

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

TUESDAY, AUGUST 31, 2021
9:00 AM 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]

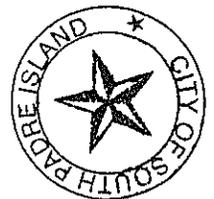
4. Approve Consent Agenda

- 4.1. Approve the meeting minutes for the July 27, 2021 regular meeting. (Till)
- 4.2. Approve the excused absence for Board Member Bryan Pinkerton for the July 27, 2021 regular meeting. (Till)
- 4.3. Discussion and possible action to approve the funding request for South Padre Island Triathlon in September 2021. (Romero)
- 4.4. Discussion and possible action to approve the funding request for Sandcastle Days in September/October 2021. (Romero)

5. Regular Agenda

- 5.1. Presentation and discussion regarding the Director's Report. (Caum)
 - 1.) Executive Summary-Travel Outlook
 - 2.) Visitors Center
 - 3.) ADR & Occupancy
 - 4.) Arrivalist Report
 - 5.) Social Media
 - 6.) Cision Report
 - 7.) Website Overview
 - 8.) Marketing Campaigns
- 5.2. Discussion and possible action to approve the media buy for Rio Sports Live for FY 2021/2022. (Caum)

Agenda: AUGUST 31, 2021



- 5.3. Discussion and action to approve the 3 month marketing campaign for Texas and Northern Mexico for FY 2021/2022. (Rodriguez)
- 5.4. Discussion on Spring Break marketing spend for FY 2021/2022. (Hart)
- 5.5. Discussion and action concerning the new meeting date for September 2021. (Till)

6. Adjourn

NOTE:

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

DATED THIS DAY, AUGUST 27, 2021


Linette Hernandez, CVB Management 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 FRIDAY, AUGUST 27, 2021 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 Management 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, GEORGE MARTINEZ AT (956)761-8103.



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

MEETING DATE: August 31, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the meeting minutes for the July 27, 2021 regular meeting. (Till)

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:

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

TUESDAY, JULY 27, 2021

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Tuesday, July 27, 2021 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 9:01am. A quorum was present: Vice Chairman Tom Goodman, Board Members Craig Thomas, Daniel Salazar, Bob Friedman and Daniel Salazar. Board member Bryan Pinkerton was absent.

City Officials: Mayor Patrick McNulty was present.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Senior Marketing & Communications Manager Teresa Rodriguez, and Management Assistant Linette Hernandez were present.

II. PLEDGE OF ALLEGIANCE

CVB Chairman Sean Till led the pledge of allegiance.

II. PUBLIC COMMENTS AND ANNOUNCEMENTS: Francisco Partida special projects manager for the Brownsville-South Padre Island airport spoke at the podium. He stated that the project for the new terminal has been completed and that they are in the process of finalizing the details and passing all the tests that the FAA requires. The airport is currently pursuing more carriers and destinations and they hope to be able to share more good news within the next few months. CVB Director Ed Caum informed the board that the World of Waves show was approved by the City Council.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the June 23, 2021 regular meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 4.2. Approve the excused absence for Board Member Chad Hart for the June 23, 2021 regular meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.

V. REGULAR AGENDA

- 5.1. Presentation and discussion regarding the Director's Report. CVB Director Ed Caum shared a PowerPoint presentation and discussed the following items at the podium.

- 1.) Executive Summary-Travel Outlook
 - 2.) Visitors Center
 - 3.) ADR & Occupancy
 - 4.) Arrivalist Report
 - 5.) Social Media
 - 6.) Cision Report
 - 7.) Website Overview
 - 8.) Marketing Campaigns
-
- 5.2. Presentation and discussion of the Marketing and Special Events Budgets for FY 2021/2022. CVB Director Ed Caum informed the board that the City Council would be having a special meeting to discuss the budget. The board was informed that the Zimmerman Agency will provide a scope of services marketing contract in order to transition from The Atkins Group to The Zimmerman Agency. There was a lengthy discussion on when and how the marketing budget should be spent.

 - 5.3. Discussion and possible action to approve the Texas Music Scene marketing buy for FY 2020/2021. Chairman Sean Till requested that the featured artist discuss why they moved to South Padre Island, TX when filming the show. Vice Chairman Tom Goodman made the motion to approve, seconded by board member Craig Thomas. Motion carried unanimously.

 - 5.4. Discussion and possible action to approve Charro Days Fiesta sponsorship for FY 2021/2022. Board member Daniel Salazar made the motion to approve, seconded by Vice Chairman Tom Goodman. Board member Chad Hart was opposed. Motion carried on a 4 to 1 vote.

 - 5.5. Discussion and possible action to approve the Brown Pelican documentary for FY 2020/2021. CVB Director Ed Caum spoke at the podium and introduced Cristin Howard-Enholm who provided details on the documentary. Board member Daniel Salazar made the motion to approve the funding request of \$10,000, seconded by Vice Chairman Tom Goodman. Board member Chad Hart and Craig Thomas were opposed. Motion carried on a 3 to 2 vote.

 - 5.6. Discussion and possible action concerning the new meeting date for August. The next meeting date has been set for August 31, 2021.

VI. ADJOURN

The meeting was adjourned at 10:17 am.

Linette Hernandez, CVB Management Assistant

Approved by:

Sean Till, CVAB Chairman

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

MEETING DATE: August 31, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the excused absence for Board Member Bryan Pinkerton for the July 27, 2021 regular meeting. (Till)

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: August 31, 2021

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for South Padre Island Triathlon in September 2021.
(Romero)

ITEM BACKGROUND

The SEC approved the funding request for this event in the amount of \$3,500 on August 17, 2021.

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

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 Phone Number: _____

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
_____	_____	_____
_____	_____	_____
_____	_____	_____

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)

Authorized Signature

Date

Print Name

PACKET PICKUP [\[EDIT\]](#)

Saturday, September 25th : 5:00 PM - 7:00 PM;
Parrot Eyes (5801 Padre Blvd, South Padre Island, TX 78597)

COURSE [\[EDIT\]](#)

Olympic Distance
1500m Swim/ 40k Bike / 10k Run

Sprint Distance
750m Swim/ 20k Bike / 5k Run

RACE DAY SCHEDULE [\[EDIT\]](#)

06:00 AM - Transition Opens
07:00 AM - transition closes
7:00 AM - Athlete Meeting
07:15 AM - Wave start: Olympic, Sprint

ENTRY FEES [\[EDIT\]](#)

Early Bird Special (Until May 31)
\$75 - Super Sprint
\$90 - Sprint
\$105 - Olympic
\$140 - Relay (Olympic only)

June 1 - August 31 pricing
\$85 - Super Sprint
\$100 - Sprint
\$115 - Olympic
\$150 - Relay (Olympic only)

September 1 - September 25 at noon
\$95 - Super Sprint
\$110 - Sprint
\$125 - Olympic
\$160 - Relay (Olympic only)

Cash Only Pricing on September 25th at late registration and packet pick up
\$100 - Super Sprint
\$115 - Sprint
\$130 - Olympic
\$165 - Relay (Olympic only)

There are NO refunds or transfers.

AWARD CATEGORIES [\[EDIT\]](#)

Sprint Individual
Overall Male/Female

Top 3 Male/Female in age groups:

1-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-99

Olympic Individual

Overall Male/Female

Top 3 Male/Female in age groups:

1-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-99

Olympic Relays: 1st, 2nd, 3rd

CONTACT INFO [\[EDIT\]](#)

Karen Watt, Docwatt@powerwattcoaching.com

Budget

South Padre Island Triathlon 2021

Tentative budget for our event.

Poster, Banners, Flyers:	\$1250
Magazine and Television:	\$1500
Social Media	\$250
Volunteer Shirts with logos	\$750
Venue Rental	\$2000
Food and Drinks:	\$1500
DJ	\$300
Swim Caps with logos	\$600
Finisher Caps with logos	\$2200
Awards	\$750
Medals	\$750
Goody Bags with fillers:	\$250
Porta Potties	\$750
Water for water stations (donated)	
Transition area barricades	\$3000
Swim buoys	\$250
Lifeguards	\$450
EMS	
Police/Fire	\$1000
Cups for water stations (donated)	
Spray paint for course marking (donated)	

Total estimated costs: \$17,550

Marketing Plan

**2021 South Padre Island Triathlon
Benefiting Sea Turtle Inc**

As in past years, we will create posters, banners, and flyers we can place at local businesses to promote our event. We also use social media blasts (and ad boosts) on Facebook and Instagram to reach athletes all over Texas, Mexico and even beyond. Every year we purchase event shirts (and or caps) and Goody Bags to give to all participants which will not only have event information but also the South Padre Island logo. We provide food and beverages at our registration events along with the event itself. Door prizes and trophies are given to winners, and everyone receives a finisher medal. This past year we marketed the participant shirts, medals and awards with sponsor logos on them via social media. In March, we had our first sprint triathlon and we marketed future events by giving out visors with the SPI logo on them and that they could wear at other events. We will do caps at this event so that the SPI Tri will be marketed throughout the year by those wearing our event cap all over the state and beyond.

South Padre Island Triathlon 2021

Room Projections

Based on our Spring triathlon in 2021, which we limited to 177 participants, we had athletes from 9 different states. Also, of the 177 that registered, 73 were from out of the valley and 66 were from a valley county other than Cameron. We collected some data via the QR code scanner, but not everyone participated. Based on the limited data, a total of 102 room nights were spent at SPI. We estimated that about 60 percent of the participants completed the survey, so the number is much lower than the actual number of nights spent on SPI that weekend. We also asked about meals and respondents spent \$11,220 on meals while at SPI. Again, these are only based on a limited number of surveys.

We anticipate that a total of 300 plus room nights will be spent on SPI because we will have a larger fall event and the survey data only gave us about 60% of the participants. We would like to block about 50 rooms at a host hotel and perhaps look at having two host hotels.

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

MEETING DATE: August 31, 2021

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for Sandcastle Days in September/October 2021.
(Romero)

ITEM BACKGROUND

The SEC approved funding for this event in the amount of \$40,000 on August 17, 2021.

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

APPLICATION FOR INITIAL FUNDING

Today's Date: 08/09/2021

ORGANIZATION INFORMATION

Name of Organization: Clayton Brashear, Clayton's

Address: 6900 Padre Blvd.

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

Contact Name: Clayton Brashear Contact Email: claytonamo@aol.com

Contact Office Phone Number: 956.455.8436

Contact Cell Phone Number: 956.455.8436

Website Address for Event or Sponsoring Entity: sandcastledays.com

Non-Profit or For-Profit status: Non-profit Tax ID #: 467-31-8779

Entity's Creation Date: _____

Purpose of your organization:
Promote tourism

EVENT INFORMATION

Name of Event: Sandcastle Days 2021

Date(s) of Event: September 27, 2021 - October 3, 2021

Primary Location of Event: Clayton's

Amount Requested: \$63,000.00

Primary Purpose of Funded Activity/Facility:
Promote tourism and preserve a long established event held on South Padre Island for over 30 years.

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

Please see attached proposed budget for Sandcastle Days 2021

Percentage of Hotel Tax Support of Related Costs

90% 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

100% 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 NA %

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

No, however; request City provide in-kind service of sand hauling as in previous years.

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: \$ 63,000.00
- 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? See 2019 UTRGV Report

How many of the attendees are expected to be from more than 75 miles away? 80%

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

See 2019 UTRGV Report

- 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? 8

Expected Attendance: 20,000

How many people attending the Event will use South Padre Island lodging establishments? 80%

How many nights do you anticipate the majority of the tourists will stay? 2-5

Will you reserve a room block for this Event at an area hotel(s)? No

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
October 2019	35,000.00	N/A
October 2018	35,000.00	N/A
October 2017	35,000.00	N/A

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

Survey of hoteliers

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

Will the event charge admission? No If so, what is the cost per person? _____

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?

N/A

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: \$ 1,200.00
- Radio: \$ _____
- TV: \$ 10,500.00
- Website, Social Media: \$ 5,850.00
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: 10

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

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?

Who is your target audience? _____

What geographic region(s) are you marketing to?

Mostly Texas

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:

1,000,000. per occurrence 2,000,000. aggregate, Carrier - Mount Vernon Fire Insurance Co.

[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

Sandcastle Days 2021

08/09/2021

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)



Authorized Signature

08/09/2021

Date

Clayton Brashear

Print Name



Lodging Festival Schedule of Events Contact Us
Vendor Application



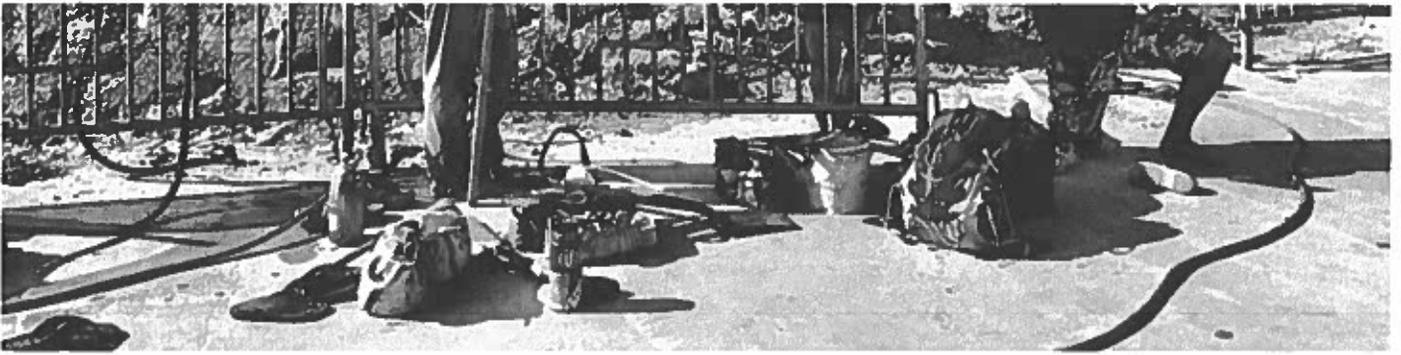
Free Entry!

Welcome to the South Padre Island's Annual Sandcastle Days!

The City of South Padre Island and Sandcastle Days founders Walter McDonald and Lucinda Wierenga are proud to welcome you to our annual Sandcastle Days!

Master Sand sculptors Walter McDonald (aka Amazin Walter) and Lucinda Wierenga (aka Sandy Feet), both South Padre Island residents, started Sandcastle Days over 30 years ago as a way to demonstrate the magical sculpting qualities of South Padre Island sand AND the critical importance of protecting our beautiful coastal shores. Over the years this family-fun event has grown from a local celebration to qualifying event for the World Championships of Sand Sculpting where 30,000+ fans come to watch the sand come alive. Check back here and on the event schedule page for more details!





South Padre Island Sandcastle Days

Located at Clayton's - The Biggest Beach Bar in Texas!

6900 Padre Blvd, South Padre Island, Texas 78597



Lodging Festival Schedule of Events Contact Us
Vendor Application



Free Entry!

Wednesday, Sept 27th

Doors Open: 9:00 am

- Masters of Sand carve as a group build Sponsors Sculptures. See them work their magic on the group sandcastle.

Thursday, Sept 28th

Doors Open: 9:00 am

- Official start Masters of Sand Competition
- Join the Masters, listen to music and watch them create Unforgettable Sand Art

Friday, October 1st

Doors Open: 9:00 am

- Masters of Sand continue sculpting
- Registration Open – Amateur competition includes: Kids, Family, Groups, and Singles 1 pm – 5 pm
- T-Shirt Sales Open
- Sandcastle Days Mercado
- Live Bands on Stage At Clayton's

Saturday, October 2nd

Doors Open 9:00 am

- Sandcamp – Free Sandcastle Lessons beginning at 8:00 am
- Master Sand Sculpting competition final day!
- Sandcastle Days Mercado Open 10:00 am to Close
- Children Water Slides, Bouncer & Bull Riding Open
- Amateur Registration open 8:00 am
- Amateur competition begins at 9:00 am, ends at 3:00 pm / Kids, Family, Group or Singles Castle welcome
- Unlitter Campaign 10th Annual Trashion Show “Straw Wars Theme” at 4:00 pm
- Judging for Amateur and Masters Divisions
- Awards Ceremony for Amateur and Masters Divisions at 4:30 pm
- Live Bands on Stage at Clayton’s

Sunday, October 3rd

Doors Open: 9:00 am

- Sandcamp – Free Sandcastle Lessons begin at 10:00 am
 - Sandcastle Days Mercado
 - Children Water Slides, Bouncer & Bull Riding Open
 - Enjoy the Sand Monuments, Listen to music and play the day away
 - Spread The Word Family Fun For All Ages
-
- People’s Choice Awards at 3:00 pm

South Padre Island Sandcastle Days

Located at Clayton's - The Biggest Beach Bar in Texas!

6900 Padre Blvd, South Padre Island, Texas 78597

INCOME:

CVB Sponsorship	\$	63,000.00	
Sponsorships Other	\$	5,000.00	
Vendors	\$	3,300.00	
Amateur Sand Sculptors	\$	100.00	
Total Budgeted Income:	\$		71,400.00

EVENT EXPENSES:

Advertising Digital Marketing	\$	5,850.00	
Advertising Print	\$	1,200.00	
Advertising TV	\$	10,500.00	
Total Budgeted Advertising:	\$		17,550.00
Kiddie Rides and Tents	\$		3,000.00
Materials and Supplies	\$		5,000.00
Event MC	\$		1,100.00
Security	\$		1,200.00
Event Staff Management	\$	1,000.00	
Event Staff Sand Sculptors	\$	18,000.00	
Event Staff Sand Sculptors Assistants	\$	3,000.00	
Sand Sculptors Travel Expense	\$	5,000.00	
Sand Sculptors Lodging Expense	\$	13,000.00	
Sculptors Awards	\$	2,000.00	
Total Budgeted Event Staff:	\$		42,000.00
In-Kind Venue Cost	\$	20,000.00	
In-Kind Outside Food	\$	5,000.00	
Total Budgeted In-Kind Expense	\$		25,000.00
Total Budgeted Event Expense:	\$		94,850.00
Net Profit/Loss	\$		(23,450.00)

Sand Castle Days 2021 Marketing Plan

For the past 10 years Sandcastle days has proved to be the most successful fall event on South Padre Island. In 2020 the event was canceled because of Covid 19 and therefore in 2021 we plan to enhance the event by adding additional sculptors and family games to make the event more exciting for SCD families.

The target marketing is Texas and beyond with a majority focus on San Antonio, Austin, Houston, and Dallas using Social Media. The other large market is the 1.5 million persons within 100 miles of South Padre Island. This market will not only be through Social media but with added visual advertisements through local TV media stations.

Sand Castle Days has been a premiere Island event for the past 32 years. In 2011 Clayton's became the Event host and has elevated the attendance and in 2019 per the UTRGV Tourism Study (see attached) the monies from event tourist spent on the Island was roughly \$1,340,695.

2019 Sandcastle Days



Event Attendance

12,268 estimated attendees
3,557 unduplicated households
2,145 room nights
17.1% change in Occupancy
3.0% change in ADR
20.8% change in RevPAR

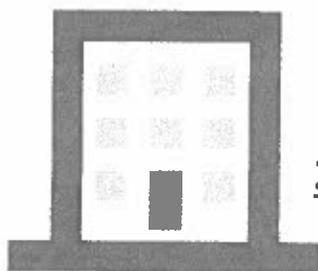


DEMOGRAPHICS

Average age 48
Average Income:
62.3%
\$50,000 or more

\$35,000	\$1,340,695	3,731
CVB Investment	Total Spending at SPI	Net RO

\$377
spending per household



City tax share

10.5% Lodging = \$42,676
2% F&B sales tax = \$6,557
2% Other sales tax = \$9,428
Total = \$58,661

3.45 visitors per household

1.38 nights spent on SPI

Total tax ROI = 67.6%
Lodging only ROI = 21.9%

SPI Experience



NET PROMOTER SCORE
likely to recommend
South Padre Island

90

97.4%

99.1%

98.2%

Likely to return

Satisfied with SPI

Satisfied with event



2019 SANDCASTLE DAYS

Prepared for

City of South Padre Island Convention and Visitors Bureau

Prepared by

Business and Tourism Research Center
The University of Texas Rio Grande Valley

Research Team Leaders

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Executive Summary and Survey Highlights

This report details the measured economic impact of the 32nd annual South Padre Island Sandcastle Days event held at Clayton's Beach-Bar & Grill on October 3 – 6th, 2019. The event was organized by Clayton, Brashear (Clayton's Resort) "to demonstrate the magical sculpting qualities of South Padre Island sand AND the critical importance of protecting our beautiful coastal shores." The event was expected to attract more than 10,000 people. To examine the spending of SANDCASTLE DAYS attendees on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted by the UTRGV survey team on Saturday and Sunday, the days of the event. The survey was administered onsite for 652 completed questionnaires resulting in 471 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominantly married (65.9%) females (67.5%), had an average age of 48 years, had at least some type of college degree (54.2%), worked full-time (62.1%), were primarily Hispanic (65.8%) and White (29.3%) and (62.3%) had an average annual income above \$50,000. Survey respondents were primarily from the US (98.2%) with 1.8% from Mexico. On average, household participants traveled an average of 136.17 miles with an average of 3.45 people and spent 1.38 nights on SPI during the event. Most survey respondents are considered promoters of the Island (91.5%), resulting in an excellent net promoter score of 90. Most respondents are somewhat or very satisfied with the Island experience (99.1%) and the event (98.2%) and are likely or very likely to return to SPI for a future vacation (97.4%).

Importantly, the survey analysis found that 3,557 household groups attend SANDCASTLE DAYS and spent an ***estimated weighted average of \$377 per household while on the Island for a total spending of \$1,340,695***. Of this spending, lodging is the highest per household expenditure category with 58.7% of study respondents spending at least one night on the Island in paid lodging and staying an average of 1.38 nights. This resulted in about 2,145 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$377 per household that spent the night on the Island, a total of \$475,537 was spent on lodging. Of this amount, 17% or \$69,095 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$42,676, is the City's share of the HOT. We discuss more on tax benefits in the upcoming sections, also see table 2 for a complete tax breakdown.

Summary of Key Performance Indicators (KPI)

KPI	RESULT	DESCRIPTION OF KPI
CVB INVESTMENT	\$35,000	AMOUNT OF FUNDING PROVIDED BY CVB TO EVENT PROMOTER
TOTAL SPENDING	\$1,340,695	TOTAL SPENT BY EVENT HOUSEHOLDS
ESTIMATED NET ROI	3731%	RETURN ON CVB INVESTMENT CONSIDERING TOTAL SPENDING AT SPI DURING THE EVENT
AVERAGE SPENT PER HOUSEHOLD	\$377	WEIGHTED AVERAGE SPENT PER HOUSEHOLD
NUMBER OF HOUSEHOLDS	3,557	NUMBER OF HOUSEHOLDS AT EVENT
NUMBER IN HOUSEHOLD	3.45	NUMBER OF PEOPLE IN HOUSEHOLD GROUP AT EVENT
NIGHTS ON SPI	1.38	AVERAGE NUMBER OF NIGHTS SPENT ON SPI
LODGING TAX	\$42,676	CITY SHARE OF HOT REVENUE: 10.5% OF 17% HOT
F&B SALES TAX	\$6,557	CITY SHARE OF TOTAL TAX COLLECTED FROM F&B SPENDING: 2% OF 8.25% OF TOTAL SALES TAX
OTHER SALES TAX	\$9,428	CITY SHARE OF TOTAL SALES TAX REVENUE
TOTAL CITY TAX SHARE	\$58,611	TOTAL CITY TAX REVENUE FROM EVENT
TOTAL TAX ROI	67.6%	RETURN ON CVB INVESTMENT CONSIDERING ALL TAXES
LODGING ONLY ROI	21.9%	RETURN ON CVB INVESTMENT CONSIDERING HOT ONLY
NET PROMOTER SCORE	90	MEASURE OF CUSTOMER LOYALTY; CALCULATED AS IDENTIFIED PROMOTERS LESS DETRACTORS
LIKELY TO RETURN	97.4%	PERCENT SOMEWHAT OR EXTREMELY LIKELY TO RETURN TO SPI
SATISFIED WITH THE SPI	99.1%	PERCENT SATISFIED WITH THE SPI EXPERIENCE
SATISFIED WITH EVENT	98.2%	PERCENT SATISFIED WITH EVENT

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SANDCASTLE DAYS 2019

Introduction

This report details the measured economic impact of the 32nd annual South Padre Island Sandcastle Days event held at Clayton's Beach-Bar & Grill on October 3 – 6th, 2019. The event was organized by Clayton, Brashear (Clayton's Resort) "to demonstrate the magical sculpting qualities of South Padre Island sand AND the critical importance of protecting our beautiful coastal shores." The event was expected to attract more than 10,000 people with about 17.4% of the total attendees staying in South Padre Island lodging for three or more nights.

