

**NOTICE OF CONVENTION AND VISITOR ADVISORY BOARD MEETING
CITY OF SOUTH PADRE ISLAND**

**WEDNESDAY, JULY 22, 2020
9:00 AM AT THE MUNICIPAL BUILDING
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BLVD, SOUTH PADRE ISLAND, TEXAS**

1. Call to Order

2. Pledge of Allegiance

3. Public Comments and Announcements

This is an opportunity for citizens to speak to the Board relating to agenda or non-agenda items. Speakers are required to address the Board at the podium and give their name before addressing their concerns. [Note: State law will not permit the Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to City Staff or may be placed on the agenda of a future Convention and Visitors Bureau meeting]

4. Approve Consent Agenda

- 4.1. Approve the meeting minutes for June 24, 2020 regular meeting. (Salazar)

5. Regular Agenda

- 5.1. Discussion and recommendation to City Council to approve The Atkins Group contract extension for FY 2020-2021. (Caum)
- 5.2. Discussion and action to approve the funding request for Spartan North American Kids Championship in November 2021, contingent upon the hotel occupancy tax collection. (Amaya)
- 5.3. Discussion and action to approve the funding request for Spartan-City Sprint Series in February 2021, contingent upon the hotel occupancy tax collection. (Amaya)
- 5.4. Discussion regarding vacation rental deposits and reimbursement best practices. (Goodman)
- 5.5. Presentation and discussion regarding the Director's Report and the following topics. (Caum)
- *Marketing and Communications
 - *Social Media
 - *Research and Analytics



5.6. Discussion and possible action concerning new meeting date for August 2020. (Salazar)

6. Adjourn

NOTE:

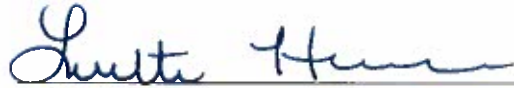
One or more members of the City of South Padre Island City Council and Special Event Committee may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

DATED THIS DAY THE 16TH OF JULY 2020.



Linette Hernandez, CVB Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF 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 CITY HALL/MUNICIPAL BUILDING ON THURSDAY, JULY 16, 2020, AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



Linette Hernandez, CVB Administrative Assistant

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, BELINDA TARVER AT (956)761-8103.



Agenda: JULY 22, 2020 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board

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

MEETING DATE: July 22, 2020

NAME & TITLE: Linette Hernandez

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the meeting minutes for June 24, 2020 regular meeting. (Salazar)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

<p style="text-align: center;">MEETING MINUTES CONVENTION AND VISITORS ADVISORY BOARD REGULAR MEETING CITY OF SOUTH PADRE ISLAND</p>

WEDNESDAY, JUNE 24, 2020

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, June 24, 2020 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 quorum was present: Board Members Bob Friedman, Arnie Crenin, Chad Hart and Pamela Romer. Absent were Chairman Daniel Salazar and Board Member Bryan Pinkerton.

City Officials: City Manager Randy Smith and City Council Member Ken Medders

CVB Staff: CVB Director Ed Caum, Office Manager/Accountant Lori Moore, Event Development and Packaging Manager Marisa Amaya, Marketing and Communications Specialist Matthew Lee, and Administrative Assistant Linette Hernandez.

II. PLEDGE OF ALLEGIANCE

Vice Chairman Tom Goodman led the Pledge of Allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS: None

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the May 20, 2020 regular meeting. Board Member Pamela Romer made a motion to approve the meeting minutes, seconded by Board Member Chad Hart. Motion carried.
- 4.2. Approve the excused absences for Board Members Arnie Crenin, Bryan Pinkerton, and Bob Friedman for the May 20, 2020 regular meeting. Board Member Pamela Romer made a motion to approve the excused absences, seconded by Board Member Chad Hart. Motion carried.

V. REGULAR AGENDA

- 5.1. Discussion and recommendation to City Council to approve FY 2020-2021 draft budget for Events Marketing (593) and Marketing (594). CVB Director Ed Caum went to the podium for an explanation of the proposed draft budget for marketing. CEO Steve Atkins, of the Atkins Group, spoke at the podium and provided insight into current marketing strategies and marketing plans. After much discussion, Board Member Bob Friedman made the motion to approve the draft budget for marketing, seconded by Pamela Romer. Motion carried unanimously.
- 5.2. Discussion and recommendation to City Council to approve The Atkins Group contract extension for FY 2020/2021. CVB Director Ed Caum went to the podium with an update on The Atkins Group Contract and recommendation to approve the draft contract and forward to City Council. CEO Steve Atkins, of the Atkins Group, to the podium for discussion and explanation of the draft contract. After much discussion Board Member Pamela Romer made the motion to table item 5.2, seconded by Board Member Arnie Crenin. Motion carried on a 4 to 1 vote, with Vice Chairman Tom Goodman casting a nay vote.
- 5.3. Discussion, presentation, and possible action to approve the marketing plan for August and September 2020. CVB Director Ed Caum went to the podium to present. After a brief discussion, Board Member Bob Friedman made the motion to approve the marketing plan, seconded by Board Member Pamela Romer. Motion carried unanimously.
- 5.4. Discussion and action to approve the funding request for Sandcastle Days October 2020. Event Development and Packaging Manager Marisa Amaya to the podium to discuss the event's history and provide information on SEC's funding amount recommendation. After a brief discussion, Board Member Bob Friedman made the motion to approve the funding request in the amount of \$35,000 for Sandcastle Days October 2020, seconded by Board Member Arnie Crenin. Motion carried unanimously.
- 5.5. Discussion and action to approve the funding request for SPI Kite Fest February 2021. Event Development and Packaging Manager Marisa Amaya to the podium to discuss the event's history and provide information on SEC's funding amount recommendation. After a brief discussion, Board Member Pamela Romer made the motion to approve the funding request in the amount of \$22,150, and an In-Kind donation of three days of the SPI Convention Centre for a total of \$7,5000 for SPI Kite Fest February 2021, seconded by Board Member Arnie Crenin. Motion carried unanimously.

- 5.6. Discussion and action to approve the funding request for Ride to Rotary October 2020. Event Development and Packaging Manager Marisa Amaya to the podium to discuss the event's history and provide information on SEC's funding amount recommendation. After a brief discussion, Board Member Bob Friedman made the motion to approve the funding request in the amount of \$1,500 for Ride to Rotary October 2021, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.7. Presentation and discussion regarding the Directors' Report and the following topics. CVB Director Ed Caum provided an update on the CVB staff and discussion on new procedures for SPI Convention Centre due to COVID-19.
*Marketing and Communications
*Social Media
*Research and Analytics
- 5.8. Discussion and update regarding South Padre Island's hotel/VRM's booking numbers for Summer 2020 and factors to watch for going into Fall and Winter 2020. Vice Chairman Tom Goodman led a discussion on issues that are being faced due to COVID-19. Board members discussed booking cancellations and concerns from visitors. Brief discussion and overview of the South Padre Island's hotel and VRM's current status and suggestions and ideas on how to move forward.
- 5.9. Discussion and possible action concerning new meeting date for July 2020. A Special Meeting was scheduled for July 8, 2020 and a regular meeting was scheduled for July 22, 2020.

VI. ADJOURN

There being no further business, Vice Chairman Tom Goodman adjourned the meeting at 10:50pm.

Linette L. Hernandez, CVB Administrative Assistant

Approved:

Daniel Salazar, CVA Chairman

DRAFT

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

MEETING DATE: July 22, 2020

NAME & TITLE: Linette Hernandez

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and recommendation to City Council to approve The Atkins Group contract extension for FY 2020-2021.
(Caum)

ITEM BACKGROUND

Agenda item 5.1 was tabled at the June 24, 2020 regular meeting.

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

Agreement

**Between
City of South Padre Island
and
The Atkins Group**

The Atkins Group (referred to as TAG) with offices located at 501 Soledad Street, San Antonio, TX 78205, hereby agrees to serve as marketing communications agency for the City of South Padre Island (referred to City) with offices located at 4601 Padre Boulevard, South Padre Island, TX 78597, in accordance with and subject to the following terms:

1. During the term of this Agreement, the City appoints TAG as the primary agency for the City of South Padre Island, with the only exception being direct placement by the City. TAG will be charged with the responsibility of strategic planning and stewardship, brand campaign concept development and maintenance, digital services, public relations and social media strategy/management, and preparing and placing advertising/marketing communications for the City.
2. Charges not to exceed the annual costs outlined below per year for the term of the contract: October 1, 2020 – September 30, 2021.

Creative and Content Services	\$183,000
Account Services	\$162,000
Production & Editing	\$150,000
Advanced Analytics & Reporting	\$24,000
Public Relations & Social Media Strategy	\$96,000
Website & Digital Development	\$60,000
Media Research, Planning and Placement	\$1,025,000
TOTAL:	\$1,700,000

3. The City may, however, wish to assign additional projects, products, or services to TAG beyond the budget outline shown above. TAG agrees to accept such assignments upon written authorization from both the South Padre Island Convention & Visitors Bureau Director and Convention & Visitors Advisory Board.
4. TAG shall perform the above services as defined in Detail A (Scope of Work) and Detail B (Digital Development), attached hereto and incorporated for all purposes, in connection with the planning, preparing and placing of advertising/community outreach/promotions and other marketing communications to sell the overall experience of South Padre Island and to stimulate overnight lodging. TAG will be compensated for services rendered in accordance with Detail A (Scope of Work).
5. TAG will present cost estimates for individual projects over \$1,500 for the City's review and approval prior to beginning work on projects. These estimates detail all costs and reflect a plus or minus 10% contingency factor in addition to any specifically stated contingency. If changes and/or additional unforeseen services/costs are necessary to

complete a job, a change order will be issued to the City's for review and approval.

6. All purchases of production materials, locations fees and engagement of talent with respect to the advertising of the City's products shall be subject to prior approval. If the City should direct TAG to cancel and/or terminate any previously authorized purchase or project, the City will pay TAG for services rendered and for hard costs associated with current projects or media vendors in alignment with industry standard cancellation payment periods.
7. TAG warrants and represents to the City that in purchasing any materials or services for your account, we shall exercise due care in selecting suppliers and make every effort to obtain the lowest price for the desired quality of materials or services. In every circumstance appropriate, TAG shall obtain multiple competitive bids.
8. It is the intention of the City that proceeds from the hotel occupancy tax are available to pay for the work reflected in this Agreement. If during a fiscal year, hotel occupancy tax collections vary more than ten percent from the expectations on which the applicable budget of this Agreement is based, the City shall send TAG written notice of how the City proposes to adjust the budget and Agreement accordingly. If TAG agrees with the proposed adjustments, TAG will adjust budget levels in a reasonable time period not withstanding all fees incurred at the time of notice. It is not intended that the Agreement should be adjusted if there are adequate funds available in the reserve fund to continue to pay for the work; provided, however, that once the available tax collections and any available money in such reserve funds have been spent, then no further money shall be available or paid by the City.
9. The term of this Agreement shall commence on October 1, 2020 for a period of one year and may be renewed annually thereafter for three additional one-year periods based on performance review. City will provide written notice of intent to renew at least 90 days prior to the end of each renewal period. This Agreement may be terminated by either party at any time without cause upon written notice of such intention given ninety (90) days in advance. Notices shall be deemed given on the day of mailing or in case of notice by fax or email, on the day it is transmitted. The rights, duties and responsibilities of TAG shall continue in full force during the period of notice, including the ordering and billing of advertising in print media whose closing dates fall within such period and the ordering and billing of advertising in broadcast media where the air dates fall within such period.
10. Any advertising, merchandising, packaging and similar plans and ideas prepared by TAG and submitted to the City (whether submitted separately or in conjunction with or as part of other material) but not used by the City, shall remain the City's property provided that TAG is compensated for its development. The City agrees to return to TAG any copy, art work, files or any other physical embodiment of the creative work relating to such ideas or plans, (which may be in the City's possession upon termination) that have not been paid for at that time.
11. TAG is authorized to purchase media on the City's behalf, with advance approval.

Compensation for services, terms of payment and responsibility for payment are found in Detail A (Scope of Work). Provided TAG has been paid the full amount for a specific media contract by the City, TAG will be responsible for payment to the Media Provider. However, in the event the City has not paid TAG for a specific media contract or contracts, payments due for those services entered into on behalf of the City by TAG are guaranteed by the City and will be paid by the City.

12. TAG may list any work done on behalf of the City that is publicly available and not confidential in nature, whether online or in print or any other media. Listing may include one or more images of the creative work, website or website page, a description of services provided and/or summary of features implemented by TAG, as well as hyperlinks to and/or web address for the listed website or website page.
13. Upon termination of this contract, TAG shall transfer, assign and make available to the City, all property and materials in TAG's possession or control belonging to and paid for by the City, to be carried to completion by TAG and paid for by you under rates found in Detail A (Scope of Work). Furthermore, the City recognizes that talent contracts with members of certain labor unions or guilds generally cannot be assigned except to signatories to the collective bargaining agreements governing the services rendered by such talent. Upon termination, no rights or liabilities shall arise out of this relationship, regardless of any plans which may have been made for future advertising, except that any non-cancelable contracts made on the City's authorization and still existing at termination hereof, which contracts were not paid or could not be assigned by TAG to the City or someone designated by the City, shall be carried to completion by TAG and paid for by the City in the manner described in Detail A (Scope of Work).

For purposes of this section, Work Product means all service, materials, reports and other products, including the following:

- a. website content code, photos, and videos; and
 - b. creative materials, including ads, collateral materials, brochures, flyers, photography; and
 - c. all copy including public relations, blogs, advertising, scripts, photography; and
 - d. all databases and content including all CRM contact lead database; and
 - e. all other work product or work materials produced for the City as described in Detail A and Detail B.
14. TAG shall maintain general liability insurance, including "personal and advertising injury" with minimum limits of \$1,000,000 per occurrence, \$2,000,000 annual aggregate, during the term of this Agreement.

15. All notices given under this Agreement will be sent by certified mail to the following:

As to: City of South Padre Island
 Randy Smith, City Manager
 4601 Padre Blvd
 South Padre Island, TX 78597
 956-761-6456
 FAX: 956-761-3888

As to: The Atkins Group
 Steve Atkins, President
 501 Soledad Street
 San Antonio, TX 78205
 210-444-2500
 FAX: 210-824-8326

And copy to: City of South Padre Island
 Executive Director - Convention and Visitors Bureau
 7355 Padre Blvd
 South Padre Island, TX 78597

16. The Atkins Group is an independent contractor. Nothing in this Agreement is intended, nor should be construed to create a relationship of principal and agent, joint venture, partnership, or any relationship other than that of independent contractors, contracting with each other solely with respect to the performance of those services, which are the subject matter of this Agreement.
17. This Agreement, which includes Detail A and B attached hereto and incorporated herein by reference for all purposes, supersedes any and all other agreements, either oral or in writing, between the parties hereto with respect to the subject matter hereof, and no other agreement, statement, or promise relating to the subject matter of this Agreement, which is not contained herein shall be valid or binding. The parties agree that this Agreement and its attachments constitute the entire understanding of the parties. In the event of conflict between the Agreement and Proposal, the Agreement shall control.
18. Except as limited herein, the terms and provisions of this Agreement shall be binding upon an inure to the benefits of the parties hereto and their respective heirs, devisees, personal and legal representatives, successors and assigns. Neither party shall have the right to assign that party's interest in this Agreement without the prior written consent of the other party.
19. The validity of this Agreement, any of its terms or provisions, as well as, the rights and duties of the parties hereunder, shall be governed by the laws of the State of Texas. The parties agree that it is performable in Texas and that exclusive venue shall be in Cameron County, Texas.
20. This Agreement is entered into subject to the charter and ordinances of the City as they may be amended from time to time, and is subject to and is to be construed, governed and enforced under all applicable federal and state laws. TAG shall make any and all reports required in accordance with federal, state or local law, including but not limited to proper reporting to the Internal Revenue Service as required in accordance with TAG's income.

