval to City Council.
6. Discussion and action to approve special event Xpogo contract and recommend to the City Manager for signature.
7. Adjourn

DATED THIS THE 2nd DAY OF April 2018.



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 April 2, 2018, at/or before 9:00 AM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Rosa Zapata, CVB Executive Services Specialist

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.

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 BUILDING OFFICIAL DAVID TRAVIS; ADA RESPONSIBLE PARTY AT (956) 761-8103

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

MEETING DATE: April 5, 2018
NAME & TITLE: Keith Arnold, CVB Director
DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve a budget amendment in the amount of **\$22,856** which includes media, media commission and creative fees from excess reserves to be allocated towards the FY 2017/18 advertising/marketing budget for Homeschool Pilot Program and to recommend for approval to City Council.

ITEM BACKGROUND

The Texas Home School Coalition estimates that approximately 120,000 families in the State of Texas are registered homeschoolers. Texas does not require families to register children for homeschooling, therefore it is believed that over 300,000 Texas children are being taught at home. Because of this, using a trusted source like the Texas Homeschool Coalition allows us to efficiently reach this audience.

This opportunity was brought forward to the marketing subcommittee and approved for CVA Board for discussion and action.

BUDGET/FINANCIAL SUMMARY

Increase line item 02-594-0533 by **\$22,856.00**.

The current level of CVB excess reserves is approximately \$2.5 million.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve budget amendment.

South Padre Island Incremental Spend

Homeschooling Pilot

Texas Homeschool Outreach Pilot Plan (Synopsis):

- The Texas Home School Coalition estimates that approximately 120,000 families in the State of Texas are registered homeschoolers. Texas does not require families to register children for homeschooling, therefore it is believed that over 300,000 Texas children are being taught at home. Because of this, using a trusted source like the Texas Homeschool Coalition allows us to efficiently reach this audience.
- Below are the various options that are both trackable and effective in reaching this very niche audience. The campaign will be heaviest in the Fall months to impact our shoulder season and promote Fall travel. We will work to promote family friendly focused EcoTourism which can also double as an educational experience.

1. Texas Homeschool Coalition - Home Educator Quarterly

- The Texas Home School Coalition is the authority in Texas on home schooling. THSC offers various advertising opportunities.
- The THSC audience tends to be **conservative** in that many families choose to homeschool their children because of religious beliefs. Messaging should be highly educational and include offers, deals and incentives.
- The Texas Home School Coalition publishes a quarterly magazine and **distributes it to more than 60,000 families**, with an estimated readership exceeding 135,000 individuals. This makes THSC's *Home Educator Quarterly* one of the leading periodicals reaching homeschool families, individuals, and organizations in Texas.
 - Summer 2018 (Full Page, 4C): \$1,772
 - Space reservation: 5/10/18 / In-Market: July 2018
 - Fall 2018 (Full Page, 4C): \$1,772
 - Space reservation: 8/10/18 / In-Market: October 2018
 - **Total Cost: \$3,544 (2x commitment)**

2. Texas Homeschool Coalition – AdBlasts

- THSC offers opportunities for e-advertising. **These are published on Thursdays to more than 25,000 double opt-in email subscribers.** Many of the e-blast subscribers sign up for discounts on curriculum. This gives us the opportunity to reach a large audience of homeschooling parents in the State of Texas.
- Stand alone “AdBlasts” feature a single advertiser and are limited up to 4 times per year and 2 times per quarter.
- Since homeschooling families have more flexibility during the school year, we recommend running two e-blasts in the Fall to encourage weekend trips during off-season travel.
 - Fall AdBlast #1 – September 2018
 - Cost: \$1,000
 - Fall AdBlast #2 – November 2018
 - Cost: \$1,000
 - **Total Cost: \$2,000 (2x commitment)**

3. THSC – Giveaway/Sweepstakes

- Giveaways provide a unique way to connect with Texas homeschoolers. It gives us the opportunity to connect with this audience and build our brand by offering them a chance to win a trip or to provide a fun and educational experience for their child.
- Big-Ticket Giveaway (item value \$250+), includes promotion on THSC website (widgets, homepage slider, pop-ups) for one month and \$150 in Facebook advertising of giveaway.
 - Flight: Fall 2018
 - **Cost: \$1,372 + cost of giveaway item.**

4. THSC Conventions – Sponsorships

- Sponsoring the THSC events provide a fantastic opportunity to get **face-to-face** with homeschool families. Each of these events typically draws **2,000** or more homeschool families, some who are just starting to homeschool and many others returning to purchase curriculum, listen to compelling speakers, attend workshops, and sometimes just to be encouraged by seeing they are not alone in either their efforts or struggles. The events take place in Arlington and The Woodlands.
- We suggest purchasing the Woodlands Sponsorship since **Houston is a drive + fly market**. Also, The Woodlands is closer in proximity to the island than Arlington.
- Recommendation: Middle Tier Sponsorship in The Woodlands, TX convention taking place May 31-June 2, 2018. **The “Kids Convention” Sponsorship will include the following:**
 - Standard booth in a prime location in Exhibit Hall
 - Table setup on-site and/or opportunity for 10-15 minute Kids Convention presentation (must be approved by THSC)
 - Sponsor logo and link on Kids Convention webpage
 - Half page ad in the Convention program
 - Choice of any one item from additional benefits menu
 - General Benefits – included with every sponsorship
 - **Cost: \$4,572 (The Woodlands, TX Convention only)**

5. Paid Social/SEM

- While we have a robust plan in place with the very targeted Texas Homeschool Coalition, adding in a paid social strategy (Facebook) will be used to target families who have shown interest in homeschooling. We will also layer on SEM and target keywords like “homeschooling in Texas”, “Texas homeschooling curriculum”, and serve ads to parents searching for these terms.
 - Flight: Fall 2018 (Late Sept-Early Dec)
 - **Total cost: \$1,500**

6. Programmatic Digital

- Target individuals programmatically by creating an audience comprised of homeschooling families. The audience will be built off segments which will include homeschool team sports events, homeschool conventions, conferences and community events. We also recommend Device ID targeting both conventions in Arlington and The Woodlands.
 - Flight: Run programmatic in Fall 2018| Device ID Target Conventions in May/June
 - **Total Cost: \$6,000**

7. Blogger Opportunities

- Reach out to involved mom-bloggers in the community to showcase the educational opportunities that South Padre Island has to offer. Esther of Laugh with us is based in the RGV and her blog can be utilized to encourage parents to take weekend trips to South Padre Island.

TOTAL HOMESCHOOL MEDIA INVESTMENT: \$22,856 (INCLUDES HARD COSTS, MEDIA COMMISSION AND CREATIVE FEES)



South Padre Island Homeschool POV

3/28/18

the**atkins**group

Overview

The Texas Home School Coalition estimates that approximately 120,000 families in the State of Texas have chosen to home school their children. However, home schools in Texas have been determined by Texas courts to be private schools, and private schools are not regulated by the state of Texas. Because of this, it is believed that over 300,000 Texas children are being taught at home.

According to the Texas Education Agency, 5,359,127 students are enrolled and attending Texas public schools in the 2016-17 school year. Of the 120,000 registered home schooling families, that is approximately 2.2% of the population. How do we reach this niche market? It can be assumed that much our family targeting in our current efforts are reaching these families as well - but there are avenues we can explore to directly reach this very niche audience.

Table 1
Enrollment Summary, Texas Public Schools, 2015-16 and 2016-17

Group	Enrollment	
	2015-16	2016-17
All students	5,299,728	5,359,127

Division of Research and Analysis
Office of Academics
Texas Education Agency
June 2017

THSC - Home Educator Quarterly

- ▶ The Texas Home School Coalition is the authority in Texas on home schooling. Their coalition of three organizations positively impacts the lives of more than 100,000 home schooling families in Texas. THSC offers various advertising opportunities.
- ▶ The THSC audience tends to be conservative in that many families choose to homeschool their children because of religious beliefs. Messaging should be highly educational and include offers, deals and incentives.
- ▶ The Texas Home School Coalition publishes a quarterly magazine and distributes it to more than 60,000 families, with an estimated readership exceeding 135,000 individuals. This makes THSC's *Home Educator Quarterly* one of the leading periodicals reaching homeschool families, individuals, and organizations. The magazine has a distribution close to double that of other leading homeschool publications.
- ▶ Link to Issue: <https://issuu.com/thsc/docs/heq22.1online>
- ▶ Summer 2018 (Full Page, 4C): \$1,772
 - ▶ Space reservation: 5/10/18 / In-Market: July 2018
- ▶ Fall 2018 (Full Page, 4C): \$1,772
 - ▶ Space reservation: 8/10/18 / In-Market: October 2018
- ▶ **Total Cost: \$3,544 (2x commitment)**

BEGAN	THSC-1986 THSC <i>Home Educator Quarterly</i> -1996
MEDIA TYPE	Consumer print publication and electronic web version
WEBSITE	THSC.org
FREQUENCY	Quarterly magazine
CIRCULATION	60,000+ to subscribers 2,000+ to homeschool groups, libraries and distributed by staff
COLOR	Coated, full-color publication

THSC- AdBlasts

- ▶ THSC offers opportunities for e-advertising. These are published on Thursdays to more than 25,000 double opt-in email subscribers. Many of the e-blast subscribers sign up for discounts on curriculum. This gives us the opportunity to reach a large audience of homeschooling parents in the State of Texas.
- ▶ Stand alone “AdBlasts” feature a single advertiser and are limited up to 4 times per year and 2 times per quarter.
- ▶ Since homeschooling families have more flexibility during the school year, we recommend running two e-blasts in the Fall to encourage weekend trips during off-season travel.
- ▶ Fall AdBlast #1 - September 2018
 - ▶ Cost: \$1,000
- ▶ Fall AdBlast #2 - November 2018
 - ▶ Cost: \$1,000
- ▶ Total Cost: \$2,000 (2x commitment)

View a Sample: AdBlast



THSC- Giveaway/Sweepstakes

- ▶ Giveaways provide a unique way to connect with Texas homeschoolers. THSC will partner with SPI to offer new THSC subscribers a product of our choice in a monthly giveaway. There are only 12 openings annually.
- ▶ Big-Ticket Giveaway (item value \$250+), includes promotion on THSC website (widgets, homepage slider, pop-ups) for one month and \$150 in Facebook advertising of giveaway.
 - ▶ Cost: \$1,372 + cost of giveaway item.
 - ▶ Fall Giveaway

THSC Conventions - Sponsorships

- ▶ Sponsoring the THSC events provide a fantastic opportunity to get face-to-face with homeschool families. Each of these events typically draws 2,000 or more homeschool families, some who are just starting to homeschool and many others returning to purchase curriculum, listen to compelling speakers, attend workshops, and sometimes just to be encouraged by seeing they are not alone in either their efforts or struggles.
- ▶ Recommend purchasing a Middle Tier Sponsorship in The Woodlands, TX convention taking place May 31-June 2, 2018. The “Kids Convention” Sponsorship will include the following:
 - ▶ Standard booth in a prime location in Exhibit Hall
 - ▶ Table setup on-site and/or opportunity for 10-15 minute Kids Convention presentation (must be approved by THSC)
 - ▶ Sponsor logo and link on Kids Convention webpage
 - ▶ Half page ad in the Convention program
 - ▶ Choice of any one item from additional benefits menu (see slide 7)
 - ▶ General Benefits - included with every sponsorship (see slide 7)
- ▶ Cost: \$4,572 (The Woodlands, TX Convention only)

THSC Conventions - Sponsorships

Additional Benefits Menu

- Wireless (or wired) internet for one connection per booth (sponsors with two or more booths may receive up to two internet connections at no additional cost)
- Electricity for booth
- Sponsor workshop (subject to availability) — Value: \$200
- Quarter-page program ad — Value: \$200
- Registration Bag Insert (\$200 credit towards desired option)

See Sponsorship Details for Number of Available Selections

General Benefits for all Booth Sponsors

- Name and logo in “Thank You” ad page in program
- Logo and link posted on Convention sponsor webpage

