

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

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

**WEDNESDAY, AUGUST 29, 2018**  
9:00 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
  - a. Approval of minutes for July 24, 2018 regular meeting and August 20, 2018 workshop.
  - b. Approve excused absence for Board Member Arnie Creinin for July 24, 2018 regular board meeting and Board Member Jimmy Hawkinson for August 20, 2018 workshop.
- 5) Discussion and action to approve the renewal of The Atkins Group 2018/19 FY agreement and to recommend approval to City Council. (Arnold)
- 6) Discussion and action to approve a recommendation for the City Council to accept the recommendations from the Visitors Center DMAIC subcommittee, including a future approval after Oct. 1, 2018 of a budget amendment in the amount of \$500,000 (subject to availability of funds from excess reserves) to be allocated towards the Visitors Center improvements.(Jones)
- 7) Update and discussion of the Director's Report - 1st Generation Dashboard. (Arnold)
- 8) Adjournment.

POSTED THIS THE 23<sup>rd</sup> DAY OF AUGUST 2018.



\_\_\_\_\_  
Rosa Zapata, CVB Executive Services Specialist

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 August 23, 2018, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

  
Rosa Zapata, CVB Executive Services Specialist

THERE MAY BE ONE OR MORE MEMBERS OF THE SOUTH PADRE ISLAND CITY COUNCIL ATTENDING THIS MEETING, AND IF SO, THIS STATEMENT SATISFIES THE REQUIREMENTS OF THE OPEN MEETINGS ACT.

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  
CONSENT AGENDA**

**MEETING DATE:** August 29, 2018

**ITEM DESCRIPTION**

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

Items to be considered are:

- a. Approval of minutes for July 24, 2018 regular meeting and August 20, 2018 workshop.
- b. Approve excused absence for Board Member Arnie Creinin for July 24, 2018 regular board meeting and Board Member Jimmy Hawkinson for August 20, 2018 workshop.

**RECOMMENDATIONS/COMMENTS**

Approve Consent Agenda

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

**WEDNESDAY, JULY 24, 2018**

**I. CALL TO ORDER.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, July 24, 2018 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A quorum was present: Vice-Chairman Paul Curtin, CVA Board Members Jimmy Hawkinson, Daniel Salazar, Tom Goodman, and George Block. Also present was Ex-officio Jose Mulet. Absent was Board Member Arnie Creinin and Ex-Officio Bryant Walker.

City Council: Mayor Dennis Stahl

Staff: City Manager Susan Guthrie, CVB Director Keith Arnold, Executive Services Specialist Rosa Zapata, Office Manager/Accountant I Lori Moore, Senior Marketing and Communications Manager Alisha Workman, and Events Development & Packaging Manager Marisa Amaya.

**II. PLEDGE OF ALLEGIANCE:**

Chairman Jones led the Pledge of Allegiance.

**III. PUBLIC ANNOUNCEMENTS AND COMMENTS:**

Public comments were given.

**IV. CONSENT AGENDA:**

Board Member Goodman made the motion, seconded by Vice-Chairman Curtin to approve the Consent Agenda. Motion carried unanimously by those present.

- a. Approval of minutes June 15, 2018 special meeting, June 27, 2018 regular meeting and July 16, 2018 workshop.
- b. Approve excused absences for Board Member Salazar for June 27, 2018 regular board meeting and Board Member Block for July 16, 2018 workshop.

**V. Discussion and action to approve the special events calendar and budget FY 2018-19:**

Chairman Jones made the motion, seconded by Board Member Block to approve items 5.1 through 5.33. Motion carried unanimously by those present.

- 5.1 Mariachi Run SPI - **\$25,000** (Nov 2018)
- 5.2 Christmas Lighting - **\$20,000** (Dec 2018)
- 5.3 HalloWings - **\$27,000** (Oct 2018)
- 5.4 Sandcastle Days **\$35,000** (Oct 2018)

- 5.5 Holiday Lights over Padre Weekend - **\$7,000** (Dec 2018)
- 5.6 WOWE - **\$2,000** (Jan 2019)
- 5.7 B&S Kites/SPI Kitefest - **\$22,150** (Feb 2019)
- 5.8 National Tropical Weather Conference – **Marketing Budget** (April 2019)
- 5.9 Splash South Padre Island - **\$25,000**(April 2019)
- 5.10 Sand Crab Run - **\$7,500** (April 2019)
- 5.11 Open Water Event - **\$15,000** (April 2019)
- 5.12 Obstacle Course Race - **\$30,000** (May 2019)
- 5.13 Shallow Sport Tournament - **\$2,500** (May 2019)
- 5.14 Xpogo - **\$20,000** (2019 - 4 different dates)
- 5.15 MOF Ninja Warrior OCR Kids - **\$35,000** (June 2019)
- 5.16 TIFT - **\$12,500** (Aug 2019)
- 5.17 LKT - **\$5,000** (Aug 2019)
- 5.18 Iron Pigs MC - **\$1,500** (Aug 2019)
- 5.19 Lifestyles MC - **\$1,500** (Aug 2019)
- 5.20 Wahoo Fishing Tournament - **\$20,000** (Sept 2019)
- 5.21 JJ Zapata Fishing Tournament - **\$5,000** (Sept 2019)
- 5.22 Zombie Charge - **\$35,000** (Sept 2019)
- 5.23 Tailgate Weekend - **\$75,000** (Sept 2019)
- 5.24 SPI Triathlon - **\$3,500** (Sept 2019)
- 5.25 Elite Redfish Championship – **Marketing Budget** (Oct 2019)
- 5.26 HalloWings - **\$27,000** (Oct 2019)
- 5.27 Mariachi Run SPI - **\$25,000** (Nov 2019)
- 5.28 SPI FAMfest - **\$80,000** (Nov 2019)
- 5.29 Bike Race - **\$10,000** (Nov 2019)
- 5.30 Veterans’ Day Weekend - **\$20,000** (Nov 2019)
- 5.31 GoRuck - **\$5,000** (Nov 2019)
- 5.32 BlackLight Race - **\$35,000** (Nov 2019)
- 5.33 Holiday Lights over Padre Weekend - **\$7,000** (Dec. 2019)

**VI. Discussion and action to recommend to City Council to deny all RFP’s regarding SPI 2019 Half Marathon.**

Board Member Block made the motion, seconded by Vice-Chairman Curtin to recommend to City Council to deny all RFP’s regarding SPI 2019 Half Marathon. Michael Flores, CVB Director of Marketing, Research & Analytics gave the board an update regarding the process. Motion carried unanimously by those present.

**VII. UPDATE AND DISCUSSION OF THE CVB 1ST GENERATION DASHBOARD.**

Keith Arnold, CVB Director, gave the board an update regarding 1<sup>st</sup> Generation Dashboard which included subcommittee ongoing DMAIC and project updates.

**VIII.    MARKETING RESEARCH UPDATE.**

Michael Flores, CVB Director of Marketing, Research & Analytics gave the board a summary update regarding STR Reports, UTRGV infographics, Young Strategies, Mindecology, Expedia, Visa Vue Travel, Arrivalist, and United Airlines Chicago to Brownsville case study.

**IX.     ADJOURNMENT**

There being no further business, Chairman Jones adjourned the meeting at 10:01 a.m.

Approved this      24   day of   July  , 2018.

\_\_\_\_\_  
Wally Jones, CVA Chairman

Attest:

\_\_\_\_\_  
Rosa Zapata, CVB Executive Services Specialist

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MINUTES  
CITY OF SOUTH PADRE ISLAND  
CONVENTION AND VISITORS ADVISORY  
WORKSHOP

**MONDAY, AUGUST 20, 2018**

**I. CALL TO ORDER.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Workshop on Monday, August 20, 2018 at the South Padre Island Convention Centre, Room 202, 7355 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 10:00 a.m. A quorum was present: Paul Curtin, Arnie Creinin, Tom Goodman, Daniel Salazar and George Block. Absent was Board Member Jimmy Hawkinson. Also present was Ex-Officio Bryant Walker.

City Council Members: Mayor Dennis Stahl, Alita Bagley, Ken Medders, Jr., and Theresa Metty.

Staff: City Manager Susan Guthrie, CVB Director Keith Arnold, Executive Services Specialist Rosa Zapata, Senior Marketing and Communications Manager Alisha Workman, Office Manager/Accountant I Lori Moore, Event Development & Packaging Manager Marisa Amaya. Director of Research, Marketing & Analytics Michael Flores, Management Executive Assistant Julianna Barron, Visitors Center Manager Lili DeRousie.

**II. PLEDGE OF ALLEGIANCE.**

Chairman Wally Jones led the Pledge of Allegiance.

**III. PRESENTATION AND DISCUSSION REGARDING VISITORS CENTER DMAIC.**

A presentation was given by Visitors Center DMAIC subcommittee members Susan Guthrie, Paul Curtin, Keith Arnold, Lori Moore, Lili DeRousie, and Roxanne Ray. A discussion was held regarding best location, best use, and best structure for the Visitors Center. A recommendation was given from the Visitor Center subcommittee to approve \$500,000 from excess reserves after October 1, 2018 to be allocated for the Visitors Center improvements at the next CVA Board meeting.

**IV. PRESENTATION AND DISCUSSION REGARDING MARKETING DMAIC.**

A presentation was given by Marketing DMAIC subcommittee members Mayor Dennis Stahl, Susan Guthrie, Keith Arnold, Mike Flores, Wally Jones, Julianna Barron, and Arnie Creinin. Research, data and analytical approaches to marketing evaluation were implemented at every stage of this project.

The subcommittee recommended renaming CVB to DMO (Destination Marketing Organization). They also presented more than 76 recommended improvements to the CVB marketing efforts. Many of which have already been implemented.

A board member recommended a customer service training program be held for SPI partners & city employees. Possibly hiring a staff person to be the main contact between CVB and SPI partners

budget permitting was also suggested. A brief discussion was held regarding OnceThere software, but no recommendation was given at this time.

**V. ADJOURNMENT.**

There being no further business, Chairman Jones adjourned the meeting at 1:17 p.m.

Approved this 20th day of August, 2018.

\_\_\_\_\_  
Mr. Wally Jones, CVA Chairman

Attest:

\_\_\_\_\_  
Rosa Zapata, CVB Executive Services Specialist

DATED THIS THE **20th** DAY OF **AUGUST 2018**.

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

**MEETING DATE:** August 29, 2018

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Discussion and action to approve the renewal of The Atkins Group 2018/19 FY agreement and to recommend approval to City Council.

**ITEM BACKGROUND**

Advisory action to be taken, considering recommending the renewal of The Atkins Group agreement, per existing contract for City Council.

**BUDGET/FINANCIAL SUMMARY**

Marketing Budget \$2,794,000

**COMPREHENSIVE PLAN GOAL**

Policy 1.1.5: The City should continue to market the Island’s unique character and assets aggressively. Capturing the South Padre Island experience, distilling it into a marketing theme, and capitalizing on its message is critical for economic development efforts. The Island’s eclectic style is a valuable economic commodity.

**LEGAL REVIEW**

Sent to Legal:                    YES: \_\_\_\_\_                    NO:   X  

Approved by Legal:            YES: \_\_\_\_\_                    NO:   X  

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve the recommendation to City Council to renew The Atkins Group 2018/19 FY agreement.

# Agreement

Between  
City of South Padre Island  
and  
The Atkins Group

The Atkins Group (referred to as TAG) with offices located at 501 Soledad Street, San Antonio, TX 78205, hereby agrees to serve as marketing communications agency for the City of South Padre Island (referred to City) with offices located at 4601 Padre Boulevard, South Padre Island, TX 78597, in accordance with and subject to the following terms:

1. During the term of this Agreement, the City appoints TAG as the primary agency for the City of South Padre Island, with the only exception being direct placement by the City. TAG will be charged with the responsibility of strategic planning and stewardship, brand campaign concept development and maintenance, digital services, public relations and preparing and placing advertising/marketing communications for the City.
2. Contract not to exceed the costs outlined below for the term of the contract: October 1, 2018 – September 30, 2019.

Creative and Content Services	\$194,200
Account Services	\$162,000
Production & Editing	\$120,000
Advanced Analytics and Reporting	\$24,800
Public Relations	\$96,000
Social Media Strategy & Management	\$12,000
Website Maintenance & Digital Development	\$60,000
Media Research, Planning & Placement	\$2,125,000
Total:	\$2,794,000

3. The City may, however, wish to assign additional projects, products, or services to TAG beyond the budget outline shown above. TAG agrees to accept such assignments upon written authorization from both the South Padre Island Convention & Visitors Bureau Director and Convention & Visitors Advisory Board.
4. TAG shall perform the above services as defined in Detail A (Scope of Work) and Detail B (Digital Development), attached hereto and incorporated for all purposes, in connection with the planning, preparing and placing of advertising/community outreach/promotions and other marketing communications to sell the overall experience of South Padre Island and to stimulate overnight lodging. TAG will be compensated for services rendered in accordance with Detail A (Scope of Work).
5. TAG will present cost estimates for individual projects over \$1,500 for the City's review and approval prior to beginning work on projects. These estimates detail all costs and reflect a plus or minus 10% contingency factor in addition to any specifically stated contingency. If changes and/or additional unforeseen services/costs are necessary to complete a job, a change order will be issued to the City's for review and approval.
6. All purchases of production materials, locations fees and engagement of talent with respect to

the advertising of the City's products shall be subject to prior approval. If the City should direct TAG to cancel and/or terminate any previously authorized purchase or project, the City will pay TAG for services rendered **and for hard costs associated with current projects or media vendors in alignment with industry standard cancellation payment periods.**

7. TAG warrants and represent to the City that in purchasing any materials or services for your account, we shall exercise due care in selecting suppliers and make every effort to obtain the lowest price for the desired quality of materials or services. In every circumstance appropriate, TAG shall obtain multiple competitive bids.
8. It is the intention of the City that proceeds from the hotel occupancy tax are available to pay for the work reflected in this Agreement. If during a fiscal year, hotel occupancy tax collections vary more than ten percent from the expectations on which the applicable budget of this Agreement is based, the City shall send TAG written notice of how the City proposes to adjust the budget and Agreement accordingly. If TAG agrees with the proposed adjustments, TAG will adjust budget levels in a reasonable time period notwithstanding all fees incurred at the time of notice. It is not intended that the Agreement should be adjusted if there are adequate funds available in the reserve fund to continue to pay for the work; provided, however, that once the available tax collections and any available money in such reserve funds have been spent, then no further money shall be available or paid by the City.
9. The term of this Agreement shall commence on October 1, 2018 for a period of one year and may be renewed annually thereafter. This one year period completes the original three year renewal contract dated October 1, 2015. City will provide written notice of intent to renew at least 90 days prior to the end of each renewal period. This Agreement may be terminated by either party at any time without cause upon written notice of such intention given ninety (90) days in advance. Notices shall be deemed given on the day of mailing or in case of notice by fax or email, on the day it is transmitted. The rights, duties and responsibilities of TAG shall continue in full force during the period of notice, including the ordering and billing of advertising in print media whose closing dates fall within such period and the ordering and billing of advertising in broadcast media where the air dates fall within such period.
10. Any advertising, merchandising, packaging and similar plans and ideas prepared by TAG and submitted to the City (whether submitted separately or in conjunction with or as part of other material) but not used by the City, shall remain the City's property provided that TAG is compensated for its development. The City agrees to return to TAG any copy, art work, files or any other physical embodiment of the creative work relating to such ideas or plans, (which may be in the City's possession upon termination) that have not been paid for at that time.
11. TAG is authorized to purchase media on the City's behalf, with advance approval. Compensation for services, terms of payment and responsibility for payment are found in Detail A (Scope of Work). Provided TAG has been paid the full amount for a specific media contract by the City, TAG will be responsible for payment to the Media Provider. However, in the event the City has not paid TAG for a specific media contract or contracts, payments due for those services entered into on behalf of the City by TAG are guaranteed by the City and will be paid by the City.

12. TAG may list any work done on behalf of the City that is publicly available and not confidential in nature, whether online or in print or any other media. Listing may include one or more images of the creative work, website or website page, a description of services provided and/or summary of features implemented by TAG, as well as hyperlinks to and/or web address for the listed website or website page.
13. Upon termination of this contract, TAG shall transfer, assign and make available to the City, all property, materials and Work Product in TAG's possession or control belonging to and paid for by the City, under rates found in Detail A (Scope of Work). Furthermore, the City recognizes that talent contracts with members of certain labor unions or guilds generally cannot be assigned except to signatories to the collective bargaining agreements governing the services rendered by such talent. Upon termination, no rights or liabilities shall arise out of this Agreement, regardless of any plans which may have been made for future advertising, except that any non-cancelable contracts made on the City's authorization and still existing at termination hereof, which contracts were not paid or could not be assigned by TAG to the City or someone designated by the City, shall be carried to completion by TAG and paid for by the City in the manner described in Detail A (Scope of Work).

For purposes of this section, Work Product means all service, materials, reports and other products, including the following:

- a. website content code, photos and videos; and
  - b. creative materials, including ads, collateral materials, brochures, flyers, photography; and
  - c. all copy including public relations, blogs, advertising, scripts, photography; and
  - d. all databases and content including Agile contact lead database; and
  - e. all other work product or work materials produced for the City as described in Detail A and Detail B.
14. TAG shall maintain general liability insurance, including "personal and advertising injury" with minimum limits of \$1,000,000 per occurrence, \$2,000,000 annual aggregate, during the term of this Agreement.

15. All notices given under this Agreement will be sent by certified mail to the following:

As to: City of South Padre Island  
Susan Guthrie, City Manager  
4601 Padre Blvd  
South Padre Island, TX 78597  
956-761-6456  
FAX: 956-761-3888

As to: The Atkins Group  
Steve Atkins, President  
501 Soledad Street  
San Antonio, TX 78205  
210-444-2500  
FAX: 210-824-8326

And copy to: City of South Padre Island  
Executive Director - Convention and Visitors Bureau  
7355 Padre Blvd  
South Padre Island, TX 78597

16. The Atkins Group is an independent contractor. Nothing in this Agreement is intended, nor should be construed to create a relationship of principal and agent, joint venture, partnership, or any relationship other than that of independent contractors, contracting with each other solely with respect to the performance of those services, which are the subject matter of this Agreement.

17. This Agreement, which includes Detail A and B attached hereto and incorporated herein by reference for all purposes, supersedes any and all other agreements, either oral or in writing, between the parties hereto with respect to the subject matter hereof, and no other agreement, statement, or promise relating to the subject matter of this Agreement, which is not contained herein shall be valid or binding. The parties agree that this Agreement and its attachments constitute the entire understanding of the parties. In the event of conflict between the Agreement and Proposal, the Agreement shall control.
18. Except as limited herein, the terms and provisions of this Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, devisees, personal and legal representatives, successors and assigns. Neither party shall have the right to assign that party's interest in this Agreement without the prior written consent of the other party.
19. The validity of this Agreement, any of its terms or provisions, as well as, the rights and duties of the parties hereunder, shall be governed by the laws of the State of Texas. The parties agree that it is performable in Texas and that exclusive venue shall be in Cameron County, Texas.
20. This Agreement is entered into subject to the charter and ordinances of the City as they may be amended from time to time, and is subject to and is to be construed, governed and enforced under all applicable federal and state laws. TAG shall make any and all reports required in accordance with federal, state or local law, including but not limited to proper reporting to the Internal Revenue Service as required in accordance with TAG's income.
21. In case any one or more of the provisions contained in this Agreement shall for any reason be held invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision thereof and; this Agreement shall be construed as if such invalid, illegal, or unenforceable provision had never been contained herein.
22. TAG acknowledges and represents it is aware of the laws, City Charter, and City Code of Conduct regarding prohibited interest and that the existence of a prohibited interest at any time will render the Agreement voidable. At the time of executing this Agreement, a representative of TAG will execute the Conflict's Disclosure Statement.
23. Nothing in this Agreement shall be as a waiver of the City's governmental immunities. In accordance with Texas Government Chapter 2270, by signing the Contract, Contractor verifies that it does not boycott Israel and will not boycott Israel during the term of the contract.

Entered into an Agreement as of October 1, 2018.

\_\_\_\_\_  
 The Atkins Group  
 Steve Atkins, President

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 City of South Padre Island  
 Susan Guthrie, City Manager

\_\_\_\_\_  
 Date

**Detail A - Scope of Work**  
**Between the City of South Padre Island and The Atkins Group**

We have formed an Agreement that gives us the opportunity to work with you to help shape your brand, enhance your reputation and grow your business based upon your goals.

This Agreement is detailed by the elements of the scope of work listed below. These apply to the year of service covering FY 2018/2019. Subsequent years will be further defined and mutually agreed on an annual or other basis:

**1. Creative & Content Services**

**\$194,200**

Agency creative services, production and traffic management includes all time associated with determining the best creative strategies for print, collateral, broadcast, digital and other online marketing outreach, as well as producing all campaign materials and assets needed to fulfill the brand campaign, various creative projects and the media plan. This includes concept development, art direction, design, layout and production management, as well as digital strategy and development for projects associated with overall brand campaign and to fulfill creative assets as per the media plan. Content development involves creative work like copywriting or graphics and run in parallel with the brand campaign. Our content strategy and implementation plan will cross all owned publishing.

**2. Account Services**

**\$162,000**

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

**3. Production & Editing**

**\$120,000**

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

**4. Advanced Analytics & Reporting**

**\$24,800**

TAG will provide high levels of analytics that use detailed data from digital tracking, media impressions, public relations and other forms of research to develop insightful reports that paint a clear picture of not only what's been done, but how it is performing by campaign by objective. Moreover, this monitoring and analysis is being done on an ongoing basis so that mid-month course corrections are possible, allowing content to adjust and tune to perform at optimal levels. The result of our Advanced Analytics and Reporting is greater utilization of resources and improved program performance. Monthly summary reports are rolled into quarterly full reports, formatted to present to all necessary stakeholders in City leadership.

**5. Public Relations**

**\$96,000**

A crucial component of the South Padre Island marketing plan will be public relations and the extended reach available through the strategic use of proactive "earned" media. By understanding

objectives and alignment with the overall brand, The Atkins Group will implement a comprehensive regional and national public relations strategy to create favorable media coverage and extended relationships that will lead to positive gains in visitation and per capita spending by visitors. This includes development of media relations toolkit, comprehensive media list/database, editorial calendars, PR plan/roadmap and an aggressive regional and national media relations and news distribution program including proactive pitching.

**6. Social Media Strategy & Management \$12,000**

We will continue development of a social media program that is unified with the South Padre Island overall marketing plan. Our program will evolve this year to work with your internal team on social efforts in a support and coaching role, as well as add additional bandwidth as needed for special projects.

**7. Website Maintenance & Digital Development \$60,000**

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

**8. Media Research, Planning & Placement \$2,125,000**

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

**Hourly Costs by Job Function**

The following hourly costs for each job description were utilized to form the overall budget plan as outlined in contract item #2. The budget line items as defined previously contain all costs within the defined budget plan total. The only application of additional hourly charges will come if new projects are defined and authorized from both the South Padre Island Convention & Visitors Bureau Director and Convention & Visitors Advisory Board.

Concept and Design	\$175
Copywriting	\$150
Art Direction	\$125
Production Art	\$95
Traffic	\$95
Account Supervision	\$150
Account Coordination	\$125
Analytics Supervision	\$150
Analytics Coordination	\$125

Public Relations Director	\$150
Public Relations Writing	\$125
Media Planning	\$175
Media Buying	\$150
Media Coordination	\$95
Social Media	\$150
Digital Design/Senior Programming	\$150
Programming	\$125
Account Supervision – principal	\$195
Strategic Planning – principal	\$225

### **Travel Reimbursement**

TAG will submit approved travel dates for any business related meetings, production activities, event promotion activities, etc. Time will be billed to the City at one half the hourly cost for the individuals involved. Travel Expenses and Per Diem will be charged as follows:

#### Automobile Transportation

Travel by company or private automobile will be reimbursed at the then-allowable IRS rate. Mileage, as well as any parking, tolls or other travel-related expenses will be reimbursed.

#### Commercial Carrier Travel (out of town)

Every effort will be made to secure the most time and cost efficient mode of travel. TAG will purchase at the lowest fares available within the planning timetable. If schedule changes are required by client, any adjustment to the fare will be added. If travel is cancelled and TAG is able to reuse funds on a previously purchased ticket, that cost will be credited to the City, less any anticipated change fees. If it is a non-refundable/non-reusable ticket, the City will be billed for the fare. Commercial Carrier Travel receipts will be provided for reimbursement with no markup.

#### Rental Vehicles

Every effort will be made to secure the lowest rate possible for comfortable and secure transportation, including utilizing an available corporate rate available through TAG or the City when available. Actual rental car receipts along with parking, toll and fuel receipts will be provided for reimbursement with no markup.

#### Lodging

Every effort will be made to secure the lowest rate possible for comfortable and secure lodging, including utilizing an available corporate rate available through TAG or the City when available. Actual hotel receipts (including parking fees, if necessary), will be provided for reimbursement with no markup.

#### Meals

A per diem rate of \$65 per day, per person, will be charged for meals and any incidentals. For billing purposes, a day consists of time away from the corporate office during regular business hours. This will be charged in conjunction with travel and does not necessarily require an overnight stay.

### **Fees at Termination**

Upon termination, we will transfer, assign and make available to you, all property and materials in our possession or control belonging to and paid for by you, to be carried to completion by



TAG and paid for by City at the then-current Hourly Fee Schedule rates. If requested and reasonably possible, an estimate will be provided prior to starting the services. Payment for services when estimated will be due and payable 50% at commencement and the actual balance prior to delivery of requested materials, releases, etc. If no estimate is requested, we will progress bill at appropriate points in the process, with final balance due prior to delivery of requested materials, releases, etc.

**Miscellaneous Expenses**

You agree to reimburse us for delivery fees and other reasonable and necessary expenses incurred on your behalf.

**Payment terms**

Our monthly billing terms are Net 30 Days. A finance charge of 1.5% per month (18% annually) will be billed on balances 30-days or more past invoice date.

## **Detail B - Digital Development Between the City of South Padre Island and The Atkins Group**

Creation and modifications of websites (desktop, mobile and responsive), applications and any/all other digital assets involves creation of code and other elements, most of which are created specifically for the need, but some are obtained from other sources. Because these circumstances are specific to digital development, the following apply.

### **OWNERSHIP OF SOFTWARE AND OTHER CONTENT**

1. *Definitions.*
  - a. “Reusable Elements” means software tools and code, informational content, graphic elements and any other content that we have created or acquired and/or will during the course of the Agreement create, acquire and/or improve that are reusable or are useful for one or more other products, tasks and projects and for which we own all right, title and interest;
  - b. “Third Party Elements” means software tools and code, informational content, graphic elements and any other content under which we do not own the entire right, title and interest; and
  - c. “Client Specific Elements” means software tools and code, informational content, graphic elements and any other content (1) other than specified in subsections 1(a) or 1(b) and (2) specifically identified as such in the particular Project Estimate under which it is created and delivered.
2. *Reusable Elements.* City agrees that all Reusable Elements are or will be our exclusive property. Except as otherwise expressly provided in one or more relevant Project Estimates, upon payment of amounts due to us with regard to each Estimate, TAG grants to City a non-exclusive, worldwide, perpetual, irrevocable and fully paid up license to use, modify, adapt and otherwise exploit such Reusable Elements solely for use with the deliverables under such Project Estimate and derivatives of such deliverables.
3. *Third Party Elements.* City agrees that all rights of use and ownership in, to and under Third Party Elements shall be governed exclusively by the third party terms of use or other agreement under which such Third Party Elements are acquired.
4. *Client Specific Elements.* Upon payment of all amounts due to us with regard to each Project Estimate, Client Specific Elements under such Estimate belong to City, to the fullest extent permitted under the U.S. copyright laws, a work-made-for-hire for City. To the extent that any such Client Specific Elements are not a work-made-for-hire, such Client Specific Elements (including, as applicable, the binary code and source code) are hereby assigned to City.
5. *Facilitation.* Each party agrees to provide, at the other party’s expense, any documents reasonably necessary or useful to vest in each party its respective intellectual property under this Detail. Additionally, City hereby grants to TAG a non-exclusive and non-transferable license to access and use your computer and network systems and proprietary software and to use any software tools and code, informational content, graphic elements

and any other content of your as reasonably required for us to carry out our obligations under this Agreement.

6. *No Other Rights.* Except as expressly stated in this Agreement, each party retains its own rights. No rights are created or transferred by implication.
7. *Warranties and Indemnity*
  - a. *Agency Warranties.* We warrant: (a) that it has all required corporate authority to execute and perform this Agreement; and (b) that any original creation by us provided or to be provided under this Agreement does not and will not infringe or violate any valid third party patent right, trademark or service mark right, right of likeness or publicity, right of privacy, copyright or trade secret right in the United States.
  - b. *Client's Warranties.* You warrant: (a) that it has all required corporate authority to execute and perform this Agreement; and (b) that any material and/or content furnished or to be furnished under this Agreement, including, without limitation, any third party product or service required for performance by us of Services under any Estimate, does not and will not infringe or violate any valid third party patent right, trademark or service mark right, right of likeness or publicity, right of privacy, copyright or trade secret right in the United States.
  - c. *Warranty Exclusion.* **EXCEPT AS EXPRESSLY STATED IN THIS AGREEMENT, WE DISCLAIM ALL EXPRESS AND IMPLIED WARRANTIES, INCLUDING IMPLIED WARRANTIES OF NON-INFRINGEMENT, MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.**
8. *Indemnification.* To the extent permitted by law, City shall indemnify TAG at all times after the effective date of this Agreement against any liability, loss, damages (including punitive damages), claim, settlement payment, cost and expense, interest, award, judgment, diminution in value, fine, fee, penalty or other charge, including reasonable legal fees and the cost of enforcing this indemnity, arising out of or relating to any one or more of the following: (a) breach by you of any warranty set forth in this Agreement; (b) any claim, action, suit or proceeding made or brought by a third party based in whole or in part upon, or arising out of or relating to, performance by us of any Service; or (c) negligence, fraud or willful misconduct of Client.

*TAG shall indemnify, hold harmless and defend the City, its officers, agents, and employees from and against any and all suits, actions, legal proceedings, claims, demands, damages, costs, expenses, attorneys' fees and any and all other costs or fees (whether resulting in constitutional law, tort, contract, or property law, or raised pursuant to local, state or federal statutory provision), arising out of the performance of the Agreement and/or arising out of a willful or negligent act or omission of TAG, its officers, agents, and employees.*

## 9. **DISCLAIMER OF DAMAGES AND LIMITATIONS OF LIABILITY**

*a. The City of South Padre Island is entitled to all remedies available by law.*

*Stale Claims for Quality of Work. We are not liable in any amount for any claim by you based upon, or arising out of or relating to, any objection by you to the quality of any Service performed or deliverable provided by us unless written notice of the objection is provided by*

*you to us within 60 days following the date of performance or delivery.*

**RENEWAL OF**  
**ADVERTISING AGENCY SERVICES AGREEMENT**

Between  
City of South Padre Island  
and  
The Atkins Group

This fourth renewal to advertising agency services agreement is made as of October 1, 2018 by and among the City of South Padre Island and The Atkins Group. The intent of this Amendment is to renew the annual contract with The Atkins Group for a one fiscal year period 2018-2019.

**BUDGET ITEM**

**COST**

**Creative & Content Services**

**\$194,200**

*Agency creative services, production and traffic management includes all time associated with determining the best creative strategies for print, collateral, broadcast, digital and other online marketing outreach, as well as producing all campaign materials and assets needed to fulfill the brand campaign, various creative projects and the media plan. This includes concept development, art direction, design, layout and production management, as well as digital strategy and development for projects associated with overall brand campaign and to fulfill creative assets as per the media plan. Content development involves creative work like copywriting or graphics and run in parallel with the brand campaign. Our content strategy and implementation plan will cross all owned publishing.*

**Account Services**

**\$162,000**

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

**Production & Editing**

**\$120,000**

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

**Advanced Analytics & Reporting**

**\$24,800**

*TAG will provide high levels of analytics that use detailed data from digital tracking, media impressions, public relations and other forms of research to develop insightful reports that paint a clear picture of not only what's been done, but how it is performing by campaign by objective. Moreover, this monitoring and analysis is being done on an ongoing basis so that mid-month course corrections are possible, allowing content to adjust and tune to perform at optimal levels. The result of our Advanced Analytics and Reporting is greater utilization of resources and improved program performance. Monthly summary reports are rolled into quarterly full reports, formatted to present to all necessary stakeholders in City leadership.*

**Public Relations**

**\$96,000**

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

**Social Media Strategy & Management**

**\$12,000**

*We will continue development of a social media program that is unified with the South Padre Island overall marketing plan. Our program will evolve this year to work with your internal team on social efforts in a support and coaching role, as well as add additional bandwidth as needed for special projects.*

**Website Maintenance & Digital Development**

**\$60,000**

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

**Media Research, Planning & Placement**

**\$2,125,000**

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

This RENEWAL OF ADVERTISING AGENCY SERVICES AGREEMENT is subject to the terms and conditions provided for in the AGREEMENT between the Parties, signed on \_\_\_\_\_, 2018. In the event of any dispute, the terms of the AGREEMENT supersede this RENEWAL OF ADVERTISING AGENCY SERVICES AGREEMENT.

**TOTAL \$2,794,000**

This Agreement is effective as of October 1, 2018.

\_\_\_\_\_  
The Atkins Group  
Steve Atkins, President

\_\_\_\_\_  
Date

\_\_\_\_\_  
City of South Padre Island  
Susan Guthrie, City Manager

\_\_\_\_\_  
Date

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

**MEETING DATE:** August 29, 2018

**NAME & TITLE:** Wally Jones, CVA Board Chairman

**DEPARTMENT:** Convention & Visitors Advisory Board

**ITEM**

Discussion and action to approve a recommendation for the City Council to accept the recommendations from the Visitors Center DMAIC subcommittee, including a future approval after Oct. 1, 2018 of a budget amendment in the amount of \$500,000 (subject to availability of funds from excess reserves) to be allocated towards the Visitors Center improvements.

**ITEM BACKGROUND**

CVA Board held a workshop on Monday, August 20, 2018. A recommendation was given from the Visitor Center subcommittee to approve \$500,000 from excess reserves after October 1, 2018 to be allocated for the Visitors Center improvements at the next CVA Board meeting.

**BUDGET/FINANCIAL SUMMARY**

Excess reserves

**COMPREHENSIVE PLAN GOAL**

Policy 1.1.1: The City should identify and target consumer populations for the various recreational activities and businesses the island offers (i.e., kite boarders, windsurfers, eco-tourists, winter visitors, artists, music, cultural enthusiasts, athletic competitors, etc.).

Strategy 1.1.1.1: The City should adopt a marketing strategy and provide appropriate resources for developing tourism.

Strategy 1.1.1.2: The City should establish the Island as a premier destination for entertainment, culture, and fine dining. To do so, the Island will need to offset and/or leverage our location disadvantage by providing unique and high-quality products and/or entertainment venues.

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO:  X

Approved by Legal: YES: \_\_\_\_\_ NO:  X

Comments:

<b>RECOMMENDATIONS/COMMENTS</b>
---------------------------------

Approve the recommendation to City Council for budget amendment.



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

**MEETING DATE:** August 29, 2018

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Update and discussion of the Director's Report -1st generation dashboard.

**ITEM BACKGROUND**

Per CVA Board request, the dashboard report includes Convention Sales, Social Media, FY17 Average Daily Rate, HOT Revenue Report, Sales Tax, Website Analytics, and Smith Travel Accommodations Report (STAR).

**BUDGET/FINANCIAL SUMMARY**

No financial action.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                    YES: \_\_\_\_\_                    NO:   X   \_\_\_\_\_

Approved by Legal:            YES: \_\_\_\_\_                    NO:   X   \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**



SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU

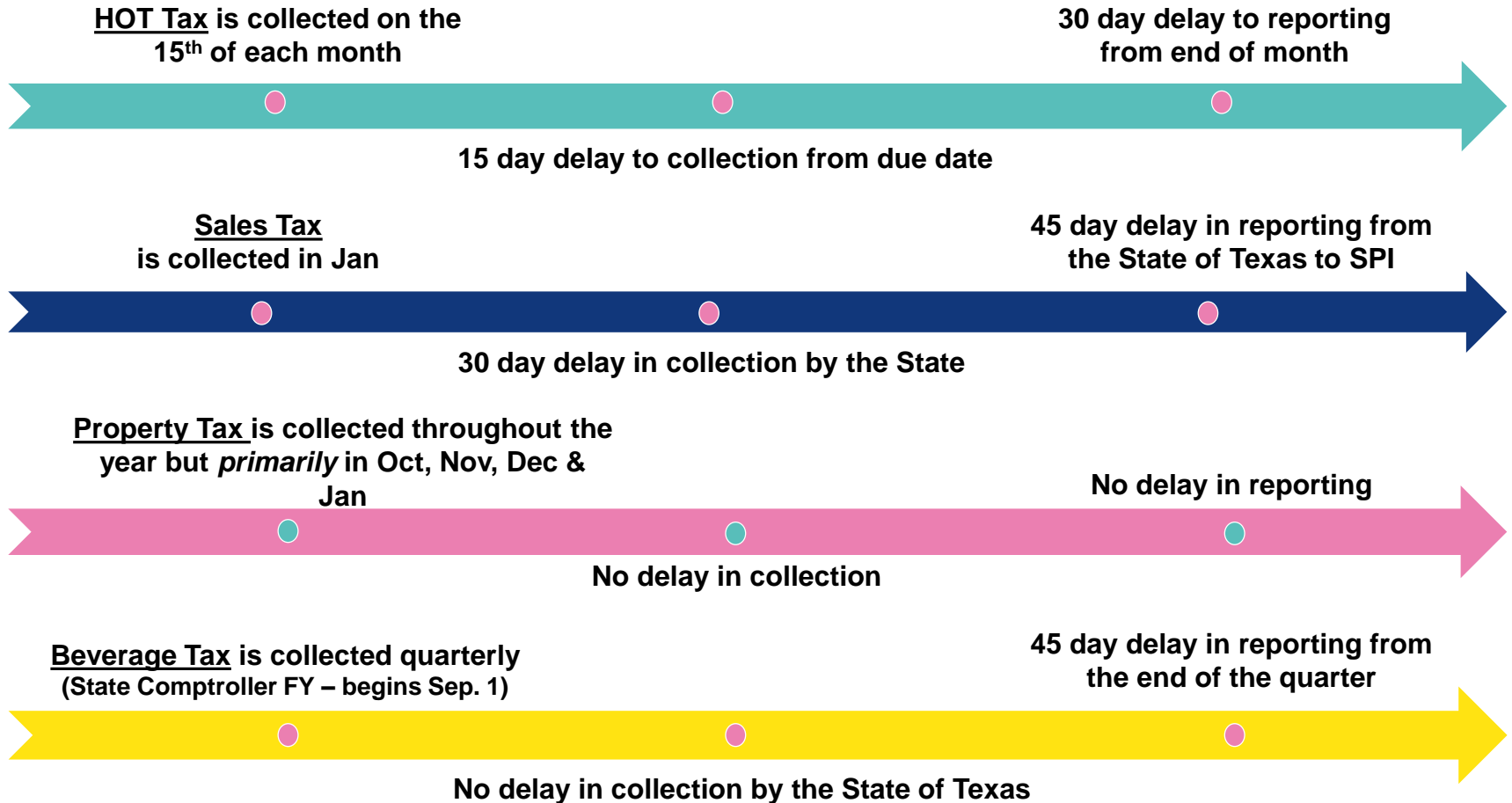
# CVB DASHBOARD

AUGUST 2018



# HOTEL OCCUPANCY TAX (HOT)

## Tax Collections Timeline, By Type



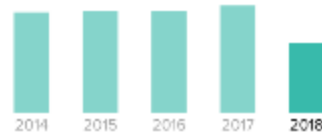
# ECONOMIC IMPACT

## Hot Tax



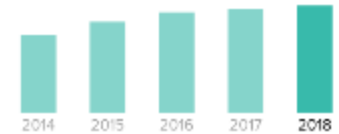
\$3,906,106.48  
In Revenues in 2018

## Sales Tax



\$1,560,213.23  
In Revenues in 2018

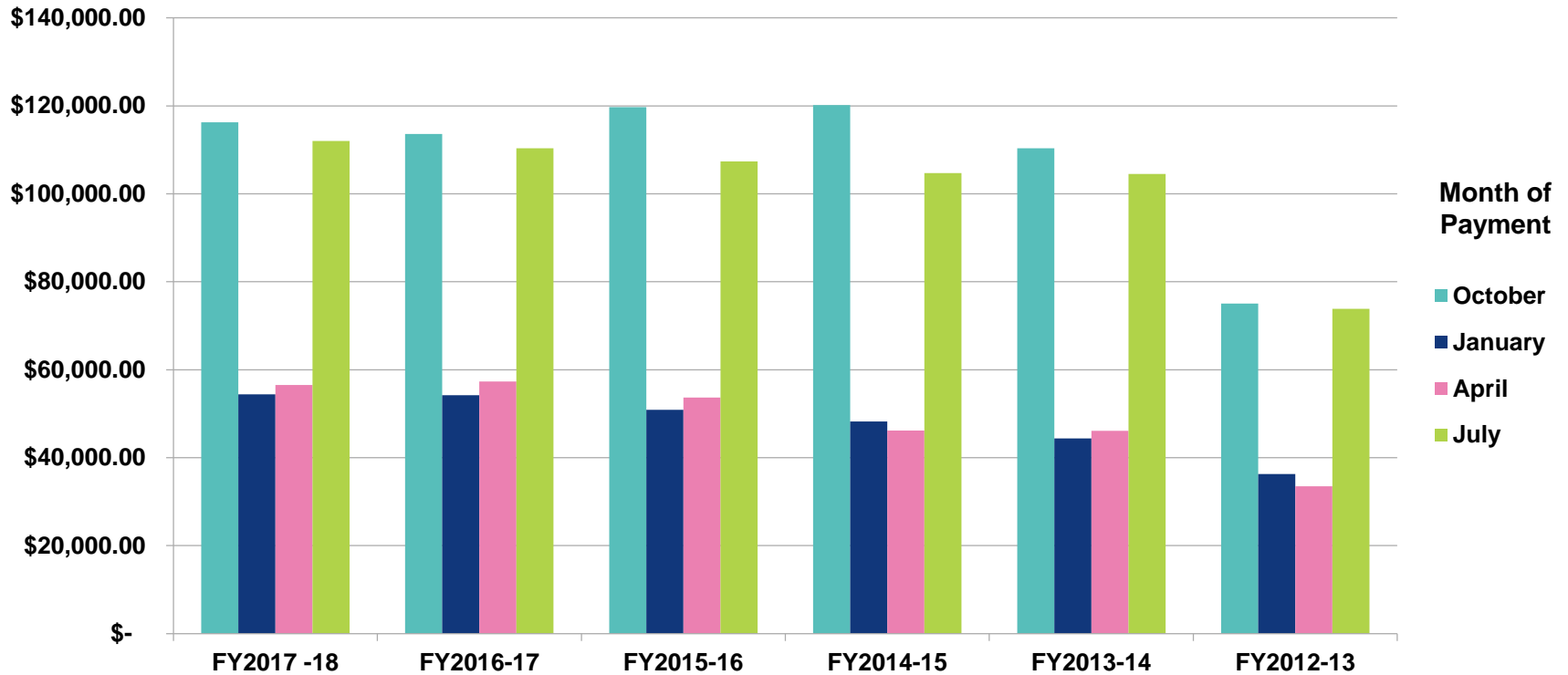
## Beverage Tax



\$339,169.5  
In Revenues in 2018



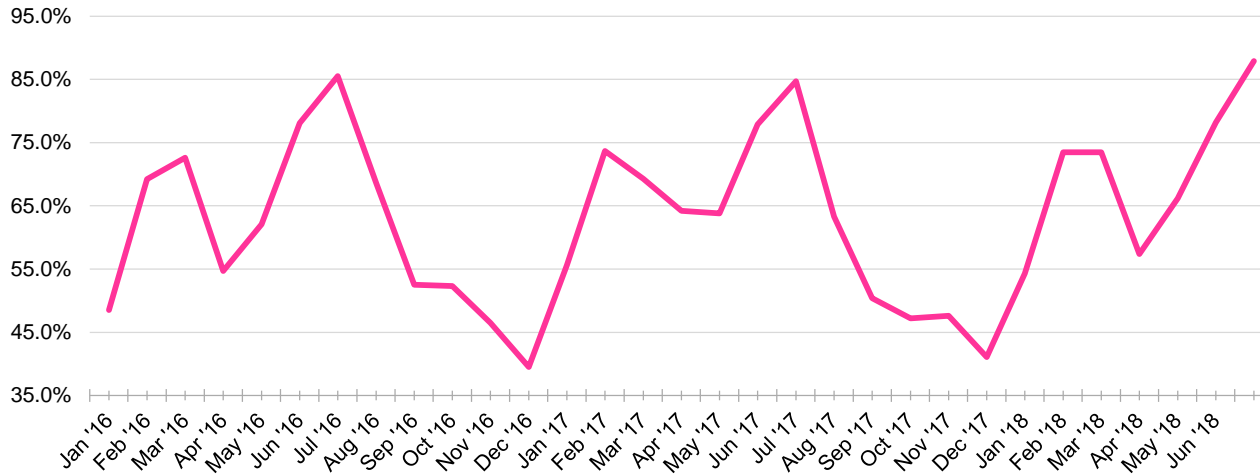
# MIXED BEVERAGE TAX



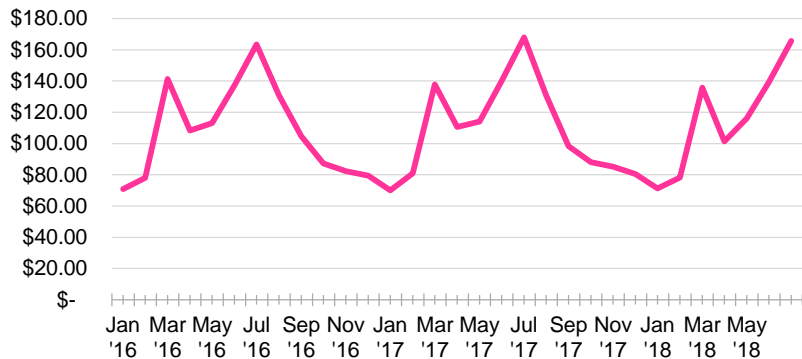
Month of Payment	Months Reported	FY 2017-18	FY 2016-17	FY 2015-16	FY 2014-15	FY 2013-14	FY 2012-13
October	Jun/ Jul/ Aug	\$116,263.73	\$113,583.54	\$119,689.50	\$120,182.68	\$110,335.73	\$75,021.74
January	Sept/ Oct/ Nov	\$54,403.20	\$54,183.63	\$50,872.08	\$48,216.13	\$44,381.48	\$36,262.66
April	Dec/ Jan/ Feb	\$56,500.33	\$57,300.10	\$53,660.35	\$46,148.41	\$46,128.34	\$33,533.70
July	Mar/ Apr/ May	\$112,002.24	\$110,354.83	\$107,354.93	\$104,711.89	\$104,505.64	\$73,839.37
<b>Total</b>		<b>\$339,169.50</b>	<b>\$335,422.10</b>	<b>\$331,576.86</b>	<b>\$319,259.11</b>	<b>\$305,351.19</b>	<b>\$218,657.47</b>

# ECONOMIC IMPACT

## Occupancy Percent Rate



## Average Daily Rate



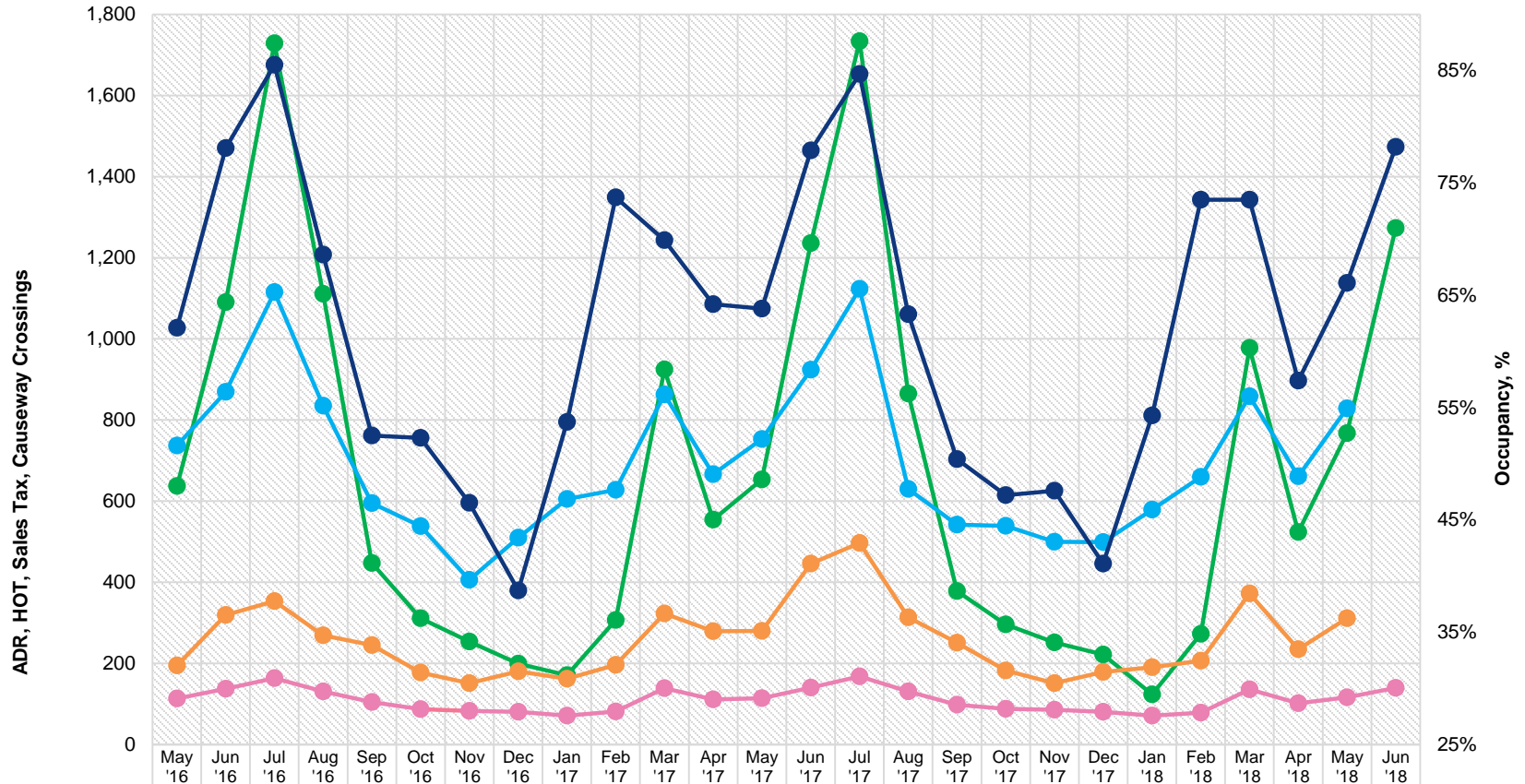
## Revenue Per Available Room

### RevPAR



**\$108.91**  
Total in Jun 2018

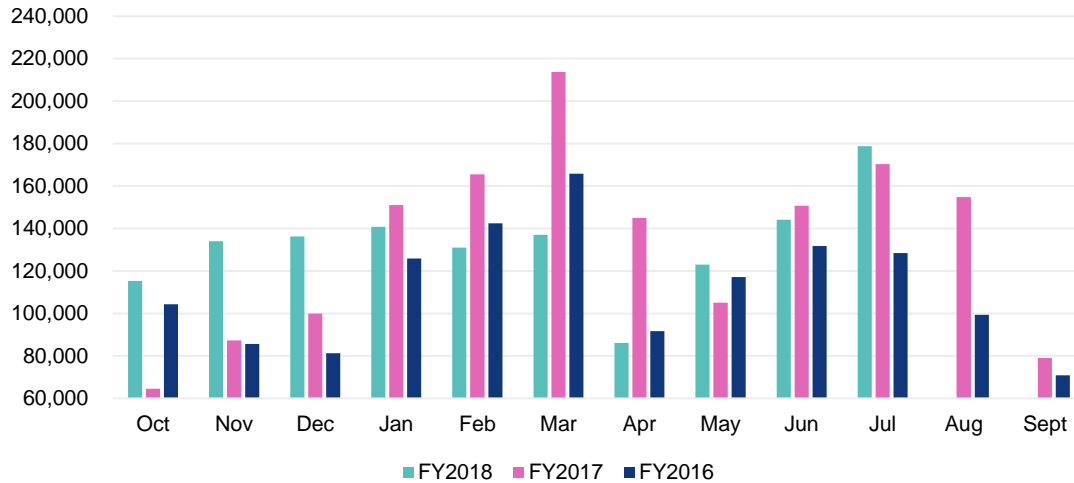
# HOT REVENUE, ADR, SALES TAX, CAUSEWAY CROSSINGS & OCCUPANCY (OCC) BY MONTH



HOT (in 100K,\$)	637.34	1,090.1	1,728.1	1,111.44	716.81	1,100.25	454.00	199.00	71.00	807.00	25.00	554.00	53.00	1,236.1	1,734.86	508.78	295.60	251.33	221.95	123.14	272.53	77.52	23.60	76.24	1,273.00	
ADR (\$)	113.03	137.46	163.50	130.78	104.60	87.32	82.28	80.24	71.20	80.87	138.40	110.65	114.07	140.08	167.87	130.79	98.21	88.05	85.35	80.51	71.27	78.27	135.71	101.39	16.09	39.21
Sales Tax (in 100K,\$)	195.00	319.00	353.00	269.00	245.00	177.00	151.00	180.00	162.00	196.00	230.00	279.00	280.00	446.00	497.00	313.00	251.00	182.00	151.00	179.00	190.00	206.00	372.00	235.00	311.00	0.00
Causeway Crossings (in 100K)	737.00	869.00	1,115.83	505.95	380.40	406.05	10.00	605.00	628.00	63.00	666.00	753.00	924.00	1,123.63	1,300.42	542.00	39.00	49.00	99.60	49.67	78.95	60.58	58.57	61.27	82.75	0.00
Occupancy (%)	62.1%	78.1%	85.5%	68.6%	52.5%	52.3%	46.5%	38.7%	53.7%	73.7%	69.9%	64.2%	63.8%	77.9%	84.7%	63.3%	50.4%	47.2%	47.6%	41.1%	54.3%	73.5%	73.5%	57.4%	66.1%	78.2%

# AWARENESS

## Web Visits

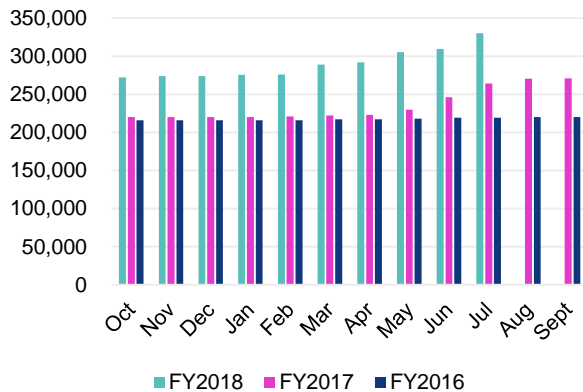


## Website Impressions

### Website Impressions



## Facebook Likes/Followers



## Facebook Engagement

### Facebook Engagement



## Instagram Followers

### Instagram Followers





# ENGAGEMENT

## Website Click Through Rate

Website Click Through Rate



26,617  
Total in Jun 2018

## PR Engagement

PR Engagement



113  
Total in Jun 2018

## Key Website Content

Key Website Content



126,795  
Total in Jun 2018

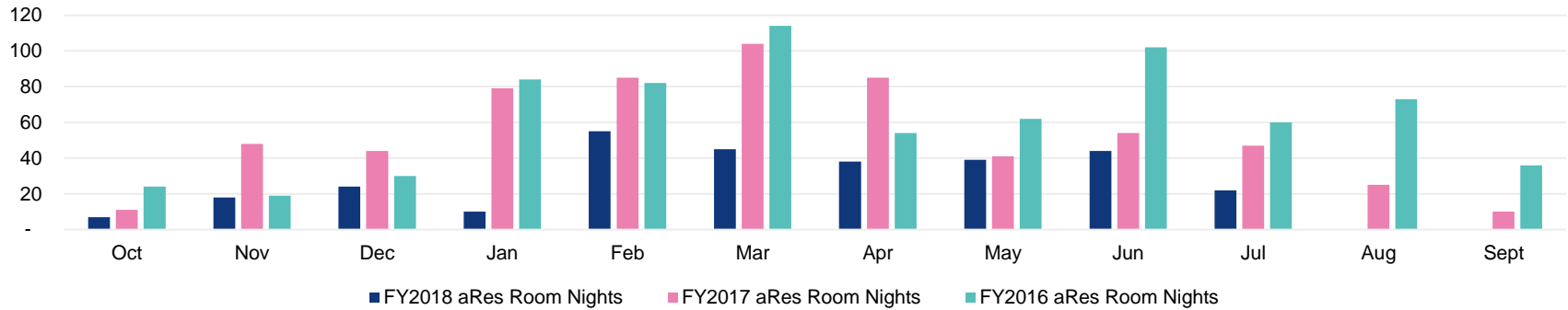
## 2018 News & Accolades

- Sea Turtle Inc. featured in the June 2018 Issue of Texas Parks & Wildlife “**Editor’s Letter**” for Sea Turtle Inc.’s conservation efforts and details a recent turtle hatchling release
- B&S Kites featured in the “**The Ultimate Texas Summer Bucket List**” for kite flying in Texas Highways Magazine
- Ranked #1 on the 2018 “**15 Amazing Island Getaways — in America!**” by *Southern Living Magazine*
- Ranked #2 on the 2018 “**Best Texas Beach**” by USA TODAY’s 10Best Reader’s Choice Award
- Listed on the 2018 “**The South’s Best Beaches**” by *Southern Living Magazine*
- Listed on the 2018 “**9 Best Surf Spots in Texas**” by Trips to Discover
- Ranked #3 on the 2018 “**10 Best Dolphin Sighting Destinations in North America**” by Travel Channel
- Listed on the 2018 “**Best Places to Visit in Texas**” by *U.S. News & Report*
- Ranked #1 for **Best Beach Vacation** in “**Top American Trips 2018**” by *Canadian Traveller*

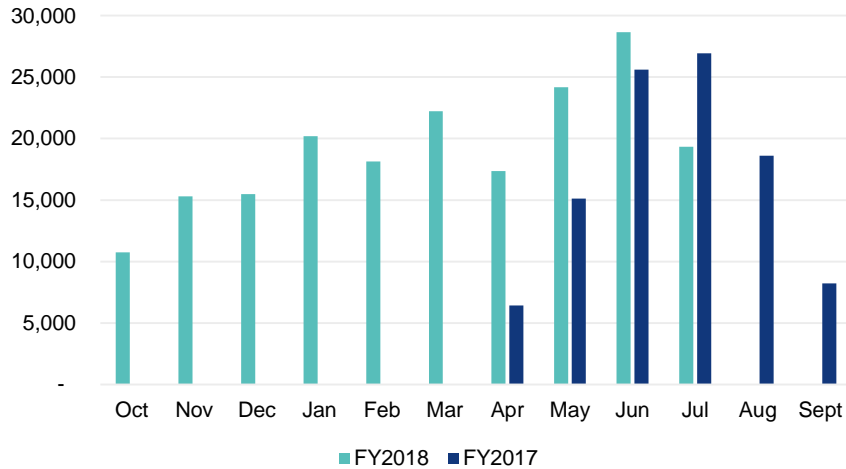
# CONVERSION

## Booking aRes

aRes Room Night Conversions on www.sopadre.com



## Outbound Partner Links

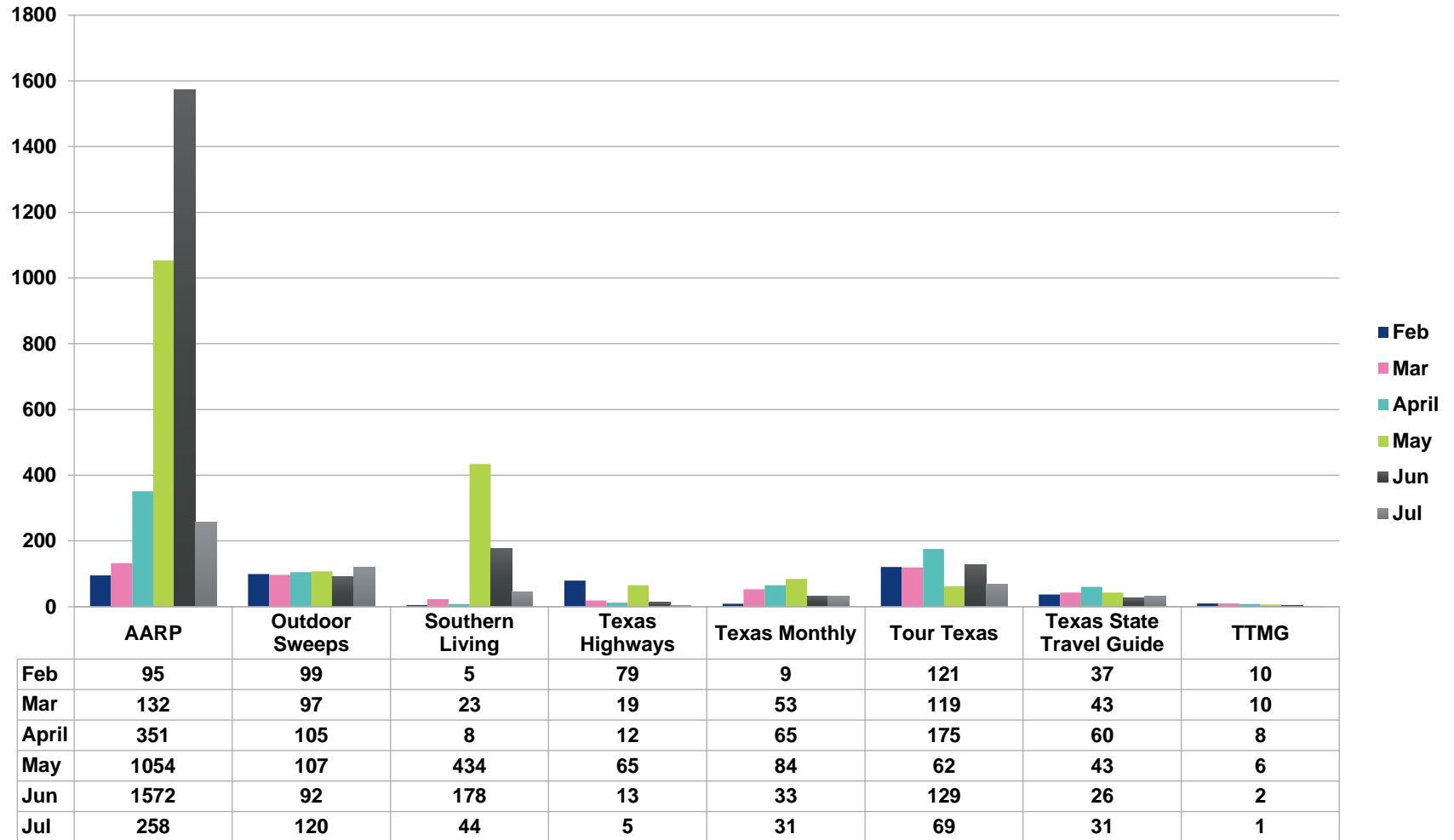


## Visitor Guides



# CONVERSION

## Visitor Guides (Fulfillment House) by Publication



See Texas First Leads (July Only): 1,195

# CONVERSION

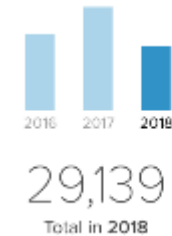
## Group Business Booked

Group Business Booked



## Group Leads Sent

Group Leads Sent



## July 2018

### BOOKED BUSINESS

- Taasa Communication Team Meeting (10)
- Camp Padre 2018 (270)
- Camp Padre 2019 (260)
- Camp Padre 2020 (260)
- RGV Leadership Meeting 2018 (23)

### CLIENT EVENTS

Travis & Judith attended Cvent Connect Tradeshow in Vegas, July 23-26. 20 scheduled meetings and many walk-ins. Received 1 RFP.  
*Facts: 3 to 1 ratio of meeting planners to exhibits, large program with over 4000 total attendees. 10 other Texas Destinations were in attendance. 73% of planners represented meetings with peak room nights of 250 or below.*

### SALES MISSIONS

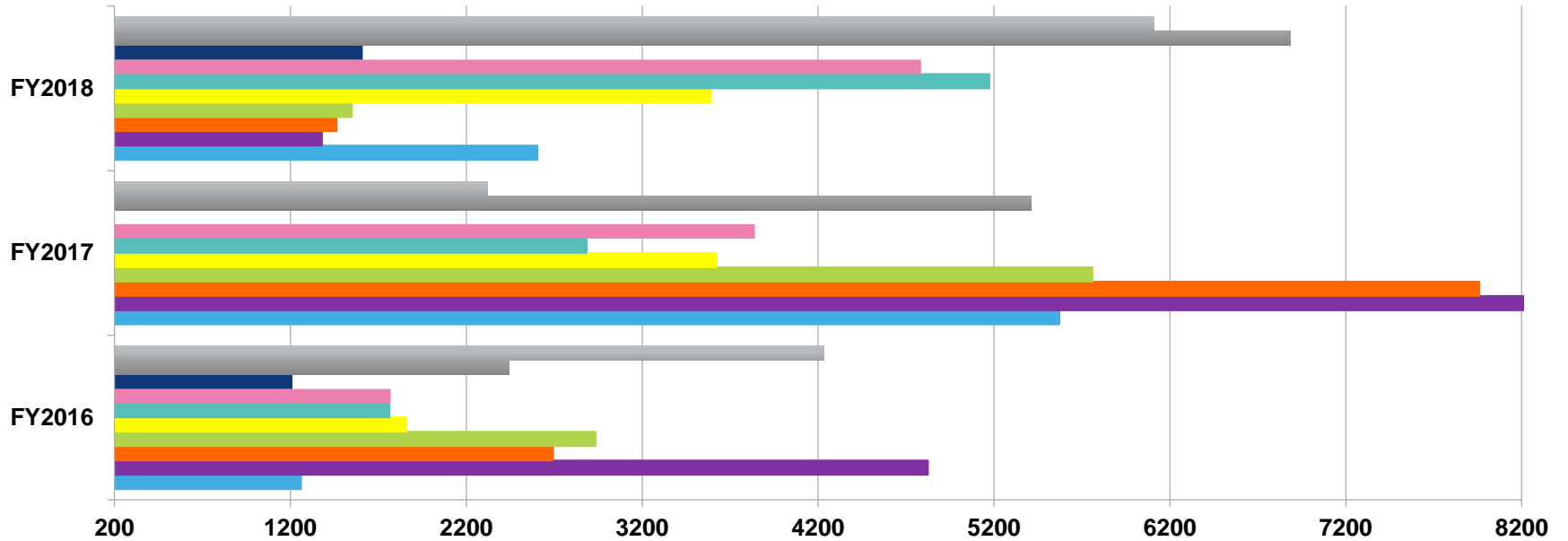
Travis conducted mission calls with Jeanette/Pearl Resort to several Austin Associations and also attended MPI Special Event Social and the SGMP Christmas in July Annual Fundraiser.

Judith conducted 2 days of mission calls, in the lower and upper valley. She also began her inaugural event, Christmas in July Sales Blitz. This was a team effort with our Full-Service Hotel Partners in attendance. Visited established and new clients and the Team was very well received. Total of 10 appointments. Planning on making it a yearly event.

( ) Indicates Number of Room Nights Booked

# CONVERSION

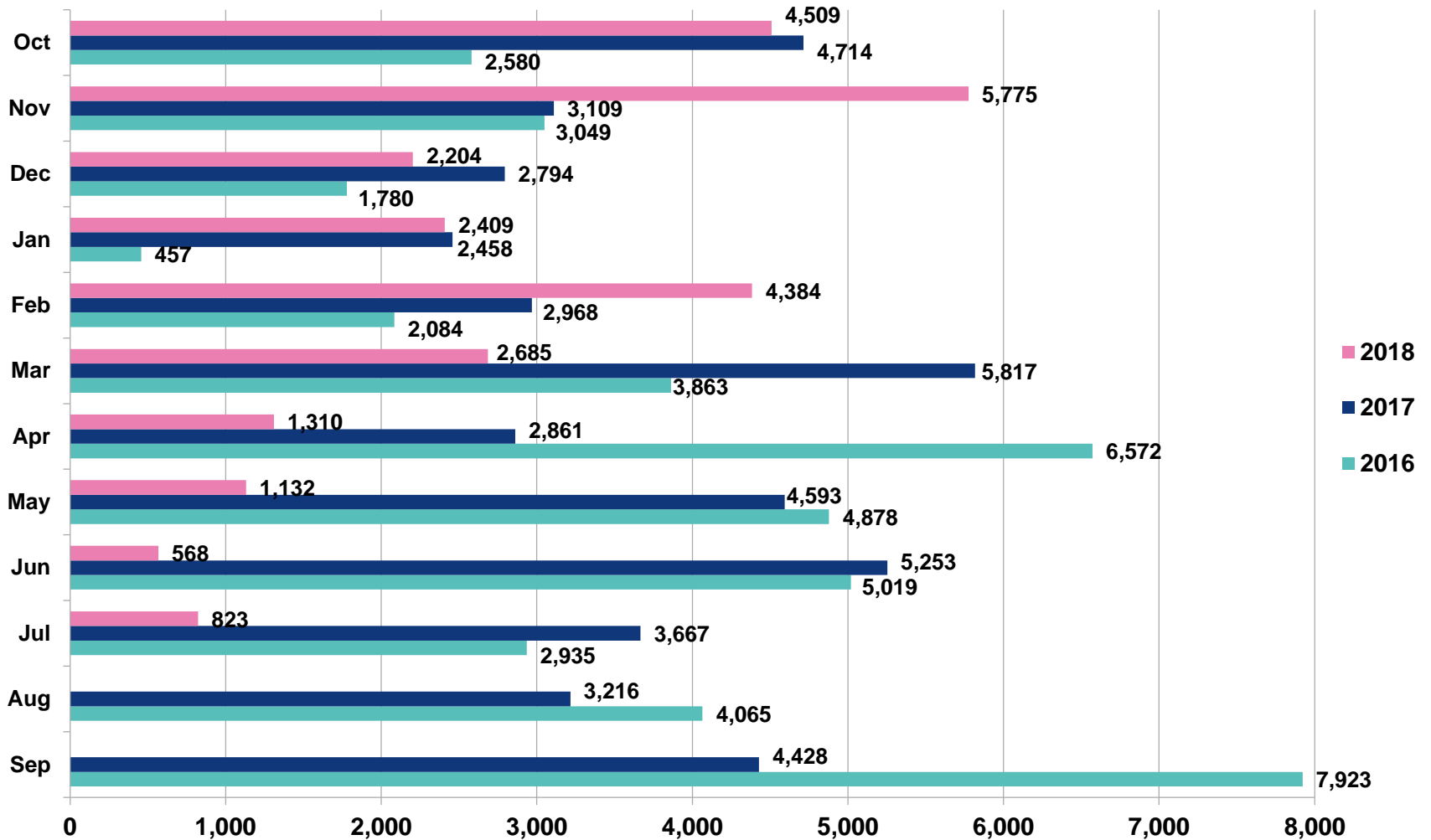
## Sales Leads Sent



	FY2016	FY2017	FY2018
■ Oct	4235	2320	6112
■ Nov	2446	5410	6887
■ Dec	1211	200	1612
■ Jan	1769	3840	4786
■ Feb	1763	2885	5174
■ Mar	1857	3618	3588
■ Apr	2934	5760	1550
■ May	2694	7960	1462
■ Jun	4825	8232	1379
■ Jul	1260	5572	2605

# CONVERSION

## Convention Sales/ Month-By-Month



# CONVERSION

## Special Events

Year	Number of Events
2017	39
2018	56
2019	63
2020	68

Special Events per month from 2017 to 2020  
(Sponsored Directly by SPICVB)



# CONVERSION

## 2018 Special Events

### January

Polar Bear Dip & Penguin Plunge  
Market Days  
WOWE  
Winterfest

### February

SPI Kitefest  
W4W Chili Cook Off  
**Color Me Rad**  
Market Days

### March

Spring Break Car Jam  
UME

### April

National Tropical Weather Conference  
SPLASH South Padre  
Sand Crab Run  
Open Water Swim

### May

Jailbreak  
Pedal to Padre  
Shallow Sport Fishing Tournament

### June

Dargel Fishing Tournament  
Longest Causeway Run/Walk  
Great TX Catamaran 300

### July

Security First Credit Union Fishing Tournament

### August

Texas International Fishing Tournament (TIFT)  
Iron Pigs Motorcycle Club Weekend  
Ladies Kingfish Tournament (LKT)  
API Fishing Tournament  
Fishing For Hope

### September

Shallow Stalker Fishing Tournament  
JJ Zapata Fishing Tournament  
Wahoo Classic  
**Zombie Charge**  
**Tailgate Weekend**  
SPI Triathlon

### October

SandCastle Ball  
SandCastle Days  
SPLASH South Padre  
Walk For Women Fishing Tournament  
Walk For Women – 5k  
Take a Kid Fishing  
Elite Redfish Championship  
SPI Fishing Days  
Hallowings

### November

RAGF  
Veteran's Day Weekend  
**Blacklight Run**  
**SPI Film, Art and Music**

### December

Tree Lighting Ceremony  
Christmas Street Parade  
Children's Wonderland  
Lighted Boat Parade  
Breakfast w/Santa  
**Holiday Sandcastle Village**

 **New Event**



# Director's Notes

## Subcommittee Project Updates

### VRM Intel (KeyData)

Now KeyData is a software package that performs measurement functions for VRM's very much like Smith Travel Research(STR) does for Hotels. Regular reporting of Occupancy, Average Daily Rate and RevPan(profitability) generated for VRM's in respective markets, and, in addition, KeyData has trend forecasting capabilities for the market.

- The seven largest VRM's on SPI have signed up to participate in the KeyData program, and the CVB will have access to the reporting data for all of them.
- Currently, these VRM's and the CVB are waiting for the completion of setup/installation of the program to gain access to the research and data it will provide for their properties and the market.
- The company was recently purchased and has a high volume of new subscribers that are being serviced in the order in which they subscribed.
- CVB and two of our major VRM's are working hard to solidify timetables with company for full implementation of the program.
- All 7 VRMs have been contacted by KeyData and setup is fully underway.

### Next Steps

- **Follow through setup process to completion**

# Director's Notes

## Subcommittee Project Updates

### Airlift Enhancement

- Presentations and proposals are in front of 3 airlines for increased and/or new air service via Valley International Airport or Brownsville/SPI Airport.
- New Chicago direct flight to Bro/SPI has its inaugural flight on November 3.
  - Co-Op media buy with BRO/SPI has expanded from SPI's initial investment of \$30,000 to \$55,000 with co-op commitments from 5 South Padre Island hotels.
  - Two prospects remain active with good potential
  - UAL is satisfied with booking pace, to date, for Chicago flights.

### Next Steps

- **Met with BRO/SPI consultants and we are providing visitation data**

### Booking.com

- This company provides only a booking/reservation engine for hotels. It is utilized by a fairly good number of DMO's.
- CVB staff meeting with representatives on the Island scheduled 8/14

### Next Steps

- **Met with Booking.com representatives and made decision to go with Expedia.**



# Director's Notes

## Subcommittee Project Updates

### Expedia

- Well established booking/reservation engine. Appeal is enhanced by their acquisition of VRBO/Homeaway, which will soon be integrated into their existing reservation/booking engine. This will allow them to book a significant number of SPI VRM reservations as well as hotel.
- Follow up call with Katie Cammilleri from their NYC offices to obtain a formal proposal. Phone call with Regional Manager and Technical Supervisor on 8/8
- Review DMO sample booking pages and inventory of hotels and VRM's on SPI that are contained in Expedia's affiliate program.
- 800 properties within South Padre Island, many of which are vacation rentals.
- Selected Expedia because of their reach and extensive number of businesses on South Padre Island

### Next Steps

- **Take proposal to CVA board for approval**