21. In case any one or more of the provisions contained in this Agreement shall for any reason be held invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision thereof and; this Agreement shall be construed as if such invalid, illegal, or unenforceable provision had never been contained herein.
22. TAG acknowledges and represents it is aware of the laws, City Charter, and City Code of Conduct regarding prohibited interest and that the existence of a prohibited interest at any time will render the Agreement voidable. At the time of executing this Agreement, a representative of TAG will execute the Conflict's Disclosure Statement.
23. Nothing in this Agreement shall be as a waiver of the City's governmental immunities. In accordance with Texas Government Chapter 2270, by signing the Contract, Contractor verifies that it does not boycott Israel and will not boycott Israel during the term of the contract.

Entered into an Agreement as of October 1, 2020.

The Atkins Group
Steve Atkins, President

Date

City of South Padre Island
Randy Smith, City Manager

Date

Detail A - Scope of Work

Between the City of South Padre Island and The Atkins Group

We have formed an Agreement that gives us the opportunity to work with you to help shape your brand, enhance your reputation and grow your business based upon your goals.

This Agreement is detailed by the elements of the scope of work listed below. These apply to the year of service covering FY 2020/2021. Subsequent years will be further defined and mutually agreed on an annual or other basis:

- 1. Creative & Content Services** **\$133,000**
 Agency creative services, production and traffic management includes all time associated with determining the best creative strategies for print, collateral, broadcast, digital and other online marketing outreach, including the development of written and video social media content, as well as producing all campaign materials and assets needed to fulfill the brand campaign, various creative projects and the media plan. This includes concept development, art direction, design, layout and production management, as well as digital strategy and development for projects associated with overall brand campaign and to fulfill creative assets as per the media plan. Content development involves creative work like copywriting or graphics and run in parallel with the brand campaign. Our content strategy and implementation plan will cross all owned publishing.
- 2. Account Services** **\$162,000**
 As an extension of your staff, the account service team provides day-to-day management to maintain a clear understanding of your objectives, strategic direction, brand growth and maintenance requirements. This team will maintain ongoing communications, participate in planning meetings, assists with board/staff communication and others when appropriate and on an ongoing basis, prepare and submit to you for advance approval estimates of costs for recommended projects and programs, report and coordinate projects, keeping you informed of schedules, changes to scope and any other relevant information.
- 3. Production & Editing** **\$100,000**
 This production budget allocation will be used for any costs associated with production of campaign materials including photography, video/audio production, talent usage rights, VO/music, editing, printing, etc. We negotiate hard with vendor partners to get the most favorable quotes, while maintaining the quality level the South Padre Island brand deserves.
- 4. Advanced Analytics & Reporting** **\$24,000**
 TAG will provide high levels of analytics that use detailed data from digital tracking, media impressions, public relations and other forms of research to develop insightful reports that paint a clear picture of not only what's been done, but how it is performing by campaign by objective. Moreover, this monitoring and analysis is being done on an ongoing basis so that mid-month course corrections are possible, allowing content to adjust and tune to perform at optimal levels. The result of our Advanced Analytics and Reporting is greater utilization of resources and improved program performance. Monthly summary reports are rolled into quarterly full reports, formatted to present to all necessary stakeholders in City leadership.

- 5. Public Relations & Social Media Strategy** **\$96,000**
Ongoing public relations and social media management will include a cohesive connection of your inbound and outbound PR efforts. From owned channels (social and web) to earned (media and influencers) to in house, PR must not only use media as a megaphone, but arm your staff and customers so they can amplify messages as well. It requires channel specific strategy to maximize results. This program involves: News Media Relations, Social Media Strategy, Social Amplification, Edu-tainment through Blogs, Influencers, etc.
- 6. Website Maintenance & Digital Development** **\$60,000**
Through our managed services program, we'll assist with ongoing training and support to your team, as well as assist with ongoing feature and functionality development and general website maintenance and platform updates. Our technology services will support this effort to continually evolve the marketing platforms we've built together. This includes website hosting through WP Engine, Hot Jar analytics tools, WPML service, Timely Event Management service, Googlemaps API, and the Active Campaign email automation service. Additionally, we'll provide periodic SEO optimizations to ensure the website and its content are performing at peak opportunity.
- 7. Media Research, Planning & Placement** **\$1,125,000**
The paid channels team works on an ongoing basis to understand the audiences, reach and budget objectives for each assignment, and through the use of media research tools, an approach and plan will be developed using a variety of paid channels. This includes creation of an annual plan noting key seasonal shifts and targeting the leisure and groups/meetings audiences, and ongoing research and evaluation of various media opportunities. We will negotiate on your behalf, using our experience and buying leverage, to yield the best rates and value-added possible, and order the space, time or other means to be used for your advertisements. This includes invoice reconciliation and reporting. Media is paid by the commission for media placed with 12.5% yield (this is calculated using the advertising industry standard multiplier of 1.1429 to yield 12.5% margin on the net media cost). Media is billed to you when the media is placed, meaning the time when the outlet has reserved the media for your use.

Hourly Costs by Job Function

The following hourly costs for each job description were utilized to form the overall budget plan as outlined in contract item #2. The budget line items as defined previously contain all costs within the defined budget plan total. The only application of additional hourly charges will come if new projects are defined and authorized from both the South Padre Island Convention & Visitors Bureau Director and Convention & Visitors Advisory Board.

Concept and Design	\$175
Copywriting	\$150
Art Direction	\$125
Production Art	\$95
Traffic	\$95
Account Supervision	\$150
Account Coordination	\$125

Analytics Supervision	\$150
Analytics Coordination	\$125
Public Relations Director	\$150
Public Relations Writing	\$125
Media Planning	\$175
Media Buying	\$150
Media Coordination	\$95
Social Media	\$150
Digital Design/Senior Programming	\$150
Programming	\$125
Account Supervision – principal	\$195
Strategic Planning – principal	\$225

Travel Reimbursement

Travel costs will be approved in advance and are not to exceed \$10,000 per calendar year unless authorized by The City.

TAG will submit approved travel dates for any business-related meetings, production activities, event promotion activities, etc. Time will be billed to the City at one half the hourly cost for the individuals involved. Travel Expenses and Per Diem will be charged as follows:

Automobile Transportation

Travel by company or private automobile will be reimbursed at the then-allowable IRS rate. Mileage, as well as any parking, tolls or other travel-related expenses will be reimbursed.

Commercial Carrier Travel (out of town)

Every effort will be made to secure the most time and cost-efficient mode of travel. TAG will purchase at the lowest fares available within the planning timetable. If schedule changes are required by client, any adjustment to the fare will be added. If travel is cancelled and TAG is able to reuse funds on a previously purchased ticket, that cost will be credited to the City, less any anticipated change fees. If it is a non-refundable/non-reusable ticket, the City will be billed for the fare. Commercial Carrier Travel receipts will be provided for reimbursement with no markup.

Rental Vehicles

Every effort will be made to secure the lowest rate possible for comfortable and secure transportation, including utilizing an available corporate rate available through TAG or the City when available. Actual rental car receipts along with parking, toll and fuel receipts will be provided for reimbursement with no markup.

Lodging

Every effort will be made to secure the lowest rate possible for comfortable and secure lodging, including utilizing an available corporate rate available through TAG or the City when available. Actual hotel receipts (including parking fees, if necessary), will be provided for reimbursement with no markup.

Meals

A per diem rate of \$65 per day, per person, will be charged for meals and any incidentals. For billing purposes, a day consists of time away from the corporate office during regular business hours. This will be charged in conjunction with travel and does not necessarily require an overnight stay.

Fees at Termination

Upon termination, we will transfer, assign and make available to you, all property and materials in our possession or control belonging to and paid for by you, to be carried to completion by TAG and paid for by City at the then-current Hourly Fee Schedule rates. If requested and reasonably possible, an estimate will be provided prior to starting the services. Payment for services when estimated will be due and payable 50% at commencement and the actual balance prior to delivery of requested materials, releases, etc. If no estimate is requested, we will progress bill at appropriate points in the process, with final balance due prior to delivery of requested materials, releases, etc.

Miscellaneous Expenses

You agree to reimburse us for delivery fees and other reasonable and necessary expenses incurred on your behalf.

Payment terms

Our monthly billing terms are Net 30 Days. A finance charge of 1.5% per month (18% annually) will be billed on balances 30-days or more past invoice date.

Detail B - Digital Development

Between the City of South Padre Island and The Atkins Group

Creation and modifications of websites (desktop, mobile and responsive), applications and any/all other digital assets involves creation of code and other elements, most of which are created specifically for the need, but some are obtained from other sources. Because these circumstances are specific to digital development, the following apply.

OWNERSHIP OF SOFTWARE AND OTHER CONTENT

1. *Definitions.*
 - a. "Reusable Elements" means software tools and code, informational content, graphic elements and any other content that we have created or acquired and/or will during the course of the Agreement create, acquire and/or improve that are reusable or are useful for one or more other products, tasks and projects and for which we own all right, title and interest;
 - b. "Third Party Elements" means software tools and code, informational content, graphic elements and any other content under which we do not own the entire right, title and interest; and
 - c. "Client Specific Elements" means software tools and code, informational content, graphic elements and any other content (1) other than specified in subsections 1(a) or 1(b) and (2) specifically identified as such in the particular Project Estimate under which it is created and delivered.
2. *Reusable Elements.* You agree that all Reusable Elements are or will be our exclusive property. Except as otherwise expressly provided in one or more relevant Project Estimates, upon payment of amounts due to us with regard to each Estimate, we will grant to you a non-exclusive, worldwide, perpetual, irrevocable and fully paid up license to use, modify, adapt and otherwise exploit such Reusable Elements solely for use with the deliverables under such Project Estimate and derivatives of such deliverables. Under no circumstance, however, may you sublicense to any third party any right in such Reusable Elements.
3. *Third Party Elements.* Client agrees that all rights of use and ownership in, to and under Third Party Elements shall be governed exclusively by the third party terms of use or other agreement under which such Third Party Elements are acquired.
4. *Client Specific Elements.* Upon payment of all amounts due to us with regard to each Project Estimate, Client Specific Elements under such Estimate will belong to you and will be, to the fullest extent permitted under the U.S. copyright laws, a work-made-for-hire for you. To the extent that any such Client Specific Elements are not a work-made-for-hire, such Client Specific Elements (including, as applicable, the binary code and source code) are hereby assigned to you.
5. *Facilitation.* Each party agrees to provide, at the other party's expense, any documents reasonably necessary or useful to vest in each party its respective intellectual property under this Detail. Additionally, Client hereby grants to us a non-exclusive and non-

transferable license to access and use your computer and network systems and proprietary software and to use any software tools and code, informational content, graphic elements and any other content of your as reasonably required for us to carry out our obligations under this Agreement.

6. **No Other Rights.** Except as expressly stated in this Agreement, each party retains its own rights. No rights are created or transferred by implication.

7. **Warranties and Indemnity**

- a. **Agency Warranties.** We warrant: (a) that it has all required corporate authority to execute and perform this Agreement; and (b) that any original creation by us provided or to be provided under this Agreement does not and will not infringe or violate any valid third party patent right, trademark or service mark right, right of likeness or publicity, right of privacy, copyright or trade secret right in the United States.
- b. **Client's Warranties.** You warrant: (a) that it has all required corporate authority to execute and perform this Agreement; and (b) that any material and/or content furnished or to be furnished under this Agreement, including, without limitation, any third party product or service required for performance by us of Services under any Estimate, does not and will not infringe or violate any valid third party patent right, trademark or service mark right, right of likeness or publicity, right of privacy, copyright or trade secret right in the United States.
- c. **Warranty Exclusion.** EXCEPT AS EXPRESSLY STATED IN THIS AGREEMENT, WE DISCLAIM ALL EXPRESS AND IMPLIED WARRANTIES, INCLUDING IMPLIED WARRANTIES OF NON-INFRINGEMENT, MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

8. **Indemnification.** You shall indemnify us at all times after the effective date of this Agreement against any liability, loss, damages (including punitive damages), claim, settlement payment, cost and expense, interest, award, judgment, diminution in value, fine, fee, penalty or other charge, including reasonable legal fees and the cost of enforcing this indemnity, arising out of or relating to any one or more of the following: (a) breach by you of any warranty set forth in this Agreement; (b) any claim, action, suit or proceeding made or brought by a third party based in whole or in part upon, or arising out of or relating to, performance by us of any Service; or (c) negligence, fraud or willful misconduct of Client.

9. **DISCLAIMER OF DAMAGES AND LIMITATIONS OF LIABILITY**

- a. *The City of South Padre Island is entitled to all remedies available by law.*

Stale Claims for Quality of Work. We are not liable in any amount for any claim by you based upon, or arising out of or relating to, any objection by you to the quality of any Service performed or deliverable provided by us unless written notice of the objection is provided by you to us within 60 days following the date of performance or delivery.

- i. **Maximum Liability.** IN NO CASE ARE WE LIABLE TO YOU FOR ANY AMOUNT IN EXCESS OF THE LESSER OF: (a) THE REASONABLE COST OF CORRECTING ANY

ERROR ATTRIBUTABLE TO US OR (b) THE TOTAL FEES UNDER THE ESTIMATE RELEVANT TO THE LIABILITY THAT WERE PAID BY YOU TO US DURING THE SIX (6) MONTH PERIOD PRIOR TO THE FIRST DATE OF OCCURRENCE GIVING RISE TO THE LIABILITY. THIS LIMITATION APPLIES IN THE AGGREGATE TO ALL CAUSES OF ACTION ARISING FROM THE OCCURRENCE.

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

MEETING DATE: July 22, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve the funding request for Spartan North American Kids Championship in November 2021, contingent upon the hotel occupancy tax collection. (Amaya)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

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: _____

ORGANIZATON INFORMATION

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Email: _____

Contact Office PhoneNumber: _____

Contact Cell PhoneNumber: _____

Website Address for Event or Sponsoring Entity: _____

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

Entity's CreationDate: _____

Purpose of your organization:

EVENT INFORMATION

Name of Event: _____

Date(s) of Event: _____

Primary Location of Event: _____

Amount Requested: _____

Primary Purpose of Funded Activity/Facility:

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

Percentage of Hotel Tax Support of Related Costs

_____ 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: \$ _____
- 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? _____

How many of the attendees are expected to be from more than 75 miles away? _____

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

- 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? _____

Expected Attendance: _____

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? _____

Will you reserve a room block for this Event at an area hotel(s)? _____

Where and how many rooms will be blocked?

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
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>

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?

 If so, what is the cost per person?

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 Emails 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?

Who is your target audience? _____

What geographic region(s) are you marketing to?

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.