Paid Social - Facebook

- ▶ Facebook has an audience that they've identified as "showing interest in home schooling." However, it may not be comprised entirely of families doing homeschooling. Google could target those keywords for a display campaign and hit moms/dads researching homeschool lessons to teach their children, which would work for an impressions-driven campaign. We would serve ads to parents searching for homeschooling lessons.
- ▶ Flight: Fall 2018 (Late Sept - Early Dec)
 - ▶ \$500/month
 - ▶ Total cost: \$1,500

Programmatic Digital

- ▶ Target individuals programmatically by setting up an audience comprised of households of people who are homeschooled. This audience segment will be built off homeschool team sports events, homeschool conventions, conferences, seminars, and community events.
- ▶ Device ID Targeting (Target homeschool conventions in Arlington & The Woodlands in May), Standard & Mobile Display & Instagram
- ▶ Flight: May & Fall 2018 (Late Sept - Early Dec)
 - ▶ \$2,000/month
 - ▶ Total cost: \$6,000

Blogger Opportunities

- ▶ Reach out to involved mom-bloggers in the community (RGV) to show them the educational opportunities that South Padre Island has to offer (Sea Turtle, Inc., Birding Center, etc.)
- ▶ Texas homeschool mom bloggers:
 - ▶ 1. Esther of [Laugh With Us](#) (Located in RGV)
 - ▶ 8k Instagram followers / 4.2k Facebook followers
 - ▶ 2. Marina John of [Mommy Snippets](#) (Educational & Lifestyle Blogger)
 - ▶ 13.3k Instagram followers / 7.3k Facebook followers



Campaign Overview

- ▶ Total Media Cost: \$18,988
- ▶ Creative Fees: \$3,868
- ▶ **Total Campaign Cost: \$22,856**

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

MEETING DATE: April 5, 2018
NAME & TITLE: Keith Arnold, CVB Director
DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve a budget amendment in the amount of **\$17,144** which includes media & media commission from excess reserves to be allocated towards the FY 2017/18 advertising/marketing budget for Texas Tourism Co-op Opportunities and to recommend for approval to City Council.

ITEM BACKGROUND

This opportunity was brought forward to the marketing subcommittee and approved for CVA Board for discussion and action.

BUDGET/FINANCIAL SUMMARY

Increase line item 02-594-0533 by **\$17,144**.

The current level of CVB excess reserves is approximately \$2.5 million.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:
RECOMMENDATIONS/COMMENTS
Approve budget amendment.

South Padre Island Incremental Spend

Travel Texas Co-op

Travel Texas FY18 Digital Co-op Plan (Synopsis):

- Texas Tourism (Travel Texas) has released their annual 2018 co-op program. Advertising is available on a first-come, first-serve basis.
- By participating in the advertising co-op, partners are able to extend their reach to markets and audiences in a cost-efficient manner. There are a variety of ways to utilize the co-op advertising program to promote Texas destinations to a captive audience at regional levels.
- The after math of Hurricane Harvey continues to affect the livelihoods of those on the Texas Gulf Coast. Going in the summer months, our peak season, we want to be sure the perception is that the island is open and ready for business.
- Currently, South Padre Island is the only beach destination that will be participating in the co-op program. Port Aransas has showed interest but has not yet committed.
- We recommend running the co-op program for a Late Spring/Early Summer push.

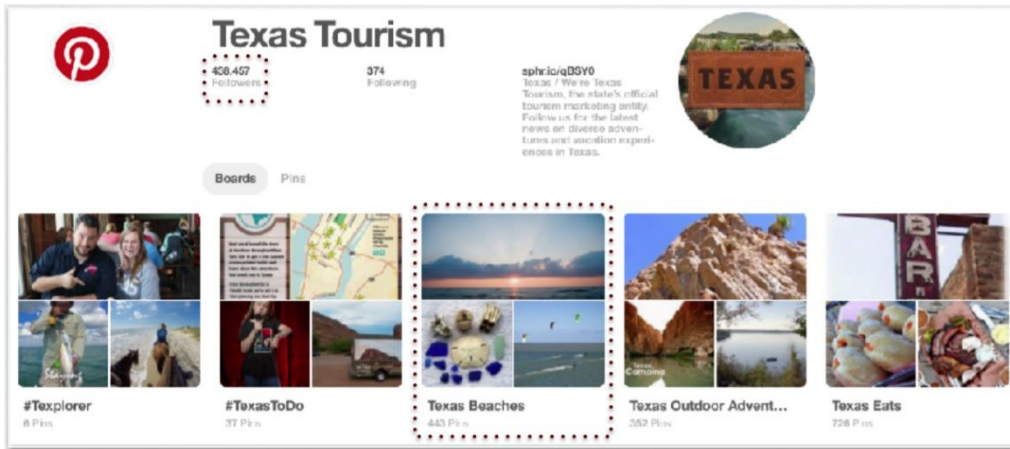
1. Digital Media

- Social Media: Texas' Custom Social Data
 - Tap into Travel Texas' user segments (Millennials, Gen X & Boomers who are interested in Outdoors, Beaches, Fishing and Family). We target these individuals in the Texas Geo (SA, Austin, Houston, Dallas, RGV) who have shown interest in Texas ads.
 1. Flight: May-June
- Social Media: Targeted Social Media Posts
 - Utilize paid social from Texas Tourism's Facebook & Instagram accounts. Ads from Texas Tourism's FB & Instagram accounts appear natively in the platform and be geographically and demo targeted to SPI's audience. The ad would be coming from Texas Tourism's account but it would be pushing an SPI message. Example:



- Flight: April-June

- Social Media: Custom Pinterest Board
 - Texas Tourism’s Pinterest account has over 438k followers
 - South Padre Island will receive a dedicated board that over 438k Pinterest followers are notified of. Texas will create a South Padre island board to live organically on Pinterest. Example:



- Flight: Posted in April, board lives on Travel Texas Pinterest page indefinitely
- Digital Media: Travel Texas digital data warehouse
 - Run a programmatic campaign to target Travel Texas’

segments and geographies most relevant to our needs and run on our own digital ads. The segments we would target programmatically are Outdoor, Beach, Fishing and Family.

- Flight: April-May
- E-mail Blasts: Dedicated E-Newsletter
 - Targeting Texas Only
 - 80k opt-in Travel Texas subscribers
 - Flight: Drop in May

TOTAL TRAVEL TEXAS FY18 CO-OP: \$17,144 (INCLUDES HARD COSTS & MEDIA COMMISSION)

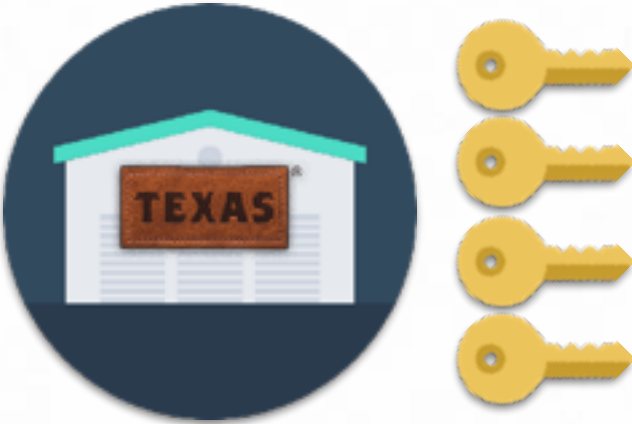
Travel Texas FY18 Co-Op: South Padre Island

Summary of Recommended Co-Op Opportunities for South Padre Island

Email



Digital Media



Social Media



Higher budget level option includes all 3 channels covering April-June

Category	Offering	Creative Options	Flighting	Planned Units	Budget
Social Media	Travel Texas Social Data Warehouse Beach, Family, Fishing, Outdoor	Standard IAB display ads	May-June	857,142 impressions	\$3,000
Social Media	Targeted Social Media Posts	Link, Image, Video	April-June	692,307 impressions**	\$4,500
Social Media	Custom Pinterest Board	Articles, videos, photos pinned to South Padre Island board	Posted in April, board lives indefinitely*	1 Custom Board 438K potential reach	\$1,000
Digital Media	Travel Texas digital data warehouse Beach, Family, Outdoor, Fishing	Standard IAB display ads	April-May	1,671,428 impressions	\$5,850
Email	Dedicated enewsletter targeting TX only	Images & copy	1 drop in May	80K emails for TX only	\$650
Total				3,738,877 planned units @ 4.01 eCPM	\$15,000

Biggest changes in lower budget no newsletter and overall lower reach

Category	Offering	Creative Options	Flighting	Planned Units **	Budget
Social Media	Targeted Social Media Posts	Link, Image, Video	April-June	692,307 impressions	\$4,500
Social Media	Custom Pinterest Board	Articles, videos, photos pinned to South Padre Island board	Posted in April, board lives indefinitely*	1 Custom Board 438K potential reach	\$1,000
Digital Media	Travel Texas digital data warehouse Beach, Family, Outdoor, Fishing	Standard IAB display ads	April-May	1,285,714 impressions	\$4,500
Total				2,414,021 planned units @ 4.14 eCPM	\$10,000

Texas' Custom Data Warehouse

South Padre Island can run their own digital display ad creative programmatically



South Padre Island can leverage the data rich Travel Texas Data Warehouse to target segments & geographies most relevant to your needs and run your own digital ads

South Padre can pick & choose data segments from the Texas data warehouse

Based on current passion pillars and creative messaging the following creative segments are available

DOMESTIC CREATIVE SEGMENT

OUTDOOR	SPORTS	GOLF
FOOD	FISHING	HISTORIC
BEACH	FAMILY	BIRDING
CAMPING	ARTS	SHOPPING
TEXAS TO DO	MUSIC	TRAVEL GUIDE

At lower budget level recommend focusing on Beach segment and at higher spend levels add in Family, Outdoor and Fishing segments

Recommend running against all three generational targeting with TX geotargeting

MILLENNIALS

A20-24 & 25-34, HHI \$40K+

GENERATION X

A35-49, HHI \$60K+ WITH KIDS UNDER 18

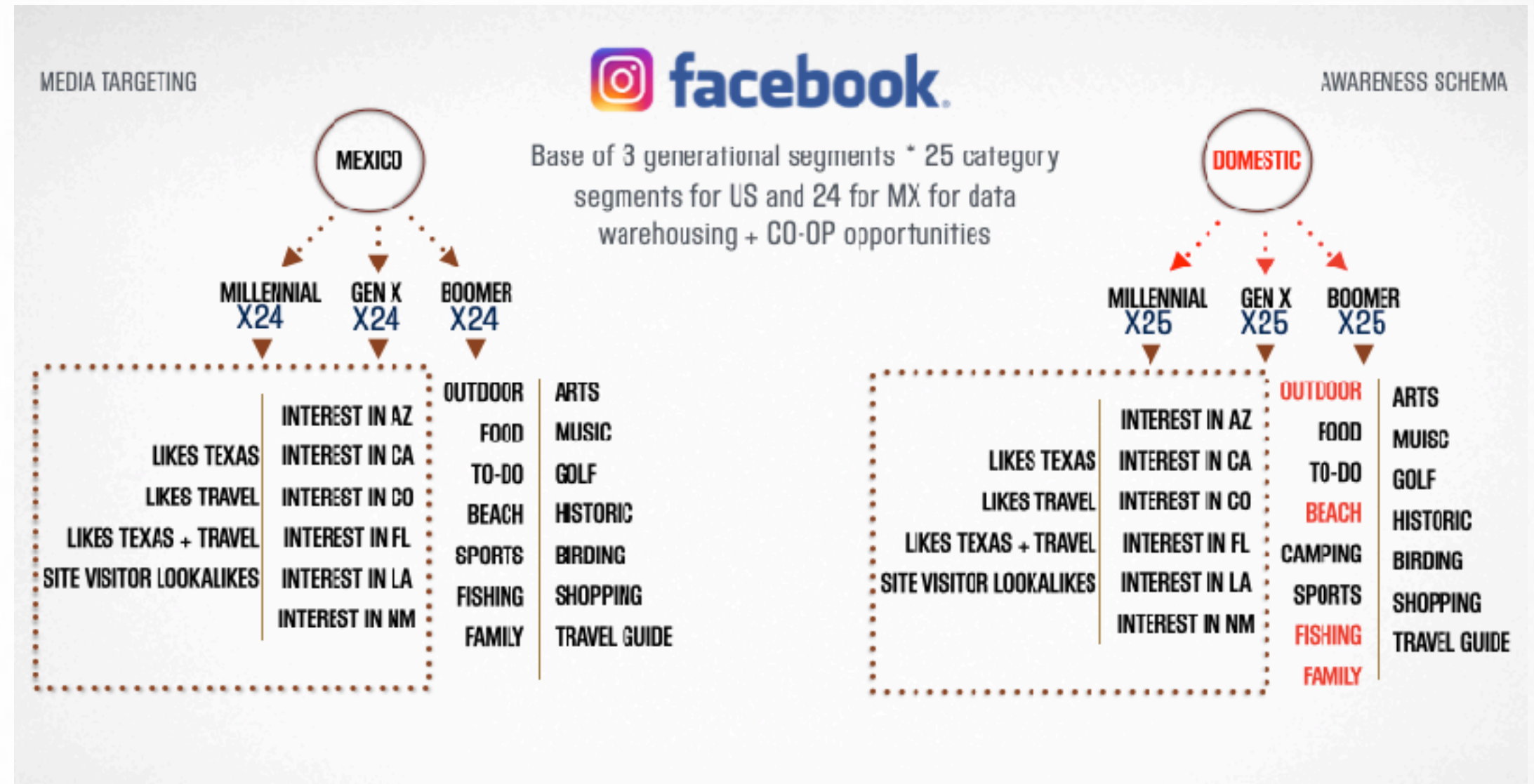
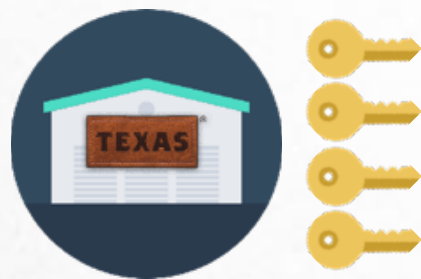
BOOMERS

A50+, HHI \$60K+

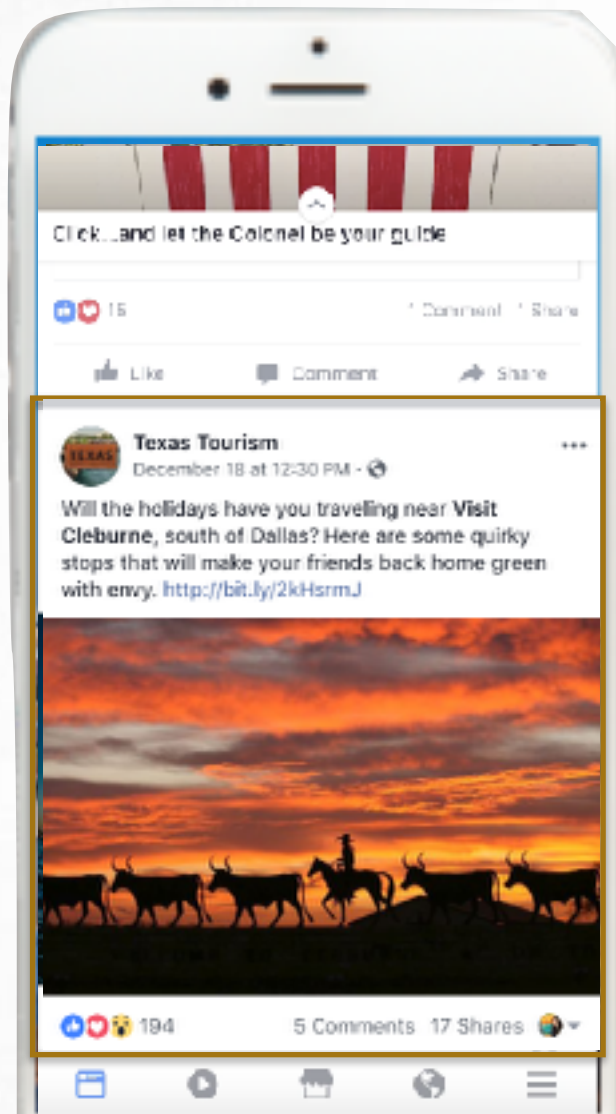
Tap into Texas' custom social data to reach in-state audience

BEACH-FAMILY-FISHING-OUTDOOR segments from Texas media warehouse retarget those in TX GEO who have shown interest in TX ads

Socially-driven data factors but media would be digital (non-social)



Utilize paid social from Texas Tourism's Facebook & Instagram accounts



Newsfeed ads enable users to save the content for future reference or share with friends



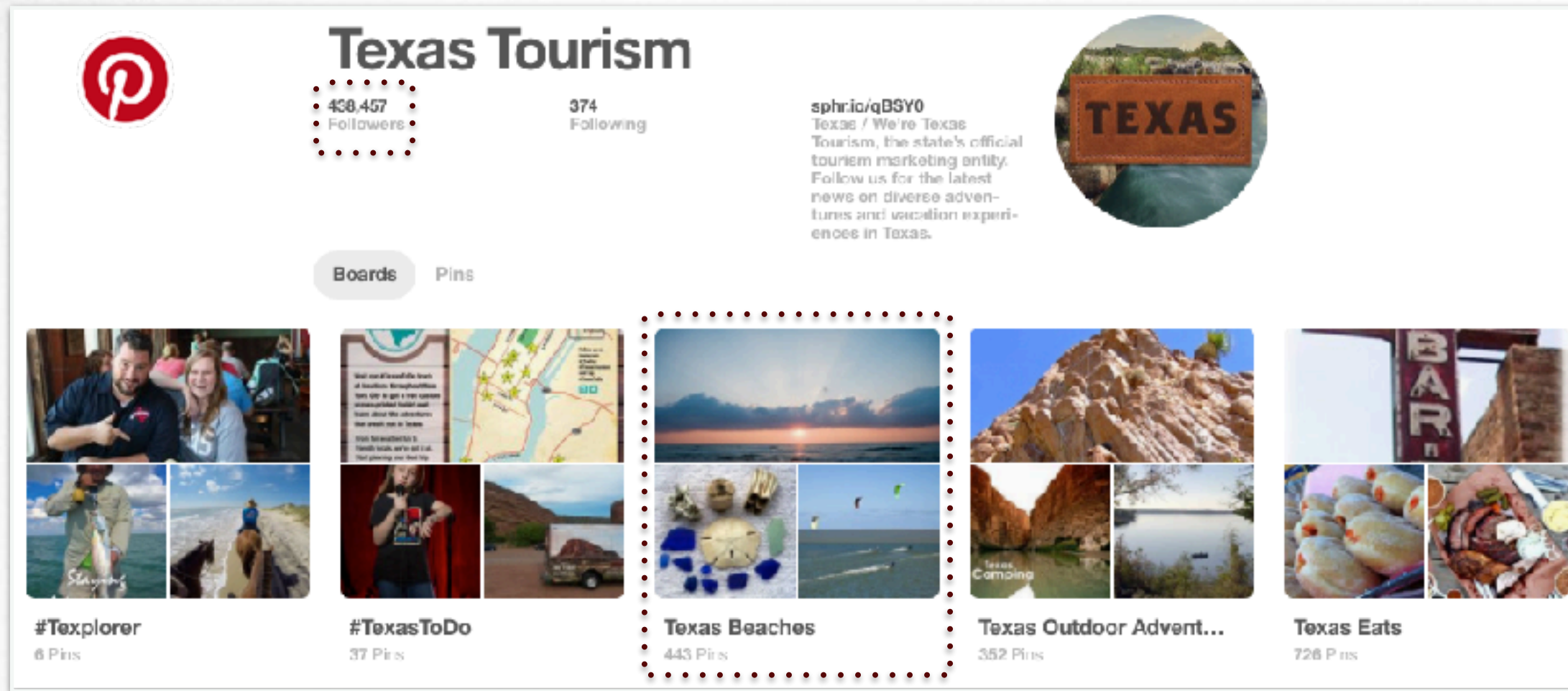
Ads from Texas Tourism's Facebook & Instagram accounts appear natively in the platform, and can be geo, demo & interest targeted to narrow in on the ideal Co-Op audience

A25-54 Without & Without Kids, 55+ Empty Nesters

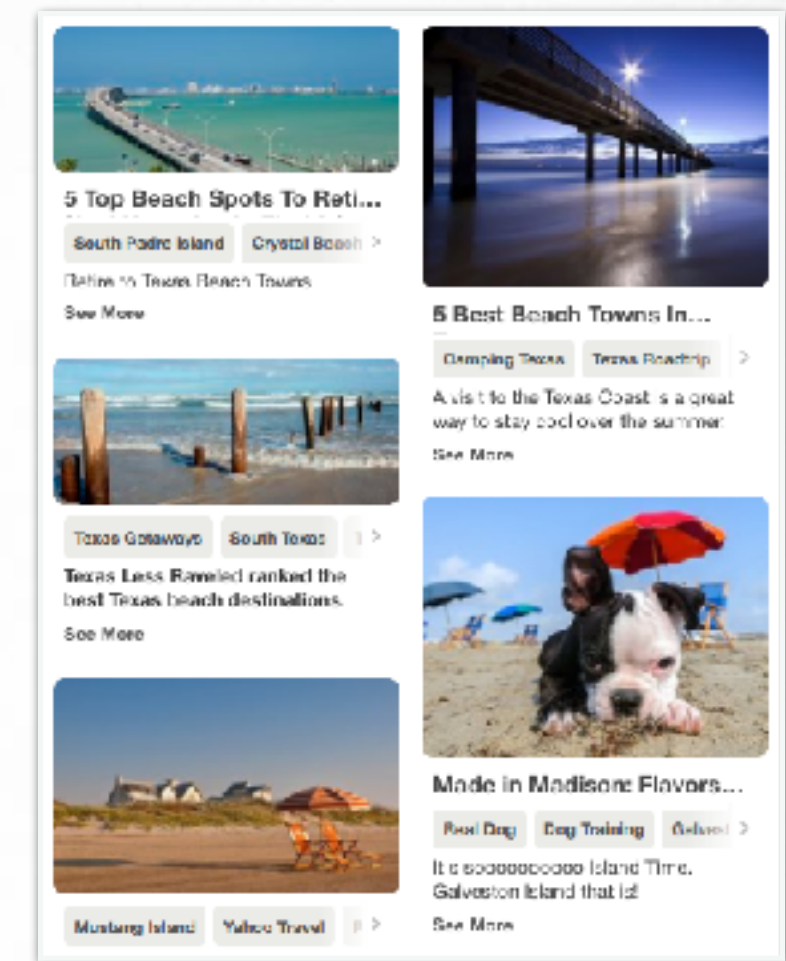
Austin, San Antonio, Dallas, RGV, Houston, Laredo

Beach, Family, Fishing, Outdoor Interest + lookalikes of Texas Facebook fans and site visitors

Spotlight South Padre Island to 438K “beach” Texas fans on Pinterest



Pinterest boards



Pinterest pins

South Padre Island would get a dedicated board that over 438K Pinterest followers are notified of. Historically, followers have been organically interested in Texas beach vacations, which grew Texas' Pinterest to its size.

Texas will create a South Padre Island board to live organically on Pinterest

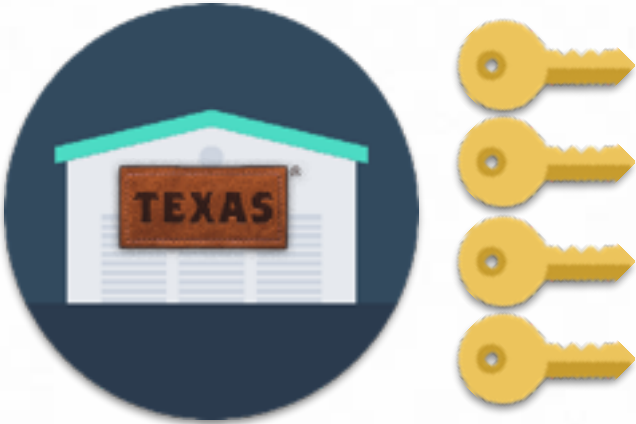
FY18 Co-Op Summary

Summary of Recommended Co-Op Opportunities for South Padre Island

Email



Digital Media



Social Media



South Padre Island Option 1: Higher budget recommendation at \$15K

Category	Offering	Creative Options	Flighting	Planned Units	Budget
Social Media	Travel Texas Social Data Warehouse Beach, Family, Fishing, Outdoor	Standard IAB display ads	May-June	857,142 impressions	\$3,000
Social Media	Targeted Social Media Posts	Link, Image, Video	April-June	692,307 impressions	\$4,500
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Email	Dedicated enewsletter targeting TX only	Images & copy	1 drop in May	80K emails for TX only	\$650
Total				3,738,877 planned units @ 4.01 eCPM	\$15,000

South Padre Island Option 2: Lower budget recommendation at \$10K

Category	Offering	Creative Options	Flighting	Planned Units	Budget
Social Media	Targeted Social Media Posts	Link, Image, Video	April-June	692,307 impressions	\$4,500
Social Media	Custom Pinterest Board	Articles, videos, photos pinned to South Padre Island board	Posted in April, board lives indefinitely*	1 Custom Board 438K potential reach	\$1,000
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Total				2,414,021 planned units @ 4.14 eCPM	\$10,000



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

MEETING DATE: April 5, 2018
NAME & TITLE: Keith Arnold, CVB Director
DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve special event Xpogo contract in the amount of **\$5,800** and recommend to the City Manager for signature.

ITEM BACKGROUND

This agenda item was reviewed by Special Events Subcommittee via email, then submitted to City Manager Susan Guthrie for signature. City Manager advised staff to ask approval from CVA Board.

BUDGET/FINANCIAL SUMMARY

Special Events Budget 02-593-8099

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____
Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS
Approve contract.



XPOGO LLC STUNT TEAM ENGAGEMENT AGREEMENT

City of South Padre Island, Texas, henceforth known as "Client," agrees to hire The Xpogo Stunt Team, henceforth known as "Xpogo," for 2 days of Xpogo Exhibitions on May 26 - 27, 2018. Furthermore, the two parties agree to the following:

Xpogo will execute (3) 20-25 Minute Shows per day + Meet-n-Greets and as-needed Media Appearances in South Padre Island, Texas, with (2) professional Xpogo athletes and (1) Emcee.

1. TALENT ENGAGEMENT SPECIFICS

The Xpogo Exhibition will specifically consist of professional Extreme Pogo performances designed for large crowds and consisting of top Extreme Pogo stunts, crowd interaction, and featuring top Xpogo athletes.

2. XPOGO TO PROVIDE

- Athletes
- Pogo Sticks
- Auxiliary Equipment
- Transportation into Market + Ground Transportation + Per Diem
- Show Type – "CLASSIC" – (see rider)
- Set-Up Type – "CLASSIC"

3. CLIENT TO PROVIDE

Setup for the exhibition space will be the responsibility of Client. Specifically the Client will provide:

- An ideal footprint 25' (L) x 25' (W) x 20' (H) for exhibition
- Standard Police/Bike Barricades surrounding Xpogo Footprint for crowd safety and so Xpogo can hang Fence Mesh Banners to create an exciting look/feel of space
- Lodging for the duration of the event. One bed per person required. Room sharing is acceptable and encouraged.
- A standard sound system + (1) Wireless Mic + Aux Cable + Input for Aux Cable
- EMTs on-site or on-call for medical attention, in the case of emergency
- Additional items as relevant from Xpogo Performance Rider (below)

4. FEES AND SALES AND LAW

Client will pay Xpogo a rate of **\$5,800 USD** as compensation for this exhibition payable via **check, credit card, or federal wire** according to the following payment plan: Fee must be paid 50% upon receipt of contract and 50% net 15, from May 27, 2018 by mailing a check to Xpogo LLC's PA office [Xpogo LLC | 1256 Franklin Avenue, Pittsburgh, PA 15221] if Xpogo LLC Senior Manager is not present to receive in-hand.

Check is not to be handed to an athlete.

Client retains the option of requesting a Certificate of General Liability Insurance from Xpogo LLC and being named as an additional insured, receiving the associated benefits. If Client does or does not choose to receive additional insured status, Client shall indemnify, defend, and hold harmless Xpogo LLC and their respective employees and agents, from any and all claims, judgments, or liabilities to which they may be subject through this agreement, beyond the scope of coverage provided by Xpogo LLC's General Liability insurance. Neither Party shall be liable to the other for loss of anticipated profits, business interruption claims, or incidental, punitive or consequential loss or damage of any nature arising from any cause whatsoever in connection with the performance of this Agreement. It is noted that the contract is applied under



Pennsylvania State Law, as Xpogo LLC's organizing office is located in Pennsylvania, and all disputes must be adjudicated in PA.

5. PROPERTY LIABILITY WAIVER

If Client, Sponsors, or Partners provide a prop of any type (e.g., a vehicle) for Xpogo athletes to jump over or near to, Xpogo LLC waives all responsibility - and Client, Sponsor, or Partner assumes 100% responsibility - for any accidental or performance-related damages to any such prop.

6. POSTPONEMENT / INDIVIDUAL SHOW DELAY

In the event that the performance environment is deemed unsafe, primarily by Xpogo athletes, along with conversations with the Client (examples include rain, unstable staging, or overcrowding), an individual Xpogo performance (part of a multi-show contract) may be postponed or cancelled in the interest of safety, with no reduction of fee incurred. Reference to the Xpogo Rider will be used to confirm necessary show needs. Xpogo will make every possible effort to ensure that each show occurs and will work with Client to move show times if necessary, to avoid inclement conditions. This applies in the case that an event has not been completely cancelled.

7. CANCELLATION POLICIES

If Client cancels the engagement or Xpogo's appearance at the engagement after this agreement is signed but before 24 hours prior to the beginning of athlete travel, the Client must pay Xpogo 50% of fees - \$2,900 USD.

If an event is completely cancelled after the 24-hour mark, due to weather on Event Day, or any other Client Reasons, and through no fault of Xpogo, Client can reschedule Xpogo for a future date within a 3 month period and pay a \$750 Rebooking Fee, or 25% of the Fees, whichever number is higher. If Client cannot reschedule within a 3 month period, and Xpogo has not performed to any degree, Client must pay 50% of Fees; if Xpogo has performed to any degree, Client must pay 100% of Fees.

