

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

*****Revised*****

Note: There may be one or more members of the South Padre Island City Council and the Special Events Committee attending this meeting, and if so, this statement satisfies the requirements of the open meetings act.

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, MAY 22, 2019
9:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. **Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns.** (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent:
 - a. Approve meeting minutes for April 24, 2019 regular meeting and January 21, 2019 workshop.
- 5) Discussion and action to approve renewal of The Atkins Group for 2019/20 FY agreement and to recommend approval to City Council. (Caum)
- 6) Discussion and action to approve 2019/20 FY proposed Media Flowchart.(Caum)
- 7) Discussion and action to approve 2019/20 FY proposed Marketing Budget. (Caum)
- 8) Presentation and discussion regarding Director's Report. (Caum)
 - Convention and Group Sales
 - Special Events and Packaging
 - Marketing and Communications
 - Social Media
 - Research and Analytics
 - Director Comments
- 9) New Business:
 - Board Comments
- 10) Discussion and possible action concerning setting new meeting date for June 2019. (Salazar)

11) Adjournment.

DATED THIS THE 17th DAY OF MAY 2019.


Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON May 17, 2019, 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

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: May 22, 2019

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. a. Approve meeting minutes for April 24, 2019 regular meeting and January 21, 2019 workshop.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

WEDNESDAY, APRIL 24, 2019

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, March 27, 2019 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 9:00 a.m. A quorum was present: Vice-Chairman Tom Goodman, CVA Board Members Arnie Creinin, Pamela Romer, and Bryan Pinkerton. Absent were CVA Board Members Chad Hart, Bob Friedman, Ex-Officios Jose Mulet and Bryant Walker.

City Council Member: Ken Medders

Staff: Interim City Manager Randy Smith, Chief Financial Officer, Rod Gimenez, CVB Director Ed Caum, Director of Marketing, Research and Analytics, Michael Flores, Executive Services Specialist Rosa Zapata, Accountant 1/Office Manager Lori Moore, Events & Packaging Manager Marisa Amaya, Senior Marketing and Communications Manager Alisha Workman, Marketing & Communications Specialist Jamie Wells, Group Business Development Director, Gene Rios, Parks and Recreation Manager, Debra Huffman.

II. PLEDGE OF ALLEGIANCE.

Board Member Salazar led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments were given at this time.

IV. CONSENT AGENDA:

- a. Approve meeting minutes for February 13, 2019 special meeting and March 27, 2019 regular meeting.

Vice-Chairman Goodman made the motion, seconded by Board Member Creinin to approve meeting minutes for February 13, 2019 special meeting and March 27, 2019 regular meeting. Motion carried unanimously by those present.

V. DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FOLLOWING SPECIAL EVENTS FUNDING APPLICATIONS:

a. Shallow Sport Tournament

Board Member Pinkerton made the motion, seconded by Board Member Creinin to approve the funding request in the amount of \$5,000. Motion carried unanimously by those present.

b. JJ Zapata Fishing Tournament

Vice-Chairman Goodman made the motion, seconded by Board Member Romer to approve the funding request in the amount of \$5,000 for marketing. Motion carried unanimously by those present.

c. SPI Triathlon

Vice-Chairman Goodman made the motion, seconded by Board Member Creinin to approve the funding request in the amount of \$3,500. Motion carried unanimously by those present.

d. Mariachi Run

Vice-Chairman Goodman made the motion, seconded by Board Member Creinin to approve the funding request in the amount of \$20,000 and up to \$5,000 in-kind services. Recommendation was given for staff to keep track of the in-kind services. Motion carried unanimously by those present.

e. Airshow 2019

Vice-Chairman Goodman made the motion, seconded by Board Member Pinkerton to approve funding in the amount of \$10,000 for media buy. Motion carried unanimously by those present.

f. Sandcastle Trail Maintenance Contract

Vice-Chairman Goodman made the motion, seconded by Board Member Pinkerton to approve funding in the amount of \$10,000 for maintenance of the Sandcastle Trail. Motion carried unanimously by those present.

g. Pro Watercross

Board Member Pinkerton made the motion, seconded by Board Member Romer to approve the funding amount of \$35,000. After a brief discussion was held, the motion was amended.

Board Member Pinkerton made the motion, seconded by Board Member Romer to approve the funding amount of \$35,000 and up to \$31,000 in-kind services. Discussion was held regarding in-kind services included hotel accommodations, EMT's services, marketing buy, and other services listed on 2019 Pro Watercross "South Padre Island, TX Nationals" budget. Motion carried unanimously by those present.

VI. PRESENTATION AND UPDATE REGARDING THE BROWNSVILLE SOUTH PADRE ISLAND AIRPORT.

Presentation was given by Francisco Partida, Brownsville South Padre Island Airport Administration.

VII. PRESENTATION AND DISCUSSION REGARDING DIRECTOR'S REPORT.

- Convention and Group Sales
Update was given by Gene Rios
- Special Events and Packaging
Update was given by Marisa Amaya
- Marketing and Communications
Update was given by Alisha Workman
- Social Media
Update was given by Jamie Wells

- Research and Analytics
Update was given by Michael Flores

VIII. DISCUSSION AND POSSIBLE ACTION TO APPROVE A BUDGET ENHANCEMENT IN THE AMOUNT OF \$150,000 FROM CVB EXCESS RESERVES FOR THE 2019 SUMMER PUSH.

Board Member Pinkerton made the motion, seconded by Board Member Creinin to approve the budget enhancement in the amount of \$150,000 for the Summer marketing push and recommended the review or adjust the percentage being spent for The Rio Grande Valley.

IX. DISCUSSION AND POSSIBLE ACTION CONCERNING SETTING NEW MEETING DATE FOR MAY 2019.

New meeting date was set for Wednesday, May 22, 2019.

X. ADJOURNMENT.

There being no further business, Chairman Salazar adjourned the meeting at 11:18 a.m.

Approved this 24 day of April, 2019.

Daniel Salazar, CVA Chairman
Attest:

Rosa Zapata, CVB Executive Services Specialist

MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
WORKSHOP

MONDAY, JANUARY 21, 2019

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Workshop on Monday, January 21, 2019 at the South Padre Island Convention Centre, Room 202, 7355 Padre Boulevard, South Padre Island, Texas. Acting Chairman Daniel Salazar called the meeting to order at 9:00 a.m. A quorum was present: Tom Goodman, Arnie Creinin, Pamela Romer, Bryan Pinkerton, Chad Hart, and Bob Friedman.. Also present was Ex-Officio Bryant Walker. Absent was Ex-Officio Jose Mulet

City Council Members: Ken Medders, Jr., Kerry Schwartz and Joe Ricco.

Staff: Interim City Manager Randy Smith, Interim CVB Director Michael Flores, Executive Services Specialist Rosa Zapata, Senior Marketing and Communications Manager Alisha Workman, Office Manager/Accountant I Lori Moore, Event Development & Packaging Manager Marisa Amaya. and Marketing and Communications Specialist. Jamie Wells.

II. PLEDGE OF ALLEGIANCE.

Acting Chairman Daniel Salazar led the Pledge of Allegiance.

III. INTRODUCTION TO STAFF, BOARD MEMBERS AND REVIEW OF ORGANIZATIONAL CHART, MISSION STATEMENT AND STRATEGIC GOALS. ETHICS TRAINING PAPERWORK, ETC WILL BE COMPLETED AND COLLECTED.

Interim CVB Director Michael Flores introduce Convention and Visitors Bureau. He briefly reviewed the Organizational Chart, Mission Statement and Strategic Goals.

IV. WHERE WE WERE 18 MONTHS AGO AND WHERE WE ARE NOW. WALKTHROUGH OF PROGRAM UPDATES, CURRENT PROJECTS AND ONGOING GOALS.

Interim CVB Director updated CVA Board Members and City Council Members on current projects and ongoing goals. A lengthy discussion was held regarding UTRGV Infographics.

V. BERKELEY YOUNG STRATEGIES 2018 REPORT. OVERVIEW, VISITOR PROFILE WALKTHROUGH AND STRATEGIC GOALS.

Interim CVB Director Michael Flores reviewed the Expedia reports regarding visitor's profile. Discussion was held regarding packages lodging partners may offer based on the Expedia reports.

VI. ARRIVALIST - WHY IT WAS DONE AND WHAT IT IS NOW BEGINNING TO GIVE US IN TERMS OF MARKETING AND VISITATION BEHAVIOR.

A brief presentation was given by Interim CVB Director Michael Flores regarding Arrivalist and

how consumer behavior is linked to the marketing efforts. A lengthy discussion was held.

VII. VISA VUE - WHY IT WAS DONE AND HOW WE ARE CALIBRATING OUR MSA SPENDING IN THE MARKETING PROGRAM.

A brief discussion was held regarding Visa credit card holders and total spend on South Padre Island.

VIII. WORKING LUNCH AND SPECIAL EVENTS SUBCOMMITTEE - THE PURPOSES OF THE SUBCOMMITTEE, BASIC GUIDELINES DEVELOPED FOR PROPOSED EVENTS, AND REVIEW OF THE EVENT ANALYSIS PRODUCED BY UTRGV.

Update regarding Special Events Subcommittee was given by Interim CVB Director Michael Flores. The subcommittee comprised of 2 board members, 2 city staff and City Manager. The new subcommittee will be comprised of 7 people from the community and 1 nonvoting staff member. A recommendation was given for a possible workshop with CVA Board Members and new committee to discuss guidelines and special events funding applications or process.

IX. CVB DASHBOARD AND MONTHLY CVA BOARD REPORTS.

Presentation was given by Interim CVB Director Michael Flores. A brief explanation was given about KPI's (Key Performance Indicators) and monthly CVA Board Reports.

X. INTRODUCE THE ATKINS GROUP TEAM.

Steve Atkins introduced The Atkins Group staff.

XI. KEY PERFORMANCE INDICATORS - GOALS AND CURRENT STATUS FOR FOCUSED AND CONTINUED EFFORTS.

Carlos Casas gave an explanations regarding the key performance indicators elements. The team concentrate on the matrix that affect South Padre Island.

XII. REVIEW OF MEDIA PLAN, BUDGETS, CAMPAIGNS AND MEDIA FLOW CHARTS.

Melissa Flynn, Senior Media Planner/Buyer briefly reviewed the media plan, budgets, campaigns and media flow charts.

XIII. "SO PADRE" MARKETING CONCEPT.

Presentation was given by Steve Atkins and staff. Alisha Workman briefly mentioned the website page is being updated.

XIV. BOARD CHAIR AND VICE CHAIR CLOSING. PRESENTATION AND DISCUSSION REGARDING VISITORS CENTER DMAIC.

Presentation was given by Interim CVB Director Michael Flores No discussion held.

XV. PRESENTATION AND DISCUSSION REGARDING MARKETING DMAIC.

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

MEETING DATE: May 22, 2019
NAME & TITLE: Ed Caum, Director
DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve renewal of The Atkins Group for 2019/20 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

Market Budget 02-594

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: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve The Atkins Group 2019/20 FY agreement and recommend to approval to City Council.

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

MEETING DATE: May 22, 2019
NAME & TITLE: Ed Caum, Director
DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve 2019/20 FY proposed Media Flowchart.

ITEM BACKGROUND

Advisory action to be taken, considering approving the 2019/20 FY proposed Media Flowchart.

BUDGET/FINANCIAL SUMMARY

Marketing Budget 02-594

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: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve the proposed Media Flowchart.

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

MEETING DATE: May 22, 2019

NAME & TITLE: Ed Caum, Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve 2019/20 FY proposed Marketing Budget.

ITEM BACKGROUND

Advisory action to be taken, consider approving the 2019/20 FY Market Budget.

BUDGET/FINANCIAL SUMMARY

Market Budget 02-594

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: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve 2019/20 FY Marketing Budget.

EXPENDITURE REQUEST DETAIL

Fiscal Year 2019-2020

ARTMENT: Convention & Visitors Bureau DIVISION: Marketing

FUND: 2 ACCOUNT: 594

Object Code	Account Title	19/20 Base Budget	19/20 Enhancement Request (s)
0103	Video Media	0.00	0.00
0108	Fulfillment and Postage	0.00	0.00
0230	Stock-Promo Items--trade shows	0.00	0.00
0513	Training		7,650.00
	Senior Marketing and Communications Manager		
	Marketing and Communications Specialist		
0530	Professional Services	603,500.00	0.00
0531	Media Placement	2,203,650.00	0.00
TAG	TAG Rio Grande Valley Media		0.00
TAG	TAG Mexico Media		0.00
TAG	TAG Texas Media		0.00
TAG	TAG Winter Texan/Central States Media		0.00
TAG	TAG Spring Break Media		0.00
TAG	TAG Overall Media Research, Planning & Placement \$2,025,000.00		0.00
	In House Group Business (Digital Edge) \$200,000.00 (\$100K from old TAG contract plus \$100K from new enhancement)		100,000.00
	In House Misc. Marketing Buys \$128,650.00 (\$78,650 from base budget plus an additional \$50K from new enhancement)		50,000.00
0533	Marketing	60,000.00	50,000.00
0537	Production/Content Development	314,200.00	0.00
TAG	TAG-Creative & Content Services \$194,200.00		0.00
TAG	TAG-Production & Editing \$120,000.00		0.00
0550	Travel Expense	10,000.00	3,968.50
TAG	Agency travel \$10,000 per year		0.00
	Staff Travel \$3,968.50		
0559	Content Development	60,000.00	0.00
TAG	TAG-Website Maintenance & Digital Development \$60,000.00		0.00
	Department Totals:	3,251,350.00	211,618.50

Removed from 18/19 TAG contract - group business media buy \$100,000

Added \$100,000 from new funds

Additional \$50,000 added to inhouse media placement

Additional \$50,000 added to inhouse software

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

MEETING DATE: May 22, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Presentation and discussion regarding April 2019 Director's Report.

ITEM BACKGROUND

CVA Board recommended for a monthly update to be given at the regular CVA Board Meetings.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS



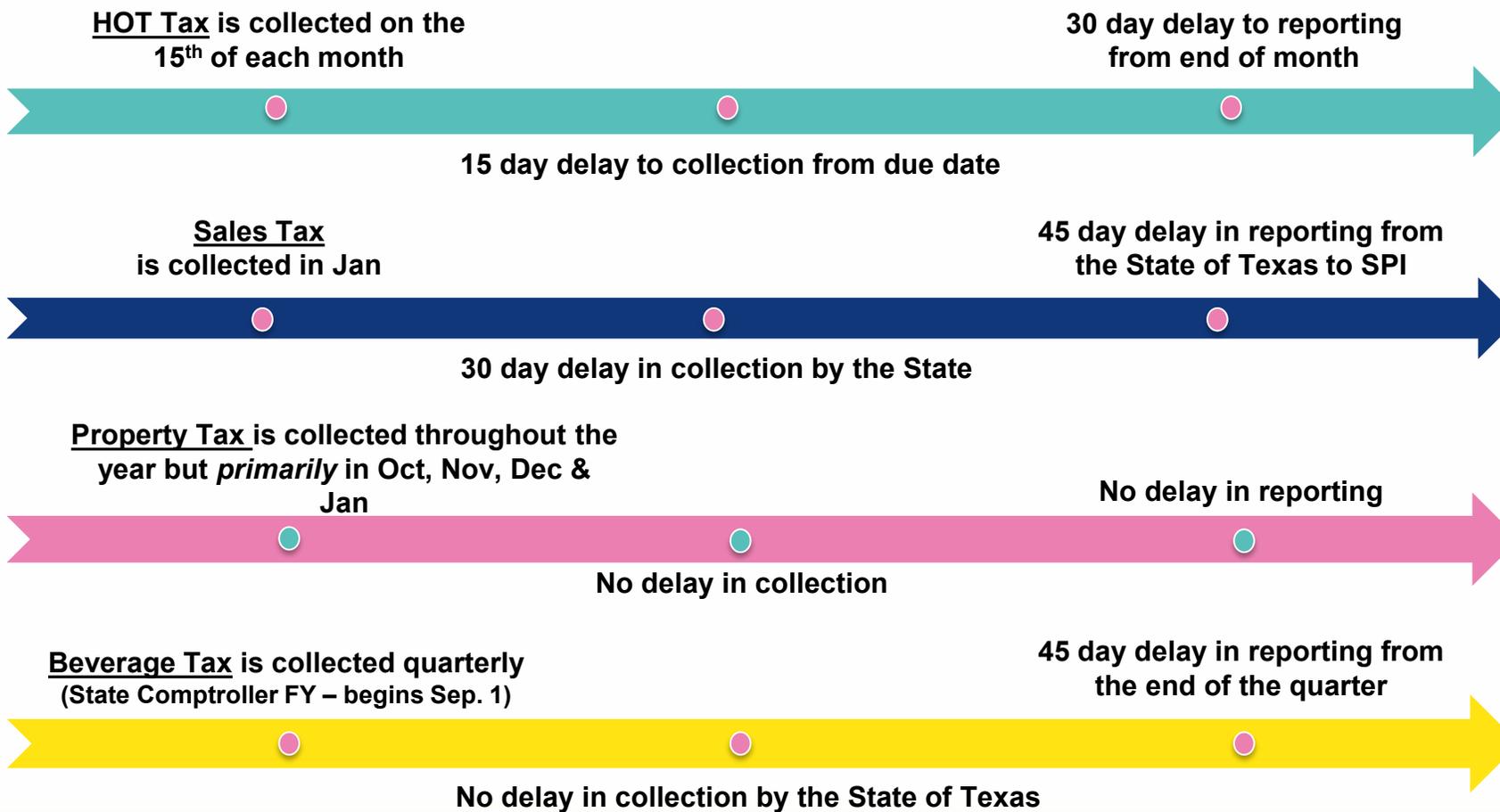
CVB DASHBOARD

MAY 2019





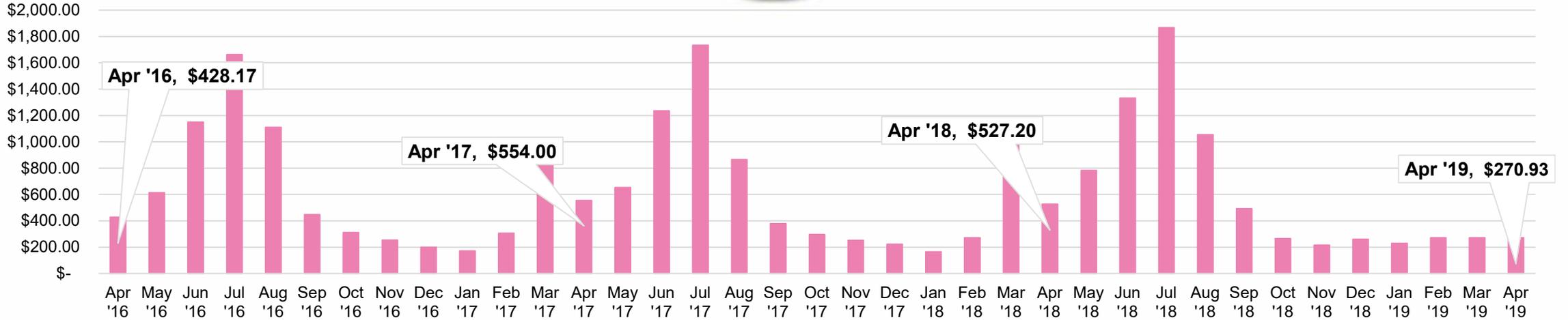
TAX COLLECTION TIMELINES



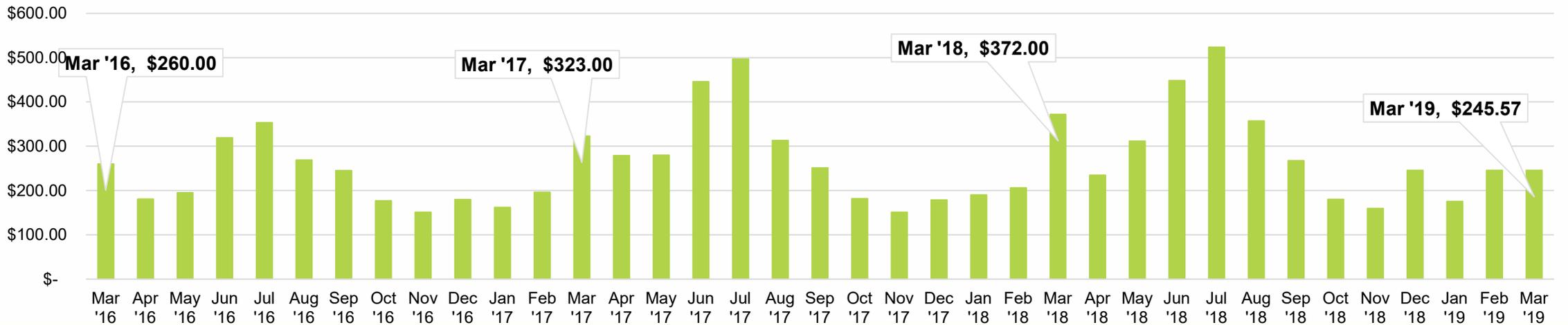
ECONOMIC IMPACT



Hotel Occupancy Tax (in 00,\$)



Sales Tax (in 100K,\$)

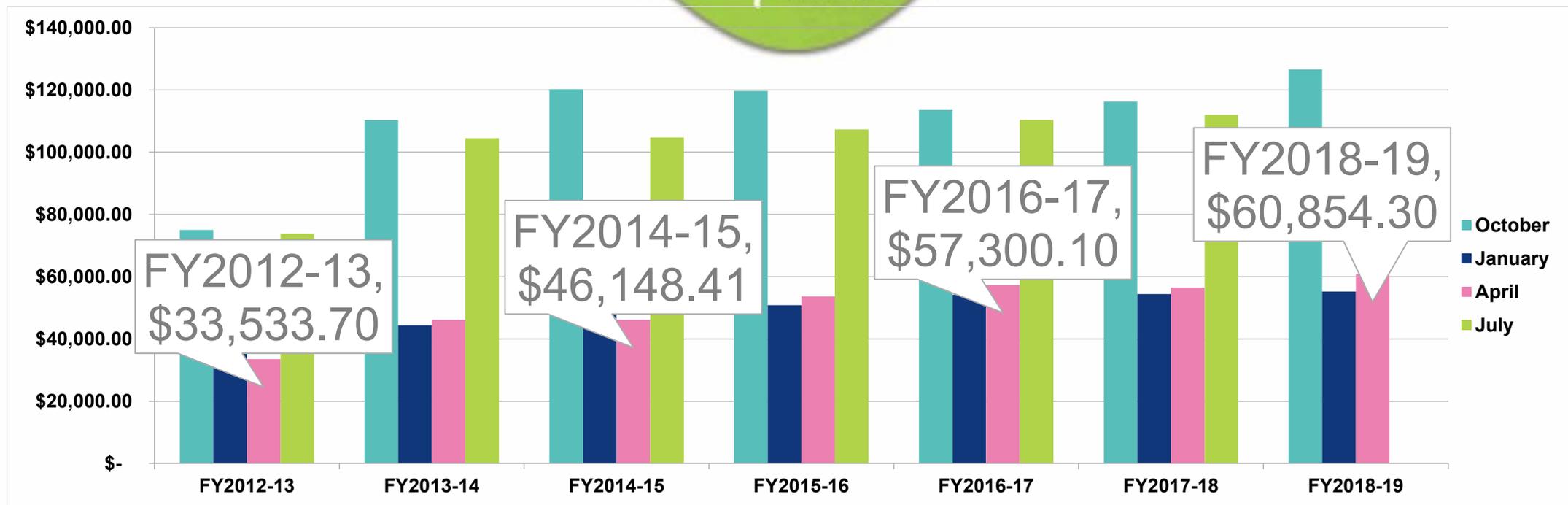


*2-month reporting delay for sales tax

ECONOMIC IMPACT



Mixed Beverage Tax



Month of Payment	Months Reported	FY 2018-19	FY 2017-18	FY 2016-17	FY 2015-16	FY 2014-15	FY 2013-14	FY 2012-13
October	Jun/ Jul/ Aug	\$126,584.28	\$116,263.73	\$113,583.54	\$119,689.50	\$120,182.68	\$110,335.73	\$75,021.74
January	Sept/ Oct/ Nov	\$55,210.97	\$54,403.20	\$54,183.63	\$50,872.08	\$48,216.13	\$44,381.48	\$36,262.66
April	Dec/ Jan/ Feb	\$60,854.30	\$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
Total			\$339,169.50	\$335,422.10	\$331,576.86	\$319,259.11	\$305,351.19	\$218,657.47

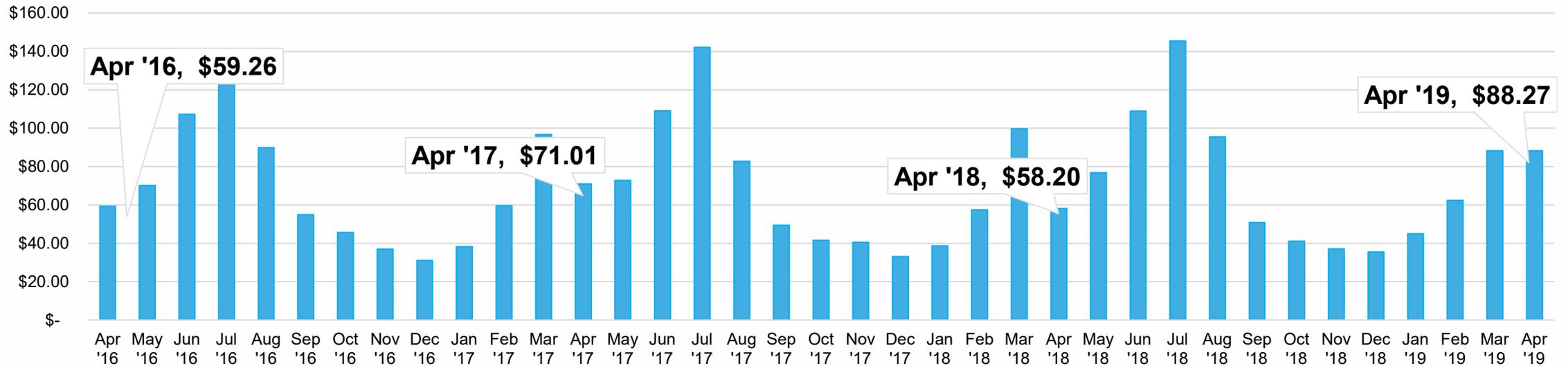
*Only updated/reported quarterly

ECONOMIC IMPACT

Occupancy



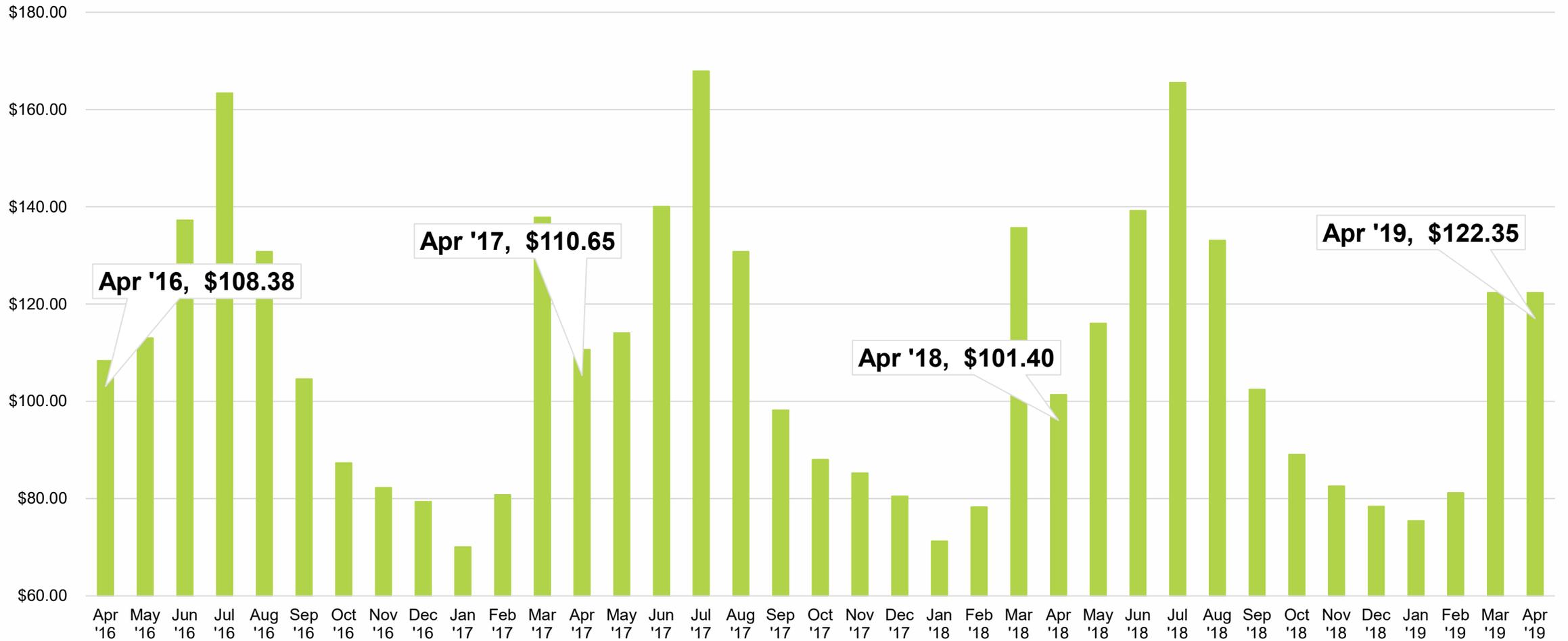
Revenue Per Available Room (RevPAR)



ECONOMIC IMPACT



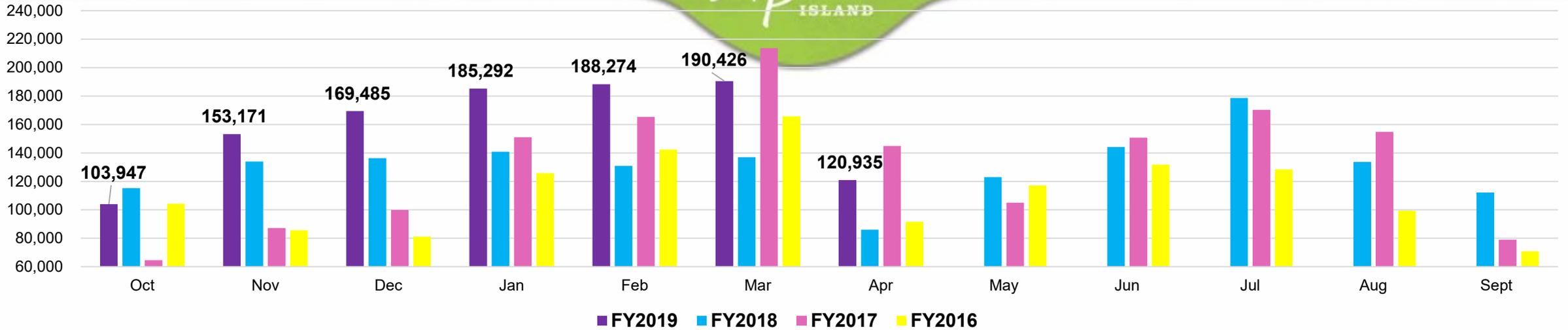
Average Daily Rate (ADR)