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

Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Name of Event

Date Submitted

- ☐ Received and understood the separate **Special Events Policy**
- ☐ Received and understood the separate **HOT Funding Guidelines**
- ☐ Completed the **South Padre Island Hotel Tax Funding Application** form
- ☐ **Enclosed a description of all planned activities or schedule of events (REQUIRED)**
- ☐ 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 complete detailed budget (REQUIRED)**
- ☐ **Enclosed an advertising/marketing and promotion plan (REQUIRED)**
- ☐ 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
- ☐ **In Room night projections, with back-up, for the Funded Event (REQUIRED)**
- ☐ Indicated the amount of financial support (if requested)

Brittney VanderMoore

Authorized Signature

Date

Print Name



SPARTANTM 2021

KIDS NORTH AMERICAN CHAMPIONSHIP
SOUTH PADRE ISLAND / TEXAS / UNITED STATES

CHAMPIONSHIP SERIES

SPARTAN KIDS 2021 CHAMPIONSHIP LOCATIONS

KIDS NORTH AMERICAN
CHAMPIONSHIPS
SOUTH PADRE ISLAND TX



KIDS WORLD CHAMPIONSHIPS
ABU DHABI DEC 6TH. 2021

EMEA KIDS CHAMPIONSHIPS
SLOVAKIA JUNE 20TH, 2021



SPARTAN KIDS STATISTICS

- ❑ 120,000 Global Kids Athletes
- ❑ 60,000 in the US alone
- ❑ 10-14 yr olds make up 27% of all athletes
- ❑ 10% will participate in a Competitive event
- ❑ 2021 addition of Kids Pro Team in the works
- ❑ 2019 Kids World Championships

2.9 mile course with 26 obstacles

15 Countries Represented

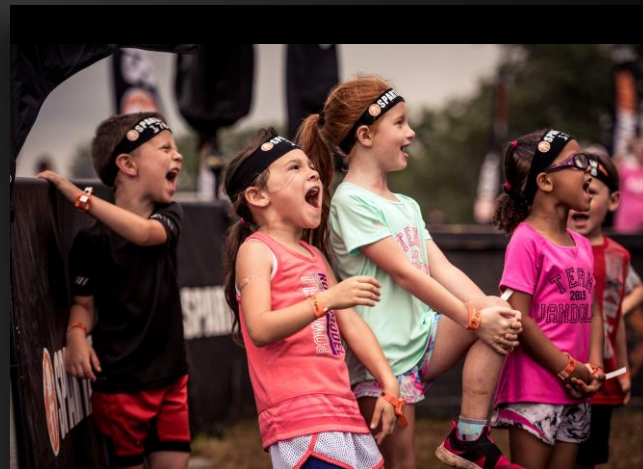
25 International athletes

225 Championship heat athletes total

\$15,000 in prizes awarded

1600 Weekend registrations

5000 Athletes and Spectators





2019 World Championship Zips
CHAMPIONSHIP HEAT ONLY
Some International Data Missing
15 represented countries



Kids need to jump, run, help each other and have a good time! Young athletes must prove they can conquer their peers in an epic Spartan Race. With the right combination of speed, strength and endurance, only the most consistent & well-rounded athlete will prevail to be named as the North American Champion of their age group.

\$50,000 Requested Support

Event Date Requested :Late August- September 2021

A minimum support guarantee for the Spartan Kids North American Championship race series is \$50,000. Any additional in-kind support available will help to ensure a successful event for all.

Qualifying in-kind expenses:

- Onsite EMS for event
- Complementary staff meals & lodging (20 People)
- Venue fee, permitting fees
- Local sponsorship facilitation



NORTH AMERICAN CHAMPIONSHIP KIDS ASSETS

HOSTING SPONSOR CALL OUTS



SPARTAN™ 2021
KIDS NORTH AMERICAN CHAMPIONSHIP
SOUTH PADRE ISLAND / TEXAS / UNITED STATES

- MAIN LOGO
- MARKETING CAMPAIGN
- FEATHER BLADES
- BARRIER JACKETS
- WELCOME BANNERS
- FINISHER SHIRTS
- MEDAL LANYARDS
- EVENT PHOTOS WITH VENUE WATERMARK
- PRE AND POST RACE EMAIL INCLUSION
- LANDING PAGE
- FB EVENT PAGE
- PERIODIC SOCIAL POSTINGS
- SOCIAL COVERAGE OF EVENT
- POST EVENT RECAP VIDEO

&





THANK YOU

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

MEETING DATE: July 22, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve the funding request for Spartan-City Sprint Series in February 2021, contingent upon the hotel occupancy tax collection. (Amaya)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

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: _____

ORGANIZATON INFORMATION

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Email: _____

Contact Office Phone Number: _____

Contact Cell Phone Number: _____

Website Address for Event or Sponsoring Entity: _____

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

Entity's Creation Date: _____

Purpose of your organization:

EVENT INFORMATION

Name of Event: _____

Date(s) of Event: _____

Primary Location of Event: _____

Amount Requested: _____

Primary Purpose of Funded Activity/Facility:

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

Percentage of Hotel Tax Support of Related Costs

_____ 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: \$ _____
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How many of the attendees are expected to be from more than 75 miles away? _____

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

- 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? _____

Expected Attendance: _____

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? _____

Will you reserve a room block for this Event at an area hotel(s)? _____

Where and how many rooms will be blocked?

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
_____	_____	_____
_____	_____	_____
_____	_____	_____

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? _____ If so, what is the cost per person? _____

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:

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Anticipated Number of Press Releases to Media: _____

Anticipated Number Direct Emails 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?

Who is your target audience? _____

What geographic region(s) are you marketing to?

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

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- 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.

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

Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Name of Event

Date Submitted

- ☐ Received and understood the separate **Special Events Policy**
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- ☐ 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
- ☐ **In Room night projections, with back-up, for the Funded Event (REQUIRED)**
- ☐ Indicated the amount of financial support (if requested)

Brittney VanderMoere

Authorized Signature

Date

Print Name



2021 CITY SPRINT SERIES



SPARTAN: CONNECT, TRANSFORM, COMPETE.



1M+

DIGITAL IMPRESSIONS
PER DAY



24/7

CONTENT



2024

THE SPORT OF OCR HAS A PUBLISHED
ROADMAP TO BECOMING AN OLYMPIC
SPORT



365

DAYS / YEAR
TRAINING+NUTRITION



300K+

SPECTATORS



1M+

PARTICIPANTS WORLDWIDE



200+

EVENTS WORLDWIDE



42+

COUNTRIES WORLDWIDE



SPARTAN

SPARTAN: A GLOBAL MOVEMENT

Inspiring millions around the world, Spartan has quickly become the leader in the Endurance Events space with races in more than 40 countries. Spartan is uniting the global community through sport.



AMERICAS

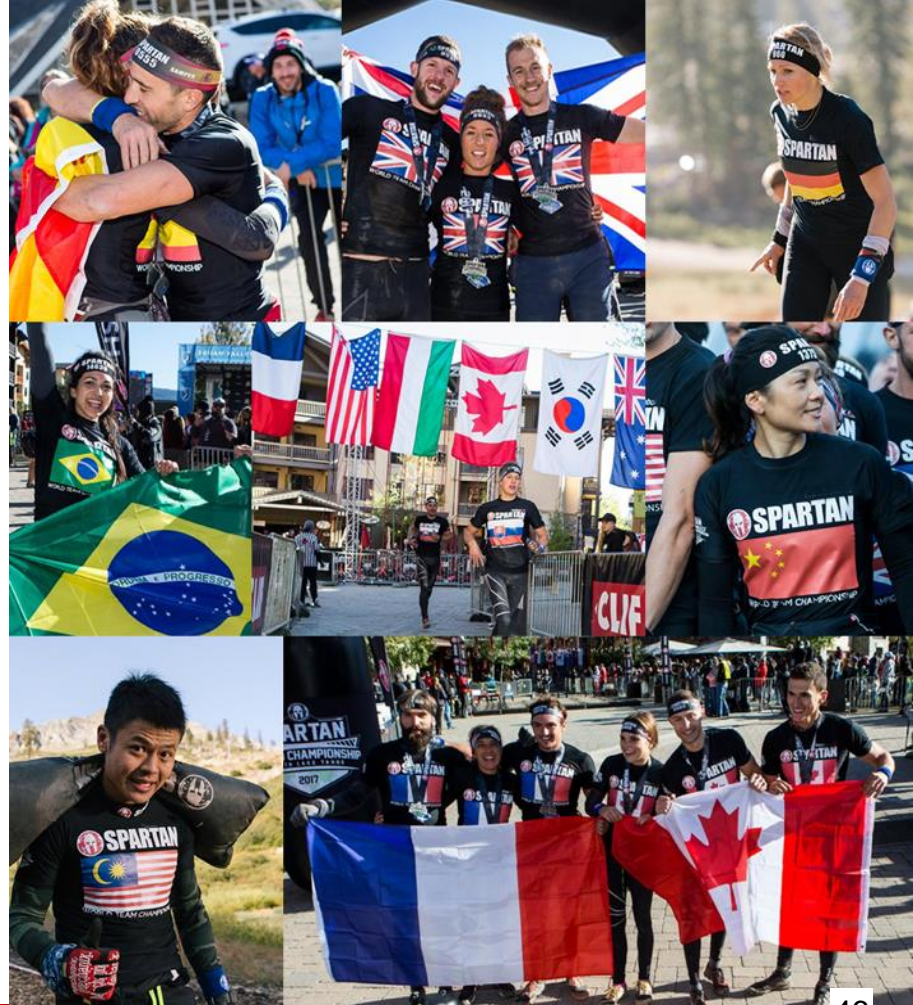
EUROPE

ASIA

MIDDLE EAST & AFRICA

AUSTRALIA

NEW ZEALAND



SPARTAN

CORE DEMOGRAPHICS



NASCENT / TRANSFORMED

- 25% Of Racer Demo
- Ready for, or recent lifestyle change
 - Renewed interest in fitness
- Camaraderie and support from community essential
- Follows Spartan's advice to stay motivated
 - Inspires community



WEEKEND WARRIOR

- 35% Of Racer Demo
- Incorporates fitness into social activities
- Athletic challenge is important; former competitive athlete
- Balanced, health-conscious lifestyle
 - Feels accomplished



ADVENTURE SEEKER

- 30% Of Racer Demo
- Being active is a priority
- Always looking for new challenges
- Likely to travel to race several times a year
- Highly committed to health and wellness
 - Becomes community leader



ENDURANCE / ELITE

- 10% Of Racer Demo
- Competition is reason for racing
- Constantly striving to be better; stronger & faster
- Elite level athletes with diverse athletic backgrounds
- Follows Spartan's advice for peak performance
- Highly influential community voice

33.5

AVERAGE AGE
OF A SPARTAN

GENDER



88%

COLLEGE
EDUCATED

64%

OF RACERS
ARE MARRIED

134K

AVERAGE
HOUSEHOLD
INCOME



85% OF RACERS
TRAVEL 50+ MILES



SPARTAN CITY SPRINT



WHAT IS SPARTAN CITY SPRINT?

3 miles that will change your life

In 2019, Spartan introduced the first city series, hosting two successful events in Kissimmee, Florida & Ocean City, Maryland.

The course will cover approximately 3-4 miles and contain 20-23 obstacles.

These events are an introductory product to Spartan and serve as a unique opportunity to run a race in a fun, convenient, destination setting.

Participant feedback has been overwhelmingly positive bringing together both new racers as well as seasoned Spartan Beast and Ultra racers around the country.

We anticipate participants making this an event weekend, bringing their family and friends to enjoy the destination as well as the race.

GENERAL OVERVIEW

- Course will traverse 3-4 miles of open fields, parking lots, access roads, boardwalks and other available parcels agreed upon
- The race will take place on a Saturday and runners will begin around 7:30, continuing in heats every 10 minutes throughout the day
- Spectators and participants can enjoy Friday night activities and a post-race celebration pending Covid restrictions
- Event set up will consist of load in on Monday, set up during the week, event on Saturday and load out Sunday.





SOUTH PADRE ISLAND CITY SPRINT

Venue

Location to be agreed upon, preferably near a boardwalk or iconic area with nearby access to hotels, restaurants etc. Course on the beach is not preferred for this event.

Date

February 20th, 2021 or later date TBD

Media

This event will be lived streamed & highlighted by a joint venture with a major network partner to be announced soon.

Our goal is to make this an annual event that will grow into a two day event weekend by 2022.

ECONOMIC UPLIFT

The City Sprint events will attract between 4,000-6,000 participants and 1000+ spectators per event

- **2,500.** Estimated Room Nights
1.8 Avg. Travel Size
1.1 Avg. overnight stay
- **\$447,500.** Room Night Revenue
- **80%** of participants travel 200+ miles
- **Key Markets.** Corpus Christi, San Antonio, Laredo, Houston



REQUESTED SUPPORT

At Spartan we pride ourselves on the being the industry leaders in production value, quality, and safety. With a budget of \$298,200 we are confident that we will bring a world-class event to South Padre Island.

\$50,000 Requested Support

A minimum support guarantee for the City race series is \$50,000. Additionally qualifying in-kind services help to support the event to achieve full potential.

The following are examples of in-kind services that qualify

Qualifying in-kind expenses:

- Police, security support
- Onsite EMS for event
- Complementary staff room nights, 115 double room nights
- Staff meals
- Venue fee, permitting fees
- Any operational expense that Spartan would otherwise incur
- Local sponsorship facilitation
- Shuttle service, if applicable





THANK YOU

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

MEETING DATE: July 22, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion regarding vacation rental deposits and reimbursement best practices. (Goodman)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

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

MEETING DATE: July 22, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation and discussion regarding the Director's Report and the following topics. (Caum)

*Marketing and Communications

*Social Media

*Research and Analytics

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:



Director's Report

For the Period of 6/15 –
7/15
July 22, 2020



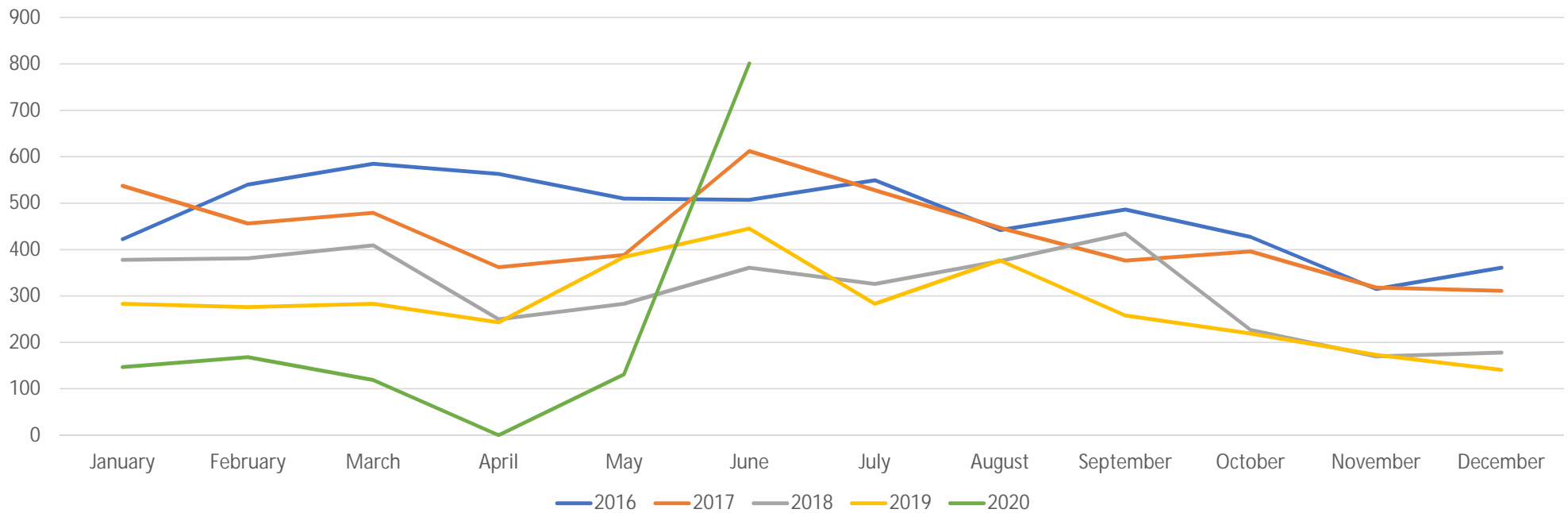


Executive Summary

- Occupancy is trending down again with the second COVID surge
- ADR is down-trending as well
- Organic social media continues to generate excellent engagement from our audiences, with a solid content strategy driving traffic to our website, but we are starting to see lagging returns; considering a boosting strategy if budgets allow
- Paid media is performing well. San Antonio and Austin are trending well. Dallas is performing better than expected