If Acts of God or 3rd party obstacles (such as border patrol, vehicular malfunction, plane delays, etc.) prevent one or more of the athletes from attending the engagement once they have already begun the travel process, distribution of fees, including changes to engagement fees, will be determined on a case-by-case basis, through fair and non-capricious conversations between Xpogo and Client.

IN WITNESS WHEREOF, the parties have caused their duly authorized representatives to execute this Agreement as of the Effective Date

XPOGO LLC

City of South Padre Island, Texas

By: _____

By: _____

Name: William Weiner

Name:

Title: CEO, Xpogo LLC

Title:

Date:

Date:

XPOGO LLC TALENT PRODUCTION RIDER

Footprint / Storage Room

- Preferred dimensions of 30' (L) x 25' (W) x 20' (H) (but overall, we are very flexible)
 - Standard Police/Bike Barricades surrounding Xpogo Footprint (if at Fair/Festival) for crowd safety and so Xpogo can hang Fence Mesh Banners, so as to create an exciting look/feel
 - INTIMATE SPACING WILL PROVIDE THE BEST AUDIENCE EXPERIENCE. Larger Spaces will drown out the athletes. The dimensions above, with proper barricading are ideal.
 - Spacing shouldn't be too tight (for safety) or too broad (diluted by dead space)
 - 30'x25'x20' is the perfect balance of safe and intimate
 - Larger or smaller spaces are okay – especially if the show involves props or the space is unique - but must be approved through Xpogo first
- Space should be permanent for longer-run events (i.e., not collapsed down each day)
- Ideal set-up is $\frac{3}{4}$ bleachers or standing audience – if in an arena/fair/festival setting.
- Separate Green Room / Dressing Room / Storage area for longer-run bookings

Flooring/Clearance

- Flooring must be extremely durable and not slick. Asphalt, non-slip carpet, unpolished concrete, hard packed dirt, rubberized track, AstroTurf, or tennis-like surface are great. Grass is not approved.
- Deeply supported stage flooring with frequent bracing may be acceptable – once approved by Xpogo. **NOTE** that most stages are not durable enough for the pogo sticks – each rider will produce 500+ pounds of force concentrated into a half-dollar sized area.
- Raised flooring, in general, is not safe – unless it is NBA-grade, in which case Xpogo can provide rubber flooring covering that will protect the floor without incident. Any basketball/wood flooring grade that is less-than-professional runs the risk of damage – which is assumed by Client – and can be mitigated by moving the performance outdoors or onto a non-raised surface. To note: NBA-grade surfaces have been inspected and are safe for use with Xpogo Rubber Matting.
- Marble, polished surfaces, TV studio flooring, arena / professional NBA-grade basketball court flooring, are durable, but slippery and will require flooring covering (carpet runners, etc.) provided by client. Xpogo can provide flooring if needed, additional shipping costs will be applied.
- Lighting or wires lower than 18' above performance space must be removed.

Audio [only if applicable to event type]

- (1-2) Wireless in-hand microphones
- Wireless head microphone
- Basic Amplification System
- Access to 1/8-inch stereo input for Phone – access to Phone within performance space (if not possible, a sound technician must be available to change tracks)

Lighting

- Must be clear and consistent lighting on the full footprint of the jumping surface.
- If the event is taking place at night or inside a venue with low lighting, additional lighting must be put in place for the safety of the stunts, until the surface is fully lit.
- Spotlights or direct overhead lighting are preferred for stage and arena settings

Water

- Easily accessible water-source or (6) bottled waters for athletes

Medical

- On-Site trained EMTs or On-Call Medical

XPOGO STUNT TEAM  **SHOW OPTIONS**

CLASSIC SHOW
15-20 Minute Shows | 500+ Shows Per Year **MOST POPULAR**

The best extreme pogo pros in the world throwing down their classic show elements, including:

<p>SYNCHRONIZED POGO</p> 	<p>SOLO THROWDOWNS</p> 	<p>7 FOOT HIGH JUMP</p> 
<p>AUDIENCE INTERACTION</p> 	<p>ATHLETE BATTLE</p> 	<p>WORLD FAMOUS FLIP FINALE</p> 

PREMIUM SHOW
20-25 Minute Shows | Exclusively by Request

The Premium Show is top-shelf insanity, designed for clients that want to go all-out. Featuring **all** of the Classic Show Elements, along with **one or more** of these heart-pounding stunts:

<p>CAR JUMP</p>  <p></p>	<p>FIRE POGO</p> 	<p>9FT HIGH JUMP</p> 	<p>FLIP FINALE BATTLE ROYAL</p> 
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SET OPTIONS

NO SET-UP

Just the athletes and their pogo sticks

For clients that simply want to include athletes in an existing environment (e.g., Sports Halftimes, Corporate Ambience)

Client to Provide:

- Speaker System
(including speaker, wireless mic, and mixer with ipod hookup)



CLASSIC SET-UP

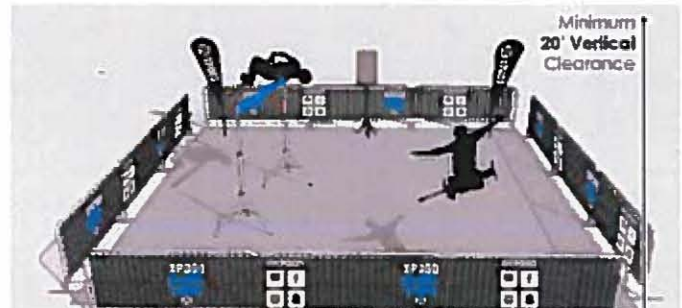
MOST POPULAR

Athletes, Pogo Sticks, High Jump Bar, Banners, and Flags

For clients that want the crowd-drawing classic street show in all its glory

Client to Provide:

- Barricades / Event Fencing (25'x25')
- Speaker System
(including speaker, wireless mic, and mixer with ipod hookup)



PREMIUM SET-UP

Athletes, Pogo Sticks, XL High Jump Bar, XL Banners, Flags, Tent, Elevated Jump Boxes, Premium Props

For clients that want absolutely everything on offer, a custom arena thrill show like no other

Client to Provide:

- Barricades / Event Fencing (40'x40')
- Speaker System
(including speaker, wireless mic, and mixer with ipod hookup)
- Dedicated Seating / Bleachers
- "Wow" Prop (ex: Car)