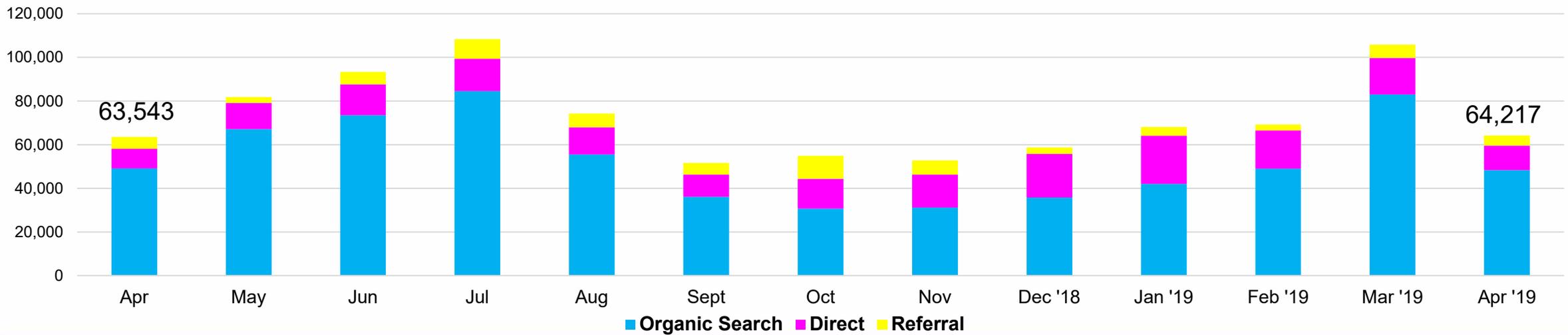
AWARENESS



Web Visits



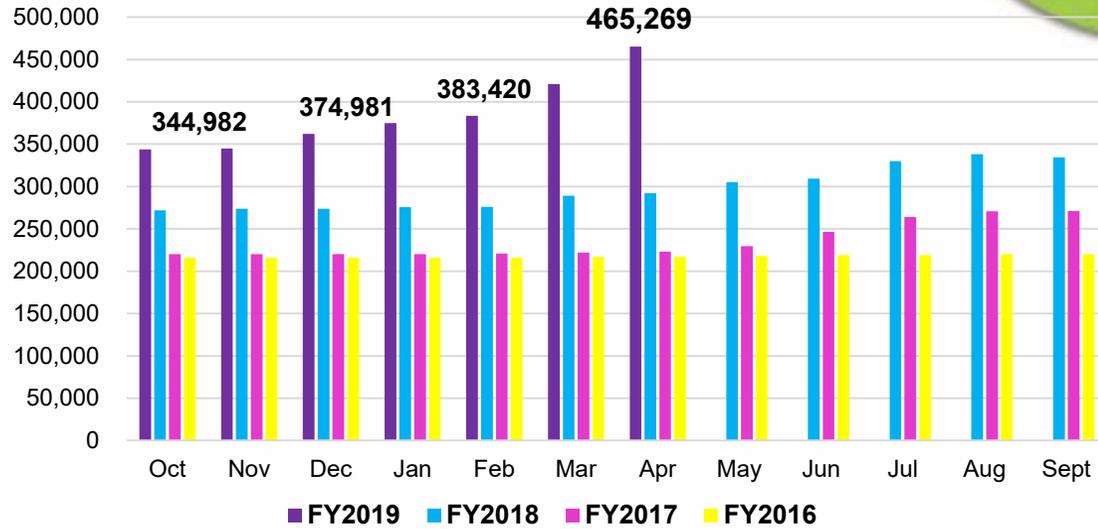
Sources of Website Traffic



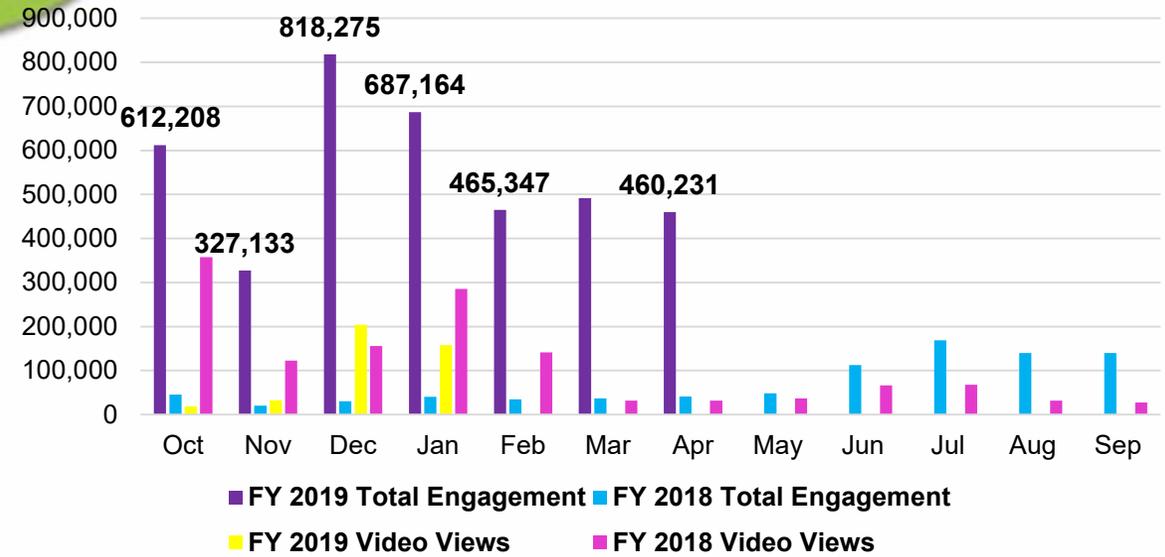
AWARENESS



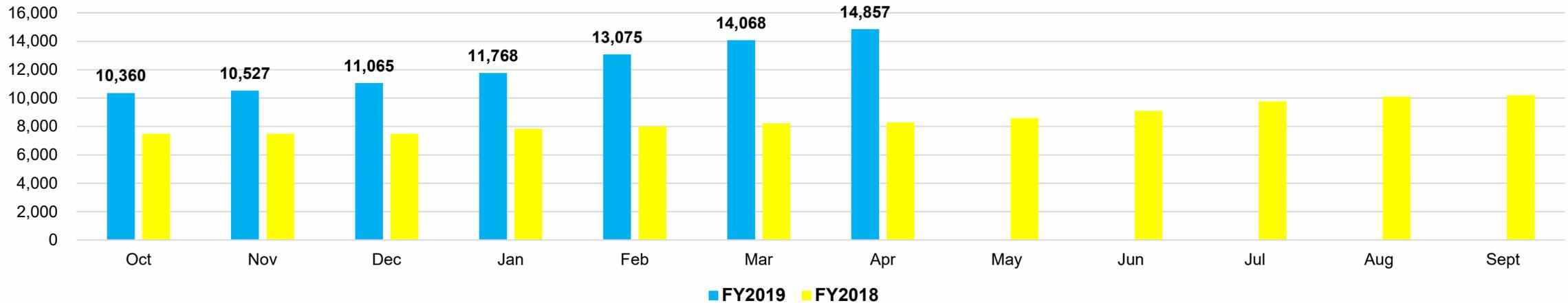
Facebook Likes/ Followers



Facebook Engagement



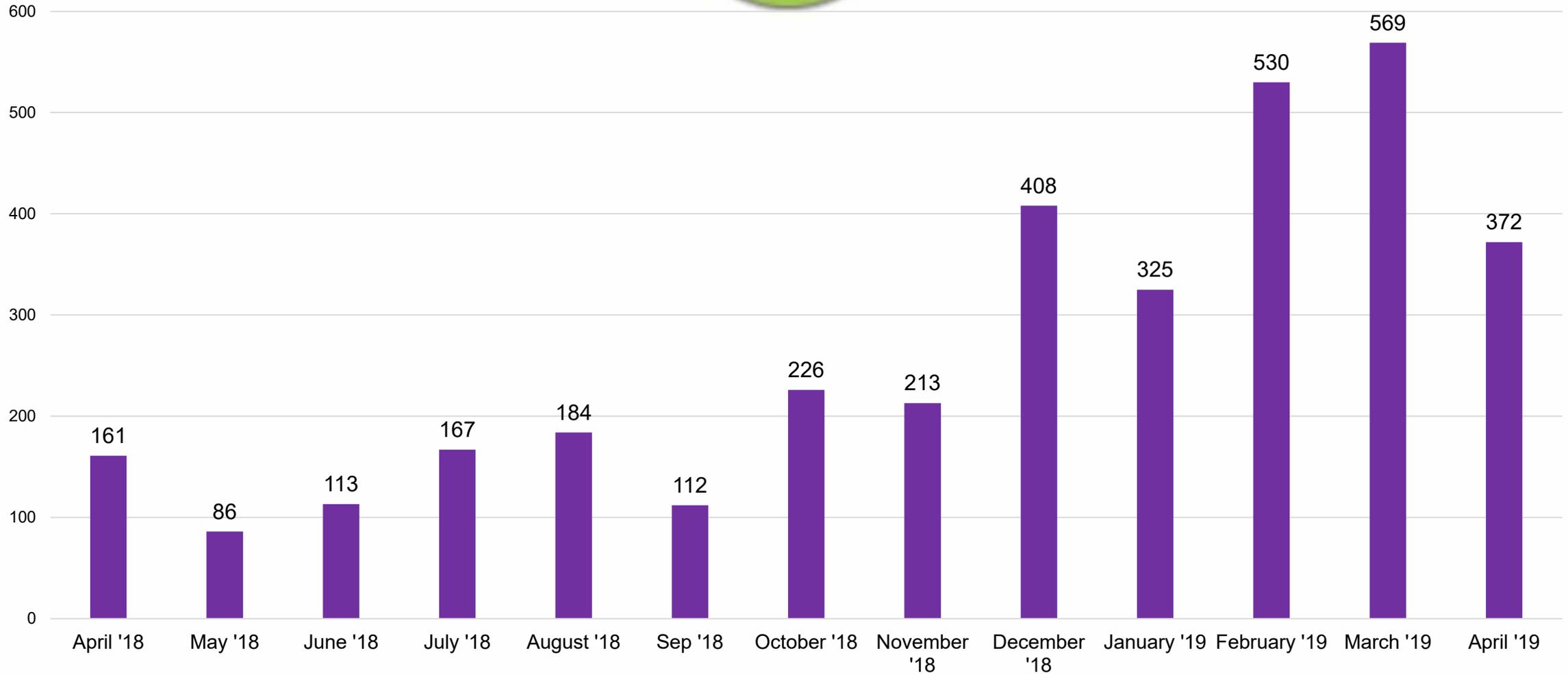
Instagram Followers



ENGAGEMENT



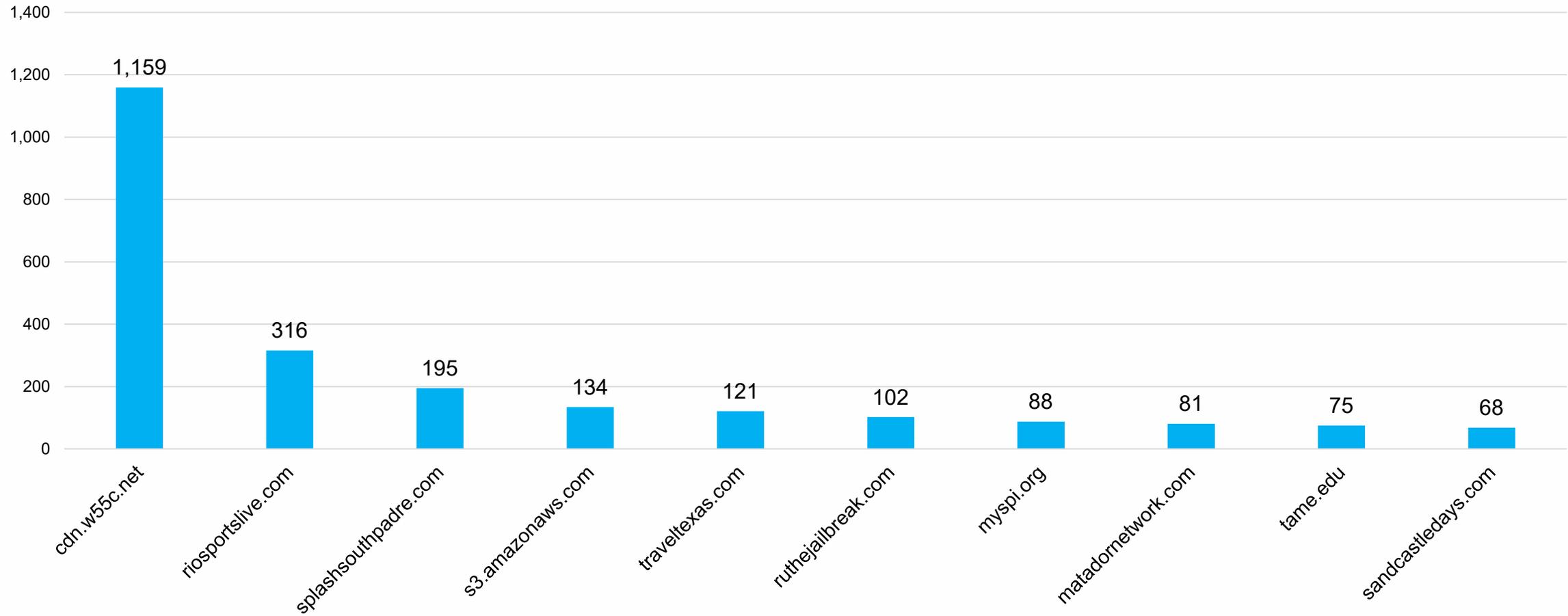
PR Engagement Media Mentions by Month



REFERRAL SOURCES

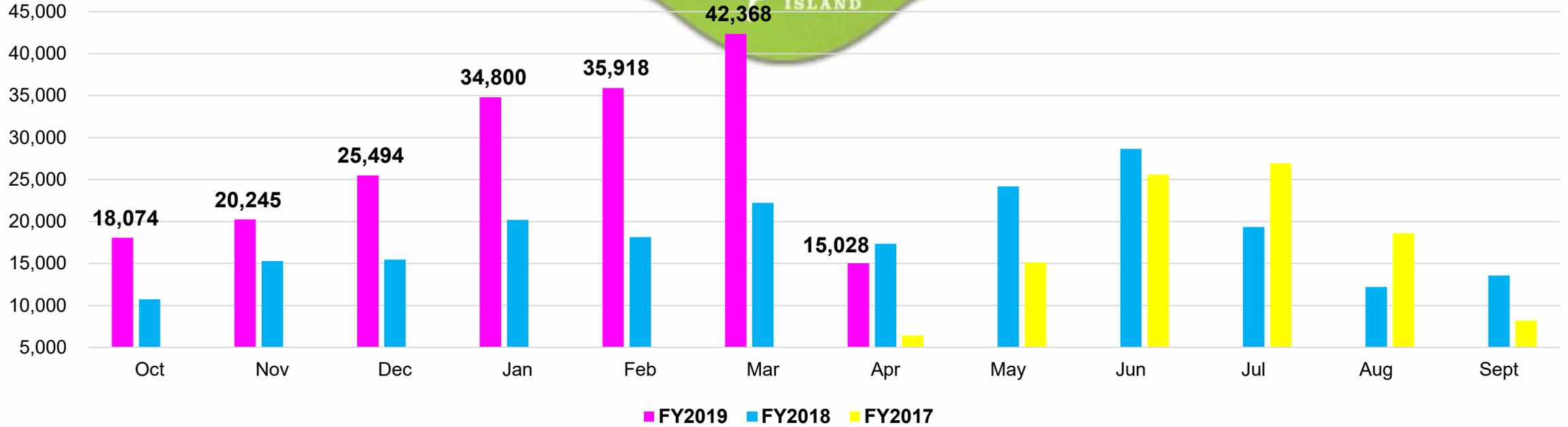


Referral sources to www.sopadre.com for the month of April 2019

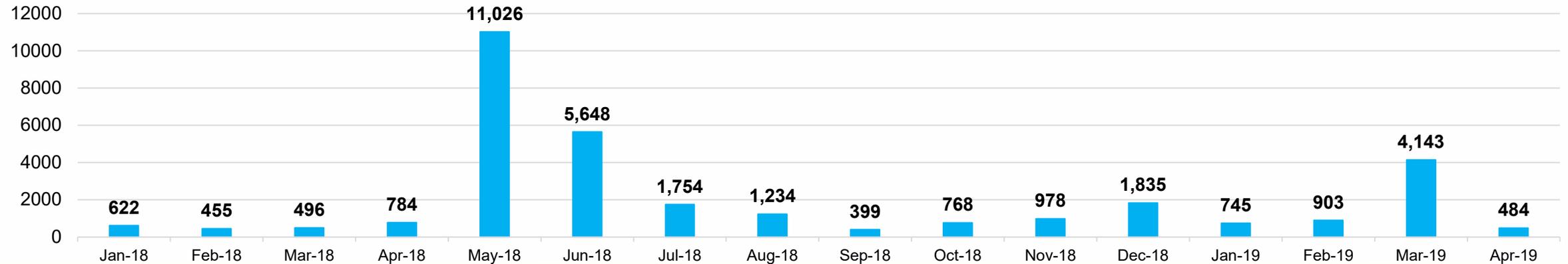


CONVERSION

Outbound Partner Links



Visitor Guides Requests (Fulfillment House)



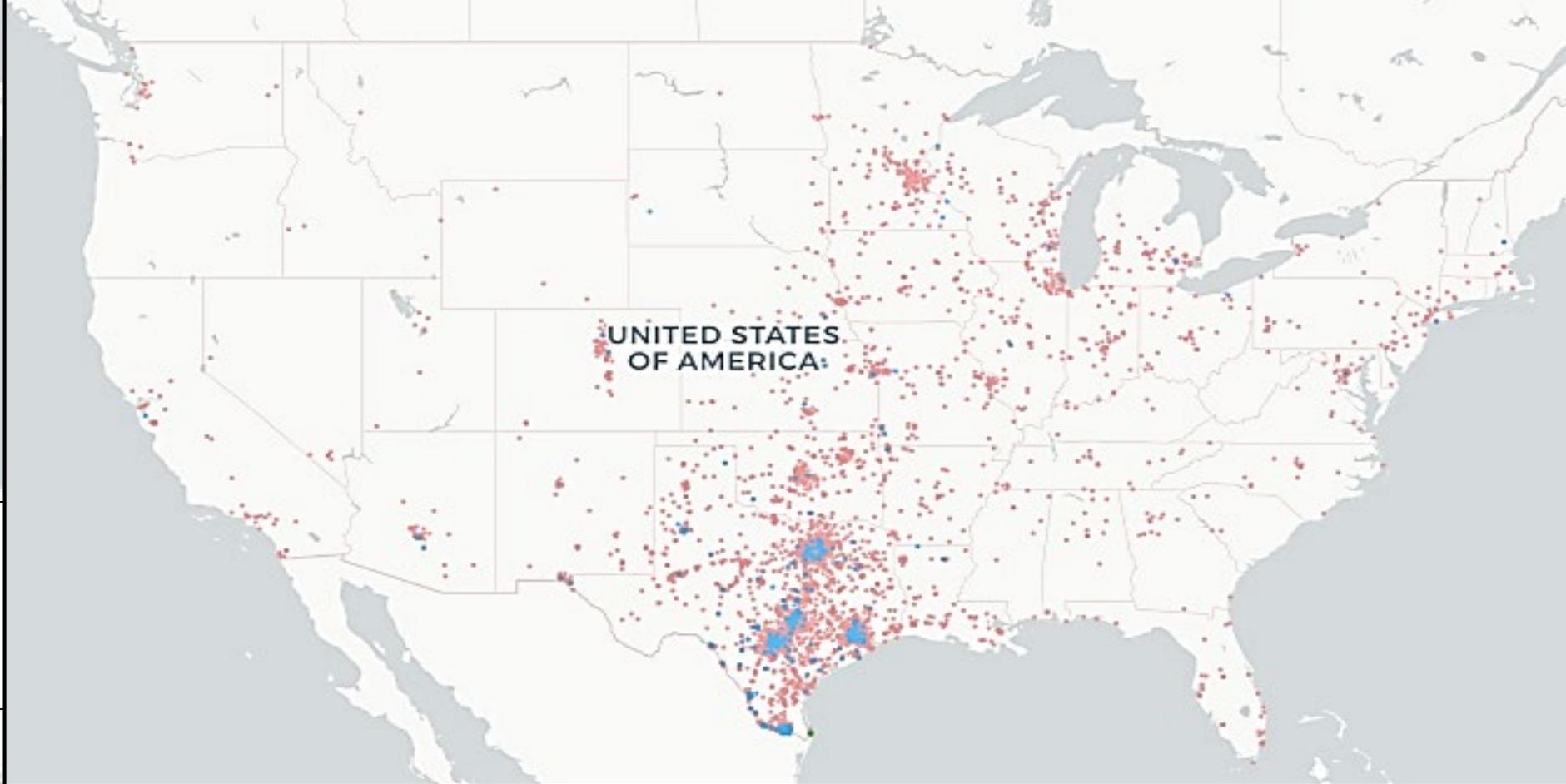


Research and Analytics



Airport Data for South Padre Island 10.1.2017 thru 4.8.2019

McAllen Miller International Airport (MFE), Valley International Airport (HRL), Brownsville/South Padre Island International Airport (BRO)



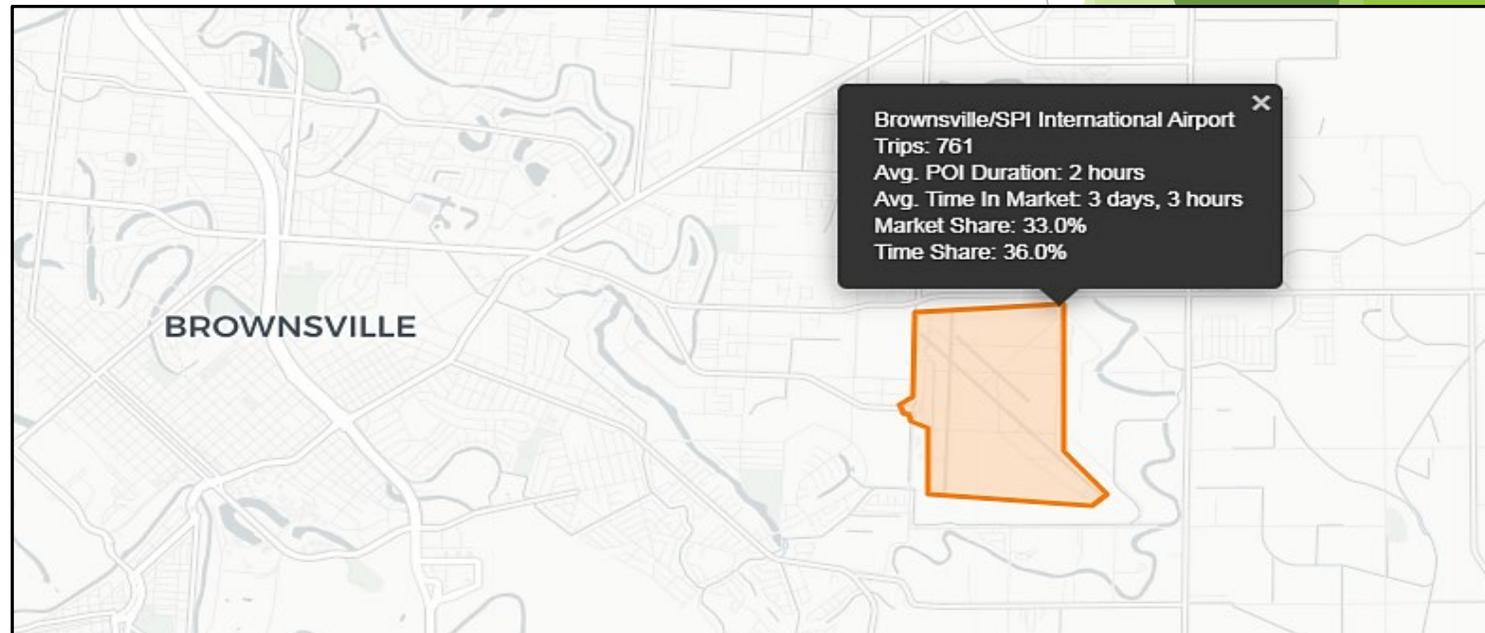
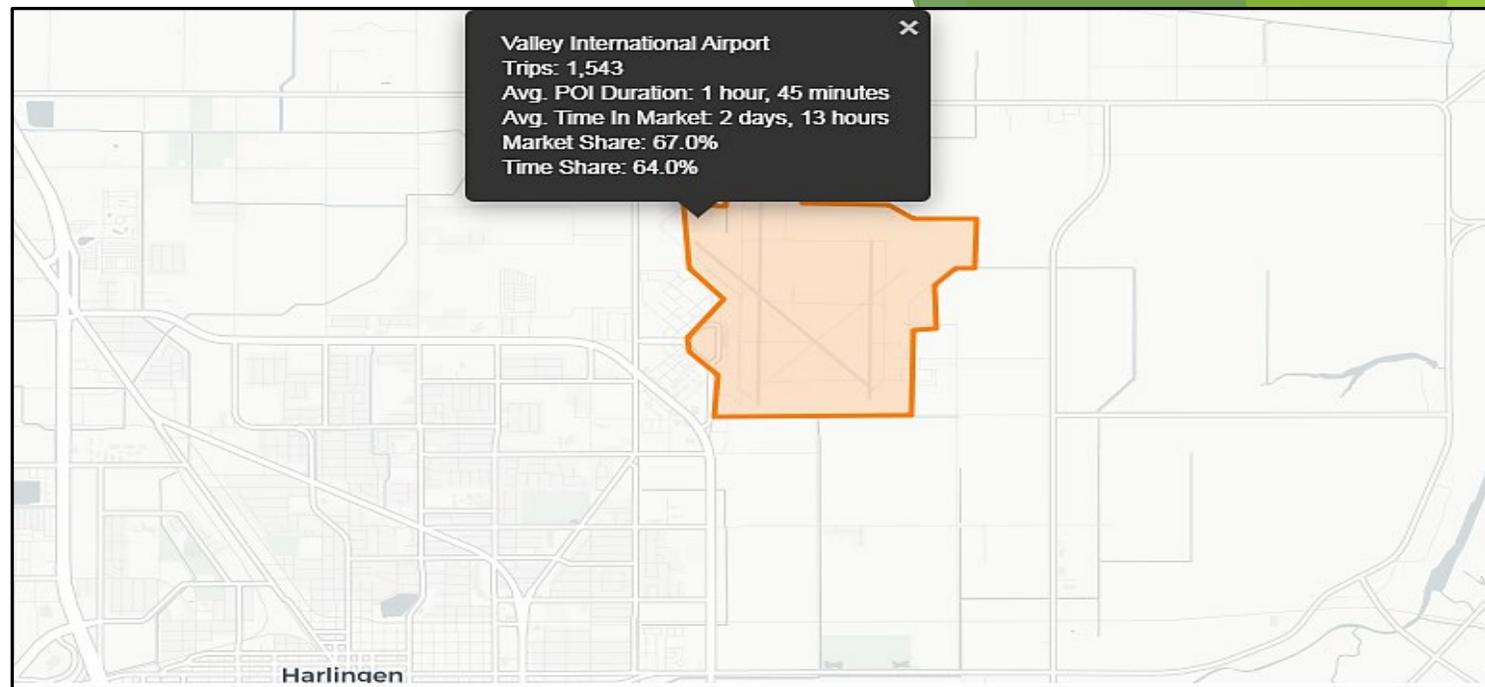
77% of all domestic spending on SPI comes from TEXAS

23% comes from all other states, combined

VIA and BRO/SPI
airports - ONLY

Valley International
represents 67.0% of
the airlift market
share to SPI

Brownsville/SPI
International
represents 33.0% of
the airlift market
share to SPI

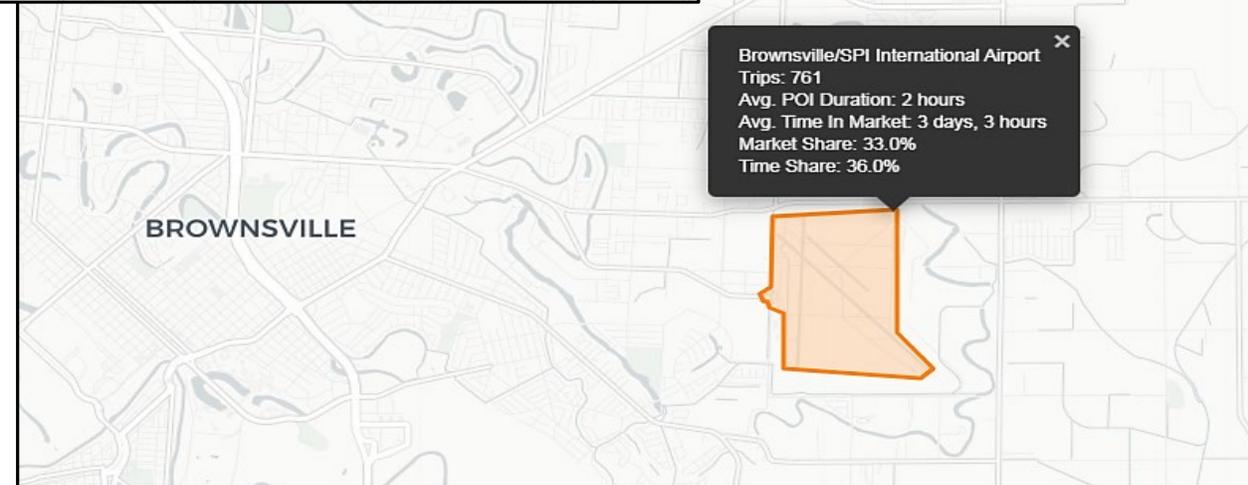
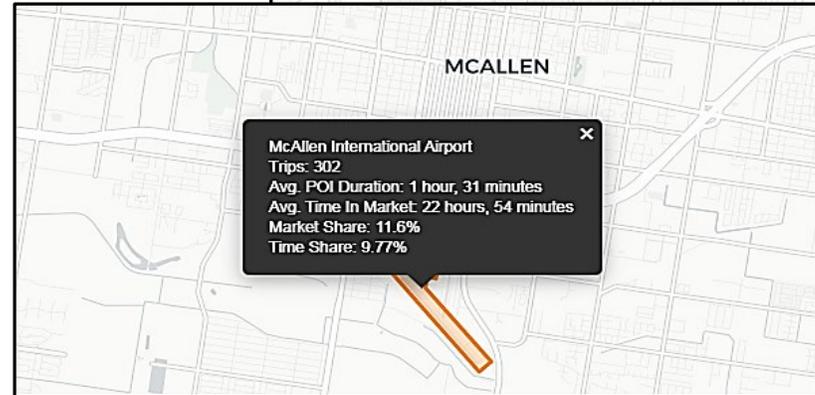
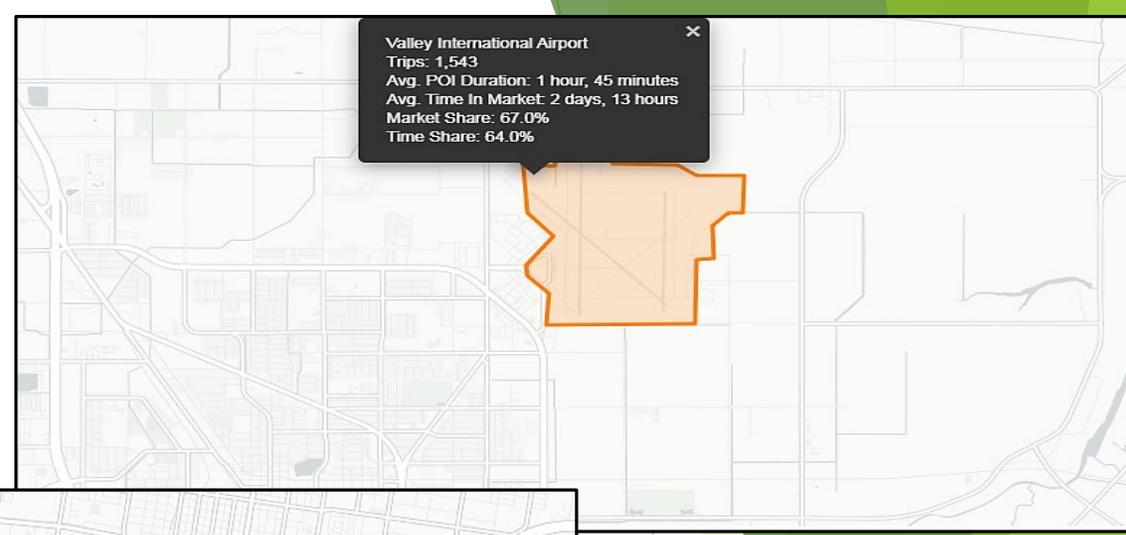


Valley International
59.2% of the market

Brownsville/SPI
International
29.2% of the market

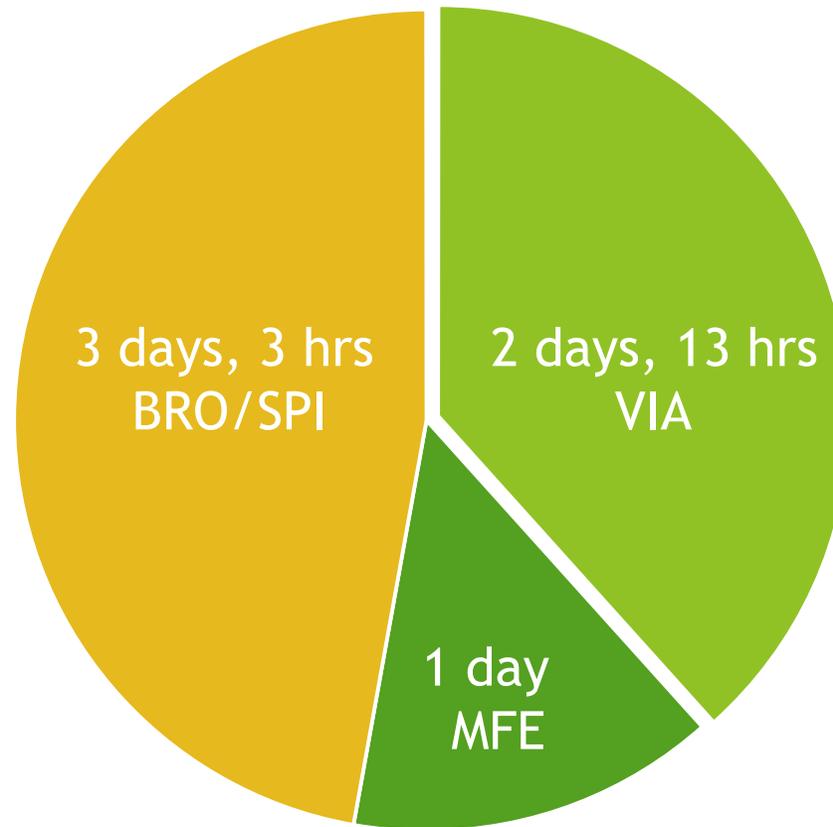
McAllen Miller
International Airport
11.6% of the market

All 3 RGV
Airports



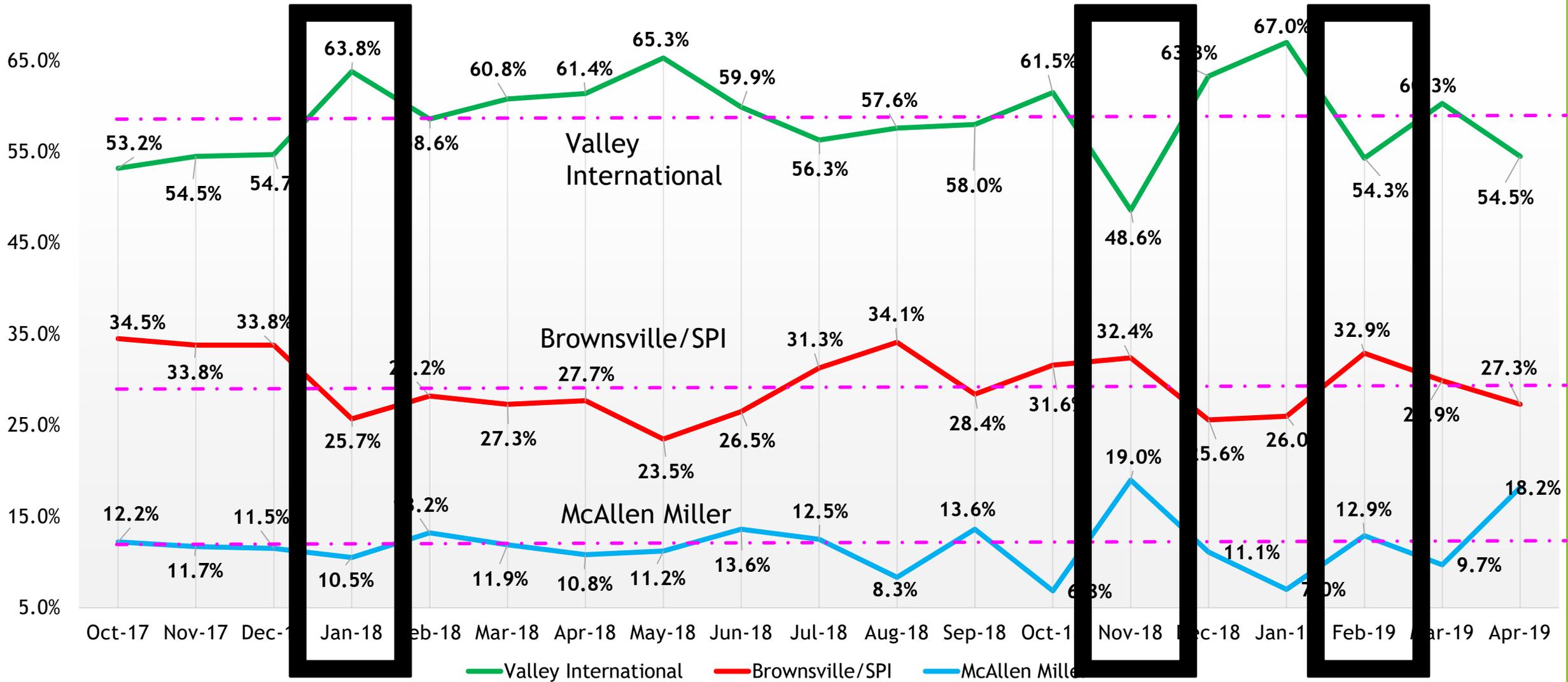
Average time in market, by airport

Time on South Padre Island (in days)



■ Valley International ■ McAllen Miller ■ Brownsville

SPI Visitor Travel through each airport (percentage of total)





Convention and Group Sales



Austin Sales Rep

Offer was made to a candidate for Sr. Sales Manager opening. Start date will be May 13.

Trade Shows

Gene attended Global Meetings Day in Austin, a one day meeting with panel discussing industry trends. Over 150 people in attendance, good planner showing.

Elizabeth attended DFWAE Association Day with our hotel partner Schlitterbahn and was able to contact several planners in the DFW area. Two possible leads generated from show.

Group Sales is working with Alisha and Jamie in forming a focus on Group Business marketing with Digital Edge.

New/Returning Business Site Visits

Texas Hostage Negotiators – 2019

Emerson – November 2020

MTV Floribama – Summer 2019

Texas Library Assn – September 2019

AM/EX Global Meetings - 2023 & 2026 RFP's

SHARE! - Yvette Coffman - January, 2021

State Bar of TX - Chloe Calloway

Nat'l Center for Farmworker Health - 2021

CVMA - September, 2020

Digital Edge - Shirley Smith & Kim Ritten

ECONOMIC IMPACT



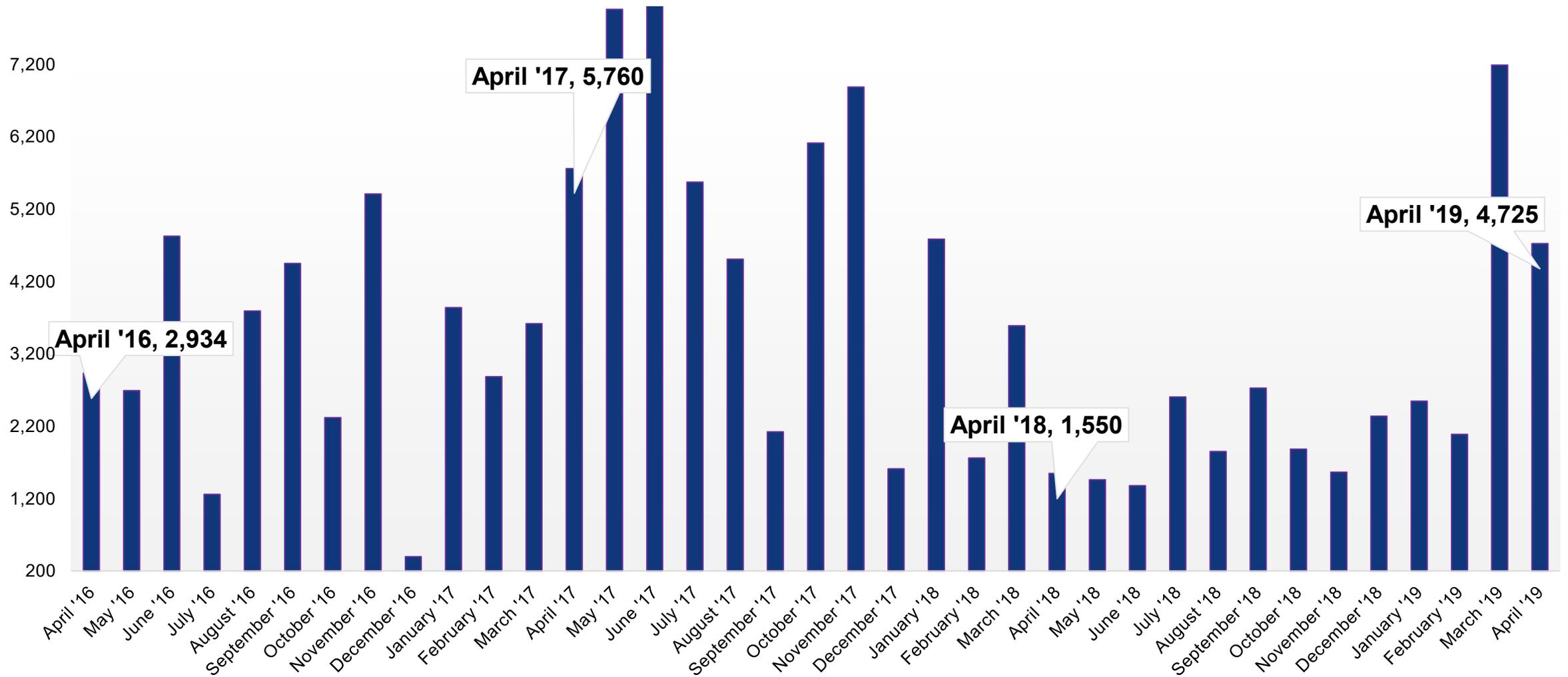
ROOMS BOOKED – BY MONTH



CONVERSION



Group Leads Sent



CONVERSION

Group Business Booked



BOOKED BUSINESS

- 2020 Motorcycle Cannonball
- Tropical Texas Behavioral Health
- South Texas Association of School Maintenance
- VCASE Summer Conference
- Christine Diaz Photography
- UTRGV Academic Affairs Staff Retreat
- National Down Syndrome Congress
- Performance Food Show
- Trauma Advisory Council
- RGV Christian Church

TOTAL: 1,151



Pacing Report for Booked Business

2019	2020
<u>42,574</u> definite room nights	<u>24,773</u> definite room nights
<u>67,347</u> total booked room nights through December 2020	



Special Events and Packaging

CONVERSION

2019 Special Events



January

Polar Bear Dip
Longest Causeway Run/Walk
WOWE

February

SPI Kitefest
W4W Chili Cook Off

March

Spring Break Car Jam

April

National Tropical Weather Conference
SPLASH
Sand Crab Run

May

Jailbreak
Pedal to Padre
Shallow Sport Fishing Tournament

June

ProWater Cross

Dargel Fishing Tournament
Longest Causeway Run/Walk
[Airshow!!](#)

July

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
SPI Triathlon

October

SandCastle Ball
SandCastle Days
SPLASH
Walk For Women Fishing Tournament
Zombie Charge
Elite Redfish Championship
SPI Fishing Days

November

Mariachi Run
Holiday Sandcastle Village

December

Lights Over Padre Holiday Weekend



Special Event Manager Notes

National Association of Sports Commissions

Recap of meetings and one-on-one appointments with vendors from the conference

Upcoming Special Events

ProWaterCross Update

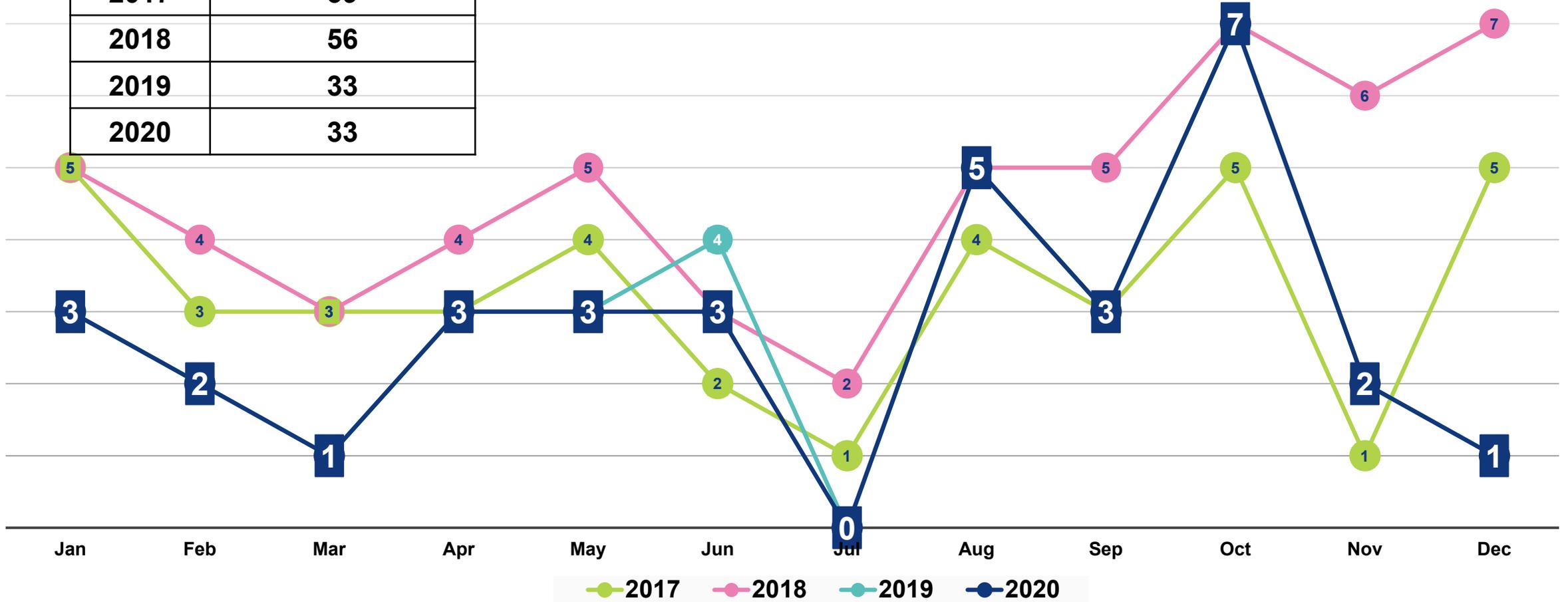
CONVERSION

Special Events



Year	Number of Events
2017	39
2018	56
2019	33
2020	33

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





Marketing & Communications



So Padre Campaign Overview



Campaign Goal

Establish “That’s So Padre” in the vocabulary of our audience by showing them evocative images, stories, and messages in order to create viral expression within the community and encourage User Generated Content.

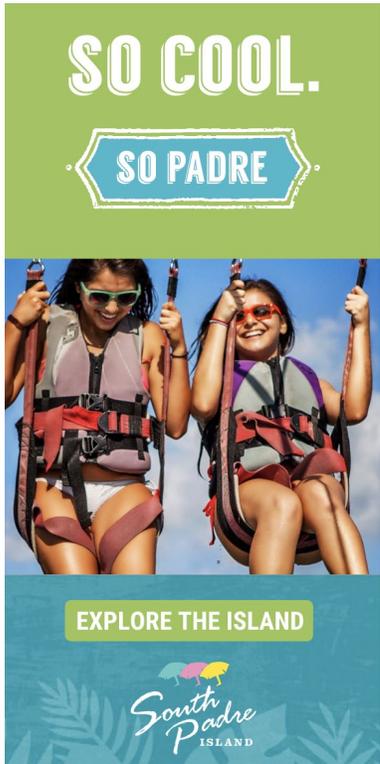
Campaign Launch Timeline

- **Gather Phase:** January - Early February
- **Build Phase:** Mid February - March
- **Launch Phase:** April





Creative Assets | Mobile & Static Banners



330x600

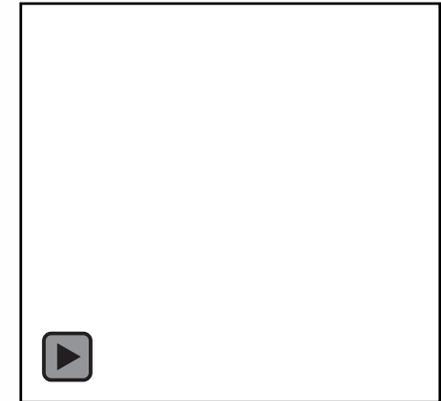


320x480



728x90

Radio



728x90



Creative Assets | Retargeting Banners



Austin



RGV



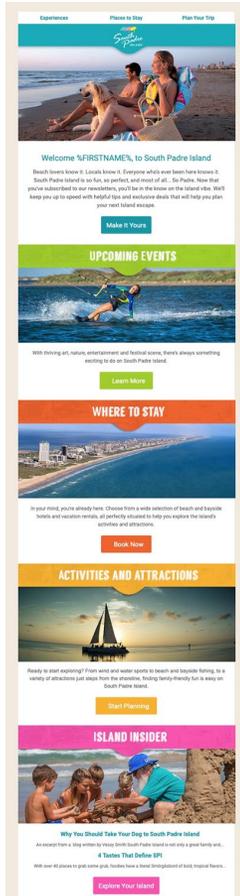
San Antonio



Dallas/ Houston



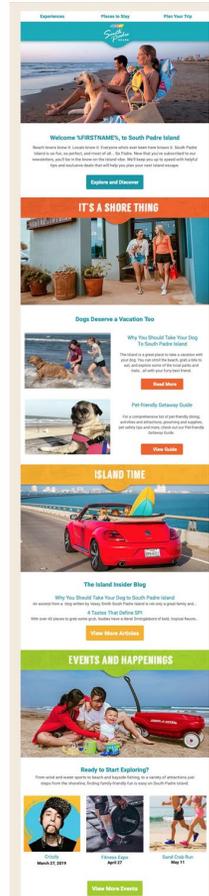
CRM/ Monthly E-Newsletters



Welcome



Family



Island Insider

Island Insider (Monthly) Seasonal Newsletters

- Spring Break (Nov-Mar)
- Winter Texan (Sept- Feb)
- Family Travel (May-Aug/Nov/ Dec)
- Meetings & Groups (Jan/Nov/Jul/Oct)



Island Partner Emails



Dear Partner,

We value your partnership with the South Padre Island CVB!
Please click button below to view your new leads.

[Download Here](#)

Did You Know?

You can download the leads spreadsheet in PDF or Excel formats. Please watch the videos in the links below to see how to perform that download.

[Watch How to Download Excel Sheet](#)

[Watch How to Download PDF Sheet](#)

Island Partner Leads | Daily: 10 a.m. & 2 p.m.

For subscribers who give CVB permission to share their email address with lodging partners.

Partner Tutorials

- **How to Download Leads** (Excel & PDF)
- **How to Submit Event Listing** (SoPadre.com)
- **How to Update Business Listing** (SoPadre.com)

More tutorial videos and partner news will be created and shared through Partner email

- Convention Centre Events
- Tie Cutting Ceremony Request
- Marketing Resource Quick Sheet
- Barberstock Overview



PR Analysis Report | April 2019



372

Total Mentions

The total number of news stories for a specified time period.

733.2K

Total Reach (UVPM): 315.6M

A globally consistent baseline metric for measuring the reach of a media outlet.

\$223.3K

Total Publicity Value

A scoring system that creates an approximate value for a news article.

Database

Find and connect with the right influencers for our audience.

Monitoring

Multichannel reach and impact of South Padre Island coverage across online, social, print and broadcast.

Distribution

Earned media visibility with Cision Distribution by PR Newswire.

Analytics

Attribute value and South Padre Island's earned media coverage through metrics and data.

Top Outlets

OUTLET	NUMBER OF CLIPS	REACH	PUBLICITY VALUE
The Brownsville	19	1,481,544	\$681.51
Valley Morning Star	17	1,145,800	\$263.53
The Brownsville	14	264,390	\$11,677.04
US Official News	13	0	\$0.00
Port Isabel South	12	34,308	\$7.89
The Monitor	11	254,661	\$19,572.29
Monitor Online	11	2,024,968	\$931.49
KVEO-TV Online	8	68,928	\$15.85
Valley Morning Star	8	88,832	\$6,335.48
KRGV-TV Online	5	1,358,895	\$312.55
RFD-TV Online	3	225,903	\$51.96
KLCW-TV - CW	3	17,676	\$4.07
Double T 973	3	29,406	\$6.76
My Lubbock TV	3	5,343	\$1.23
Telemundo Lubbock	3	20,943	\$4.82
WBCB TV Online	3	19,095	\$4.39
WSIL-TV Online	3	455,139	\$104.68



Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Visit South Padre  @visitsouthpadre	5,797	24.53%	80	76,490	956.1	2,509	31.4	219
 South Pa...jical Travel  Business Page	441,334	4.86%	48	7,971,832	166,079.8	19,031	396.5	31,073
 South Padre Island,...  @visitsouthpadre...	15,188	7.99%	26	147,737	5,682.2	7,604	292.5	—



South Padre Island Likes Analysis

Current Geos: Mar. 6 – May. 31

<u>Region</u>	<u>Impressions</u>	<u>Page Likes</u>	<u>Clicks (All)</u>	<u>CTR (All)</u>
Distrito Federal	2637865	14414	27718	1.05077402
State of Mexico	3202167	14101	29537	0.92240661
Nuevo León	1589496	7642	15259	0.95998983
Texas	211146	4214	5804	2.74880888
Louisiana	18729	792	1022	5.45677826
Alabama	17204	674	876	5.09183911
Georgia	18181	668	855	4.70271162
California	27663	559	754	2.72566244
Virginia	11326	442	550	4.85608335
New York	8551	316	366	4.28020115
New Jersey	3595	134	160	4.45062587
Washington	2609	89	122	4.67612112
Connecticut	662	12	19	2.87009063
Hidalgo	1088	7	14	1.28676471
Morelos	427	5	8	1.8735363
Pennsylvania	88	2	3	3.40909091
Coahuila de Zaragoza	64	1	1	1.5625
Arizona	23	1	1	4.34782609
Unknown	19	1	0	0
Tlaxcala	11	1	2	18.18181818
Nevada	9		0	0
Sonora	3		0	0
Tamaulipas	2		0	0
Tabasco	1		0	0



South Padre Island Likes Analysis

Previous Geos: Dec. 6 – Mar. 5

<u>Region</u>	<u>Impressions</u>	<u>Page Likes</u>	<u>Clicks (All)</u>	<u>CTR (All)</u>
Texas	1383622	25288	34533	2.49584063
Distrito Federal	1633360	11599	20191	1.23616349
State of Mexico	759742	4447	8241	1.08471034
Nuevo León	665321	4303	7769	1.16770702
Ohio	184377	3276	4588	2.48837979
Oklahoma	64608	1496	2004	3.10178306
Colorado	89555	1313	1874	2.09256881
Michigan	79365	1225	1809	2.27934228
Illinois	65759	1212	1633	2.48331027
New York	42515	1002	1270	2.98718099
Indiana	36063	671	921	2.55386407
Kansas	28204	620	845	2.99602893
Missouri	28039	596	826	2.94589679
Minnesota	29963	527	753	2.51309949
New Jersey	22310	524	711	3.1869117
Wisconsin	13797	262	363	2.63100674
Georgia	3654	209	256	7.0060208



South Padre Island Likes Analysis

Previous Geos: Dec. 6 – Mar. 5

<u>Region</u>	<u>Impressions</u>	<u>Page Likes</u>	<u>Clicks (All)</u>	<u>CTR (All)</u>
Louisiana	3033	186	219	7.22057369
Alabama	3091	174	214	6.92332578
California	6948	171	233	3.35348302
Wyoming	9336	168	251	2.68851757
Virginia	2690	163	193	7.17472119
Nebraska	5246	87	138	2.63057568
Connecticut	3670	72	100	2.72479564
Washington	664	33	38	5.72289157
New Mexico	1570	31	37	2.3566879
Pennsylvania	1100	25	37	3.36363636
Arizona	11	2	2	18.18181818
Hidalgo	365	1	1	0.2739726
Unknown	956		27	2.82426778
Morelos	65		0	0
Iowa	61		0	0
Coahuila de Zaragoza	7		0	0
Nevada	3		0	0
Tlaxcala	3		0	0
Florida	1		0	0

Top Posts by Engagement: Facebook

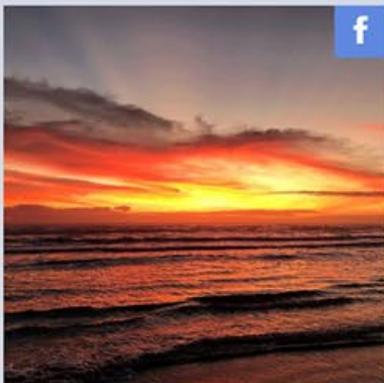
TOP POSTS BY ENGAGEMENT



SOUTH PADRE ISLAND
TROPICAL TRAVEL
4/14/2019 6:32 PM

13 Best Places to See Dolphins in the Wild | If you're wild about dolphins, you probably already know that the best way to see and

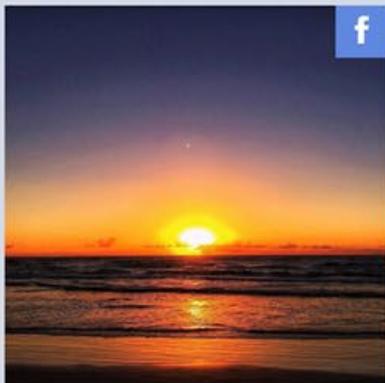
2,792
Engagements



SOUTH PADRE ISLAND
TROPICAL TRAVEL
4/1/2019 2:21 PM

Timeline Photos | No filter needed. @indiafishes | <https://www.facebook.com/sopadre/tvde=3>

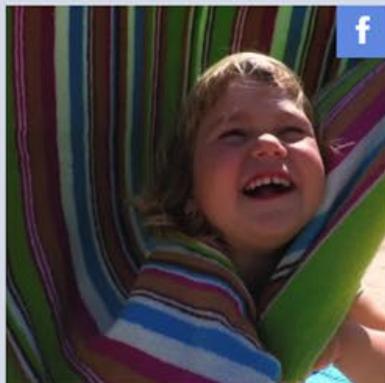
2,035
Engagements



SOUTH PADRE ISLAND
TROPICAL TRAVEL
4/15/2019 2:04 PM

Timeline Photos | It doesn't get much better than this folks... @thatdandude | <https://www.facebook.com/sopadre/>

1,909
Engagements



SOUTH PADRE ISLAND
TROPICAL TRAVEL
4/25/2019 11:15 AM

South Padre Island Tropical Travel added a cover video. | <https://www.facebook.com/sopadre/>

1,670
Engagements



SOUTH PADRE ISLAND
TROPICAL TRAVEL
4/18/2019 4:05 PM

Texas' Best Beaches — 8 Underrated Retreats (No, Really) | PaperCity Magazine | Houston and Dallas are many things, but

1,430
Engagements



SOUTH PADRE ISLAND
TROPICAL TRAVEL
4/23/2019 11:25 AM

Timeline Photos | Pros and cons of eating tacos... Pro: Eating the Con: Finishing the tacos #TacoTuesday @kimodulid

1,123
Engagements

Top Posts by Engagement: Instagram

TOP POSTS BY ENGAGEMENT



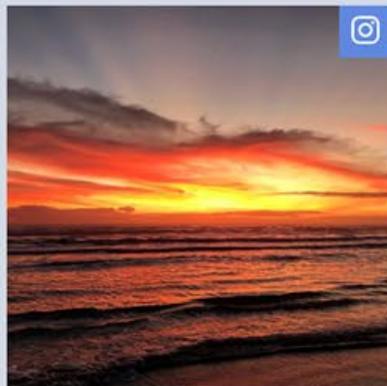
SOUTH PADRE ISLAND,
TEXAS

4/13/2019 2:54 PM

Be Beach Wise! ☐@nefta27 1) Always Swim With A Buddy 2) Learn Rip Current Safety 3) Obey Posted Signs & Flaas 4) Always

697

Engagement



SOUTH PADRE ISLAND,
TEXAS

4/1/2019 6:45 PM

No filter needed. ☐@indiafishes

500

Engagement



SOUTH PADRE ISLAND,
TEXAS

4/23/2019 11:33 AM

Pros and cons of eating #tacos... Pro: Eating the tacos Con: Finishing the tacos #TacoTuesday ☐@kimopulido

489

Engagement



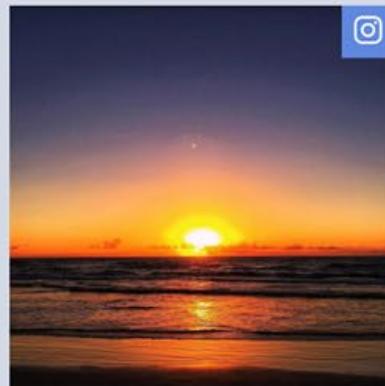
SOUTH PADRE ISLAND,
TEXAS

4/3/2019 10:20 AM

Could your dog be a "#dolphin whisperer?" #pupsofpadre #woofwoofwednesday ☐@moraancorai theoraon

467

Engagement



SOUTH PADRE ISLAND,
TEXAS

4/15/2019 6:44 PM

It doesn't get much better than this folks... ☐@thatdandude

444

Engagement



SOUTH PADRE ISLAND,
TEXAS

4/14/2019 2:45 PM

#SouthPadreIsland was listed one of the "13 Best Places to Visit" by #Dolphins in the Wild" by @readersdigest! Take a tour a

382

Engagement

Top Posts by Engagement: Twitter

TOP POSTS BY ENGAGEMENT



VISIT SOUTH PADRE
4/12/2019 11:47 AM

Fast Fact: Did you know that #SpaceX was founded with the goal of reducing space transportation costs and enabling the colonization of Mars? It's even

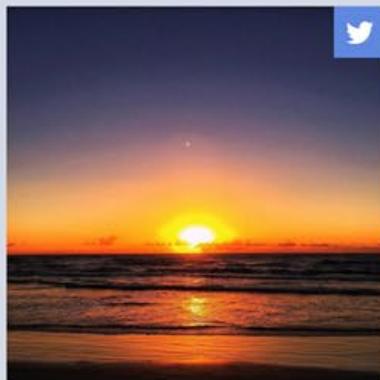
244
Engagements



VISIT SOUTH PADRE
4/5/2019 3:30 PM

We think @RobMarciano looks pretty good in #SouthPadreIsland swag! @ABC @ABCWorldNews #spi #southpadre #sopadre #NationalTropicalWeatherConferenc

217
Engagements



VISIT SOUTH PADRE
4/15/2019 12:53 PM

It doesn't get much better than this folks... #southpadreisland #texasbestbeach #sunset #beach #southpadre #spi #saltlife @thatdandude

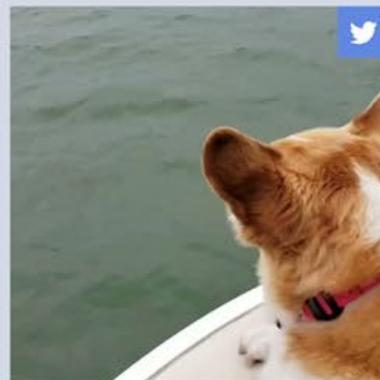
80
Engagements



VISIT SOUTH PADRE
4/17/2019 5:38 PM

Does "some-bunny" need a #vacation? The #EasterWeekend forecast looks great! "Hop" on over to #SouthPadreIsland for "egg-ceptional" fun and relaxation!

77
Engagements



VISIT SOUTH PADRE
4/3/2019 5:19 PM

Could your dog be a "#dolphin whisperer?" #pupsofpadre #woofwoofwednesday #southpadreisland #texasbestbeach #southpadre

74
Engagements



VISIT SOUTH PADRE
4/24/2019 5:59 PM

Beach — a place of relaxation and tranquility 🐾 @millierosethedoodle #pupsofpadre #woofwoofwednesday

73
Engagements



Sea Turtle Trail – South Padre Island

The Sea Turtle Trail task force met again on May 16th, to further discuss the kick-off project of bringing an art component to the City of South Padre Island. The concept is developing into an Island-wide Nature Tourism trail. We would bring in SPI-based (RGV) artists to create one of a kind pieces of artwork, some potentially from reclaimed materials, etc. throughout the Island with our valued partners. We were joined by a member of the media for Port Isabel. We see value in tying in our Sandcastle and Turtle trail to the Dolphin Trail in Port Isabel.

Visitors Center Renovation Update

Work on the Welcome Center is moving along well. We are about 85% complete. Please stop by and see the improvements. Miss Lili will be glad to take you on a tour. We are exploring the option of moving to the new Multi-Modal Center at the direction of the City manager. Annual cost there will be \$20,000 and includes all electric, water, maintenance, etc. I am canvassing the community to find another renter for the existing Welcome Center. This will be a great boost in our visibility as TXDot signage for traffic coming onto the island is changing and will reflect our new location.

CVB Receptionist Position Update

A new receptionist will be joining us in two weeks.

CVB Sales/Marketing Position Update

Interviews will be held next week for a new position that will work with both Sales and Special events to cover the growth in both areas. We have had several good applicants apply.

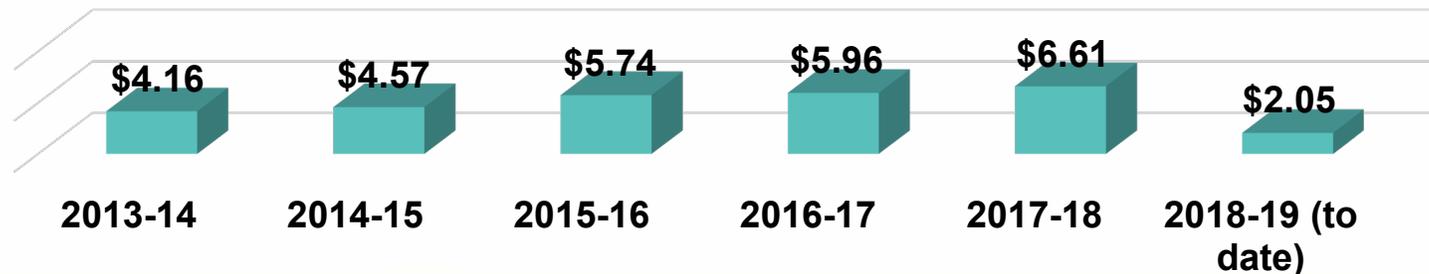
Senior Sales Manager – Austin, Update

Teri Murphy as joined our team and was already out on the road last week. She is here in the audience and I would like to introduce her to you all.

National Assoc. of Sports Commissions

Marisa and I attended NASC and we had 39 appointments with prospecting event promoters and we feel that we may have five good candidates for events in the next two years. We are also planning some events as far out as 2025.

Hotel/Motel Tax Collections (\$MM)



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

MEETING DATE: May 22, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

New Business:

- Board Comments

ITEM BACKGROUND

CVA Board Members may make announcements, such as offering congratulations or condolences, or make other special announcements. Any other business may be brought up at this time, for example, items that may need to be added to the next meeting's agenda.

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