Activities are scheduled daily as follows:

SCHEDULE OF MAIN ACTIVITIES

- WED OCT - 2nd Carving day for Master sculptors
 - THU OCT 3rd Start of sandcastle competition
- FRI OCT 4th More sculpting, Amateur competition begins
 - SAT OCT 5th Sandcastle Days Full Day 1
 - SUN OCT 6th Sandcastle Days Full Day 2

The South Padre Island Convention and Visitors Bureau provided SANDCASTLE DAYS with \$35,000 in funding. According to the application for the funding, the event sponsor initially planned to use \$35,000 to cover the cost of the event. Ultimately, the amount did reach the amount of \$35,000 as informed by CVB. According to the HOT funding application, the sponsor planned to spend \$12,500 on TV advertisements, \$1,000 on website and social media, and \$1,000 in newspaper, and \$0 in radio and \$400 in other paid Advertising.

Research Methodology

Interviews

To estimate the economic impact of the 2019 SANDCASTLE DAYS, UTRGV interviewers administered a survey (see Appendix A) to event attendees as follows:

- Saturday, October 5th, 7:30am – 4:30pm: UTRGV survey team.
- Sunday, October 6th, 11:30am – 4:30pm: UTRGV survey team.

On Saturday and Sunday. The days of the event, the UTRGV survey team and project manager were onsite to administer surveys. All survey participants were offered a chance to win two nights at Schlitterbahn Beach Resort as an incentive to help recruit respondents.

On Saturday and Sunday of the event, the UTRGV survey team interviewers collected 652 surveys. The survey team, wearing bright orange t-shirts and visors, randomly approached potential respondents in a professional manner and administered paper surveys on clipboards with the data to be entered into an online link later by the team. Although interviews yielded 652 completed responses; 181 responses were eliminated because of the following reasons:

- were completed by another household member
- were from respondents not on the Island for the event
- Live or reside within 10 miles or less from the island
- were outliers

The result is 471 useable questionnaires for analysis. According to the SPI survey team surveys, drone technology (See Appendix D), and clicker counter of 9,588 total people on Saturday and Sunday we estimated the total attendee number for the five Sandcastle Days to be 12,268 people. Assuming that 355 people attended the event on Wednesday, 595 people attended the event on Thursday, 1316 people attended the event on Friday, and 10,000 people attended the event on Saturday and Sunday. Thus, we estimated the response rate by dividing the new total of 12,268 by the total completed surveys (652), so the response rate was 5.3%. Picture evidence was taken (See Appendix C) of the SPI survey Team while approaching event attendees and collecting surveys.

CLICKER COUNTER PER DAY

TIME	SATURDAY	Column1
	Adults	Children
9:20-10:20	206	55
10:20-11:20	494	105
11:20-12:20	476	144
12:20-1:20	303	90
1:20-2:20	586	279
2:20-3:20	486	188
3:20-4:20	551	189
Totals	3,102	1,050

TIME	SUNDAY	Column1
	Adults	Children
9:50-10:50	545	173
10:50-11:50	761	324
11:50-12:30	701	259
12:50-1:50	807	342
1:50-2:50	752	344
2:50-3:20	301	127
Totals	3,867	1,569

OUTLIERS BY CATEGORY

The following are survey reported values by Sandcastle Days attendees that are considered outliers. These values were not considered for the economic impact analysis, but still mentioned in the surveys.

Traveled Miles

- 8,000
- 4,500

Household Members

- 19
- 20
- 20

Nights spent at SPI

- 20
- 31
- 30
- 31
- 30
- 19

Food expenditure

- \$1,000
- \$4,500
- \$1,400
- \$1,000
- \$1,200
- \$1,000
- \$1,500
- \$2,000

Night club expenditure

- \$1,000
- \$1,000

Lodging expenditure

- \$1,500
- \$2,600
- \$2,000

Local stuff expenditure

- \$500

Retail expenditure

- \$1,000

Transportation expenditure

- \$700
- \$2,500
- \$500

Parking fees

- \$70

Admission fees

- \$100

Clothing expenditure

- \$1,000

Groceries expenditure

- \$1,500

Other

- \$5,800
- \$2,500

Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. According to our study, approximately 12,268 people

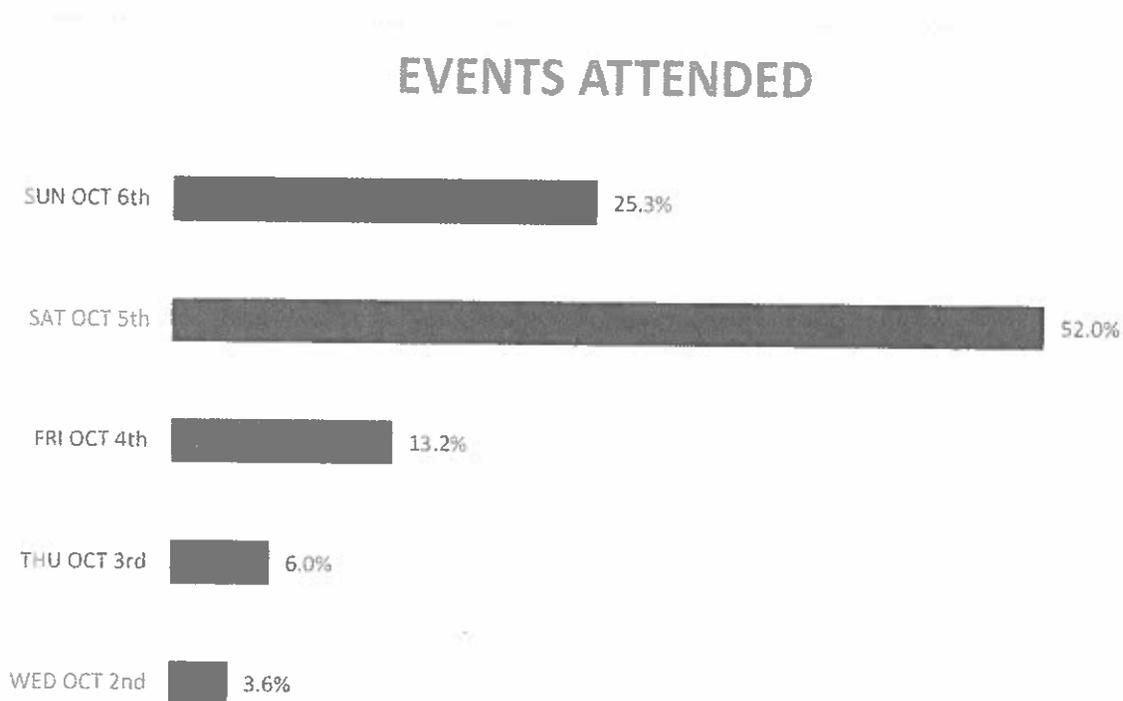


FIGURE 1. EVENTS ATTENDED

attended the five-day event. However, to better understand household attendance and duplication of attendance over multiple days, respondents were asked to indicate which of the multiple-days' activities they attended. A total of 617 respondents indicated attending 957 events suggesting that each household respondent attended an average of 1.55 days of events. Figure 1 shows that the most attended days were the Saturday (52%) and Sunday (25.3%).

The appropriate unit of analysis of spending impact is 'the household' since spending questions are asked about household expenditures rather than individual expenditures. To determine the number of households at the event, the total number of estimated attendees (12,268) is divided by the average household size (3.45) as found in the survey (see Figure 3) to determine that 3,557 households were at the event over the five-day event.

Results

Survey participants travel, and SPI stay characteristics

In all, 471 useable surveys were completed by people specifically at Clayton's for the 2019 SANDCASTLE DAYS. Survey respondents were first asked to indicate their role or participation type in the event. Figure 2 shows that by far, most of the respondents surveyed were spectators (88.6%).

Next, respondents indicated how many people were in their household while at the event, the number of nights spent, and the number of miles traveled to the event. The number of people reported in the household for the event ranged from 1 to 15 for an average of 3.45 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 136.17 miles to attend the event, although distances traveled ranged from 10 to 1,600 miles and spent an average of 1.38 nights on SPI for the event with a range of 0 to 12 nights spent on SPI.

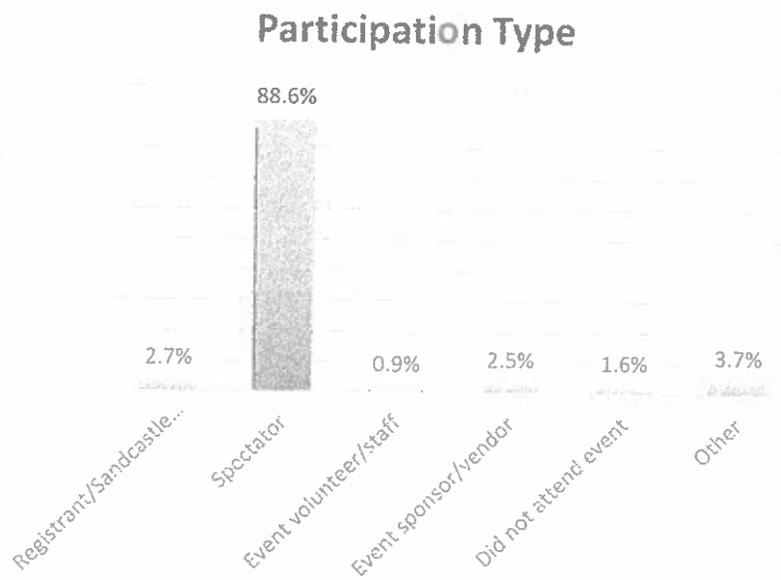


FIGURE 2. PARTICIPATION TYPE

Number in household, nights spent and miles traveled



FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Percent by nights spent on SPI

Figure 4
breaks
down the
percent of



respondents by number
of nights spent on SPI

FIGURE 4. PERCENTAGE SPENDING THE NIGHT ON SPI

and shows that 41.3% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent one night (21.8%) or two nights (19.6%). Lastly, (10%) spent more than three nights on SPI for the event.

Lodging type

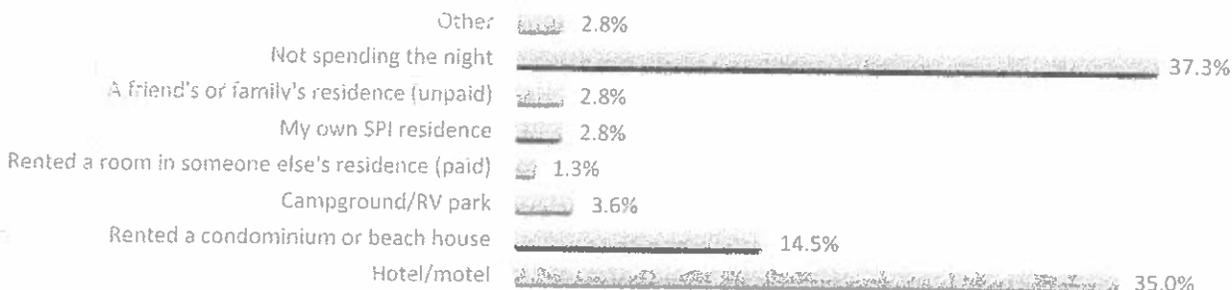


FIGURE 5. TYPE OF LODGING

Figure 5 shows the types of lodging used. While most event attendees reported not spending the night on the Island (37.3%), of those who did, 35% spent the night in a hotel/motel room, 14.5% rented a condominium or beach house, 2.8% stayed with family or friends.

With 43.7% (Table 1, p6) of the estimated 3,557 households spending an average of 1.38 nights (Figure 3, p5) on the Island, the SANDCASTLE DAYS event should have resulted in 2,145 room nights. In addition, a total of 143 people indicated staying at one of the 35 hotels/motels/condos shown below.

SANDCASTLE DAYS 2019 attendees accounted for 2,145 room nights.

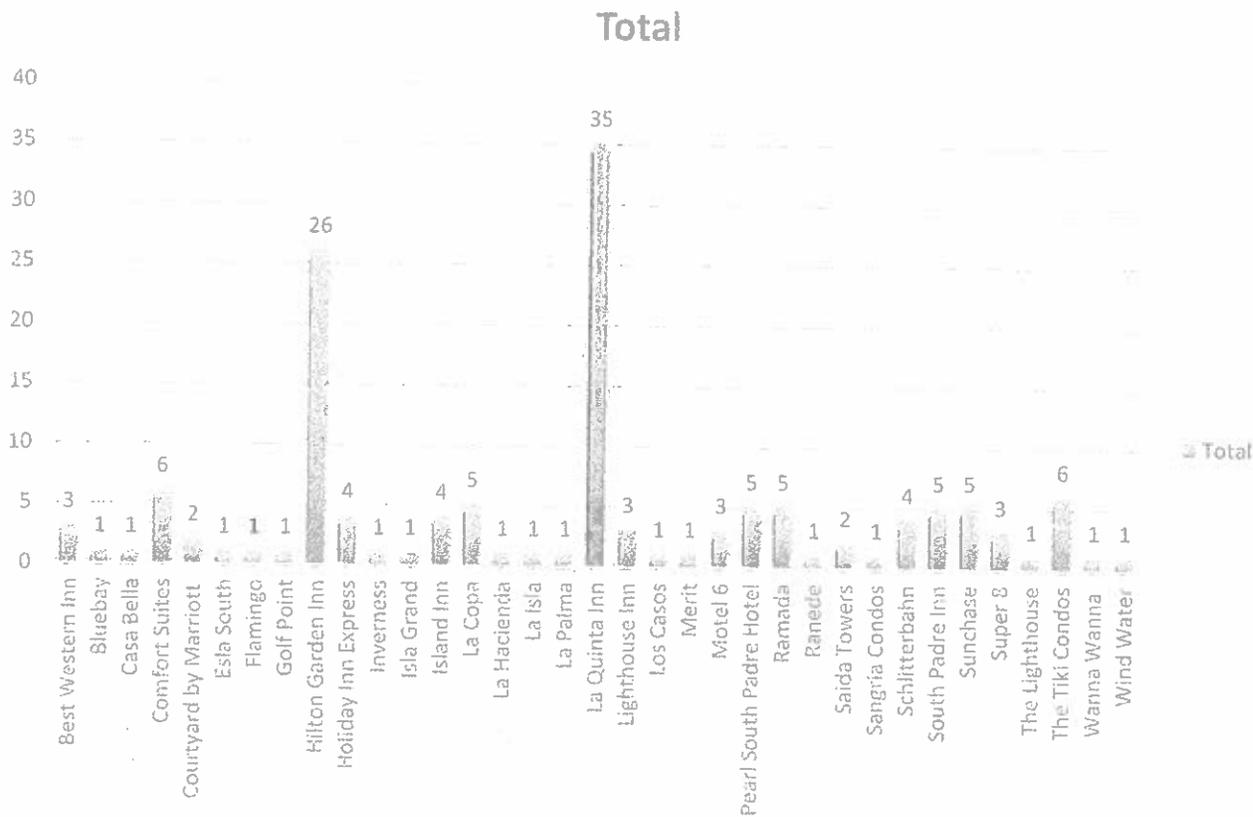


FIGURE 5.1 HOTELS/MOTELS/CONDOS USED DURING THE EVENT

Estimated spending

Study respondents were asked to indicate how much money they spent in various expenditure categories. All reported expenditure amounts were assumed to include sales taxes except that lodging was assumed to be stated without HOT so was adjusted upward by 17%, the HOT rate. The total average reported expenditure by category was then multiplied times the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category.

Results in Table 1 indicate the average amount spent on lodging of \$306 with a weighted average of \$133.68 considering that 43.7% of respondents spent money on lodging for a total of \$475,537. ***In total, 3,557 event households spent a weighted average of \$377 for a total SPI spending of \$1,340,695.***

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$123	80.9%	\$99.76	\$354,888
Night life	\$75	32.9%	\$24.54	\$87,278
Lodging	\$306	43.7%	\$133.68	\$475,537
Attraction entertainment	\$64	22.3%	\$14.20	\$50,512
Retail	\$68	42.0%	\$28.63	\$101,862
Transportation	\$58	57.7%	\$33.28	\$118,394
Parking	\$7	15.7%	\$1.08	\$3,829
Admission fees	\$4	11.7%	\$0.48	\$1,699
Clothing	\$38	21.7%	\$8.24	\$29,319
Groceries	\$62	30.8%	\$18.95	\$67,403
Other	\$83	17.0%	\$14.05	\$49,975
Total	\$886		\$377	\$1,340,695

The estimated direct spending on South Padre Island as attributed to the 2019 SANDCASTLE DAYS is \$1,340,695, within a 3.73% confidence interval of plus or minus \$50,008 given the assumptions of a random sample selection.

Tax benefits of spending during event

To calculate the tax revenue accruing from event attendee spending, the following tax rates are assumed:

- 17% hotel occupancy tax rate;
- 10.50% City's share of the hotel occupancy tax rate;
- 8.25% sales tax on all non-lodging spending;
- 2% is the City's share of non-lodging sales tax.

The spending reported in Table 1 should result in the tax revenues shown in Table 2. Altogether, the tax revenue should be \$135,031 with \$58,661 the City's share. The gain from the City's share of the hotel tax alone on the \$35,000 invested in the event is 21.9% and is 67.6% considering the City's share of all the tax revenue.

Table 2. Spending, tax revenue and ROI

Spending category	Amount spent	Total HOT	Total sales tax	City's % share	City's \$ share	ROI
Lodging	\$475,537	17%	\$69,095	10.50%	\$42,676	21.9%
Food & Beverage	\$354,888	8.25%	\$27,047	2%	\$6,557	
All nonlodging	\$510,271	8.25%	\$38,889	2%	\$9,428	
Totals	\$1,340,695		\$135,031		\$58,661	67.6%

The SPI Experience

The next section of the survey asked SANDCASTLE DAYS attendees about their stay on SPI. In this section, the “net promoter” question was used to determine how likely survey respondents are to recommend SPI as a place to visit to friends or colleagues.

The results, shown in Figure 6, indicate that most study respondents (91.5%) are promoters of SPI while (1.1%) are detractors. This yields a net promoter score (NPS) of 90, which is excellent. For example, the hotel industry has an NPS of 39 (www.netpromoter.com/compare).

Respondents were asked how likely they are to return to SPI and how satisfied they were with the event. As seen in Figure 7, by far most respondents (97.4%) are extremely and somewhat likely to return to the Island at some time in the future.

Respondents were also asked to indicate their satisfaction with the SPI experience and with the event. Result shown in Figure 8 indicate that 99.1% were satisfied with the SPI experience and that 0.4% were extremely and somewhat dissatisfied with SPI.

Recommendation likelihood Net promoter score

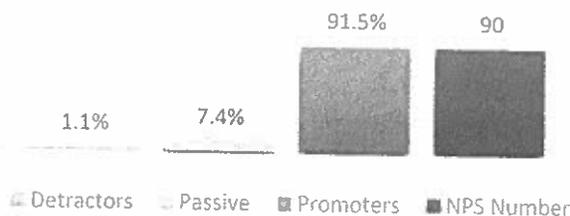


FIGURE 6. NET PROMOTER SCORE

Likelihood of returning to SPI



FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

Satisfaction with SPI experience

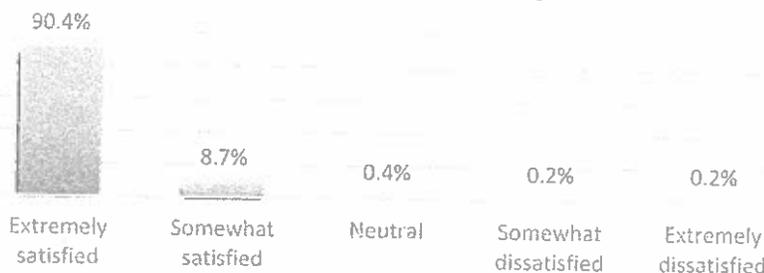


FIGURE 8. SATISFACTION WITH SPI EXPERIENCE

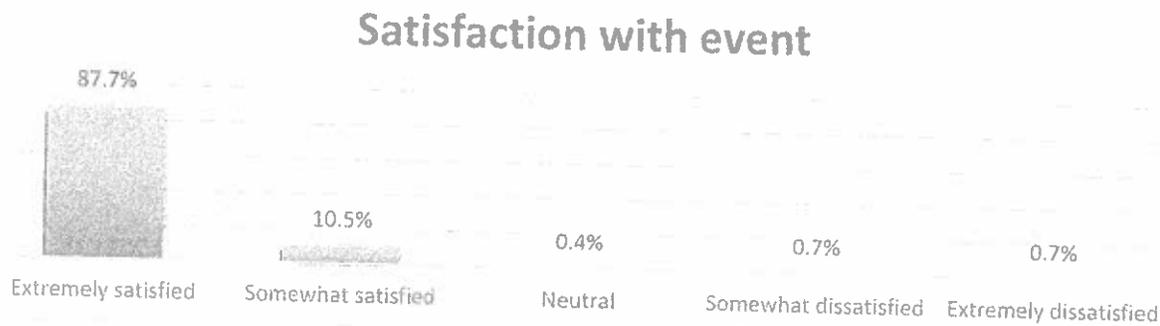


FIGURE 9. SATISFACTION WITH EVENT

Most respondents (98.2%) were also satisfied with the event and only 1.3% reported being dissatisfied with the event as seen in Figure 9.

NOTE: Respondents were asked to provide suggestions for improving their stay on SPI. The unedited comments are as follows:

- MAKE THE EVENT LONGER
- ADVERTISE THIS TO THE VALLEY MORE
- KEEPING THE BEACH CLEAN- NO TRASH!
- FREE SHADE, DOG STATIONS, FOOT PRESS
- WHERE TO GET PAID FOR SEATING
- MORE SHADE AVAILABLE, CANOPY WITH WATER/MORE FANS
- LONGER SANDCASTLE DAYS! 2 WEEKS!
- CHAIRS
- MORE FOOD BAR RAN OUT OF FOOD
- MORE POLITE SECURITY
- LARGER SANDCASTLE DAYS
- TELEVISIONS
- MORE AREAS TO SANDCASTLES
- MORE SANDCASTLES
- IMPROVE PARKING ARRANGEMENTS
- BETTER PARKING
- BETTER PARKING MORE SHOWERS AND BATHROOMS
- OTHER LOCAL VENDORS, MORE SANDCASTLE EXHIBIT, KID EVENTS, ENCOURAGE FAMILY EVENTS
- MORE SHADE
- MORE DRINKING WATER ON THE BEACH
- MORE STAFF TO CLEAN UP; MORE BATHROOMS
- MORE SIDE WALKS
- GOOD PLACE TO COME TO
- PARKING BAD
- MORE PARKING
- LARGER AREA FOR SCULPTURES
- SHUTTLE/TRANSPORT SERVICE FROM PARKING LOT TO BEACH; GOLF CARTS, ACCESSIBILITY, ETC.
- MORE SANDCASTLES
- WORK ON ISLAND BEAUTIFICATION. COMB

THE BEACHES EVERY MORNING. PLANT COCO PALM TREES LIKE THE ONES IN FLORIDA. THE AREA LOOKS TOO DEAD. THE LAST TIME TO PLANT A TREE WAS 40 YEARS AGO BUT... IT'S NEVER TOO LATE TO START. HAVE MORE SHADE FOR THE SCULPTORS. ALSO, BE ABLE TO BRING YOUR OWN DRINKS TO THE BEACH AREA.

- IMPROVEMENTS: PAVE PARKING LOT, MORE SANDCASTLES, BE CLEAR ON VOTING FOR PEOPLE'S CHOICE, MORE FOOD VENDORS
- FREE UMBRELLAS/SPACE
- NO DRUNKS OR INAPPROPRIATE MUSIC AS THIS IS A FAMILY-ORIENTED EVENT
- MORE MUSIC AND WAITRESSES AT CLAYTON'S
- MORE MUSIC
- SETUP THIS YEAR IS BETTER
- MORE PARKING
- MORE PARKING
- MORE PARKING
- INCLUDE FACE PAINTING FOR KIDS
- BRING BACK THE FREE CHAIRS
- COOLER TEMPS
- NEEDS TO GROW
- MORE SHADE
- MORE SHADE
- BIGGER PRIZES
- MORE SPACE
- TO SEE THE NAME OF THE SCULPTURE
- MORE CASTLES
- PARKING
- BIGGER!
- GREAT ORGANIZATION CLAYTONS IS GOOD LOOK FORWARD TO NEXT YEAR
- BIO INFO FROM MASTER COMPETITORS
- SPREAD THE COMPETITION OUT DOWN THE BEACH- UNDERSTAND TIDE & WEATHER CONCERNS BUT IT'S JUST NOT SO ENJOYABLE WITH IT BEING SO CRAMPED
- PARKING
- MORE EVENTS ON THE SIDE
- LIVE ENTERTAINMENT, BUFFET BREAKFAST, DJ, RUNNING EVENT, LUNCH BUFFET, CARNIVAL, LIGHTS AT NIGHT, MORE ADVERTISEMENTS WITH RADIOS TO BRING IN MORE PEOPLE NEARBY AND FAR
- MORE MONEY FOR SCULPTURES
- "MORE MONEY FOR COMPETITION
- NEED TO KNOW THAT IT IS PET FRIENDLY"

Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18+ years and the average age of all respondents was 48 years-of-age with ages ranging from 18 to 89.

Most respondents were female (67.5%), a majority were married (65.9%) and most had some type of college degree (54.2%) as shown in Figures 10 through 12, respectively.



FIGURE 11. GENDER

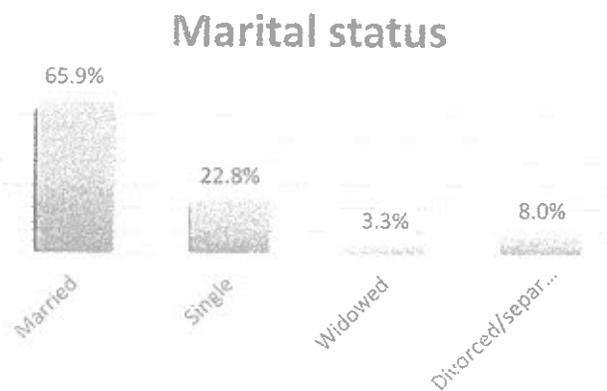


FIGURE 12. MARITAL STATUS

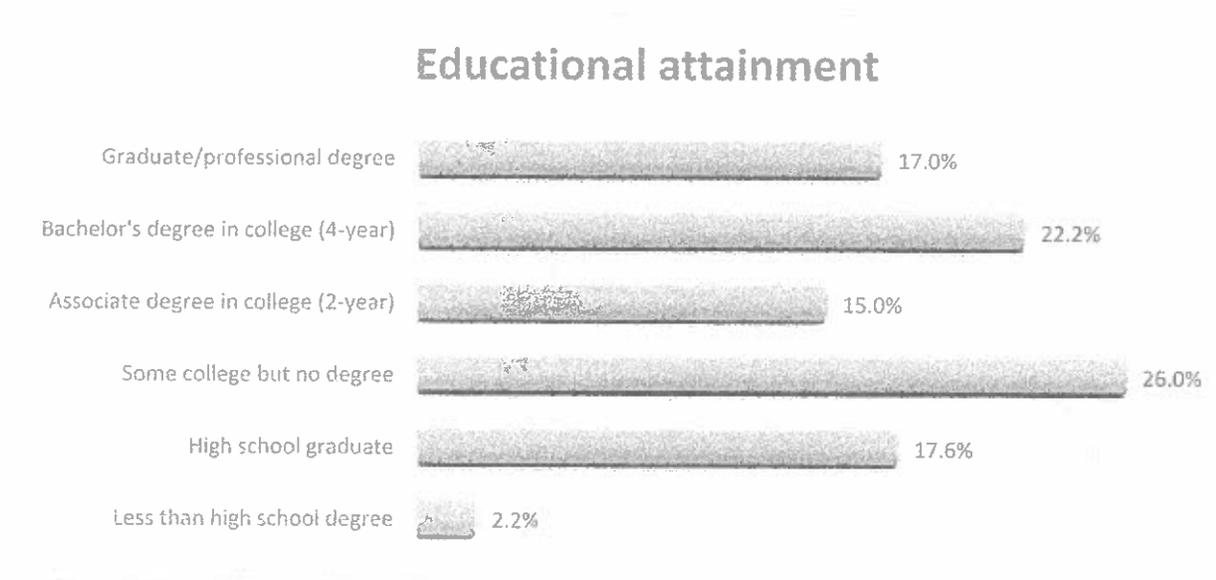


FIGURE 10. EDUCATIONAL ATTAINMENT

Employment status

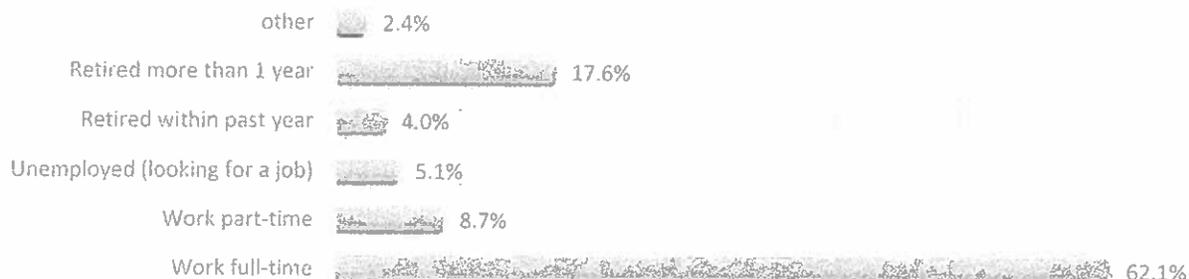


FIGURE 13. EMPLOYMENT STATUS

Most study respondents work full-time (62.1%), although 8.7% work part-time and 21.6% are retired as seen in Figure 13.

Household income level

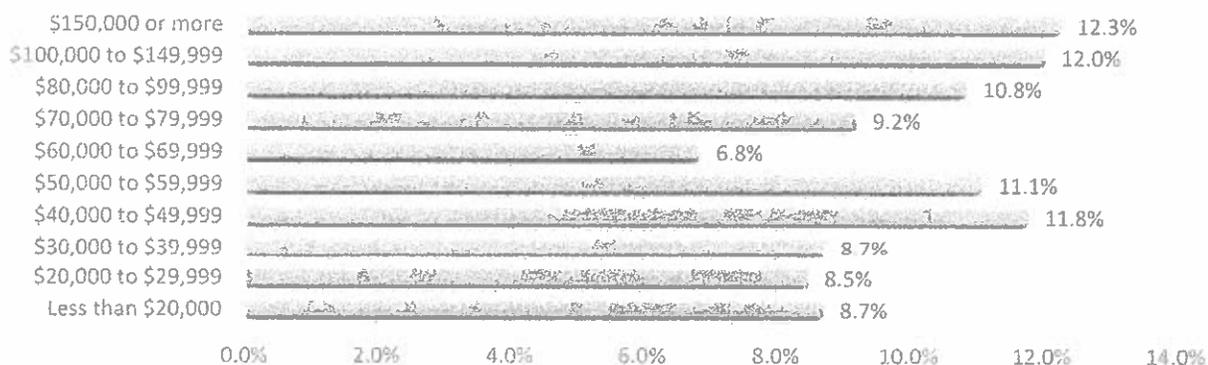


FIGURE 14. HOUSEHOLD INCOME LEVEL

Most SANDCASTLE DAYS study participants reported having a higher-than-average household income level: 62.3% indicated an annual household income above \$50,000 (Figure 14).

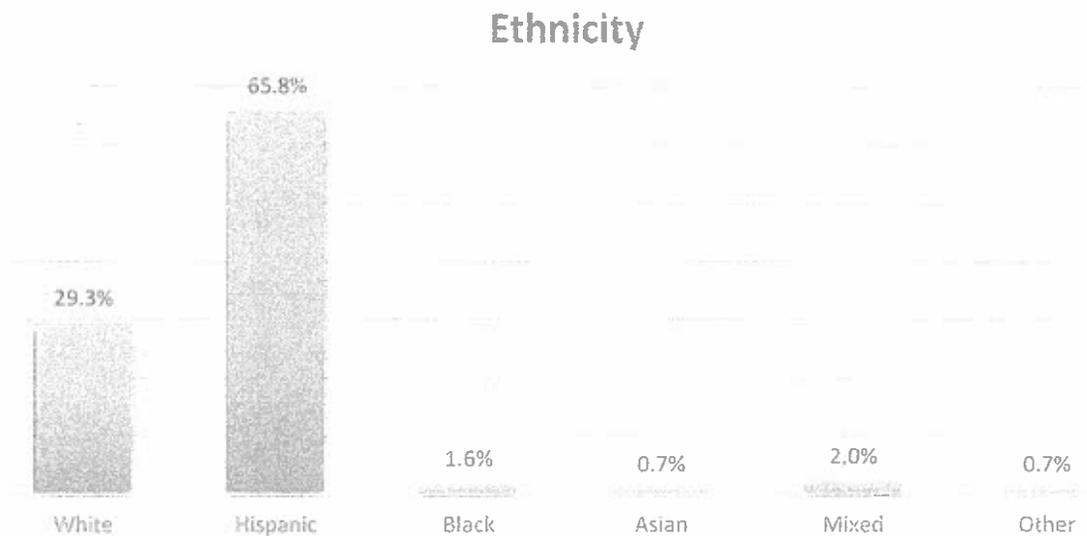


FIGURE 15. ETHNICITY

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 15 show that 65.8% of respondents considered themselves Hispanic while 29.3% indicated being White.

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (98.2%) and 1.8% indicated being from Mexico as shown in Figure 16.

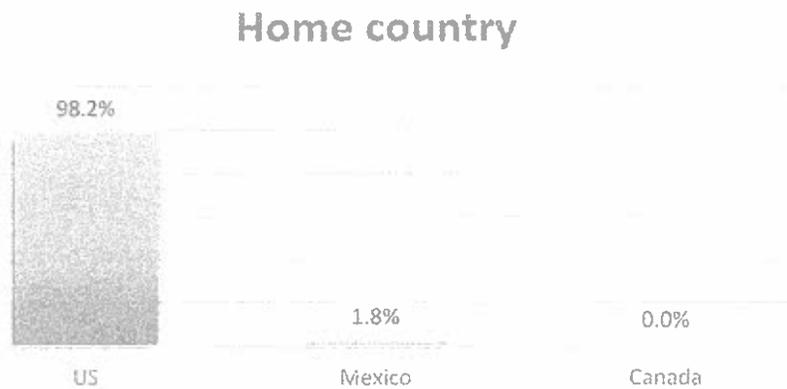


FIGURE 16. HOME COUNTRY

Specific zip or postal codes maps of study respondents and of study participants are shown in Appendix B.

STR Report

Additional data to provide evidence about the impact of an event on the SPI economy comes from the STR Destination Report provided to the SPI CVB. STR is a “global data benchmarking, analytics and marketplace insights” firm that gathers, analyzes and reports data from hotel owners/operators for benchmarking purposes. The Report includes data regarding hotel occupancy, average daily rate (ADR), revenue per available room (RevPAR), supply, demand, and revenue as provided by reporting SPI hotel owner/operators for last year as compared to this year. This data may be viewed in two ways. One way is to examine trends over the month to determine whether the hotel metrics changed because of an event as compared to the rest of the month and the other way is to compare metrics during the event time to those of the same time period in the previous year.

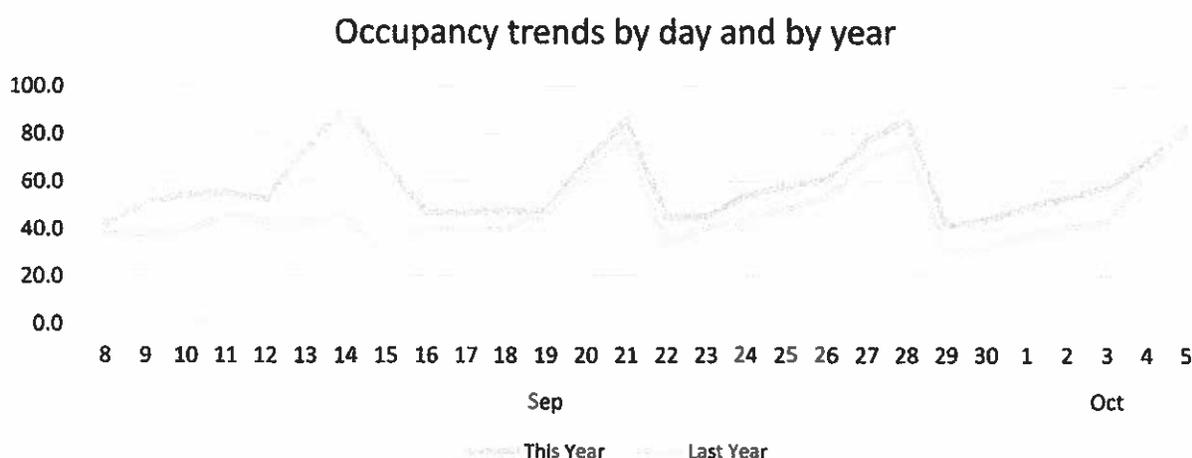


FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR

Sandcastle Days was held on Oct 3 – 6th. This means that event attendees could have spent a total of four nights on SPI. The following figures show the hotel metrics for the event period (the month trend) for this year and for the same period as last year (the year trend).

The occupancy rate for the four-night period this year was 65.5%, as compared to 58.3% last year, which is 17.1% above the same day-period last year. This year’s event period was above the week average (56.6%) as well as the 28-day rate of 59.1% as seen in Figure 17.

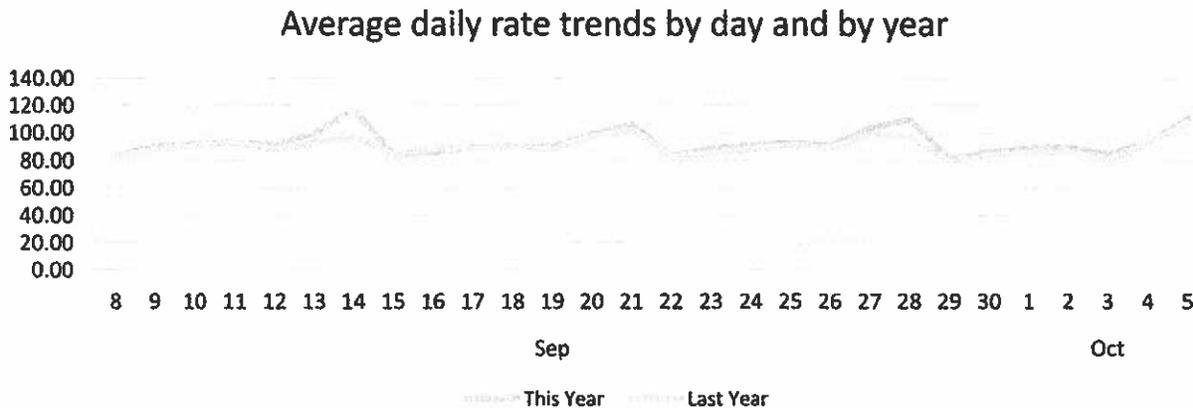


FIGURE 18. AVERAGE DAILY RATE

The average daily rate (ADR) of rooms for this year’s event period was \$95, 3% above room rates compared to \$92, the same time last year. The average room rate for this year’s event period was also higher than the rate for the week (\$92.95) and almost the same as the 28-day period (\$95.32) as shown in Figure 18.

Figure 19 shows the revenue per available room (RevPAR) for the same year/month-long time period. The average RevPAR for the four nights of the event was \$63, which is 20.8% above last year’s same-period average of \$55. This year’s RevPAR was also above the average week rate (52.61) and this year’s 28 day-period rate of 56.31.

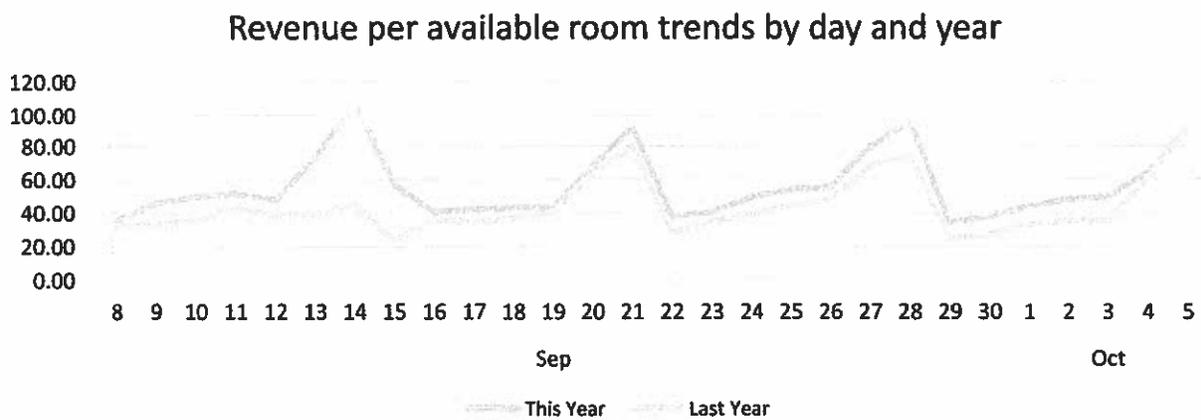


FIGURE 19. STR REVPAR BY DAY AND YEAR

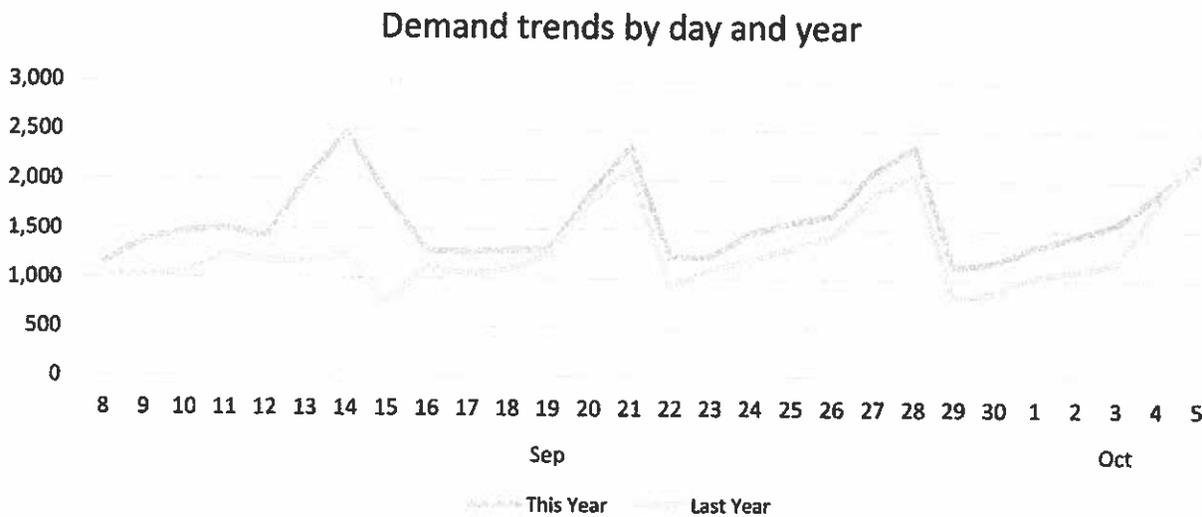


FIGURE 20. STR DEMAND TRENDS BY DAY AND YEAR

The demand trend in Figure 20 shows an increase this year over last year. Room demand for this year’s event period was 1,780 rooms as compared to last year’s same four-day period average of 1,585 rooms, an increase of 17.1%. Room demand during event night. It was also above the daily average demand for the month (1,606) and for the week (1,538).

Total lodging revenue for this year’s event-period was also higher than last years by 20.9%. This year’s SANDCASTLE DAYS four-night revenue averaged \$171,507 whereas last year’s same-day revenue was \$150,644 as seen in Figure 21. The average revenue is also higher than this year’s month average revenue (\$153,043) and for the week (\$142,983).

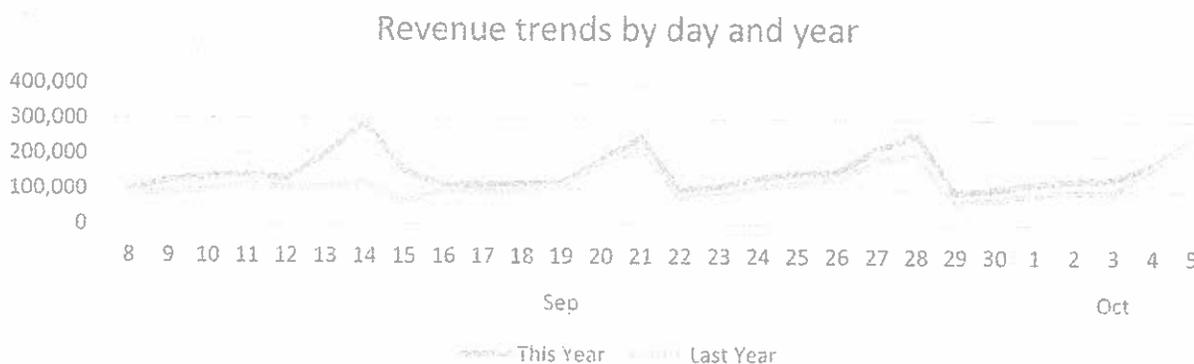


FIGURE 21. STR REVENUE TRENDS BY DAY AND YEAR

STR hotel trend data Comparison of same day this year to last

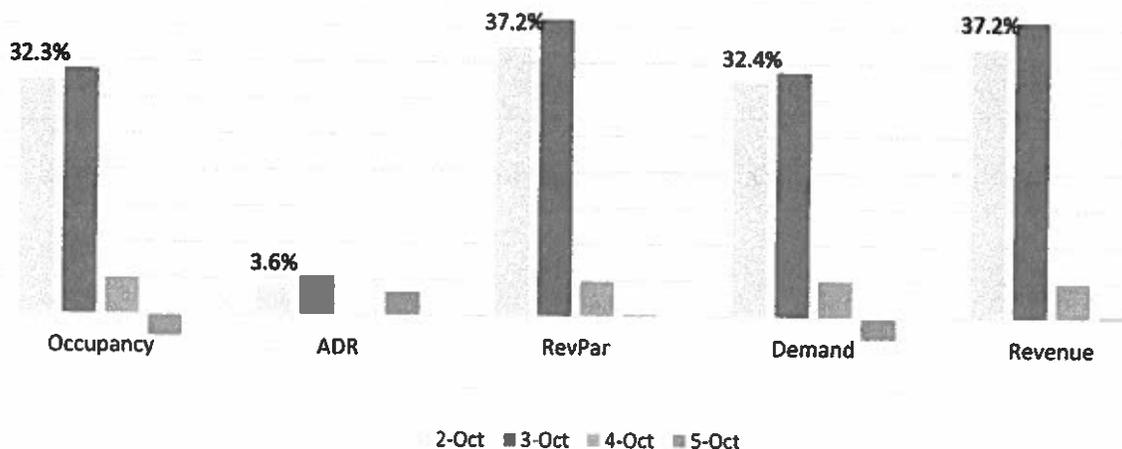


FIGURE 22. STR HOTEL TREND DATA 4-DAY COMPARISON

Finally, Figure 22 summarizes the average percent change in hotel occupancy, ADR, RevPAR, Demand, and Revenue for the final nights of that SANDCASTLE DAYS attendees would have spent the night on the Island were positive.

The STR data suggests that SANDCASTLE DAYS could have resulted in an increase in lodging occupancy and rates over the week or month period as compared to the same four-day period as last year. In addition, other events held during the same four-day period this year or last year may have resulted differences in STR metrics.

Note: The STR data is derived from 11 hotel owner/operator reporting data for this year and last year. This represents 35.5% of the census of 31 open hotels listed in the STR Census and 31.4% of the hotel rooms listed, thus all results should be interpreted accordingly without a high degree of assurances of generalizability.

Appendix A: Survey

Sandcastle Days 2019																							
<p>This survey is to understand your household experience and spending during Sandcastle 2019. <i>The one person, older than 18, best able to report on spending for all people in your household at the event should complete this survey.</i> Responses are very important to planning future events. As a thank you, you may enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort. Responses are confidential and individual information will not be included in survey results or shared with others.</p>																							
<p>1. Have you or someone else in your household already completed this survey? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, return this survey.</p> <p>2. Did you come to South Padre Island specifically for Sandcastle Days? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>3. **About how many miles did you travel to attend this event? _____ miles</p> <p>4. Which of the following best describes your participation at this event? (Check all that apply)</p> <p><input type="checkbox"/> Registrant/Sandcastle Competitor <input type="checkbox"/> Spectator <input type="checkbox"/> Event volunteer/staff <input type="checkbox"/> Event sponsor/vendor <input type="checkbox"/> Did not attend <input type="checkbox"/> Other _____ (write in answer)</p> <p>5. *Including yourself, how many people from your household attended the event? _____ Number in household</p> <p>6. How many nights did you (or will you) spend on South Padre Island while attending this event? _____ nights</p> <p>7. **Where are you staying (or did stay) while on South Padre Island for this event?</p> <p><input type="checkbox"/> Hotel/motel <input type="checkbox"/> Rented condo/beach house <input type="checkbox"/> Campground/RV park <input type="checkbox"/> Rented a room <input type="checkbox"/> My own SPI residence <input type="checkbox"/> Friend/family residence (unpaid) <input type="checkbox"/> Not spending the night <input type="checkbox"/> Other (please specify) _____</p> <p>8. *If Hotel/Motel selected, provide name _____</p> <p>9. Which Sandcastle days did you attend and/or will you attend? (check all that apply)</p> <p><input type="checkbox"/> WED OCT 2nd <input type="checkbox"/> THU OCT 3rd <input type="checkbox"/> FRI OCT 4th <input type="checkbox"/> SAT OCT 5th <input type="checkbox"/> SUN OCT 6th</p> <p>10. **Please give your best estimate of the total amount you and your household spent (or will spend) during your entire time in South Padre Island for Sandcastle. (List only total dollar amounts spent on SPI)</p> <table border="0"> <tr> <td>Food & beverages (restaurants, concessions, snacks, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Night clubs, lounges & bars (cover charges, drinks, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Lodging expenses (hotel, motel, condo, room)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Retail shopping (souvenirs, gifts, film, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Transportation (gas, oil, taxi, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Parking fees</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>SPI Admission fees</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Clothing or accessories</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Groceries</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Other (please specify)</td> <td style="text-align: right;">\$</td> </tr> </table>	Food & beverages (restaurants, concessions, snacks, etc.)	\$	Night clubs, lounges & bars (cover charges, drinks, etc.)	\$	Lodging expenses (hotel, motel, condo, room)	\$	Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$	Retail shopping (souvenirs, gifts, film, etc.)	\$	Transportation (gas, oil, taxi, etc.)	\$	Parking fees	\$	SPI Admission fees	\$	Clothing or accessories	\$	Groceries	\$	Other (please specify)	\$	<p>11. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?</p> <p>Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely</p> <p>12. How likely are you to return to South Padre Island for a vacation at some time in the future?</p> <p><input type="checkbox"/> Extremely likely <input type="checkbox"/> Somewhat likely <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat unlikely <input type="checkbox"/> Extremely unlikely</p> <p>13. How satisfied are you with your overall South Padre Island experience?</p> <p><input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>14. How satisfied are you with the event?</p> <p><input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>15. **What suggestions do you have for improving Sandcastle Days or your stay in South Padre Island? (write on back)</p> <p>16. What is your home zip or postal code? _____</p> <p>17. What is your home country?</p> <p><input type="checkbox"/> US <input type="checkbox"/> Mexico <input type="checkbox"/> Canada <input type="checkbox"/> Other _____</p> <p>18. What is your age? _____ (years of age)</p> <p>19. What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Gender diverse <input type="checkbox"/> Prefer not to answer</p> <p>20. What is your marital status?</p> <p><input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Widowed <input type="checkbox"/> Divorced/separated</p> <p>21. What is your highest educational attainment?</p> <p><input type="checkbox"/> Less than high school <input type="checkbox"/> Associate's degree <input type="checkbox"/> High school graduate <input type="checkbox"/> Bachelor's degree <input type="checkbox"/> Some college, no degree <input type="checkbox"/> Graduate/professional degree</p> <p>22. What is your current employment status?</p> <p><input type="checkbox"/> Work full-time <input type="checkbox"/> Retired within past year <input type="checkbox"/> Work part-time <input type="checkbox"/> Retired more than 1 year <input type="checkbox"/> Unemployed (looking for a job) <input type="checkbox"/> Other (Please specify)</p> <p>23. What is your combined annual household income?</p> <p><input type="checkbox"/> Less than \$20,000 <input type="checkbox"/> \$60K-\$69,999 <input type="checkbox"/> \$20K-\$29,999 <input type="checkbox"/> \$70K-\$79,999 <input type="checkbox"/> \$30K-\$39,999 <input type="checkbox"/> \$80K-\$99,999 <input type="checkbox"/> \$40K-\$49,999 <input type="checkbox"/> \$100K-\$149,999 <input type="checkbox"/> \$50K-\$59,999 <input type="checkbox"/> \$150,000 or more</p> <p>24. What is your ethnicity? (Select all that apply)</p> <p><input type="checkbox"/> White <input type="checkbox"/> Hispanic <input type="checkbox"/> Mixed <input type="checkbox"/> Black <input type="checkbox"/> Asian <input type="checkbox"/> Other</p> <p>Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort. Contact information is confidential and will be deleted after the drawing.</p> <p>Name _____ Phone number: _____ Email: _____</p> <p>Winners will be notified no later than 1 week after event.</p>
Food & beverages (restaurants, concessions, snacks, etc.)	\$																						
Night clubs, lounges & bars (cover charges, drinks, etc.)	\$																						
Lodging expenses (hotel, motel, condo, room)	\$																						
Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$																						
Retail shopping (souvenirs, gifts, film, etc.)	\$																						
Transportation (gas, oil, taxi, etc.)	\$																						
Parking fees	\$																						
SPI Admission fees	\$																						
Clothing or accessories	\$																						
Groceries	\$																						
Other (please specify)	\$																						

Appendix B: Zip code map

The following showcases the Sandcastle Sculptors zip codes and names provided by the 2019 Sandcastle Days sponsor.

2019 Master Sculptors:	ZIP CODES OR COUNTRY:
Abe Waterman	94122
Andrew Daily	34231
Bruce Q Peck	34212
Christy Atkinson	77856
Edith Van De Wetering	Hoofdstraat 6g 9968 AB Pieterburen, Holland
Emerson Schreiner	49506
Greg J Grady	03038
John Joaquin Cortez	76446
Lucinda Wierenga	78597
Ludo Roders	3022 RE Rotterdam, Holland
Walter C McDonald	78597
Wilfred Stijger	Hoofdstraat 6g 9968 AB Pieterburen, Holland
<u>2019 Amateau Sculptors:</u>	<u>Zip Codes:</u>
Magic Tables Mamas/J Schmidt	79414
Los Morrocayos/M Mendoza	78665
Phrank's Phun/F Elkins	74131
Sand Pitty/S Nagy	76513
Sand Camp/M Müller	78578
Sandbaggers/A Lucio	78728
Beach Bum/B Reynolds	78566
San Marcos Suns/M Foster	78666
Suns of San Marcos/C Martin	78155

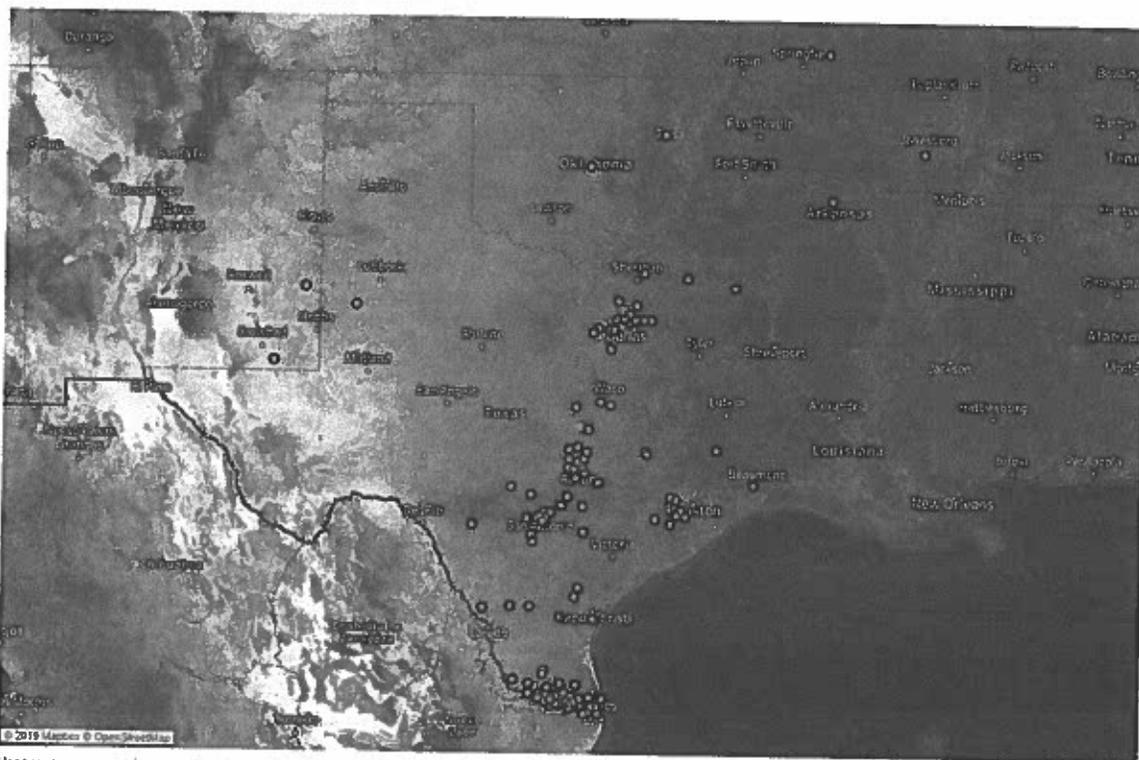
The following showcases the zip codes gathered by the SPI Survey Team at Sandcastle Days 2019.

SURVEYS ZIPCODES



Map based on Longitude (generated) and Latitude (generated). Details are shown for Survey Zipcodes. The view is filtered on Survey Zipcodes, which keeps multiple members.

SURVEYS ZIPCODES



Map based on Longitude (generated) and Latitude (generated). Data is shown for Survey Zipcodes. The view is filtered on Survey Zipcodes, which needs multiple members.

SURVEYS ZIPCODES

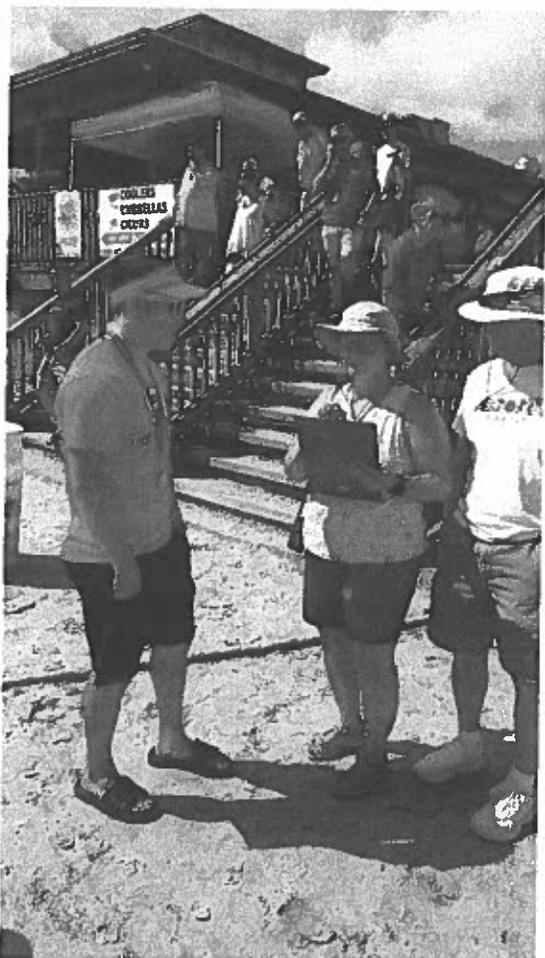


Map based on Longitude (generated) and Latitude (generated). Details are shown for Survey Zipcodes. The view is filtered on Survey Zipcodes, which needs multiple members.

Appendix C: Survey Picture Evidence



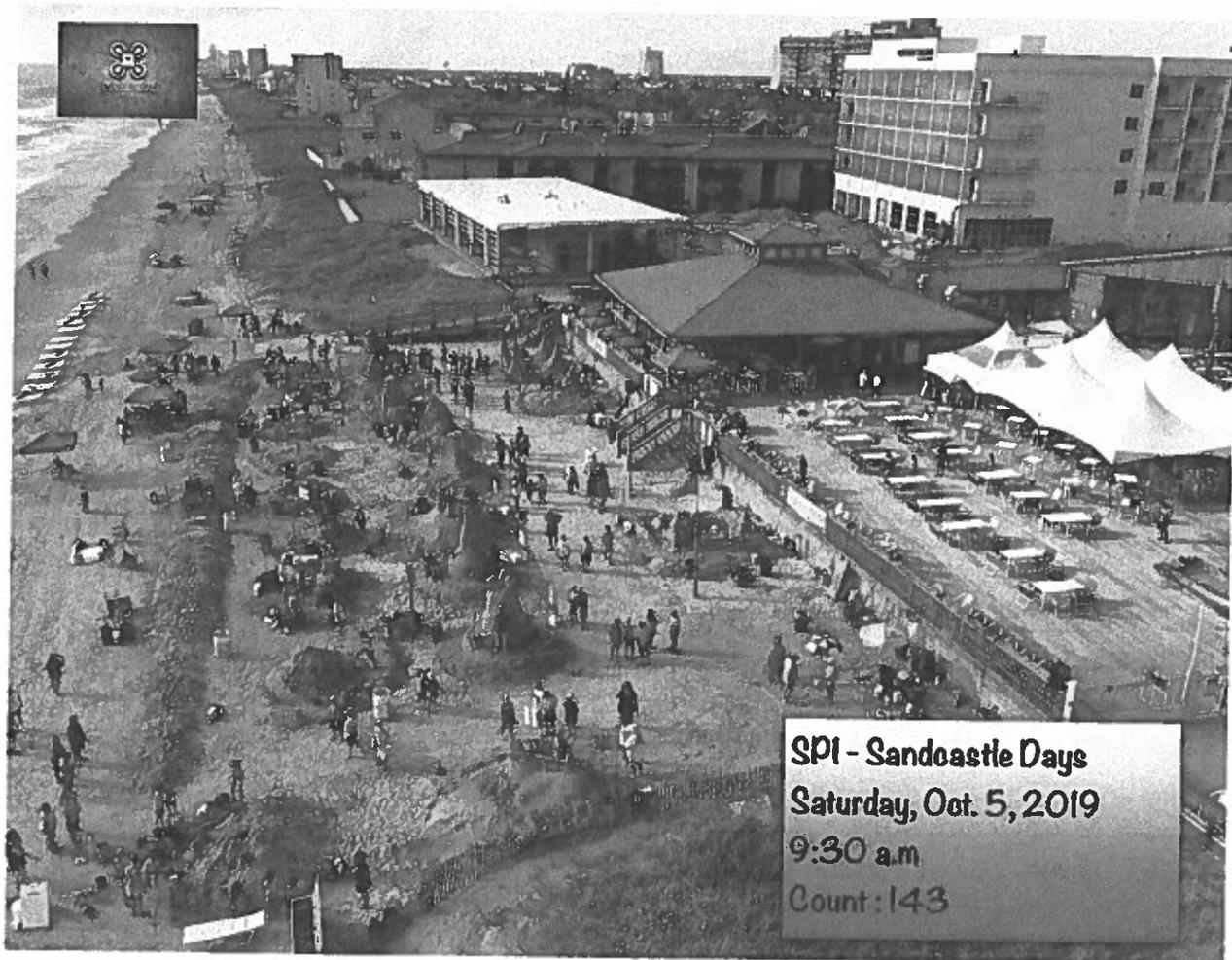




Sandcastle Days 2019 Drone Picture Analysis



Beginning of the event for the day. 131 people pictured.



SPI - Sandoastle Days
Saturday, Oct. 5, 2019
9:30 a.m.
Count: 143

People are arriving to see the almost finished products. 143 people pictured.

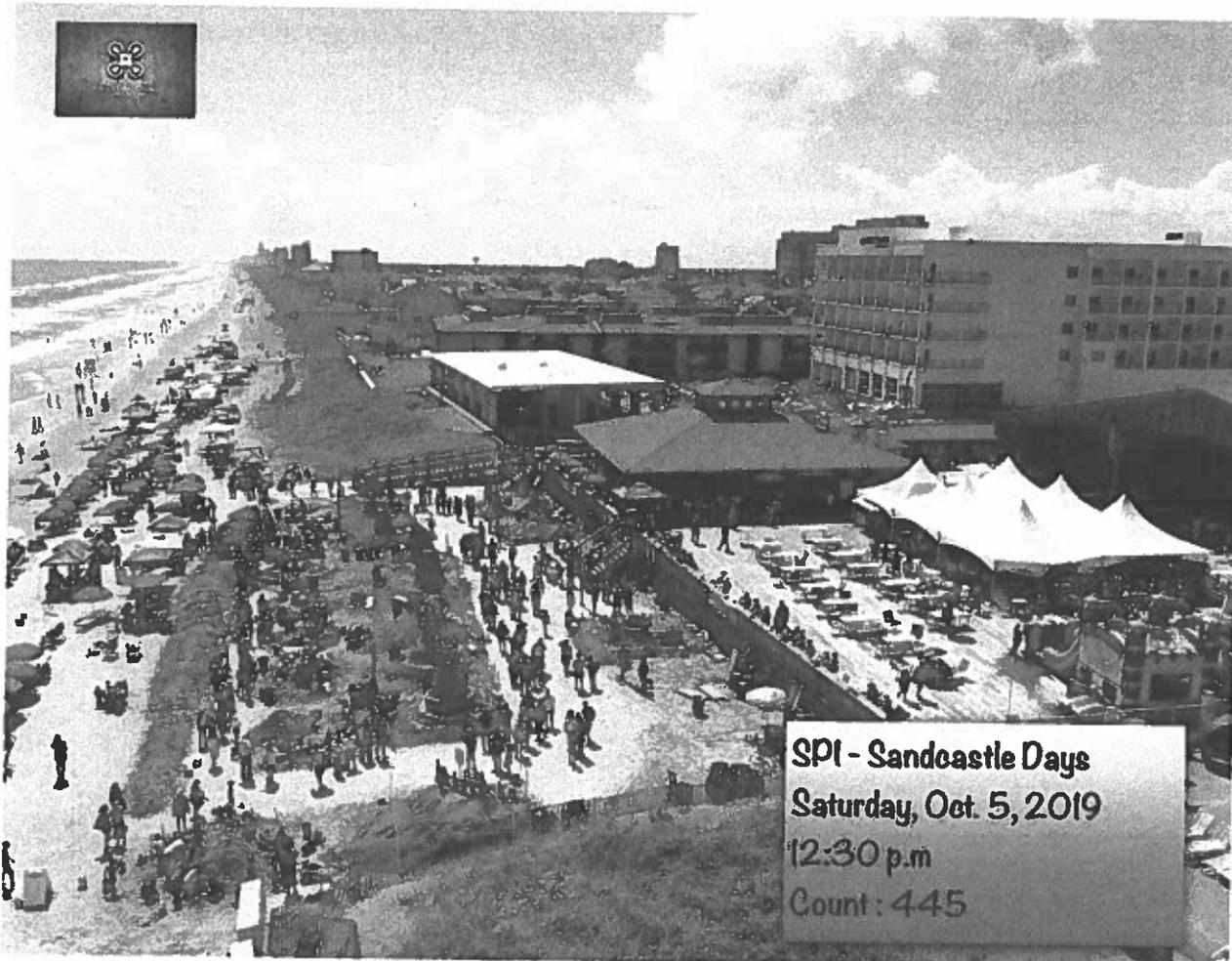


In just 1 hour, the amount more than doubles. Sandcastles are nearing completion. 344 people pictured.

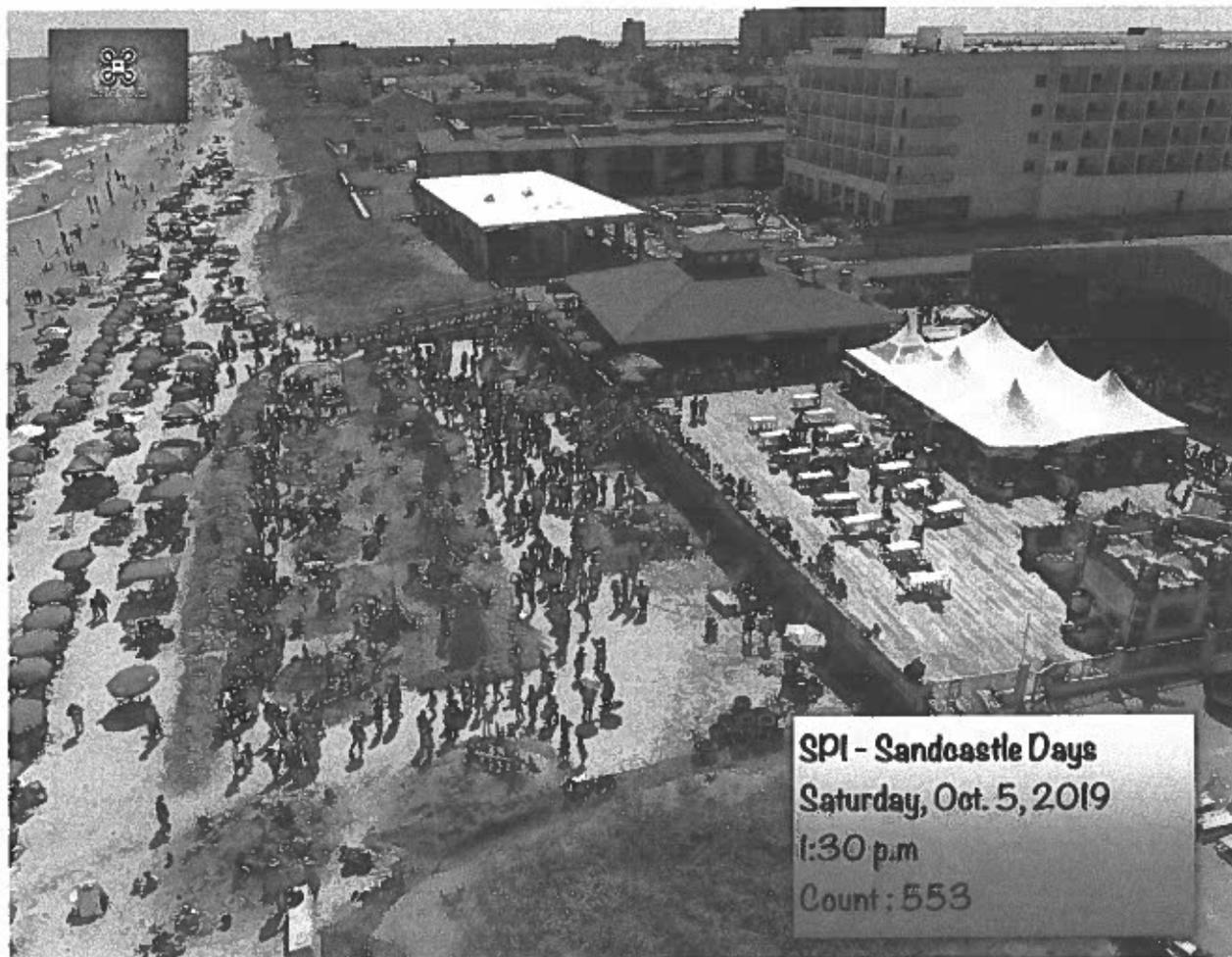


SPI - Sandcastle Days
Saturday, Oct. 5, 2019
11:30 a.m
Count : 345

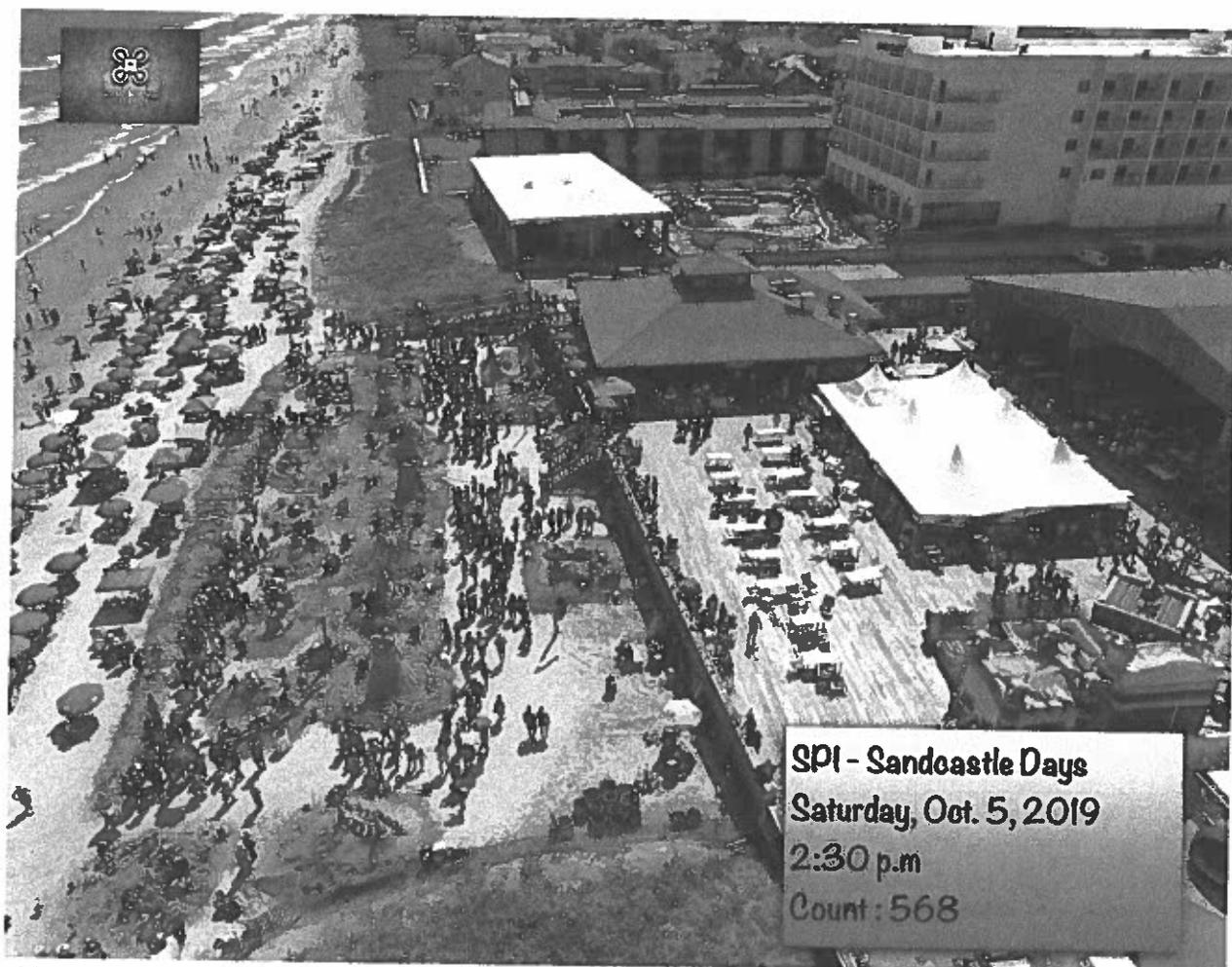
Crowd remains steady. Influx has slowed down. 345 people present.



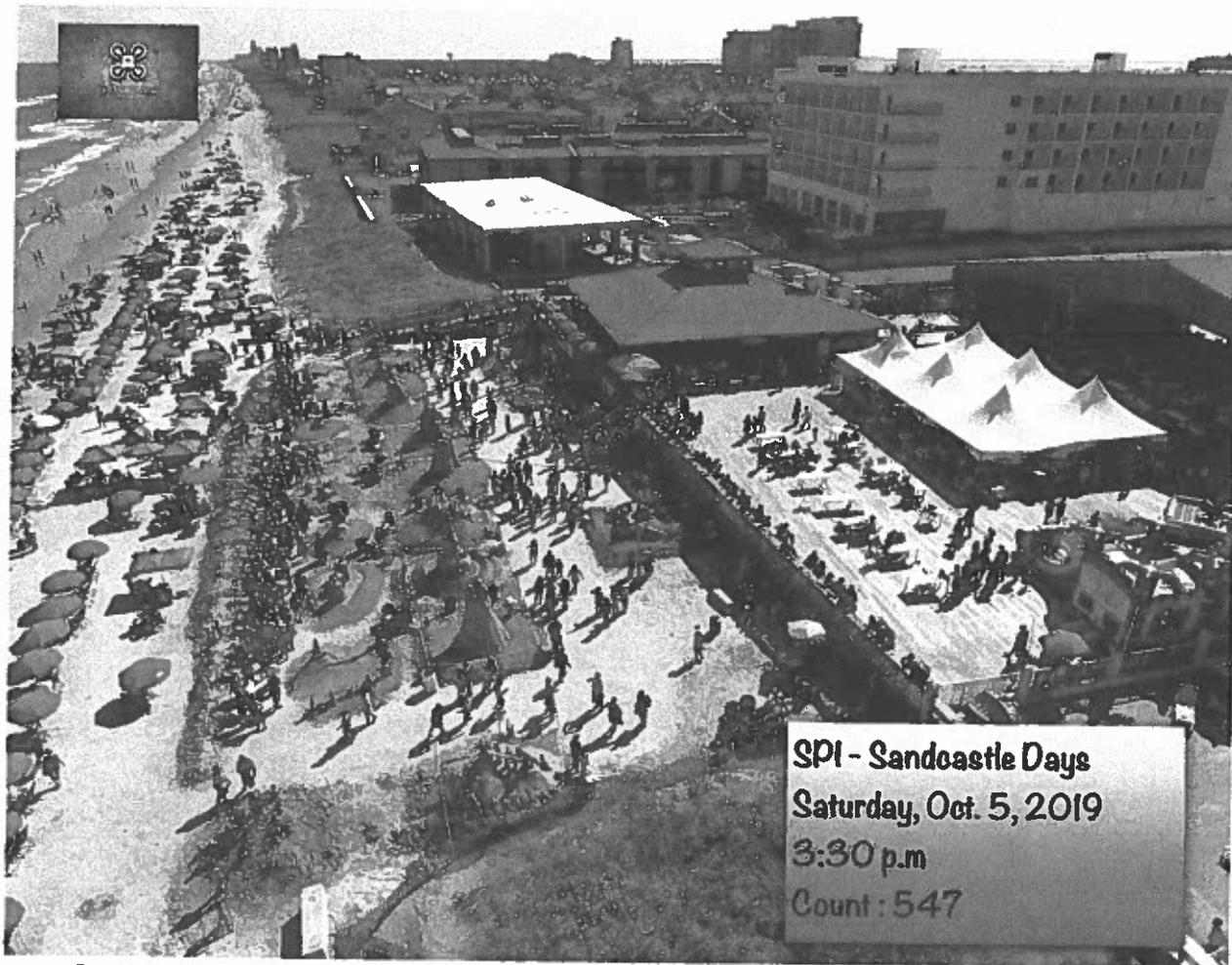
Crowd picks up once again. Some of the sand artworks are completed. Sandcastle building class also attracts a small crowd. 445 people pictured.



People keep pouring in to see the finished products. There are still some incomplete, but most are now done. 553 people pictured.

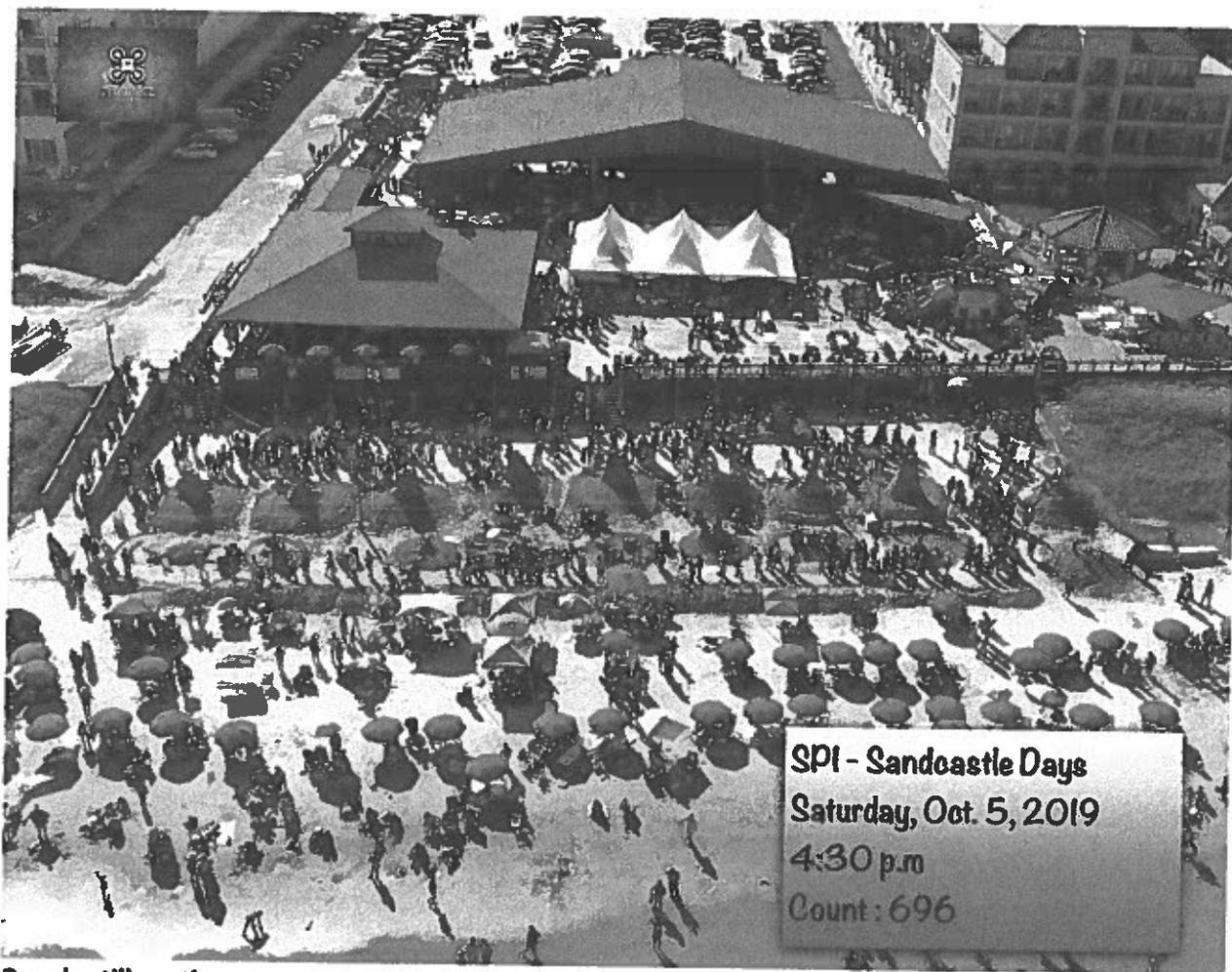


More people are still arriving. Announcement is made that a local band will perform shortly, so some head to the stage area. 568 people pictured.



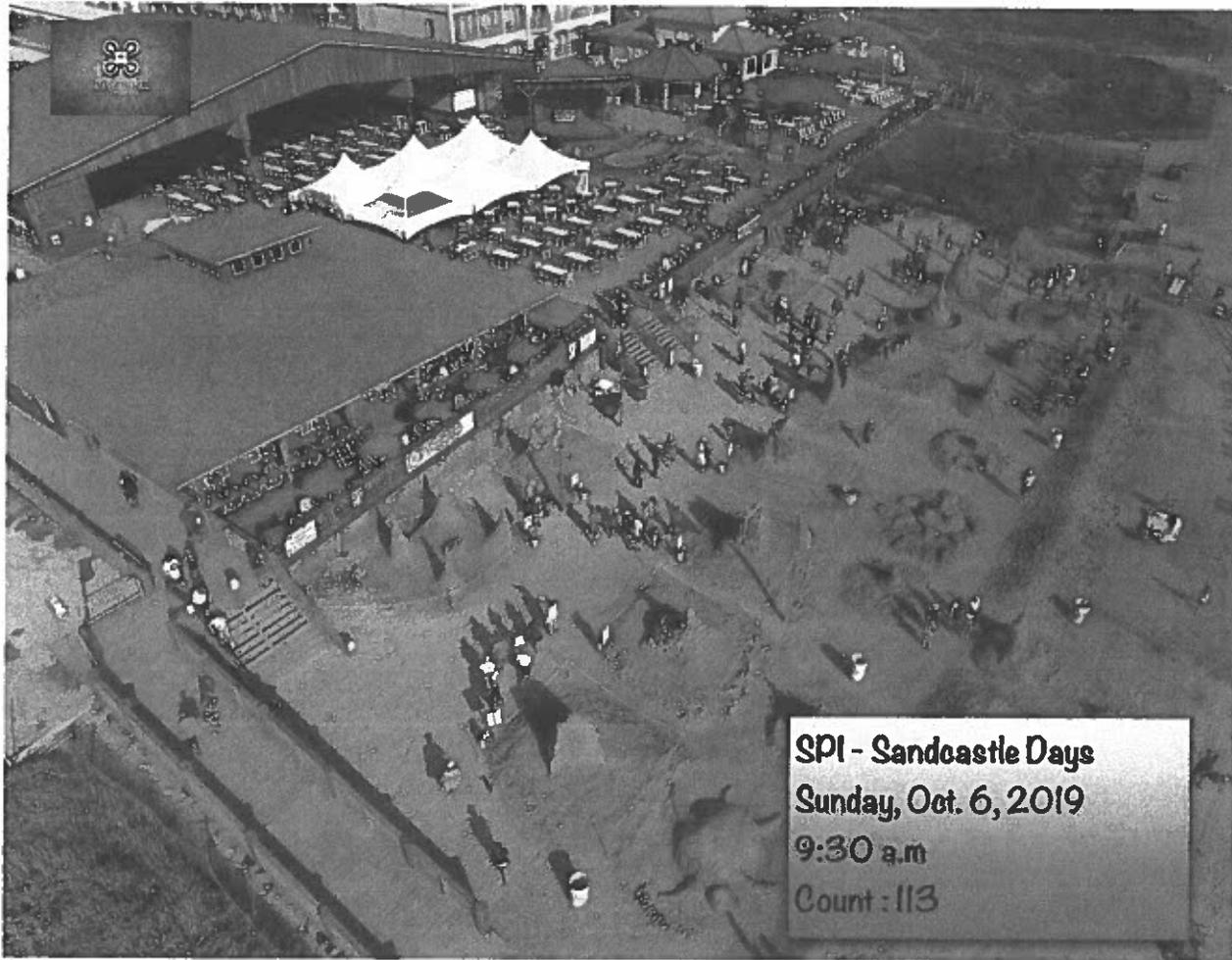
SPI - Sandcastle Days
Saturday, Oct. 5, 2019
3:30 p.m
Count : 547

Spectators are still arriving to admire the sandcastles. Most are complete. Local band is also performing. 547 people pictured.

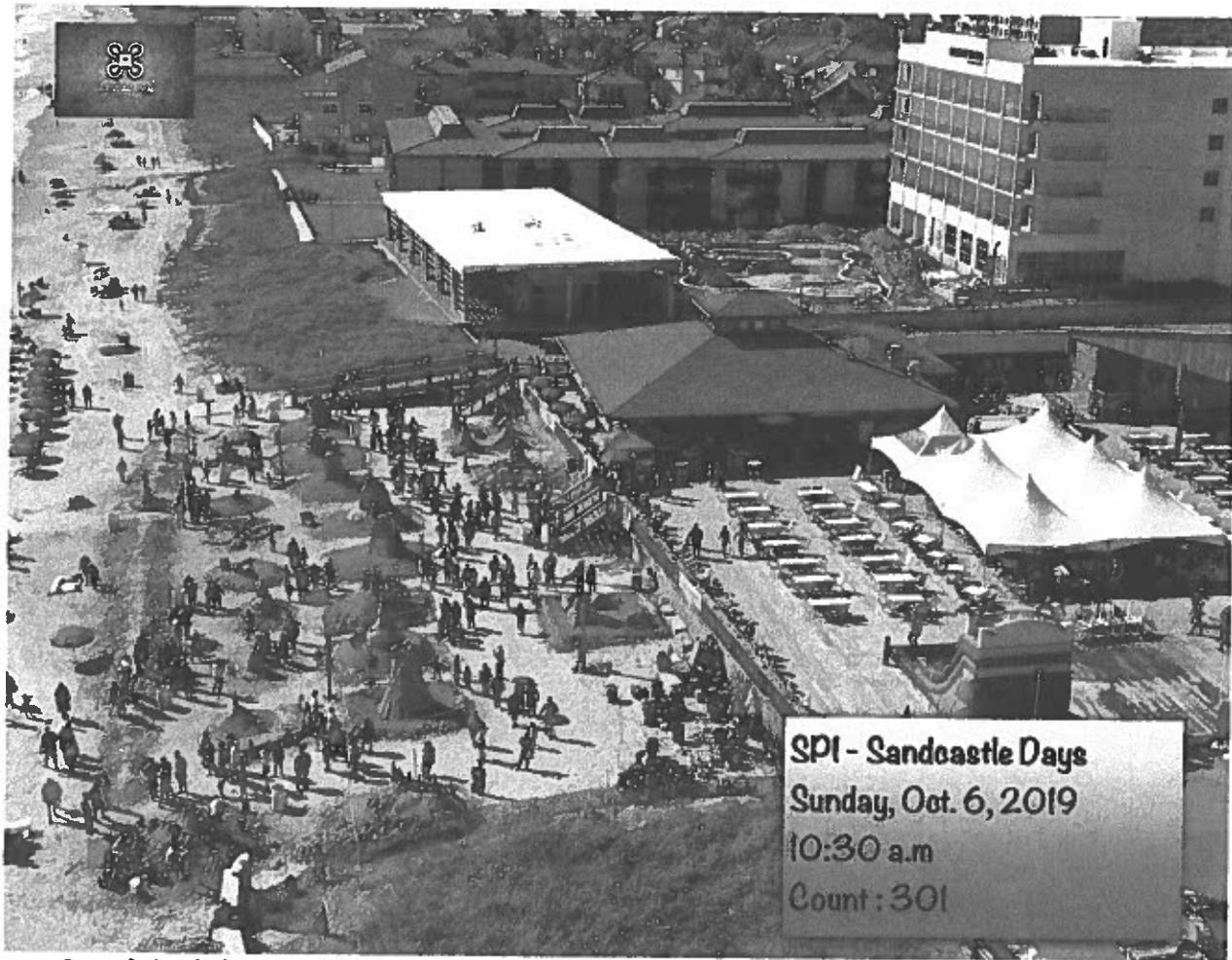


SPI - Sandcastle Days
Saturday, Oct. 5, 2019
4:30 p.m.
Count: 696

People still continue to pour in to the event. Local band continues to perform along with a pause for an environmental awareness show. 696 people pictured.



Beginning of the event for the day. 113 people pictured.

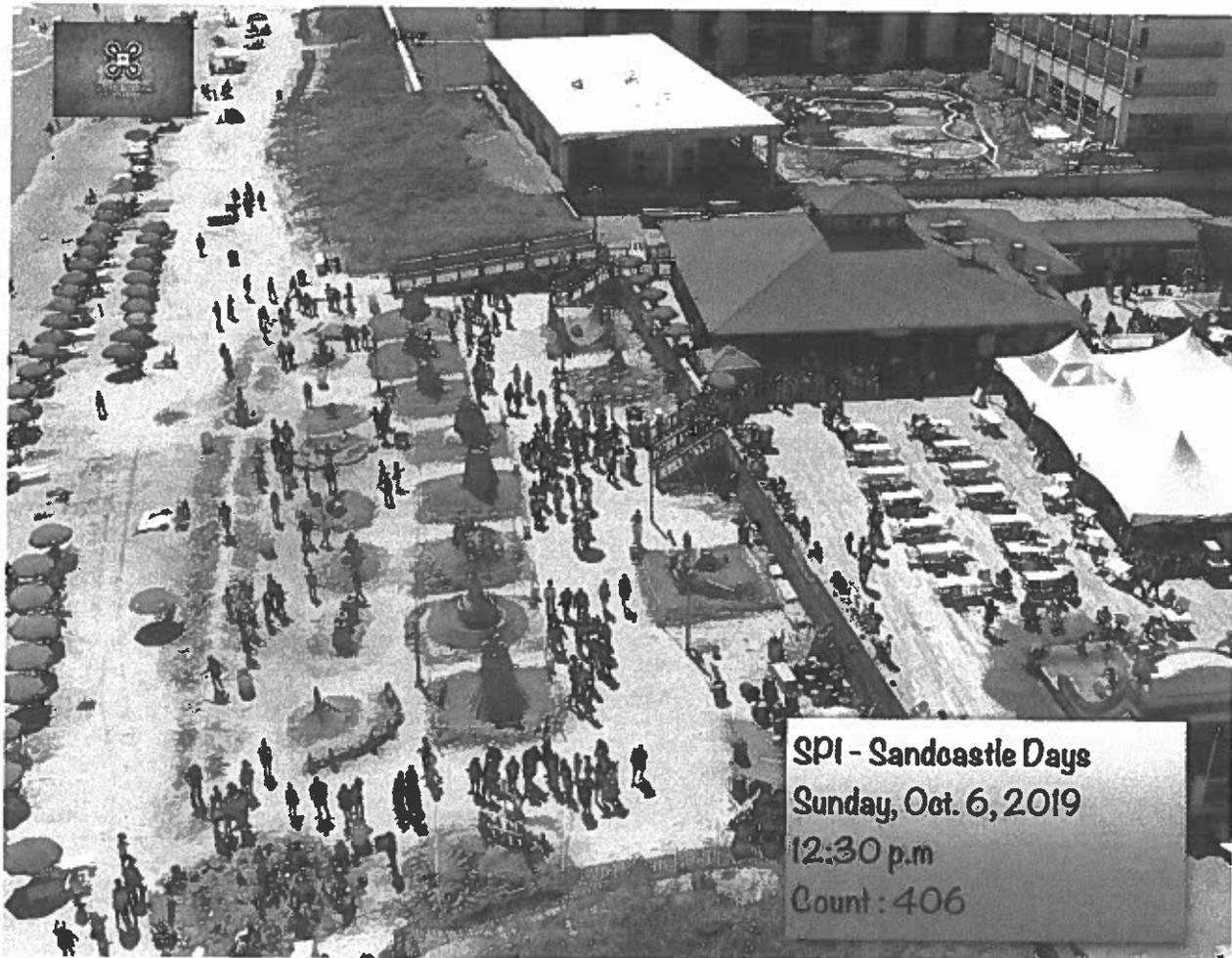


Crowd sized almost triples as people come to view the finished products. 301 people pictured.

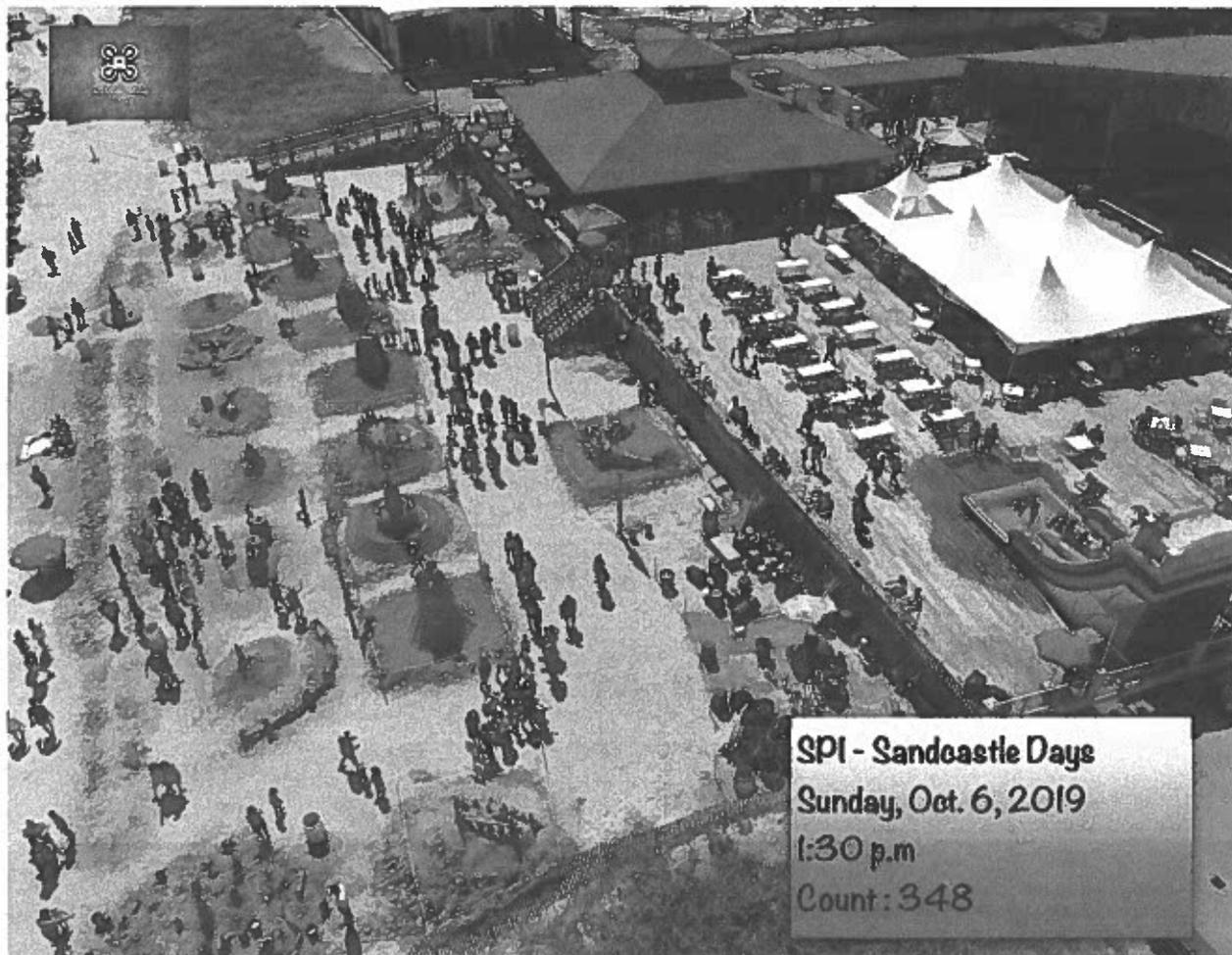


SPI - Sandcastle Days
Sunday, Oct. 6, 2019
11:30 a.m
Count : 355

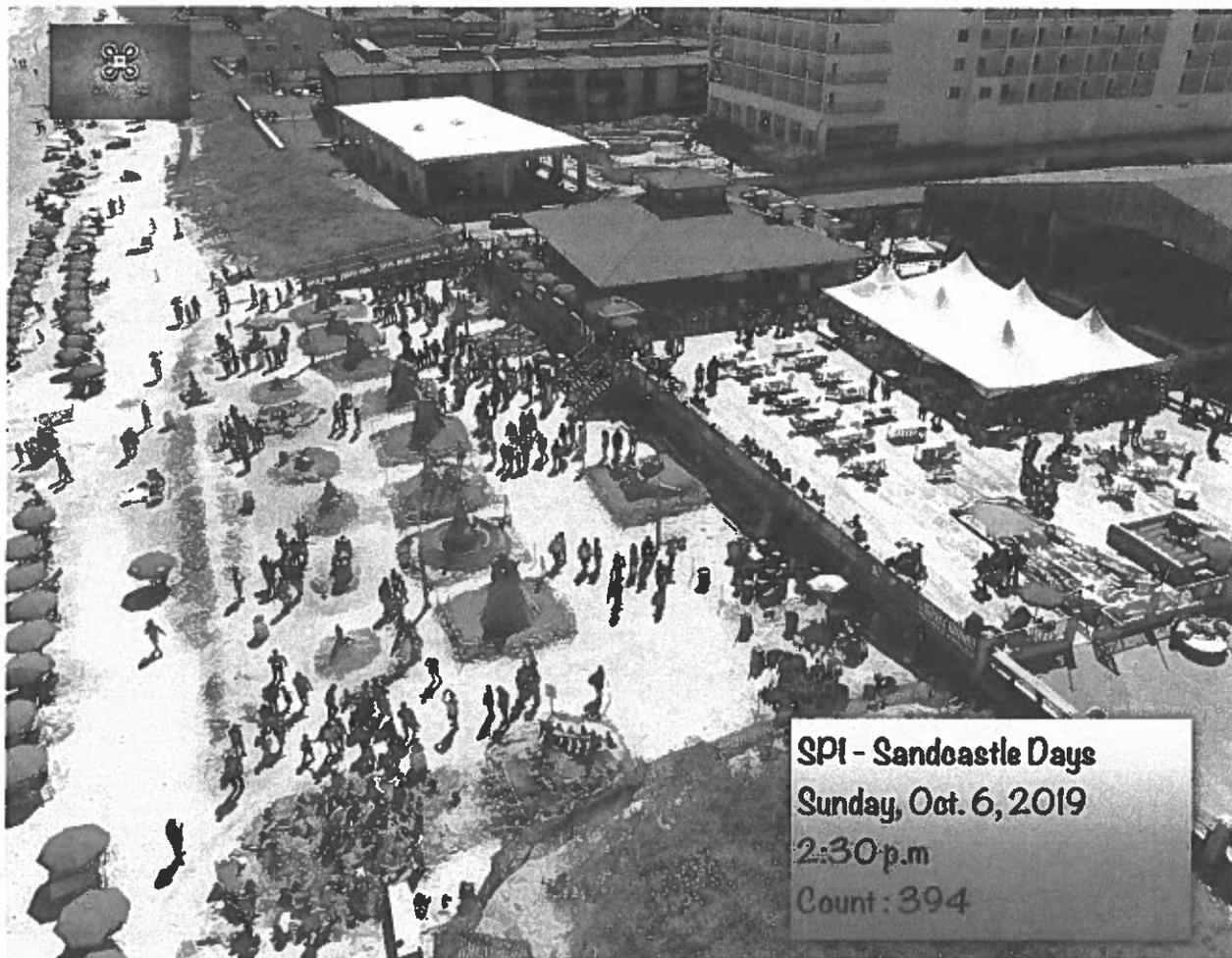
Crowd increases steadily as more people arrive to view the artwork. 355 people pictured.



Crowd continues to grow and announcement is made that the bar is once again open. 406 people present.



Local band shows up once again. Announcement to support local vendors is made. Crowd shifts back toward the stage area. 348 people pictured.



Saturday Oct. 6, 2019, 2:30 pm: Crowd once again picks up to see the finished sandcastles as well as the music entertainment. 394 people pictured.



Crowd dwindles as event is nearing closure. 278 people pictured.

Drone videos and on the ground interview evidence were also recorded at the event on Saturday Oct 5th and Sunday Oct 6th. They will be provided to the CVB team in the upcoming weeks.

Videos will be finally posted on the Business and Tourism Research Center at the University of Texas Rio Grande Valley YouTube account. Click the link to stay alert for the latest videos.

<https://www.youtube.com/channel/UCmhZTG8c4y5iiB-RDacRPCw>

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

MEETING DATE: August 31, 2021

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

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

- 1.) Executive Summary-Travel Outlook
- 2.) Visitors Center
- 3.) ADR & Occupancy
- 4.) Arrivalist Report
- 5.) Social Media
- 6.) Cision Report
- 7.) Website Overview
- 8.) Marketing Campaigns

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: August 31, 2021

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the media buy for Rio Sports Live for FY 2021/2022. (Caum)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

02-594-0531

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:



Rio Sports Live
237 N. Sam Houston
San Benito, TX 78586
riosportslive@gmail.com

Advertising Proposal 2021-22

Please accept this proposal for advertising and promotions for 2021. I have put this together to show the growth of Rio Sports Live over the past years with projections, demographics and supportive data backing up the value of investing advertising dollars. This marks our fifth year of broadcasting with new exciting growth.

My thanks again to you for taking the time to review this and I look forward to working together for another year.

Thank you.



Numbers

A typical commercial run on all of the social media platforms, for a corporate level sponsor, produced over 14 million impressions in 2019. Six of the 12 months we achieved over one million, with the month of November, reaching over 2 million. Numbers below for 2018 show the number of impressions that would have been received if ran at the same frequency. January 2020 shows an increase of over 10 times from 2018. Realistic projections for the year was over 20 million impressions. We reached over 30 million. 2021 projections are well over 50 million.

We covered over 1,600 high school games this past year. This summer we covered over 500 more games with projections for the 2021-22 school year to exceed 4,000 games.

Impressions

Impressions for corporate Advertiser

	2017	2018	2019	2020	2021	Total
January	0	105,833	789,756	1,309,275	3,352,142	5,557,006
February	0	153,577	966,892	1,821,257	4,798,565	7,740,291
March	0	145,102	683,658	1,999,456	5,330,451	8,158,667
April	0	146,918	976,570	2,176,648	3,857,507	7,157,643
May	0	341,791	1,248,783	1,903,255	3,872,232	7,366,061
June	0	303,411	856,211	1,485,881	3,994,056	6,639,559
July	0	334,257	747,211	1,201,502	2,865,650	5,148,620
August	0	396,094	1,259,498	1,578,327	0	3,233,919
September	0	912,108	1,621,804	3,315,364	0	5,849,276
October	0	899,994	1,406,781	4,118,670	0	6,425,445
November	7,296	1,674,987	2,106,476	4,977,038	0	8,765,797
December	54,547	1,657,135	1,687,993	4,813,901	0	8,213,576
Totals	63,860	7,073,225	14,353,652	30,702,594	28,072,624	80,255,860

When impressions are shown for a CPM (Cost per 1,000 impressions) Value, at a modest rate of \$3.00 each, an advertiser for 2019 would have paid an average of over \$3,500 per month. At an industry average price of \$4.00 CPM an advertiser would have paid over \$10,000 monthly for 2020. We offer an opportunity to purchase ad space on all platforms at a fixed rate with no increase for added impressions.



Reach

At the High School level in the past year we moved from 66 different high schools covered to over 200. This includes heavy coverage throughout the Rio Grand Valley, Laredo, Corpus Christi and South San Antonio. We continue coverage of teams from Houston, Dallas, Ft. Worth and other cities within the state of Texas and have now covered teams from outside of the state including teams from Mexico. Coverage of school age athletes include public and private and are not limited to high school age. Our demographics continue to show an appealing target.

Facebook Viewers to date

Age 13-17	Less than 2 % total. 42% Male, .58% Female
Age 18-24	17% Total. 49% Male, 51% Female.
Age 25-34	23% Total. 44% Male, 56% Female.
Age 35-44	30% Total. 39% Male, 61% Female.
Age 45-54	23% Total. 49% Male, 51% Female.
Age 55-64	4% Total. 44% Male, 56% Female.
Age 65+	2% Total. 43% Male, 57% Female.

92% Viewers from the United State. 83% in the state of Texas.

YouTube Viewers

Age 13-17	5.4 % total. 66% Male, 34% Female
Age 18-24	14.1% Total. 77% Male, 23% Female.
Age 25-34	21.8% Total. 71% Male, 29% Female.
Age 35-44	23.2% Total. 73% Male, 27% Female.
Age 45-54	21.6% Total. 81% Male, 19% Female.
Age 55-64	12.4% Total. 82% Male, 18% Female.
Age 65+	1.5% Total. 79% Male, 21% Female.

93% Viewers from the United States. 60.7% in the state of Texas.



Pricing Options 2021

Line Item Pricing

- School of Choice Video Ads Regular Season. \$200 Monthly.
- Any Five Schools Video Ads Regular Season \$500 Monthly.
- Video Ads in Live Games RGV Regular Season. \$1,000 Monthly.
- Video Ads in Live Coastal Bend Regular Season. \$1,000 Monthly.
- Video Ads in Live Playoffs Games Coastal Bend or RGV \$1,000 Monthly.
- Video Ads Regular Season and Playoffs RGV or Coastal Bend \$1,500 Month.
- 10 Second Ad for Highlights RGV or Coastal Bend Games (Pre). \$2,000.
- 10 Second Ad for Highlights RGV or Coastal Bend Games (Post). \$1,500.
- Network Channel Ads (Average Three 20 Second Ads per hour for pre-recorded content on any selected channel.) \$150 Monthly.
- Pre Game, Halftime or Post Game Slate on All Broadcasts RGV or Coastal Bend. \$400 Monthly. (\$1,000 for All Three.)
- Website Banner with click through. \$1,000 Monthly.
- Instant Replay for Full Screen Replay RGV or Coastal Bend \$350 Monthly.
- Instant Replay for Split Screen RGV or Coastal Bend. \$500 Monthly.
- RSL Tab Full Page \$500 per publication.
- RSL Tab ¼ Page \$275 per publication.
- RSL Tab Business Card \$75 per publication.
- Annual Football Preview Magazine Full Page \$850.
- Annual Football Preview Magazine 4x4 Team Ad \$400.
- Annual Football Preview Magazine Team Schedule Ad \$150.



Special Pricing 2021- 22

- Video Ads Regular Season and Playoffs RGV and Coastal Bend.
- 10 Second Ad for Highlights RGV and Coastal Bend Games (Post).
- Network Channel Ads (Average Three 20 Second Ads per hour for pre-recorded content on ALL channels.).
- Pre Game, Halftime and Post Game Slate on All Broadcasts RGV and Coastal Bend.
- Website Banner with click through.
- Instant Replay for Split Screen Replay RGV and Coastal Bend.
- RSL Tab Full Page.
- RSL Tab ¼ Page (4) per publication.

Investment \$5,000 per month.

	05:00 PM	05:30 PM	06:00 PM	06:30 PM	07:00 PM	07:30 PM	08:00 PM	08:30 PM	09:00 PM	09:30 PM	10:00 PM	10:30 PM	11:00 PM	11:30 PM	12:00 AM
RIO SPORTS LIVE	RSL In The Game Feature Story On Player or Coach	RSL Standings A breakdown of in season standings	RSL In The Game Recaps, Preview Of Todays Gam Of Todays Games	RSL In The Game Recaps, Preview Of Todays Gam Of Todays Games	RSL High School Football Central Area updates, Highlights and more	RSL High School Football Central Area Updates, Highlight and more			RSL High School Football Central Area updates, Highlights and more			RSL Recap Highlights, Interviews From Todays Games		RSL Preview Upcoming Games	
RIO SPORTS 12	RSL Biggest Plays From Yesterday	RSL Biggest Plays From Yesterday	RSL Pregame Show Interviews with players and coaches.		RSL Feature Game Live Football Bird bowl 2020 Harlingen vs Harlingen South				RSL Feature Game Live Football Bird bowl 2020 Harlingen vs Harlingen South			RSL Recap Highlights, Interviews From Todays Games		RSL Preview Upcoming Games	
BROWNSVILLE HANNA	BISD Presents This week at BISD	Best of BISD Football Hanna vs Rivera 2020	Live Football Los Fresnos vs Hanna			Live Football Los Fresnos vs Hanna			RSL Recap Highlights, Interviews From Todays Games		RSL Preview Upcoming Games				
BROWNSVILLE ST. JOSEPH	St Joseph ISD Presents This week at S.J.	Best of St. Joseph Football vs St Joseph vs St Anthony	Best of St. Joseph Football vs St Joseph vs St Anthony	Best of St. Joseph Football vs St Anthony		Live Football Hyde Park vs St. Joseph			Live Football Hyde Park vs St Joseph			RSL Recap Highlights, Interviews From Todays Games		RSL Preview Upcoming Games	
CALALLEN	Calallen ISD Presents This week at Calallen	Best of Calallen Football vs CC Miller 2020	Calallen ISD Presents Live Football Beeville Jones vs Calallen			Calallen ISD Presents Live Football Beeville Jones vs Calallen			RSL Recap Highlights, Interviews From Todays Games		RSL Preview Upcoming Games				
CC MILLER	CCISD Presents This week at SP	Live Volleyball CC Miller vs CC Ray	Live Football Tuluso Midway vs CC Miller			Live Football Tuluso Midway vs CC Miller			RSL Recap Highlights, Interviews From Todays Games		RSL Preview Upcoming Games				
EDCOUCH ELSA	EE ISD Presents This week at EE	Best of EE Football vs Mission Veterans 2020	EEISD Presents Live Football Edcouch Elsa at Donna North			EEISD Presents Edcouch Elsa at Donna North			RSL Recap Highlights, Interviews From Todays Games		RSL Preview Upcoming Games				
HARLINGEN	HCISD Presents This week at HCISD	Best of Harlingen Football vs Harlingen South 2019	Best of Harlingen Football vs Harlingen South 2019	Best of Harlingen Football vs Harlingen South 2019	HCISD Presents Live Football Harlingen vs Harlingen South Bird Bowl 2020				HCISD Presents Live Football Harlingen vs Harlingen South Bird Bowl 2020			RSL Recap Highlights, Interviews From Todays Games		RSL Preview Upcoming Games	
HARLINGEN SOUTH	HCISD Presents This week at HCISD	Best of Harlingen South Football vs Harlingen South vs Los Fresnos 2020	Best of Harlingen South Football vs Harlingen South vs Los Fresnos 2020	Best of Harlingen South Football vs Harlingen South vs Los Fresnos 2020	HCISD Presents Live Football Harlingen vs Harlingen South Bird Bowl 2020				HCISD Presents Live Football Harlingen vs Harlingen South Bird Bowl 2020			RSL Recap Highlights, Interviews From Todays Games		RSL Preview Upcoming Games	
LAREDO UNITED	LISD Presents This week at LISD	Best of Laredo United Football vs San Benito 2019	Live Football Laredo United vs Eagle Pass			Live Football Laredo United vs Eagle Pass			RSL Recap Highlights, Interviews From Todays Games		RSL Preview Upcoming Games				
SAN PERLITA	SPISD Presents This week at SPISD	Best of San Perlita Playoff Volleyball 2019 Bi District	Best of San Perlita Playoff Volleyball 2019 Bi District	Best of San Perlita Playoff Volleyball 2019 Bi District	Live Volleyball San Isidro vs San Perlita			Live Volleyball San Isidro vs	Best of San Perlita Playoff Basketball 2018 Regional Tournament	Best of San Perlita Playoff Basketball 2018 Regional To		RSL Recap Highlights, Interviews From Todays Games		RSL Preview Upcoming Games	
SHARYLAND	Shary ISD Presents This week at Shary ISD	Sharyland ISD Presents Biggest plays	Live Volleyball Sharyland vs Valley View	Live Volleyball Sharyland vs Valley View	Live Volleyball Sharyland vs Valley View	Live Football Sharyland vs Roma			Live Football Sharyland vs Roma			RSL Recap Highlights, Interviews From Todays Games		RSL Preview Upcoming Games	
SANTA ROSA	SRISD Presents This week at SRISD	Best of Santa Rosa Basketball vs Marion 2018	Best of Santa Rosa Basketball vs Marion 2018	Best of Santa Rosa Basketball vs Marion 2018	Best of Santa Rosa Basketball vs Marion 2017	Live Football Santa Rosa vs LaVilla			Live Football Santa Rosa vs LaVilla			RSL Recap Highlights, Interviews From Todays Games		RSL Preview Upcoming Games	
LOS FRESNOS	LFISD Presents This week at LFISD	Best of Los Fresnos Playoff Volleyball 2019 Bi District	Best of Los Fresnos Playoff Volleyball 2019 Bi District	Best of Los Fresnos Playoff Volleyball 2019 Bi District	Live Football Los Fresnos vs Rivera			Live Football Los Fresnos vs	Live Football Los Fresnos vs Rivera			RSL Recap Highlights, Interviews From Todays Games		RSL Preview Upcoming Games	
LYFORD	Lyford ISD Presents This week at Lyford	Lyford ISD Presents Biggest plays	Live Volleyball Lyford vs Raymondville	Live Volleyball Lyford vs Raymondville	Live Volleyball Lyford vs Raymondville	Live Football Lyford vs Rio Hondo			Live Football Lyford vs Rio Hondo			RSL Recap Highlights, Interviews From Todays Games		RSL Preview Upcoming Games	

Application opens with guide on ANY handheld device, ROKU TV, Apple TV, Amazon Prime, RSL Website. 24 hours per day 365 days per year.

Fans scroll to the channel of their choice and select. They will see the programing as listed.

Black letters indicate pre-recorded content - Red Letters indicate Live events

RSL has the capability of adding over 100 Channels with actual archived games already in our broadcast vaults.

Students will be presented with opportunities for gaining “Hands On” educational experience.

Schools will be given advertising space on their channel which they can use to promote their activities.

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

MEETING DATE: August 31, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve the 3 month marketing campaign for Texas and Northern Mexico for FY 2021/2022.
(Rodriguez)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

02-594-0533

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

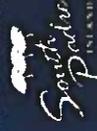
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

You're in good company

To us, being a good media company means telling stories that reach wide and impact deep. It means appreciating the value of partnerships, achieving results together, and working in the best interests of our audiences and our clients. It means driving innovation and surfacing good data to share stories others don't see.

We want to help South Padre Island CVB reach the right customers at the right time, and we know how to make this happen with Advanced Television's precise targeting.



What Is Advanced Television?

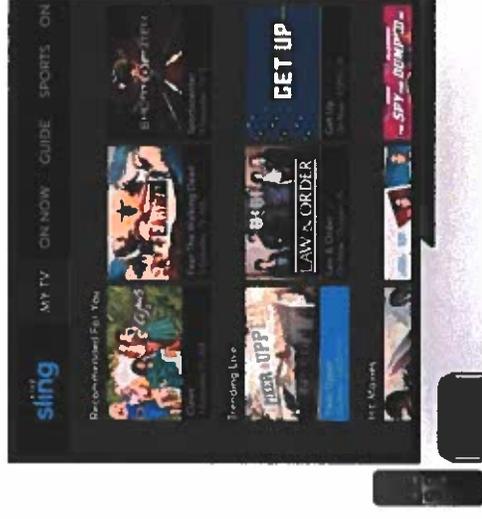
OTT (“over the top”) is video content such as TV shows, movies, sports & live TV that can be viewed using an internet-enabled streaming device, without requiring a cable or satellite subscription.

This also means it doesn’t cast a “wide net” like broadcast and can be more specifically targeted, which is where it will benefit South Padre CVB the most.

It’s Streaming TV!

OTT IS VIEWED USING:

- Smart TVs
- Streaming Devices
- Tablets
- Mobile Devices
- Gaming Consoles
- Desktops or Laptops





TECH/LEADERSHIP
Awards 2021

2021 TECH LEADERSHIP AWARD WINNER:
Best OTT & Streaming Technology

CYNOPSIS
Adtech Awards
COLLEGIUM OF TECH AND MEDIA AWARDS

2020 CYNOPSIS ADTECH AWARD WINNER:
Outstanding Local Advertising Solution

CYNOPSIS
Adtech Awards
COLLEGIUM OF TECH AND MEDIA AWARDS

2020 CYNOPSIS ADTECH AWARD HONORABLE MENTION:
Best Audience-Based Buying Platform

ABBI) AWARDS

2019 GABBCON ABBI AWARD WINNER:
Best Audience-Based Buying Platform

ABBI) AWARDS

2018 GABBCON ABBI AWARD WINNER:
**Best Audience-Based Buying Platform,
Silver**

ABBI) AWARDS

2018 GABBCON ABBI AWARD WINNER:
OTT Platform of the Year, Bronze



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TAG CERTIFIED AGAINST FRAUD // // //

TAG Certified Against Fraud

Protect your OTT ad spend & ensure legitimate ad delivery

We take ad fraud seriously and are committed to protecting your ad dollars through a combination of direct relationships and leading technology tools.

Our dedication to fraud prevention has earned us **TAG Certification Against Fraud**, and we are recognized in the industry for our commitment to remain a trusted and secure OTT advertising platform.

\$44B

In 2020, ad fraud surpassed credit card fraud, and it's expected to reach \$44 billion by 2022.

Source: McAfee, "Ad Fraud Report 2021" | www.mcafee.com | 2021

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Created by the American Association of Advertising Agencies (4A's), the Association of National Advertisers (ANA) and Interactive Advertising Bureau (IAB), The Trustworthy Accountability Group (TAG) is the leading global certification program fighting criminal activity and increasing trust in the digital advertising industry.



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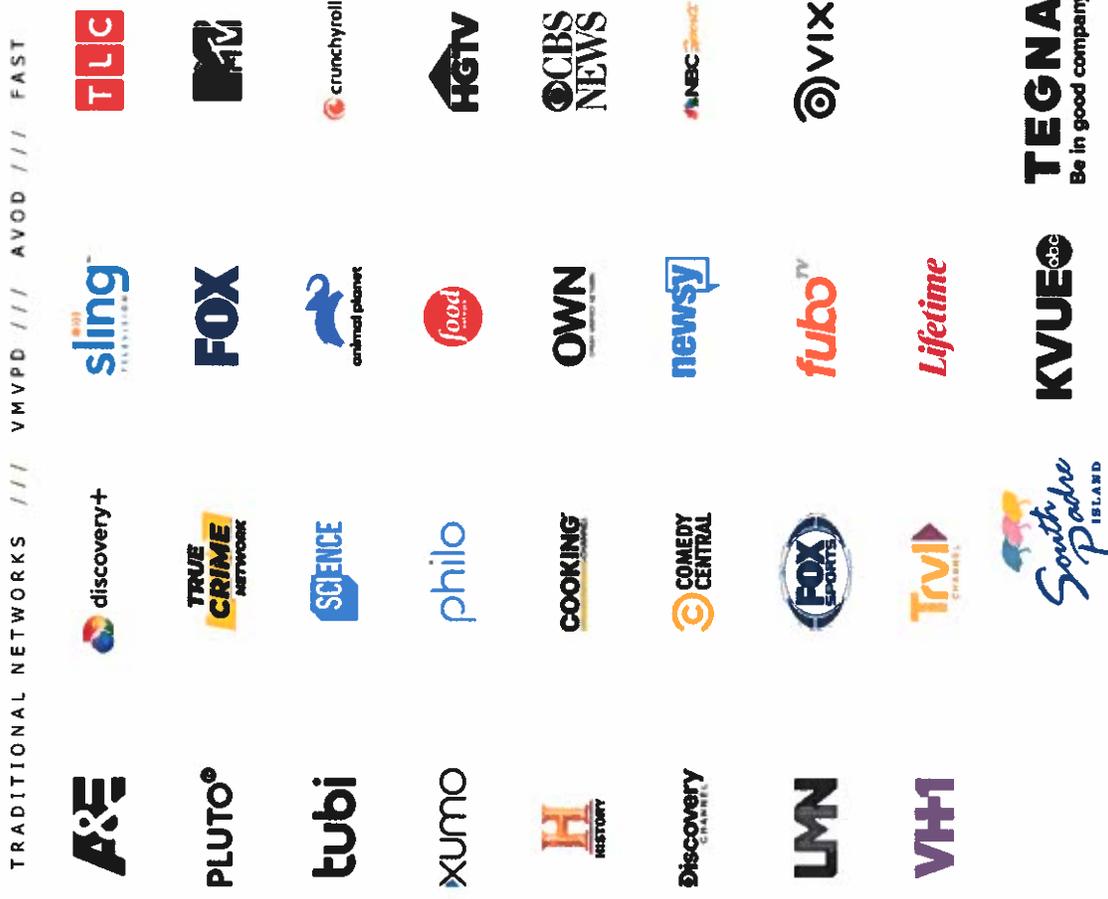
PREMIUM CONTENT

Over 125 Leading TV & Media Brands

Top TV Shows, Hit Movies, Live Sports & More!

- Direct relationships with trusted publishers
- Live & VOD (video-on-demand)
- Fraud-free, brand-safe, quality content
- No open-exchanges
- No user-generated content
- Non-skippable ads

© PREMIUM 2021



MEASUREMENT // // // //

Website Attribution

Measure how many people saw your ad and went to your brand's website after exposure to your media campaign. Track how many exposed visitors go to high-value pages.

Insights You'll Gather:

- Exposed Visits
- Number of Leads Generated
- Linear TV
 - Performance by Daypart, Show, Day of the Week, Creative
- OTT
 - Performance by Time of Day, Audience Segment, Day of Week, Device Type, Creative
- Reach, Frequency, and Recency
- Referring Domain



MEASUREMENT //

Website Attribution

Measure how many people who saw your ad went to your brand's website after exposure to your media campaign.



Pixel Insertion

Implement a universal tracking pixel on your website



Conversion Page Identification

Identify which high value pages are most important (all website pages are tracked though)



Track Conversions

Measure visitors who saw the ad prior to visiting using their HH IP

Website Attribution

- Did my media campaign drive an increase in site visits, especially to my conversion pages?
- Which schedule tactics drove that performance and how can I optimize my future performance?



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Detailed Reporting & Insights

An added benefit of Advanced Television for South Padre CVB is the detailed reporting we can provide showing how your ad is performing and who is seeing it:

- Network-level Reporting
- Impressions by Creative
- CTV Percentage
- Impressions by Geo, State, County & Zip
- Impressions by Segment
- Hours Watched by Creative
- VCR With Quartiles
- Reach & Frequency
- Device & Daypart Breakout
- Client Login Available



Sample Report



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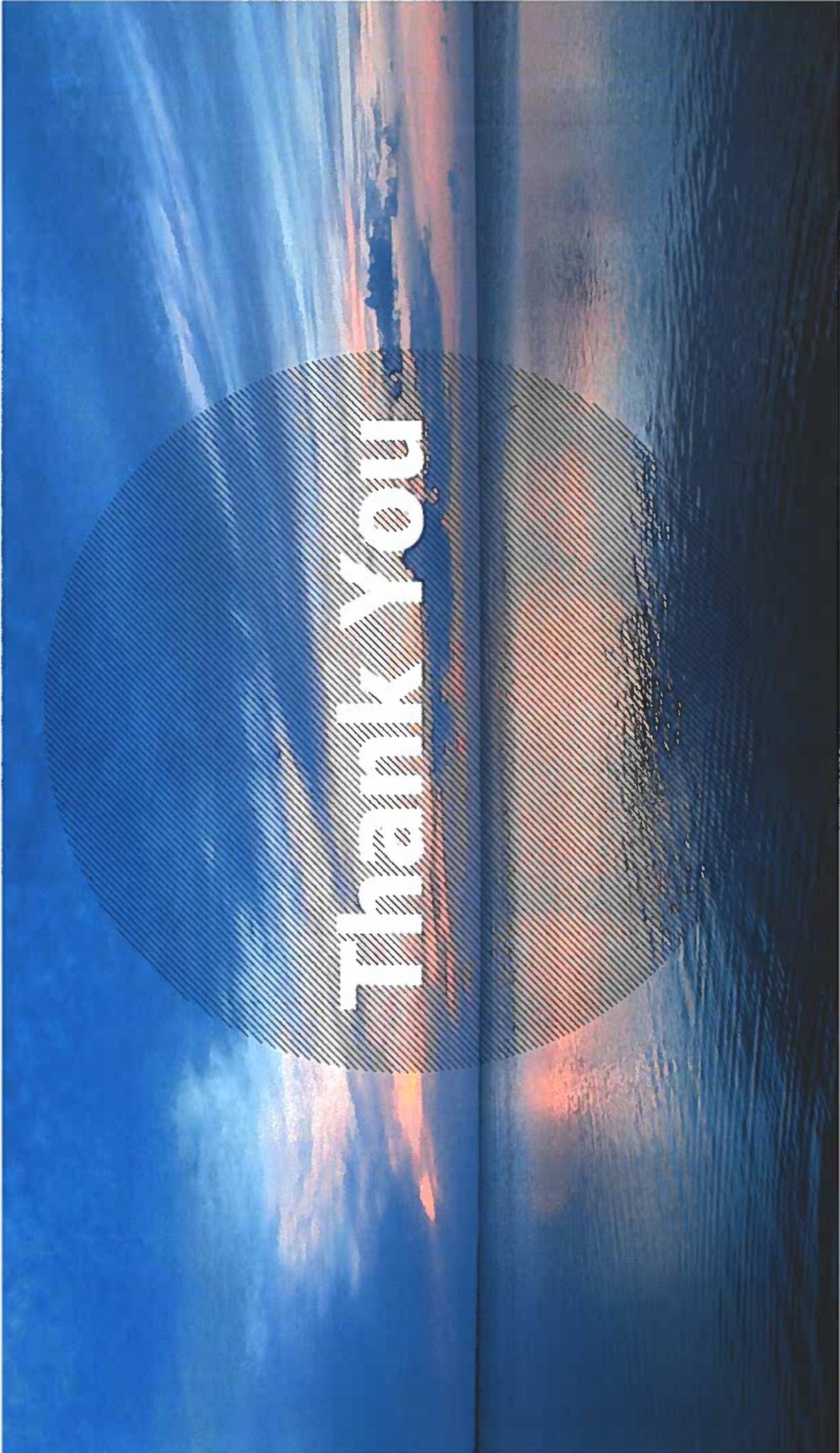
Our Monthly Recommendation:

Medium	Demo	Targeting	GEO	Monthly Impressions	Monthly Budget
Premion Advanced Television with Attribution	Adults 35-54	HHI \$75k+ No Children	Dallas Ft. Worth DMA	163,043	\$7,500
Premion Advanced Television with Attribution	Adults 35-54	HHI \$75k+ No Children	Houston DMA	108,696	\$5,000
Premion Advanced Television with Attribution	Adults 35-54	HHI \$75k+ No Children	San Antonio DMA	86,956	\$4,000
Premion Advanced Television with Attribution	Adults 35-54	HHI \$75k+ No Children	Laredo DMA	32,609	\$1,500

Total Monthly Investment
\$18,000



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Proposal ID: 366579
 Market: AUSTIN [38]
 Station: KVUE
 Schedule Date: 9/1/2021 - 11/30/2021
 Spot Length(s): :30, :05
 Book: Q3 EST (sell)
 Report: Planner
 Author: Jennifer Gray

Acct. Exec: Melanie Cottier
 Phone #: 512-459-2053
 Email: mcottier@kvue.com

Flight Dates: 9/1/2021-11/30/2021

Program Time	Spot Length	Wk	Rate Spots
KVUE			
KVUE AFTERNOON 2P-5P	:30	9	\$70.00
GRPs/Impressions			18
SHR			
CPP/CPM			
Mo-Fr 2:00p-5:00p			
RTF Comment			
WEEKEND LATE FRINGE	:30	9	\$25.00
GRPs/Impressions			24
SHR			
CPP/CPM			
Sa-Su 11:00p-1:00a			
RTF Comment			

General Summary (DMA P18+ D.RTG)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KVUE	210	\$15,030.00	163.5	2,379.9	47.9	3.4	29.9	\$91.93	\$6.32	622,202	1,299,555

Monthly Summary (DMA P18+ D.RTG)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
Sep/21	70	33%	\$5,010.00	33%	54.5	33%	793.3	\$91.93	\$6.32
Oct/21	70	33%	\$5,010.00	33%	54.5	33%	793.3	\$91.93	\$6.32
Nov/21	70	33%	\$5,010.00	33%	54.5	33%	793.3	\$91.93	\$6.32
Total (DMA P18+)	210	100%	\$15,030.00	100%	163.5	100%	2,379.9	\$91.93	\$6.32



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Program Time	Spot Length															DMA	DMA
		SE 1	SE 6	SE 13	SE 20	SE 27	OC 4	OC 11	OC 18	OC 25	NO 1	NO 8	NO 15	NO 22	NO 29	P18+ RTG	P25+ RTG
KVUE																	
KVUE WEEKDAY DAYBREAK	:30	--	4	3	3	4	3	3	--	--	4	3	3	--	--	*0.4	*0.7
GRPs/Impressions																12.0	21.0
SHR																6.3	8.4
CPP/CPM																\$175.00	\$100.00
Mo-Fr 5:00a-7:00a																	
RTF Comment																	
6A DAYBREAK/GOOD MORNING AMERICA	:30	--	3	2	2	3	2	2	--	--	3	2	2	--	--	*1.4	*1.3
GRPs/Impressions																29.4	27.3
SHR																11.8	10.9
CPP/CPM																\$214.29	\$230.77
Mo-Fr 6:00a-9:00a																	
RTF Comment																	
KVUE DAYBREAK @430A	:30	--	2	2	2	2	2	2	--	--	2	2	2	--	--	*0.3	*0.3
GRPs/Impressions																5.4	5.4
SHR																5.4	5.6
CPP/CPM																\$66.67	\$66.67
Mo-Fr 4:30a-5:00a																	
RTF Comment																	
NEWS BILLBOARD	:05	--	3	3	3	3	3	3	--	--	3	3	3	--	--	1.1	1.2
GRPs/Impressions																29.7	32.4
SHR																12.3	12.5
CPP/CPM																\$0.00	\$0.00
Mo-Su 5:00a-9:00a																	
RTF Comment																	
BONUS SPOTS	:30	--	3	3	3	3	3	3	--	--	3	3	3	--	--	0.9	1.0
GRPs/Impressions																24.3	27.0
SHR																5.2	5.4
CPP/CPM																\$0.00	\$0.00
Mo-Su 5:00a-2:00a																	
RTF Comment																	
KVUE WEEKEND EARLY MORNING	:30	--	3	3	3	3	3	3	--	--	3	3	3	--	--	*0.9	*1.0
GRPs/Impressions																24.3	27.0
SHR																7.9	8.1
CPP/CPM																\$77.78	\$70.00
Sa-Su 6:00a-10:00a																	
RTF Comment																	
KVUE MIDDAY NEWS	:30	--	2	2	2	2	2	2	--	--	2	2	2	--	--	*1.1	*1.2
GRPs/Impressions																19.8	21.6
SHR																7.5	7.7
CPP/CPM																\$127.27	\$116.67
Mo-Fr 11:00a-12:00p																	
RTF Comment																	



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Flight Dates: 9/1/2021-11/30/2021

Program Time	Spot Length	SE	SE	SE	SE	SE	OC	OC	OC	OC	NO	NO	NO	NO	DMA	DMA
		1	6	13	20	27	4	11	18	25	1	8	15	22	29	P18+ RTG
KVUE																
KVUE AFTERNOON 2P-5P	:30	--	2	2	2	2	2	2	--	--	2	2	2	--	*0.5	*0.6
GRPs/Impressions															9.0	10.8
SHR															2.8	2.8
CPP/CPM															\$140.00	\$116.67
Mo-Fr 2:00p-5:00p																
RTF Comment																
WEEKEND LATE FRINGE	:30	--	3	3	2	3	3	2	--	--	3	3	2	--	*0.4	*0.4
GRPs/Impressions															9.6	9.6
SHR															2.9	2.6
CPP/CPM															\$62.50	\$62.50
Sa-Su 11:00p-1:00a																
RTF Comment																



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Program Time	Spot Length	Wk	Rate Spots
KVUE			
KVUE WEEKDAY DAYBREAK GRPs/Impressions SHR CPP/CPM Mo-Fr 5:00a-7:00a RTF Comment	:30	9	\$70.00 30
6A DAYBREAK/GOOD MORNING AMERICA GRPs/Impressions SHR CPP/CPM Mo-Fr 6:00a-9:00a RTF Comment	:30	9	\$300.00 21
KVUE DAYBREAK @430A GRPs/Impressions SHR CPP/CPM Mo-Fr 4:30a-5:00a RTF Comment	:30	9	\$20.00 18
NEWS BILLBOARD GRPs/Impressions SHR CPP/CPM Mo-Su 5:00a-9:00a RTF Comment	:05	9	\$0.00 27
BONUS SPOTS GRPs/Impressions SHR CPP/CPM Mo-Su 5:00a-2:00a RTF Comment	:30	9	\$0.00 27
KVUE WEEKEND EARLY MORNING GRPs/Impressions SHR CPP/CPM Sa-Su 6:00a-10:00a RTF Comment	:30	9	\$70.00 27
KVUE MIDDAY NEWS GRPs/Impressions SHR CPP/CPM Mo-Fr 11:00a-12:00p RTF Comment	:30	9	\$140.00 18



Mario Martinez

to me

Hi Teresa

Thanks again for your call today. Per our discussion, here is the information you requested for SPI's new advertisir

Please follow the links to view maps and photo-sheets for each market

Current agreement expires on 9/19/21

New campaign will run for three (3) 4-week periods or 12 weeks from 9/20 to 12/12/21

Existing RGV panel # 70009

[South Padre Island - Laredo, TX - Map Link](#)

\$3900 net per 4 weeks x 3 periods = \$11,700 net total

Existing Austin panel # 91312

[South Padre Island - Austin, TX - Map Link](#)

\$4000 net per 4 weeks x 3 periods = \$12,000 net total

New requested coverage in Laredo, TX

[South Padre Island - Laredo, TX - Map Link](#)

Panel # 77782

\$3800 net per 4 weeks x 3 periods = \$11,400 net total

Panel # 77785

\$2350 net per 4 weeks x 3 periods = \$7050 net total

Please review and let me know if you have any questions and how you would like to proceed

Thank you!

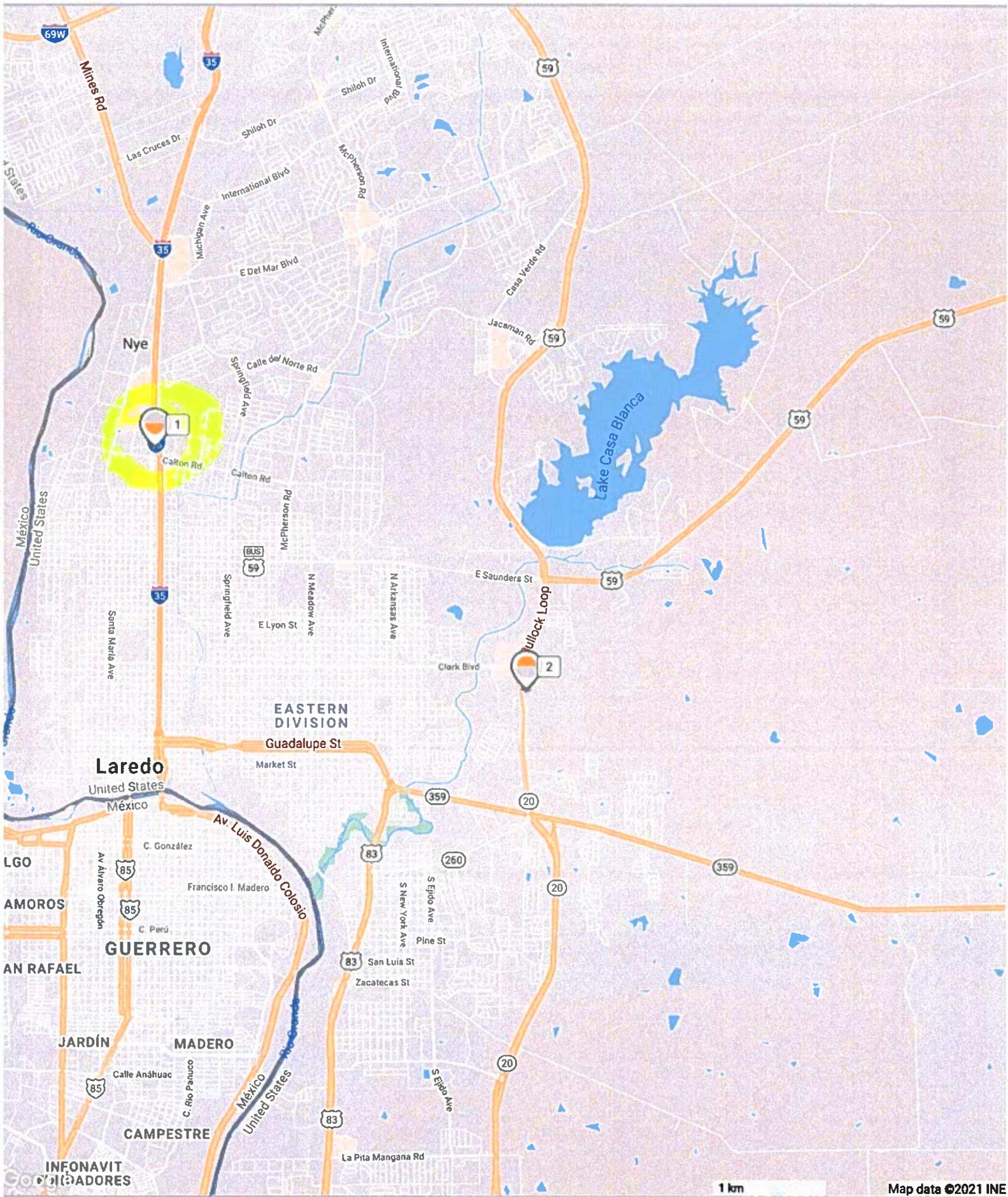
Mario R. Martinez
 Lamar Media Corp.
 Director of New Business Development
 330 North Wabash Avenue
 Suite 1620
 Chicago, IL 60611
 312-329-0771 Office
 312-662-3850 Cell
mmartinez@lamar.com





PROPOSAL SUMMARY
South Padre Island

Rationale	Media Format	Panel Number	Geopath ID	Panel Location	Facing	18+ yrs Weekly Impressions	Panel Size	# of Advertisers	Dwell Time	Flight Start	Flight End	Rate Cited Rate per 4 week period	Requested Rate per 4 week period
	Digital Display	2734	3080972	1-35 S @ 5000 San Benito	North	918,294	14' 0" x 48' 0"	6	10	9/20/21	12/12/21	\$5,000	\$3,000



LOCATION LIST

SOUTH PADRE ISLAND - LAREDO, TX

*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	77782	30880972	Permanent Bulletin / Digital	North	14' 0" x 48' 0"	931,294 per spot	YES

Location: I-35 SO. @ 5000 SAN BERNARDO

Current Advertiser: DIGITAL BLITZ SPECIAL SPOT ANCHOR



2

77785

30876225

Permanent Bulletin / Digital

South

10' 6" x 36' 0"

136,816 per spot

YES

Location: 1717 BOB BULLOCK LOOP 20 UNIT 1

Current Advertiser: CAVENDERS BOOT CITY

Total Weekly Impressions: 1,068,110



LAMAR ADVERTISING OF LAREDO

956.723.4152

lamar.com/laredo

PANEL #77782

-35 SO. @ 5000 SAN BERNARDO


LOCATION #

ADVERTISING STRENGTHS: Premium digital unit located along a busy intersection targeting traffic on IH35, as well as exiting traffic on the business road. It is surrounded by restaurants, retailers, hotels, etc.

WEEKLY IMPRESSIONS: 931,294 *per spot**

MEDIA TYPE/STYLE: Permanent Bulletin - Digital

LAT/LONG: [27.54476906 / -99.50363447](#)

MARKET: LAREDO

ROAD ID: 30880972

PANEL SIZE: 14' 0" x 48' 0" [View Spec Sheet](#)

DIRECTION/READ: North / Right

Northern Mexico Marketing Plan 2021

Actual Cost to Date \$ 49,616.25

CAMPAIGN TYPE	COMPANY NAME	PROJECT GOALS	TARGET AUDIENCE	NOTES	Q4				Q1																		
					AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER													
Advertising					2	9	16	23	30	6	13	20	27	4	11	18	25	32	1	8	15	22	6	13	20	27	
					PROJECTED COST	ACTUAL COST				TOTAL																	
					SUBTOTAL \$ 18,538.75	TOTAL \$ 49,616.25																					
		Possible Reach out to over 3 million people in the Northern Mexico area (Monterrey, Matamoros, Valle Hermoso, Rio Bravo, Reynosa & the RGV)	25-64 & 35+ HHI \$75,000	Holy Week 2021 will begin on Sunday March 28, 2021 and ends on Saturday April 3, 2021																							
Print / Online/ Social Media	DeShopping en Texas			2 full page Ads/ Online banner/1/2 editorial	\$ 3,380.00																						
Outdoor	International Billboards			1 permanent billboard + installation	\$ 1,250.00																						
Television	Televisa Tamaulipas			2 Stations XHAS Channel B & XERV Channel 9 Channel 40	\$ 3,813.33																						
Television	Telemundo			Streaming on 5 stations / KURV ADs	\$ 6,665.42																						
Radio	R-Communications				\$ 1,650.00																						

SHOPPING EN TEXAS

www.deshoppingentexas.com

August 19, 2021.

Proposal to SPI Convention & Visitors Bureau

3 Months Contract

October, November and December 2021

Total: \$ 10,080 dlls

* 2 Color page Ads Print

\$ 2,560 per month

Total for 3 months \$ \$7,680.

* Website Superior Banner

Rate \$ 800 per month

Total for 3 months \$ 2,400

Added Value

- Front cover banner for those 3 months (value \$1,500)
- Special Position of the ads together has not been charged.

NOTES:

We can help with the design of the ads at no cost.

Gloria Gracia

801 N. Ware Rd.

McAllen, TX 78501

gloria@deshoppingentexas.com

www.deshoppingentexas.com



August 19, 2021

Proposal

Term October, November and December 2021.

Billboard located at the Entrance of Anzalduas International Bridge

Size (9.84 ft H x 26.24 ft W)

THREE MONTHS CONTRACT

\$ 1,250 monthly payment.

VINYL AND INSTALLATION \$ 650

Total for 3 months with current vinyl \$ 3,750.



South Padre Island Convention & Visitors Bureau Septiembre-Octubre-Noviembre 2021

XHAB Canal 8 Vallevisión

20 Menciones en Buenos Dias (40")	\$1,000.00
4 Capsulas en Buenos Dias (4 min)	\$1,200.00
50 Spots de 30 segundos ROS	\$2,500.00
4 Calendarios de eventos/jueves del mes	N/C
8 Patrocinios/Estado del Tiempo (10")	<u>\$ 240.00</u>
	\$4,940.00

XERV Canal 9 Las Estrellas

Noticias RGV 8 Patrocinios (10")	\$ 400.00
4 calendarios de eventos/jueves del mes	N/C
60 Spots de 30 segundos (10 Prime/50 ROS)	\$5,000.00
4 Presencia en vivo en el estado del tiempo desde SPI los viernes.	<u>\$ 500.00</u>
	\$5,900.00

 Randy Smith
 City Manager
 Date _____





South Padre Island Convention & Visitors Bureau Q3-Q4

Book: May 2021 Est

Proposal ID: 210319
 Station: KTLM
 Schedule Date: 9/6/2021 - 11/21/2021
 Advertiser: South Padre Island Convention & Visitors Bureau
 Agency: South Padre Island Convention & Visitors Bureau
 Buyer: Teresa Rodriguez
 Spot Length(s): :30
 Book: May 2021 Est
 Report: Planner
 Author: Heydi Amador

Acct. Exec: Heydi Amador
 Email: Heydi.Amador@telemundo.com

Flight Dates: 9/6/2021-11/21/2021

Program	Spot Length	SE	SE	SE	SE	OC	OC	OC	OC	NO	NO	NO	NO	DMA P25-54 RTG	DMA P25-54 RTG	Rate
KTLM		6	13	20	27	4	11	18	25	1	8	15				
L Bar Logo Sponsorship	:30	5	5	5	5	5	5	5	5	5	5	5	5	0.6	2.1	\$0.00
GRPs/Impressions														33	115.5	\$55
CPP/CPM														\$0.00	\$0.00	
Mo-Fr 6:25a-7:00a																
L Bar SPOT	:30	5	5	5	5	5	5	5	5	5	5	5	5	0.6	2.1	\$125.00
GRPs/Impressions														33	115.5	\$55
CPP/CPM														\$208.33	\$59.52	
Mo-Fr 6:25a-7:00a																
ACCESO TOTAL - 5 MINS. SEGMENT	:30	--	--	1	--	--	--	--	--	--	--	--	--	1.0	3.4	\$95.00
GRPs/Impressions														1	3.4	\$1
CPP/CPM														\$95.00	\$27.94	
Mo-Fr 10:30a-11:30a																
ALL DAY ROTATORS	:30	5	5	5	5	5	5	5	5	5	5	5	5	1.5	5.2	\$60.00
GRPs/Impressions														82.5	286	\$55
CPP/CPM														\$40.00	\$11.54	
Mo-Sa 6:00a-12:00a																
BONUS ROTATORS	:30	8	8	8	8	8	8	8	8	8	8	8	8	1.5	5.2	\$0.00
GRPs/Impressions														132	457.6	\$88
CPP/CPM														\$0.00	\$0.00	
Mo-Sa 6:00a-12:00a																
NOTICIAS TLMD 40 - 11AM	:30	3	3	3	3	3	3	3	3	3	3	3	3	1.1	3.8	\$75.00
GRPs/Impressions														36.3	125.4	\$33
CPP/CPM														\$68.18	\$19.74	
We-Fr 11:00a-11:30a																
NOTICIAS TLMD 40	:30	2	2	2	2	2	2	2	2	2	2	2	2	2.3	7.9	\$225.00
GRPs/Impressions														50.6	173.8	\$22
CPP/CPM														\$97.83	\$28.48	
We-Fr 4:00p-5:30p																

Note: Asterisk (*) indicates manual adjustment of estimate.
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 Data © Nielsen Company



South Padre Island Convention & Visitors Bureau Q3-Q4

Book: May 2021 Est

Proposal ID: 210319
 Station: KTLN
 Schedule Date: 9/6/2021 - 11/21/2021
 Advertiser: South Padre Island Convention & Visitors Bureau
 Agency: South Padre Island Convention & Visitors Bureau
 Buyer: Teresa Rodriguez
 Spot Length(s): :30
 Book: May 2021 Est
 Report: Planner
 Author: Heydi Amador

Acct. Exec: Heydi Amador
 Email: Heydi.Amador@telemundo.com

Flight Dates: 9/6/2021-11/21/2021

Program	Spot Length	SE	SE	SE	SE	OC	OC	OC	OC	NO	NO	NO	NO	DMA	DMA	W	Rate
Time		6	13	20	27	4	11	18	25	1	8	15		P25-54 RTG	P25-54 000	k	Spots
KTLN																	
NOTICIAS TELEMUNDO 10p-11p	:30	1	1	1	1	1	1	1	1	1	1	1	1	2.4	8.5	11	\$400.00
GRPs/Impressions														26.4	93.5		11
CPP/CPM														\$166.67	\$47.06		
We-Fr 10:00p-11:00p																	
KTLN Totals		29	29	30	29	29	29	29	29	29	29	29	29	394.8	1370.7		\$22,095.00
														\$55.97	\$16.12		Spots: 320
NTLM																	
TELEXITOS 40.2 ROS	:30	26	26	26	26	26	26	26	26	26	26	26	26	*0.1	*0.4	11	\$5.00
GRPs/Impressions														28.6	114.4		286
CPP/CPM														\$50.00	\$12.50		
Mo-Sa 6:00a-11:00p																	
TELEXITOS BONUS ROS	:30	5	5	5	5	5	5	5	5	5	5	5	5	*0.1	*0.4	11	\$0.00
GRPs/Impressions														5.5	22		55
CPP/CPM														\$0.00	\$0.00		
Mo-Sa 6:00a-11:00p																	
NTLM Totals		31	31	31	31	31	31	31	31	31	31	31	31	34.1	136.4		\$1,430.00
														\$41.94	\$10.48		Spots: 341

Total Cost:	\$23,525.00
Agency Commission @ 15%	\$3,528.75
Net Cost:	\$19,996.25
Signature	_____

Note: Asterisk (*) indicates manual adjustment of estimate.
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 Data © Nielsen Company



South Padre Island Convention & Visitors Bureau Q3-Q4

Book: May 2021 Est

Proposal ID: 210319
 Station: KTLN
 Schedule Date: 9/6/2021 - 11/21/2021
 Advertiser: South Padre Island Convention & Visitors Bureau
 Agency: South Padre Island Convention & Visitors Bureau
 Buyer: Teresa Rodriguez
 Spot Length(s): :30
 Book: May 2021 Est
 Report: Planner
 Author: Heydi Amador

Acct. Exec: Heydi Amador
 Email: Heydi.Amador@telemundo.com

General Summary (DMA P25-54 D.RTG)													
Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population	Acc Reach	Acc Freq
KTLN	320	\$22,095.00	394.8	1,370.7	28.2	14.0	24.6	\$55.97	\$16.12	87,872	311,209	8.2	4.7
NTLN	341	\$1,430.00	34.1	136.4	2.4	14.1	2.1	\$41.94	\$10.48	7,502	311,209	13.9	5.6
HARLINGEN-WISLCO-BRNS	661	\$23,525.00	428.9	1,507.1	30.0	14.3	26.3	\$54.85	\$15.61	93,256	311,209	20.7	7.6

Week Summary (DMA P25-54 D.RTG)													
Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population	Acc Reach	Acc Freq
9/6/2021	60	\$2,130.00	38.9	136.7	8.2	4.7	8.2	\$54.76	\$15.58	87,872	311,209	8.2	4.7
9/13/2021	60	\$2,130.00	38.9	136.7	8.2	4.7	8.2	\$54.76	\$15.58	87,872	311,209	8.2	4.7
9/20/2021	61	\$2,225.00	39.9	140.1	8.5	4.7	8.5	\$55.76	\$15.88	87,872	311,209	8.5	4.7
9/27/2021	60	\$2,130.00	38.9	136.7	8.2	4.7	8.2	\$54.76	\$15.58	87,872	311,209	8.2	4.7
10/4/2021	60	\$2,130.00	38.9	136.7	8.2	4.7	8.2	\$54.76	\$15.58	87,872	311,209	8.2	4.7
10/11/2021	60	\$2,130.00	38.9	136.7	8.2	4.7	8.2	\$54.76	\$15.58	87,872	311,209	8.2	4.7
10/18/2021	60	\$2,130.00	38.9	136.7	8.2	4.7	8.2	\$54.76	\$15.58	87,872	311,209	8.2	4.7
10/25/2021	60	\$2,130.00	38.9	136.7	8.2	4.7	8.2	\$54.76	\$15.58	87,872	311,209	8.2	4.7
11/1/2021	60	\$2,130.00	38.9	136.7	8.2	4.7	8.2	\$54.76	\$15.58	87,872	311,209	8.2	4.7
11/8/2021	60	\$2,130.00	38.9	136.7	8.2	4.7	8.2	\$54.76	\$15.58	87,872	311,209	8.2	4.7
11/15/2021	60	\$2,130.00	38.9	136.7	8.2	4.7	8.2	\$54.76	\$15.58	87,872	311,209	8.2	4.7
Total (DMA P25-54)	661	\$23,525.00	428.9	1,507.1	30.0	14.3	26.3	\$54.85	\$15.61	93,256	311,209	20.7	7.6

Note: Asterisk (*) indicates manual adjustment of estimate.
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South Padre Island Convention & Visitors Bureau Q3-Q4

Book: May 2021 Est

Proposal ID: 210319
 Station: KTLN
 Schedule Date: 9/6/2021 - 11/21/2021
 Advertiser: South Padre Island Convention & Visitors Bureau
 Agency: South Padre Island Convention & Visitors Bureau
 Buyer: Teresa Rodriguez
 Spot Length(s): :30
 Book: May 2021 Est
 Report: Planner
 Author: Heydi Amador

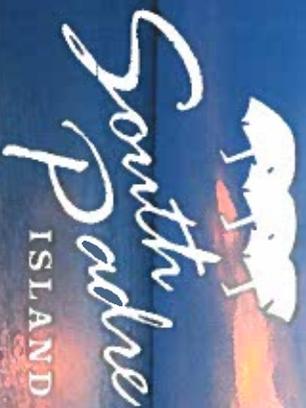
Act. Exec: Heydi Amador
 Email: Heydi.Amador@telemundo.com

Frequency Distribution (DMA P25-54 D.RTG)

Description	Reach	Net Reach	Graph
1+ Times Viewed	30.0	93,256	
2+ Times Viewed	28.0	87,130	
3+ Times Viewed	26.3	81,753	
4+ Times Viewed	24.7	76,988	
5+ Times Viewed	23.4	72,735	
6+ Times Viewed	22.1	68,916	
7+ Times Viewed	21.0	65,469	
8+ Times Viewed	20.0	62,341	
9+ Times Viewed	19.1	59,489	
10+ Times Viewed	18.3	56,880	
11+ Times Viewed	17.5	54,483	
12+ Times Viewed	16.8	52,273	
13+ Times Viewed	16.1	50,229	
14+ Times Viewed	15.5	48,334	
15+ Times Viewed	15.0	46,571	
16+ Times Viewed	14.4	44,927	
17+ Times Viewed	13.9	43,391	
18+ Times Viewed	13.5	41,952	
19+ Times Viewed	13.0	40,602	
20+ Times Viewed	12.6	39,331	
21+ Times Viewed	12.3	38,135	
22+ Times Viewed	11.9	37,005	
23+ Times Viewed	11.5	35,937	
24+ Times Viewed	11.2	34,926	
25+ Times Viewed	10.9	33,968	

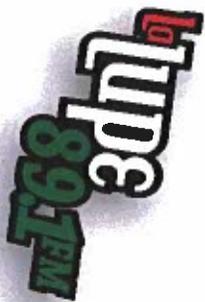
Note: Asterisk (*) indicates manual adjustment of estimate.
 Prepared with WO Media Sales - Version 2019.2.8.1.NBC2 - © WideOrbit Inc.
 Data © Nielsen Company

South Padre Island CVB Advanced Television Proposal



PRESENTED TO Teresa Rodriguez
///
PRESENTED BY Melanie Cottier
///
DATE /// 8/18/2021

KVUE  **TEGNA** Be in good company.



talking

activities and

SPI Marketing Plan to Reach Families Today

Presented To: Ed Caum



South Padre Island “Where Music Meets the Beach”

 **Reach RGV Families bringing them to the SPI destination**

 **Reach Families outside the RGV directing them to the SPI Destination**

 **Reach Families in Monterrey Mexico to vacation at SPI**

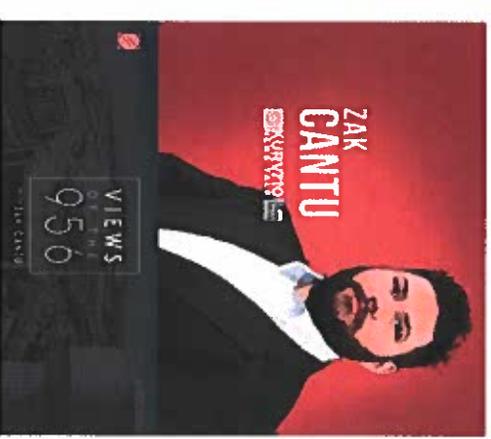
 **Reach Winter Texan during the Winter Months**

Target Families and Winter Texans keeping them in the know about SPI

- Incorporate a segment to air each hour, during Views from the 956, featuring an event coming up at SPI and when possible interview someone from the Island concerning the event(s).
- Zak Cantu broadcasting from an Island Event from 9am – 11am on Saturdays, when requested and available. (1 per month)
- SPI logo on the Facebook feed during the View from the 956 show

Target RGV Families bringing them to the SPI destination

- Weekly segment to air Thursdays on KURV during the Roxanne show during 2p-4p show
- Weekly Island giveaways (or as requested) to promote Island businesses and drive families to SPI.
- Island Update interviews with Sergio Sanchez once a month.
- Liners to air daily about SPI family fun



Saturdays from
9am – 11am

Reach Family members where and how they Communicate

(7800) :30 second Streaming Impressions on Super Tejano KBUC
 (2700) :30 second Streaming Impressions on Digital XAVO
 (9500) :30 second Streaming Impressions on La Ley XHRR
 (2700) :30 second Streaming Impressions on KURV
(1800) :30 Second Streaming Impression on La Lupe XCAO
 (24,500) :30 second Streaming Impression per Month

Streaming reaching people where they listen anywhere. Laptop, Desktop, Alexa, Phone, Website or App. Our stations have people listening throughout the US and Mexico. (100 :30 commercials per station per month streaming)

2 Facebook Posts per month on KURV, La Ley XHRR, Digital XAVO and Super Tejano

Facebook Analytics

As of July 1, 2021

Facebook URL Address	Likes	Followers	Reach (Apr – Jun, 2021)
Facebook.com/porqueeslaley	201,351	247,153	3,717,834
Facebook.com/digital1015fm	84,187	105,011	5,853,806
Facebook.com/supertejano1021	114,620	124,446	896,109
Facebook.com/710KURV	11,455	12,301	89,326

Streaming Analytics

Period: April 1 - June 30, 2021



Station	Connections	Duration (Hours)	Data (GB)	Average Duration (Hours)
KURV-AM	76147	43905	1177.92	0 h 34 m 4 s
KBUC-FM	286520	170993	4573.26	0 h 35 m 27 s
XHRR-FM	362328	227403	6077.66	0 h 37 m 22 s
XHAVO-FM	61934	32546	867.07	0 h 31 m 15 s
XHCAO-FM	62369	33811	903.12	0 h 32 m 6 s
All	849298	508558	-	-

* The "Last Week Unique Users" column contains the unique users for the last fully completed week and the "Last Month Unique Users" column contains the unique users for the last fully completed month.

Source: **WO STREAMING**

Total Investment

KURV

Breakdown

- 10 :30 second commercials per month during the Views from the 956 with Zak (2 every Saturday)
- 10 30 second commercials per month during the Roxanne Show from 2p-4p (2 very Thursday)
- SPI Updates each Thursday done by Roxanne during her show, talking about Island activities and upcoming activities
- SPI Updates each Saturday done by Zak during his show Views from the 956, talking about Island activities and upcoming activities

Investment: \$550

Streaming Impressions on all 5 stations

- 24,500 Streaming Impressions across all 5 stations (500 :30 Commercials Total)

Investment: \$500

Facebook Post (440,689 Followers)

- 2 Facebook posts per month on KURV
- 2 Facebook posts per month on Super Tejano
- 2 Facebook posts per month on Digital
- 2 Facebook posts per month on La Ley

Investment: \$600

September 2021 – November 2021

Monthly Investment: \$1,650

Total: \$4,950

Accepted By: _____ Date: _____

Summary of Proposal

Taking a multi-layer approach will extend SPI goal to reach families. With the 3 different platforms SPI will gain a tremendous increase in touch points. People need to hear a message at 3 times before they respond, each time they hear the message is a touch point. The reach utilizing streaming and Facebook has the capability to reach people anywhere in the world to bring them to SPI and experience the Family fun and values.

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

MEETING DATE: August 31, 2021

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion on Spring Break marketing spend for FY 2021/2022. (Hart)

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: August 31, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action concerning the new meeting date for September 2021. (Till)

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: