

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

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.

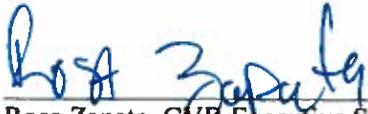
NOTICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A REGULAR MEETING ON:

WEDNESDAY, JUNE 26, 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 May 22, 2016 regular board meeting and May 30, 2019 workshop.
 - b. Approve the excused absence from Board Member Bryan Pinkerton for May 22, 2019 regular meeting.
 - c. Approve the following special event post event reports:
 - c.1 Knights of Columbus 11th Annual Bay Fishing Challenge
 - c.2 Sand Crab Run
 - c.3 Splash
 - c.4 Jailbreak
 - c.5 Shallow Sport Fishing Tournament
 - c.6 Pro WaterCross
- 5) Discussion and possible action to enter into a three-year contract term with KRGV Channel 5 News and SOMOS El Valle regarding weather camera and beach conditions. Camera to be named the Isla Grand Cam. (Caum)
- 6) Discussion and possible action to enter into a three-year contract term with Pro WaterCross and recommend approval to the City Council. (Caum)
- 7) Discussion and action to approve funding request for the following: (Flores/Amaya)
 - a. South Padre Island Reef (Formerly RGV Reef)
 - b. South Padre Island Wahoo Fishing Classic

- 8) Update, discussion and possible action based on Special Events Committee decision to not recommend funding for the following:
- a. Hallo Wings
 - b. Zombie Charge
 - c. Holiday Lights Over Padre
 - d. Veteran's Day Event
 - e. Fishing's Future
- 9) Discussion and action to approve 2019/20 FY proposed media flowchart. (Caum)
(This agenda item was tabled at the CVA Board regular meeting May 22, 2019.)
- 10) Discussion and action to approve 2019/20 FY proposed marketing budget and budget amendment from excess reserves. (Flores) (This agenda item was tabled at the CVA Board regular meeting May 22, 2019.)
- 11) 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's Notes
- 12) New Business:
- Board Comments
- 13) Discussion and possible action concerning setting new meeting date for July 2019. (Salazar)
- 14) Adjournment.

DATED THIS THE 21st DAY OF JUNE 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 June 21, 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: June 26, 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. Approve meeting minutes for May 22, 2016 regular board meeting and May 30, 2019 workshop.
- b. Approve excused absence from Board Member Bryan Pinkerton for May 22, 2019 regular meeting.
- c. Approve the following special event post event reports:
 - c.1 Knights of Columbus 11th Annual Bay Fishing Challenge
 - c.2 Sand Crab Run
 - c.3 Splash
 - c.4 Jailbreak
 - c.5 Shallow Sport Fishing Tournament
 - c.6 Pro WaterCross

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

**CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS
BUREAU BOARD
CONSENT AGENDA**

MEETING DATE: June 26, 2019

ITEM DESCRIPTION

NOTE: All matters listed under Consent Agenda are considered routine by the Convention and Visitors 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. Approve meeting minutes for May 22, 2016 regular board meeting and May 30, 2019 workshop.
- b. Approve the excused absence from Board Member Bryan Pinkerton for May 22, 2019 regular meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
MEETING

WEDNESDAY, MAY 22, 2019

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Meeting on Wednesday, May 22, 2019 at the South Padre Island Convention Centre, Room 202, 7355 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 9:00 a.m. A quorum was present: Tom Goodman, Arnie Creinin, Pamela Romer, Chad Hart, and Bob Friedman.. Also present was Ex-Officio Bryant Walker. Absent was Bryan Pinkerton.

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

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, Senior Marketing and Communications Manager Alisha Workman, Office Manager/Accountant I Lori Moore, Event Development & Packaging Manager Marisa Amaya, Marketing and Communications Specialist. Jamie Wells, Group Business Development Director Gene Rios, Senior Sales Manager Teri Murphy, RGV Sales Manager Elizabeth Rivera.

II. PLEDGE OF ALLEGIANCE.

Chairman Daniel Salazar led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

No public comments were given.

IV. APPROVE MEETING MINUTES FOR APRIL 24, 2019 REGULAR MEETING AND JANUARY 21, 2019 WORKSHOP.

Vice-Chairman Goodman made the motion, seconded by Board Member Romer to approve the consent agenda. Motion carried unanimously by those present.

V. DISCUSSION AND ACTION TO APPROVE RENEWAL OF THE ATKINS GROUP FOR 2019/20 FY AGREEMENT AND TO RECOMMEND APPROVAL TO CITY COUNCIL.

Vice-Chairman Goodman made the motion, seconded by Board Member Romer to extend a one year contract with The Atkins Group and recommend to City Council for approval. Motion carried unanimously by those present.

VI. DISCUSSION AND ACTION TO APPROVE 2019/20 FY PROPOSED MEDIA FLOWCHART.

Vice-Chairman Goodman made the motion, seconded by Board Member Creinin to table this agenda item. Chairman Salazar recommended the RGV household income be reduced to \$55k. Board

Member Hart recommended to review Tier 6 regarding school list. Motion carried unanimously.

VII. DISCUSSION AND ACTION TO APPROVE 2019/20 FY PROPOSED MARKETING BUDGET.

Vice-Chairman Goodman made the motion, seconded by Board Member Romer to table this agenda item. Recommendation was given to have a budget workshop. Motion carried unanimously.

VIII. PRESENTATION AND DISCUSSION REGARDING DIRECTOR'S REPORT.

- Convention and Group Sales
Presentation was given by Group Business Development Director Gene Rios.
- Special Events and Packaging
Presentation was given by Events & Package Manager Marisa Amaya.
- Marketing and Communications
Presentation was given by Senior Marketing Manager Alisha Workman.
- Social Media
Presentation was given by Marketing & Communications Specialist Jamie Wells
- Research and Analytics
Presentation was given by Director of Marketing Research & Analytics Michael Flores.
- Director Comments
Presentation was given by CVB Director Ed Caum.

IX. NEW BUSINESS:

- Board Comments
Vice-Chairman Goodman commented refreshing the SPI brand, expansion of the Convention Centre, more interaction with Island partners and the CVB.

X. DISCUSSION AND POSSIBLE ACTION CONCERNING SETTING NEW MEETING DATE FOR JUNE 2019.

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

XI. ADJOURNMENT.

There being no further business, Acting Chairman Salazar adjourned the workshop at 10:58 a.m.

Approved this 22nd day of May, 2019.

Mr. Daniel Salazar, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist

DATED THIS THE 22nd DAY OF MAY 2019.

MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
WORKSHOP

THURSDAY, MAY 30, 2019

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Workshop on Thursday, May 30, 2019 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Vice-Chairman Tom Goodman called the meeting to order at 9:00 a.m. A full quorum was present: Chairman Daniel Salaza, CVA Board Members Arnie Creinin, Bryan Pinkerton, Pamela Romer, Chad Hart and Bob Friedman. Absent were Ex-officio Bryant Walker and Jose Mulet.

City Council Members: Joe Ricco

Staff: City Manager Randy Smith, Interim Assistant City Manager Rod Gimenez, CVB Director Ed Caum, Executive Services Specialist Rosa Zapata, Director of Marketing Research and Analytics Michael Flores, Senior Marketing and Communications Manager Alisha Workman, and Account 1/Office Manager Lori Moore.

II. PLEDGE OF ALLEGIANCE:

Chairman Goodman led the Pledge of Allegiance.

III. PRESENTATION AND DISCUSSION REGARDING FY 2019/2020 MARKETING BUDGET AND OVERVIEW.

a) Marketing Budget

Discussion was held regarding marketing budget FY 2018/19 and 2019/20. Recommendation was given for a onetime budget amendment to be presented to City Council for approval.

b) Incremental Enhancements

Presentation was given by The Atkins Group. Discussion was held regarding the incremental enhancements.

- Fall Texas Incremental
- Spring Break College Roadshow Incremental
- Frontier Airlines Incremental (Denver/Chicago – Harlingen International Airport)
- Spring Break Collegiate Incremental
- Summer 2020 Incremental

c) Board Members Discussion

After a lengthy discussion, Board Members recommended to refreshed the South Padre Island brand, review RGV household income for Fall Marketing, Spring Break Roadshow and Collegiate be raised to \$250k and family with teenagers \$50k, Frontier Airlines remain in-house for use by the CVB Director of \$100k, Mexico 2020 Incremental be raised by \$80k, no summer incremental for 2020, and group sales focus on Sunday through Thursday business.

IV. ADJOURNMENT

There being no further business, Chairman Salazar adjourned the meeting at 12:36 p.m.

Approved this 30 day of May, 2019.

Daniel Salazar, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist

DRAFT

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
CONSENT AGENDA**

MEETING DATE: June 26, 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:

- c. Approve the following special event post event reports:
 - c.1 Knights of Columbus 11th Annual Bay Fishing Challenge
 - c.2 Sand Crab Run
 - c.3 Splash
 - c.4 Jailbreak
 - c.5 Shallow Sport Fishing Tournament
 - c.6 Pro WaterCross

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

MEETING DATE: June 26, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Consent to approve the Knights of Columbus 11th Annual Bay Fishing Challenge post event report.

ITEM BACKGROUND

This event was successfully executed and took place as agreed upon by the Special Events Committee and Convention and Visitor Advisory Board. The event was funded for \$5,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget
75% of the funds were released. (\$3,750)
25% of the funds are due. (\$1,250)

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Convention and Visitors Advisory Board approve the post event report.

South Padre Island Convention & Visitors Bureau

Post Event Report



POST EVENT REPORT

Today's Date: _____

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact email: _____

Contact Cell Phone Number: _____

Event Information

Name of Event or Project: _____

Date(s) of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: \$ _____

Amount Received: \$ _____

How many years have you held this Event or Program: _____



Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: _____
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): _____
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): _____
4. If staff costs were covered, estimate of actual hours staff spent on funded event: _____
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? _____

6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): _____
2. What would you estimate as the actual attendance at the event? _____
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? _____
4. How many room nights do you estimate were actually generated by attendees of this event?

5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
 - This Year: _____
 - Last Year: _____
 - Two Years Ago: _____
 - Three Years Ago: _____
6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels {e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.}? _____
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill?
_____ If the room block did not fill, how many rooms were picked up? _____

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper: \$ _____

Radio: \$ _____

TV: \$ _____

Other Paid Advertising: \$ _____

Number of Press Releases to Media: _____

Number emails to out-of-town recipients: _____

Other Promotions _____

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? _____
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? _____
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event: _____



Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? _____
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? _____
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity? _____

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.?

Signature

Date

Submit to complete applications to:

Marisa Amaya
Event Development Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3834
Email: marisa@sopadre.com



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

MEETING DATE: June 26, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Consent to approve the Sand Crab Run post event report.

ITEM BACKGROUND

This event was successfully executed and took place as agreed upon by the Special Events Committee and Convention and Visitor Advisory Board. The event was funded for \$7,500.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget
75% of the funds were released. (\$5,625)
25% of the funds are due. (\$1,875)

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Convention and Visitors Advisory Board approve the post event report.

South Padre Island Convention & Visitors Bureau

Post Event Report



POST EVENT REPORT

Today's Date: 6-11-19

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: Run in Texas
Address: 9419 Bluebell Dr
City, State, Zip: Garden Ridge, TX 78266
Contact Name: Bill Gardner Contact email: billyg@satx.rr.com
Contact Cell Phone Number: 210-204-3564

Event Information

Name of Event or Project: Sand Crab Beach Run
Date(s) of Event or Project: April 27, 2019
Primary Location of Event or Project: Pearl SPI
Amount Requested: \$ 7500
Amount Received: \$ 5625
How many years have you held this Event or Program: 9 yrs



Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: [REDACTED]
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): [REDACTED]
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): [REDACTED]
4. If staff costs were covered, estimate of actual hours staff spent on funded event: [REDACTED]
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? \$8460. Half is used to pay ourselves as this is our business
The other half goes into upgrading equipment and organizing other events.
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 500
2. What would you estimate as the actual attendance at the event? 300
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 400
4. How many room nights do you estimate were actually generated by attendees of this event?
250
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
 - This Year: 250
 - Last Year: 300
 - Two Years Ago: 340
 - Three Years Ago: 255
6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels {e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.}? room blocks and hotel event manager info
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill?
yes If the room block did not fill, how many rooms were picked up? [REDACTED]

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

- Newspaper: \$ 449
- Radio: \$
- TV: \$
- Other Paid Advertising: \$ 245
- Number of Press Releases to Media: 8
- Number emails to out-of-town recipients: 50,000+
- Other Promotions facebook, instagram

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? yes
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? yes
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event: very positive feedback from attendees
great post event responses on facebook event page

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? 230
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 235
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity? people came from outside off SPI and stayed overnight and ate at SPI restaurants

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? Daddys, Louies BY, Grocery store, Valero, Blue Marlin

[Redacted Signature]

Signature

6-11-19

Date

Submit to complete applications to:

Marisa Amaya
Event Development Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3834
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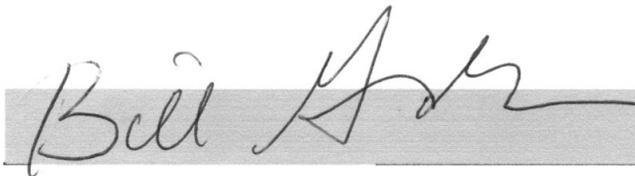


Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? 230
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 235
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity? people came from outside off SPI and stayed overnight and ate at SPI restaurants

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? Daddys, Louies BY, Grocery store, Valero, Blue Marlin



Signature

6-11-19

Date

Submit to complete applications to:

Marisa Amaya
Event Development Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
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**CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
BOARD MEETING AGENDA REQUEST FORM**

MEETING DATE: June 26, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Consent to approve the Splash (April 2019) post event report.

ITEM BACKGROUND

This event was successfully executed and took place as agreed upon by the Special Events Committee and Convention and Visitor Advisory Board. The event was funded for \$12,500 (April 2019).

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget
50% of the funds are due. (\$6,250)

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Convention and Visitors Advisory Board approve the post event report.

South Padre Island Convention & Visitors Bureau

Post Event Report



Post Event Report Form

Today's Date: 5/3/2019

Organization Information

Name of Organization: Splash South Padre

Address: 120 E. Atol Street

City, State, Zip: South Padre Island, Texas 78597

Contact Name: Paul Magee Contact email: paul@globalgrooveevents.com

Contact Cell Phone Number: 404.545.6264

Event Information

Name of Event or Project: Splash South Padre

Date(s) of Event or Project: April 25-28, 2019

Primary Location of Event or Project: Upper Deck Hotel, Clayton's, Louie's backyard

Amount Requested: \$ 12,500

Amount Received: \$ 6,250

How many years have you held this Event or Program: 20 years

Attached list of hotel tax funded expenses and receipts showing payment

Event Funding Information

- 1. Actual percentage of funded event costs covered by hotel occupancy tax: 30%
- 2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 0
- 3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): 0
- 4. If staff costs were covered, estimate of actual hours staff spent on funded event: 0
- 5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?
Net Profit - \$10,495
- 6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

- 1. How many people did you predict would attend this event? (Number submitted in application for hotel occupancy tax funds): 4,000 over 4 days
- 2. What would you estimate as the actual attendance at the event? 2,750 over 4 days
- 3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 1,000 or more over 4 days
- 4. How many room nights do you estimate were actually generated by attendees of this event? 1,000 or more over 4 days
- 5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
This Year: 1,000 +
Last Year: _____
Two Years Ago: _____
Three Years Ago: _____



6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels {e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code Information, etc.)?

UTRGV Surveys

7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? _____ If the room block did not fill, how many rooms were picked up? _____

Yes, we had a room Block at the Upper Deck Hotel and the Inn at South Padre

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper: \$ _____

Radio: \$ _____

TV: \$ _____

Other Paid Advertising: \$ Facebook, Social Media, Flyers, Road Show, Email Distribution

Number of Press Releases to Media _____

Number Direct Mailings to out-of-town recipients

Other Promotions

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes _____

3. Did you negotiate a special rate or hotel/event package to attract overnight stays? Yes _____

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?
We increased our advertising on all social media handles.



Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign



Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event:

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? _____
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? _____
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity? _____

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? Hosted events at Louie's Backyard, Clayton's, and Upper Deck. Also worked with Breakaway Cruises and filled 2 boats with SPLASH attendees. _____

Submit to complete applications to:

Marisa Amaya
 Event Development Manager
 Convention and Visitors Advisory Board
 C/O City of South Padre Island Convention and Visitors Bureau
 7355 Padre Blvd.
 South Padre Island, TX 78597
 Phone: (956) 761-3834
 Email: marisa@sopadre.com



**CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
MEETING AGENDA REQUEST FORM**

MEETING DATE: June 26, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Consent to approve the Jailbreak post event report.

ITEM BACKGROUND

This event was successfully executed and took place as agreed upon by the Special Events Committee and Convention and Visitor Advisory Board. The event was funded for \$30,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget
75% of the funds were released. (\$22,500)
25% of the funds are due. (\$7,500)

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Convention and Visitors Advisory Board approve the post event report.

South Padre Island Convention & Visitors Bureau

Post Event Report



POST EVENT REPORT

Today's Date: 05/14/2019

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: Jailbreak Race Events
Address: 15080 FM 156
City, State, Zip: Justin, TX 76247
Contact Name: Tim Scrivner Contact email: Tim@RunSPI.com
Contact Cell Phone Number: 940-453-6231

Event Information

Name of Event or Project: Jailbreak SPI
Date(s) of Event or Project: May 4, 2019
Primary Location of Event or Project: Clayton's, County Beach
Amount Requested: \$ 30,000
Amount Received: \$ 30,000
How many years have you held this Event or Program: 8 years



Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 26%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable):
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable):
4. If staff costs were covered, estimate of actual hours staff spent on funded event:
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 6k+
2. What would you estimate as the actual attendance at the event? 6k+
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 1,000+
4. How many room nights do you estimate were actually generated by attendees of this event? 1,000+
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
 - This Year: \$30,000
 - Last Year: \$30,000
 - Two Years Ago: \$5,000
 - Three Years Ago: \$15,000
6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels {e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.}? CVB Survey
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? no block
If the room block did not fill, how many rooms were picked up?

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

<input checked="" type="checkbox"/>	Newspaper: \$	300
<input checked="" type="checkbox"/>	Radio: \$	1,5000
<input type="checkbox"/>	TV: \$	
<input checked="" type="checkbox"/>	Other Paid Advertising: \$	10,151
<input checked="" type="checkbox"/>	Number of Press Releases to Media:	8+
<input type="checkbox"/>	Number emails to out-of-town recipients:	
<input type="checkbox"/>	Other Promotions	

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? No
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

[Redacted]

[Redacted]

Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event:
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]



Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? 3,400+
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 90%+
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity? 1000+ room nights

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? Clayton's, SPI Rentals, Toucan Graphics, Russo's, BurgerFi, Stripes, Blackbeards, Whataburger, Ramada Inn, etc.

[Redacted Signature]

Signature

05/14/2019

Date

Submit to complete applications to:

Marisa Amaya
Event Development Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3834
Email: marisa@sopadre.com



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

MEETING DATE: June 26, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Consent to approve the Shallow Sport Fishing Tournament post event report.

ITEM BACKGROUND

This event was successfully executed and took place as agreed upon by the Special Events Committee and Convention and Visitor Advisory Board. The event was funded for \$5,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget
75% of the funds were released. (\$3,750)
25% of the funds are due. (\$1,250)

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Convention and Visitors Advisory Board approve the post event report.

South Padre Island Convention & Visitors Bureau

Post Event Report



POST EVENT REPORT

Today's Date: June 11, 2019

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: Shallow Sport Boats
Address: 41146 Schafer Rd.
City, State, Zip: Los Fresnos Tx 78566
Contact Name: Kyra Hudson Contact email: kyra@shallowsportboats.com
Contact Cell Phone Number: 956-434-9895

Event Information

Name of Event or Project: Shallow Sport Owner's Tournament
Date(s) of Event or Project: May 16-18, 2019
Primary Location of Event or Project: Louie's Backyard, Isla Grand Resort
Amount Requested: \$ 5000.00 plus median banner
Amount Received: \$
How many years have you held this Event or Program: 19



Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: **Less than 3%**
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): **0**
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): **0**
4. If staff costs were covered, estimate of actual hours staff spent on funded event: **0**
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? **Admission varied from \$45 - \$100 per person. Profit used to cover cost of raffle boat prize as well as to award \$22,500 in college scholarships**
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): **1200**
2. What would you estimate as the actual attendance at the event? **More than 1300**
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? **HOTEL: 350 people x 3 nights, PRIVATE RENTAL: 585 people x 3 nights**
4. How many room nights do you estimate were actually generated by attendees of this event? **Easily 700 individual room nights**
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
 - This Year: **700+**
 - Last Year: **n/a**
 - Two Years Ago: **n/a**
 - Three Years Ago: **n/a**
6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels {e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.}? **Online registration survey plus formula**
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? **Yes, at Isla Grand. All filled** If the room block did not fill, how many rooms were picked up?

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

- Newspaper: \$ Press/Parade, Herald
- Radio: \$
- TV: \$
- Other Paid Advertising: \$ social media boosted posts
- Number of Press Releases to Media: 2: pre and post event, plus interviews
- Number emails to out-of-town recipients: 3 Gmass campaigns to over 4000 people
- Other Promotions

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? yes, on our online registration and brochures
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? yes
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?
Booked all sponsors at the same hotel and held VIP party at Isla Grand
Made the weigh in a community viewing event to encourage families of anglers to come

Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event: Our tournament, which has grown every year, has become the leading example of what a fishing tournament should be on South Padre Island. We are the biggest bay tournament in South Texas, we offer far more prizes than any other tournament and we give away a full boat/motor/trailer package along with over \$20,000.00 in scholarships.

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? **956 competed**
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? **More than 95% outside of SPI proper, roughly 85% from more than 20 miles**
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity? **Restaurant revenue, groceries, gas launch and park fees, families of participants enjoying island**

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? **Isla Grand, local photographers, Louie's Backyard, Island Engraving Anglers Marine, Toucan Graphics,**

[Redacted Signature Area]

Signature

[Redacted Date Area]

Date

Submit to complete applications to:

Marisa Amaya
Event Development Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3834
Email: marisa@sopadre.com



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

MEETING DATE: June 26, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Consent to approve the Pro WaterCross post event report.

ITEM BACKGROUND

This event was successfully executed and took place as agreed upon by the Special Events Committee and Convention and Visitor Advisory Board. The event was funded for \$35,000, with an additional \$12,000 for operational costs.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget
75% of the funds were released. (\$26,250)
25% of the funds are due. (\$8,750)

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Convention and Visitors Advisory Board approve the post event report.



South Padre Island Convention & Visitors Bureau
Post Event Report



POST EVENT REPORT

Today's Date: **June 5, 2019**

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: **Pro Watercross**
Address: **1937 Fairport Nine Mile Point Rd**
City, State, Zip: **Penfield, NY 14526**
Contact Name: **AJ Handler** Contact email: **info@prowatercross.com**
Contact Cell Phone Number: **585-330-0742**

Event Information

Name of Event or Project: **Pro Watercross Nationals - South Padre Island, TX**
Date(s) of Event or Project: **June 1-2, 2019**
Primary Location of Event or Project: **Clayton's Bar & Grill / La Quinta Inn**
Amount Requested: \$ **35,000**
Amount Received: \$ **35,000**
How many years have you held this Event or Program: **first year**



Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 100%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): Venue free
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): 100%
4. If staff costs were covered, estimate of actual hours staff spent on funded event: 1,000+
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? There is an entry fee for athletes, but free to the public
There was not a net profit.
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 75
2. What would you estimate as the actual attendance at the event? 80 competitors
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 150
4. How many room nights do you estimate were actually generated by attendees of this event? 122
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
 - This Year: 122
 - Last Year:
 - Two Years Ago:
 - Three Years Ago:
6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels (e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.)? entry form survey, UTRGV Surveys
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? Yes
If the room block did not fill, how many rooms were picked up?

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper: \$ [REDACTED]

Radio: \$ [REDACTED]

TV: \$ 30,000 TV production

Other Paid Advertising: \$ [REDACTED]

Number of Press Releases to Media: 3

Number emails to out-of-town recipients: 12

Other Promotions Tour promotions, live web streaming and TV production

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? yes
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? Yes
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?
Facebook and direct e-mail campaigns

Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event: comments from people watching were extremely positive. Live web stream reach 50-60,000 and 3-second views 25,000, 200+ shares during the live web stream.

There was an internet outage on Sunday for about 1/2 hour from 2:30-3:00 PM CST

Spectators were very interactive with event, wanting to see the engines and asking a lot of questions. Number 1 question was, are we coming back to South Padre Island next year.

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? **80 competitors + 30-35 mechanics, pit crew & sponsors**
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? **100%**
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity? **95% of the competitors stayed at Island hotels.**

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? **Hilton Garden Inn, La Quinta Inn and Clayton's Bar restaurants, Sutherlands, IGA, local gas station, Painted Marlin, Senor Donkey and various other stores, restaurants and bars. Visited Turtle, Bird & Alligator Sanctuaries, plus other local attractions.**

[Redacted Signature Area]

Signature

[Redacted Date Area]

Date

Submit to complete applications to:

Marisa Amaya
Event Development Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3834
Email: marisa@sopadre.com





Marisa Amaya <marisa@sopadre.com>

Re: Pro Watercross Packet

1 message

Chris Bodmann <chris@theatkinsgroup.com>

Thu, Apr 18, 2019 at 3:21 PM

To: Marisa Amaya <marisa@sopadre.com>

Cc: Ed Caum <ed@sopadre.com>, Michael Flores <michael@sopadre.com>, Melissa Flynn <melissaf@theatkinsgroup.com>, Toni Ellard <toni@theatkinsgroup.com>

Ok, here is more what I think you were looking for:

1. TV: Two (2) :30 commercials during RSN broadcast
\$25 TV CPM * 100MM Impressions = \$25,000 per spot * 2 spots = \$50,000
2. TV Vignette :45: \$25 CPM * 100MM Impressions = \$37,500
3. TV Vignette :60: \$25CPM * 100MM Impressions = \$50,000
4. Opening & Closing Billboards :10: \$25CPM * 100MM impressions = \$8,333 *2 = \$16,667
5. Live Streaming OTT: 30 : \$35 OTT CPM * 60,305 (avg. views per show) * 4 spots (2 on Sat, 2 on Sun.) = \$8,443
6. Facebook Display Ads (Logo/Graphic): \$8CPM * 148,000 impressions * 2 days = \$2,368

TOTAL MEDIA VALUATION: \$164,978

And that is not including the e-blasts and other print materials and collateral it comes with. We can only calculate media values based on the above due to the available information (impressions, number of days, etc.)

