

CITY OF SOUTH PADRE ISLAND, TEXAS

CVB/DMO DIRECTOR

Inhabitants: 5900
Annual Visitors: Over 5 Million
City Size: 2.5 Square Miles
Annual Budget: \$30.4 Million
Assessed Property Value: \$2.4 Billion



CITY OF SOUTH PADRE ISLAND

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South Padre Island, TX
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The Community

South Padre Island lies on the southernmost tip of Texas and is situated on the south end of Padre Island, the longest Barrier Island in the world. SPI sits just 30 miles north of Mexico and is linked to the mainland by a two and a half mile long bridge, the Queen Isabella Memorial Bridge. The City of South Padre Island is home to an estimated 5,900 people and according to the Convention and Visitor's Bureau, more than five million people visit the Island every year.

South Padre Island is a year-round destination located at the same latitude as Fort Lauderdale, Florida. The Island enjoys a sub-tropical environment with mild dry winters and warm, breezy summers. The Island has a winter average temperature of 65 degrees, a summer average temperature of 82 degrees, and an average of 253 days of sunshine each year.

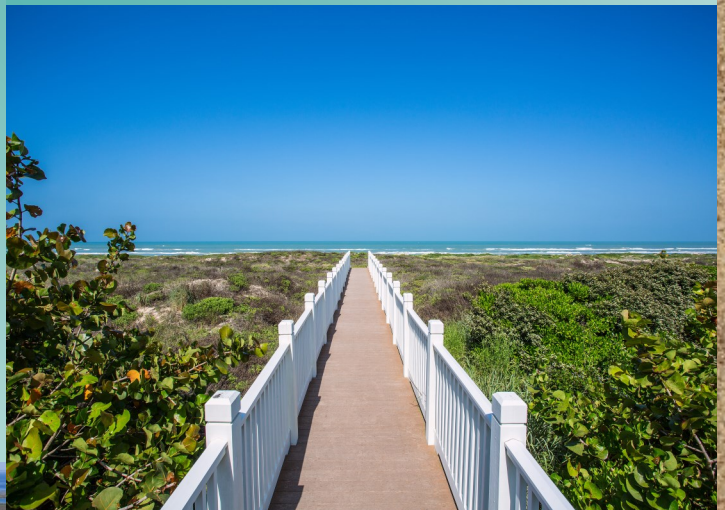
The City of South Padre Island is known as the Sand Castle Capital of the World and the Fireworks Capital of Texas.



The Lower Laguna Madre that hugs the western shore of the Island is one of six hyper-saline bodies of water on earth, creating one of the most unique and abundant fisheries anywhere. The City has hosted the Texas International Fishing Tournament (TIFT), the largest salt water fishing tournament in Texas, for over 75 years, giving testament to the Island's world class on and off shore fishing credentials. Due to favorable winds and a shallow bay, South Padre Island is also known for its kite boarding and wind surfing.

Recently, Space Exploration Technologies, Space X, broke ground on its future commercial launch facility located on Boca Chica Beach in nearby Brownsville. The company designs, manufactures and launches advanced rockets and spacecraft with the ultimate goal of enabling people to live on other planets.

South Padre Island is the premier beach and resort destination in Texas with attractions, recreational opportunities and events to suit all ages and lifestyles year-round. With its scenic beaches as an ideal backdrop, the Island maintains a small-town feel for its residents, yet offers world-class resort destination amenities for its visitors.



Organizational Structure and Budget

The City of South Padre Island has a Council-Manager form of government. The City Council consists of the Mayor and five City Council Members who have three-year staggered terms. The Council appoints the City Manager, City Attorney, Municipal Court Judge, and various citizen boards and commissions. The City Council's public policy activities include: 1) financial management of the City by adopting the City's annual budget, establishing programmatic goals and strategic direction for the City.

The City Manager serves as the chief executive officer of the City. The City Manager's Office is comprised of the City Manager, Assistant City Manager, City Secretary, Management Assistant, Public Information Officer, City Attorney and along with the City Council, forms the City's Strategic Team. Together, they are responsible for the formulation and communication of public policy to meet community needs, assure orderly development in the City and provide for the general administration of the City.

The City of South Padre Island CVB employs 25 full-time employees within several divisions including the Visitors Center, Operations, Sales and Marketing and Special Events. Local occupancy tax revenue is the main source of revenue for the estimated FY 2018-2019 annual budget. Total projected revenue for the referenced period is estimated to be at \$7.9 million. The taxable base associated with occupancy taxes had significant increases over the past years, which allowed the expansion of budgetary allocations. The Marketing division has the largest budget allocated with \$3.3 million, followed by Sales and Marketing with \$2 million, Convention Centre Facilities with \$1.5 million, Events Marketing with \$900,000 and the Visitors Bureau with \$200,000.



The candidate will have a comprehensive knowledge of destination marketing, convention, meeting, trade-show, consumer shows, tourism and group meeting industry; and be skillful in the utilization of modern and innovative marketing methods., specifically digital marketing knowledge and skill of the latest technology and data analytics are preferred.

Possession of a Bachelors degree from an accredited school in Business, Public Administration or Marketing is required; Masters degree is preferred. In addition, candidates must have a minimum of seven (7) years work experience in the convention, tourism, hospitality or public assembly facility industry and five (5) years in marketing and advertising with extensive knowledge of digital marketing; equivalency to be determined by the City of South Padre Island.



The Ideal Candidate

The City of South Padre Island is seeking a CVB/DMO Director who will lead the Convention and Visitors Bureau; responsible for management, organizational development, planning and direction of the department. The CVB/DMO Director's duties require significant leadership, knowledge in tourism and forward perspective in sales and marketing of South Padre Island.

The CVB/DMO Director reports to the City Manager and works closely with the City's Leadership Team .

The CVB/DMO Director must be a personable, accountable, and collaborative professional that is team oriented with the goal of promoting tourism to South Padre Island. The desired candidate will have the ability and experience in effectively working with people, exercising initiative, judgment, tact and diplomacy in a wide variety of public contact situations while conveying ideas clearly



Compensation

Annual Salary: DOQ
(competitive salary)

The starting salary will be based upon the relevant qualifications, knowledge and experience of the candidate selected. The City of South Padre Island offers an excellent benefit package that includes participation in the Texas Municipal Retirement System.

(2:1, 7%, 5/20 years)



To Apply

If interested in this outstanding opportunity, please visit our website at www.myspi.org to apply. This position is open until filled. To apply for this position please submit a cover letter, resume, and salary history by fax, email or mail to:

employment@myspi.org
Fax: (956) 761-3888
City of South Padre Island
Attn: Human Resources
4601 Padre Blvd.
South Padre Island, TX 78597

The detailed job description is available at www.myspi.org.

Questions regarding this recruitment may be directed to:

Wendi J. Delgado
Administrative Services Director
City of South Padre Island
wdelgado@myspi.org
Phone: 956-761-8102



The City of South Padre Island is an Equal Opportunity Employer. Pursuant to Texas State law, applications and resumes are subject to disclosure under the Public Information Act.

The City of South Padre Island is an Equal Opportunity Employer and will consider only the qualifications of the applicants. The City does not tolerate any form of discrimination based on race, color, religion, sex, handicap, national origin, age or physical/mental disability in employment or the provision of services.

Arrangements can be made to accommodate applicants in completing the application requirements for any position. Please contact the Human Resources Division at (956) 761-8102 for more information.