



City of South Padre Island
Convention and Visitors Bureau Transition Board

REGULAR MEETING

Wednesday, February 26, 2014
10:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

Cesar Cantor, Chairman
Full Service Hotel Industry

Bryan Pinkerton, Vice Chairman
Condominium Industry

Bill Donahue
Full Service Hotel Industry

Rene Valdez
Full Service Hotel Industry

Arnie Creinin
Condominium Industry

Ann Weiss
Limited Service Hotel Industry

Michael Jones
Brownsville South Padre Island International Airport
Ex-Officio Member

Jose Mulet
Valley International Airport
Ex-Officio Member

Questions regarding this agenda should be directed to the South Padre Island Convention & Visitors Bureau staff at 956-761-3000. This facility is wheelchair accessible, and accessible parking spaces are available. Requests for accommodations of interpretive services must be made 48 hours prior to this meeting. Please contact building official, Jay Mitchim; ADA designated responsible party at (956) 761-8103.

NOTICE OF REGULAR MEETING
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS BUREAU TRANSITION BOARD

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

WEDNESDAY, FEBRUARY 26, 2014
10:00 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 Bureau Transition Board relating to agenda or non-agenda items. **Speakers are required to address the Convention and Visitors Bureau Transition Board at the podium and give their name before addressing their concerns.** (Note: State law will not permit the Transition 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 Transition Board meeting.)*
4. Consent Agenda:
 - a. Approval of minutes for January 3, 2014 special meeting.
 - b. Approval of minutes for January 23, 2014 regular meeting.
5. Discussion and action related to the Laguna Madre Nature Trail boardwalk repairs.
6. Discussion and action regarding CBS agreement with the City of South Padre Island.
7. Discussion and action regarding the restructuring of the 2014/15 Budget/Marketing Committee.
8. Discussion and action regarding an expense of \$3,000 for the Texas Travel Counselors Conference.
9. Discussion and action regarding funding for new fall events including a possible motorcycle rally.
10. Presentation for funding request from the following:
 - a. Roadway Productions concerning "Fall Concerts on the Bay".
 - b. Clayton Brashear, Michael Lafferty and Ronald Guillot concerning "South Padre Island Fall Concert Series".
11. Discussion and action regarding consideration for a funding request from the following:
 - a. Returning event "Fall Concerts on the Bay" as it pertains to 2013/14 budget and 2014/15 budget.
 - b. New event "South Padre Island Fall Concerts Series" as it pertains to 2013/14 budget and 2014/15 budget.
12. Set new meeting date/agenda items for next meeting.
13. Adjourn.

DATED THIS THE 21 DAY OF February 2014.

Rosa Zapata
Rosa Zapata, Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE 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 THE CITY HALL/MUNICIPAL BUILDING ON February 21, 2014, at 11:10AM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Rosa Zapata
Rosa Zapata, Administrative Assistant



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.

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: February 26, 2014
NAME & TITLE: Sylvia Soliz, CVB Director
DEPARTMENT: Convention and Visitors Bureau

ITEM

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

Items to be considered are:

- a. Approve minutes for meeting held on January 3, 2014
- b. Approve minutes for meeting held on January 23, 2014

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: February 26, 2014
NAME & TITLE: Sylvia Soliz, CVB Director
DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action regarding the approval of minutes for January 3, 2014 meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve Minutes



CONVENTION AND VISITORS AUTHORITY

**SPECIAL MEETING MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS BUREAU TRANSITION BOARD
FRIDAY, JANUARY 3, 2014**

I. CALL TO ORDER.

The Convention and Visitors Bureau Transition Board of the City of South Padre Island, Texas held a Special Meeting on Friday, January 3, 2014 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Cesar Cantor called the meeting to order at 10:00 a.m. A quorum was present: Arnie Creinin, Rene Valdez, Anne Weiss
Absent: Vice-Chairman Bryan Pinkerton, Jose Mulet and Michael Jones

II. PLEDGE OF ALLEGIANCE.

Chairman Cesar Cantor led the Pledge of Allegiance

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments and announcements were given at this time.

IV. APPROVE CONSENT AGENDA.

- a. Transition Board Member Donahue made a motion, seconded by Transition Board Member Weiss to approve the Consent Agenda. Motion carried unanimously.
- b. Approve excused absence request from Ex-Officio Transition Board Member Jose Mulet from the December 19, 2013 Regular Transition Board Meeting. Transition Board Member Weiss made a motion, seconded by Transition Board Member Donahue.

V. DISCUSSION AND ACTION REGARDING THE ALLOCATION OF \$50,000 FROM EXCESS RESERVE FUNDS TO BE ADDED TO THE 2013/2014 CVB'S MARKETING BUDGET FOR TRADESHOW FEES, TRAVEL EXPENSES AND FAMILIARIZATION(FAM) TOURS.

Transition Board Member Donahue made a motion, seconded by Transition Board Member Valdez. Motion carried unanimously.

VI. DISCUSSION AND ACTION TO APPROVE REVISED MEDIA PURCHASE CONTRACT WITH VOO DOO DADDY PRODUCTIONS FOR \$130,000.00.

Transition Board Member Cantor made the motion to pass (decline) on this opportunity, seconded by Transition Board Member Wiess. Motion carried unanimously.

VII. DISCUSSION AND ACTION ON MACHETE \$425,000.00 MARKETING PLAN.

Transition Board Member Valdez made the motion to approve marketing plan with possible amendment, seconded by Transition Board Member Creinin.

VIII. SET NEW MEETING DATE/AGENDA ITEMS FOR NEXT MEETING

Next scheduled meeting will be January 23, 2014, at 10:00a.m.

IX. ADJOURN.

Chairman Cesar Cantor adjourned the meeting at 12:00p.m.

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: February 26, 2014
NAME & TITLE: Sylvia Soliz, CVB Director
DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action regarding the approval of minutes for January 23, 2014 meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

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

Comments:

RECOMMENDATIONS/COMMENTS

Approve Minutes



**South Padre Island
Convention and Visitors Bureau Transition Board
Minutes for January 23, 2014**

I. CALL TO ORDER.

The Convention and Visitors Bureau Transition Board of the City of South Padre Island, Texas held a regular meeting on Thursday, January 23, 2014 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Cesar Cantor called the meeting to order at 10:00 a.m. A quorum was present: Arnie Creinin, Anne Weiss, Vice-Chair Bryan Pinkerton, Jose Mulet
Absent: Rene Valdez and Michael Jones

II. PLEDGE OF ALLEGIANCE.

Chairman Cesar Cantor led the Pledge of Allegiance

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public announcements and comments were given at this time.

IV. APPROVE CONSENT AGENDA.

a. This agenda item was previously approved on January 3, 2014. No action taken.

V. Discussion and action related to the Laguna Madre Nature Trail boardwalk repairs.

Discussion was held with no action taken.

VI. Discussion and action regarding the election of a Chair and Vice Chair for the Convention and Visitors Bureau Transition Board.

Board Member Donahue motioned for Board Member Cantor to remain as Chairman, seconded by Board Member Pinkerton. Motion carried unanimously.
Board Member Donahue motioned for Board Member Pinkerton to remain as Vice-Chair, seconded by Board Member Wiess. Motion carried unanimously.

VII. Discussion and action regarding updates on College Road Show bookings and expense reports by Chad Hart with Inertia Tours.

A brief update was given by Chad Hart on Spring Break 2014. No action taken.

VIII. Discussion and action regarding presentation by Machete of current library of South Padre Island photography and video footage.

A brief update was given by Cat Lopez with Machete, Inc. No action taken.

IX. SET NEW MEETING DATE/AGENDA ITEMS FOR NEXT MEETING.

Next scheduled meeting will be February 26, 2014, at 10:00a.m.

X. ADJOURN.

Chairman Cesar Cantor adjourned the meeting at 12:00p.m.

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: February 26, 2014

NAME & TITLE: Sylvia Soliz, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Update, discussion and action regarding the possibility of funding repairs to the Laguna Madre Nature Trail boardwalk.

ITEM BACKGROUND

This item was placed on January 23, 2014 agenda by Interim City Manager Darla Jones for Transition Board to consider help funding partial or full payment for cost to repair the boardwalk.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

To provide Transition Board with proper and legal information on Hotel Occupancy Tax use of funds.

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: Wednesday, February 26, 2014

NAME & TITLE: Sylvia Soliz, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action regarding CBS agreement with City of South Padre Island to allow Interim City Manager Darla Jones to sign agreement.

ITEM BACKGROUND

CBS contacted CVB Director Sylvia Soliz to work together on a prize package to be given on The Price is Right. Schlitterbahn has offered the package.

BUDGET/FINANCIAL SUMMARY

Complimentary national media coverage for South Padre Island and Schlitterbahn Beach Resort. No cost to CVB budget.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: X NO: _____

Approved by Legal: YES: X NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: February 26, 2014

NAME & TITLE: Mr. Arnie Creinin, Transition Board Member

DEPARTMENT: Convention & Visitors Bureau Transition Board

ITEM

Discussion and action regarding restructuring of the 2014/15 Budget/Marketing Committee.

ITEM BACKGROUND

Transition Board Member Creinin is proposing a restructure of the Budget/Marketing Committee which would include two current Transition Board Members and two candidates from the December list of applicants for the Transition Board.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Proposed Committee Tasks

- Effectively analyze data and make recommendations as to the effectiveness of our present marketing efforts
- Take a first look at new ideas (including but not limited to internet & social marketing) and make recommendations to full Board
- Evaluate new and recurring events and make recommendations to the full Board

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: Feb. 26, 2014

NAME & TITLE: Mary K. Hancock, Special Events Manager

DEPARTMENT: Convention & Visitors Bureau Events Marketing

ITEM

Discussion and action regarding an expense of \$3000 for Texas Travelers Counselors Conference.

ITEM BACKGROUND

Staff is requesting \$3000 for a fireworks show on the beach at Andie Bowie Park on Wednesday, April 16, 2014.

BUDGET/FINANCIAL SUMMARY

2013/14 budget line item 'Fireworks' 02-593-8030 has \$6265 in account. This amount is in excess of City contracts for holiday fireworks.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

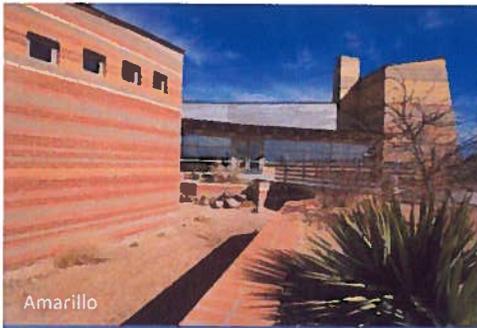
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Approved by Legal: YES: _____ NO: _____

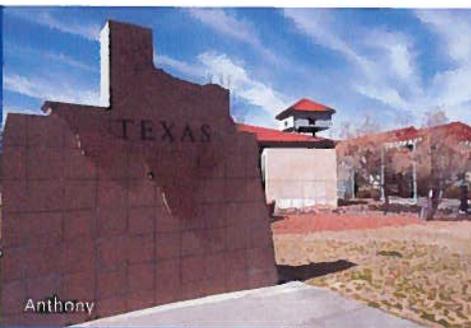
Comments:

RECOMMENDATIONS/COMMENTS

South Padre Island is hosting a reception for 250 Texas Travel Counselors and Texas Travel Industry Associates (TTIA) on the evening of the 16th of April.



Amarillo



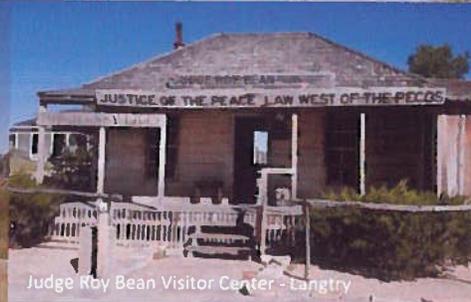
Anthony



Capitol Visitors Center - Austin



Denison



Judge Roy Bean Visitor Center - Langtry



Gainesville

We're all about Texas! Texas Travel Information Centers:

For more information, visit www.txdot.gov/inside-txdot/division/travel or call (512) 486-5800

- “Front Door” to Texas, welcoming over two million visitors annually.
- Generated an estimated \$78.8 million in direct visitor spending in Texas in 2012.
- Staffed by highly trained, professional travel counselors, many of them state and nationally certified.
- Open 360 days a year.
- Provide travel recommendations, trip planning, and routing information.

- Entice tired drivers to stop and rest in a beautiful, parklike setting with comfortable facilities.
- Host tourism and safety events to raise public awareness.
- Serve as the first line of communication to the public during statewide emergencies impacting travel.
- Free wi-fi access



What can we do for you?



Orange



Rio Grande Valley - Harlingen



Texarkana



Waskom



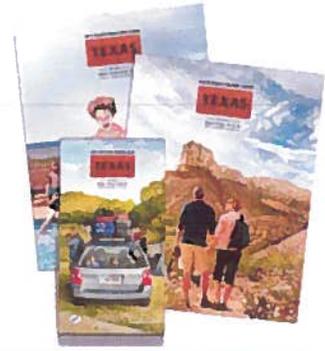
Laredo



Wichita Falls

They're good-looking and knowledgeable. They don't need bathroom stops, recharging or a mobile data plan (though they're digitally savvy, too). Help visitors to Texas discover what we've known all along:

TxDOT travel publications make excellent travel companions.



Texas Highways magazine

As the state's official travel magazine since 1975, Texas Highways showcases destinations and wide-open spaces with fascinating stories, insider tips and dazzling photography. Additional features can be found at TexasHighways.com, in the TH Extra! e-newsletter, and on Facebook and Twitter. **Available on newsstands or by calling 800/839-4997.**

Texas State Travel Guide

The travel guide is the source for cultural, historical and recreational attractions statewide, from its most celebrated landmarks to off-the-beaten-path attractions (listings must meet requirements for inclusion). Travel guide content also is published on TravelTex.com. **For more information, email TRV_Guide@txdot.gov or call 512/486-5819.**

Official Texas Travel Map

Published annually, the official travel map gives travelers a visual reference for navigating major routes, communities, recreational areas, airports and other relevant travel information. **For more information, call Julie Stratton at 512/486-5875.**

Texas Highways Events Calendar

This quarterly publication lists hundreds of events across the state and is the main source of events for Texas Highways magazine, TexasHighways.com and TravelTex.com. Events may be submitted to texasevents@txdot.gov or at TexasHighways.com.

Texas Travelog E-Newsletter

This monthly online newsletter for the travel industry and media keeps up with goings-on in the Texas travel industry, from places and faces to new attractions and unusual events. **Article ideas and updates may be sent to Lois Rodriguez at TRV-LOG@txdot.gov.**

TxDOT also produces the Texas Accommodations Guide (through 2013), the Texas Public Campgrounds Guide, Texas: A Quick Look, the Wildflowers of Texas brochure, Judge Roy Bean brochure, Texas Capitol Complex guide and El Camino Real de los Tejas.

Resources

- **Request single copies** by emailing TRV-LIT@txdot.gov or calling 512/486-5927. Free publications also are available at TxDOT's Travel Information Centers.
- **Advertising opportunities:** To inquire about advertising in TxDOT's travel publications—including Texas Highways, TexasHighways.com, the Texas Highways Events Calendar or Official Texas Travel Map—contact AJR Media at 800/383-7677.
- **Need copies for your visitor center?** Sign up to receive quantities of travel literature for distribution by emailing TRV-LIT@txdot.gov or calling 512/486-5925.
- **Digital versions:** Online at www.txdot.gov/txdot_library/publications/travel.htm.



**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: February 26, 2014

NAME & TITLE: Mary K Hancock, Special Events Manager

DEPARTMENT: Convention and Visitors Bureau Events Marketing

ITEM

Discussion and action regarding funding for new fall events including a possible fall motorcycle rally.

ITEM BACKGROUND

At the request of Board Member Arnie Creinin, this item has been placed on agenda for consideration of booking new events on South Padre Island during the Fall Season.

BUDGET/FINANCIAL SUMMARY

This agenda item affects the 2014/2015 Event Marketing budget.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: February 26, 2014

NAME & TITLE: Mary K Hancock, Special Events Manager

DEPARTMENT: Convention and Visitors Bureau Events Marketing

ITEM

Presentations by:

- a. Roadway Productions pertaining to funding request for 'Fall Concerts on the Bay' for 18 weekend concerts starting September 5, 2014 through November 9, 2014.
- b. Clayton Brashear, Michael Lafferty and Ronald Guillot pertaining to funding request for 'South Padre Island Fall Concerts Series' 18 free concerts starting September 2014 through October 2014.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: February 26, 2014

NAME & TITLE: Mary K Hancock, Special Events Manager

DEPARTMENT: Convention and Visitors Bureau Events Marketing

ITEM

Presentation by Roadway Productions pertaining to the funding request for 'Fall Concerts on the Bay' for 18 weekend concerts starting September 5, 2014 through November 9, 2014.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

2014 Fall Festival Series Budget

Per Event Budget

Entertainment

Bands	\$2,500.00	
	<u>\$2,500.00</u>	<u>\$2,500.00</u>

Productions

Stage	\$1,800.00	
Sound	\$900.00	
Lights	\$350.00	
Generators	\$350.00	
Stage Hands	\$400.00	
Booking Fee	\$400.00	
	<u>\$4,200.00</u>	<u>\$4,200.00</u>

Hotel Rooms

Bands/crew	\$600.00	
	<u>\$600.00</u>	<u>\$600.00</u>

Total Cost per event night \$7,300.00

x18

Cost for 18 nights \$131,400.00

2013 Expense Report

Income

Funds from SPI

127293.8

Expenses

Production, booking, Stage

Sound, Lights, Hands, Generator, Toilets

75,600

Web Advertising

500

Hotels

8143.8

Bands

Date	Band	Amount
Sept. 6	Sneak Attack	400
Sept. 6	Joe King Carras	1750
Sept. 6	Joe King Sax Pla	50
Sept. 7	Bongodogs	800
Sept. 7	W C Clark	2250
Sept. 13	Del Castillo	3000
Sept. 13	Del Castillo	0
Sept. 14	Texmaniacs	0
Sept. 14	Texmaniacs	2500
Sept. 20	Tori Martin	400
Sept. 20	Texmaniacs for	500
Sept. 21	SaraBeth	300
Sept. 21	Chris Wall	1500
Sept. 27	J. Michael Laffer	500
Sept. 27	Tropicosis	850
Sept. 28	Dr. Zog	850
Sept. 28	Nathan & Zydec	2000
Oct. 4	Joe McDermott	1050
Oct. 4	Nakia (Finalist d	1500
Oct. 5	Charlie Hurtin a	600
Oct. 5	Van Wilks	1750
Oct. 11	Stone Free	400
Oct. 11	The Brew	2500
Oct. 12	Moravians	750
Oct. 12	Ennis Czech Boy	1750
Oct. 18	Pelican West	500
Oct. 18	Bubble Puppy	2000
Oct. 19	Natalie Zoe	750
Oct. 19	Jake Andrews	1800
Nov. 1	Sneak Attack	500
Nov. 1	Two Tons of Ste	2000
Nov. 2	Jimi Berg Band	1000
Nov. 2	Sam Riggs & th	1000
Nov. 8	Connectors	600
Nov. 8	Will Taylor & Str	2500
Nov. 9	Dara Niemi	450
Nov. 9	Mingo Fishtrap	2000
	Total	43050

Total Expenses

43050

Profit/loss

127293.8

0

Eighteen Free Concert Nights!

Description: Friday Sept. 5th to Nov. 9th, Free Admission weekend Concerts in the South Padre entertainment district, featuring regional acts. Music including Americana, Reggae, Country, Funk, Blues, Steel, Brass, Latin, Polka, and a little rock. Two bands per night. Music from 7pm to 10pm.

Dates: 9/5, 9/6, 9/12, 9/13, 9/19, 9/20, 9/26, 9/27, 10/3, 10/4, 10/17, 10/18, 10/25, 10/26, 10/31, 11/1, 11/8, 11/9.

Talent budget: average \$2,500 per event night (18 events) Total \$45,000



Possible Bands:

Patricia Vonne, Vallejo, John Gaar Band, Beto Y Los Fairlanes, Carolyn Wonderland, Cindy Cashdollar, Jake Andrews, Del Castillo, Guy Forsyth, Marshall Ford Swing Band, Patrice Pike, Los Texmaniacs, Brave Combo, Joe King Carrasco, Alex Marley, Malford Milligan, Two Tons of Steel, Dr. Zog, Inner City All-Star Brass Band, Rebirth Brass Band, Sam Riggs Band, Blue Edmondson, Kyle Bennet, The Bellmen, Jean-Pierre & The Zydeco Angels, Omar & The Howlers, Doug Kershaw, Jimi Berg Band, Charlie Hurtin and the Hecklers, Charles Tibedeaux, The Movement, Eleven Finger Charlie, Akina Adderley & the Vintage Playboys, The Eggmen, Nathan & The Zydeco Cha Chas, One Step Program, John Garza Band, Carlton Pride, Jenna McDaniel, Frank Gomez, DaHeBeGeBees, Whisky Sisters, Groupo Fantasma, Sneak Attack, Bongodogs, SaraBeth, Michael Lafferty Band, Nakia, Stone Free, The Brew, Pelican West, Connectors, Mingo Fish Trap, Ginger Leigh, The Band of Heathens, Meagan Tubb & Shady People, The Gords, Paula Nelson, Warren Hood, The Rankin Twins, Whiskey Shivers, Black Joe Lewis, The Octopus Projects, Okkervil River, White Denim, White Ghost Shivers, The Black & White Years, Shearwater, Ruthie Foster, Eric Tessmer, Brownout, Gina Chavez, Vitera, Gina Chavez, El Tule, The Whiskey Sisters, The Wheeler Brothers, Uncle Lucius, Alejandro Escovedo, and more.



Budget for Band/crew Hotels per event: \$600 per event (18 events) Total \$10,800

Budget for Productions

Includes Talent booking, outdoor Stage, Sound for 1,000 people, Lights, Stage Hands, and a generator. \$4,200 per event (18 events) Total \$75,600



Total Cost for 18 free admission concerts: \$131,400

**Also Provided by the City of South Padre:
Marketing, police services, permits,
street closures, clean up and trash services**

Marketing in addition to city of South Padre Marketing:

- 1) Posters provided by L&F Distributing**
- 2) Social media promotion on the internet**

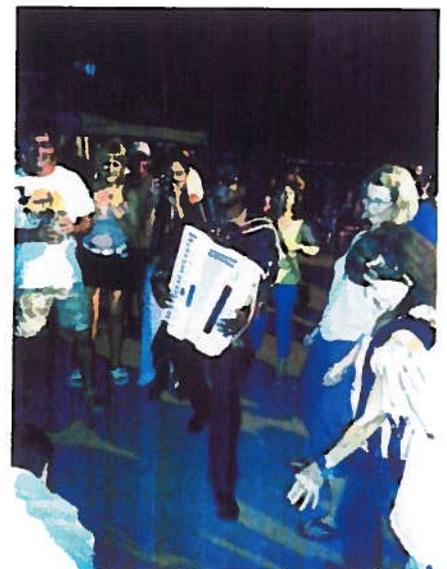
Recap From 2013:

With an average of 400 in attendance each night for 17 nights we had an attendance of almost 7,000 people the first year!

We got you out Dancing!

Fun For the Whole Family!

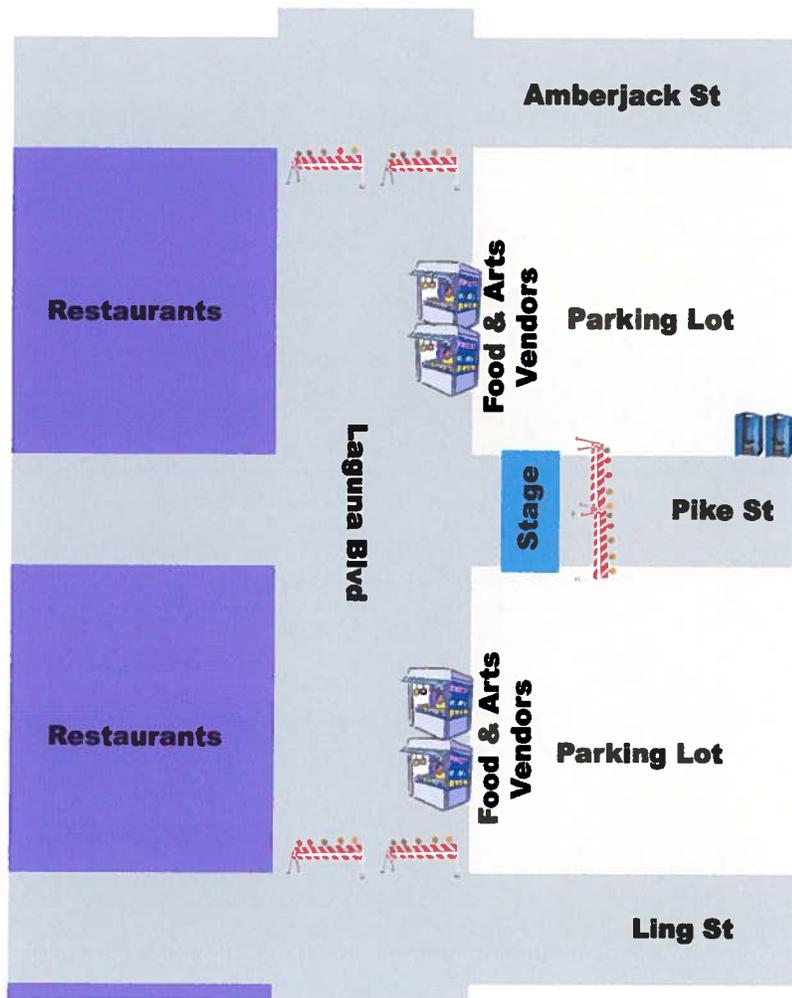
World Class Talent!



World Class Fun!



Site Map



Parking available in adjacent lots and on surrounding streets.

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: February 26, 2014

NAME & TITLE: Mary K Hancock, Special Events Manager

DEPARTMENT: Convention and Visitors Bureau Events Marketing

ITEM

Presentation by Clayton Brashear, Michael Lafferty and Ronald Guillot regarding funding request for 'South Padre Island Fall Concerts Series' for 18 weekend concerts starting September 2014 through October 2014.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

The South Padre Island
FALL CONCERT SERIES
September - October 2014
18 -Free Live Music Concerts
Featuring Regional Texas Artist

Alternative Plan Presented By
South Padre Island
Venue Owners:

Michael Lafferty
Clayton Brashear
Ron Guillot

**South Padre Island's 2014
FALL CONCERT SERIES**

18 -Free Live Music Concerts
Featuring Regional Texas Artist

Event Description: Series of live music concerts and shows individually designed and held at participating hotels and venues across South Padre Island.

Purpose: To attract tourist to stay overnight on the Island during the slower off season months.

Music Genre: Americana, Reggae, Country, Funk, Blues, Steel, Brass, Latin, Polka, and Rock

Model: The model is similar to the annual "South By Southwest" event held in Austin, Texas.

Dates: Friday September. 5th to Saturday Nov. 1st

Admission: Free admission to the public.

Concert Times: 7pm to 10pm

Proposed & Confirmed Locations:

1. Schlitterbahn Hotel –(Confirmed)
2. Isla Grand Hotel-(Confirmed)
3. Padre Rita Grill- (Confirmed)
4. Clayton's Beach Bar- (Confirmed)
5. Hilton Hotel- (Confirmed)
6. Parrott Eyes- (Confirmed)
7. Pearl Hotel
8. Gabriella's
9. Blackbeard's
10. Louies Back Yard / Tequila Sunset
11. Wanna Wana's / Island Inn
12. Suites at Sunchase Hotel
13. Laguna Bobs
14. Kellys Irish Pub
15. Palm Street Pier
16. Coconuts
17. Other
18. Other

Budget

Talent budget: Average \$3,000 per event night (18 events) Total	\$54,000
Additional Sound & Lighting Rental: Average \$500 per event (18 events) Total	\$ 9,000
Booking Fee: \$250.00 per event each night (18 nights) Total	\$ 4,500
Rooms at Various SPI Hotels: Average 2-rooms \$450 per event (18 events) Total	\$ 8,100
Event Advertising: \$2,744 per event night (18 events) Total	\$49,400
Total Budget:	\$125,000.00

Note: A. All un-used funds will carry over to the 2015 Fall Concert Series Budget.

B. Venues may choose the type of music or show that best fits their establishment.

C. Venues will provide security, parking, electricity, bathrooms, and band staging area.

Hula Dance Shows



Costume Dance Shows



Rock ~N~ Roll Bands



Mariachi Bands



Jazz Bands



String Quartets



Live Impersonators



List Of Possible Bands & Impersonators

Patricia Vonne, Mario Aleman, Vallejo, John Gaar Band, Beto Y Los Fairlanes, Carolyn Wonderland, Elvis Presley, Cindy Cashdollar, Jake Andrews, Del Castillo, Guy Forsyth, Marshall Ford Swing Band, Patrice Pike, Los Texmaniacs, Dolly Parton, Brave Combo, Joe King Carrasco, Alex Marley, Malford Milligan, Two Tons of Steel, Dr. Zog, Inner City All-Star Brass Band, Rebirth Brass Band, Sam Riggs Band, Blue Edmondson, Kyle Bennet, The Bellmen, Jean-Pierre & The Zydeco Angels, Omar & The Howlers, Doug Kershaw, Jimi Berg Band, Charlie Hurtin and the Hecklers, Charles Tibedeaux, The Movement, Eleven Finger Charlie, Akina Adderley & the Vintage Playboys, The Eggmen, Nathan & The Zydeco Cha Chas, One Step Program, John Garza Band, Carlton Pride, Jenna McDaniel, Frank Gomez, DaHeBeGeBees, Whisky Sisters, Groupo Fantasma, Sneak Attack, Bongodogs, SaraBeth, Michael Lafferty Band, Nakia, Stone Free, The Brew, Pelican West, Connectors, Mingo Fish Trap, Ginger Leigh, The Band of Heathens, Meagan Tubb & Shady People, The Gords, Paula Nelson, Warren Hood, The Rankin Twins, Whiskey Shivers, Black Joe Lewis, The Octopus Projects, Okkervil River, White Denim, White Ghost Shivers, The Black & White Years, Shearwater, Ruthie Foster, Eric Tessmer, Brownout, Gina Chavez, Vitera, Gina Chavez, El Tule, The Whiskey Sisters, The Wheeler Brothers, Uncle Lucius, Alejandro Escovedo, and more.

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: February 26, 2014

NAME & TITLE: Mary K. Hancock, Special Events Manager

DEPARTMENT: Convention & Visitor's Bureau Events Marketing

ITEM

Discussion and action regarding consideration for a funding request from the following:

- a. Returning event "Fall Concerts on the Bay" as it pertains to 2013/14 budget and 2014/15 Events Marketing budget.
- b. New event 'South Padre Island Fall Concert Series' as it pertains to 2013/14 and 2014/15 Events Marketing budget.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY
02-593-8099

This is a non-budgeted item, because these events take place during 2 different budgets, the breakdown goes as follows:

2013/14 -\$58,400
2014/15 -\$73,000

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: February 26, 2014

NAME & TITLE: Mary K. Hancock, Special Events Manager

DEPARTMENT: Convention & Visitor's Bureau Events Marketing

ITEM

Discussion and action regarding consideration for a funding request for a returning event "Fall Concerts on the Bay" as it pertains to 2013/14 budget and 2014/15 budget.

ITEM BACKGROUND

Roadway Productions received \$131,400 for 18 concerts. They are requesting the same amount for 18 weekend concerts (Fri. & Sat.) September 5, 2014 through November 9, 2014.

BUDGET/FINANCIAL SUMMARY
02-593-8099

This is a non-budgeted item, because this event takes place during 2 different budgets, the breakdown goes as follows:

2013/14 -\$58,400
2014/15 -\$73,000

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

No pick up reports provided on room nights. In our system, we show zero (0) room nights generated.

**CITY OF SOUTH PADRE ISLAND
TRANSITION BOARD
AGENDA REQUEST FORM**

MEETING DATE: Feb. 26, 2014

NAME & TITLE: Mary K. Hancock, Special Events Manager

DEPARTMENT: Convention & Visitor's Bureau Events Marketing

ITEM

Discussion and action regarding consideration for a funding request for a **new event** 'South Padre Island Fall Concert Series' as it pertains to 2013/14 and 2014/15 Events Marketing budget.

ITEM BACKGROUND

South Padre Island venue owners, Clayton Brashear, Michael Lafferty and Ronald Guillot are requesting \$131,400 for 18 free concerts to be held at participating hotels & venues on South Padre Island. Event dates fall from September 2014 through October 2014.

Model is similar to 'South by Southwest' event held in Austin, Texas.

BUDGET/FINANCIAL SUMMARY
02-593-8099

This is a non-budgeted item, because this event takes place during 2 different budgets, the breakdown goes as follows:

2013/14 -\$58,400
2014/15 -\$73,000

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

The CVB Transition Board Funding Request Policy dictates that all new events go before the budget and marketing committee for a recommendation to the full Board.

At the insistence of Mr. Brashear, we are requesting this item be included on the February 26, 2014 Transition Board Agenda. He asks for this consideration based on a pending request for funding from Roadway Productions.