Again, sorry for the confusion. As already noted, we should move forward with context and timelines so no one is missing what they are needing. Always feel free to call me (before you don't get what you need).

On Thu, Apr 18, 2019 at 2:39 PM Marisa Amaya <marisa@sopadre.com> wrote:

Yes sir. Would you like me to call your mobile or office line?

Marisa Amaya

Marisa Amaya | Events Development & Packaging Manager

City of South Padre Island Convention & Visitors Bureau

7355 Padre Blvd. South Padre Island, Texas 78597

Office: 956-761-3834 | Cell: 956-802-1003 | Fax: 956-761-3024

E-mail: Marisa@SoPadre.com www.SoPadre.com

How did I do? Please take our Customer Service Survey by [clicking here](#).

On Thu, Apr 18, 2019 at 2:37 PM Chris Bodmann <chris@theatkinsgroup.com> wrote:

Marissa, do you have a quick second for a phone call?

On Thu, Apr 18, 2019 at 2:32 PM Marisa Amaya <marisa@sopadre.com> wrote:

Hi Chris,

Thank you so much for taking our call today. Attached you will find the whole packet for the Pro Watercross Tour. I have attached the Pro Watercross Media Kit for you as well as their RFP to look over if you would like. In the RFP packet, pg. 4 paragraph 2 it states we will receive (2) 30 sec. commercials during the events TV show as well as a 45-60 second vignette that highlights the area. This is what we are trying to value.

Chris, you asked when we would like this information by. We would like to include this in our CVA Board packet, which needs to be uploaded by no later than 3pm tomorrow. Do you think this is possible?

Again, Thank you Chris. We really appreciate it.

Marisa Amaya

Marisa Amaya | Events Development & Packaging Manager

City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd. South Padre Island, Texas 78597
Office: 956-761-3834 | Cell: 956-802-1003 | Fax: 956-761-3024
E-mail: Marisa@SoPadre.com www.SoPadre.com
How did I do? Please take our Customer Service Survey by [clicking here](#).

The information transmitted, including attachments, is intended only for the person(s) or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact the sender and destroy any copies of this information.

theatkinsgroup

Chris Bodmann
Account Director

Mobile 512 605-8594
Office 210 444-2500

theatkinsgroup.com

501 Soledad
San Antonio, TX 78205

The information transmitted, including attachments, is intended only for the person(s) or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact the sender and destroy any copies of this information.

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501 Soledad
San Antonio, TX 78205

5/30/19 Call Around

	5/31/2019	6/1/2019	6/2/2019	Contact
✓ Beachside Inn 761-4919	78%	81%	53%	Karina
Blue Bay Inn 761-4350	28%	64%	48%	Sharine
✓ Casa Bella 761-7700	100%	100%	30%	Cristina
Comfort Suites 772-9020	66%	68%	49%	Alex
Flamingo Inn 761-3377	30%	50%	30%	Dalia
Hilton Garden Inn 761-8700	85%	90%	73%	David
Holiday Inn Express 761-8844	63%	61%	40%	Sonia
Isla Grand 761-6511	72%	74%	54%	Katelan
Island Inn 761-8500	30%	30%	5%	Juan
La Copa Inn 761-6000	64%	69%	79%	Jasmin
La Quinta Inn 772-7000	75%	90%	70%	Jackie
Lighthouse Inn 299-4154	50%	60%	10%	Kim
Motel 6 - 231-5711	30%	50%	15%	Isabel
✓ Padre South 761-4951	90%	70%	60%	Annel
✓ The Palms 761-1316	94%	100%	63%	Iris
Pearl South Padre 761-6551	53%	57%	35%	Nubia
Ramada 761-4744	55%	43%	30%	Hector
Surf Motel 761-2831	50%	50%	30%	Neio
South Padre Island Lodge 761-7831	65%	65%	40%	Rossana
Schlitterbahn Resort 761-1160	40%	45%	60%	Wendy
✓ South Beach Inn 761-2471	100%	100%	100%	Tracy
✓ South Padre Island Inn 761-4097	80%	80%	40%	Sofia
South Padre Inn 761-6701	40%	40%	40%	Alba
✓ Suites @ Sunchase 761-7711	80%	60%	60%	Freddy
Super 8 - 761-6300	32%	36%	15%	Letty
✓ The Inn @ South Padre 761-5658	77%	70%	46%	Perla
✓ Tiki Hotel 761-2694	78%	78%	60%	Erica
Wanna Wanna Inn 761-7677	20%	60%	10%	Alejandra
✓ Windwater Hotel 761-4913	80%	80%	50%	Joanna
Average %:	62%	66%	45%	

Rate

6/4/19 Call Around

	5/31/2019	6/1/2019	6/2/2019	Contact
Beachside Inn 761-4919	74%	80%	50%	Martha
Blue Bay Inn 761-4350	55%	70%	50%	Sharine
Casa Bella 761-7700	100%	100%	100%	Santos
Comfort Suites 772-9020	84%	100%	83%	Olga
Flamingo Inn 761-3377	60%	100%	50%	Dalia
Hilton Garden Inn 761-8700	96%	100%	100%	Johnelle
Holiday Inn Express 761-8844	98%	98%	90%	Derick
Isla Grand 761-6511	69%	77%	56%	Hector
Island Inn 761-8500	100%	100%	50%	Paul
La Copa Inn 761-6000	82%	82%	82%	Cloey
La Quinta Inn 772-7000	83%	100%	69%	Kaila
Lighthouse Inn 299-4154	75%	100%	82%	Sara
Motel 6 - 231-5711	100%	100%	100%	Kevin
Padre South 761-4951	95%	100%	60%	Lisa
The Palms 761-1316	99%	100%	100%	Katherine
Pearl South Padre 761-6551	70%	98%	55%	Nubia
Ramada 761-4744	85%	100%	98%	Jimie
Surf Motel 761-2831	50%	100%	95%	Frank
South Padre Island Lodge 761-7831	95%	95%	40%	Rosana
Schlitterbahn Resort 761-1160	68%	90%	61%	Miguel
South Beach Inn 761-2471	100%	100%	100%	Nevanda
South Padre Island Inn 761-4097	98%	98%	98%	Sol
South Padre Inn 761-6701	100%	100%	100%	Ilai
Suites @ Sunchase 761-7711	91%	98%	63%	Gama
Super 8 - 761-6300	100%	100%	80%	Letty
The Inn @ South Padre 761-5658	67%	80%	41%	Pam
Tiki Hotel 761-2694	100%	100%	30%	Susan
Wanna Wanna Inn 761-7677	75%	100%	25%	Alexa
Windwater Hotel 761-4913	70%	95%	60%	Joana
Average %:	84.10%	95.21%	71.31%	

2019 Pro Watercross



Event Attendance

227 attendees
70 unduplicated households
122 room nights
-1.5% change in event days YoY occupancy
1.1% change in ADR
0.4% change in RevPAR



DEMOGRAPHICS

Average age 40
Average Income:
71%
\$50,000 or more

\$47,000

CVB Investment

\$70,598

Total Spending

\$1,009

spending per household



City tax share

10.5% Lodging = \$2,362
2% F&B sales tax = \$243
2% Other sales tax = \$575
Total = \$3,180

3.24 visitors per household

3.14 nights spent on SPI

Total tax ROI = -93.2%
Lodging only ROI = -95.0%



SPI Experience

NET PROMOTER SCORE

79.0

likely to recommend South Padre Island

87.0%

Likely to return

98.6%

Satisfied with SPI

98.6%

Satisfied with event

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

MEETING DATE: June 26, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to enter into a three-year contract term with KRGV Channel 5 News and SOMOS El Valle regarding weather camera and beach conditions. Camera to be named the Isla Grand Cam.

ITEM BACKGROUND

There is strong exposure with the TV elements and you'll be able to track engagement with the FB posts. We're estimating 213,546 million impressions for the TV elements and \$21.07 CPM making it efficient compared to other TV properties.

BUDGET/FINANCIAL SUMMARY

02-594-0531 Marketing Budget
Total investment: \$40,000 per year. \$3,750 per month.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

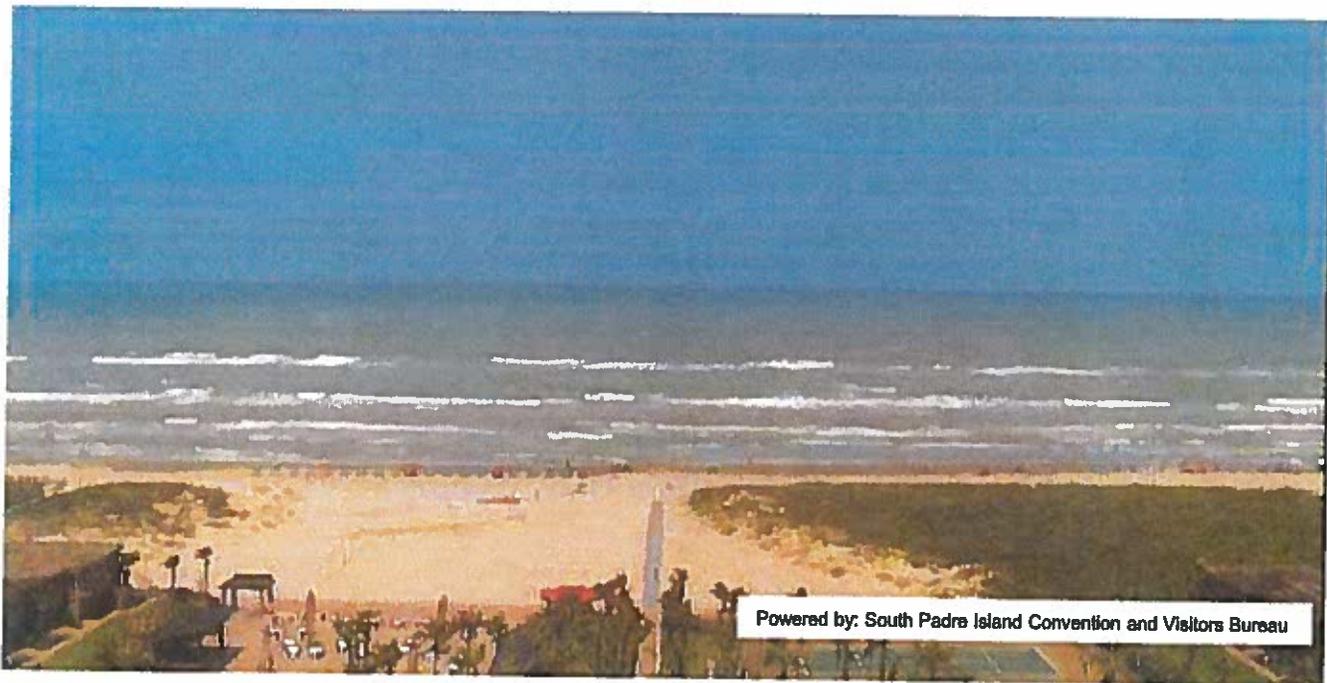
Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend approval for three-year contract with KRGV.

SPI Camera Sponsor Text Identification Sample



**Sample of On-Air Sponsor Text Identification
For Presentation Purposes Only.
Actual Broadcast text ID may appear different.**



SPI CAMERA AND EXTENDED BEACH CONDITIONS SPONSORSHIP

Sponsor Text ID in the bottom right corner of all SPI camera shots used during CHANNEL 5 newscasts.
Text ID will appear anytime the SPI Camera is used during all CHANNEL 5 and SOMOS EL VALLE newscasts.
Minimum total of Sponsor Text IDs on CHANNEL 5: 2,490
Minimum total of Sponsor Text IDs on SOMOS EL VALLE: 1,044

Sponsor Video Billboard adjacent to CHANNEL 5 NEWS and SOMOS EL VALLE extended beach conditions report.
"The beach conditions report is supported by South Padre Island Convention and Visitors Bureau"
Extended beach conditions report to air in the Thursday 6p and Friday 6a newscasts on CH5 and SOMOS EL VALLE.
Video Billboard will feature five seconds of sponsor video, sponsor logo, and audio mention.
Sponsor receives a total of 106 Sponsor Video Billboards (53 in the Thursday 6p News / 53 in the Friday 6a News)
Sponsor receives a total of 93 Spanish Sponsor Video BB's (40 in the Thursday 5p News/53 in the Fri. 7a News)

Sponsor Logo on 53 Beach Conditions Facebook posts on KRGV Weather Facebook Posts (x1 post per week)
Logo visible throughout feature / KRGV Weather Facebook Page =155,000 Fans

Sponsor Logo on 53 Beach Conditions Facebook posts on Somos Noticias Page (x1 post per week, in Spanish)
Logo visible throughout feature / Somos Noticias Facebook Page = 8,000 fans

Sponsor Logo + Mention on a total of 240 Beach Conditions promos airing on CHANNEL 5 (x20 per month)
Sponsor Logo + Mention on a total of 240 Beach Conditions Spanish promos airing on SOMOS EL VALLE (x20 per month)
Sponsor Logo + Mention on a total of 240 Beach Conditions promos airing on METV (x20 per month)

360 M-F 6a-12a Sponsor Commercials on CHANNEL 5. (x30 per month)
480 M-F 6a-12a Sponsor Commercials on SOMOS EL VALLE (x40 per month)
480 M-F 6a-12a Sponsor Commercials on METV (x40 per month)

Total Investment: \$3,750 per month
July 2019-June 2020





SPI Camera Sponsor Text Identification Annual Schedule on CHANNEL 5

Days	Time	Program	Minimum # of SPI Camera Uses/ Text ID impressions (July 2019-June 2020)
M-F	430a-5a	CHANNEL 5 NEWS at 430a	267
M-F	5a-530a	CHANNEL 5 NEWS at 5a	267
M-F	530a-6a	CHANNEL 5 NEWS at 530a	267
M-F	6a-7a	CHANNEL 5 NEWS at 6a	267
M-F	12p-1p	CHANNEL 5 NEWS at 12p	267
M-F	5p-530p	CHANNEL 5 NEWS at 5p	267
M-F	6p-7p	CHANNEL 5 NEWS at 6p	267
M-F	10p-1035p	CHANNEL 5 NEWS at 10p	267
Sa	8a-9a	CHANNEL 5 NEWS at 8a	53
Sa	6p-630p	CHANNEL 5 NEWS at 6p <small>Newscaat will not air Sa 8/31-Sa-12/12 due to College Football</small>	36
Sa	10p-1035p	CHANNEL 5 NEWS at 10p	53
Su	9a-10a	CHANNEL 5 NEWS at 9a	53
Su	530p-6p	CHANNEL 5 NEWS at 530p	53
Su	10p-1035p	CHANNEL 5 NEWS at 10p	53
Su	1030p-1105p	CHANNEL 5 NEWS at 1030p	53

Minimum Total of SPI Camera Uses/Text ID Impressions on CHANNEL 5: 2,490



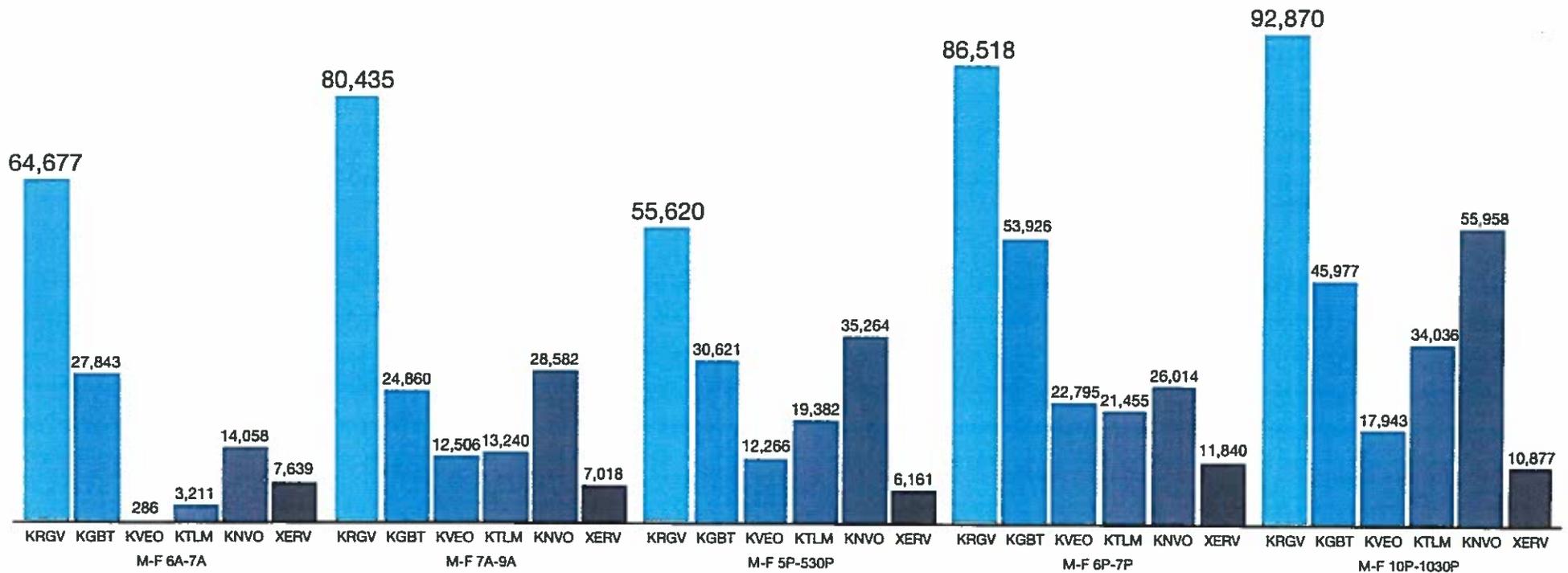


SPI Camera Sponsor Text Identification Annual Schedule on SOMOS EL VALLE

Days	Time	Program	Minimum # of SPI Camera Uses/ Text ID impressions (July 2019-June 2020)
M-F	7a-8a	SOMOS NOTICIAS at 7a	267
M-F	12p-1p	SOMOS NOTICIAS at 12p Effective 9/30	202
M-F	5p-6p	SOMOS NOTICIAS at 5p Effective 9/30	202
M-F	9p-10p	NOTICIAS A LAS NUEVE 7/1 through 9/27	65
M-F	10p-11p	SOMOS NOTICIAS at 10p Effective 9/30	202
SAT	9P-10P	NOTICIAS A LAS NUEVE 7/1 THROUGH 9/27	13
SAT	10P-11P	SOMOS NOTICIAS at 10p Effective 10/5	40
SUN	9P-10P	NOTICIAS A LAS NUEVE 7/1 THROUGH 9/27	13
SAT	10P-11P	SOMOS NOTICIAS at 10p Effective 10/5	40

Minimum Total of SPI Camera Uses/Text ID Impressions on SOMOS EL VALLE: 1,044

KRGV delivers more South Padre Island prospects than any other TV station in the RGV.



Adults 18+ Visited SPI at least once in the past 12 months (47.7%) | Programs watched once or more in the past 7 days | Scarborough Harlingen/McAllen Tx 2019 Release 1

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

MEETING DATE: June 26, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to enter into a three-year contract term with Pro WaterCross and recommend approval to the City Council.

ITEM BACKGROUND

The Special Events Committee held their regular meeting on Thursday, June 20, 2019. Recommendation was given to approve the three-year contract with Pro WaterCross and recommend to the CVA Board for approval. The funding amount is \$35,000 for operational costs, and \$125,000 for marketing per year.

BUDGET/FINANCIAL SUMMARY

02-594-0531 Marketing Budget - \$125,000 Marketing buy on National TV per year.
02-593-8099 Special Events Budget - \$35,000 Sponsorship per year.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve the three-contract with Pro WaterCross and recommend to City Council for approval.

Please keep this proposal confidential



PRO WATERCROSS TOUR AND SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU FOR SOUTH PADRE ISLAND, TEXAS – 2020, 2021 & 2022

The Pro Watercross Tour/UWP and the South Padre Island Convention & Visitors Bureau agree to a three (3) year contract for a Pro Watercross Tour stop 2020, 2021, 2022 – to be held the first weekend in June each year.

SERVICES PROVIDED TO SOUTH PADRE ISLAND, TX FOR A PRO WATERCROSS NATIONAL TOUR STOP:

UWP, LLC shall conduct a Pro Watercross Tour stop in South Padre Island, Texas and if it is agreed between the parties that UWP, LLC, in connection with the Pro Watercross, shall:

- Provide a two-day event professionally run and designed to entertain an audience for a minimum of five to six hours each day, Saturday & Sunday: Watercross racing.
- Produce and distribute one (30) minute Pro Watercross TV shows that will highlight the racing.
 - South Padre Island, Texas has the option to upgrade to National TV program media buy – see **Addendum A.**
- South Padre Island Convention & Visitors Bureau will receive two (2):30 second TV commercials.
- One (1) 45-60 second segment within the TV show to promote the South Padre Island, Texas region.
- South Padre Island Convention & Visitors Bureau will receive closing billboards during the television show.
- Web cast - two 3-4-hour broadcasts, one on Saturday and one on Sunday which will include a minimum of two :30 second commercials each day.
- Logo placement throughout the event venue, which will include four (4) courtside banners at each Pro Watercross event.
- Logo placement on the front side of the main stage, the main stage/tower is the focal point of the on-land entertainment.
- PA announcements at each Tour Stops.
- South Padre Island Convention & Visitors Bureau logo inclusion on E-blasts throughout each year's campaign.
- South Island Convention & Visitors Bureau logo inclusion in E-blasts leading up to, during and post event recap.
- South Padre Island Convention & Visitors Bureau logo inclusion in social marketing campaigns including leadup to the South Padre Island, Texas event, pre-event and post event videos on YouTube, Facebook, e-blasts.
- South Padre Island Convention & Visitors Bureau logo inclusion on print media including event posters and postcards.
- South Padre Island Convention & Visitors Bureau linked logo & video inclusion on the Pro Watercross website and other digital media.

COST TO HOST SITE FOR EVENT

Host fee, cost and other obligations. As consideration for the rights and benefits granted herein and provided that UWP, LLC is in compliance with the terms of this Agreement, Agent and or Host and shall provide the following at no cost to UWP, LLC dba Pro Watercross:

- Rights fee: South Padre Island Convention & Visitors Bureau will pay UWP, LLC. the rights fee of \$35,000 of which \$26,250 or 75% will be paid upon the signing of contract and \$8,750 or 25% within 30 days post event. Remaining payments will be paid based on the payment schedule listed below.
 - Host guarantees the event site, free of charge, starting Wednesday before the Event through Sunday or the completion of the Event if later.
 - Assistancess in moving equipment from UWP trailer down to the beach (frontend loader or similar) on Thursday and Friday and removal on Sunday – times to be determined at a later date.
 - Assistance from South Padre Island Beach Patrol/Lifeguards (4-6 persons each day) on Saturday and Sunday to keep swimmers and beach goers from the immediate racecourse area for the duration of the event each day.
 - Host is responsible for overseeing water traffic control through communication with local marinas, boat patrols, and signage in appropriate locations.
 - Dedicated Ambulance with a minimum of two EMTs each day throughout the event weekend from approximately 9AM – 5PM on Saturday and Sunday.
 - Provide participants/event parking & security.
 - A minimum of thirty (30) Facebook posts and thirty (30) twitter posts on South Padre Island Convention & Visitors Bureau social accounts about the tour stop in South Padre Island, Texas for each upcoming event. Pro Watercross can provide pictures and graphics upon request.
 - Advertising promotion – local advertising in print and other sources (if available), which must be pre-approved by UWP, LLC before commitment is made.
 - Provide UWP, LLC with marketing material to help promote your community.
 - Provide UWP, LLC with 4 volunteers each day throughout the event weekend.
 - Provide UWP, LLC with hotel accommodations equaling 30 room nights for the event weekend UWP staff near the race site.
 - Please keep confidential all terms of this Agreement.

IN WITNESS WHEREOF, the parties have hereunto set their hands and seal this _____ day in the month of _____ 2019.

UWP, LLC Representative

South Padre Island Convention & Visitors Bureau Representative

Rights fee to be paid to the UWP, LLC for event: \$35,000 of which \$26,250 or 75% will be paid upon the signing of contract and \$8,750 or 25% within 30 days post event and post event review by South Padre Island, TX.

Rights Fee payment schedule 2020, 2021, 2022 - this is a three (3) year contract for \$35,000 per year.

- **2020 payment schedule:** \$35,000 of which \$26,250 or 75% will be paid upon the signing of contract and \$8,750 or 25% within 30 days post event
- **2021 payment schedule:** \$35,000 of which \$26,250 or 75% will be paid on or before October 1, 2020 and \$8,750 or 25% within 30 days post event
- **2022 payment schedule:** \$35,000 of which \$26,250 or 75% will be paid on or before October 1, 2021 and \$8,750 or 25% within 30 days post event

The event dates for the Pro Watercross National tour stop – South Padre Island Nationals: Tentative dates:

- June 6-7, 2020
- June 5-6, 2021
- June 4-5, 2022

SPI CVB Representative: _____ Initials

UWP representative: _____ Initials

SPONSORSHIP/PROMOTIONS

The event host will be entitled to all promotional, sponsorship, and merchandising dollars it raises pertaining to the watercross event, as well as all spectator and ancillary event gate fees, if applicable. The Pro Watercross National tour is entitled to all series promotional, sponsorship, and merchandising dollars it raises.

The Pro Watercross National Tour agrees to honor all event sponsorship commitments regarding signage, booth space, etc., that the host site makes pertaining to the watercross race, while the host site agrees to honor all commitments regarding booth space, signage, etc., made by the Pro Watercross National Tour.

The rights to the sale of soft goods merchandise pertaining specifically to the Pro Watercross National Tour are retained by the Tour and the Tour reserves the right to have the series' soft goods area at the event. It is understood that a copy of the insurance policy is available, upon request, and that also, upon request, the host site can name up to three additional insured on said policy.

END RESULT

The Pro Watercross National Tour offers host cities/venue the opportunity to bring an exciting and entertaining event to the community. The Pro Watercross National Tour will generate a tremendous amount of publicity, exposure for your area, and bring a substantial amount of money to the region.

The appeal of pro watercross racing will send out a message to the other lifestyle enthusiasts that something is happening in your area. On race weekend, people from all over the USA will descend on the city, fill hotels, and spend money in the local community. The added publicity will build traffic that will in turn generate more revenue for the city and the entire area.

Our mutual goal should be to establish a relationship between the event and the city that is a win-win for all those involved. UWP, LLC would like to establish a *long-term* relationship with host city. Thank you for your consideration to host a tour stop on the Pro Watercross National Tour. If you have any questions or need additional information, please call AJ at 585-330-0742.

Signature & deposit constitutes a binding three-year contract between South Padre Island Convention & Visitors Bureau Association and UWP, LLC for a tour stop for 2020, 2021, 2022.

South Padre Island CVB Representative's Signature: _____

Name & Title: _____
(Printed)

Date: _____

UWP Representative's Signature: _____

Name & Title: _____
(Printed)

Date: _____



ADDENDUM A: THREE (3) YEAR MEDIA BUY

MEDIA BUY: South Padre Island, Texas Convention and Visitors Bureau shall pay UWP, LLC for a media buy on CBS Sports Network TV show or similar national network for \$125,000.00 each year for 2020, 2021, 2022 events.

1. SPI shall pay UWP for a media buy of \$125,000 in connection to the Pro Watercross National Tour & Surf Championships. The media buy will be payable in two installments; \$25,000 TV broadcast deposit payable at the signing of the agreement. \$100,000.00 to be paid on or before May 1, 2020. Subsequent years broadcast deposits will be made on October 1, 2020 & 2021. The media buy installment payments will be payable to UWP, LLC at 1937 Fairport Nine Mile Point Road, Penfield, NY, 14526, Tax ID# 45-5191163.
2. South Padre Island, Texas will be the championship (finale) stop of a "Surf Championship" within the national tour.
3. South Padre Island, Texas will have the rights to name the championship event – title name to be determined no later than October 1, 2019.
4. South Padre Island, Texas's corporate colors and identity will be incorporated into the name and the "look and feel" of the Surf Championship to provide SPI with dominant ID online, onsite and on TV broadcasts at each Surf Tour stop prior to the Surf Championship finale in South Padre Island, TX.
5. SPI will have the right to create the surf championship logo. Pro Watercross will have final approval on the artwork for the official 2020, 2021, 2022 logo, to protect Pro Watercross and SPI's investment and maximize its return. SPI will be credited in all advertising and promotions for the surf championship in South Padre Island, Texas.
6. Produce and distribute a one (1) one-hour television show that will highlight the Surf Championship and South Padre Island. This will be filmed, produced and aired for the CBS Sports Network or similar network. The CBS Sports Network television show will be viewed throughout the USA by means of cable, video and telco providers as well as via satellite on DirecTV and DISH Network. Additionally, with consumers utilizing their mobile devices more and more, digital content will become more important than ever. Pro Watercross will release the Surf Championship TV show online after the initial airing on CBS Sports or similar national network.
7. Five (5) 30-second TV commercial spots will be inserted into the one-hour national television broadcast of the Surf Championship hosted in South Padre Island, Texas. The above-mentioned television commercials are to be provided by SPI no later than two (2) weeks prior to each year's event.
8. SPI's logo will feature a minimum of (4) "billboards" throughout the one-hour national network television broadcast.

CBS SPORTS TV COVERAGE: South Padre Island's media buy includes entitlements in **one (1) one-hour CBS Sports Network (or similar national network) TV Show** for the Surf Championships, which will broadcast two to four weeks post event. South Padre Island, Texas will receive entitlements and commercial spots on the TV broadcast of the Pro Watercross Surf Championship including highly visible signage throughout the event with an estimated value of \$250,000.

CBS/Similar Network continued...

- Five (5) :30 second TV commercial spots during the Surf Championship TV broadcast on CBS Sports Network or similar network.
- ID on the Surf Championship billboards with audio mentions.
- Name/logo incorporated into Surf Championship logo.
- Name/logo incorporated into onscreen graphics.
- Name mentioned in audio slogan.

CBS Sports Network, the 24-hour home of CBS Sports, is available across the country through local cable, video and telco providers and via satellite on DirecTV Channel 221 and DISH Network Channel 158. For more information, and to access the CBS Sports Network channel finder, go to www.cbssportsnetwork.com.

LIVE STREAMING: Watercraft enthusiast are engaged with each event, while watching and listening from the comfort of their own home. Streaming Pro Watercross events live on the web makes it accessible to a worldwide audience. This means attendance to events can reach anyone, anywhere; all they need is access to the Internet. The biggest benefit to live streaming is that South Padre Island will receive more exposure to a greater audience and can dramatically expand its reach from local or regional to national and international.

- Four (4):30 second TV commercial spots throughout the live streaming broadcast each day
 - 2018 reach: 542,750+
- Opportunity for South Padre Island representatives to receive on-air acknowledgement, interview or award presentation at the event.
- Name/logo incorporated into onscreen Surf Championship logo.
- Name/logo incorporated into onscreen graphics and rotating sponsor logos.

2018 Pro Watercross National Championships & 2018 Pro Watercross World Championships	Total Views	Total Minutes	Facebook Reach
2018 Pro Watercross National Tour: Round 1 Panama City Beach, FL	59,431	50,482	57,570
2018 Pro Watercross National Tour: Round 2 Pensacola, FL	32,862	39,040	31,343
2018 US Open Tour (Hydroflight/SUPXross) Reno Sparks, NV	14,087	2,967	13,951
2018 US Open Tour (Hydroflight/SUPXross) Erie, PA	19,487	8,487	18,926
2018 Pro Watercross National Tour: Round 3 Racine, WI	19,170	25,298	18,169
2018 Pro Watercross National Tour: Round 4 Hartwell, GA	58,947	40,694	57,882
2018 Pro Watercross National Championship: Charleston, WV	182,388	59,824	18,113
2018 Hydroflight and SUPXross World Championships: Naples, FL	64,189	26,552	63,527
2018 Pro Watercross World Championships: Naples, FL	92,189	82,018	89,842
2018 Totals (9 Events)	542,750	335,362	369,323

South Padre Island CVB Representative's Signature: _____

Name & Title: _____

(Printed)

Date: _____

UWP Representative's Signature: _____

Name & Title: _____

(Printed)

Date: _____

2019 Pro Watercross



Event Attendance

227 attendees
70 unduplicated households
122 room nights
-1.5% change in event days YoY occupancy
1.1% change in ADR
0.4% change in RevPAR



DEMOGRAPHICS

Average age 40
Average Income:
71%
\$50,000 or more

\$47,000

CVB Investment

\$70,598

Total Spending

\$1,009

spending per household



3.24 visitors per household

3.14 nights spent on SPI

City tax share

10.5% Lodging = \$2,362
2% F&B sales tax = \$243
2% Other sales tax = \$575
Total = \$3,180

Total tax ROI = -93.2%
Lodging only ROI = -95.0%

SPI Experience



NET PROMOTER SCORE
likely to recommend
South Padre Island

79.0

87.0%

Likely to return

98.6%

Satisfied with SPI

98.6%

Satisfied with event

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

MEETING DATE: June 26, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve funding request for the following:

- a. South Padre Island Reef (Formerly RGV Reef)
- b. South Padre Island Wahoo Fishing Classic

ITEM BACKGROUND

The Special Events Committee held the regular meeting on Thursday, June 20, 2019 and approve \$5,000 for the Wahoo Fishing Classic.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS

.

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

MEETING DATE: June 26, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve funding request for South Padre Island Reef. (Formerly RGV Reef)

ITEM BACKGROUND

The funding request is the amount of \$75,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Event Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS

South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



APPLICATION FOR INITIAL FUNDING

Today's Date: May 17, 2019

ORGANIZATION INFORMATION

Name of Organization: Friends of RGV Reef

Address: 419 West US 83

City, State, Zip: Pharr, Texas 78577

Contact Name: Gary Glick Contact Office Phone Number: _____

Contact Cell Phone Number: 512-923-19004

Web Site Address for Event or Sponsoring Entity rgvref.com

Non-Profit or For-Profit status: Non Profit Tax ID #: 47-4622438

Entity's Creation Date: 2015

Purpose of your organization:

Deploy concrete and steel materials in RGV Reef. We have built the first industrial scale nurser

EVENT INFORMATION

Name of Events or Project: RGV Reef 2019 deployment

Date of Event or Project: Summer 2019



Primary Location of Event or Project: 13 miles north of the South Padre Island Jetties

Amount Requested: \$ \$75,000

Primary Purpose of Funded Activity/Facility:

Increase the number of visiting fishermen to the Island. Increase the Red Snapper population by increasing juvenile

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)

The majority of the funds will be spent for Marine Transport, after that for unloading and loading

Percentage of Hotel Tax Support of Related Costs

15 Percentage of **Total Event Costs** Covered by Hotel Occupancy Tax

0 Percentage of **Total Annual Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

15 Percentage of **Annual Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 100 %

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

No



Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ 0
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ 0
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ 0
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ 0
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ 0
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ 0

How many attendees are expected to come to the sporting related event? n/a

How many of the attendees at the sporting related event are expected to be from another city or county? unknown

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

Folks will come a long way for unsophisticated fish that are easy to catch. RGV Reef produced (grew) approximately 240,000 juven

These are 80 % of the Snapper being caught in 2018 and 2019. The remaining 20 % are attracted from other nearby reefs. The c
are important, but hard to quantify. It should be noted that the Head boats stayed in South padre Island for the 2018-2019 winter fi



g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.**

Amount requested under this category: \$ 0

What sites or attractions will tourists be taken to by this transportation?

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ 0

What tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

4

Expected Attendance: hard to count

How many people attending the Event or Project will use South Padre Island lodging establishments? hard to count

How many nights do you anticipate the majority of the tourists will stay: 2-3

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

na

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
2018	\$50,000	UNK
2017	\$40,000	UNK

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

Economic Impact Study, attached, showing increased property and hotel tax



Please list other organization, government entities, and grants that have offered financial support to your project:

TPWD, TIFT, The Texas GLO, The SPI EDC, Valley Crossing Pipeline, The RAM Foundation, The Max Nichols Foundation, Paul Veale, Jr., The Port of Brownsville, The BNSF Railroad, Noble Construction, Formost Paving, Roberts Chevrolet, Murry Megison, Atlantis Marine Habitat

Will the event charge admission? no

Do you anticipate a net profit from the event? no

If there is a net profit, what is the anticipated amount and how will it be used?

All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$ news articles, all free
- Radio: \$ _____
- TV: \$ _____
- Website, Social Media: \$ _____
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: 3 or 4 /year

Anticipated Number Direct Mailings to out-of-town recipients: 0

Other Promotions:

Laure Bush's Texan by Nature Foundation selected Friends of RGV Reef as one of 6 recipients Conservation Wrangler award for 2109. They will be promoting the reef and Friends of RGV Re



A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply? Yes No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

[If we have a tour operator, we will require them to use that service.]

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

What geographic areas does your event reach?

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: _____
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

What amount of event insurance do you have for your event and who is the carrier:

None, Reef area owned by the State of Texas

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes No



Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- _____ Proposed Marketing Plan for Funded Event
- _____ Schedule of Activities or Events Relating to the Funded Project
- _____ Complete budget for the Funded Project
- _____ Room night projections, with back-up, for the Funded Event

Submit to complete applications to:

Marisa Amaya
Event Development & Packaging Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834
Email: marisa@sopadre.com





419 W. US Hwy 83
Pharr, TX 78577
www.rgvreef.com
www.facebook.com/rgvreef/

To:
The South Padre Island Convention Center
and Visitors Bureau

From:
Friends of RGV Reef, a Texas nonprofit corporation and an IRS 501(c)(3)
charity.

Amount:
\$75,000 for installation of Low (Nursery), Mid and High relief concrete and
steel artificial reefing material in RGV Reef

RGV Reef, located 12 miles north of the South Padre Island jetties and
within state territorial waters covering 1650 acres is by far and away the
largest Reef off the Texas coast.

It was permitted large to allow for extensive nursery reef primarily
benefiting the commercially and recreationally important Red Snapper. This
is also the only Reef off the Texas coast that is being built with graduated
stepping stones of increasingly complex and taller habitat to carry multiple
species of fish through their life cycles.

With the material that we have down so far, the One Gulf consortium which
is A&M Galveston, the Harte Research Institute in Corpus and UTRGV
estimated that we carried 240,000 snapper from juvenile stage to adults
from 2017 to 2019. These are young unsophisticated fish, easy to catch.
And people will travel a long way for dumb fish. That puts heads on beds
and butts on barstools.

RGV Reef was supposed to take decades to finish and \$20 million. This
was predicated on the normal Reefing contracts through the state or the
federal government that put material in the water for about \$1000 a ton.
Through great persistence Friends of RGV Reef Has secured donated
deep-water port frontage with rail siding, donated professional services,
donated equipment, donated management, donated site prep. So far we've
purchased about 90,000 cinderblocks for Nursery Reef at about a dollar
apiece and 50 Reefing pyramids at \$1000 apiece totaling about one
thousand tons of material purchased but the remainder of the 17,600,000



419 W. US Hwy 83
Pharr, TX 78577
www.rgvreef.com
www.facebook.com/rgvreef/

pounds of concrete railroad ties and box culverts, highway dividers and crushed concrete and rip rap that we've put down has all been donated, including the land freight. We're also very nimble in our procurement of the one main expense that we have which is marine transport. So as a consequence we put down material for about \$100 a ton around a 10th of a normal Reefing contract.

We have almost raised enough money to put down another 10,000,000 (Ten Million) pounds of primarily concrete railroad ties (which make incredibly complex patch reefs tangled like pick up sticks), and including concrete rip rap, and concrete cinder blocks this summer. The best marine science, and observation of natural reefs shows that providing graduated steppingstones of reef size and maximizing complexity increases species richness and total biomass. We arrange the material we put down to grow and attract the most fish possible.

The economic development study on RGV Reef done for the CVB last year shows that if you were funding 100% of the Reef the return on investment would be up above 10%, but since we also raise money elsewhere and use literally millions of dollars worth of donated goods and services the return on investment of the \$75,000 that we are asking you for approaches the infinite. "such a deal I got for you" :-)

There is also a PowerPoint presentation that you will received under separate cover from Curtis Hayungs.

Thank you very much, please call me if you have any questions.
Thanks Gary Glick
President, Friends of RGV Reef
512-923-1904



- **Located 13-miles northeast of South Padre Island, the 1650-acre Rio Grande Valley (RGV) Reef is the largest artificial reef off the Texas coast. Since 2014, Friends of RGV Reef is dedicated to the ongoing habitat restoration of this important fishery by implementing comprehensive science-based management of this Gulf ecosystem. Historically, this low-relief nursery reef was comprised of sandstone, clay, caliche, and associated soft coral cover. *What's in the reef***
- **This created valuable habitat for juvenile Red Snapper and other reef fishes. However, this low-relief material had been severely degraded by trawl fishing in recent decades, drastically reducing juvenile snapper survivorship and recruitment.**
- **Friends of RGV Reef combat this loss by deploying artificial reefing materials of different concentrations and sizes, ranging from intentionally sunken vessels to concrete rail ties and cinder blocks. Diverse, complex reef substrate can provide habitat for snapper of all ages and sizes, in addition to habitat for hundreds of other species of fish, invertebrates, and turtles that frequent the reef.**



What's in the Reef

- **The first industrial scale nursery reef in the Gulf of Mexico maybe in the world. RGV Reef successfully carried 240,000 juvenile red snapper through the first two years of their life. We've also placed increasing sizes of recycled concrete in patch reefs to form graduated stepping stones which provide cover, habitat and food for all the species of fish on the continental shelf. This is how we put fish back in the gulf.**
- **Camera traps show that we are also providing food and cover for several species of threatened and endangered turtles, primarily Kemp's Ridleys.**





- | | | |
|-----------------|------------------|-------------|
| ● PATCH REEF | ○ ROUND CULVERTS | ★ LIMESTONE |
| ▲ PYRAMID REEF | ● OCTO-REEF | ■ WATERMILL |
| □ BOX CULVERTS | ▲ SUNK BOAT | ■ TILE |
| ● CINDER BLOCKS | ○ CONCRETE | ○ DIVIDERS |



**RGV REEF
(PS-1105) 1,650 Acres**





UTRGV & Texas A&M doing a study that shows the baby snapper staying on the cinderblocks

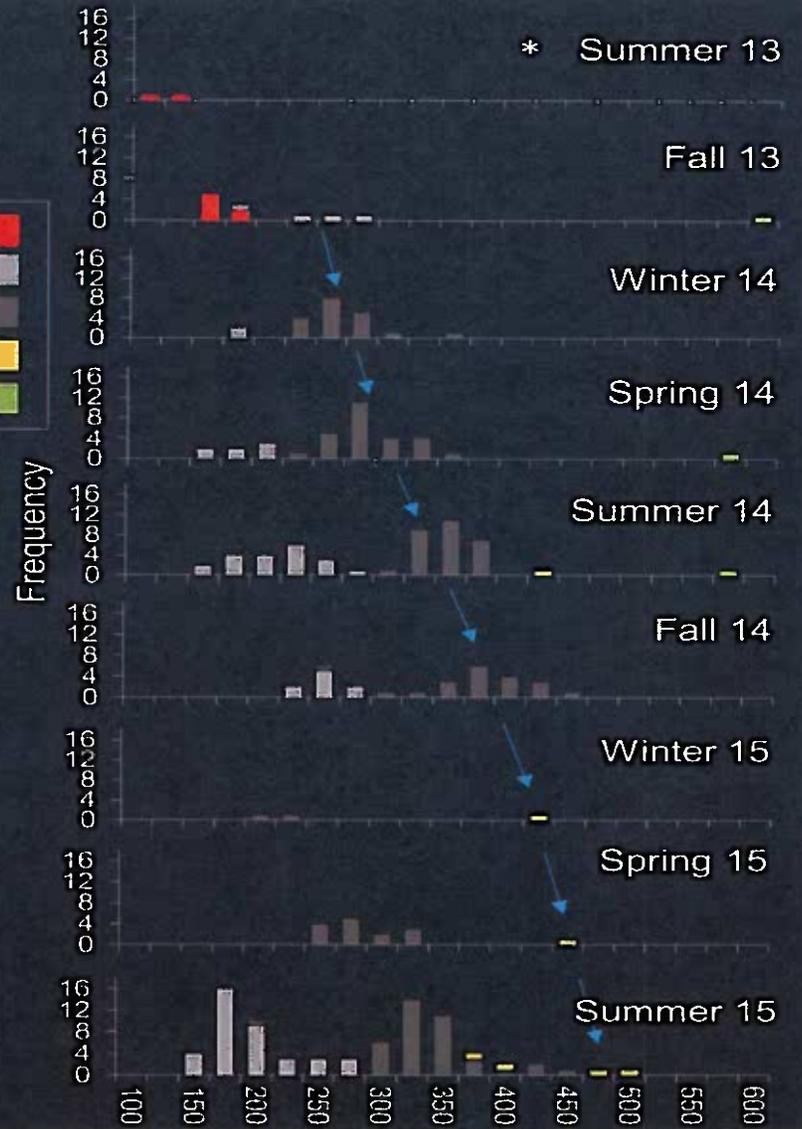


This image shows juvenile snappers are staying on the cinderblocks until they are large enough to be harvested

Red Snapper Size/Age Structure over Time

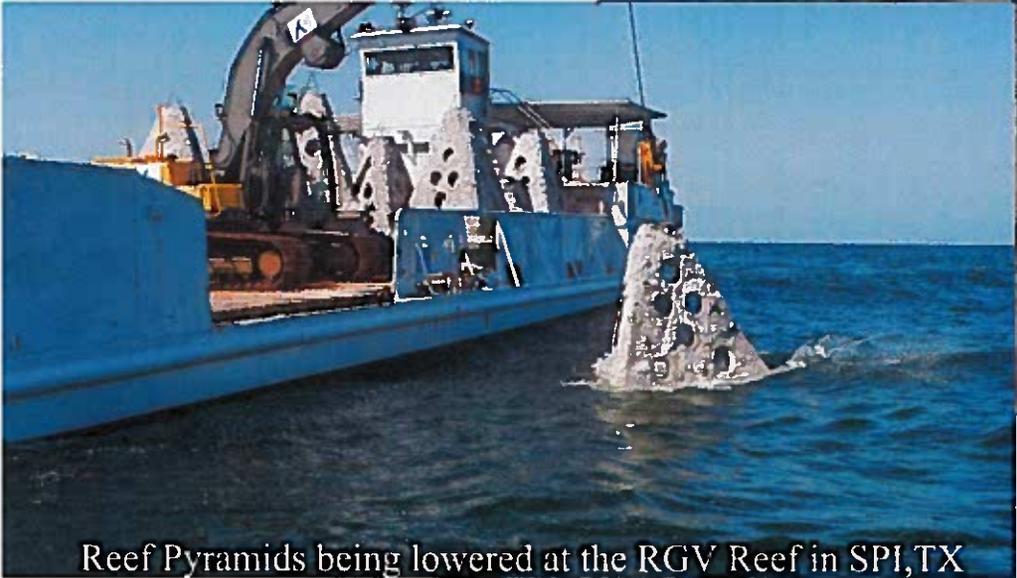


n = 247





Cinderblocks being dropped to create artificial reef habitat

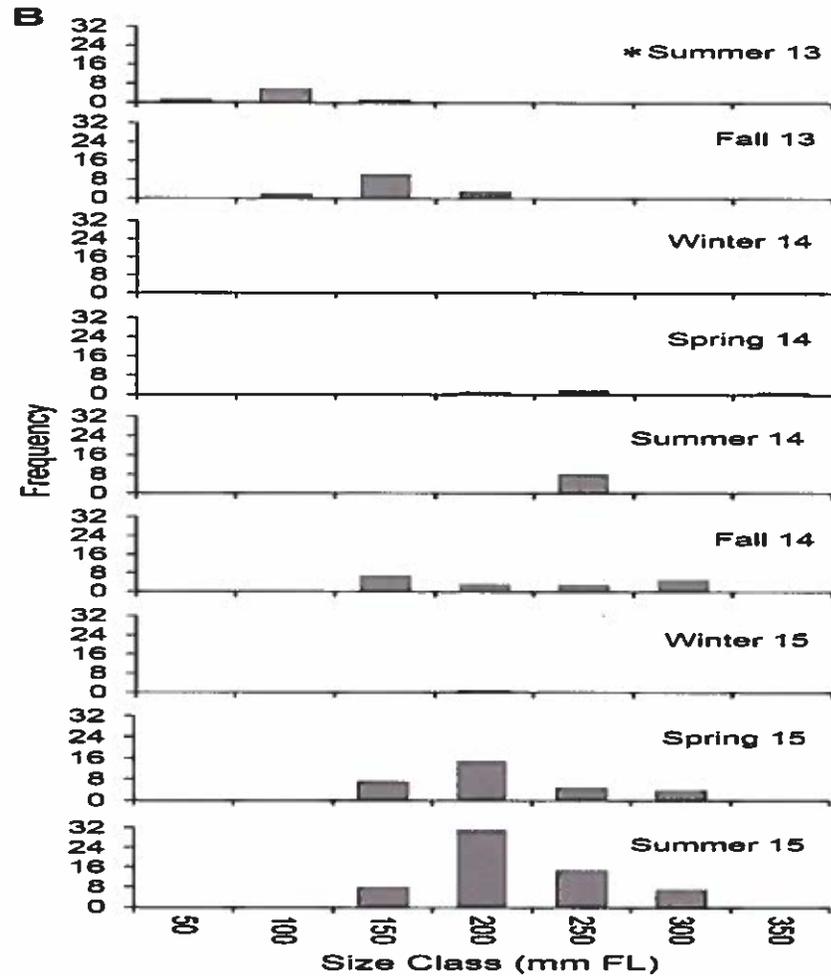
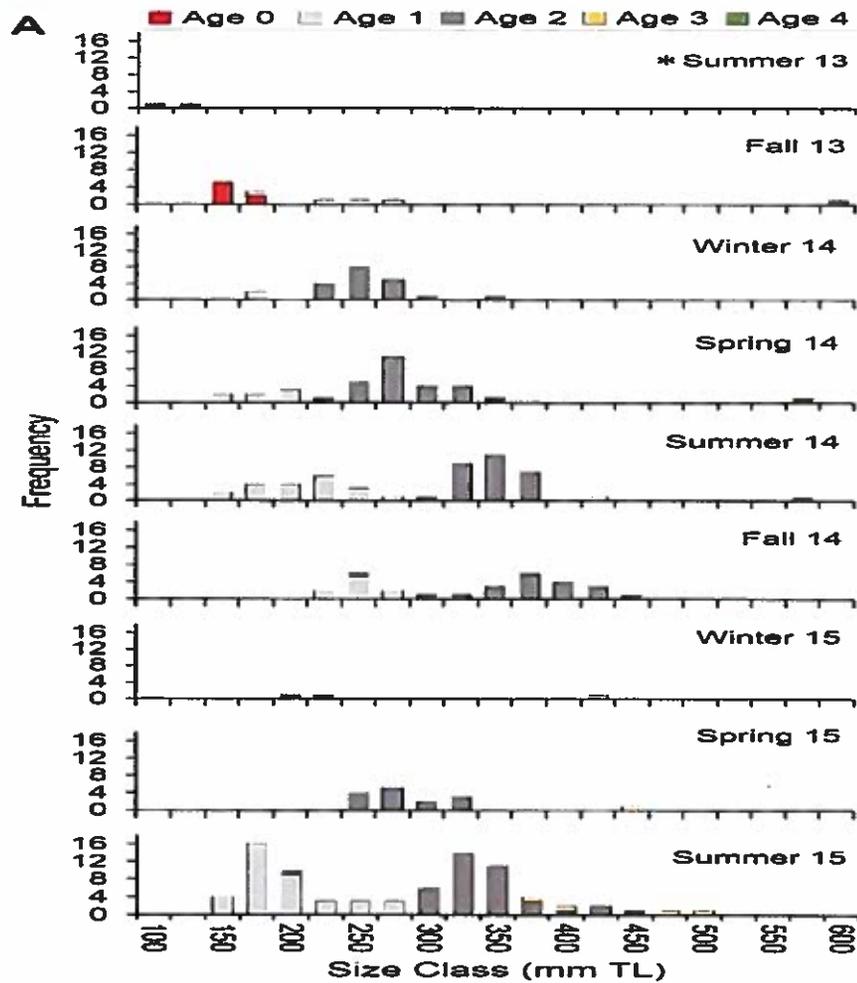


Reef Pyramids being lowered at the RGV Reef in SPI, TX



Railroad ties donated by the BNSF Railway to build the Reef

The most important thing to get from this graph is that you can follow a size/age-class of fish through time – implying that once the age-0 or age-1 fish found the reef, they remained there (site fidelity) and were growing fast. By the end of the study in summer 2015, there are many more of each age class, especially age-3 fish – the size anglers will be able to harvest.



2016

- **High profile material**
- **Two 70 foot cleaned steel vessels**
- **Tift Tug and the Gulf Explorer Max's Wreck**



2017

- Low profile (nursery) material
- 600 tons of concrete roof tiles
- 67,000 cinder blocks
- Multiple other test patches of oyster shell, limestone oyster patch low relief slab test modules
- Mid profile material
- 210 eight foot highway dividers
- 3000 tons of large concrete:
- 76 ten foot box culverts
- 47 eight foot tall reefing pyramids
- 42 five foot round culverts
- 1500 tons concrete rip rap



2018

Test patches of concrete railroad ties donated by the BNSF Railway were deployed ranging from 25tons to 400tons to determine best practice.

We were able to deploy 10.6 million pounds (5600 tons) of recycled concrete railroad ties in 2018. These were deployed into the 32 foot tall "Big Pile" which is still to be named. (Big donors get things named for them, hint hint hint.)

We also built most of the five hundred foot long CCA Ridge.



2019

- Build up the “Big Pile” of concrete railroad ties to 45ft tall 30ft from the ocean surface **(see below)**
- Add 25,000 to 71,000 cinderblocks to start another 200 acre nursery reef. **(see below they are ready for deployment)**
- Add ten 100ton patch reefs to the CCA corner. **(this will continue to build up the SE corner of the Reef)**
- 26 100 ton of low and mid relief reef patches with RR ties. **(this is a barrier to keep the shrimpers out of the Reef.)**



Heroes of the Reef

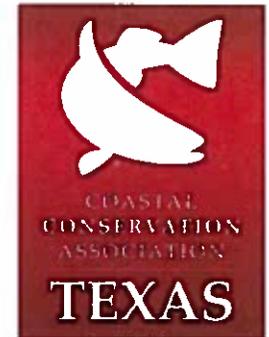
EMR International Ship breaking
Max Nichols Foundation
The Ram Foundation
(Andy Faskin)
Paul Veale, Jr.
Dr. Richard Kline
Bryant Industrial Services



TEXAS A&M
 UNIVERSITY
 CORPUS
 CHRISTI | **HARTE**
 RESEARCH INSTITUTE
 FOR GULF OF MEXICO STUDIES



LilMo
 MARINE SERVICES





Volunteers

- *Curtis Hayungs*
- *Gary Glick*
- *Robert Glick*
- *Daniel Bryant*

Videos

- **Intro to Friends of RGV Reef** <https://vimeo.com/263611181>
- **Sinking if Tift tug & Gulf Explorer** <https://vimeo.com/192040914>
- **Channel 5 News story:** <https://vimeo.com/271607818>
- **KRGV News update** <https://www.youtube.com/watch?v=huHGSEnJjU0&t=45s>
- **RGV Reef progress:** <https://www.youtube.com/watch?v=huHGSEnJjU0&t=44s>
- **Tift Tug one year later** <https://vimeo.com/273525020>
- **Concrete railroad tie project update** : <https://vimeo.com/manage/314166412/general>
- **Snapper & AJ trip for some of the volunteers of the Reef:** <https://vimeo.com/277756357>
- **Artificial Reefs impact in SPI, TX** <https://vimeo.com/264004898>

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

MEETING DATE: June 26, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve funding request for the South Padre Island Wahoo Fishing Classic.

ITEM BACKGROUND

The Special Events Committee held the regular meeting on Thursday, June 20, 2019. Funding request in the amount of \$5,000 was approved and recommended to Convention and Visitors Board for approval.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding request for the SPI Wahoo Fishing Tournament in the amount of \$5,000.

South Padre Island Convention & Visitors Bureau

South Padre Island Tax

Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



South Padre Island Convention & Visitors Bureau | 7355 Padre Blvd. | South Padre Island, Texas 78597
(800) 767-2373 | (956) 761-3000 | (956) 761-3024 Fax | SoPadre.com

APPLICATION FOR INITIAL FUNDING

Today's Date: 4/2/2019

ORGANIZATION INFORMATION

Name of Organization: Wahoo Classic Inc.

Address: PO Box 2312

City, State, Zip: South Padre Island, TX 78597

Contact Name: Dave Hollenbeck Contact Office Phone Number: 303-517-9419

Contact Cell Phone Number: 303-517-9419

Web Site Address for Event or Sponsoring Entity <https://www.spiwahooclassic.com/>

Non-Profit or For-Profit status: Non-Profit Tax ID #: 812-219-3734

Entity's Creation Date: April 12, 2016

Purpose of your organization:

Bring anglers to South Padre Island to compete in a offshore Wahoo Fishing
Tournament.

EVENT INFORMATION

Name of Events or Project: Wahoo Classic

Date of Event or Project: September 13-15, 2019

Primary Location of Event or Project: Jim's Pier South Padre Island

Amount Requested: \$5,000



Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ None

- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ None

- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ 5,000

- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ None

- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ None

- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ 0

How many attendees are expected to come to the sporting related event? 250-300

How many of the attendees at the sporting related event are expected to be from another city or county? 100

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

Due to our advertising as far as way as Rockport we would anticipate anglers from outside the SPI area to come to the fishing event.



- g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.

Amount requested under this category: \$ None

What sites or attractions will tourists be taken to by this transportation?

None

Will members of the general public (non-tourists) be riding on this transportation? None

What percentage of the ridership will be local citizens? None

- h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Amount requested under this category: \$ 500.00

What tourist attractions will be the subject of the signs?

N/A



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: The 2019 tournament will be the fourth annual event.

Expected Attendance: 250

How many people attending the Event or Project will use South Padre Island lodging establishments? 75 room nights

How many nights do you anticipate the majority of the tourists will stay: 2

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

Will work with the CVB to establish group rates for our Attendees.

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>September 2016</u>	<u>\$40,000</u>	<u>Number of rooms unknown</u>
<u>September 2017</u>	<u>\$40,000</u>	<u>Number of rooms unknown</u>
<u>September 2018</u>	<u>\$25,000</u>	<u>Number of rooms unknown</u>

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

When the anglers register for the tournament they will be asked to fill out a questionnaire about their planned activity while on South Padre Island.

Please list other organization, government entities, and grants that have offered financial support to your project: None

Will the event charge admission? No

Do you anticipate a net profit from the event? Yes

If there is a net profit, what is the anticipated amount and how will it be used?

A portion will be given to a local charitable organization. After all expenses, the remaining balance will be held over the 2020 event.



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$ 10% _____
- Radio: \$ 0 _____
- TV: \$ 0 _____
- Website, Social Media: \$ 30% _____
- Other Paid Advertising: \$ 60% _____

Anticipated Number of Press Releases to Media: 3 _____

Anticipated Number Direct Mailings to out-of-town recipients: 0 _____

Other Promotions: Email pass participants. Drive distance of 200+ miles to deliver posters and flyers to all marinas. _____

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply? Yes No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

Yes _____

[If we have a tour operator, we will require them to use that service.]

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

Through an email blast. Work with Boat Dealerships to help promote Tournament. _____

What geographic areas does your event reach?

Coastal Texas, South Padre Island to Rockport _____

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: None _____
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: 0 % (use a visitor log that asks them to check a box if they are staying at an area lodging facility)



What amount of event insurance do you have for your event and who is the carrier:

\$1,000,000 Cameron County Insurance Co., Located in Port Isabel

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Complete budget for the Funded Project
- Room night projections, with back-up, for the Funded Event

Submit to complete applications to:

Marisa Amaya
Event Development & Packaging Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834
Email: marisa@sopadre.com



2019 South Padre Island Wahoo Fishing Classic

Event Name: South Padre Island Wahoo Fishing Classic

Event Date/s: September 13 - 15, 2019 Inclement Weather Date September 20 – 22,2019

Event Venue/s: Jim's Pier; 211 W. Swordfish, South Padre Island, TX 78597

Event Details: www.spiwahooclassic.com

Fourth Annual, Offshore Fishing Tournament. Prizes awarded for three different fish species, Wahoo, Dorado and Tuna.

Event is a traditional off-shore tournament, "Go Fast," trailerable center console boats are invited and encouraged to participate.

The three-day event includes a Captain's meeting on day one, a full day of fishing on day two and an awards ceremony on the final day.

Proceeds from the SPI Wahoo Classic tournament are donated to the Laguna Madre Education Fund which provides scholarships to local high school students.

Sponsors and Marketing

2018 Sponsors: South Padre Island, Castellanos Seafood, Dennis & Anna Stahl, Ray & Nancy Hunt, La Copa Inn, Laguna Bob, Jim's Pier, Kohnami Restaurant, Louie's Backyard, La Quinta, Pier 19, The Painted Marlin, Pirate's Landing, Sea Ranch, Gabriellas, First Community Bank, The Palms Resort, Tom & Jerry's, Shallow Sport, Isla Grand, Daddy's, Marcellos, Blackbeards, Hilton Garden Inn, and Yummies

2018 Trophy Sponsors: Team Hoo Dat, Peggy's Tatoos, Tarpon Self Storage, Barrels and Bullets, Dave & Marie Hollenbeck, Captain Bryan Ray's Fishing

Marketing Tools Include:

MARKETING TOOLS	DIGITAL, ONLINE
Word of Mouth	Website
Participants, sponsors and local fishing guides	www.spiwahoooclassic.com
Databases/Direct mail	Social Media, Blogs, Forums
Save the date letters and emails	Facebook
Thank you letters post tournament	Instagram
Include event details in email signatures.	Online Optimization
PUBLICITY /PUBLIC RELATIONS	On-line Calendar listings
Free Editorial	CVB Website, Island Getaways Website and event website
Coastal Current	MARKETING MATERIALS
Channel Five Weather (new for 2019)	Letters, stickers and post cards
Functions	Fliers, posters distributed throughout the Rio Grand Valley
Captain's meeting	Signage; banners
Awards Ceremony	Day of event signs
	SPI signs at Causeway
Council, Tourism, Businesses	CVB push sheet in LKT giveaway bags
South Padre Island Convention and Visitors Bureau	T-shirts to all participants with logo and website

2019 Wahoo Classic schedule of events

Friday September 13th 2019 Under the big tent at Jim's Pier Marina, registration , hand out of bags and gifts to anglers, live entertainment.

Saturday September 14th 2019 . Fishing all day offshore with weigh-ins in the late afternoon.

Sunday September 15th 2019 Under the tent at Jim's Pier marina. Awards and cash prizes to the winning anglers, announcements for the following year, recognition and thanks for all of our sponsors. Coffee and pastries will be served.

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

MEETING DATE: June 26, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update, discussion and possible action based on Special Events Committee decision to not recommend funding for the following:

- a. HalloWings
- b. Zombie Charge
- c. Holiday Lights Over Padre
- d. Veteran’s Day Event
- e. Fishing’s Future

ITEM BACKGROUND

The Special Events Committee held their regular meeting on Thursday, June 20, 2019. Recommendation was given not to fund these events.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS

.

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

MEETING DATE: June 26, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the Hallownings special event.

ITEM BACKGROUND

This item was tabled at the April 10, 2019 Special Event Committee regular meeting. The Special Events Committee held their regular meeting on June 20, 2019 and recommendation was given not to fund this event. Funding request was for \$12,500.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

South Padre Island Convention & Visitors

Bureau **South Padre Island**

Tax Funding

Application Hotel Occupancy Tax Use

Guidelines Under Texas State Law

APPLICATION FOR INITIAL FUNDING

Today's Date:

05/07/19

ORGANIZATON INFORMATION

Name of Organization:

South Padre Island Birding, Nature Center & Alligator Sanctuary

Address: 6801

Padre Blvd.

City, State, Zip: South

Padre Island, TX 78597

Contact Name: Alita Bagley **Contact Email:** _____

spialita1@gmail.com

Contact Office Phone Number: _____

956-761-6801

Contact Cell Phone Number:

956-243-1920

Web Site Address for Event or Sponsoring Entity:

spibirding.com

Non-Profit or For-Profit status: _____ **501 c 3 Tax ID #:**

20-3288155

Entity's Creation Date:

March 2006

Purpose of your organization:

_____ The mission of the South Padre Island Birding & Nature Center is to educate the public about the

_____ birds of South Padre Island and its environs: the flora, fauna and natural environment of South Padre

_____ Island and the Laguna Madre Coastal area, with an emphasis on conservation and environmental awareness.

EVENT INFORMATION

Name of Event:

HalloWings

Date(s) of Event:

November 1 - 3, 2019

Primary Location of Event:

SPI Birding Center, Native Plant Center, Jim's Pier, SPI Convention Centre

Amount Requested: _____

\$30,000

Primary Purpose of Funded Activity/Facility:

_____ To provide a weekend long, series of family-friendly events focusing on the migration of the Monarch

_____ butterfly

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How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)

See attached

Percentage of Hotel Tax Support of Related Costs

_____ 80%

Percentage of Total Event Costs Covered by Hotel Occupancy Tax

_____ Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities %

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____

b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____

c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: \$ _____

30,000

d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ _____

e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ _____

f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$ _____

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How many attendees are expected to come to the sporting related event? _____

How many of the attendees at the sporting event are expected to be from another city/county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation?

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event: _____

2

Expected Attendance: _____

1000

How many people attending the Event will use South Padre Island lodging establishments?

How many nights do you anticipate the majority of the tourists will stay: _____

2

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

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List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held Assistance Amount Number of Hotel Rooms Used

October 2017 October 2018

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

Please list other organization, government entities, and grants that have offered financial support to your project:

Will the event charge admission? _____

Do you anticipate a net profit from the event?

If there is a net profit, what is the anticipated amount and how will it be used?

All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

• Newspaper: \$

• Radio: \$

• TV: \$

• Website, Social Media: \$

• Other Paid Advertising: \$

Anticipated Number of Press Releases to Media: _____

Anticipated Number Direct Mailings to out-of-town recipients: _____

Other Promotions:

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply? Yes No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

_____ *[If we have a tour operator, we will require them to use that service.]*

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

\$27,000

\$27,000 24

Room Block usage from HOTels, and CVB Surveys

No
2,000
001,000
5002
Yes

Main event on Saturday free, Friday & events have a fee

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What geographic areas does your event reach?

Rio Grande Valley

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- **Expected Visitation by Tourists Monthly/Annually:** _____
- **Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: % (use a visitor log that asks them to check a box if they are staying at an area lodging facility)**

What amount of event insurance do you have for your event and who is the carrier:

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an additionally insured]

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply? Yes No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Complete budget for the Funded Project
- Room night projections, with back-up, for the Funded Event

Submit to complete applications to:

Marisa Amaya Event Development Manager C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd. South Padre Island, TX 78597 Phone: (956) 761-3834 Email: marisa@sopadre.com

South Padre Island Convention & Visitors Bureau | 7355 Padre Blvd. | South Padre Island, Texas 78597 | (956) 761-3000 | (956) 761-3024 Fax | SoPadre.com

South Padre Island Convention & Visitors Bureau

Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

HalloWings

over South Padre Island

_____ Name of Event Date Submitted

Received and understood the separate **Special Events Policy** Completed the **South Padre Island Hotel Tax Funding Application** form Enclosed a description of all planned activities (or provided in application form) Enclosed a sponsor list (categorized by “confirmed” and “pending”) Enclosed a vendor/exhibitor list (categorized by “confirmed” and “pending”) Enclosed an event map Enclosed security/safety plans Enclosed a detailed budget Enclosed an advertising and promotion plan Enclosed copies of promotional materials (if available) Enclosed a summary of previous special event experience of organizer(s) Enclosed a history of event (if previously produced) Indicated the type(s) of assistance requested Indicated the amount of financial support (if requested)

_____ Authorized Signature Date

_____ Print Name

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OCTOBER 25 - 27, 2020

Friday		Saturday		Sunday	
6:30pm	Winged Gala - BNC	9 - 11	Breakfast w/Monarchs- BNC	8:30 am	Breakfast w/Pirates Jim's Pier
	Entertainment - Wine/Beer Tasting/Hors d'oeuvres Art Show	9 - 3	Sandcastle Exhibit - BNC	12pm	Pirate Cruise
6:15pm	Boo Bash Arts and Crafts - CVB	9 - 3	Butterfly Tent Exhibit BNC		
7:00pm	Boo Bash Feature Film - CVB	10 am	Guided Bird Walk - BNC		
		10 am	Nature Film Showing BNC		
		10 am	Growing Butterfly Plants NPC		
		10 am	Leslie Blasing - Stage BNC		
		10:45 am	Monarch Talk BNC		
		11 - 3	Food Truck - BNC		
		11 am	Guided Butterfly Walk BNC		
		11 am	UnLITTER Trashion Show Stage BNC		
		11:30 am	Magic Show - Auditorium BNC		
		11:30 am	Guided Bird Walk - BNC		
		12pm	Melvin Ellis- Stage BNC		
		12:30 pm	Nature Film Showing BNC		
		1:00 pm	Mariachi Azteca - Stage BNC		
		1:00 pm	Guided Bird Walk - BNC		
		1:00 pm	Monarch Talk - auditorium BNC		
		2:00 pm	Growing Butterfly Plants NPC		
		2:00 pm	Garden Crawl Tour NPC		
		2:00 pm	Nature Film Showing BNC		
		1:30 pm	Guided Butterfly Walk BNC		
		2:30 pm	Folklorico - Stage BNC		
		5pm	Happy Hour/Shrimp Boil NPC		

CVB - Convention Ctr BNC - Birding & Nature Center NPC - Native Plant Ctr

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

MEETING DATE: June 26, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the Zombie Charge race.

ITEM BACKGROUND

The Special Events Committee held their regular meeting on June 20, 2019 and recommendation was given not to fund this event.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



South Padre Island Convention & Visitors Bureau | 7355 Padre Blvd. | South Padre Island, Texas 78597
(800) 567-3373 | (956) 761-3000 | (956) 761-3024 | Fax: 761-3024 | SaPadre.com

APPLICATION FOR INITIAL FUNDING

Today's Date: 5/1/2019

ORGANIZATION INFORMATION

Name of Organization: Activeworks, LLC

Address: 515A S. Fry #557

City, State, Zip: Katy, TX 77450

Contact Name: Sandy Reyes Contact Office Phone Number: 832-896-6072

Contact Cell Phone Number: 832-896-6072

Web Site Address for Event or Sponsoring Entity www.zombiecharge.com

Non-Profit or For-Profit status: For-Profit Tax ID #: _____

Entity's Creation Date: 12/2017

Purpose of your organization:

Activeworks, LLC is an event management company with the purpose of creating events that inspire fitness and impact communities through interactive and unique 5k events.

EVENT INFORMATION

Name of Events or Project: Zombie Charge 5K OCR & Festival

Date of Event or Project: October 12, 2019

Primary Location of Event or Project: Clayton's

Amount Requested: \$30,000



Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms. \$ _____
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ 30,000

How many attendees are expected to come to the sporting related event? 2,000

How many of the attendees at the sporting related event are expected to be from another city or county? 95%

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

Our goal is to cast a wide marketing net that extends from Mexico to North Texas and Louisiana and large metro

cities like Dallas/Fort Worth, Austin, Houston. With our projections on room stays and room blocks, we intend to bring from

\$15,000 to \$18,000 in revenue. We estimate of discretionary spending, a total of \$20-25K at minimum for SPI.



- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.**

Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation?

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: 3 years

Expected Attendance: 2,000

How many people attending the Event or Project will use South Padre Island lodging establishments? 125-150 rooms and 300-500 people to stay over that weekend

How many nights do you anticipate the majority of the tourists will stay: 1-2 nights

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

A 10 room block will be set aside for anyone working the event and main volunteer leads. We will work on discounts for every ticket of \$5 - 10 if they book in SPI ONLY.

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
September 2018	\$35,000	77

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

Attendee surveys on check in, discounts of \$5-10 on each ticket will give us an idea also and working with hotels more closely to get an idea on check ins if they mention our event

Please list other organization, government entities, and grants that have offered financial support to your project: McCoys, Tropical Smoothie Cafe, Russo's

Will the event charge admission? Yes - only to participate, free for the public

Do you anticipate a net profit from the event? Yes

If there is a net profit, what is the anticipated amount and how will it be used?

Estimated net profit of \$20,000 of which most will be used as seed money for next year's event as we downgrade the HOT amount year to year. The money will go to keep obstacles stored and safe, labor to safely disassemble, deposit to builder who knows obstacles for 2020 and inventory for 2020.



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$0
- Radio: \$3000
- TV: \$0
- Website, Social Media: \$10,000
- Other Paid Advertising: \$10,000

Anticipated Number of Press Releases to Media: 100

Anticipated Number Direct Mailings to out-of-town recipients: N/A

Other Promotions: Expos, other races, state wide promotions, obstacle race sites (i.e. MRG)

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply? Yes No

Will you negotiate a special rate or hotel/event package to attract overnight stays?
Yes _____

[If we have a tour operator, we will require them to use that service.]

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

We will work with the local haunted houses such as Toluca Ranch, upcoming movie promoters for movies like Zombieland 2 and do contests.

What geographic areas does your event reach?

Major markets will be all of the RGV, North Mexico, San Antonio, Houston, Austin, Dallas, Louisiana and Oklahoma

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: _____
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____ % (use a visitor log that asks them to check a box if they are staying at an area lodging facility)



What amount of event insurance do you have for your event and who is the carrier:

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Complete budget for the Funded Project
- Room night projections, with back-up, for the Funded Event

Submit to complete applications to:

Marisa Amaya
Event Development & Packaging Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834
Email: marisa@sopadre.com





Proposed Marketing Plan – SPI Zombie Charge 2019

Marketing Summary

Zombie Charge, being a unique concept in a 5K distance run with military style obstacles in a run event that's open level with a zombie theme, can attract hundreds of participants and thousands of total attendees. SPI would be first to market to bring this type of event in the beautiful setting of the island. The following strategies will be used to maximize the visibility of the event and bring more people to SPI on the weekend of Zombie Charge. By using influencers in the area especially fitness personalities, radio and TV – we can focus efforts to make it such a unique event that families will want to make it a weekend.

Mass Marketing Strategies

Radio

Our partnership with Telemundo and iHeart Media has successfully tested the ability for mass awareness of our event to a target audience in the hundreds of thousands within a month campaign. Our plan will involve using popular morning shows, radio personality endorsements and contests at specific times in the morning and afternoon that coincide with traffic times to really expose the opportunities for listeners to participate or attend the festival. The on air and online streams reach an age group that is our intended group of 18-44 and a population more likely to travel, spend a night at a hotel and be part of Zombie Charge. The cost for the radio run for 3 weeks can be negotiated at \$3,000. This will give a regionwide appeal to everyone and get people planning to attend, book rooms, etc.

Online

We will focus on listings and promoted listings that focus on runners, endurance athletes and festival goers which will be searchable by those looking for our type of event. The reach of these sites such as running calendars have a good percentage of impressions and act as a word of mouth online. One big online push will be within Meetup Groups where specific groups like Triathlon Training or Bootcamps will be used as a member experience and bring in more numbers. Specifically, we will work with Spartan race instructors (SGX) in the RGV to appeal to



up as a 'zombie', the interest is multiplied. We would target community colleges and universities with specific targeting with students organizations like fraternities and sports related groups that could come to the event as volunteers to earn hours but also an entry at discount or even for free. On campus ambassadors would be sought and the event would be promoted at events like tail gates and back to school activities. We have partnered with the Student Veteran Organization at UTRGV. Our core team members will include college Juniors and Seniors that will be paid for work completed to promote discounted tickets to the student body and student organizations.

Discount Site Promotion

Our exclusive rate with discount site giant Groupon and other sites like Rush49 would be used to generate even more ticket sales to drive direct savings to consumers and give incentives to spend more on their weekend at SPI. Our investment into Groupon alone has resulted in 30-40% more signups than other sales distribution channels. Groupon and Rush normally charge 40% of a ticket and in this case we will pay them between \$800 to \$1200 each partner.

Crosspromotion like American Ninja Warrior

In the last few years, we've worked with Texas resident athletes that have been on the hit TV show American Ninja Warrior which has mass appeal. These athletes, like 2 time Olympic medalist Jonathan Horton from Houston, have given our event an even more unique offering where fans and runners can meet and be motivated by their start line speech at Zombie Charge. We are currently in talks with Abel Gonzalez from the RGV who would also be an added element to our 2 day long event itinerary.

Summary

The ability to use every manner of marketing is key to a mutually successful event at SPI. We feel with additional visibility created with funding from HOT, we would be able to drive more sales and interest for many to not only visit SPI but stay the weekend. The fact we will host a FREE community wide pre-party to pick up packets for runners and do free workouts, contests, live music, kid friendly activities and food will also kick off the weekend with an added value add to those going and convince them to make a weekend getaway from it. Our projections clearly indicate that our event being the most unique, hosted in a known destination like SPI is a powerful economically stimulating partnership bringing Zombie Charge there in September of 2019.

Zombie Charge Expense Budget 2019 - SPI

Category	Unit Cost Budgeted	# of Units	Budgeted Cost	Notes
Medals, buffs, bibs, etc	\$2.70	1,000	\$2,700.00	Need quotes
T-Shirts (Runners)	\$3.25	1,000	\$3,250.00	Presenting Sponsor and shirts/merch will have SPI logo
Flag Belts	\$2.00	1,000	\$2,000.00	Own current inventory
Makeup and Make Up Artist	\$2,000.00	1	\$2,000.00	Will connect with local schools, university theatre groups, craigslist ad; pay artists for a day's
Insurance	\$1,500.00	1	\$1,500.00	Harned Insurance
Course Rental Fee	\$0.00	1	\$0.00	Using beachside property; Claytons as a location for festival/start and finish
Security	\$30.00	12	\$360.00	Off Duty LEDs
Medical	\$1,000.00	1	\$300.00	SPI FD
Water	\$15.00	10	\$150.00	ed based on water station needs 2 weeks before event and on runners per wave for water re
Promotional Materials	\$300.00	0	\$600.00	With SPI logo to leave at businesses in the RGV
DJ	\$400.00	1	\$400.00	Local DJ
Hotel	\$0.00		\$2,000.00	Logistics core team needs overnight stays (block room)
Paid Staff	\$0.00	1	\$3,000.00	potties, sinks and fencing from United Site Services Sponsorship
Tables/Chairs	\$250.00	1	\$0.00	Activeworks providing
Trailer	\$0.00	1	\$500.00	Need enclosed trailer rental to bring logistic items
Caution Tape	\$9.00	20	\$180.00	Course safety materials
Event Incidentals	\$200.00	1	\$200.00	PVC, tools, etc. - local purchase
Plastic Cups - Water Stations	\$75.00	1	\$150.00	Local Purchase
Lumber/Pipe	\$2,000.00	1	\$4,000.00	SPI Sponsored obstacle/challenge
Build Crew	\$3,500.00	1	\$6,000.00	Work with local GC or experienced skilled labor
4x4 Gator Rental	\$500.00	1	\$700.00	TBD
Permits	\$1,000.00	1	\$1,000.00	Cameron county
Marketing	\$11,000.00	1	\$11,000.00	See Sheet 2
Operational	\$9,000.00	1	\$9,000.00	Includes: Facebook Advertising, promoted listing on Active or Mud Run Guide
Total			\$50,990.00	

Zombie Charge Income Budget 2019 - SPI

Marketing Breakdown

Radio x 3 weeks	3,000
Facebook ads	5,000 every other week
Online Promoted Listings	1,000

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

MEETING DATE: June 26, 2019

NAME & TITLE: Ed Caum/CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the Holiday Lights Over Padre special event.

ITEM BACKGROUND

The Special Events Committee held their regular meeting on June 20, 2019 and recommendation was given not to fund this event.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

South Padre Island Convention & Visitors Bureau

South Padre Island Tax

Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



South Padre Island Convention & Visitors Bureau | 7355 Padre Blvd. | South Padre Island, Texas 78597
(800) 767-2373 | (956) 761-3000 | (956) 761-3024 Fax | SoPadre.com

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/28/2018

ORGANIZATION INFORMATION

Name of Organization: SPI Holiday Lights over South Padre Weekend

Address: 7355 Padre Blvd

City, State, Zip: South Padre Island, TX 78597

Contact Name: Marisa Amaya Contact Office Phone Number: 956-761-3000

Contact Cell Phone Number: 956-761-3000

Web Site Address for Event or Sponsoring Entity www.sopadre.com

Non-Profit or For-Profit status: Non-Profit Tax ID #: _____

Entity's Creation Date: 2018

Purpose of your organization:

Provide family friendly entertainment with a focus on multi day events in support of the City's Holiday program.

EVENT INFORMATION

Name of Events or Project: SPI Holiday Lights over South Padre Weekend

Date of Event or Project: December 2019

Primary Location of Event or Project: SPI Convention Center

Amount Requested: \$27,000



Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ 20,000
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ _____

How many attendees are expected to come to the sporting related event? 750

How many of the attendees at the sporting related event are expected to be from another city or county? 500

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

Bringing business to hotels and restaurants the weekend of the event.



g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.**

Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation?

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: 1

Expected Attendance: 750

How many people attending the Event or Project will use South Padre Island lodging establishments? 100

How many nights do you anticipate the majority of the tourists will stay: 1 over multiple weekends

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

South Padre Island CVB will package this event with local hotels

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>December 2018</u>	<u>\$27,000</u>	<u>TBD</u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

Survey and Room block information

Please list other organization, government entities, and grants that have offered financial support to your project: N/A

Will the event charge admission? No

Do you anticipate a net profit from the event? No

If there is a net profit, what is the anticipated amount and how will it be used?

Event fees will be consistent year over year.



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$ _____
- Radio: \$ _____
- TV: \$ _____
- Website, Social Media: \$ _____
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: _____

Anticipated Number Direct Mailings to out-of-town recipients: _____

Other Promotions: _____

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply? Yes No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

Yes _____

[If we have a tour operator, we will require them to use that service.]

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

SoPadre website, Facebook, Twitter, TAG

What geographic areas does your event reach?

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: _____
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)



What amount of event insurance do you have for your event and who is the carrier:

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Complete budget for the Funded Project
- Room night projections, with back-up, for the Funded Event

Submit to complete applications to:

Marisa Amaya
Event Development & Packaging Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834
Email: marisa@sopadre.com



Holiday Lights Over Padre

December 6-8, 2019

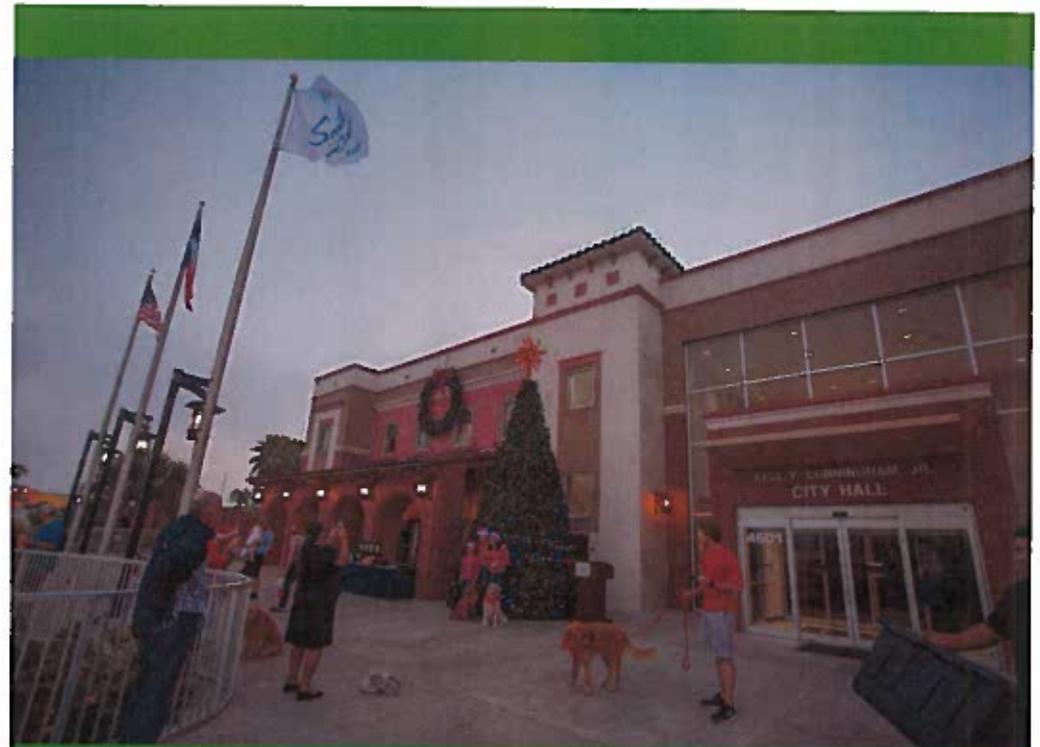
Holiday Lights Over Padre Weekend

- ❖ Tree Lighting Ceremony
- ❖ Annual Street Parade
- ❖ Lighted Boat Parade
- ❖ Breakfast with Santa
- ❖ Holiday Sand Castle Village

Tree Lighting Ceremony & Annual Street Parade

Friday, December 6, 2019
5:30 p.m.

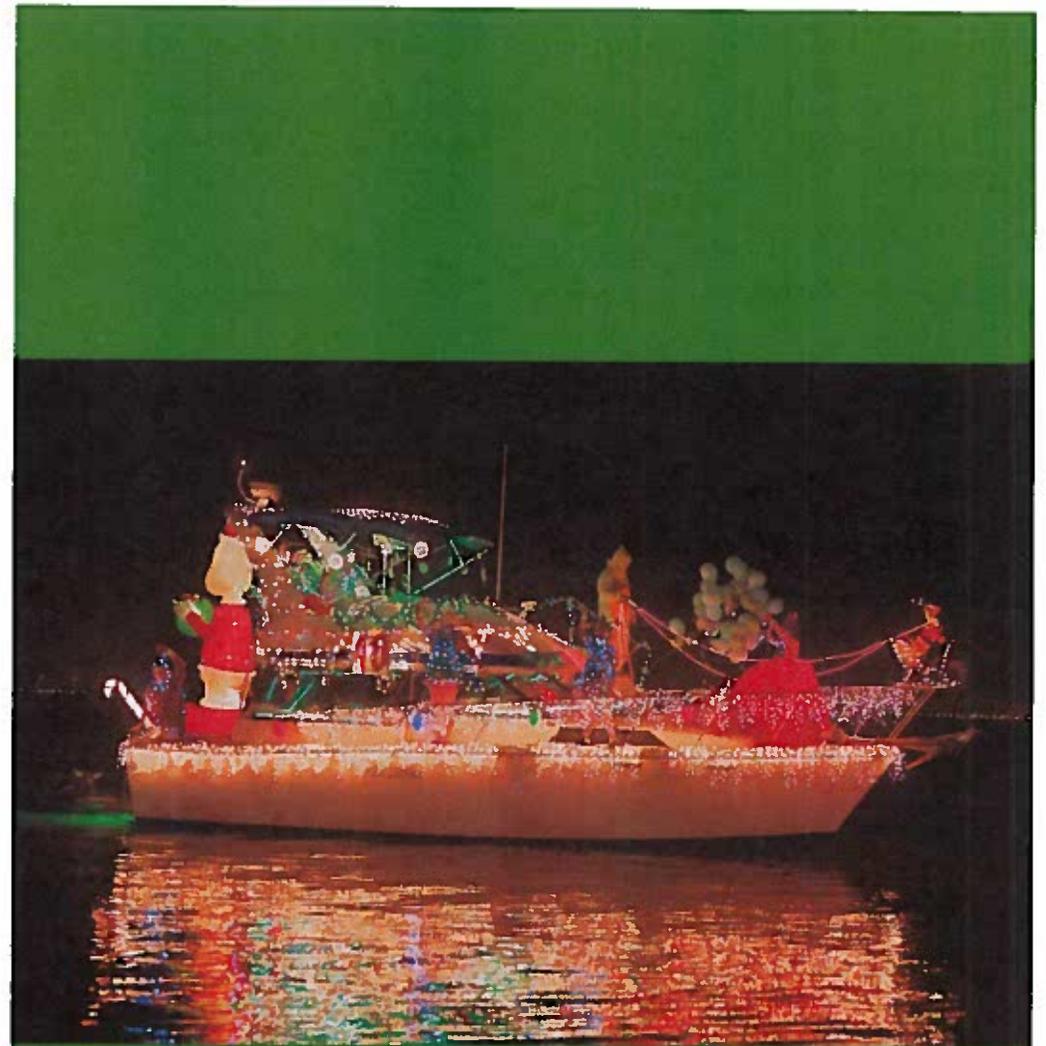
- Location: SPI City Hall
- Organized by Parks & Recreation Department
- Assist as needed
- \$600 for Santa (including Breakfast with Santa appearance)



Lighted Boat Parade

Saturday, December 7, 2019
6 p.m.

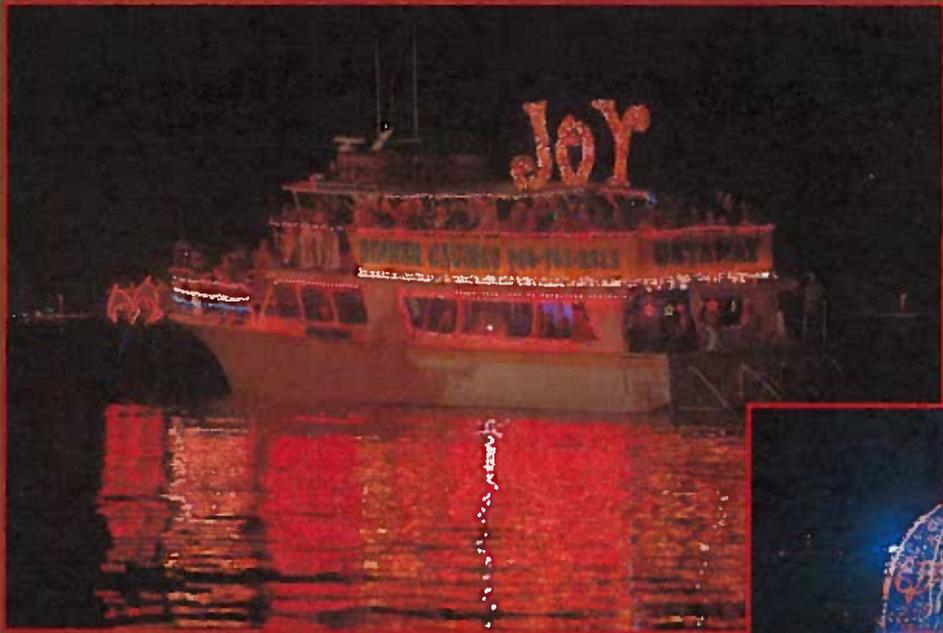
- Captain's Meeting day of LBP
- Begins at South Point Marina in Port Isabel and ends near Bar District on SPI
- Awards Dinner following the Parade



Lighted Boat Parade - 2018 information

- ❖ 22 boats participated
- ❖ Judging was held at The Painted Marlin Grille
- ❖ Awards dinner held at Louie's Backyard
- ❖ CVAB awarded \$3,000 for 2018 LBP





Breakfast with Santa

Sunday, December 8, 2019
9 a.m.

- Held at Schlitterbahn Beach Waterpark
- Visit/photos with Santa, crafts and pancake breakfast
- Over 100 kids
- Spent \$300 on crafts
- Schlitterbahn provides pancakes, juice, milk and discounted rates

Holiday Sand Castle Village

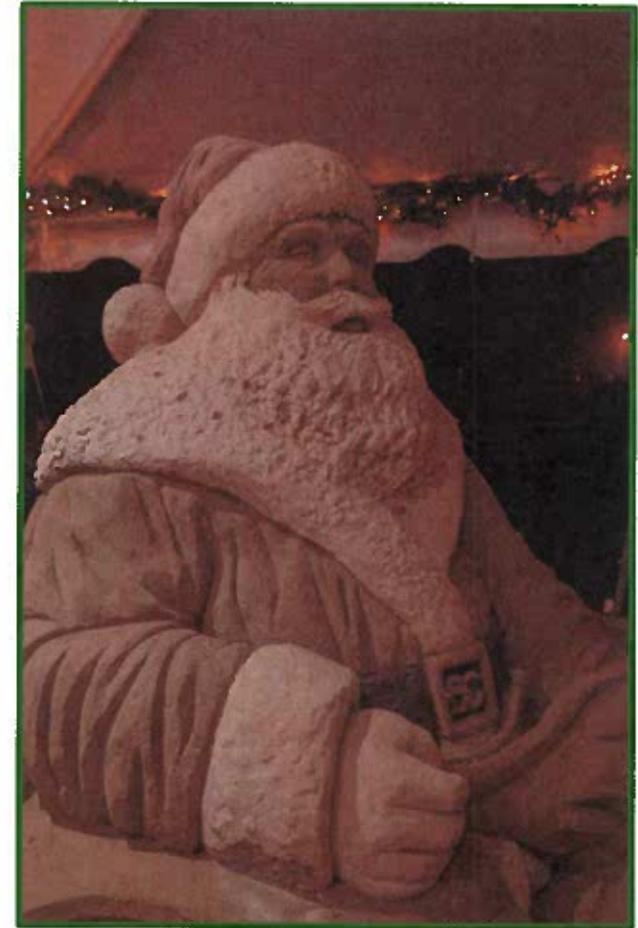
Month of December 2019

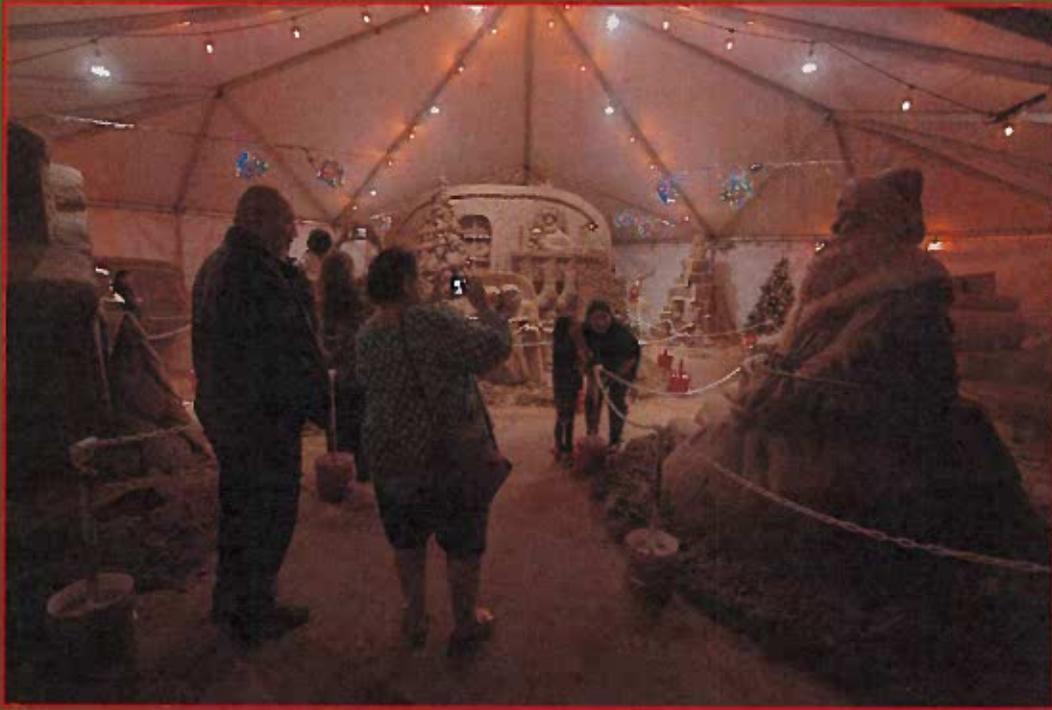
- Built after Sand Castle Days in October 2019
- Opens to the Public on December 1st
- Remains open to the public throughout the month of December



Holiday Sand Castle Village

- ❖ 12 sand sculptures in 2018
- ❖ 40x40 tent with 24-hour security on the weekends
- ❖ Possible locations for 2019
 - Hunts Food Truck Lot (between The Greens & Tequila Sunset)
 - New Transit/Multimodal Building
 - The lot in front of City Hall (next to FOAR)
- ❖ CVAB funded \$20,000





**CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
BOARD MEETING AGENDA REQUEST FROM**

MEETING DATE: June 26, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the Veteran’s Day special event.

ITEM BACKGROUND

The Special Events Committee held their regular meeting on June 20, 2019 and recommendation was given not to fund this event.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

South Padre Island Convention & Visitors Bureau

South Padre Island Tax

Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



South Padre Island Convention & Visitors Bureau | 7355 Padre Blvd. | South Padre Island, Texas 78597
(800) 767-2373 | (956) 761-3000 | (956) 761-3024 Fax | SoPadre.com

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/28/2018

ORGANIZATON INFORMATION

Name of Organization: SPI Veteran's Day Program

Address: 7355 Padre Blvd

City, State, Zip: South Padre Island, TX 78597

Contact Name: Marisa Amaya Contact Office Phone Number: 956-761-3000

Contact Cell Phone Number: 956-761-3000

Web Site Address for Event or Sponsoring Entity www.sopadre.com

Non-Profit or For-Profit status: Non-Profit Tax ID #: _____

Entity's Creation Date: 2018

Purpose of your organization:

Provide family friendly entertainment with a focus on multi day events
in support of the City's Veteran's Day program.

EVENT INFORMATION

Name of Events or Project: SPI Veteran's Day Program

Date of Event or Project: November 2019

Primary Location of Event or Project: SPI Convention Center

Amount Requested: \$20,000



Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ _____
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ _____

How many attendees are expected to come to the sporting related event? 500

How many of the attendees at the sporting related event are expected to be from another city or county? 400

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

Bringing business to hotels and restaurants the weekend of the event.



- g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.

Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation?

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

- h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: 1

Expected Attendance: 500

How many people attending the Event or Project will use South Padre Island lodging establishments? 75

How many nights do you anticipate the majority of the tourists will stay: _____

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

South Padre Island CVB will package this event with local hotels.

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>2018</u>	<u>\$15,000</u>	<u>tbd</u>
_____	_____	_____
_____	_____	_____

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

Survey and Room block information

Please list other organization, government entities, and grants that have offered financial support to your project: N/A

Will the event charge admission? NO

Do you anticipate a net profit from the event? No

If there is a net profit, what is the anticipated amount and how will it be used?

Event fees will be consistent year over year.



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$ _____
- Radio: \$ _____
- TV: \$ _____
- Website, Social Media: \$ 5,000
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: _____

Anticipated Number Direct Mailings to out-of-town recipients: _____

Other Promotions: _____

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply? Yes No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

Yes _____

[If we have a tour operator, we will require them to use that service.]

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

What geographic areas does your event reach?

RGV, Austin, San Antonio, Dallas

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: _____
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)



What amount of event insurance do you have for your event and who is the carrier:

TML

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Complete budget for the Funded Project
- Room night projections, with back-up, for the Funded Event

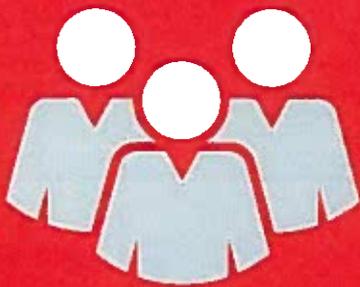
Submit to complete applications to:

Marisa Amaya
Event Development & Packaging Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834
Email: marisa@sopadre.com



2018 Veterans Day Weekend



Event Attendance

1,850 attendees
718 households
431 room nights
-27.1% change in event
days YoY occupancy



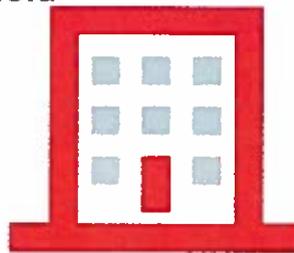
DEMOGRAPHICS

Average age 39
Average Income:
55.0%
\$50,000 or more

\$15,000
CVB Investment

\$361,079
Total Spending

\$503
spending per
household



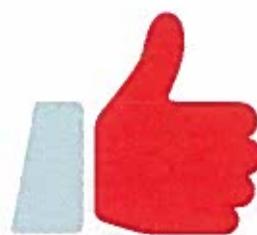
2.48 visitors per
household

1.35 nights
spent on SPI

City tax share

10.5% Lodging = \$16,240
2% F&B sales tax = \$1,213
2% Other sales tax = \$2,115
Total = \$19,568

Total tax ROI = 30.5%
Lodging only ROI = 8.3%



SPI Experience

NET PROMOTER SCORE
88.6 likely to recommend
South Padre Island

97.8% Likely to
return

95.6% Satisfied
with SPI

91.1% Satisfied
with event

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

MEETING DATE: June 26, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for Fishing's Future.

ITEM BACKGROUND

The Special Events Committee held their regular meeting on June 20, 2019 and recommendation was given not to fund this event.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



City of South Padre Island
Sponsorship Application

Organization's Information		
Organization Name: Fishing's Future		
Registered Federal Tax-Exempt ID Number: 20-8782271		
Executive Director/CEO Name: Shane Wilson		
Contact Person Name: Wendy Van Den Boogerd	Contact Person Title: VP Business Operations	
E-Mail Address: Wendy@fishingsfuture.org		
Mailing Address: 2216 Padre Blvd Ste B PMB 26		
City: South Padre Island	State: TX	Zip Code: 79597
Phone Number: (806) 678-0642	Fax Number: ()	
Affiliated with a "parent" organization? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
If yes, name of parent organization:		
Preferred method of contact? <input type="checkbox"/> Business Phone <input checked="" type="checkbox"/> Cell Phone <input type="checkbox"/> Email		
Please provide if not listed above:		
Approximately how many people does this organization serve? Describe the services and any fees related to these services.		
We offer free angling education to children and their families This is a national non- profit that reaches hundreds of thousands of people yearly.		
Sponsorship Request		
<input checked="" type="checkbox"/> Monetary Funding: <i>If seeking monetary funding, please read the City HOT Funding Guidelines and then specify amount requested:</i> \$ 15,000		
<input type="checkbox"/> In-Kind Services: <i>If seeking in-kind support, select type of in-kind service requested.</i>		
<input type="checkbox"/> Special Event Permit	<input type="checkbox"/> Median Banner Fee	<input type="checkbox"/> Convention Centre Facilities
Please specify City department:		
Service requesting:		

List type of recognition the City/Department will receive for the noted funding/in-kind services requested (e.g. name/logo listing, banner, ad, etc.).
 Logo on all promotional material, TV ads, Radio ads, website, jerseys, banners, US military bases, vehicles, trailers, blogs, and podcasts. As well as the jerseys worn by over 100+ Master Anglers



City of South Padre Island
Sponsorship Application

Has the City of South Padre Island sponsored your organization in the past? *If yes, list department(s), date, amount and/or type of sponsorship:* Yes No

5,000 in 2016 and in 2017

Project/Event

Project/Event Title:

Purpose/Type of Project or Event:

Project Date(s): _____ **to** _____ **Project Hours:** _____ **to** _____

Will the project/event be held in the City of SPI? Yes No
If no, specify reason: There will be events on SPI as well as the other locations nationwide

Project Location:

Is this an annual event? Yes No
If yes, indicate how many years Program has taken place:
Please indicate how many years program has received City sponsorship:

Total Project Cost/Budget: \$29,700

Expected amount of audience: 500,000 + **Amount of audience from last year's project:**

Expected percentage of attendees who live in Laguna Madre area: 2,000

Is the project open to the general public? Yes No
Describe target audience:

Is there a cost to attend/participate in the project? Yes No
If yes, please provide cost:

Will there be an element of the Organization's project/program that is free or significantly reduced to attend/participate.
Please describe: All Family Fish Camps are free to those who attend.

Additional Documents Required

Submit this completed application with the following:

- A current list of your organization's Board of Directors and appropriate affiliations
- If applicable, a list of the event's sponsorship opportunities (e.g., name/logo listing, banner, ad, booth, etc.)
- Completed Checklist of required supporting documents, Permits, COI, etc...

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

MEETING DATE: June 26, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve 2019/20 FY proposed media flowchart.

ITEM BACKGROUND

This agenda item was tabled at the CVA Board regular meeting May 22, 2019.
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: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve the proposed Media Flowchart.

April 25, 2019

PHASE 1 FY20 Media Brief

Assignment: Use feedback from the SPI Marketing Subcommittee and data from previous years' media analytics, 2018 Visa Vue, Young Strategies and current Arrivalist data to drive paid media planning efforts and development for Phase 1 of the FY20 media plan (October 2019 - March 2020).

FY20 Advertising Campaign Strategy

- Prioritize media markets based on a variety of data points indexed and weighted based on level of importance
- Develop tiered media approach to segment budgets by seasonality and market prioritization
- Apply insights from FY19 and take advantage of learnings to optimize media effectiveness and ROI.
- Lead with creative and messaging that emphasizes the fun and active lifestyle at South Padre Island including events, activities, and overall vibrancy.
- Continue a balanced targeting approach of audiences to match seasonal travel trends.
- Continue with an agile marketing plan allowing for flexibility, course correction and strategic shifts based on data findings.
- Continue to focus on marketing opportunities that allow for pixel based tracking efforts to maximize Arrivalist reporting and findings.
- Use earned and paid media efforts to support new flight origination opportunities as needed.

Paid Media Objectives

1. Focus media around impact to true KPIs (ADR, RevPAR, HOT Tax, Occupancy, etc.).
2. Divide spending between the three primary categories of Awareness, Engagement, and Conversions
 - a. Make travelers aware of SPI's beach beauty and variety of activities.
 - b. Generate content (including user generated content) that provides opportunities for audiences to engage.
 - c. Develop a media pipeline that drives conversion and leads to visitation.
3. Provide multiple touch points to deliver the SPI brand message
4. Optimize media spend towards those who are likely to stay longer and travel more frequently.
5. Use events messaging and lower funnel media strategies to leverage our need periods and encourage quick weekend getaways (RGV-specific).
6. Drive traffic to sopadre.com and track users through the conversion funnel on the site
7. Monitor response-rates, use CPI (cost-per-inquiry), Google Analytics, CPC (cost per click) etc., as contributing criteria for media selection.
8. Through TAG's agency trading desk, maximize our digital budget with more efficiencies and added value impressions for each programmatic campaign.
9. Develop an agile digital plan allowing for strategic shifts based on data findings or to support specific need periods.

April 25, 2019

Target Audiences

<p>Audience 1: Singles/Couples Age: 25-54; HHI: \$75k+ Traveling with no children Seasonality: Year Round Geo: Tiers 1-5</p>	<p>Audience 2: Families Age: 25-54; HHI: \$75k+ Traveling with children Seasonality: Spring (Easter, Semana Santa) & Summer Geo: Tiers 1-5 Note 1: Remove all family targeting from future Spring Break efforts Note 2: For RGV in Fall/Winter, we will target below \$75k HHI and focus creative on event-specific draws for this region</p>
<p>Audience 3: Empty Nesters/Active Adults Age: 55+; HHI: \$75k+ Traveling with no children Seasonality: Year Round Geo: Tiers 1-5</p>	<p>Audience 4: Winter Texan/Retirees Age: 55+; HHI: \$75k+ Traveling with no children Seasonality: Fall and Winter Geo: Tier 4 & 7 (Midwest & Canada)</p>
<p>Audience 5: Collegiate Spring Break Age: 18-24; College Students Seasonality: Spring Break non-TX week Geo: Tier 6; Specific Colleges/Areas</p>	<p>Audience 6: Meetings & Groups Corporate, groups, smaller associations and incentive travel. Seasonality: All, Off Peak Season Geo: Tier 8; Texas, with emphasis on Austin and RGV Note: Focus 60% of budget on GROWTH markets including DFW, Houston, San Antonio, and 10% of budget on EMERGING markets including Mexico City, Guadalajara, Monterrey</p>
<p>Audience 7: Birding Age: 55+, male skew, HHI \$75k+ Education: College or higher Interests: traveling, hiking, camping, photography, wildlife photography, birding, visiting parks, recreational activities Seasonality: Winter/Spring Geo: Midwest/North/Texas</p>	<p>Audience 8: Fishing Age: 35+; male skew, HHI: \$75k+ Interests: fishing, recreational activities, outdoor enthusiasts, camping, hiking Seasonality: Year round with emphasis on Spring and Summer Geo: Coastal States (Texas, Louisiana, Florida, Georgia)</p>

Note: Consider adding Gen Z/Millennial audience with HHI \$40k and under as an experimental/test group. This audience is looking for experiences, adventure travel and responds to user generated content and specific messaging. TAG to follow-up with more data (Arrivalist, Device ID) on this audience to determine if this is a viable target for us.

April 25, 2019

Geography (Tiers)

<p>Tier 1 - Base Market RGV/Laredo</p>	<p>Laredo, Harlingen-Weslaco-Brownsville- McAllen with emphasis on Upper RGV including McAllen, Pharr and Mission</p>
<p>Tier 2 - Established Markets San Antonio Austin</p>	<p>San Antonio and Austin</p>
<p>Tier 3 - Growth Markets Texas</p>	<p>Odessa-Midland, Corpus Christi-Victoria, Lubbock, Waco-Temple-Bryan-Killeen, San Angelo, Houston, Dallas-Ft. Worth, Abilene-Sweetwater, Tyler-Longview-Lufkin-Nacogdoches, Oklahoma City, Amarillo, Beaumont-Port Arthur, Wichita Falls-Lawton, Lincoln & Hastings-Krny, NE, El Paso (Las Cruces)</p>
<p>Tier 4 - Growth Markets Non-Texas</p>	<p>Madison, Wichita-Hutchinson, Topeka, Tulsa, Ft. Smith-Fayetteville-Springdale-Rogers, AK, Sherman-Ada, TX OK, Kansas City, MO Duluth-Superior, MN-WI, Minneapolis-St. Paul, Sioux Falls, SD, Chicago, Detroit, Omaha, Des Moines-Ames, Denver, Indianapolis, Joplin-Pittsburg, Sioux City, Albuquerque-Santa Fe, St. Louis, Milwaukee-Racine, WI</p>
<p>Tier 5 - Experimental Markets</p>	<p>New York, Phoenix-Mesa, AZ, Seattle-Tacoma, San Francisco-Oakland-San Jose, Los Angeles</p>
<p>Tier 6 Collegiate Spring Break</p>	<p>Specific schools/area targeting based off of roadshow list, Arrivalist data and Texas schools Ensure that schools in the following states are included: OK, MI, MO, KS, MN, CO. Target Midwest schools Early (Oct-Dec) and closer (Texas) schools later (Dec-Feb)</p>
<p>Tier 7 - International Markets Mexico/Canada</p>	<p>Canada specifically Toronto, Calgary, Vancouver, Winnipeg, Montreal Mexico specifically Monterrey, with new targeting efforts per Young Strategies to include: Reynosa, Tamaulipas, Garcia, Monterrey, Saltillo, San Nicolas, Guadalupe, San Pedro Garza, San Luis Potosi, neighborhoods in Mexico City Note: Add affluent audience with HHI \$175k+ in Mexico</p>
<p>Tier 8 Meetings/Groups</p>	<p>Geo: Texas; with emphasis on Austin and RGV Note: Focus 60% of budget on GROWTH markets including DFW, Houston, San Antonio, and 10% of budget on EMERGING markets including Mexico City, Guadalajara, Monterrey</p>

April 25, 2019

April 25, 2019

Campaign Timing and Seasonality

Phase 1: October 2019 - March 2020

Phase 2: March 2020 - September 2020

The Phase 1 plan should cover half the year, flighted for emphasis to support need periods and to support average booking windows: flight 30-35 days and lodging 12-23 days.

- Fall/Events: Labor Day, September, October, November
- Winter: December, January, February
- Spring Break/Spring/La Semana Santa: March only

Budget

Season	Timeframe	FY20 Percent	FY20 Budget	Tier 1 (15%) RGV/Laredo	Tier 2 (20%) SA/Austin	Tier 3 (35%) Growth (TX)	Tier 4 (30%) Growth (Non TX)	Tier 5 (5%) Experimental	Tier 6 (10%) Spring Break	Tier 7 (9%) International	Tier 8 (5%) Meetings	TOTAL	Phase I Media Budget (Oct - Mar)
Summer	April - July	45.00%	\$956,250.00	\$143,437.50	\$191,250.00	\$334,687.50	\$286,875.00	\$0.00	\$0.00	\$0.00	\$0.00	\$956,250.00	\$0.00
Spring Break	Nov - Mar	10.00%	\$212,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$212,500.00	\$0.00	\$0.00	\$212,500.00	\$212,500.00
Winter/Off Season	Oct - Feb	20.00%	\$425,000.00	\$63,750.00	\$85,000.00	\$148,750.00	\$127,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$425,000.00	\$425,000.00
Nature Tourism (Fishing + Birding)	Year Round	6.00%	\$127,500.00	\$19,125.00	\$25,500.00	\$44,625.00	\$38,250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$127,500.00	\$63,750.00
Mexico/Canada	Year Round	9.00%	\$191,250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$191,250.00	\$0.00	\$191,250.00	\$95,625.00
Meetings	Year Round	5.00%	\$106,250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$106,250.00	\$106,250.00	\$53,125.00
Experimental	Year Round	5.00%	\$106,250.00	\$0.00	\$0.00	\$0.00	\$0.00	\$106,250.00	\$0.00	\$0.00	\$0.00	\$106,250.00	\$53,125.00
												\$2,125,000.00	\$903,125.00

- Annual Budget of \$2,125,000
 - Phase 1 Budget: \$903,125
- Specific Budget Direction:
 - Scale back and strategize on print efforts to align print awareness use specifically during August - Dec. need periods only to support organic web visitation. Reallocate funds to digital, specifically SEM.
 - Use seasonal RGV, San Antonio and Austin media schedules to promote messaging for signature events like:
 - Veteran’s Day Weekend: 11/9-11/11/19
 - Hallowings: Dates TBD
 - Holiday Lights Over Padre: 12/6-12/8/19
 - Plan for collegiate Spring Break February budget boost (non-incremental)
- Additional budget considerations and agile media planning efforts will be made on an as needed basis for opportunities like: airlift flight launches, special events, incremental seasonal spends, niche targeting - like homeschool coalition, kiteboarding, etc.

April 25, 2019

Measurement

Evaluation of paid media performance and success will be considered through the following metrics:

- Arrivalist data
- Overall online engagement, primarily through web visitation to sopadre.com, as well as other KPIs including:
 - Outbound Links Clicked
 - Views of Specific Partner Listings
 - Newsletter Sign Ups
 - Visitor Guide Requests
 - Ad Clicks on Site
 - Other Form Fills: Spring Break, Contact Us, Family Spring Break
- Increased awareness for visitation to South Padre Island and overall Occupancy Data
- Generate positive and measurable media value
- Evaluation of media spend by:
 - Medium
 - Audience
 - Season
 - Geography
 - YOY Changes
 - Earned Media

April 25, 2019

Next Steps/Timing

- w/o 4/22: Present Market Opportunity Index (Market Prioritization Recommendation); SPI approve media brief for **October-March Media Plan**
- w/o 5/13: TAG to release Media RFP to vendors for **October-March Media Plan**
- 5/29: Media RFP close
- 6/18 or 19: Present first round of flowcharts (via Webinar?) for **October-March Media Plan**
- 6/24, 6/25: TAG to present Paid Media Approach & Flowcharts for **October-March Media Plan** for SPI for review (CVA Board)
- 6/26: CVA Board Meeting (Recommendation of **October-March Media Plan**)
- 7/13: Receive all final feedback and SPI approval on Paid Media Approach for **October-March Media Plan**
- 7/17: City Council Review and Approve Final **October-March Media Plan**
- August-September: Strategic Planning Process (Phase 1)
- October-November: Strategic Planning Process (Phase 2)
- December-January: Strategic Planning Process (Phase 3 - Media Strategy & Planning for **April-September Media Plan**)
- Mid February 2020: Receive all final feedback and SPI approval on Paid Media Approach for **April-September Media Plan**

Approved: _____ **Date:** _____

By approval of this Paid Media Strategy Brief, TAG will use these objectives, audiences, geographies, seasonality, budget and goals to develop the RFP for distribution to media vendors, as well as move forward with development of the Paid Media Approach. As market dynamics shift, the Paid Media Approach and Final Media Plan shall be flexible in order for adjustments to be made. The Paid Media Strategy Brief is for planning purposes only.

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

MEETING DATE: June 26, 2019
NAME & TITLE: Ed Caum, Director
DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve 2019/20 FY proposed marketing budget and budget amendment from excess reserves.

ITEM BACKGROUND

Advisory action to be taken, consider approving the 2019/20 FY Market Budget and amendment from excess reserves.
This agenda item was tabled at the CVA Board regular meeting held on May 22, 2019.

BUDGET/FINANCIAL SUMMARY

Market Budget 02-594	<u>Amount</u>
• Fall 2020 Incremental	\$300,000
• Spring Break 2020 Roadshow and Collegiate Incremental	\$50,000
• Airlines 2020 Incremental	\$100,000
• Mexico 2020 Incremental	\$80,000
• Pro WaterCross 2020 Media Buy	<u>\$125,000</u>
	Total \$655,000

COMPREHENSIVE PLAN GOAL

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

LEGAL REVIEW

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

RECOMMENDATIONS/COMMENTS

Approve 2019/20 FY Marketing Budget and amendment from excess reserves.

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

2019/2020 TAG Incremental Feedback and Guidance from 5.30.2019 CVAB Workshop

All incremental amendments should be fully vetted and be ready for council presentation during the first meeting of the 2020 fiscal year (October 2019).

Priorities (in order of precedence):

1. Fall 2020 Incremental. This enhancement should take into consideration; *Could be paid out of operation budget per Rod 6-24-19
 - a. Mix of special event marketing - especially in the RGV
 - b. Review RGV Household income
 - c. Should be less than the normal \$300,000
2. Spring Break 2020 Roadshow and Collegiate Incremental. This enhancement will be added to the base budget of (\$150,000-collegiate and \$50,000 family w/teenagers)
 - a. Should be an additional \$50,000 for collegiate roadshows (\$250k - Collegiate/ \$50k - Family)
 - b. Should target all states from the 2018/2019 roadshow campaign
 - c. Recommended to come out of reserves into the marketing budget (as opposed to the special events budget)
3. Airlines 2020 Incremental. This enhancement should be as flexible as possible.
 - a. Remain in-house for use by the CVB Director
 - b. Allows for maximum leverage of opportunity buys
 - c. Approximately \$100,000
4. Mexico 2020 Incremental.
 - a. Suggested incremental of \$80,000 to raise total spend (base budget is \$174,000 in Mexico) equal to the RGV
 - b. Should also remain in-house for use by the CVB Director to contract with multiple vendors
 - c. On top of the marketing base budget with TAG will also account for in-person tradeshow
 - d. Develop a budget for public/media relations efforts
5. Prowater Cross 2020 Media Buy
 - a. \$125,000 per year, for a three-year commitment

- No Summer 2020 Incremental
- Meetings & Groups - Focus on Sun-Thurs business
- Review/Evaluate - Texas Tourism Cooperative Opportunities

02.594

Total is \$655K

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

MEETING DATE: June 26, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Presentation and discussion regarding May 2019 Director's Report.

- Convention and Group Sales
- Special Events and Packaging
- Marketing and Communications
- Social Media
- Research and Analytics
- Director's Notes

ITEM BACKGROUND

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

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

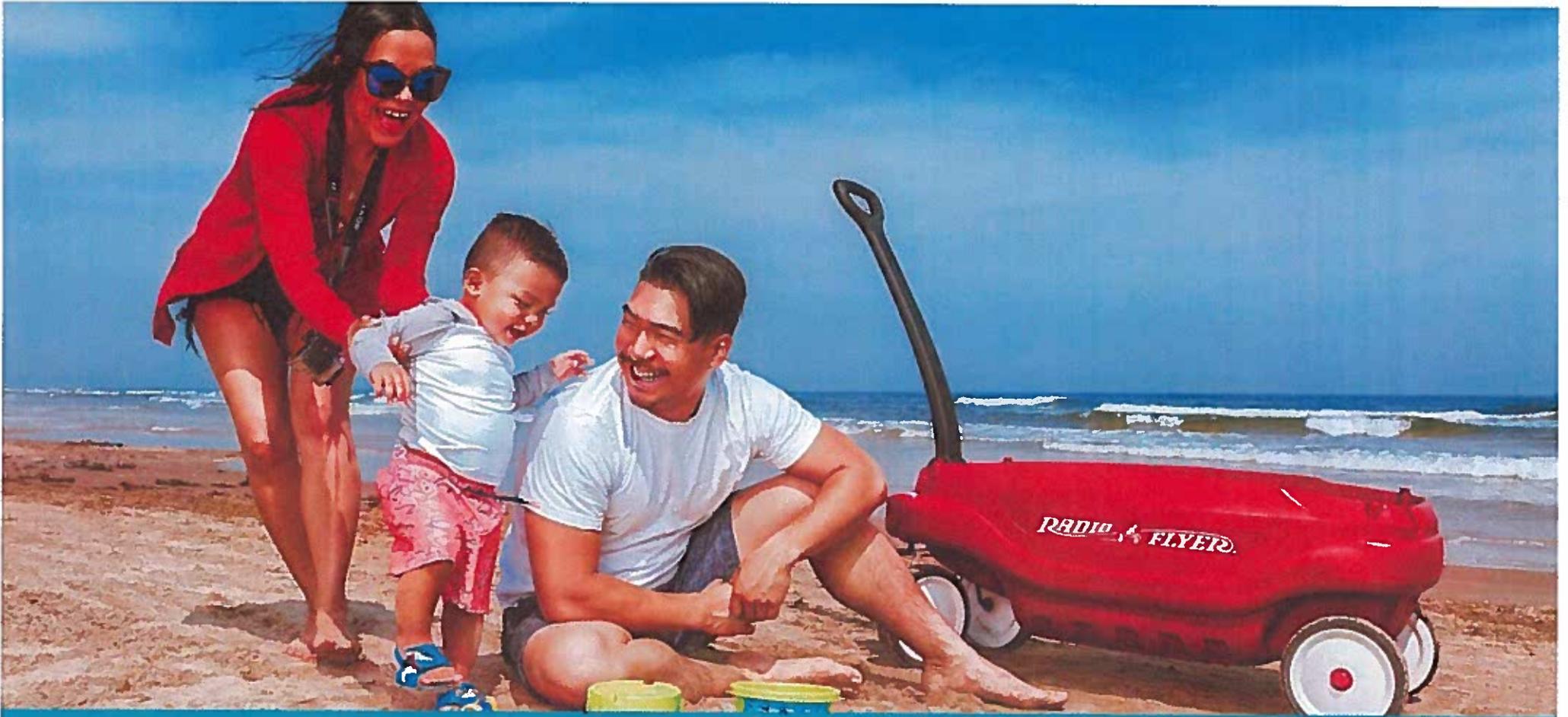
LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS



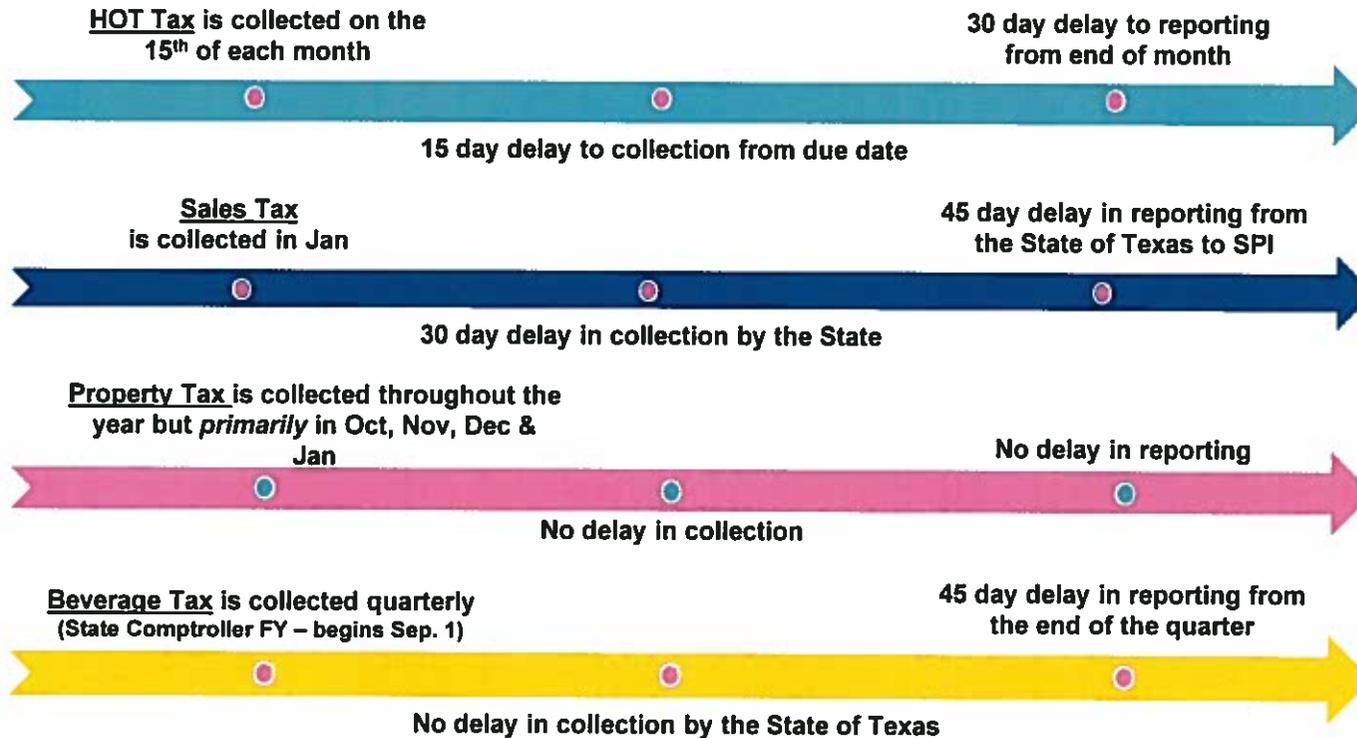
CVB DASHBOARD

JUNE 2019





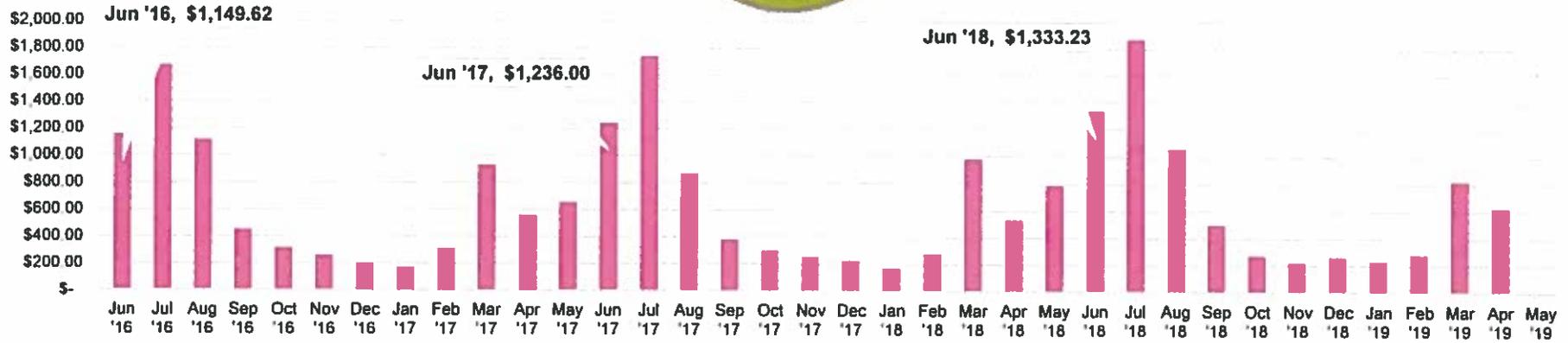
TAX COLLECTION TIMELINES



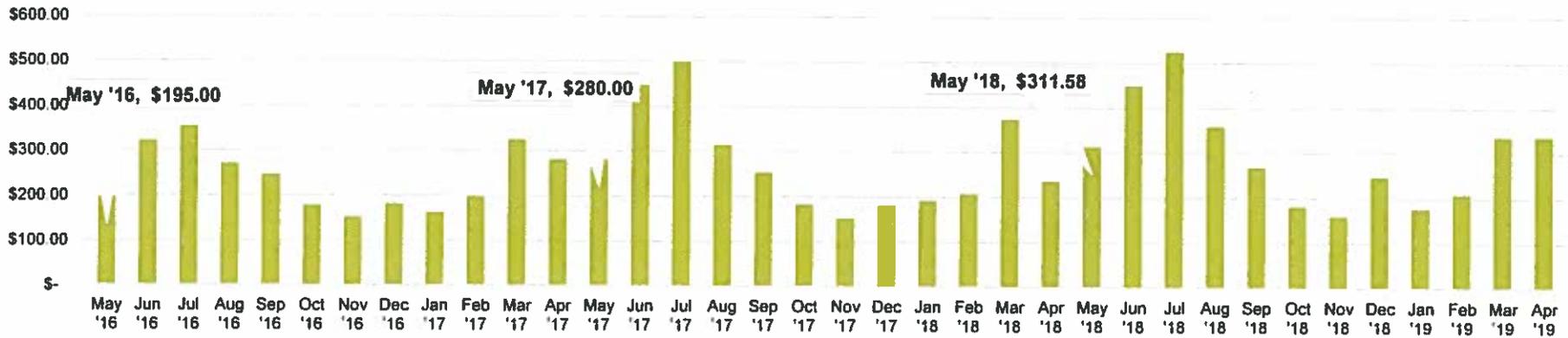
ECONOMIC IMPACT



Hotel Occupancy Tax (in 00,\$)



Sales Tax (in 100K,\$)

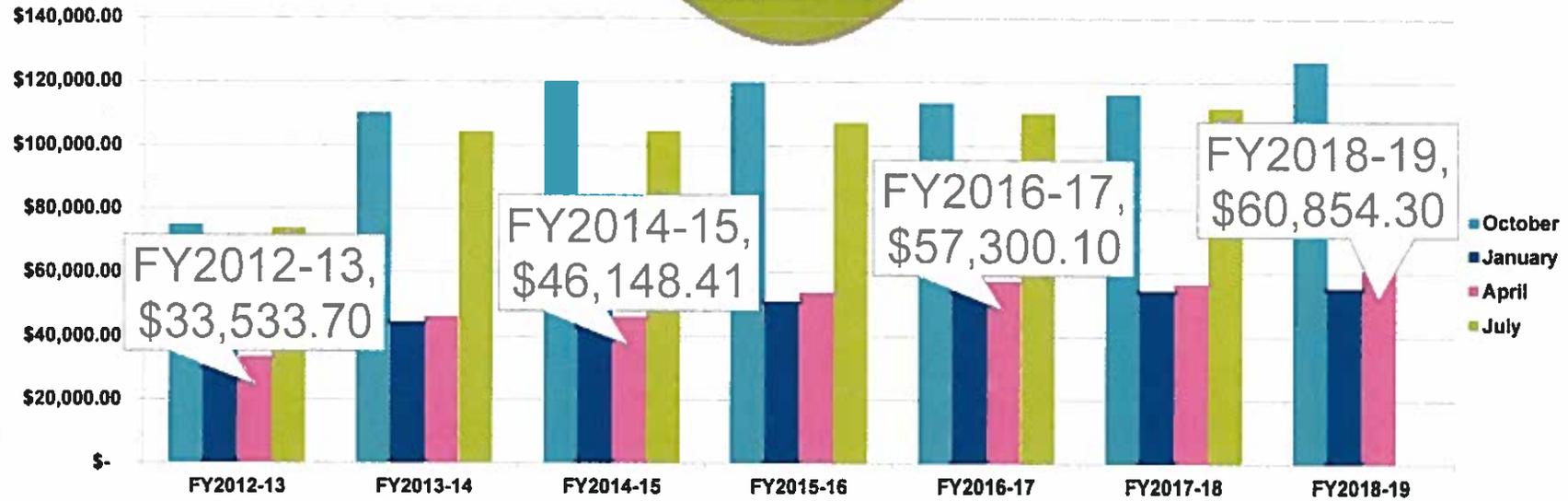


*2-month reporting delay for sales tax

ECONOMIC IMPACT



Mixed Beverage Tax

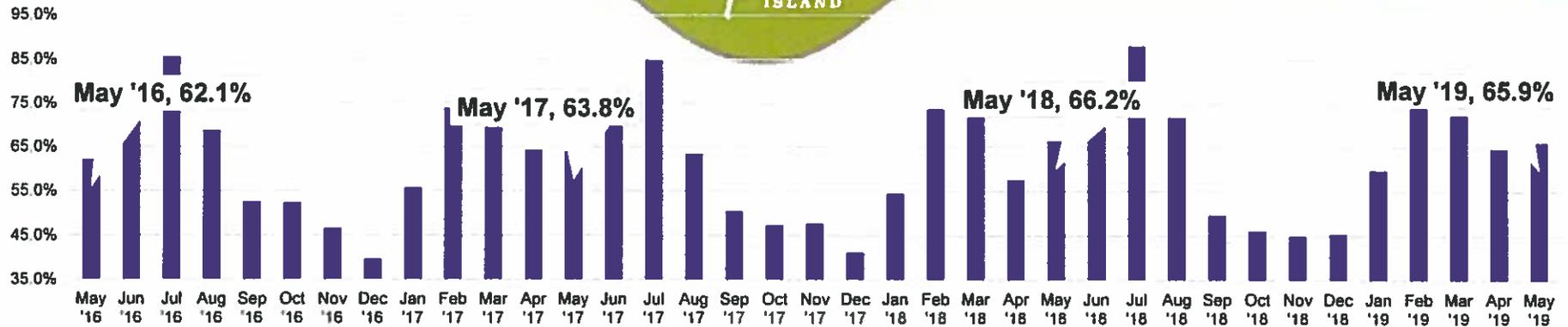


Month of Payment	Months Reported	FY 2018-19	FY 2017-18	FY 2016-17	FY 2015-16	FY 2014-15	FY 2013-14	FY 2012-13
October	Jun/ Jul/ Aug	\$126,584.28	\$116,263.73	\$113,583.54	\$119,689.50	\$120,182.68	\$110,335.73	\$75,021.74
January	Sept/ Oct/ Nov	\$55,210.97	\$54,403.20	\$54,183.63	\$50,872.08	\$48,216.13	\$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

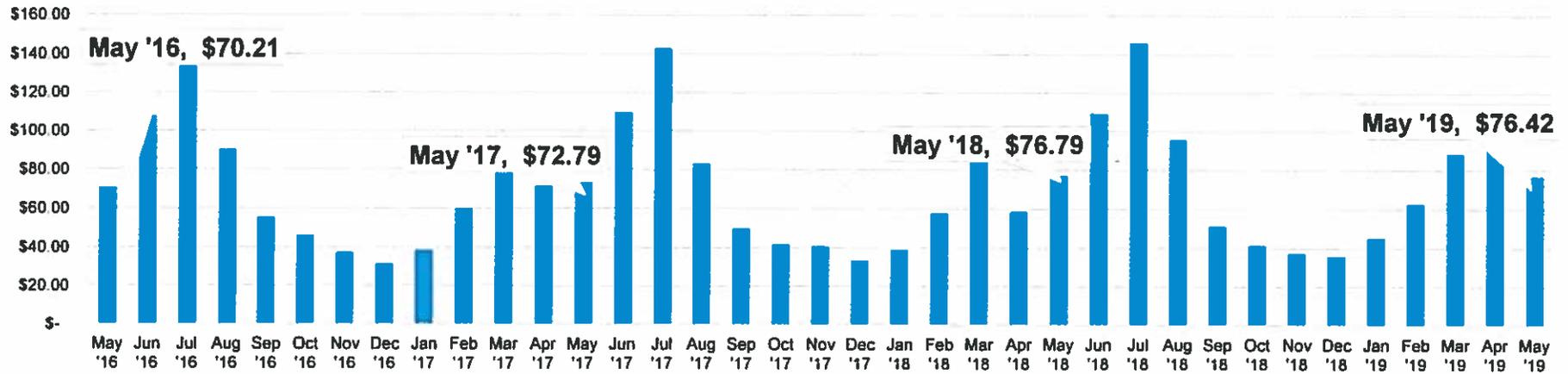
*Only updated/reported quarterly

ECONOMIC IMPACT

Occupancy



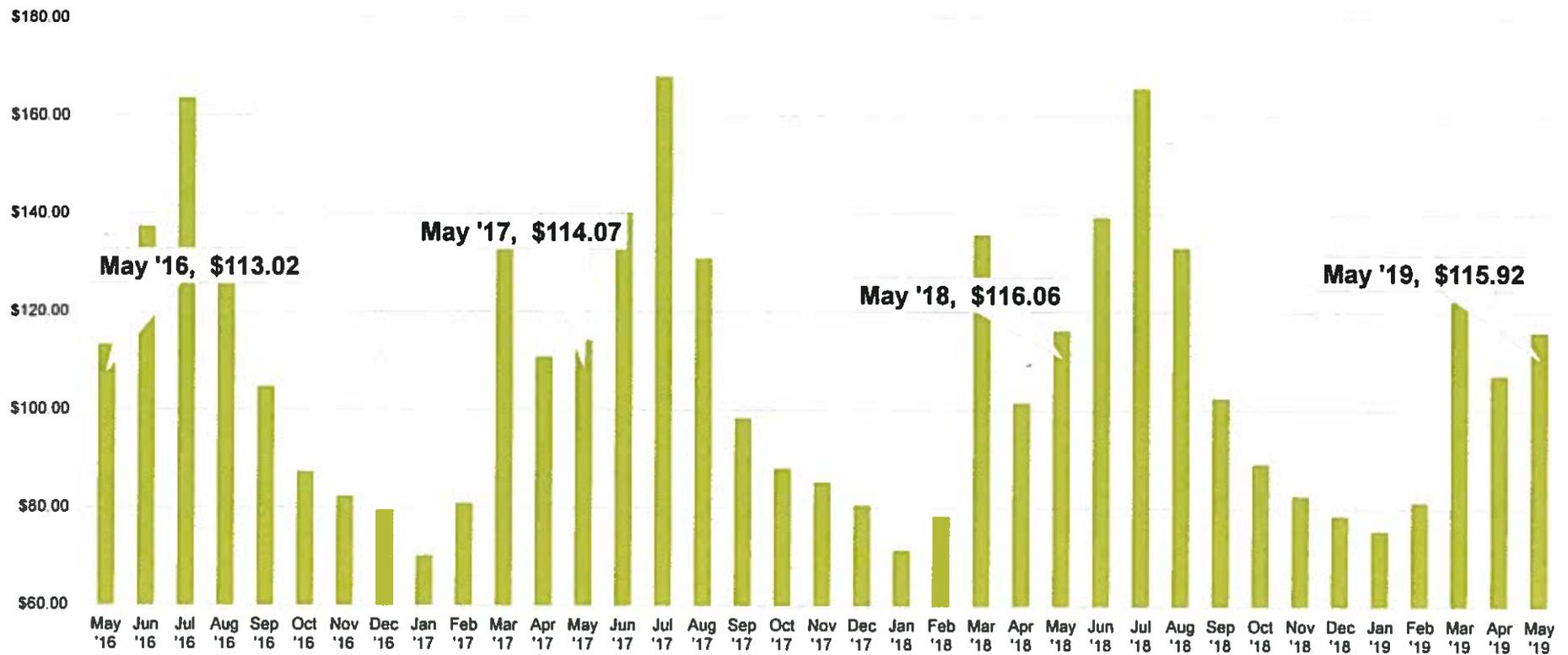
Revenue Per Available Room (RevPAR)



ECONOMIC IMPACT

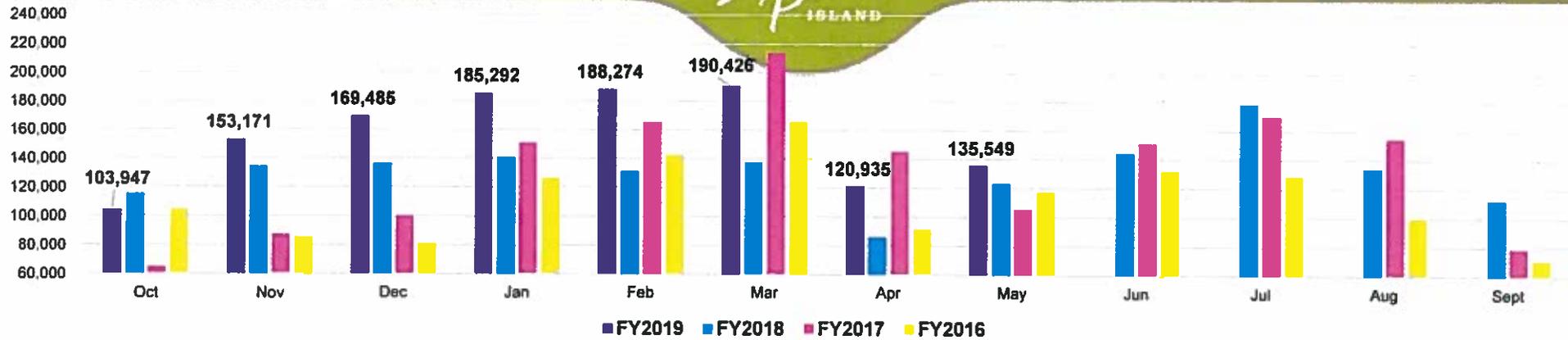


Average Daily Rate (ADR)

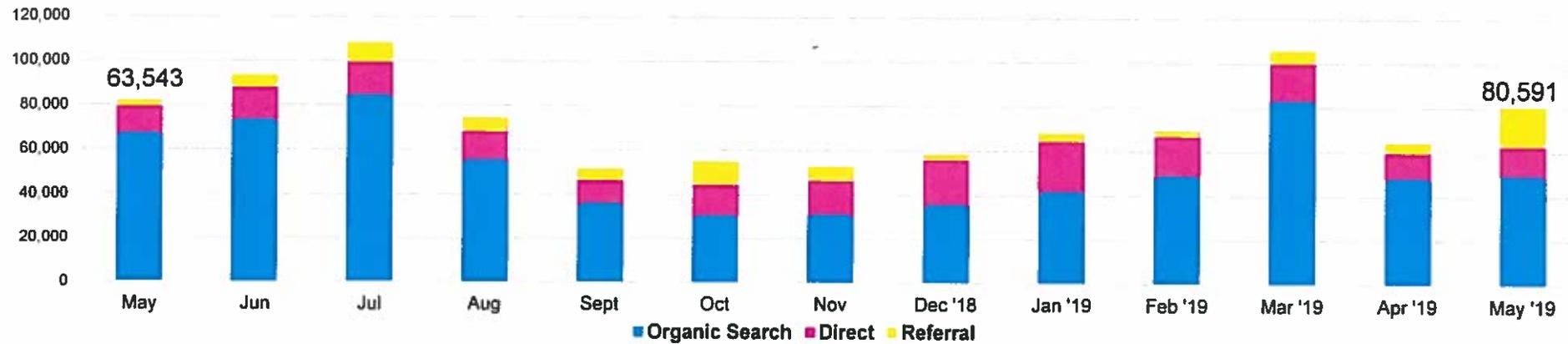


AWARENESS

Web Visits



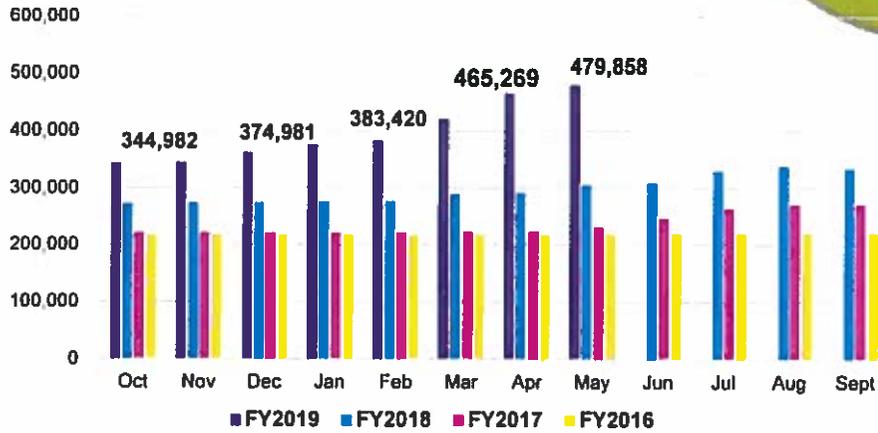
Sources of Website Traffic



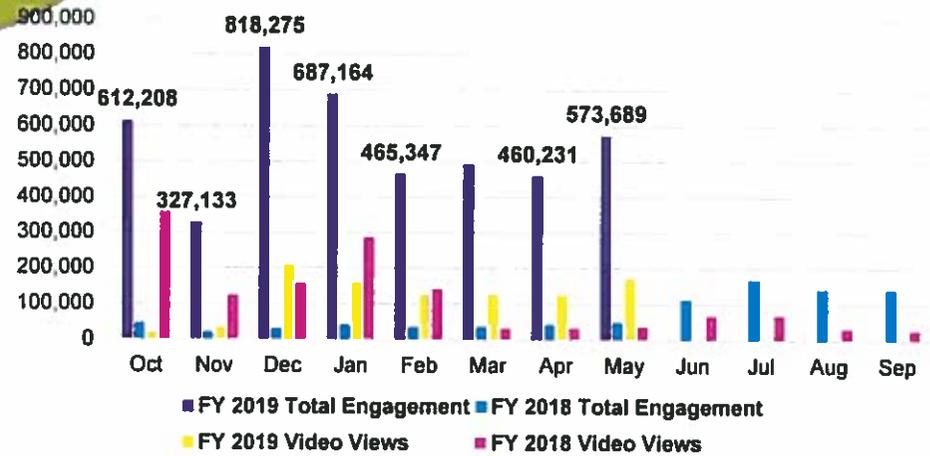
AWARENESS



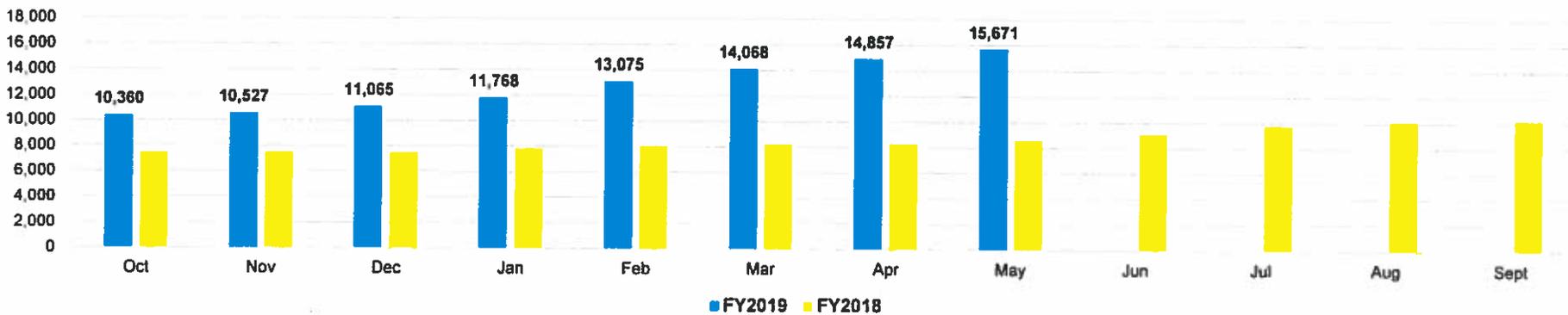
Facebook Likes/ Followers



Facebook Engagement



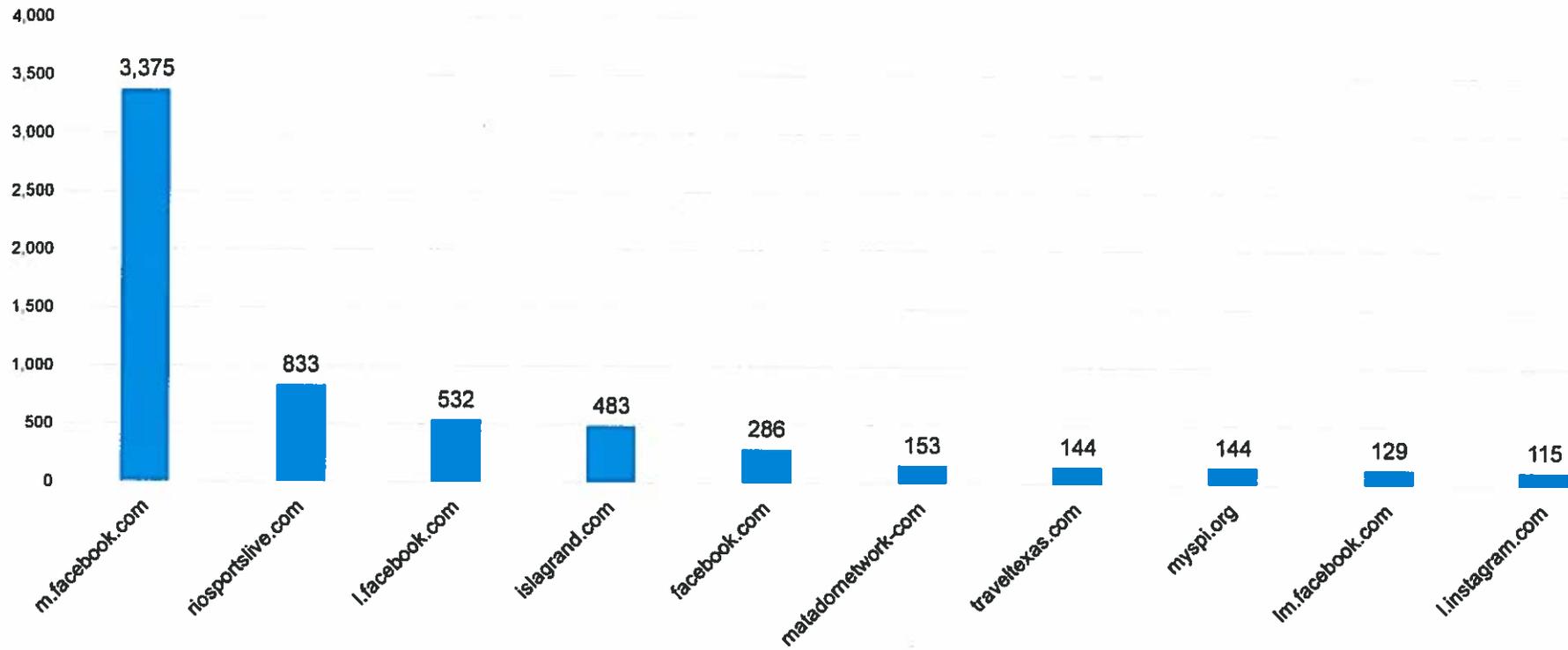
Instagram Followers



REFERRAL SOURCES

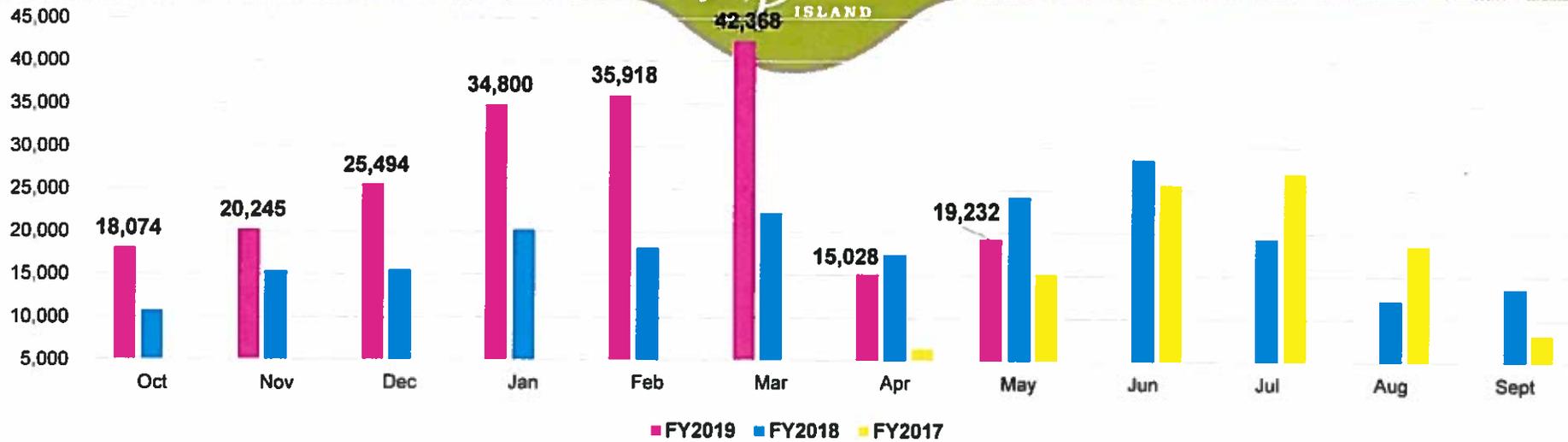


Referral sources to www.sopadre.com for the month of April 2019

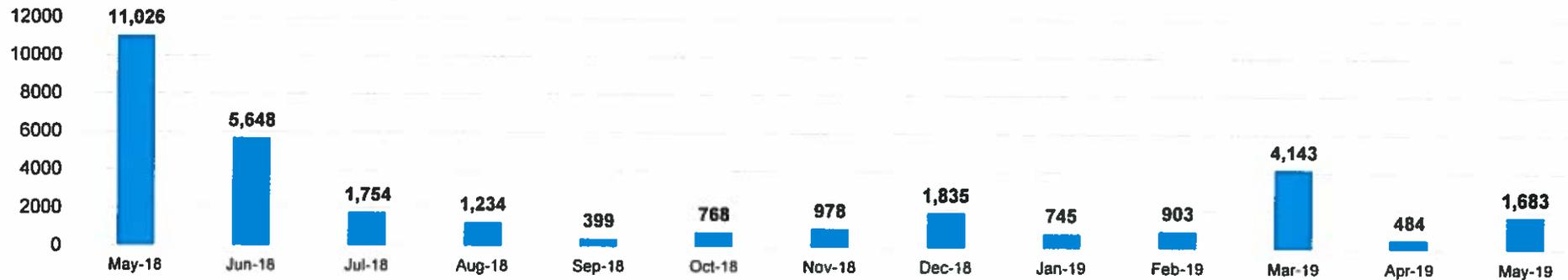


CONVERSION

Outbound Partner Links



Visitor Guides Requests (Fulfillment House)





Convention and Group Sales

Group Sales Notes



Austin Sales Rep

Teri Murphy started on May 13. Within the first two days of her employment, she attended the TSAE Open Reception at Top Golf. Attendance was strong in regards to planners and Teri was able to visit with planners she knew that she has worked with through the years.

Trade Shows

TSAE Open - Teri Murphy

HelmsBriscoe ABC 2019 - Gene Rios

PYM Live - Teri Murphy

- Continued Account audit to divert accounts to proper markets and sales manager.
- Final bid packets sent out for 2023 & 2026 conventions of TX District & Court Attorney's Assn
- Bid Packets sent out for 2021 South Texas County Judges and Commissioners Assn

New/Returning Business Site Visits

Combat Veterans Motorcycle Club - Oct. 2020

HelmsBriscoe site visit for Bilingual Educators - 2021

Region I Technology Conference - May 2020

Region I Administrators Conference - May 2020

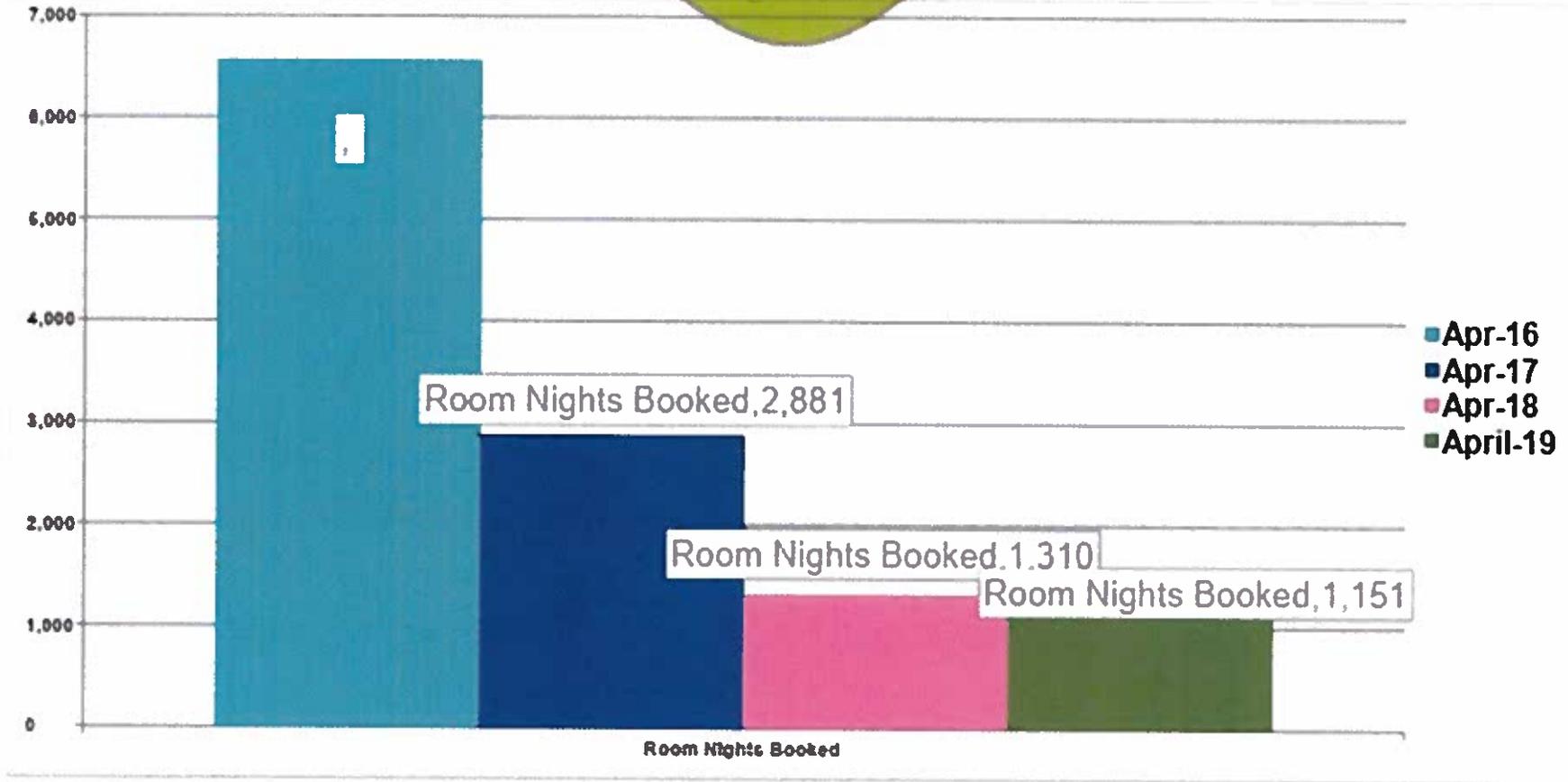
TVSA Conference - 2022?

State Bar of TX - Soaking Up the CLE

ECONOMIC IMPACT



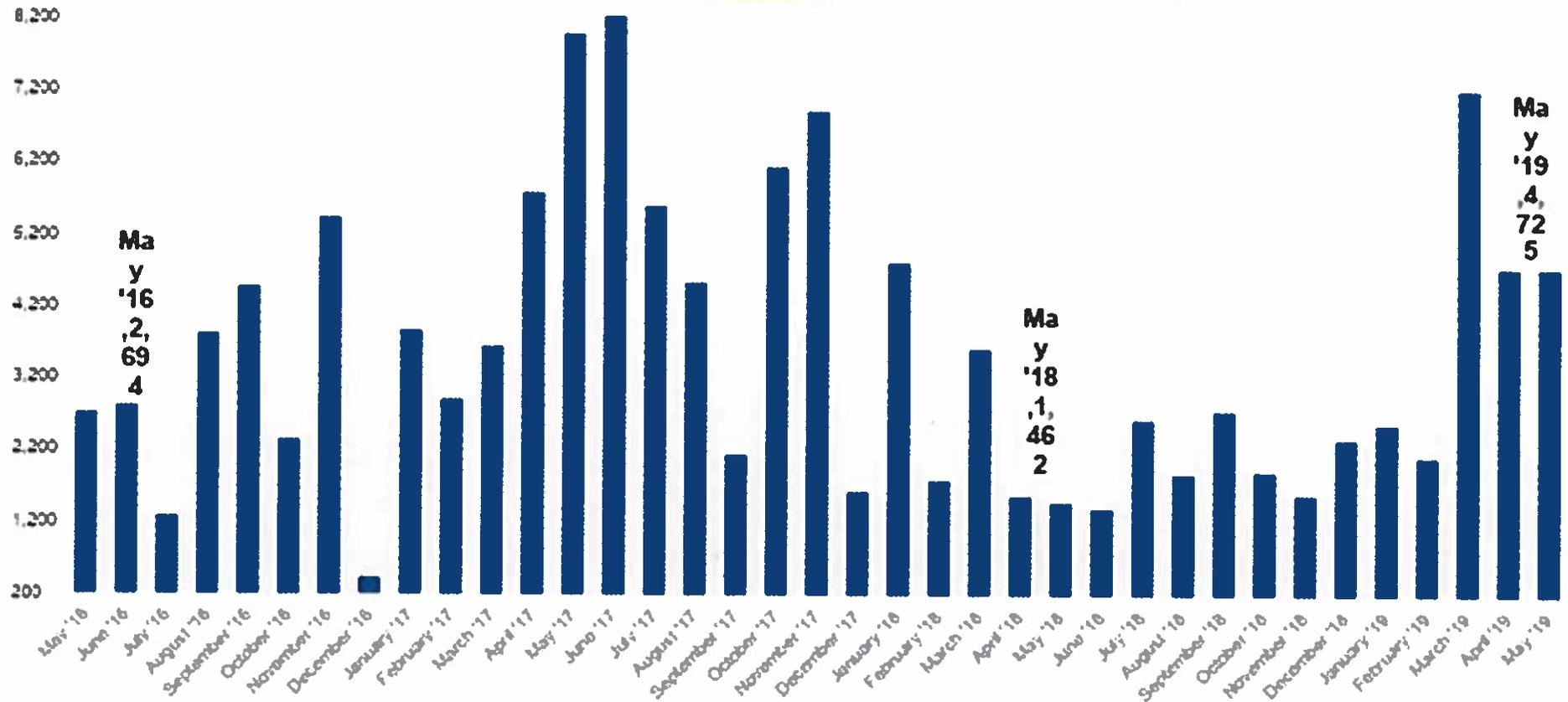
ROOM NIGHTS BOOKED – BY MONTH



CONVERSION

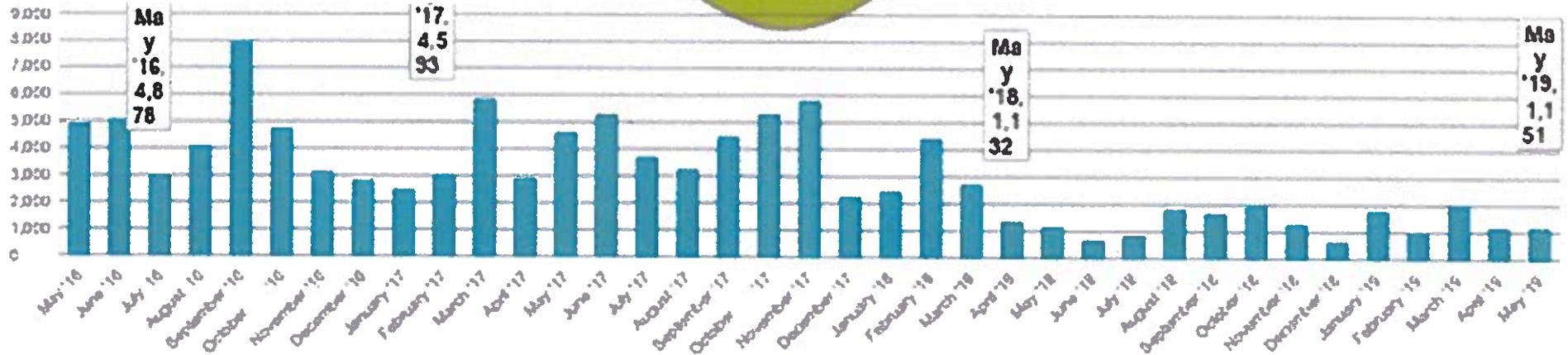


Group Leads Sent



CONVERSION

Group Business Booked



BOOKED BUSINESS

- 2020 Combat Veterans Motorcycle Club
- Pro Watercross
- RGV Quilt Show
- Singles in Agriculture
- Southern Careers Institute
- Tx. Animal Control Assn
- Dentists Who Care
- PSJA Class Reunion
- LRGV Institute of Architects
- Church on Rush Creek

TOTAL: 3,434 Room nights



Pacing Report for Booked Business

2019	2020
<u>45,604</u> definite room nights	<u>25,048</u> definite room nights
<u>70,652</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

 **New Event**

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

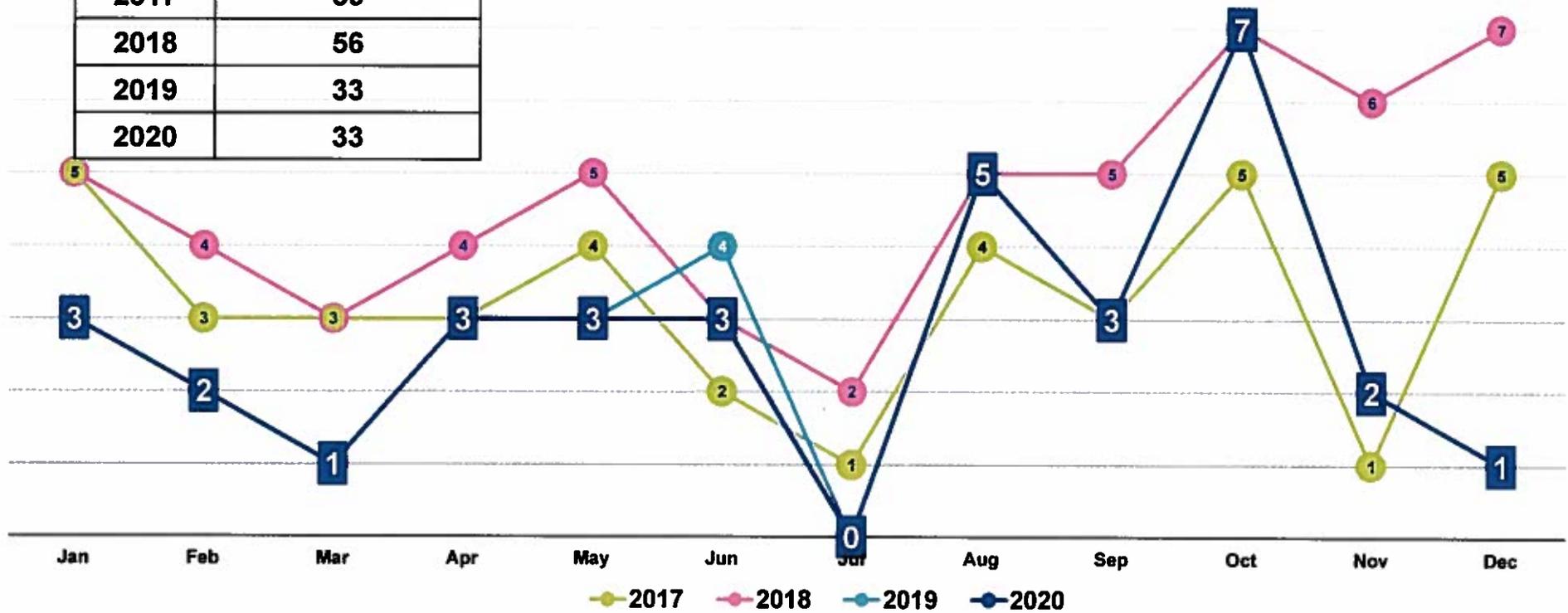
CONVERSION

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)



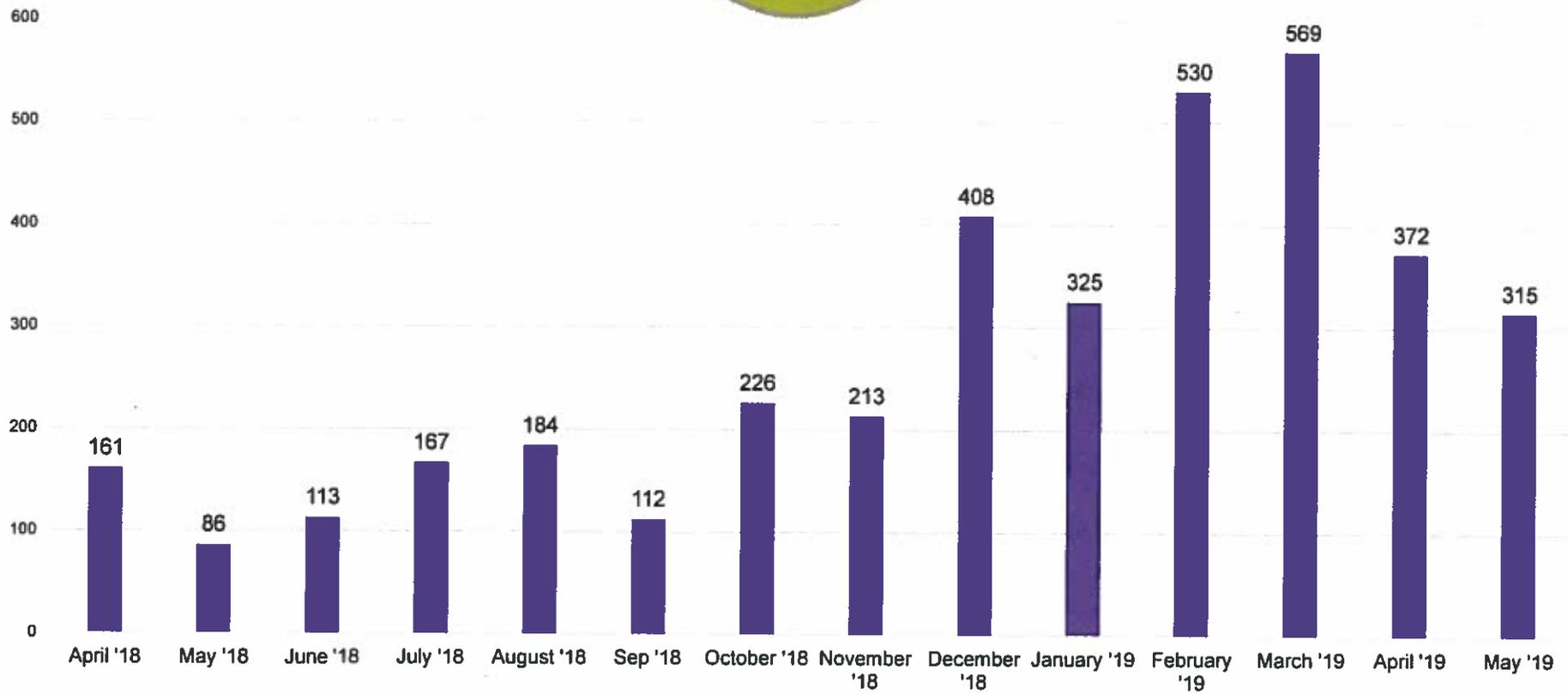


Marketing & Communications

ENGAGEMENT

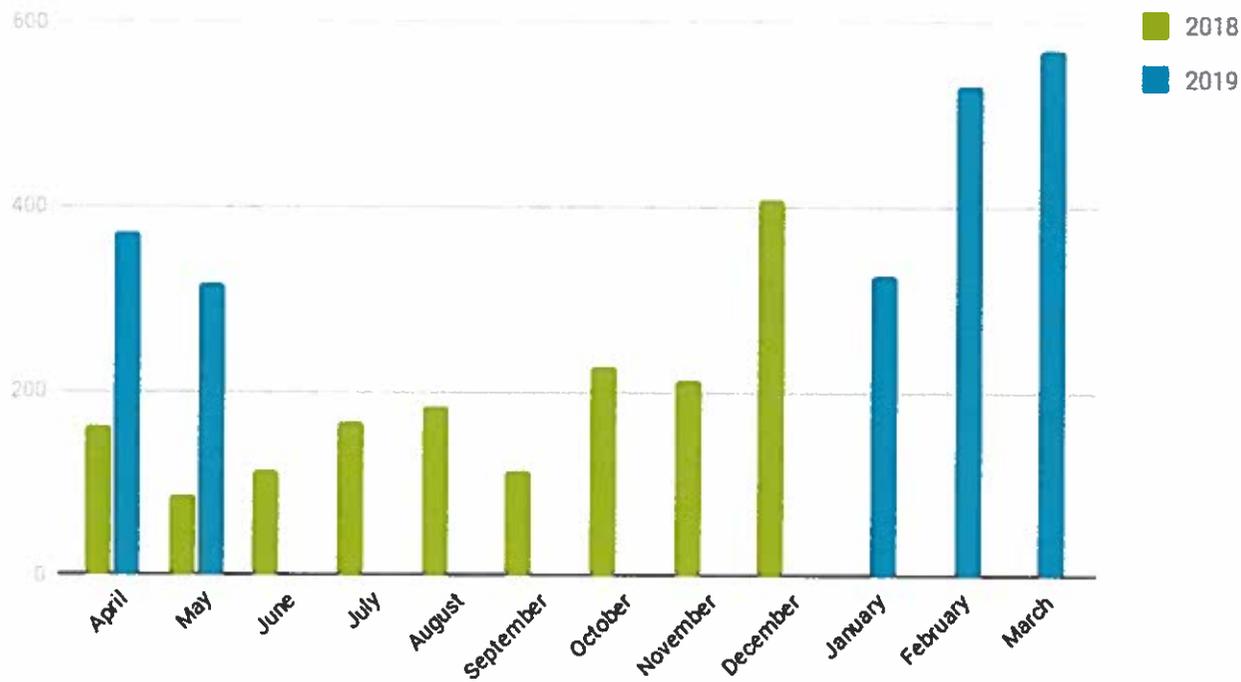


PR Engagement Media Mentions by Month





Total Mentions By Month



315
Total Mentions
The total number of news stories for a specified time period.

644.4K
Total Reach (UVPM): 268.5M
A globally consistent baseline metric for measuring the reach of a media outlet.

\$187.0K
Total Publicity Value
A scoring system that creates an approximate value for a news article.





Activity Highlights | May 2019

Public/ Media Relations

- Staff hosted one media familiarization tour from Mexico and one social media influencer from Houston.
- Preparing for our Summer Media FAM (July 23-26) which includes media from LA, Denver, Canada & Texas.
- Finalizing itineraries for three additional media visiting the Island on various assignments.
 - July 2-8
 - July 10 & 11
 - July 28 -31
- Continued efforts between the CVB marketing team and City Public Information Officer (PIO).

Marketing & Communications

- Working on Partner Engagement to include
 - Business Listings Updates
 - Deals & Packages
 - Newsletter
- Continued efforts on specific website landing pages
- In Progress: Spring Break website
 - Staff Evaluation & Review



Group Stats by Profile/Page

Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Message Sent	Engagements	Engagements per Message Sent	Link Clicks
 Visit South Padre  @visitsouthpadre	6,975	20.32%	87	99,586	1,144.7	2,789	32.1	344
 South Pa...ical Travel  Business Page	455,968	3.32%	49	7,980,114	162,859.5	18,791	383.5	21,452
 South Padre Island,...  @visitsouthpadre...	16,746	9.93%	28	176,409	6,300.3	8,506	303.8	-



Top Posts by Engagement: Facebook

TOP POSTS BY ENGAGEMENT				
				
<p>SOUTH PADRE ISLAND TROPICAL TRAVEL 5/22/2019 3:02 PM</p> <p>Pro Watercross is coming to South Padre Island for the first time on June 1 & 2! This FREE event will take place at Clayton's Beach Bar</p> <p>10,704 Engagements</p>	<p>SOUTH PADRE ISLAND TROPICAL TRAVEL 4/25/2019 11:15 AM</p> <p>South Padre Island Tropical Travel added a cover video https://www.facebook.com/sopadre/</p> <p>7,715 Engagements</p>	<p>SOUTH PADRE ISLAND TROPICAL TRAVEL 5/17/2019 3:15 PM</p> <p>Timeline Photos 🎵 It's beginning to look a lot like [cocktails] 🎵 #feelgoodfriday 📺 Weekend Warner Texas location Daddys</p> <p>1,656 Engagements</p>	<p>SOUTH PADRE ISLAND TROPICAL TRAVEL 5/2/2019 2:15 PM</p> <p>Girlfriend Getaway - South Padre Island Need a break? Ready to scrap that to do list and just chill out? We hear you! Grab your</p> <p>1,114 Engagements</p>	<p>SOUTH PADRE ISLAND TROPICAL TRAVEL 5/31/2019 3:34 PM</p> <p>Timeline Photos Oh look...it's margarita o'clock! #FeelGoodFriday 📺 @sarahohenadel https://www.facebook.com/sopadre/</p> <p>1,090 Engagements</p>



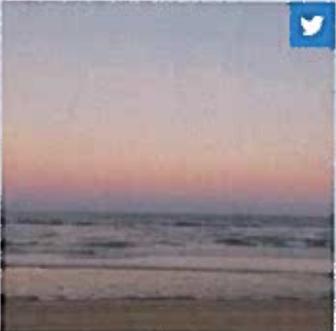
Top Posts by Engagement: Instagram

TOP POSTS BY ENGAGEMENT				
				
SOUTH PADRE ISLAND, TEXAS 5/25/2019 2:53 PM	SOUTH PADRE ISLAND, TEXAS 5/17/2019 1:33 PM	SOUTH PADRE ISLAND, TEXAS 5/15/2019 10:42 AM	SOUTH PADRE ISLAND, TEXAS 5/20/2019 6:02 PM	SOUTH PADRE ISLAND, TEXAS 5/29/2019 10:50 AM
Be Beach Wise! ☑@serenityy_now 1) Always Swim With A Buddy 2) Learn Rip Current Safety 3) Obey Posted Signs & Flags 4) Always	☑It's beginning to look a lot like [cocktails]... ☑#feelgoodfriday #happyhour ☑#weekendwarriorx flocation Daddy's Seafood & Caiun	☑You are the wind beneath my [ears]; ☑☑#gokuthebeagle #pupsofpadre #woofwoofwednesday	☑Just another [magic] Monday ☑ ☑@rgvmichael	When you're trying to smile for the picture but the sun is in your eyes ... #pupsofpadre #woofwoofwednesday
576 Engagement	570 Engagement	535 Engagement	437 Engagement	431 Engagement



Top Posts by Engagement: Twitter

TOP POSTS BY ENGAGEMENT

 VISIT SOUTH PADRE 5/12/2019 12:10 PM Happy #MothersDay from #SouthPadreIsland!!! How are you celebrating? 🍷 @CrashGladys #mothersday2019 #southpadreislandtx #sopadre	 VISIT SOUTH PADRE 5/15/2019 4:15 PM 🎵 You are the wind beneath my [ears]... 🎧 🐶 #gokuthebeagle #pupsofpadre #woofwoofwednesday #southpadreislandtx	 VISIT SOUTH PADRE 5/10/2019 10:38 AM Happiness comes in "waves" 🌊 ('ba dum-ch') 🎷 #jazz eats plants #southpadreisland #southpadre #southpadreislandtx #southpadre #sopadre #sopadretx #spi #sunrise	 VISIT SOUTH PADRE 5/10/2019 5:45 PM We'll take "obscure" We're about to be "#ontrend" y'all! #SouthPadreIsland was listed as one of "10 obscure #summer destinations that are about to be on	 VISIT SOUTH PADRE 5/9/2019 4:05 PM Just when you thought pineapple couldn't get any tastier... 🍍 #pineappleninjaz #southpadreisland #southpadreislandtx #southpadre
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CVB Director Notes



Sea Turtle Trail – South Padre Island

The Sea Turtle Trail task force met again on May 19th, to further discuss the kick-off project of bringing an art component to the City of South Padre Island. We have begun the planning for the casting of the sea turtles in fiberglass. A local boat dealer will work with us. We need to have the form carved, so we can make a mold. The Dolphin Trail in Port Isabel has been mapped and will be added to our Sandcastle Trail Map. The Turtle Trail we be added as they begin to be placed across the island. We see value in tying in our Sandcastle and Turtle Trails to the Dolphin Trail in Port Isabel.

Visitors Center Renovation Update

Work on the Welcome Center is moving along well. We are on hold until the decision about moving the Multimodal Center is made. We are still exploring the option of moving to the new Multimodal Center at the direction of the City Council. 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

Linette Hernandez

CVB Personnel Update

The CVB is now fully staffed in all departments and cross training has begun.

Director Interaction with TAG

Ed will travel monthly to spend a full-day with The Atkins Group as we undertake the Strategic Planning Process.

Island Partners can expect to be invited to workshops beginning in mid-August.

Billboard Advertising

We currently have five billboards across the RGV touting direct flights into BRO and VIA. They are also advertising special events we have scheduled on the Island. The special events change as new event dates approach.

Hotel/Motel Tax Collections (\$MM)



■ Hotel/Motel Tax Collections

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

MEETING DATE: June 26, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

New Business:

- Board Comments

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS

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