

**NOTICE OF WORKSHOP
CITY OF SOUTH PADRE ISLAND
CITY COUNCIL**

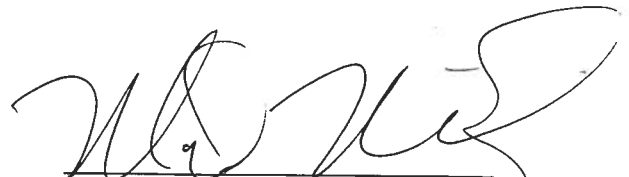
NOTICE IS HEREBY GIVEN THAT THE COUNCIL MEMBERS OF THE CITY OF SOUTH PADRE ISLAND, TEXAS, WILL HOLD A WORKSHOP ON:

WEDNESDAY, DECEMBER 15, 2010

3:30 P.M. AT THE MUNICIPAL BUILDING,
JOYCE H. ADAMS BOARD ROOM, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

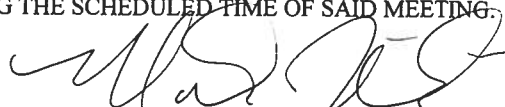
1. Call to order
2. Pledge of Allegiance
3. **Public Comments and Announcements:** *This is an opportunity for citizens to speak to Council relating to agenda or non-agenda items. Speakers are required to address Council at the podium and give their name before addressing their concerns. [Note: State law will not permit the City Council to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to City Staff or may be placed on the agenda of a future City Council meeting]*
4. Presentation concerning South Padre Island's Convention and Visitor Bureau 2010/2011 Marketing Plan. (Quandt)
5. Discussion regarding possible partnership with Valley Metro and City of South Padre Island/WAVE Transit to develop a WAVE Administration offices and a Park & Ride facility. (Vasquez)
6. Adjourn.

DATED THIS THE 10TH DAY OF DECEMBER 2010


Marta Martinez, Assistant City Secretary

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE GOVERNING BODY 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 CITY HALL/MUNICIPAL BUILDING ON **DECEMBER 10, 2010** AT/OR BEFORE 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.




Marta Martinez, Assistant City Secretary

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, JAY MITCHIM; ADA DESIGNATED RESPONSIBLE PARTY AT (956) 761-1025.

**CITY OF SOUTH PADRE ISLAND
CITY COUNCIL WORKSHOP
AGENDA REQUEST FORM**

MEETING DATE: December 15, 2010

NAME/DEPT.: Quandt, CVB

ITEM

Presentation concerning South Padre Island Convention and Visitors Bureau 2010-2011 Marketing Plan

ITEM BACKGROUND

This plan has been reviewed and approved by the Convention and Visitors Authority Board

RECOMMENDATIONS/COMMENTS

BUDGET/FINANCIAL SUMMARY

Items in the plan are covered by the budget

COMPREHENSIVE PLAN GOAL

Island promotion

COUNCIL ACTION

Motion: _____

Second: _____

Vote: Ayes: _____ **Nays:** _____

Abstentions: _____

Why?

2010/2011

Marketing plan

South Padre Island
Convention and Visitors Bureau

In his recent book, Start with Why, Simon Sinek states the most critical questions for businesses are why, what and how?

He feels most businesses have no idea why they do something, other than to make money. The emphasis gets put on the how and what.

Sinek believes customers do not buy what you do, they buy why you do it. Sinek says "We say WHAT we do, we sometimes say HOW we do it, but we rarely say WHY we do WHAT we do."

The goal of this plan is to discover the why. When we articulate that, we will state what we will do with that knowledge and how we are going to do it.

MISSION STATEMENT

This statement was established many years ago and is still valid.

South Padre Island offers an enchanting combination of the most idyllic nature features to be found anywhere: clean waters, temperate year-round climate, pristine beaches, sand dunes, blue skies, bay and gulf waters fishing – all on a friendly island at the tropical tip of Texas, just 30 miles from Mexico.

The mission of the South Padre Island Convention and Visitors Bureau is to successfully convey this vision to the public for holidays and vacation travel. At the same time, we will influence corporations, associations, and other organizations to hold meetings and conventions on our Island, especially in our convention centre, so that hotels, condominiums and other businesses of the City may continue to enjoy growth and prosperity.

The Marketing Plan is divided into the following areas:

- Leisure Travel
- Meetings and Conventions
- Special Events and Sports
- Niche Marketing
 - Spring Break
 - Winter Visitors
- Owning San Antonio
- Rio Grande Valley
 - Alliances
- History and Culture
- Local Awareness

Each section has a market overview,
along with the why, how and what
discussions for every specific area.

LEISURE TRAVEL

Positioning Statement

South Padre Island is the one destination that provides our visitors with the widest, cleanest beach in Texas along with the other amenities a total tourist destination should provide for their tourists because tourism is our main business. All other parts of our economy start with tourism, which makes us dedicated to their service and enjoyment.

MEETINGS AND CONVENTIONS

Positioning Statement

South Padre Island is the one meetings and convention site that provides planners and attendees with the combination of quality meeting and lodging facilities along with the relaxed atmosphere of a premier beach destination. Meeting planners know their members will receive a positive experience on South Padre Island.

SPECIAL EVENTS AND SPORTS

Positioning Statement

South Padre Island has a participatory culture with residents and visitors anxious to be involved in exciting activities and events. This dedication, devotion and honesty of local organizers guarantees event planners will get the advice and assistance necessary to create and sustain a successful event.

NICHE MARKETING

Positioning Statement

South Padre Island, largely due to the natural gifts it has, can promise and deliver on unique experiences for people or groups with a specialized area of interest and enthusiasm. South Padre Island combines opportunity with expertise to deliver a reality meeting or exceeding the expectation.

SPRING BREAK Positioning Statement

South Padre Island, through its rich history, has proven to be a world class destination for spring break, combining excitement and affordability with safety and convenience.

WINTER VISITORS

Positioning Statement

South Padre Island is a year round warm weather destination which provides winter visitors with comfort, exciting alternatives and opportunities for service. Our setting provides winter visitors with the ideal setting for redeeming some of their rewards along with the joy of establishing and maintaining friendships from around the world.

OWNING SAN ANTONIO

Positioning Statement

South Padre Island gives San Antonio residents the opportunity for a true tourism beach experience. With the widest, cleanest beach in Texas, San Antonio residents can create memories which will last a lifetime.

RIO GRANDE VALLEY

Positioning Statement

South Padre Island is the premier playground for residents of the Rio Grande Valley. The proximity we have with these residents, combined with the wide variety of business and entertainment offerings, makes South Padre Island their getaway of choice.

ALLIANCES

Positioning Statement

South Padre Island's strong reputation and standing in the state, region and nation make us the ideal partner for appropriate alliances seeking to advance tourism to specific regions or market interests.

HISTORY AND CULTURE

Positioning Statement

South Padre Island and the surrounding area provide very special places and collections concerning our unique history, combined with a unique culture native to us, but foreign to many of our visitors. This is an unmatched opportunity for travelers.

LOCAL AWARENESS

Positioning Statement

South Padre Island has a special story to tell. This story needs to be shared with the residents and workers of the Island. Their ability to share this knowledge with our visitors makes the Island more attractive and their service more valuable.

MORE DETAIL

Unless conditions change, this will be the outline of our plans for the next number of years.

In addition to this narrative, the full marketing plan includes:

Area economic overview, which was developed for the South Padre Island
Economic Development Corporation

Chart of our approved media plan for 2010-2011

Public Relations plan for this fiscal year

Approved trade show list for this fiscal year

Specific objectives of our sales team

SWOT analysis of our convention centre

A copy of the full marketing plan is
available through the
Freedom of Information Act
procedures