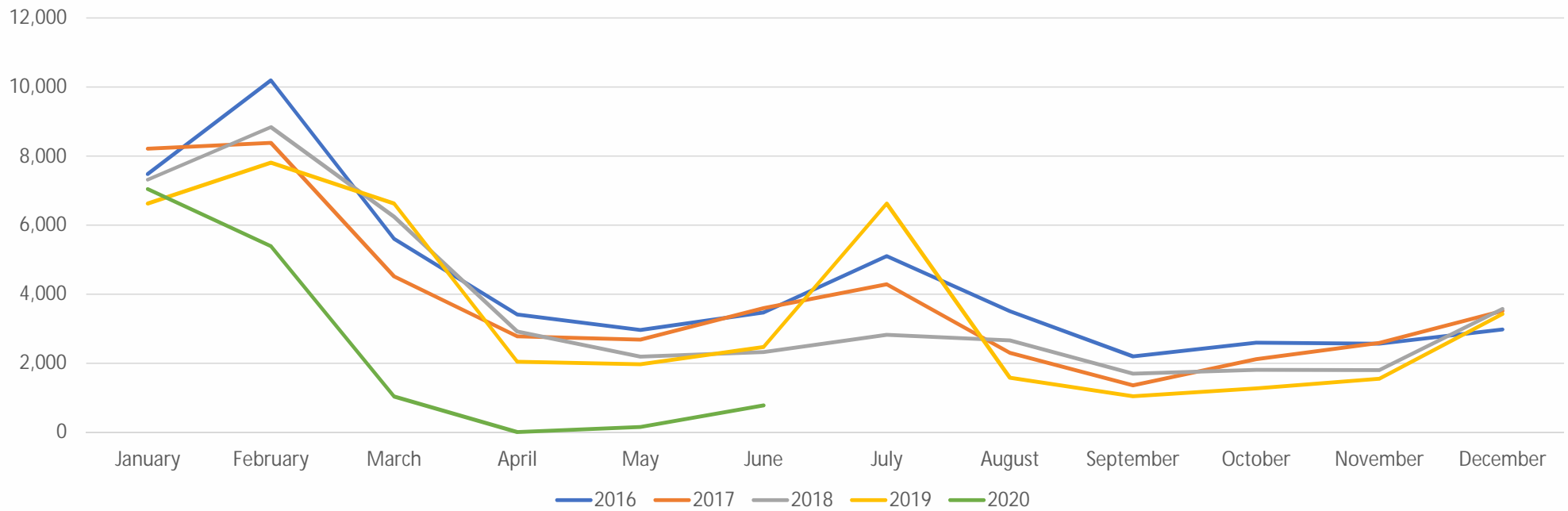


Monthly Visitor Center Calls



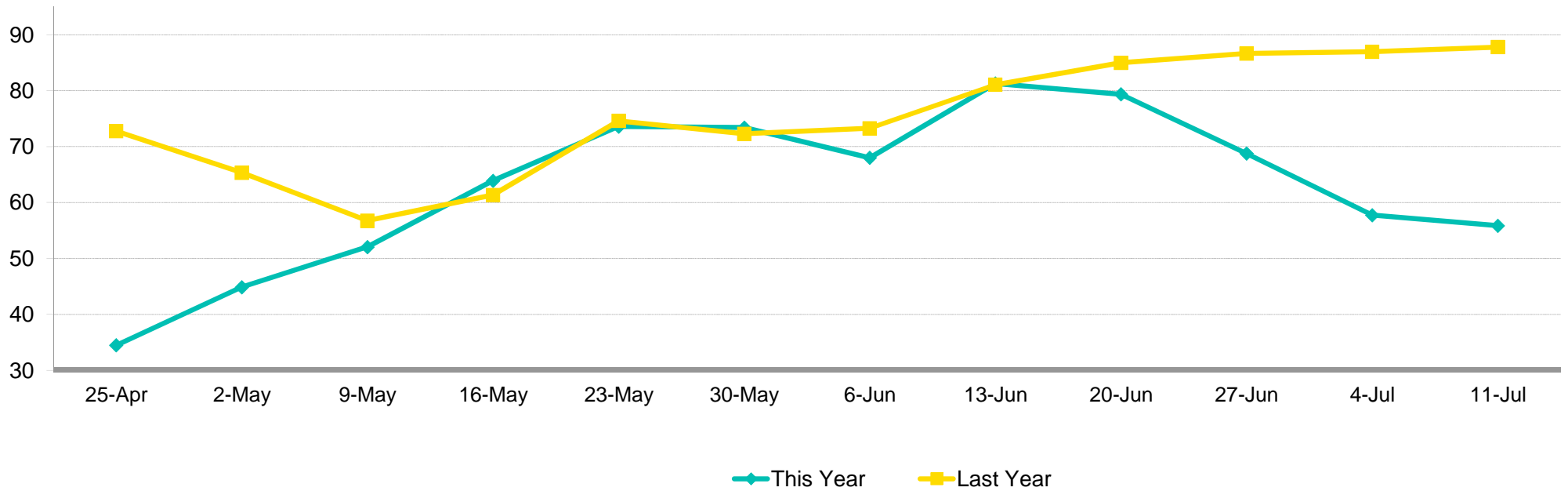


Visitor Center Walk-ins





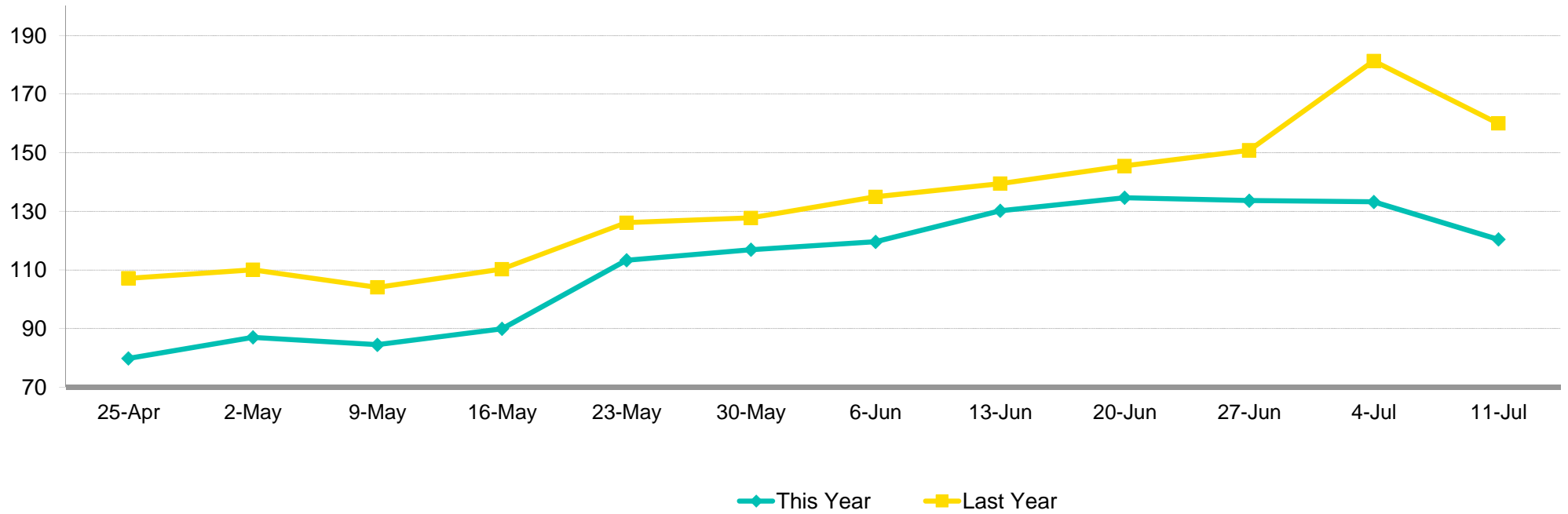
Weekly Occupancy %



Source: STR Report



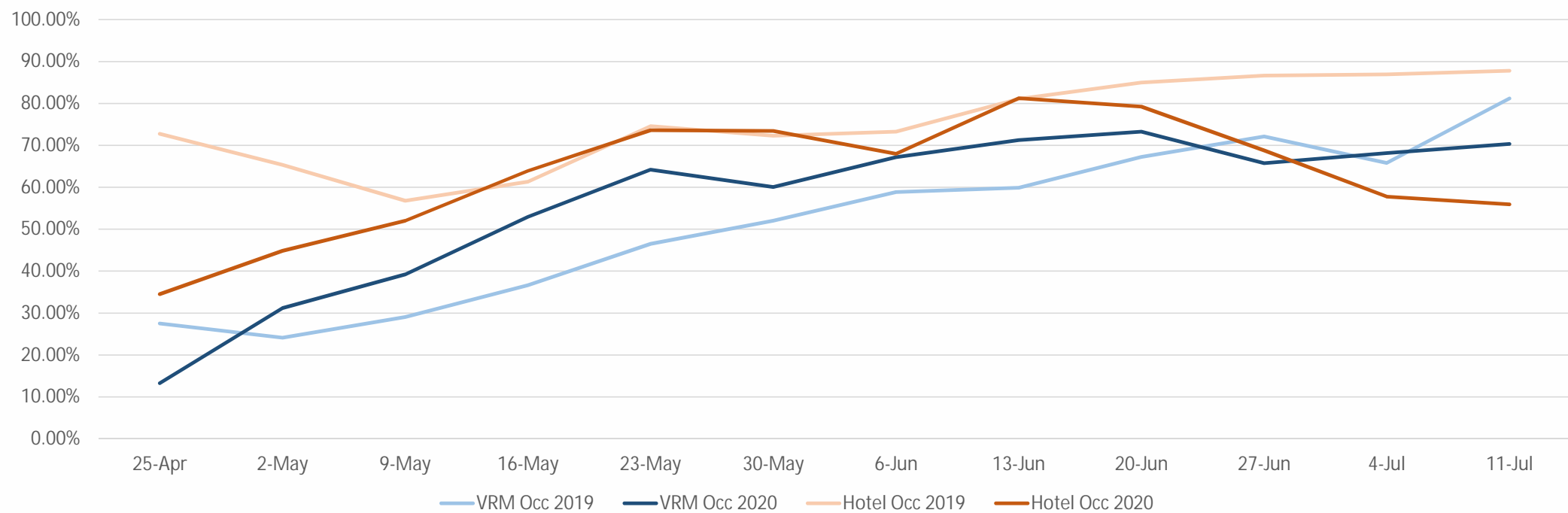
Weekly ADR



Source: STR Report



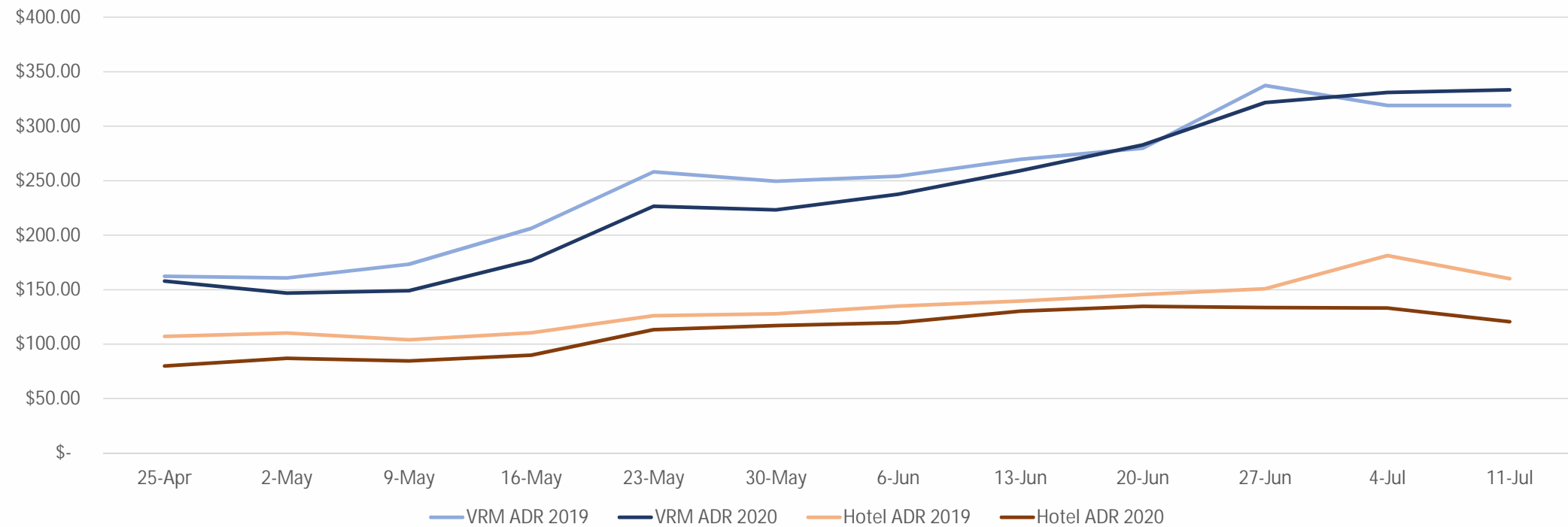
Weekly Occupancy %



Source: STR Report & Key Data



Weekly ADR



Source: STR Report & Key Data



ORGANIC SOCIAL MEDIA OVERVIEW



Social Performance Summary

- Our goal always is to break the algorithm through strategy and planning
- We implemented Facebook Live's at least twice a week, with other social channels linking back to FB through swipe-up links and "link in bio"
- "Microblogging" is our approach with captions (on Instagram and Facebook), writing informative yet creative copy that engages audience and compels them to return
- We have made an effort to focus on producing well thought-out, consistent, polished content, while still maintaining the effortless feel of the Island
- Focusing on more video content, since the algorithm will feed that more than static content



Facebook Performance Summary

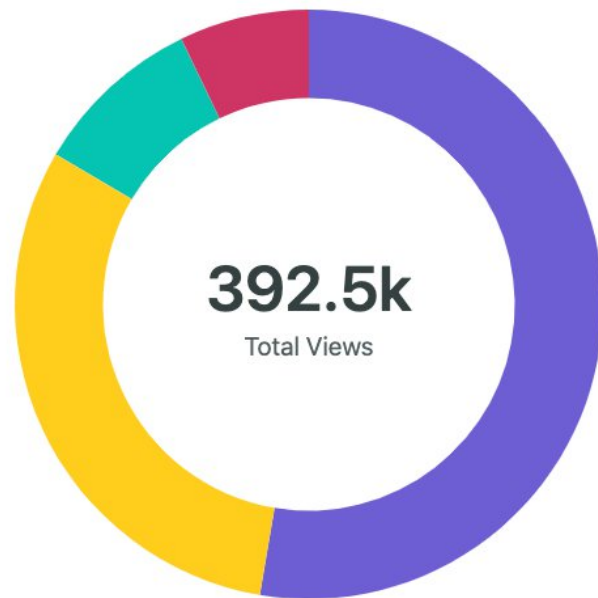
Reach: Over 1,250,000 profiles reached from June 14th-July 14th
This shows how many unique accounts your content reached through efforts. It affects every other metric you can track: engagement rate, likes, reactions, comments, shares, and clicks.

Engagement Rate: Over 100,000
This shows how actively involved with your content your audience is. consumers interact with brands through “likes”, comments, and sharing. It metric used to analyze the efficiency of content. People who spend time interacting with your content are more likely to turn into paying



Facebook Video Performance

View Metrics



Organic Full
36,744

Organic Partial
206.7k

Paid Full
28,023

Paid Partial
121.0k

Viewing Breakdown



Organic Views
62%

Paid Views
38%




Click Plays
3%


Auto Plays
97%




Facebook Top Posts

**South Padre Island Tropic...**
Tue 6/16/2020 9:03 am PDT


Ever wanted to go shelling on South Padre? Tritoon Charters can take you on multiple excursions in 1 trip! 🍷 Today




Total Engagements	12,312
Reactions	1,575
Comments	426
Shares	180
Post Link Clicks	2
Other Post Clicks	10,129

**South Padre Island Tropic...**
Sat 6/27/2020 9:14 am PDT

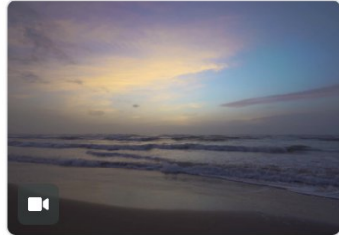
Views. 🌞🌈🌴 #SoPadre



Total Engagements	8,704
Reactions	3,604
Comments	472
Shares	280
Post Link Clicks	-
Other Post Clicks	4,348

**South Padre Island Tropic...**
Tue 6/30/2020 2:45 pm PDT

Your safety is our biggest concern, and by following expanded requirements from our County, we can do our best to keep



Total Engagements	7,951
Reactions	927
Comments	565
Shares	278
Post Link Clicks	302
Other Post Clicks	5,879



Instagram Performance Summary

Reach: Over 425,000 profiles reached from June 14th-July 14th

This shows how many unique accounts your content reached through efforts. It affects every other metric you can track: engagement rate, likes, comments, profile shares, story saves/shares, and profile clicks.

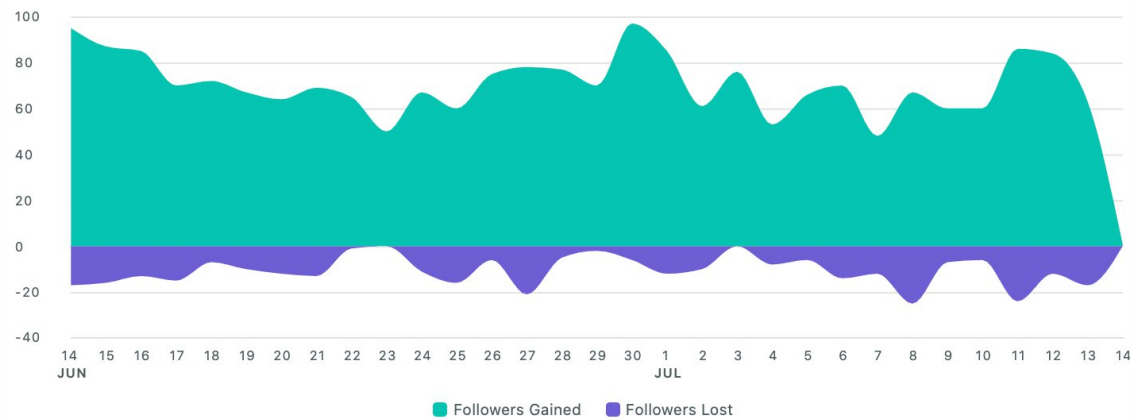
Impressions: Over 450,000

This is the number of times your content, story or post, was shown to
This is the total number of times your content could have been seen across users. Since your Impression Rate is higher than your Reach, it means are coming back to your profile after viewing one piece of content.



Instagram Audience Growth

Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
Followers	30,365	↗ 6.31%
Net Follower Growth	1,804	↗ 7.64%
Followers Gained	2,128	↗ 6.24%
Followers Lost	324	↘ 0.92%



Instagram Hashtag Performance

Most Used Hashtags



#SoPadre	23
#southpadreisland	17
#padreparadise	16
#southpadre	16
#spi	16
#spitx	16
#padreisland	10
#islandtime	6
#igtexas	5
#southpadreislandtx	5

Top Hashtags by Lifetime Engagements

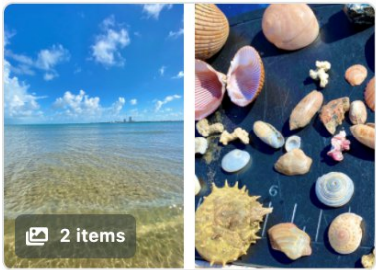
#SoPadre	16,647
#southpadreisland	13,560
#southpadre	13,276
#padreparadise	13,151
#spi	13,053
#spitx	13,053
#padreisland	7,732
#islandtime	6,988
#texasbestbeach	5,046
#southpadreislandtx	3,731





Instagram Top Posts

 **visitsouthpadreisland**
Tue 6/16/2020 12:30 pm PDT


It was the perfect day to go shelling with @tritoon_charters on South Padre Island! 🐚 If you missed our live over on Facebook





Total Engagements	1,883
Likes	1,800
Comments	35
Saves	48

 **visitsouthpadreisland**
Sat 6/27/2020 9:16 am PDT


Views. 🌞🌴🌊 #SoPadre



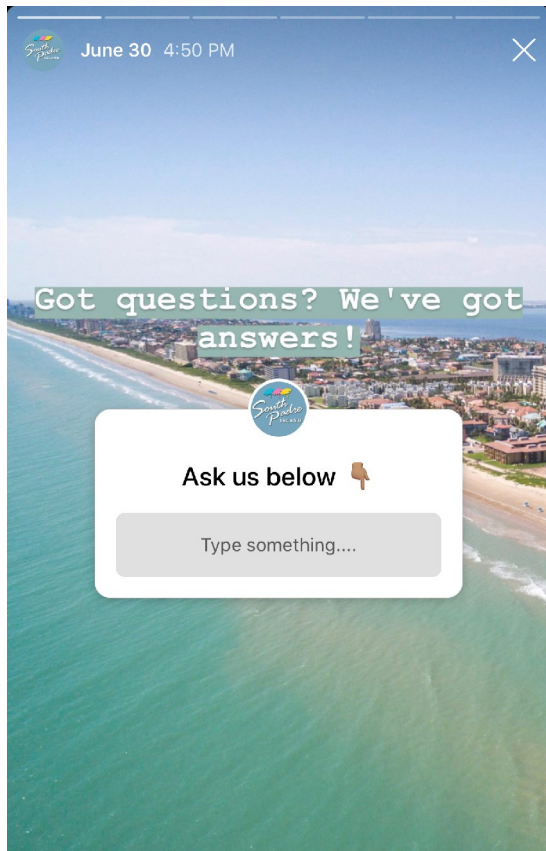
Total Engagements	1,447
Likes	1,377
Comments	44
Saves	26

 **visitsouthpadreisland**
Sat 7/11/2020 2:09 pm PDT

What's everyone up to this weekend? 🌞 #SoPadre



Total Engagements	1,406
Likes	1,359
Comments	25
Saves	22



3,240

Accounts reached with this story

Impressions

3,949

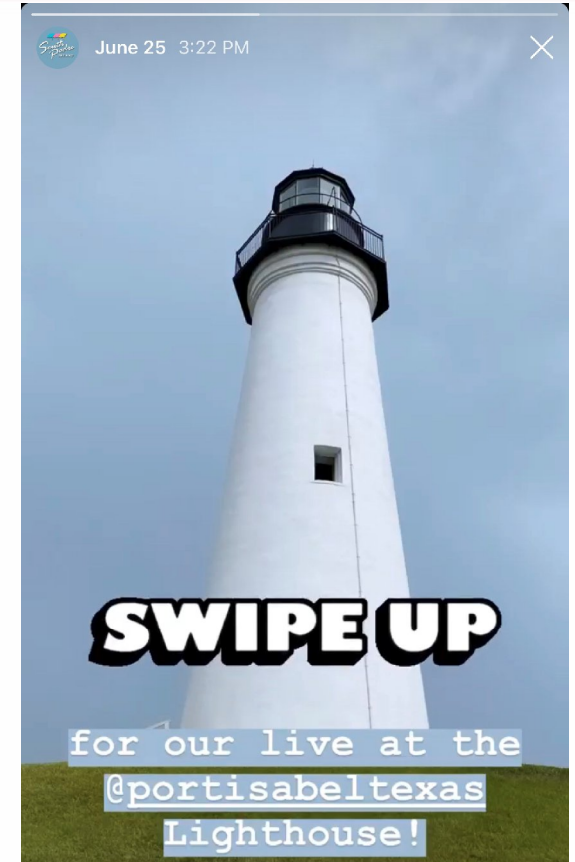


2,431

Accounts reached with this story

Impressions

2,759



1,997

Accounts reached with this story

Impressions

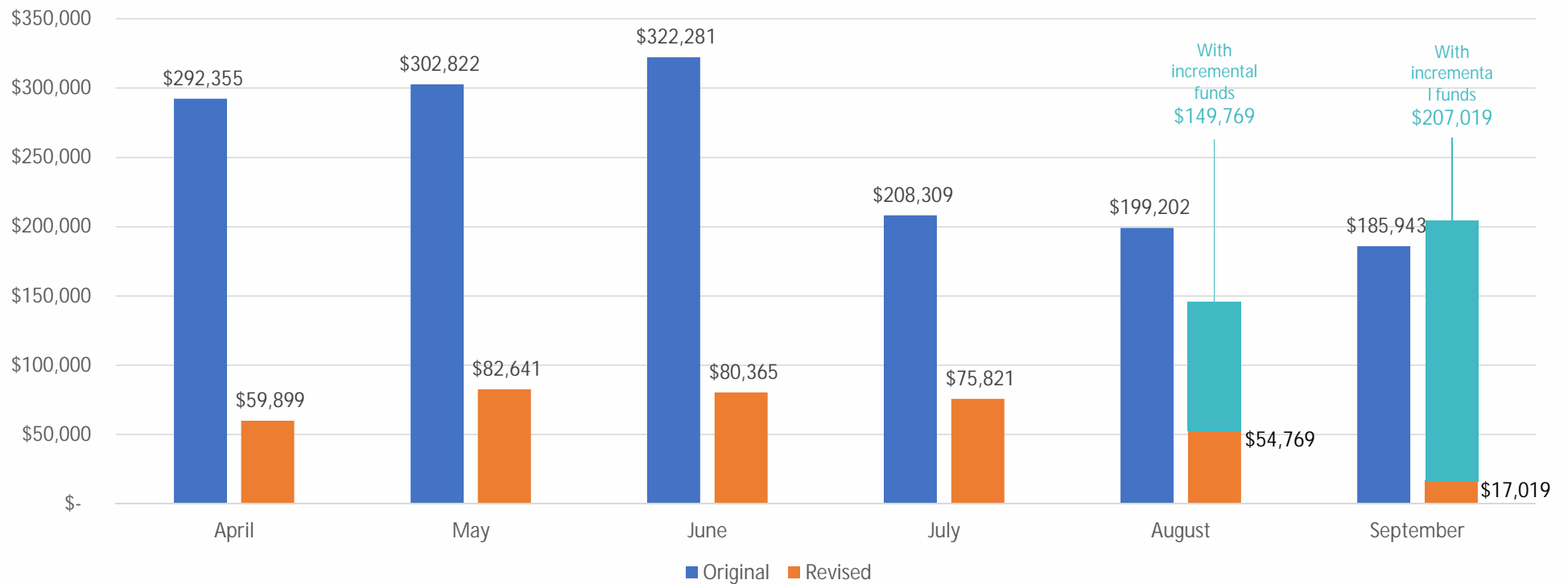
2,324



PAID MEDIA OVERVIEW



Original versus Current Media Budgets





Bridge Effort Budget Breakdown

- Targeted Facebook and Instagram Ads (\$71K)
- Display & retargeting (\$33K)
 - 6% RGV
 - 28% San Antonio
 - 28% Austin
 - 9% Dallas
 - 16% Houston
 - 7% Corpus Christi
 - 6% Laredo
- Search Engine Marketing (\$43)
- Magazine (\$35K)

Does not include in-house RGV spending



Target: Families P25-54 with HHI
\$75K+; HHI \$55K+ in South Texas

Target: Families P25-54 with HHI \$75K+; HHI \$55K+ in South Texas			Q3 (AMJ)															Q4 (JAS)															Impressions/ Clicks*		Total Cost (Gross)	
			April				May				June				July				August				September													
			30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21								
Markets		Creative Units																																		
DIGITAL																																				
SEM	RGV, Laredo, Corpus Christi, San Antonio, Austin, Houston, DFW	Text ads																																		
Facebook		FB Feed, Instant Articles.																																		
Instagram		Instagram Feed & Stories																																		
Native Display & retargeting		All markets except RGV & DFW	320x50 300x50 300x250 728x90																																	
VIDEO:Cross platform & retargeting		:15-:30 Video																																		
Total Digital																													12,449,312		\$147,503					
PRINT																																				
Texas Monthly	Texas Houston	FP 4C + eblasts																											5,074,000		\$32,001					
Houston Family Magazine		1/2P 4C + digital sponsrshp																											350,000		\$2,857					
Total Digital																													5,424,000		\$34,858					
Total Plan			Cost				\$35,001				\$52,859				\$59,642				\$34,858								17,873,312		\$182,361							
			Impressions				2,518,891				4,700,946				6,092,610				4,560,864																	

*SEM reflects clicks; Social reflects impressions

*SEM reflects clicks; Social reflects impressions



SPI Bridge Effort

Flight Dates: 6/15/20 – 7/14/20

SOCIAL

Imps: 3,721,253

Clicks: 23,022

CTR: .62%

PROGRAMMA

TIC & SEM

Imps: 4,201,491

Clicks: 46,668

CTR: 1.11%

Total Imps: 7,922,744

Total Clicks: 69,690

Total CTR: .88%

Total Paid Web
Sessions: 55,049

Total Paid Users:
46,017

Total Paid Page
Views: 87,837

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID .40% | Desktop: .05% | Mobile: .15% | Video: .30% | E-mail: 0.50%



SPI Bridge Effort - Social

FACEBOOK

Imps: 1,560,181

Clicks: 13,065

CTR: .84%

INSTAGRAM

Imps: 714,489

Clicks: 1,932

CTR: .27%

FACEBOOK VIDEO

Imps: 901,419

Clicks: 6,672

CTR: .74%

INSTAGRAM VIDEO

Imps: 545,164

Clicks: 1,353

CTR: .25%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID .40% | Desktop: .05% | Mobile: .15% | Video: .30% | E-mail: 0.50%



SPI Bridge Effort – Programmatic & SEM

NATIVE DISPLAY

Imps: 1,123,773

Clicks: 25,709

CTR: 2.29%

RETARGETING

Imps: 1,760,207

Clicks: 1,943

CTR: .11%

VIDEO RETARGETING

Imps: 736,882

Clicks: 1,501

CTR: .20%

CROSS PLATFORM VIDEO

Imps: 381,124

Clicks: 661

CTR: .17%

SEM

Imps: 199,505

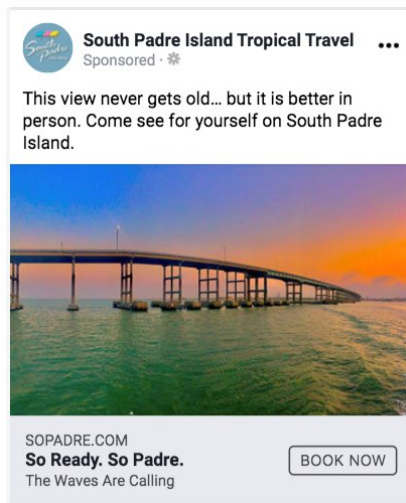
Clicks: 16,854

CTR: 8.45%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID .40% | Desktop: .05% | Mobile: .15% | Video: .30% | E-mail: 0.50%



Facebook Ads



Impressions: 791,591
Clicks: 7,305
CTR: 0.92%



Impressions: 759,160
Clicks: 5,708
CTR: 0.75%

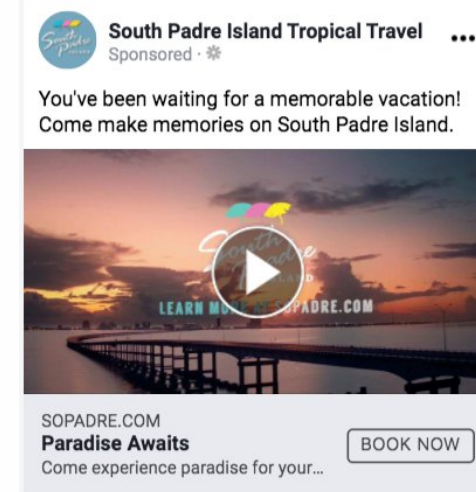
Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID .40% | Desktop: .05% | Mobile: .15% | Video: .30% | E-mail: 0.50%



Facebook Video Ads



Impressions: 546,591
Clicks: 4,365
CTR: 0.80%

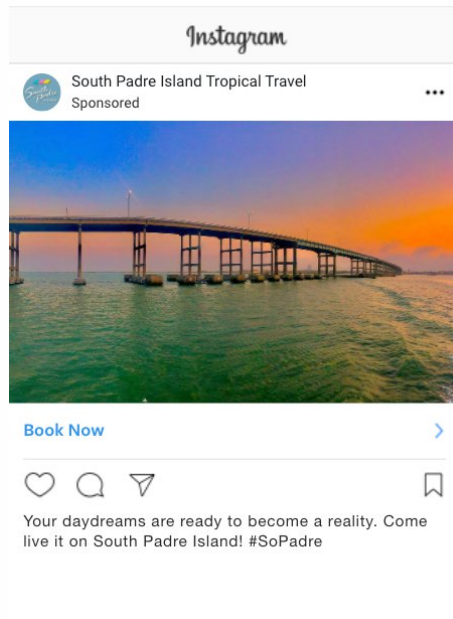


Impressions: 354,828
Clicks: 2,307
CTR: .65%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID .40% | Desktop: .05% | Mobile: .15% | Video: .30% | E-mail: 0.50%



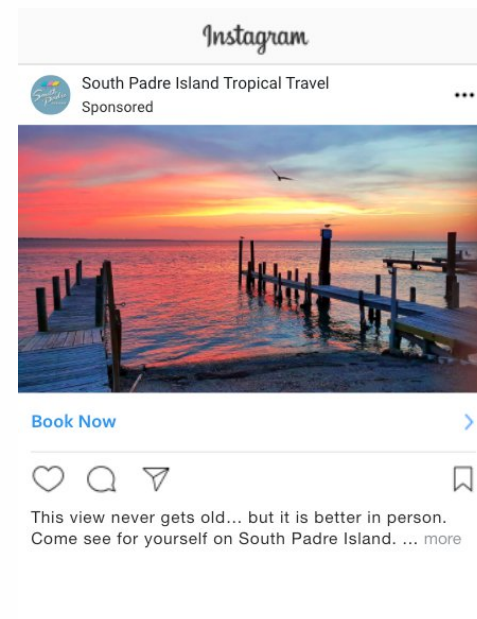
Instagram Ads



Impressions: 404,330

Clicks: 1,322

CTR: 0.33%



Impressions: 310,159

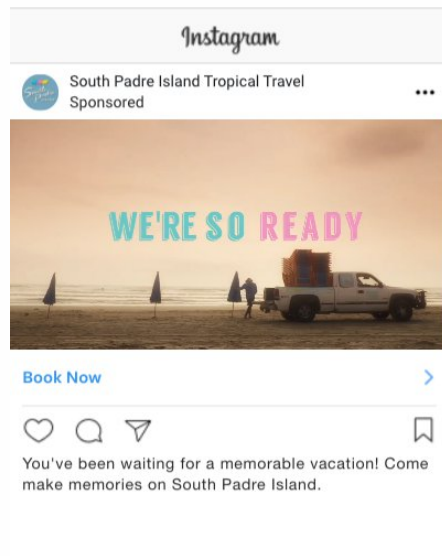
Clicks: 610

CTR: 0.20%

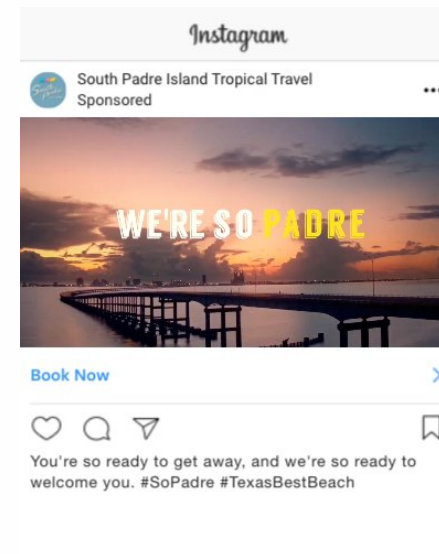
Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID .40% | Desktop: .05% | Mobile: .15% | Video: .30% | E-mail: 0.50%



Instagram Video Ads



Impressions: 328,201
Clicks: 877
CTR: 0.27%



Impressions: 216,963
Clicks: 476
CTR: 0.22%

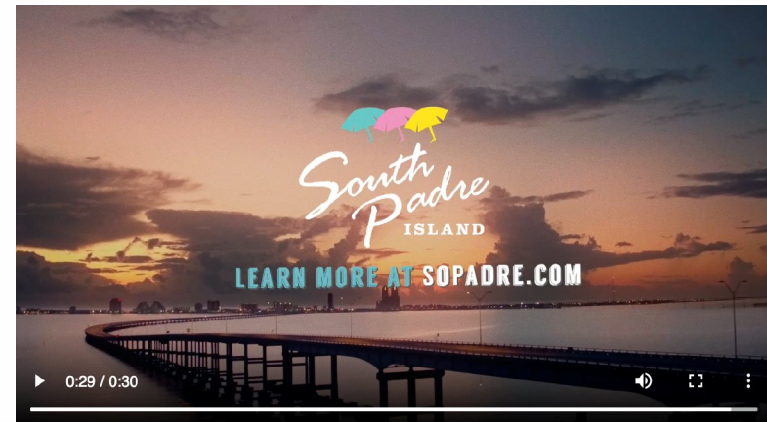
Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID: .40% | Desktop: .05% | Mobile: .15% | Video: .30% | Email: 0.50%



Cross Platform Video



"We're So Ready" :15
Imps: 191,015
Clicks: 281
CTR: .15%



"We're So Ready" :30
Imps: 190,109
Clicks: 380
CTR: .20%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID .40% | Desktop: .05% | Mobile: .15% | Video: .30% | E-mail: 0.50%



Retargeting



320x50
 Imps: 385,389
 Clicks: 587
 CTR: .15%



300x50
 Imps: 538,017
 Clicks: 747
 CTR: .14%



728x90
 Imps: 328,787
 Clicks: 398
 CTR: .12%



300x250
 Imps: 508,014
 Clicks: 211
 CTR: .04%

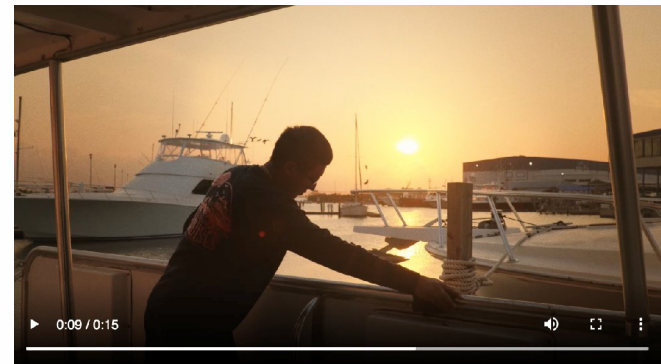
Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID .40% | Desktop: .05% | Mobile: .15% | Video: .30% | E-mail: 0.50%



Video Retargeting



:30s
Imps: 368,777
Clicks: 824
CTR: .22%



:15s
Imps: 368,105
Clicks: 677
CTR: .18%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID .40% | Desktop: .05% | Mobile: .15% | Video: .30% | E-mail: 0.50%



SEM

Experience Texas' Best Beach | Visit South Padre Island

[Ad](#) www.sopadre.com (877) 767-2373

Did you know that South Padre Island is the only tropical Island in Texas? South Padre offers endless deals to make your trip So Easy and So Padre. Make it yours.

Founded in 1759 · Spring Break Family · Vacation Rentals · Nature Tourism

Types: Beaches, Fishing, Shopping, Water Sports, Arts and Culture, Spas and Fitness, Dining and Nightli...

[Things To Do](#)

[Where To Stay](#)

[Events](#)

[Deals](#)

Imps: 63,411
Clicks: 6,757
CTR: 10.66%

Visit South Padre Island | Book Now

[Ad](#) www.sopadre.com

Find Lodging, Plan Things To Do & Learn About The Island As You Plan Your Trip. Founded in 1759. Spring Break Family. Vacation Rentals. Nature Tourism. Types: Beaches, Fishing, Shopping, Water Sports, Arts and Culture, Spas...

[Things To Do](#)

[Where To Stay](#)

[Events](#)

[Deals](#)

 Call (877) 767-2373

Imps: 1,677
Clicks: 75
CTR: 4.47%

Plan. Dream. Book. Save. | Visit South Padre Island

[Ad](#) www.sopadre.com

You're so ready to get away and we're so ready to welcome you. Start planning your island escape today! Founded in 1759. Spring Break Family. Vacation Rentals. Nature Tourism. Types: Beaches, Fishing, Shopping, Water Sport...

[Things To Do](#)

[Where To Stay](#)

[Events](#)

[Deals](#)

 Call (877) 767-2373

Imps: 2,722
Clicks: 154
CTR: 5.66%

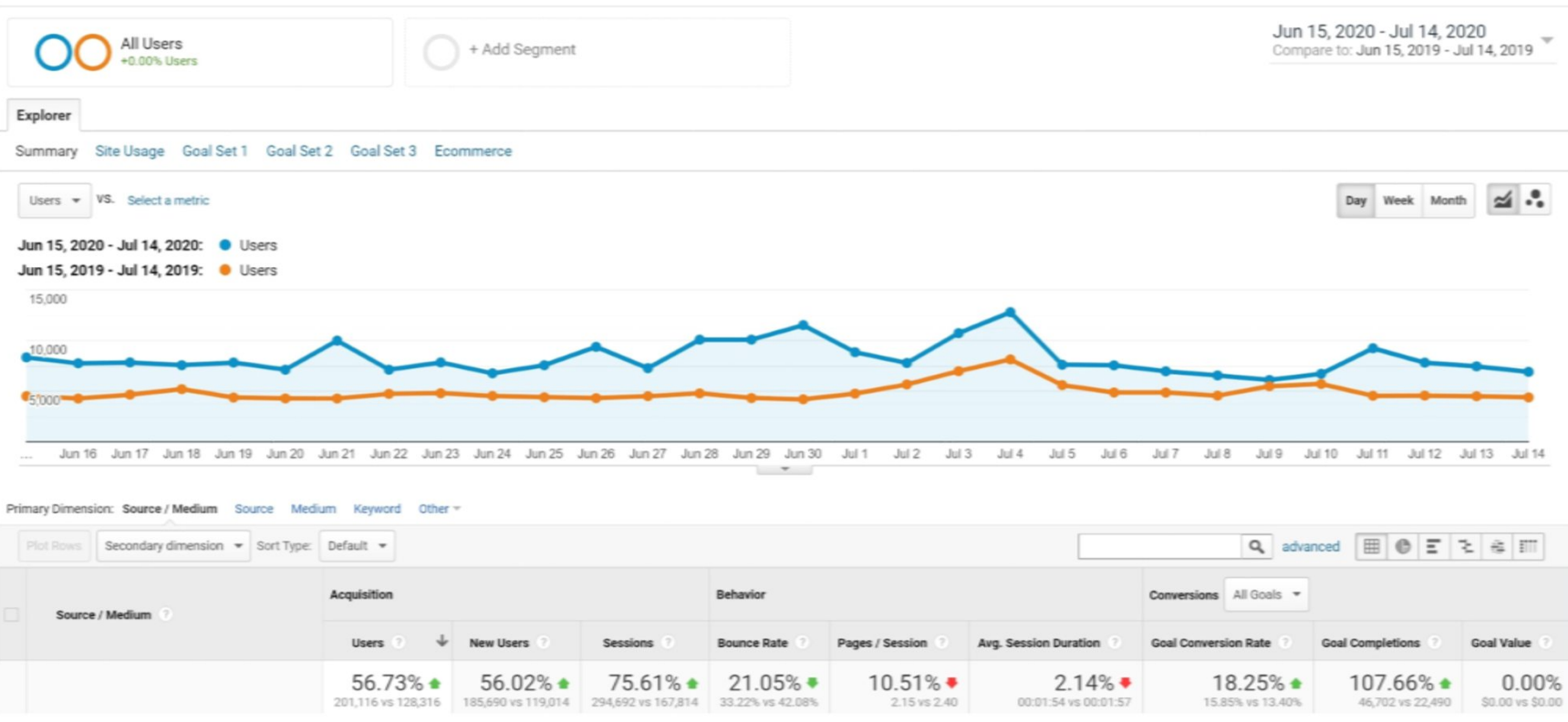
Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID: .40% | Desktop: .05% | Mobile: .15% | Video: .30% | Email: 0.50%



Website Analytics

We continue to see strong site improvement holding steady at over 56% YOY growth

This has been driven by growth across all organic and paid media.





Website Analytics

During this time frame, there has been tremendous growth to the site, from almost all markets.

The top leaders during this time frame were:

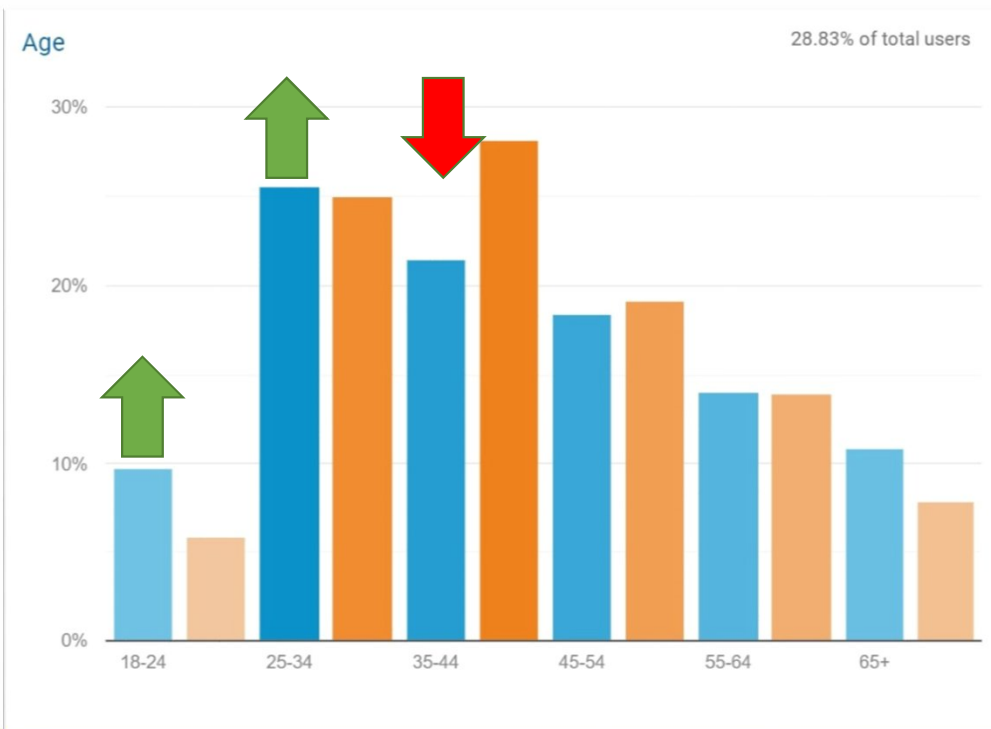
- HOUSTON
- SAN ANTONIO (EXPERIENCING THE LARGEST % GROWTH)
- DALLAS
- SOUTH PADRE ISLAND
- AUSTIN Was the only top market that experienced YOY user loss, however the % loss has decreased over the last time period.

1. Houston	
Jun 15, 2020 - Jul 14, 2020	35,528 (16.80%)
Jun 15, 2019 - Jul 14, 2019	12,260 (9.16%)
% Change	189.79%
2. San Antonio	
Jun 15, 2020 - Jul 14, 2020	28,240 (13.35%)
Jun 15, 2019 - Jul 14, 2019	8,173 (6.11%)
% Change	245.53%
3. Dallas	
Jun 15, 2020 - Jul 14, 2020	15,967 (7.55%)
Jun 15, 2019 - Jul 14, 2019	8,869 (6.63%)
% Change	80.03%
4. Austin	
Jun 15, 2020 - Jul 14, 2020	14,052 (6.64%)
Jun 15, 2019 - Jul 14, 2019	21,075 (15.75%)
% Change	-33.32%
5. South Padre Island	
Jun 15, 2020 - Jul 14, 2020	6,595 (3.12%)
Jun 15, 2019 - Jul 14, 2019	5,190 (3.88%)
% Change	27.07%



2020: BLUE
2019: ORGANGE

Website Analytics



During this time frame we experienced changes in age groups visiting the site.

Age group: 35-44 decreased from 28% to 21%
While Age group: 25-34 slightly increased.

It is also very interesting to see that Age group: 55-64 also saw a slight increase YOY. While Age group 18-24 has also increased from 5.83% to 9.76%

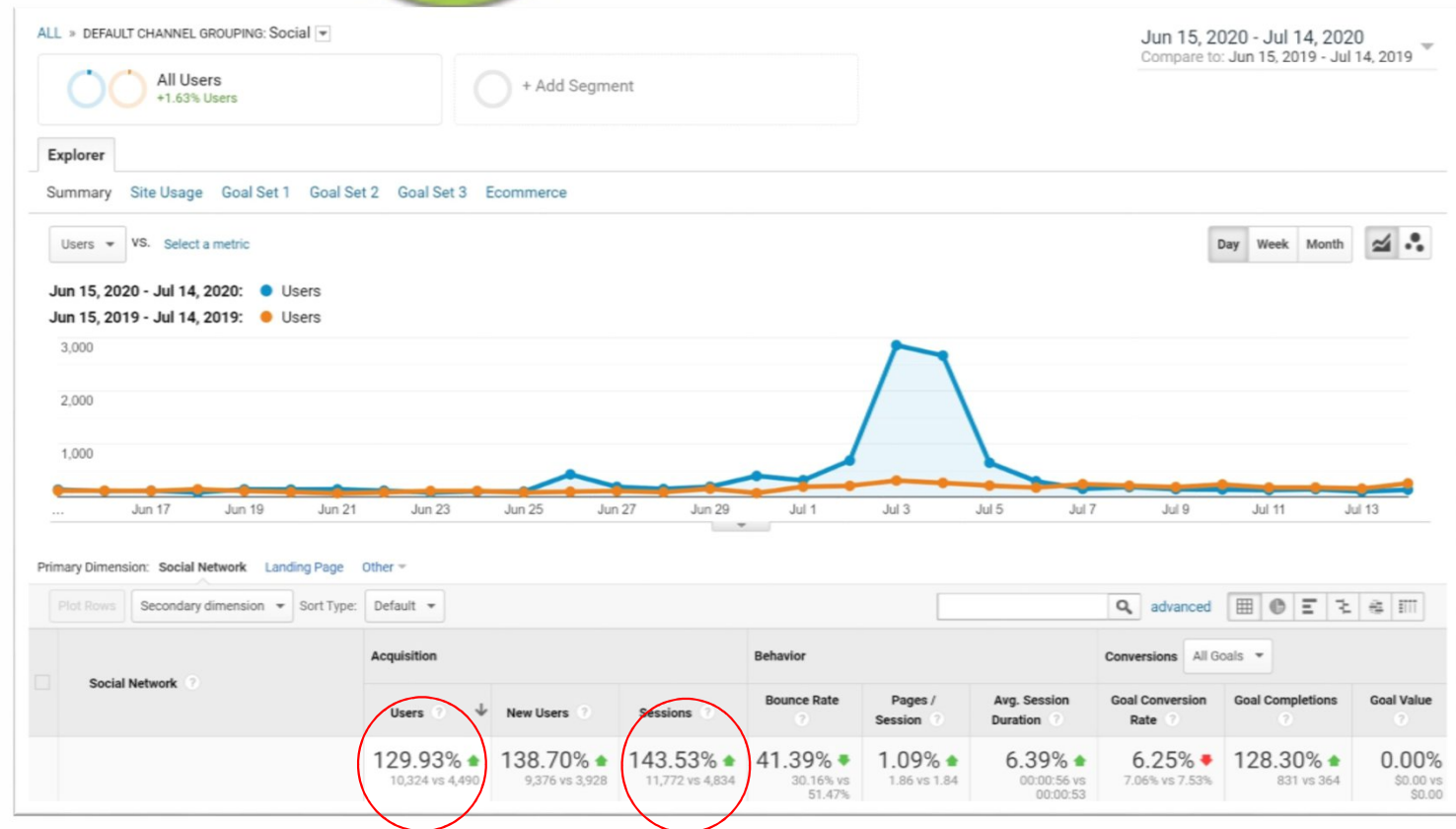
Male vs Female percentages remained the same YOY.

With Male 40% and Female 60%



Organic Social Traffic

Organic Social saw a massive YOY increase in traffic to the site. Driving an increase of over 145% in sessions and 129% in users.





FALL PLANNING PREVIEW



Planning for Uncertainty

- Building our Fall and FY21 plans is challenging in these times when situations can change rapidly.
- We do need to keep pushing forward with a plan, taking advantage of the intelligence we have and our strategic thinking of where things are likely to go.
- Beginning with an anticipated reduction in leisure visitation, we're resetting benchmarks to 50% of YOY levels.
- Our CVB budget for FY21 is designed as performance-based, starting at 50% of previous years with a potential to grow as we beat performance metrics.
- As we look to the future, we are building flexible plans that can be dialed up or down easily as the market demands.
- We are also looking at conquest audiences within our drive market – building rapport with targets who normally would go on a cruise or visit a Florida, Mexican, or Caribbean beach destination (and can't right now).
- All the while, we want to maintain our brand presence and continue to be part of the conversation as we work through this crisis.



ROAD TRIP

Your summer
Can still be So Padre
Pack up the car
(Masks included)
And rediscover fun
Start your So Padre Road Trip
@sopadre.com
(And be sure and travel safe)

Fall Creative Concepts - TV



WORK FROM THE BEACH

There's a new way to work from home
It's called the beach.
Aren't you ready to be inspired again?
Escape here @sopadre.com
(And don't forget to travel safe)



SCHOOL FROM THE BEACH

Your back to school check list:
-Flip flops
-Beach towel
-Sunscreen
-Curiosity
School is always in session here
Discover On-beach learning
@sopadre.com



Fall Creative Concepts - Print



ROAD TRIP

HEAD: Your summer can still be So Padre

COPY: Pack up the car, masks included, and rediscover fun.

Your So Padre Road Trip starts @sopadre.com. Come shelter in place in a more beautiful

And be sure and travel safe.



WORK FROM THE BEACH

HEAD: There's a new way to work from
It's called the beach.

COPY: Aren't you ready to be inspired again?

Escape here @sopadre.com.

(And don't forget to travel safe)



SCHOOL FROM THE BEACH

HEAD Your back to school check list:

- Flip flops
- Beach towel
- Sunscreen
- Curiosity

School is always in session here. Discover On-beach learning @sopadre.com.



INCREMENTAL MEDIA PLAN



Media Strategies

OBJECTIVE

Drive Fall Travel

TARGET AUDIENCE

- Homeschooling families; WFH and SFH families
- VRM traveler; Fishing enthusiasts

GEOGRAPHY

- Primary: 90% Austin & San Antonio
- Secondary: 10% Houston & DFW

TIMING

August - September

BUDGET

\$285,000 Media

\$15,000 Creative

KPIs

- Online engagement (Web Traffic)
- CTR
- Web Goal Completions



Media Touchpoints

DIGITAL

- Google search and retargeting
- Cross platform display & eblasts
- Social through Facebook, Instagram and YouTube

TRADITIONAL & VIDEO

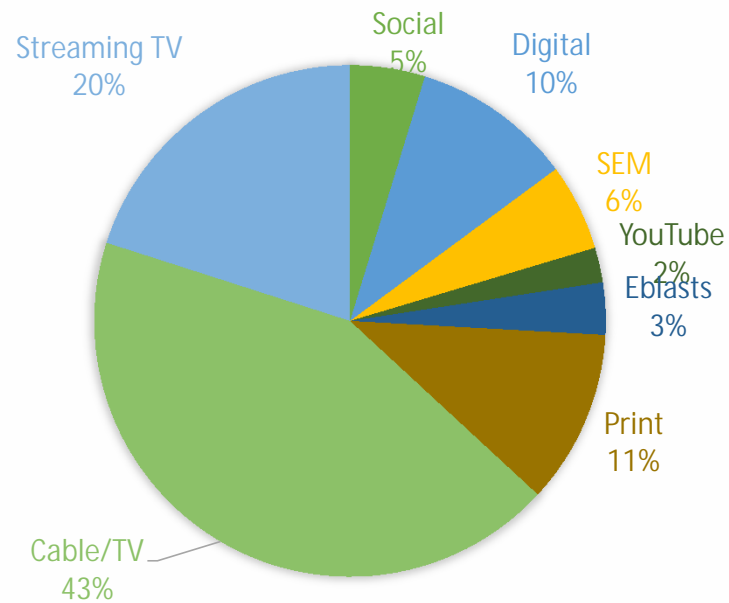
- Cable & broadcast TV
- Streaming TV
- Magazine



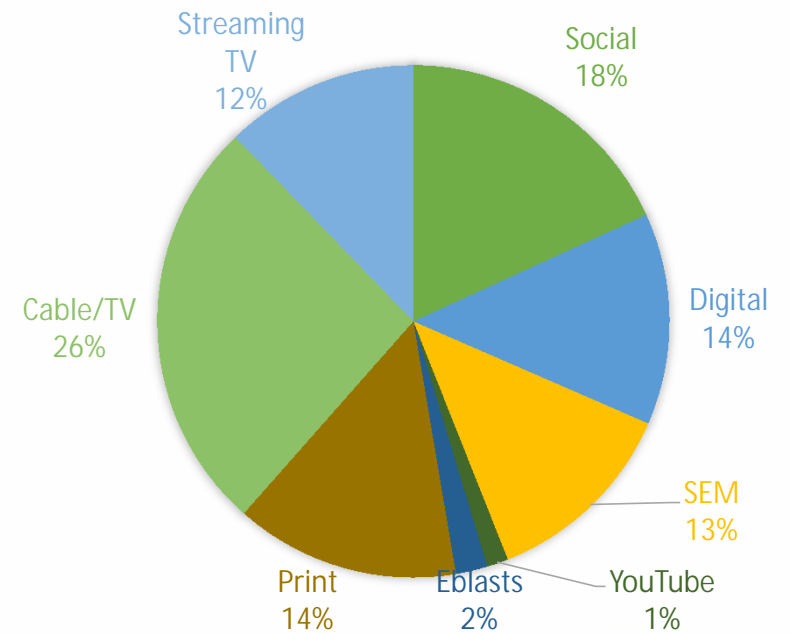


Media Mix

Fall Plan: Aug-Sept
\$285K



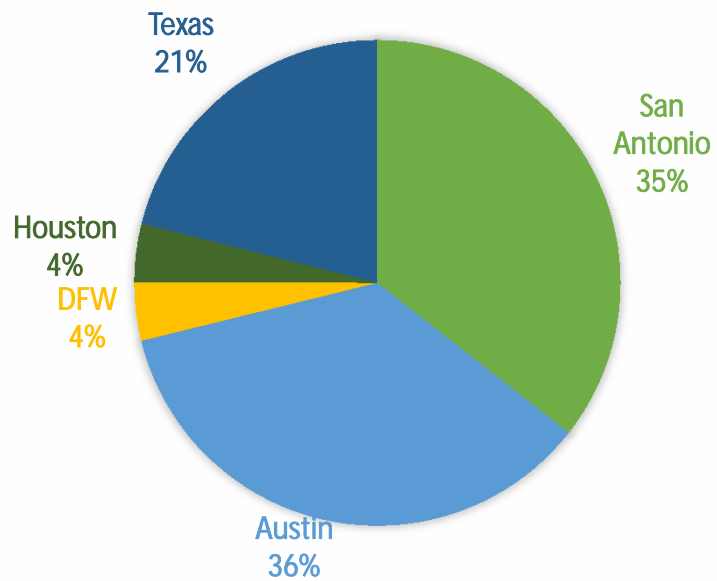
Full Recovery Plan: May-Sept
\$467K



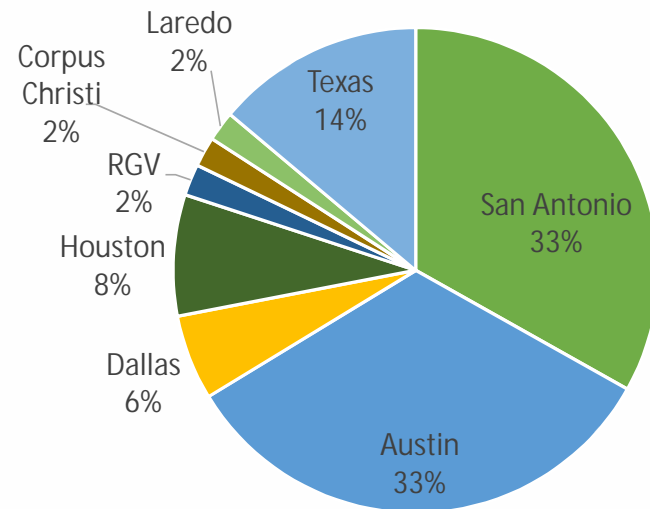


Market Allocation

Fall Plan: Aug-Sept
\$285K

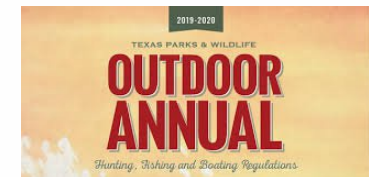


Full Recovery Plan: May-Sept
\$467K





Recommended Partners





Travel Update:
Where are they coming from?

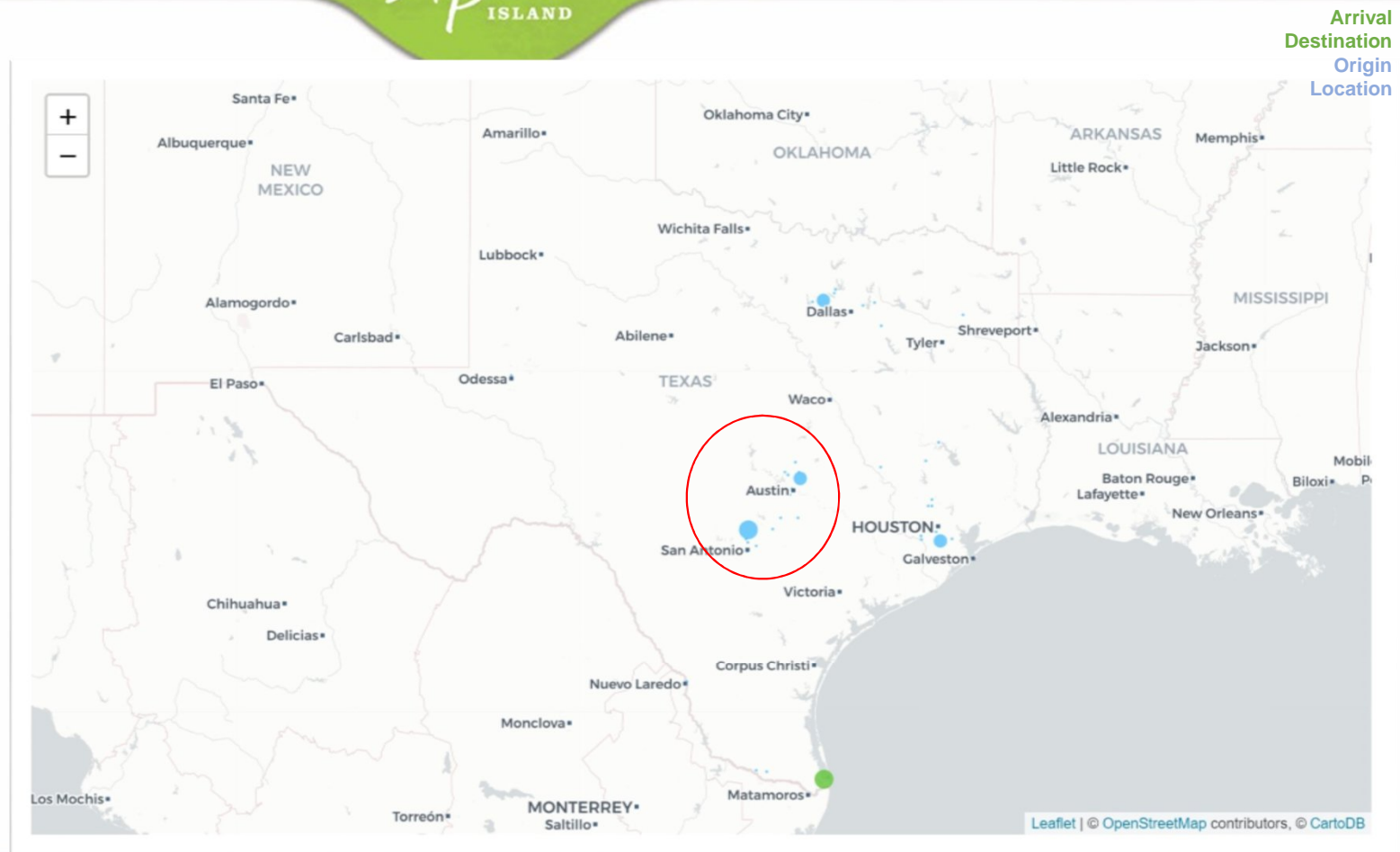




Visitors to South Padre Island

Arrivalist
San Antonio
Austin
Dallas
Houston

Time Frame: June 1 – July 11, 2020



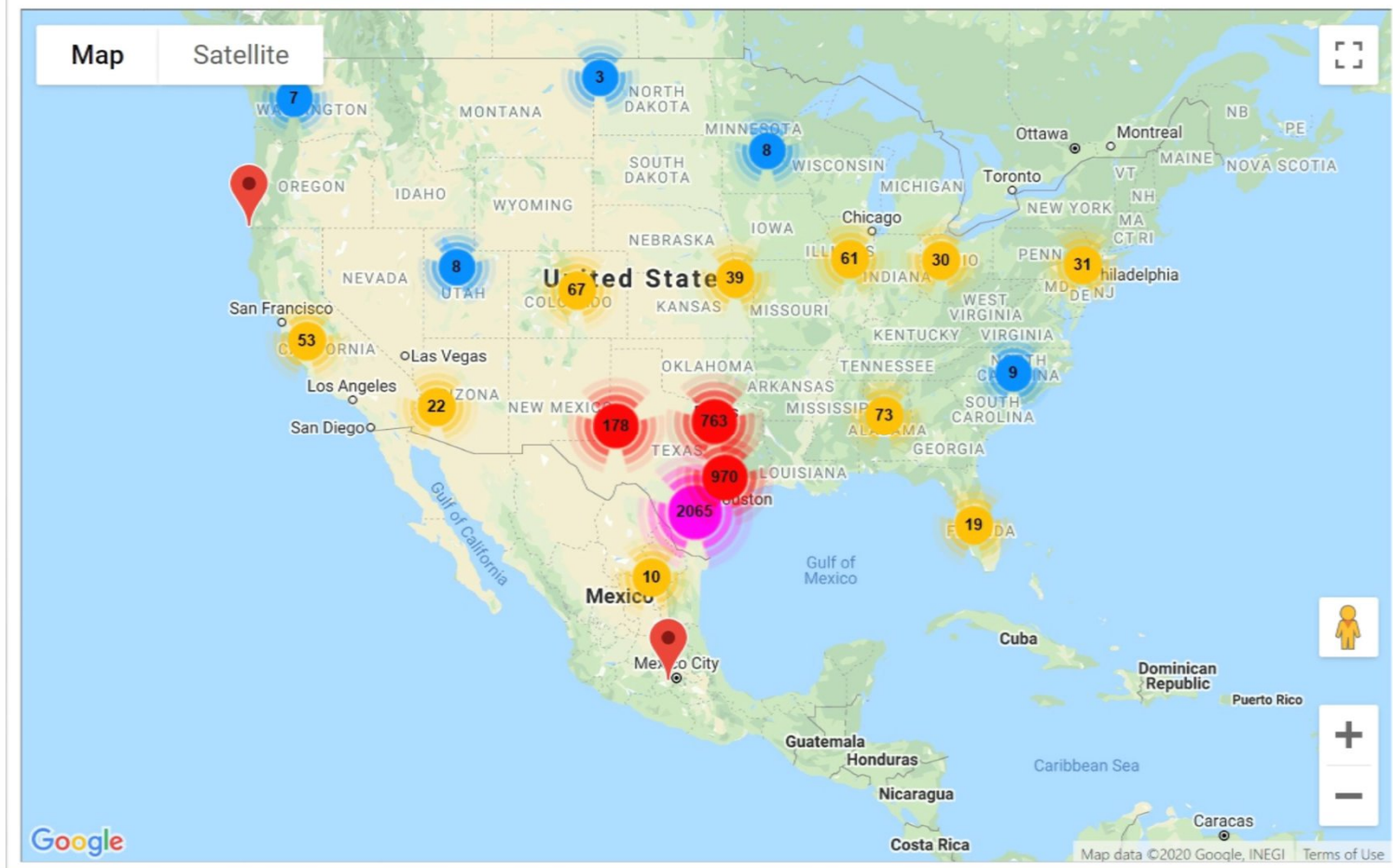
Source: Arrivalist



Visitor to South Padre Island

Key Data National View

Time Frame: June 1 – July 11, 2020



Source: Key Data



Lodging Occupancy Tax - Pacing Report - Key Performance Indicators (KPIs)

	Actual						Year-to Date	Pacing					
	January	February	March	April	May	June		July	August	September	October	November	December
Hotels Data from STR													
Occupancy	58.8	77.4	48.3	22.2	64		54.14						
+/- Last Year	-1.34%	0.65%	-33.01%	-65.47%	-2.9%		-20.10%						
ADR	\$74.72	\$84.03	\$104.45	\$78.47	\$ 103.05		\$88.94						
+/- Last Year	-0.99%	3.51%	-14.63%	-26.78%	-11.1%		-11.42						
RevPAR	\$43.97	\$65.03	\$50.46	\$17.43	\$65.94		\$48.57						
+/- Last Year	-2.22%	4.16%	-42.78%	-74.61%	-13.7%		-28.77%						
Data represents a sampling of XXXX hotels rooms. Approximate total rooms on SPI is XXXX.													
VRM Data from Key Data													
Occupancy	72%	96%	42%	7%	47%	68%	55%	61%	17%	10%	6%	5%	10%
+/- Last Year	-1.37%	7.87%	-8.70%	-74.07%	42.42%	13.33%	1.22%	-10.29%	-34.62%	11.11%	20.00%	0.00%	25.00%
ADR	\$91	\$98	\$180	\$135	\$185	\$260	\$158	\$332	\$335	\$213	\$187	\$122	\$120
+/- Last Year	10.98%	10.11%	-2.17%	-25.41%	-9.76%	-2.26%	-5.76%	3.75%	22.71%	24.56%	32.62%	-14.69%	14.29%
RevPAR	\$49	\$69	\$55	\$5.00	\$69	\$140	\$65	\$169	\$48	\$19	\$9	\$5	\$9
+/- Last Year	4.26%	4.55%	-17.91%	-87.18%	23.21%	6.06%	-4.91%	-6.11%	-18.64%	46.15%	80.00%	0.00%	28.57%

VRM Occupancy is trending up. ADR is trending very well for Sept – Oct and December.

VRM Occupancy is trending up. ADR is trending very well for Sept – Oct and December.

Source: Key Data

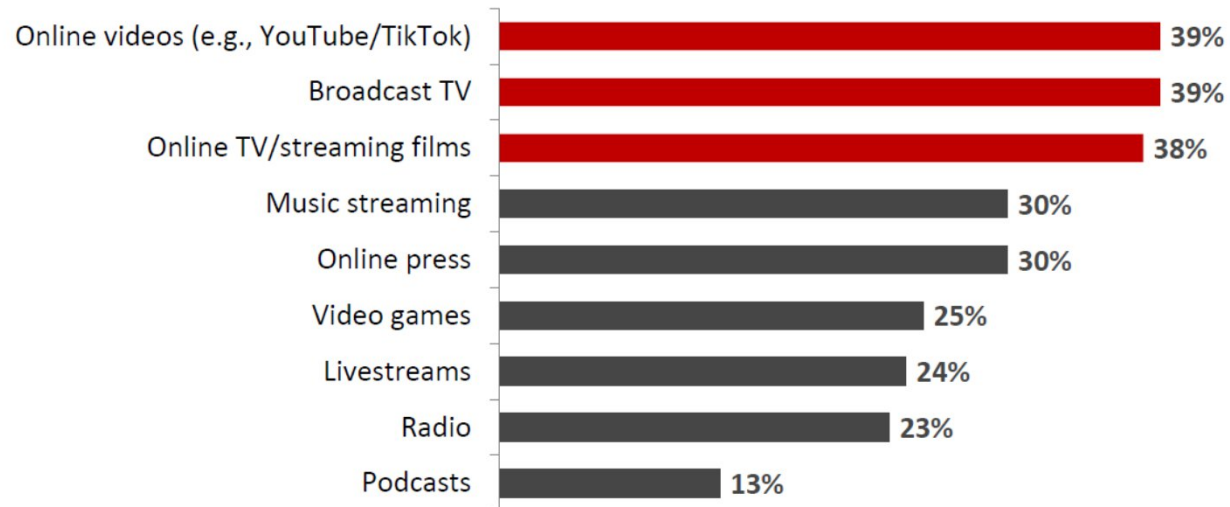


Appendix



Increased U.S. media consumption is primarily video-based

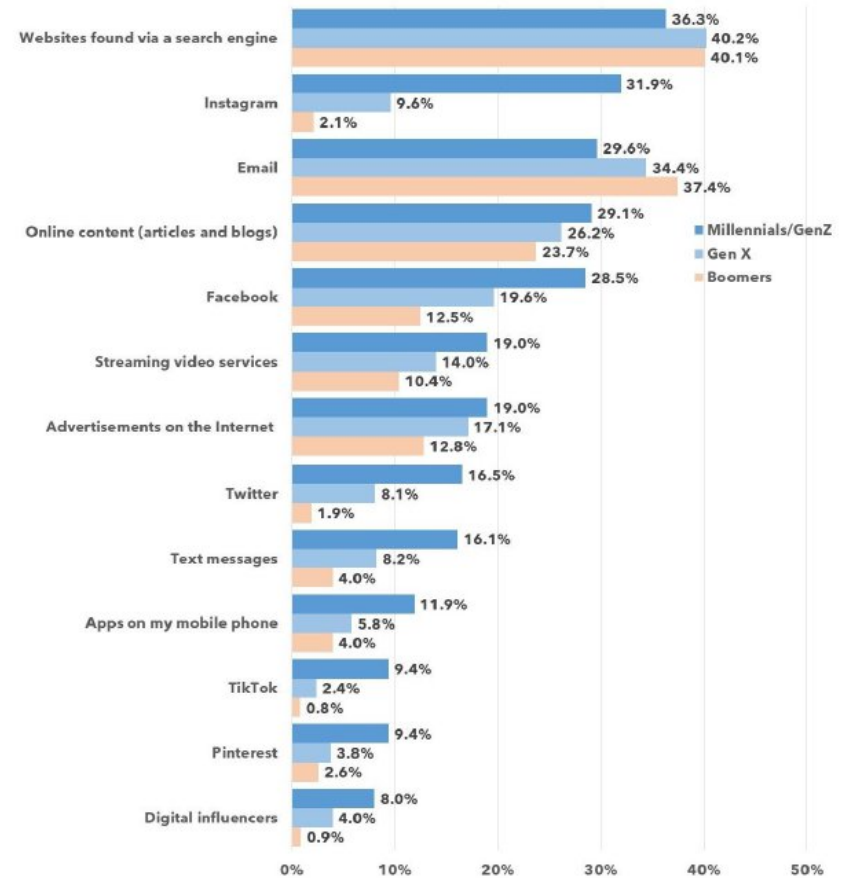
% Who Say They've Started Consuming/Are Consuming More Since the Outbreak



Source: IAB, Global Web Index, April 2020



Travelers are most receptive to destination marketing in search, social and email



Source: Destination Analysis, June 19-21 2020



Thank You



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

MEETING DATE: July 22, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action concerning new meeting date for August 2020. (Salazar)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS: