

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

**WEDNESDAY, JANUARY 26, 2022
9:00 AM AT THE MUNICIPAL BUILDING
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BLVD, SOUTH PADRE ISLAND TEXAS**

1. Call to Order

2. Pledge of Allegiance

3. Public Comments and Announcements

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

4. Approve Consent Agenda

- 4.1. Approve the meeting minutes for the December 16, 2021 regular meeting. (Till)
- 4.2. Approve the excused absence for Board Member Bryan Pinkerton for the December 16, 2021 regular meeting. (Till)

5. Regular Agenda

- 5.1. Presentation and discussion regarding the Director's Report. (Moore/Rodriguez)
 - 1.) Special Events
 - 2.) ADR & Occupancy
 - 3.) Arrivalist Report
 - 4.) Social Media
 - 5.) Cision
 - 6.) Website Overview
 - 7.) New Creative
 - 8.) Spring Break Plan
- 5.2. Discussion and possible action to approve the funding request for the following Special Events. (Brown)
 - A.) Sand Crab Run in April 2022
 - B.) Roar by the Shore Air Show in August 2022



- 5.3. Discussion and possible action to approve the RGV Reef sponsorship for FY 21/22. (Brown)
- 5.4. Discussion and possible action to approve The Zimmerman Agency Media Plan for FY 21/22. (Moore)
- 5.5. Discussion and update regarding the approved budget transfer of \$800,000 in unencumbered marketing funds to be used for media placement in FY 2021/2022. (Moore)
- 5.6. Discussion and possible action to approve the KVUE/TEGNA 3 month marketing campaign for Texas for FY 2021/2022. (Rodriguez)
- 5.7. Discussion and possible action to approve Valentine's Day weekend fireworks and to amend the current contract with Pyro Shows of Texas to add this show. (Till/Moore)
- 5.8. Discussion and possible action to approve the SPI CVB tourism portion of the SPI Comprehensive Plan. (Moore)
- 5.9. Presentation of the SPI CVB 2021 Annual Report. (Rodriguez)
- 5.10. Discussion and action concerning the new meeting date for the February 2022 regular meeting. (Till)

6. Adjourn

NOTE:

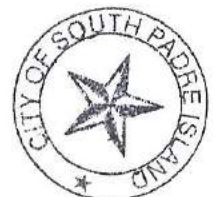
One or more members of the City of South Padre Island City Council and Special Events Committee may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

DATED THIS DAY JANUARY 21, 2022


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

Agenda: JANUARY 26, 2022 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board



THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON FRIDAY, JANUARY 21, 2022 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: January 26, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the meeting minutes for the December 16, 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**

THURSDAY, DECEMBER 16, 2021

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Thursday, December 16, 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 9:02 am. A quorum was present: Vice Chairman Tom Goodman, Board Members Craig Thomas, Chad Hart, Daniel Salazar and Bob Friedman were present. Board Member Bryan Pinkerton was absent.

City Officials: City Manager Randy Smith was present.

CVB Staff: CVB Interim Director Lori Moore, Senior Marketing and Communications Manager Teresa Rodriguez, Special Events Coordinator April Brown, Sales and Services Manager Mayra Nunez, Management Assistant Linette Hernandez, and Administrative Assistant Yolanda Davila were present.

II. PLEDGE OF ALLEGIANCE

CVB Chairman Sean Till led the pledge of allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS: CVB Interim Director Lori Moore made a public comment acknowledging CVB staff for a successful weekend of events that included the McAllen Parade, SPI Lighted Boat Parade, and National Guard event at the Convention Center. She also informed the board of CVB Director Ed Caum 's resignation and informed them that she is currently acting as Interim CVB Director for SPI. She thanked the CVB Staff for working together as a team during the transition.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the excused absence for Board Members Daniel Salazar and Bob Friedman for the November 18, 2021 regular meeting. Vice Chairman Tom Goodman made a motion to approve, seconded by Board Member Craig Thomas. Motion carried unanimously.

- 4.2. Approve the meeting minutes for the November 18, 2021 regular board meeting. Vice Chairman Tom Goodman made a motion to approve, seconded by Board Member Craig Thomas. Motion carried unanimously.

- 4.3. Approve the Special Events Committee post-event reports for the following events. Vice Chairman Tom Goodman made a motion to approve, seconded by Board Member Craig Thomas. Motion carried unanimously.

- * CAF Airshow! 2021
- * Sandcastle Days 2021
- * Ride for Rotary 2021
- * Muzicians Run 2021
- * SPI Half Marathon 2021

5. Regular Agenda

- 5.1. Presentation of the Zimmerman Agency Momentum Creative plan for FY2022. The Zimmerman agency presented virtually and shared the creative concept plan they are planning to deliver.
- 5.2. Discussion and possible action to approve marketing research services with Deep Blue Insight. The Zimmerman Agency provided details on this proposal and recommended starting the research in January 2022. Senior Marketing Manager Teresa Rodrigues recommended waiting until Spring 2022 to start the research project. The board took no action on this item and spoke about revisiting this item at a later date.
- 5.3. Discussion and possible action to approve the marketing sponsorship for the Switch Up motion picture in FY 21/22. The movie Producer and Director presented at the podium and provided details regarding the movie and answered questions from the board. Vice Chairman Tom Goodman made a motion to approve \$25,000 in marketing from excess reserves to be used immediately and \$20,000 in marketing from excess reserves to be used post-production, seconded by Board Member Daniel Salazar. Motion carried unanimously.
- 5.4. Discussion and possible action to approve the National Tropical Weather Conference for April 2022. Weather Broadcaster Tim Smith presented at the podium and provided details and answered questions from the board on the conference. Vice Chairman Tom Goodman made a motion to approve the requested \$20,000 in marketing funds, seconded by Board Member Bob Friedman. Motion carried unanimously.
- 5.5. Discussion and possible action to approve the funding request for the following Special Events. (Brown/Moore)

5.5 (A) South Padre Island Sprint Triathlon in March 2022

Board Member Bob Friedman made a motion to approve the funding request in the amount of \$5,000, seconded by Board Member Chad Hart. Motion carried unanimously.

5.5 (B) Ron Hoover Fishing Tournament in July 2022

Board Member Chad Hart made a motion to approve the funding request in the amount of \$10,000, seconded by Chairman Sean Till. Motion carried unanimously.

5.5 (C) Shallow Sport Tournament in May 2022

Board Member Daniel Salazar made a motion to approve the funding request in the amount of \$20,000. Motion carried unanimously.

5.5 (D) 82nd Annual Texas International Fishing Tournament in August 2022. The Special Events Committee had approved \$25,000 in funding and an additional \$10,000 that was requested at the November 16, 2021 meeting. Board Member Daniel Salazar made a motion to approve the original funding request in the amount of \$25,000, seconded by Board Member Bob Friedman. Motion carried unanimously.

- 5.6. Presentation and discussion regarding the Director's Report. Special Events Coordinator April Brown provided an update on Special Events. Sales and Services Manager Mayra Nunez provided an update on Groups and Meetings. Senior Marketing and Communications Manager Teresa Rodriguez updated the board on items 3-9 below.

- 1.) Special Events
- 2.) Groups and Meetings
- 3.) ADR & Occupancy
- 4.) Arrivalist Report
- 5.) Social Media
- 6.) Cision
- 7.) Website Overview
- 8.) New Creative
- 9.) Spring Break Performance

- 5.7. Discussion and possible action to approve the Lamar Digital Billboard renewal for McAllen, Laredo, and Austin, TX. Vice Chairman Tom Goodman made a motion to approve the marketing buy for \$42,150 and to look at options for billboards in San Antonio, seconded by board member Daniel Salazar. Motion carried unanimously.

- 5.8. Discussion and possible action to approve the YOLO TX TV show sponsorship for FY 21/22. Board Member Daniel Salazar made a motion to not approve the sponsorship, seconded by Chairman Sean Till. Motion carried unanimously.

- 5.9. Discussion and possible action to approve the Mexico Spring Campaign 2022. Board Member Daniel Salazar made a motion to approve the budget for the Mexico Spring Campaign in the amount of \$49,800, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.10. Discussion and possible action to approve the New Year's Eve fireworks show for December 31, 2021. Vice Chairman Tom Goodman made a motion to approve and to schedule the fireworks for 9pm on December 31, 2021, seconded by Board Member Daniel Salazar. Motion carried unanimously.
- 5.11. Discussion and action concerning the new meeting date for the January 2022 regular meeting. The next meeting was scheduled for Wednesday, January 26, 2021 at 9am.

VI. ADJOURN

The meeting was adjourned at 10:54pm.

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: January 26, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the excused absence for Board Member Bryan Pinkerton for the December 16, 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: January 26, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation and discussion regarding the Director's Report. (Moore/Rodriguez)

- 1.) Special Events
- 2.) ADR & Occupancy
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- 8.) Spring Break Plan

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:



CVB Director's Report

January 2022





SPECIAL EVENTS

Special Events



2021 Events Overview

March

SPI Triathlon Sprint

April

Sand Crab Run

KOC Fishing Tournament

May

TGSA Surf Competition

Shallow Sport Fishing Tournament

Family Sandcastle

Jailbreak

June

Pro Watercross

August

ProAm Beach Soccer

USLA

Ladies Kingfish Tournament

Texas Intl. Fishing Tournament

September

SPI Triathlon

SPI Food Truck Festival

JJ Zapata Fishing Tournament

October

Sandcastle Days

CAF Airshow

Ride for Rotary

Elite Redfish Tournament Series

November

SPI Muzicians Run

SPI Half Marathon

Spartan Hurricane Heat

December

Holiday Light Show

SPI Lighted Boat Parade

24 Special Events Funded & Held in 2021

Media/Publicity Value *(Source: Cision)*

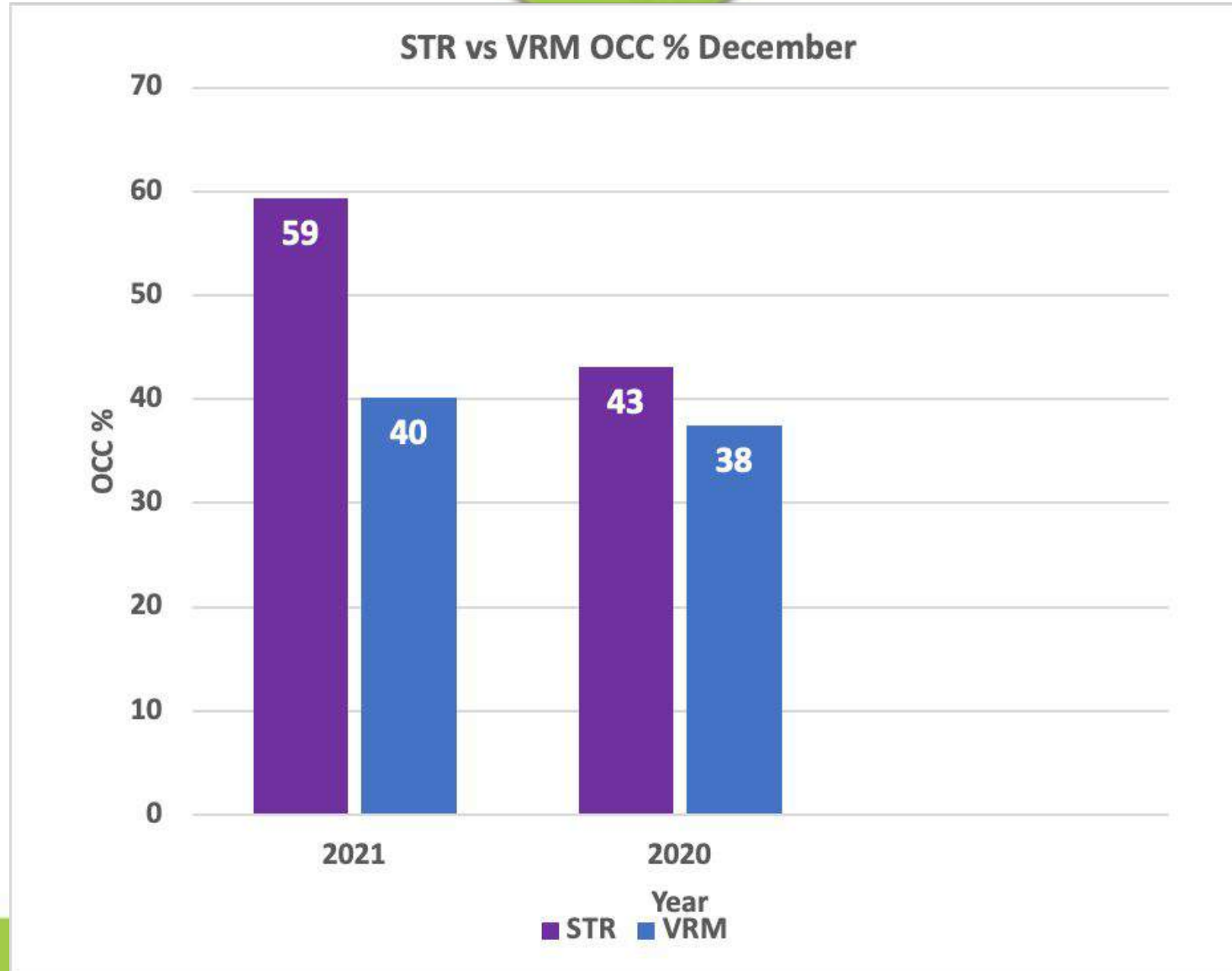
\$1,847,075.59

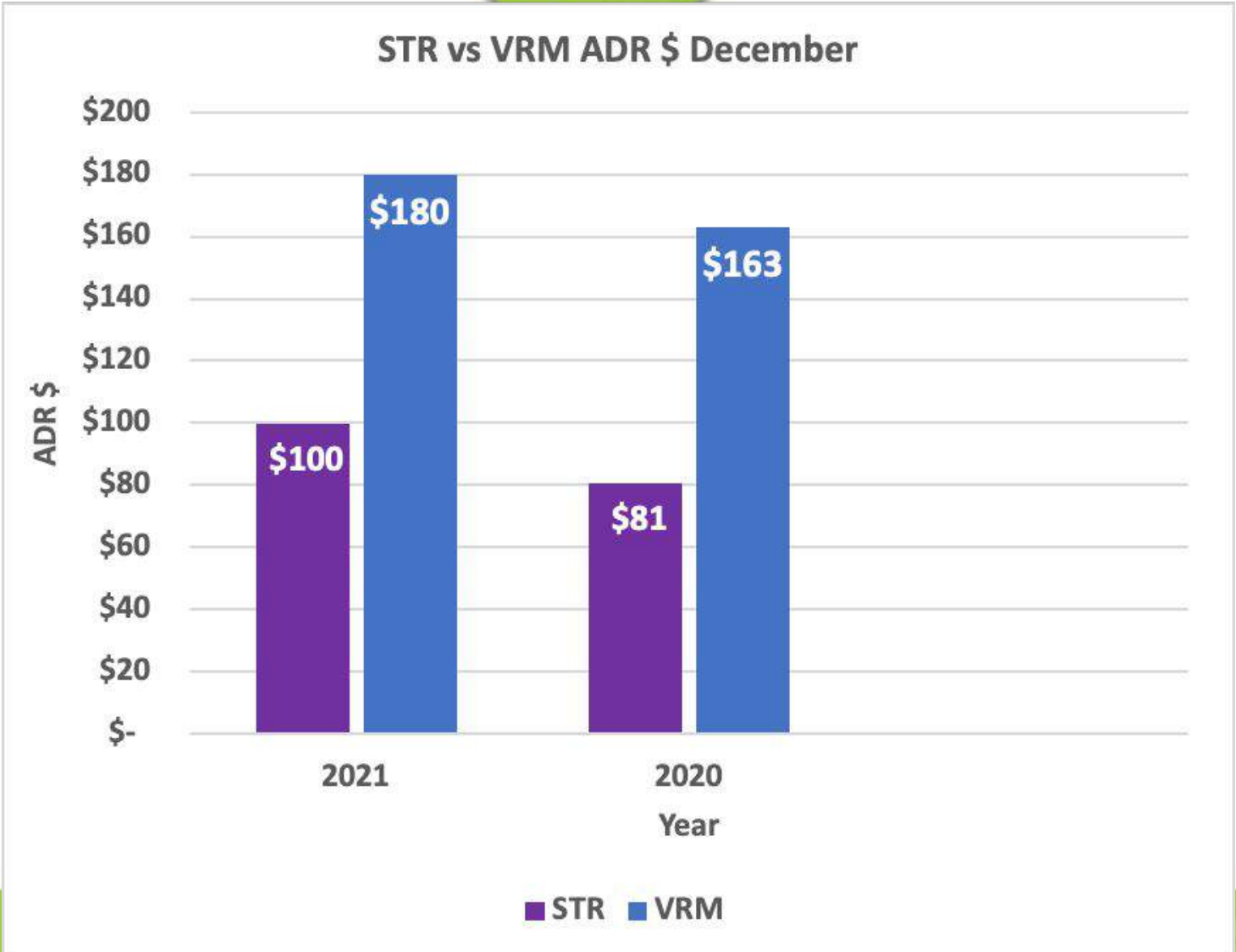
Total # of Participants * *(Source: Post Event Reports)*

42,116 participants

KEY DATA & STR REPORT



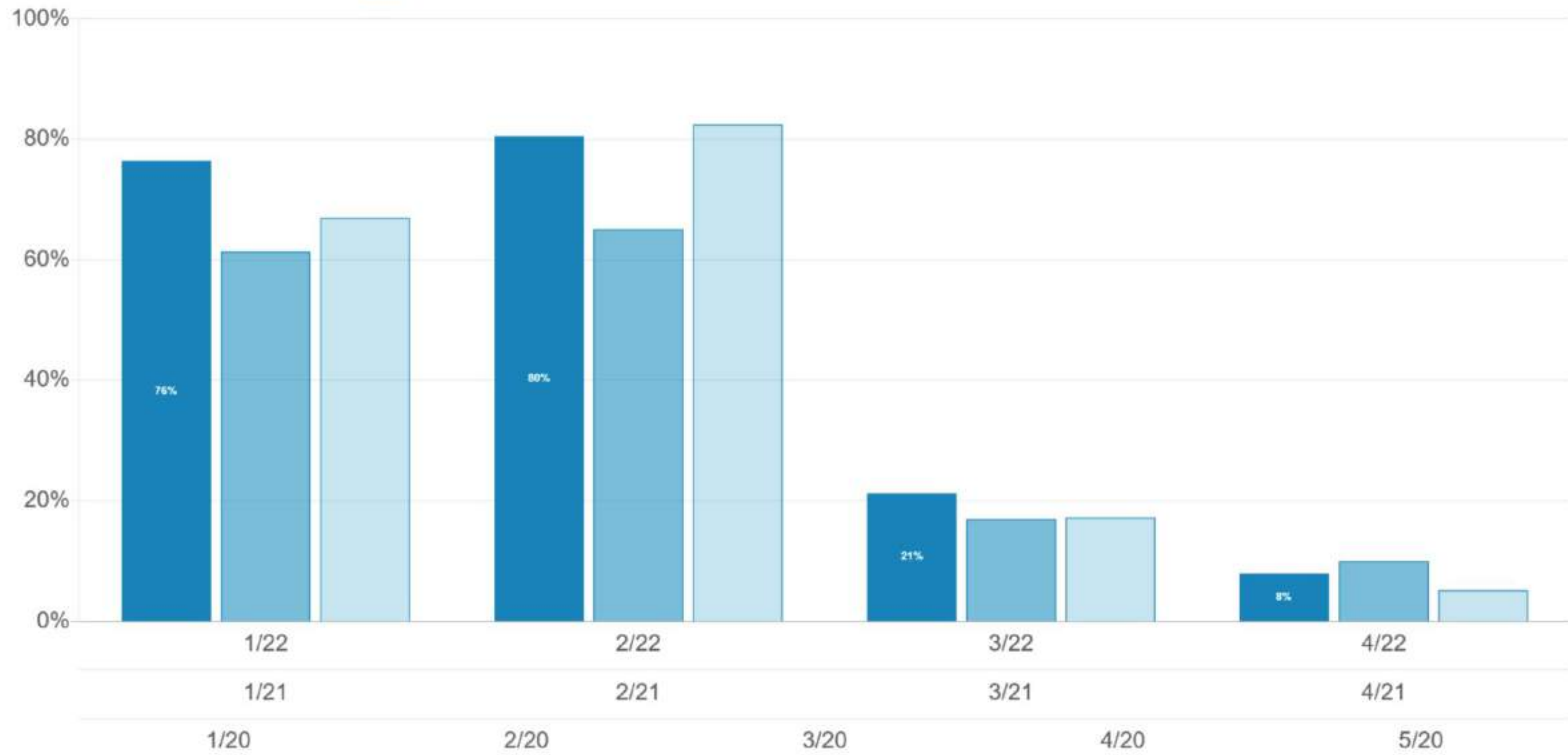






South Padre Island Adjusted Paid Occupancy %

- South Padre Island (1/1/2022 to 4/30/2022 as of 1/19/2022) | 45.9%
- South Padre Island (Compared 1/2/2021 to 5/1/2021 as of 1/21/2021) | 36.7%
- South Padre Island (Compared 1/4/2020 to 5/2/2020 as of 1/23/2020) | 40.7%

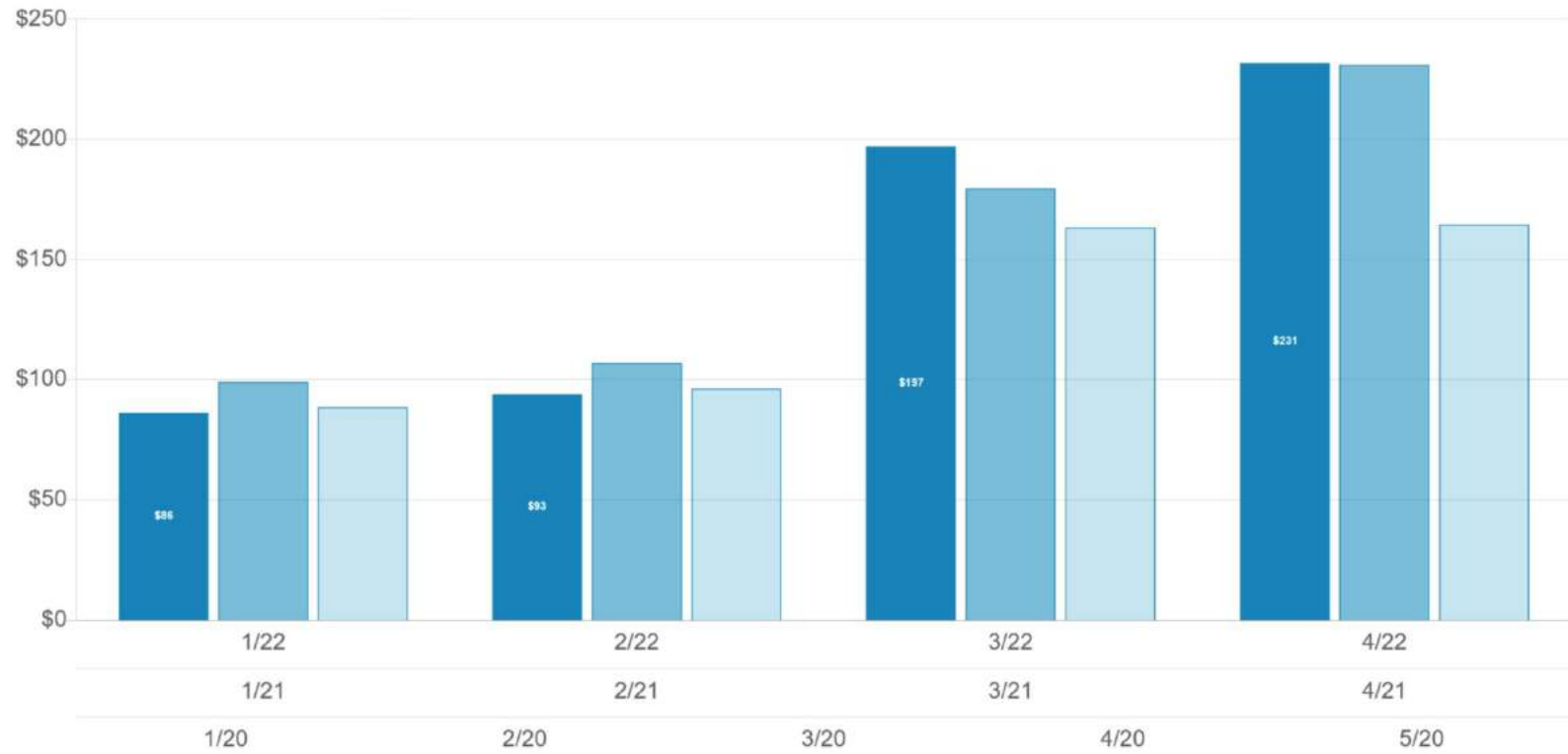


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South Padre Island ADR

- South Padre Island (1/1/2022 to 4/30/2022 as of 1/19/2022) | \$109
- South Padre Island (Compared 1/2/2021 to 5/1/2021 as of 1/21/2021) | \$121
- South Padre Island (Compared 1/4/2020 to 5/2/2020 as of 1/23/2020) | \$103



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ARRIVALIST REPORT



Visitors Year over Year



South Padre Island Visitation Dashboard

Year

2021

Primary Destination

Primary



Total est. US Adult Trips

2,103,628

Average Nights

1.4

Average Distance Traveled

258.4 Miles

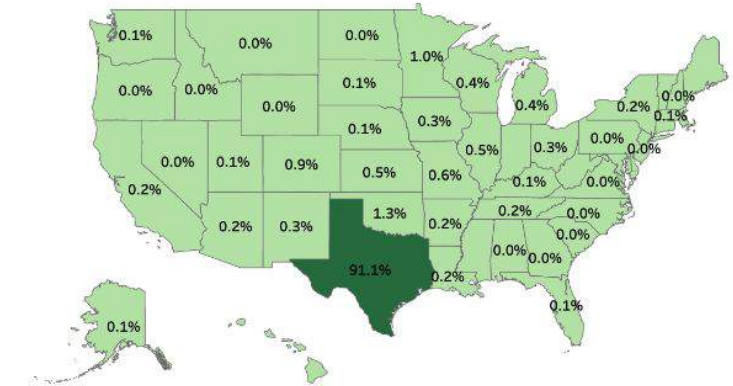
Top Origin Markets (DMAs)

DMA	Trips	Share of T.	Average Unique Nights
Harlingen/Weslaco/Brownsville/Mc...	1,193,247	56.7%	0.6
San Antonio	166,639	7.9%	2.0
Dallas/Fort Worth	146,194	6.9%	2.4
Houston	120,794	5.7%	2.3
Austin-Tx	118,313	5.6%	1.9
Laredo	50,556	2.4%	1.8
Waco/Temple/Bryan	23,430	1.1%	2.6
Corpus Christi	20,671	1.0%	1.7
Minneapolis/Saint Paul	19,122	0.9%	3.9
Denver	15,027	0.7%	2.1
Oklahoma City	13,560	0.6%	3.2
Null	12,741	0.6%	0.8
El Paso	11,899	0.6%	1.5
Tyler/Lonview/Lufkin/Nacogdoches	9,321	0.4%	2.6

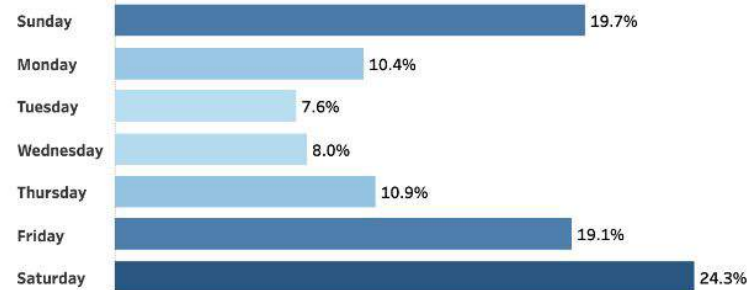
Trips by Month



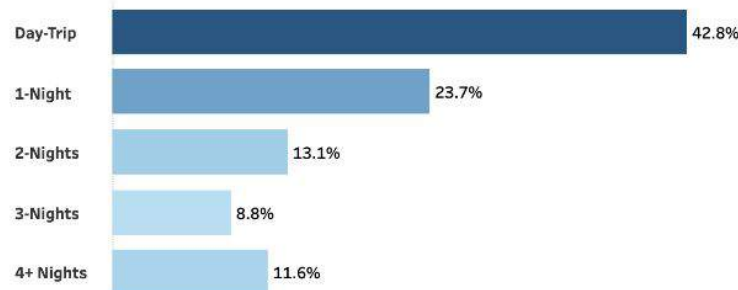
Trips by Origin States



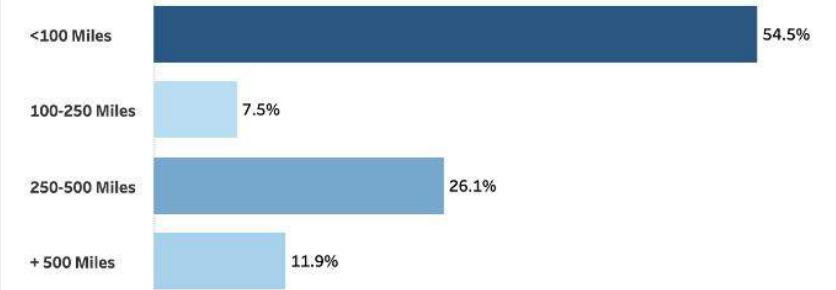
Trips by Day of Week



Trips by Length of Stay



Trips by Avg. Distance Traveled (Miles)





South Padre Island POI Dashboard

Year: |
 Primary Destination: |
 POI Category: |
 Point of Interest: |
 Home State:

Total est. US adult Trips to POI
1.776.889

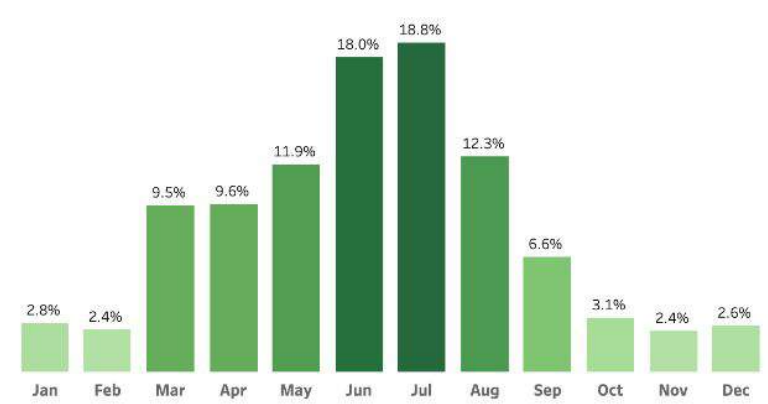
Average Nights
2.5

Average Distance Traveled
375.4 Miles

Trips by POI

Point of Interest	Trips	Share of Trips	Avg. Time in POI (Hours)
Entertainment District	406,730	22.9%	2.6
Isla Blanca Park	222,033	12.5%	8.0
Port Isabel Lighthouse Square	101,306	5.7%	1.4
Sea Turtle Inc.	98,841	5.6%	1.0
Clayton's Bar & Grill	75,458	4.2%	2.4
Pearl South Padre Resort	66,841	3.8%	19.7
Bay Fishing	66,032	3.7%	3.1
Schlitterbahn Waterpark	61,665	3.5%	3.7
Hilton Garden Inn	46,490	2.6%	25.0
The Jetties	45,326	2.6%	1.5
Valley International Airport	44,185	2.5%	2.1
Courtyard	39,045	2.2%	24.8
Isla Grand Beach Resort	38,308	2.2%	32.2

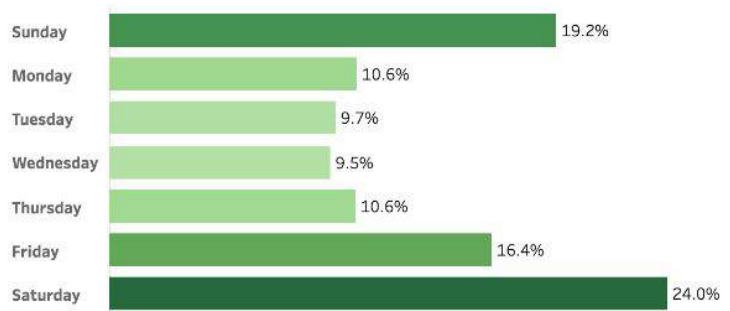
Trips by Month



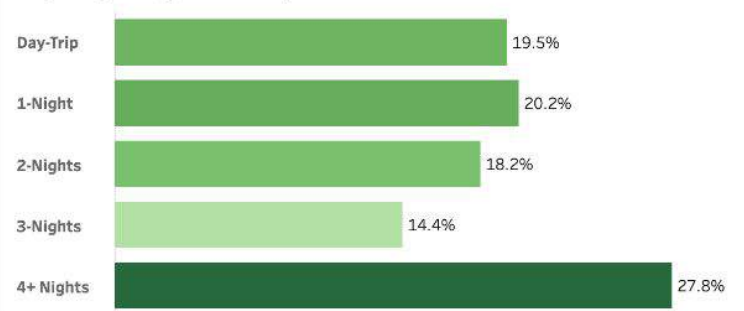
Top Origin Markets(DMA)

DMA	Trips	Share of Trips	Average Unique Nights
Harlingen/Weslaco/Brownsville/M...	698,187	39.3%	1.0
Dallas/Fort Worth	174,055	9.8%	3.6
San Antonio	165,133	9.3%	2.6
Houston	142,127	8.0%	2.9
Austin-Tx	104,828	5.9%	2.7
Laredo	54,680	3.1%	2.2
Minneapolis/Saint Paul	38,294	2.2%	5.3
Waco/Temple/Bryan	28,521	1.6%	3.4
Corpus Christi	19,216	1.1%	2.0
Oklahoma City	19,183	1.1%	4.3
Chicago	15,677	0.9%	4.4
Denver	15,331	0.9%	4.2
El Paso	15,062	0.8%	2.8

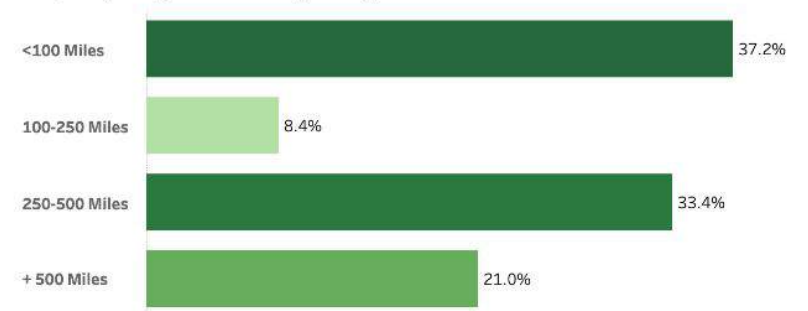
Trips by Day of Week



Trips by Length of Stay



Trips by Avg. Distance(miles)





South Padre Island POI Dashboard

Year: 2021 |
 Primary Destination: Primary |
 POI Category: Transportation |
 Point of Interest: (All) |
 Home State: (All) |
 Arrivalist

Total est. US adult Trips to POI

68,436

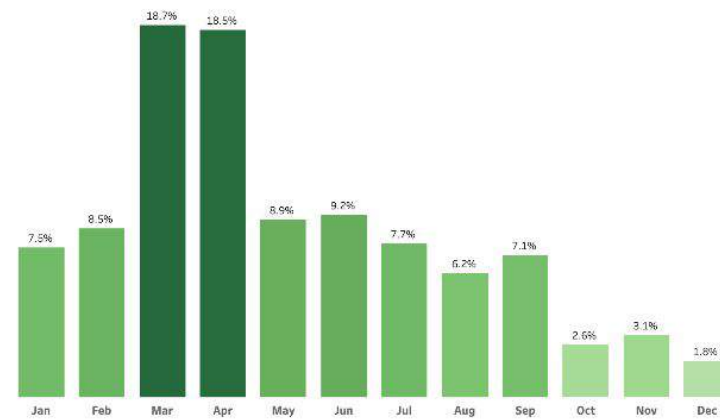
Trips by POI

Point of Interest	Trips	Share of Trips	Avg. Time in POI (Hours)
Valley International Airport	44,185	64.6%	2.1
Brownsville/SPI International Air.	21,432	31.3%	1.9
McAllen International Airport	2,819	4.1%	1.4

Average Nights

4.7

Trips by Month



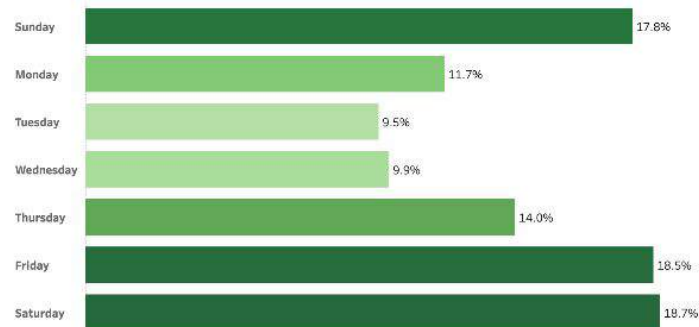
Average Distance Traveled

1,096 Miles

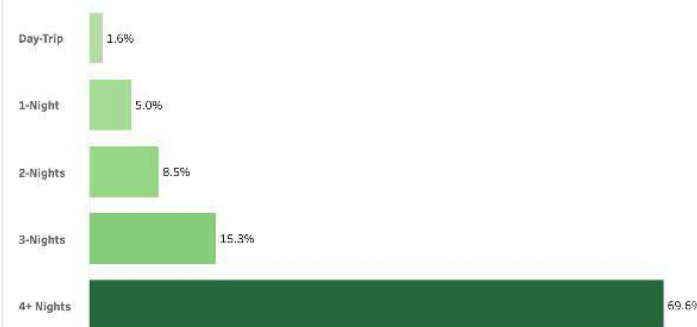
Top Origin Markets(DMA)

DMA	Trips	Share of Trips	Average Unique Nights
Minneapolis/Saint Paul	9,699	14.2%	5.2
Dallas/Fort Worth	7,546	11.0%	3.4
Chicago	3,011	4.4%	5.0
Denver	2,865	4.2%	4.7
Detroit	2,057	3.0%	6.5
Houston	2,011	2.9%	3.3
Kansas City	1,737	2.5%	4.8
New York	1,653	2.4%	2.7
Indianapolis	1,389	2.0%	5.1
Saint Louis	1,331	1.9%	4.8
Sacramento/Stockton/Modesto	1,322	1.9%	6.5
Grand Rapids/Kalamazoo/Battle C.	1,218	1.8%	6.8
Milwaukee	1,203	1.8%	5.2
El Paso	1,095	1.6%	2.7
Des Moines/Ames	1,017	1.5%	4.6
Albuquerque/Santa Fe	927	1.4%	4.0
La Crosse/Eau Claire	895	1.3%	5.9
Phoenix	799	1.2%	3.7
Colorado Springs/Pueblo	785	1.1%	4.1
South Bend/Elkhart	757	1.1%	6.8

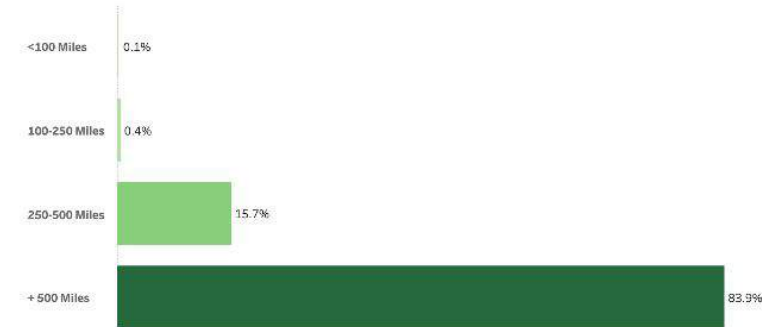
Trips by Day of Week



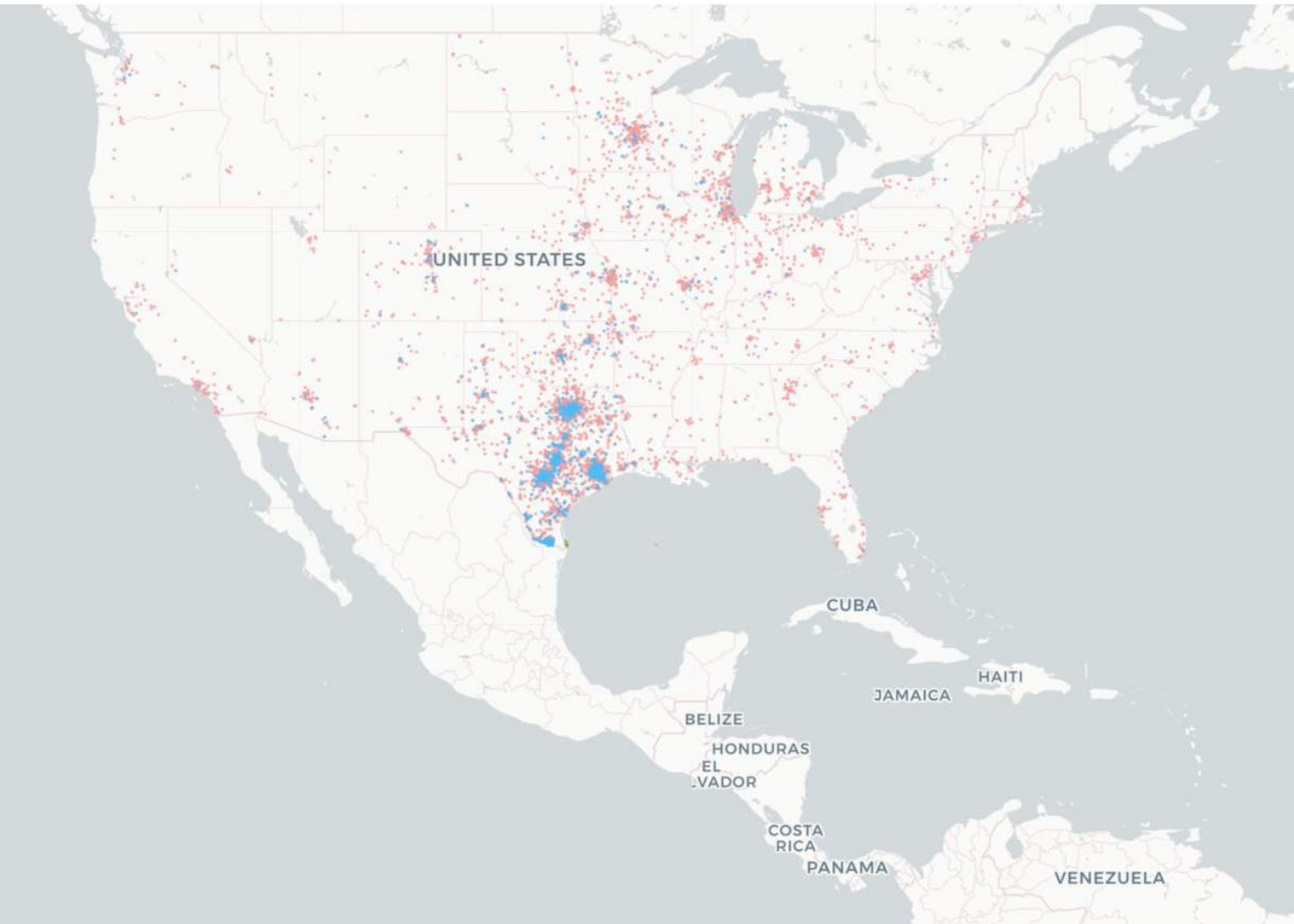
Trips by Length of Stay



Trips by Avg. Distance(miles)



Origin Markets December 2021



Dates

12/01/2021 - 12/31/2021

Origin Country

United States of America

Origin Region

All selected

Day of Arrival

All selected

Source

All selected

Medium

All selected

Campaign

All selected

Legend

- Arrival - Exposed
- Origin - Exposed
- Arrival - Unexposed
- Origin - Unexposed

Origin	Visitors
Edinburg, Tx	2,668
Mcallen, Tx	2,614
Mission, Tx	2,483
San Antonio, Tx	2,039
Weslaco, Tx	1,232
Pharr, Tx	1,100
Houston, Tx	888
Austin, Tx	722
Donna, Tx	678
San Juan, Tx	646



Auto Data

Year over Year | Overnights by Month

2021 was 14% ahead of 2019, and 22.9% ahead of 2020

Year Over Year Volume by Month
Overnights Only



	2021 Difference from 2019	2021 Difference from 2020
Jan	29.3%	15.5%
Feb	6.1%	-4.2%
Mar	19.9%	131.1%
Apr	37.4%	843.7%
May	15.8%	-6.0%
Jun	-4.0%	-0.1%
Jul	8.6%	71.3%
Aug	-7.4%	4.2%
Sep	45.3%	-6.0%
Oct	47.8%	-12.9%
Nov	11.8%	-25.5%
Dec	44.9%	25.5%



ORGANIC SOCIAL MEDIA OVERVIEW




sproutsocial

Facebook Top Posts



South Padre Island Tropical Travel
Sun 12/26/2021 11:22 am PST


Get ready to end 2021 on South Padre Island! We will be hosting a fireworks display over the bay on New Year's Eve 🎆 FREE and Open to the Public 🏖️ Starts at 9:00 PM on December 31 🎉 Be



Total Engagements	2,725
Reactions	1,128
Comments	50
Shares	109
Post Link Clicks	—
Other Post Clicks	1,438

South Padre Island Tropical Travel
Sun 1/16/2022 11:17 am PST

You know you've made it to paradise when you see this sign ❤️ The feeling that never gets old! 🏖️ : noeree_oewee #SoPadre



Total Engagements	2,489
Reactions	1,488
Comments	141
Shares	113
Post Link Clicks	—
Other Post Clicks	747

South Padre Island Tropical Travel
Thu 1/13/2022 5:16 am PST

Need a place to stroll? Visit the jetties for an early morning walk 🌅 #SoPadre



Total Engagements	2,367
Reactions	693
Comments	96
Shares	65
Post Link Clicks	—
Other Post Clicks	1,513



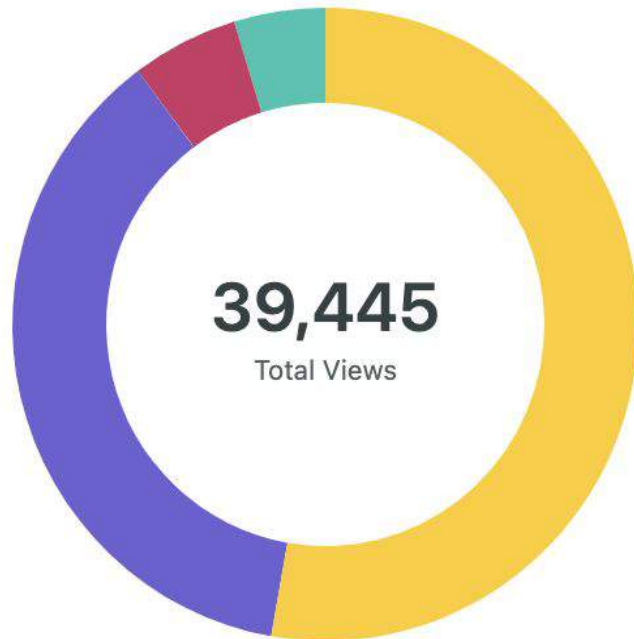
Facebook Video Performance



Video Performance

View your aggregate video performance during the reporting period.

View Metrics



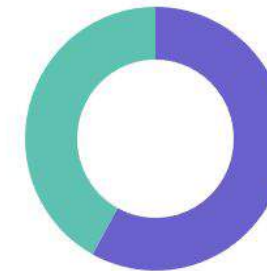
Organic Full
1,857

Organic Partial
14,597

Paid Full
2,175

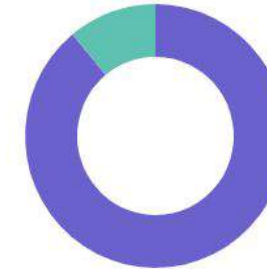
Paid Partial
20,816

Viewing Breakdown



Organic Views
42%

Paid Views
58%



Click Plays
11%

Auto Plays
89%



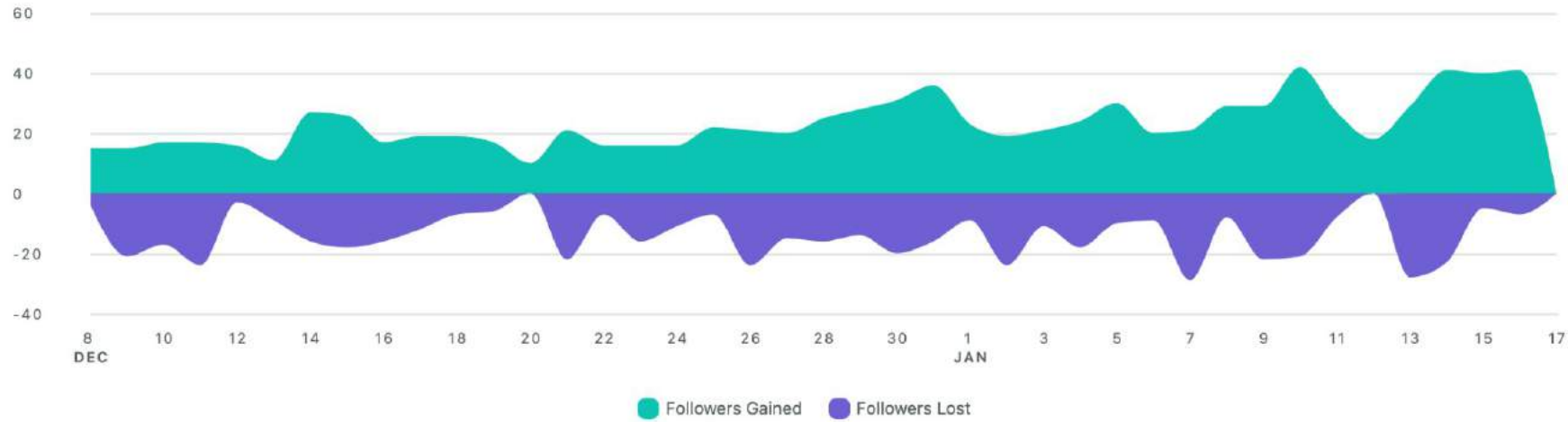
Instagram Audience Growth



Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day





Audience Metrics	Totals	% Change
Followers	45,078	↗ 0.8%
Net Follower Growth	379	↗ 19.9%
Followers Gained	932	↗ 8.1%
Followers Lost	553	↗ 1.3%




Instagram Top Posts



 **visitsouthpadreisland**
Sun 1/16/2022 9:54 am PST

You know you've made it to paradise when you see this sign 
The feeling that never gets old! 🏖️: @noeree_owee #SoPadre





Total Engagements 1,552

Likes 1,503


Comments 24

Saves 25



 **visitsouthpadreisland**
Tue 12/14/2021 2:50 pm PST

Clear skies and open waters. Every day is a beach day on South Padre Island 🌊 What three items are you bringing to the beach? #SoPadre




Total Engagements 1,172

Likes 1,126

Comments 23

Saves 23



 **visitsouthpadreisland**
Sun 12/26/2021 11:13 am PST

Get ready to end 2021 on South Padre Island! We will be hosting a fireworks display over the bay on New Year's Eve 🎆 FREE and Open to the Public 🏖️ Starts at 9:00 PM on December 31 🏖️ Be



Total Engagements 1,005

Likes 976

Comments 6

Saves 23

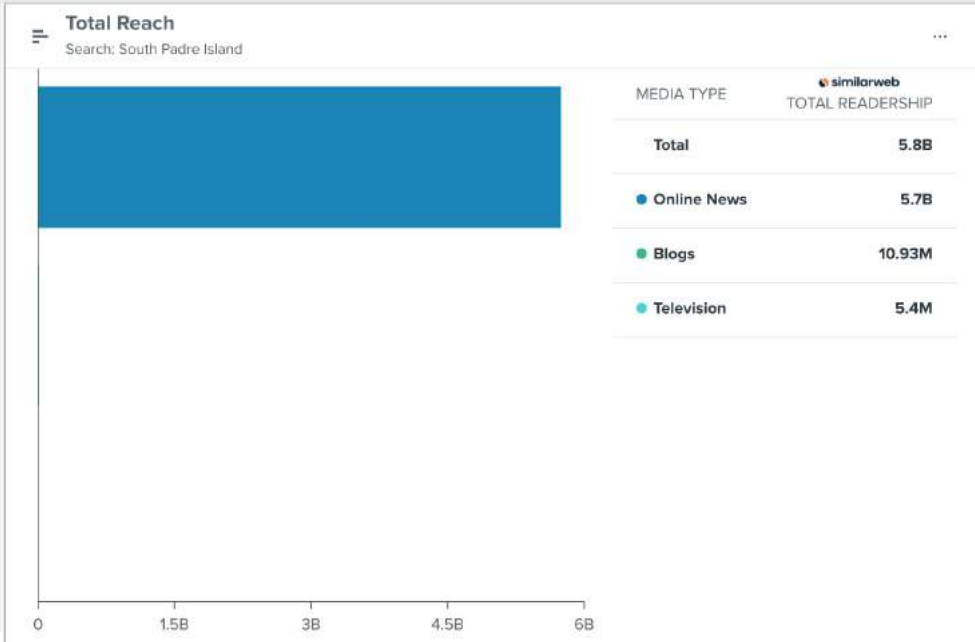
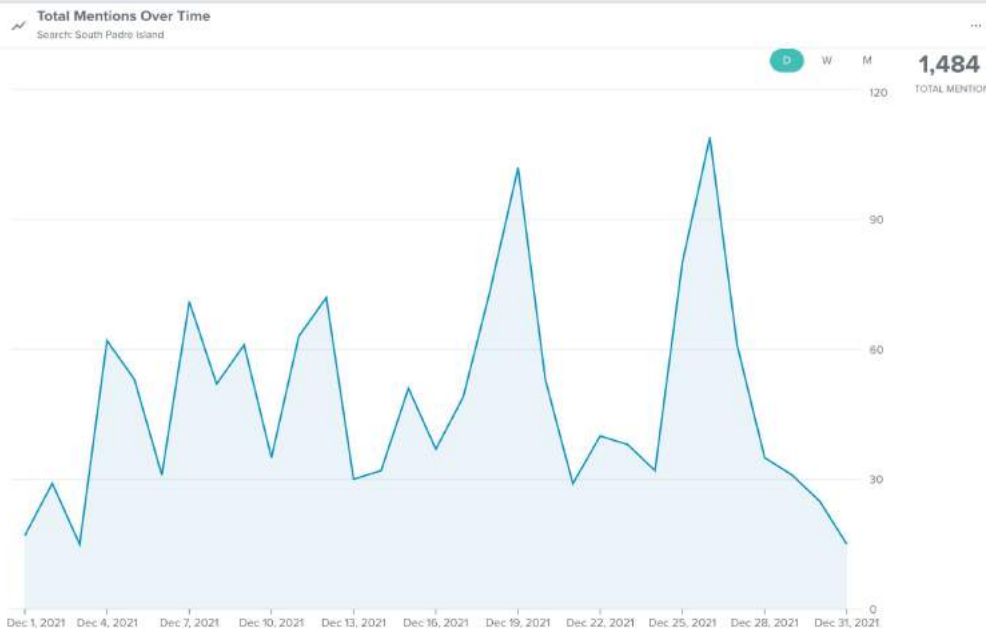




CISION REPORT



Cision Report December 2021

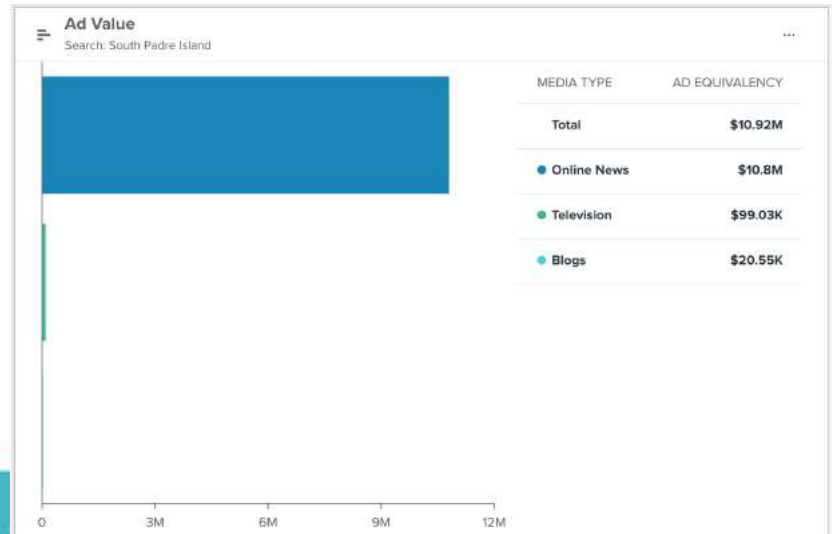


1.5K
Total Mentions

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

5.8B
Total Reach

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



\$10.9M
Total Publicity Value

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





Top Stories (Headlines)



Place to play: Cameron County plans to restore Children's Beach



SpaceX offered \$150,000 for a waterfront home next to its launch facilities,

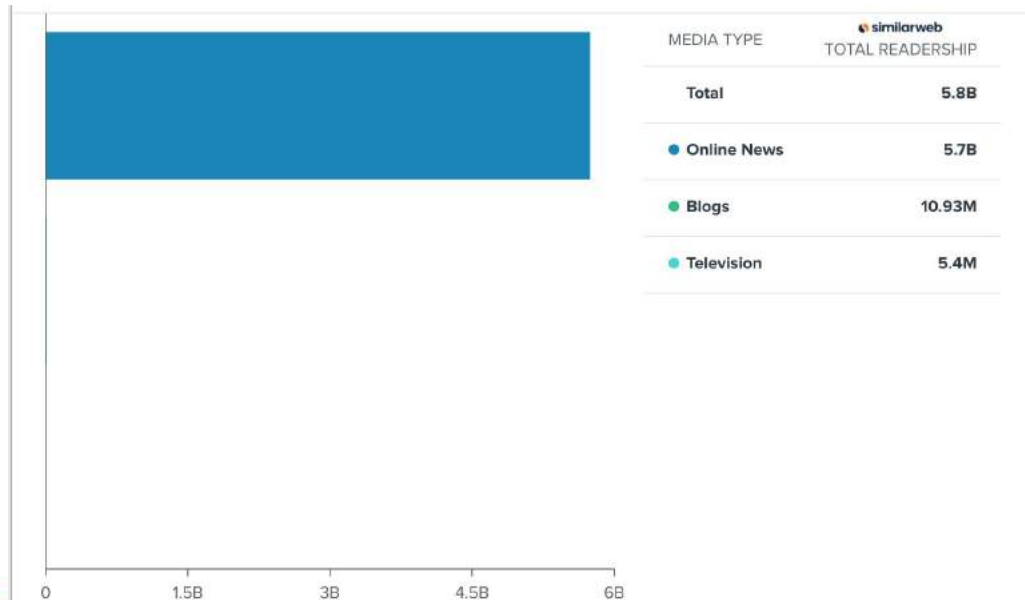


Cristián De La Fuente And Julieth Restrepo To Star In Indie Rom-Com 'Switch Up'

● Top Locations by Country

- United States 1.4 K
- Mexico 23
- Canada 9
- France 7
- Germany 6
- India 6
- China 5
- United Kingdom 4
- Australia 3
- Greece 3

Share of Coverage by Media Type

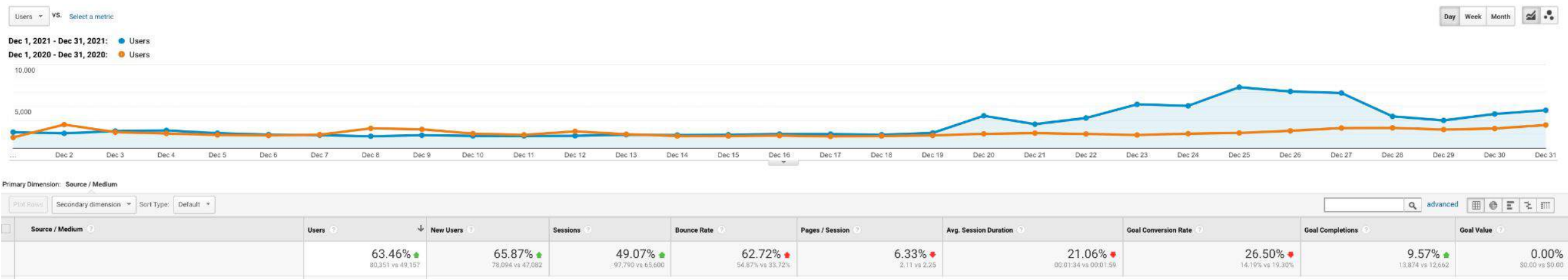


WEBSITE OVERVIEW



Google Analytics







Website Analytics 2021 vs 2020



Google Analytics

Website Analytics 2021 vs 2020



		63.46%  80,351 vs 49,157
1.  United States	Harlingen-Weslaco-Brownsville-McAllen TX	
Dec 1, 2021 - Dec 31, 2021		8,074 (9.75%)
Dec 1, 2020 - Dec 31, 2020		8,300 (16.19%)
% Change		-2.72%
2.  United States	Dallas-Ft. Worth TX	
Dec 1, 2021 - Dec 31, 2021		6,566 (7.93%)
Dec 1, 2020 - Dec 31, 2020		4,298 (8.38%)
% Change		52.77%
3.  United States	Austin TX	
Dec 1, 2021 - Dec 31, 2021		6,285 (7.59%)
Dec 1, 2020 - Dec 31, 2020		3,890 (7.59%)
% Change		61.57%
4.  United States	Houston TX	
Dec 1, 2021 - Dec 31, 2021		5,464 (6.60%)
Dec 1, 2020 - Dec 31, 2020		5,412 (10.56%)
% Change		0.96%
5.  United States	San Antonio TX	
Dec 1, 2021 - Dec 31, 2021		2,855 (3.45%)
Dec 1, 2020 - Dec 31, 2020		5,582 (10.89%)
% Change		-48.85%



2021 compared to 2020, there has been growth to the site from all markets, except Dallas-Fort Worth.

Top Metro Leaders include:

1. Harlingen-Weslaco-Brownsville-McAllen TX
2. Dallas-Fort Worth
3. Austin, TX
4. Houston, Texas
5. an Antonio

Other Metros in Top 10

- Chicago, IL
- New York, NY
- Minneapolis-St. Paul MN
- Washington DC (Hagerstown MD)



Google Analytics



The Zimmerman Agency



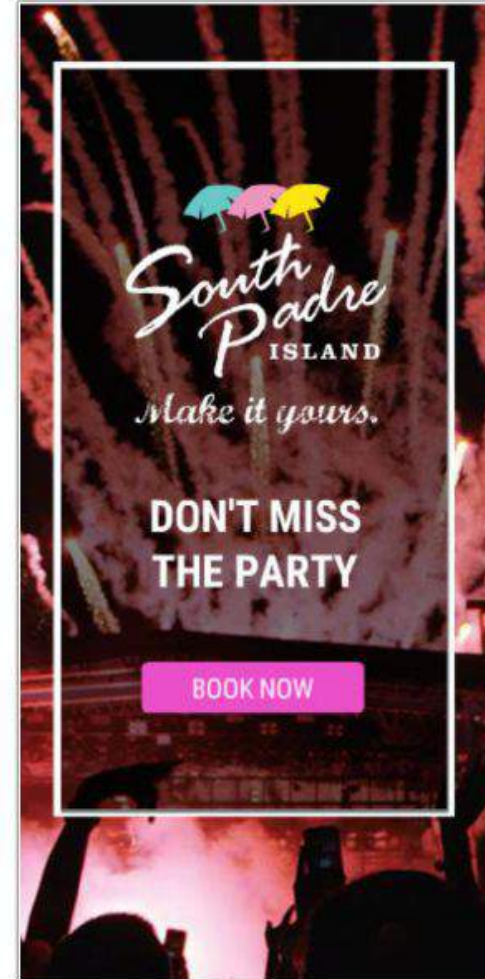
1. In the process of transitioning approved new campaign to fulfill upcoming media.
2. Agency is executing two campaigns for Spring Break:
 - Family Spring Vacation: Paid social, Digital display and Programmatic OTT.
 - College Spring Break: Paid social (Facebook, Instagram, Tiktok, Snapchat), Spotify and Programmatic Display.
3. Monitoring and optimizing ongoing Spring Break activities.
 - To date, the College Spring Break and Family Spring Break campaign (as well as paid search) has garnered 2,465,2121 impressions with click-thru rates well above industry benchmarks, particularly video.
 - Agency continuing to optimize campaigns to drive awareness and conversions.



Key Activities

4. For the upcoming February FAM trip (“Leave The Hard Stuff Behind and Come Discover Easy”), we’ve secured Fodor’s Travel, CultureMap Austin, Weddings in Houston, Houston /Family Magazine, KC Parent Magazine, Pursuitist and Focus Daily News.
5. Pitched National Cook Your Catch Day to local news stations, Texas travel specific and F&B publications.

Creative (re-purposed and new)





CATCH OF THE DAY: BONDING.



PLAN A TRIP



**SPEND SPRING BREAK
NEAR THE SHORE BREAK.**



PLAN A TRIP





**SPEND SPRING BREAK
NEAR THE SHORE BREAK.**

[PLAN A TRIP](#)



**CATCH OF THE DAY:
*Bonding.***


[PLAN A TRIP](#)





**FISHING THAT LEAVES
OTHER DESTINATIONS**

IN ITS WAKE.



Off the beach, in the bays or far offshore, South Padre Island offers anglers the fishing trip of a lifetime. Here, you can catch a trophy or reel in your supper and have it cooked as soon as you step ashore. And when you don't have a rod in your hand, countless other diversions await. Learn more at sopadre.com/fishing.

South Padre ISLAND

sopadre.com



**WHERE BIRDS AND
BIRDERS FIND REFUGE.**

South Padre ISLAND

PLAN A TRIP

**WHERE BIRDS AND
BIRDERS FIND REFUGE.**



PLAN A TRIP

South Padre ISLAND

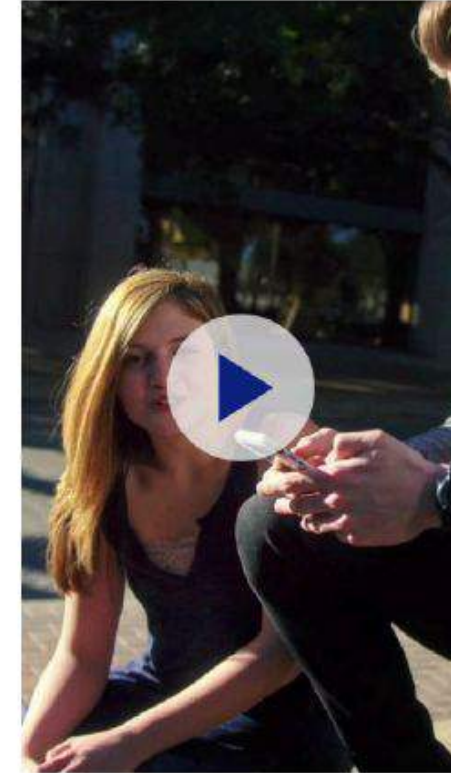
Social Media: College and Family Spring Break



FACEBOOK/INSTAGRAM : FAMILY



FACEBOOK/INSTAGRAM : COLLEGE



TIK TOK / SNAPCHAT : COLLEGE

New Campaign Evolution!



UMBRELLA? OR UMBRELLA?



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

MEETING DATE: January 26, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the following Special Events. (Brown)

A.) Sand Crab Run in April 2022

B.) Roar by the Shore Air Show in August 2022

ITEM BACKGROUND

Sand Crab Run: The SEC approved \$6,000 in funding towards marketing on 1-13-2022.

Roar by the Shore Air Show: The SEC approved \$50,000 in funding towards marketing on 1-13-2022.

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law

APPLICATION FOR INITIAL FUNDING

Today's Date: _____

ORGANIZATON INFORMATION

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Email: _____

Contact Office PhoneNumber: _____

Contact Cell 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:

April Brown
Special Events Manager
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597
Phone: (956) 761-8392
Email: april@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

**ADDENDUM to South Padre Island Tax Funding Application:
Supplemental Information
2022 South Padre Island Sand Crab Nighttime Beach 5k, 10k & Kids Mile**

Date: Jan. 3, 2022
Submitted by Run In Texas, Event Organizer

PROPOSED MARKETING PLAN FOR FUNDED EVENT:

The following activities will take place now through the event date:

- Produce event logo for use in promotion, T-shirt production, award production
- Promote via event website at RunInTexas.com
- Promote via dedicated Facebook Event Page
- Promote via social media advertising to target markets including the Rio Grande Valley, San Antonio, Austin, Houston
- Promote on statewide and local running calendars and websites
- Promote via other social media outlets, including Twitter and Instagram
- Produce and print materials to promote the event as needed
- Print newspaper advertising
- Promote via multiple e-blasts to more than 20,000 runners throughout Texas in the Run In Texas database

SCHEDULE OF ACTIVITIES RELATING TO FUNDED PROJECT

APRIL 23, 2022:

5 p.m. – 8 p.m.: Packet pick-up at the Pearl

8 p.m. – Kids Mile starts

8:30 p.m. – 5k & 10k begins

10 p.m. – Awards ceremony and post-race party at race staging area.

COMPLETE BUDGET FOR THE FUNDED PROJECT:

<u>Sand Crab SPI 2022 Budget</u>	
Marketing and Promotion	3,000.00
Awards	3,000.00
Charitable Donations	1,000.00
Insurance Expense	250.00
Photography	600.00
Permits and Fees	200.00
Supplies	1,000.00
Police & EMS	420.00
Promotional: T-Shirts (Printing, Design)	4,500.00
Timing Services	3,500.00
Travel Expense/ Lodging/Meals	<u>1,200.00</u>
	18,670.00

MARKETING BREAKDOWN:

Here is additional information on how the marketing budget will be used:

E-blasts: \$1500

Banners: \$300

Social Media Advertising: \$700

Newspaper:

Other opportunities: \$500 (posters, including design/printing/distribution) OR additional newspaper or online advertising

Promotional items: \$2,000 toward cost of race T-shirt production (total cost is \$4,500) and \$1,000 toward cost of awards (total cost is approx. \$3,000)

= \$6,000

Also note that we have a professional team managing social media content and public relations for the event, which is not included in this budget but also directly promotes the event.

ROOM NIGHT PROJECTIONS FOR THE FUNDED EVENT:

Based on information collected in previous years, we estimate that room nights associated with the event are equal to 75% of the total number of runners. This includes runners who come to SPI for the event and stay more than one night. With approximately 400 runners expected in 2022, we estimate that this event will result in 225 to 300 room nights being booked on SPI.

SAFETY/SECURITY PLANS:

Every year Run In Texas coordinates with the South Padre Island Police Department to serve as course marshals and provide security along the route, which follows a 3.1 mile stretch of beach heading north from the Pearl Resort.



South Padre Island Convention & Visitors Bureau

South Padre Island Tax

Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law

APPLICATION FOR INITIAL FUNDING

Today's Date: 12/27/2022

ORGANIZATION INFORMATION

Name of Organization: ROAR BY THE SHORE AIR & SPACE EXPO

Address: 2121 Story Ln

City, State, Zip: Mission, TX, 78573

Contact Name: MIGUEL SANDOVAL Contact Email: MIGUEL@ROARBYTHESHORETX.COM

Contact Office Phone Number: 956-342-6778

Contact Cell Phone Number: 956-342-6778

Website Address for Event or Sponsoring Entity: WWW.ROARBYTHESHORETX.COM

Non-Profit or For-Profit status: NON-PROFIT Tax ID #: 87-2422790

Entity's Creation Date: 08/26/2021

Purpose of your organization:

PROMOTE AVIATION AND SPACE TECHNOLOGY CAREERS BY HAVING WORLD CLASS AVIATION EVENT ALONG THE SOUTH PADRE ISLAND BEACHFRONT.

MILITARY AND CIVILIAN AIRCRAFT PARTICIPATION IS PLANNED AS PART OF THE EVENT INCLUDING VINTAGE AIRCRAFT SPANNING LAST 80 YEARS OF AVIATION.

EVENT INFORMATION

Name of Event: ROAR BY THE SHORE AIR & SPACE EXPO 2022

Date(s) of Event: 26-28 AUGUST 2022

Primary Location of Event: SOUTH PADRE ISLAND BEACHFRONT CENTERED ON ISLA GRAND RESORT.

Amount Requested: 50,000.00

Primary Purpose of Funded Activity/Facility:

OPERATIONAL EXPENSES AND MARKETING/ADVERTISING.

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

PARTICIPANT HOTEL ROOM EXPENSES, RENTAL VEHICLES, AND HOSPITALITY. Marketing

Percentage of Hotel Tax Support of Related Costs

50 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

20 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 10 %

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: \$ 0
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ 0
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: \$ 50,000
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$

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? 0

Expected Attendance: 50000

How many people attending the Event will use South Padre Island lodging establishments? 30,000

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

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

Where and how many rooms will be blocked?

BEACH RESORT HOTEL 105 TO 125 NIGHTLY. TOTAL OF 400-500 ROOM NIGHTS.

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.)?

ROOM OCCUPANCY RATES. ECONOMIC IMPACT STUDY ON ADDITIONAL TRAFFIC TO AREA RESTAURANTS AND ATTRACTIONS.
METERED TRAFFIC (NO. OF VEHICLES) INBOUND OVER CAUSEWAY BRIDGE INTO SOUTH PADRE ISLAND.

Please list other organization, government entities, and grants that have offered financial support to your project: Brownsville International Airport, Port of Brownsville, Cameron County

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

Do you anticipate a net profit from the event? YES

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

FOR FUTURE AIRSHOWS IN 2023 AND BEYOND FOR COSTS ASSOCIATED WITH AIRSHOW PLANNING, OPERATIONS, HOTELS, RENTAL VEHICLES, HOSPITALITY, AND MARKETING.

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: \$ 2500
- Radio: \$ 10000
- TV: \$ 10000
- Website, Social Media: \$ 5000
- Other Paid Advertising: \$ 2500

Anticipated Number of Press Releases to Media: 25

Anticipated Number Direct Emails to out-of-town recipients: 25

Other Promotions: MAJOR SOCIAL MEDIA CONNECTIVITY AND CROSS LINKING.

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?

CROSS PROMOTION OF SOCIAL MEDIA PAGES. EVENT WEBSITE LINKS. LOGOS ON POSTERS, ADS, ETC.
WELCOME MESSAGES FROM TOURISM ON SOCIAL MEDIA LEADING UP TO EVENT DATES.

Who is your target audience? 8-50 YEARS OF AGE.

What geographic region(s) are you marketing to?

RIO GRANDE VALLEY, HOUSTON, SAN ANTONIO, LAREDO, CORPUS CHRISTI

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:

10 MILLION - ITP - INSURANCE TECHNOLOGIES & PROGRAMS

[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:

April Brown
Special Events Manager
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597
Phone: (956) 761-8392
Email: april@sopadre.com

South Padre Island Convention & Visitors Bureau Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

ROAR BY THE SHORE AIR & SPACE EXPO 2022

12/27/2021

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

12/27/2021

Date

Miguel Sandoval

Print Name



www.roarbytheshoretexas.com

Roar by the Shore Air & Space Expo 2022 Marketing Plan

INTRODUCTION

The following pages contain detailed information on how to write a marketing plan for your business. Your marketing plan is a vital part of your overall business plan and strategy. Our hope is that this outline will help you think through aspects of your proposed business operations and the channels you will use to reach your target market that you may not have yet considered. Depending on the kind of business you are planning, some of the information may not be relevant. If this is the case, feel free to skip or adapt parts of the plan to fit your business model. The Microsoft Excel worksheets have been included to assist you in gathering information. You can complete and incorporate them as part of your plan; include them in the Appendix and use the information to write sections of the plan, or skip them entirely.

NOTE: Some of these worksheets have been “Protected” in order to retain the formulas. If you need to increase column width, you will have to “Unprotect” the sheet. Click on Excel “Help” to learn how to do this. Cells that require text entry will expand to hold all text that you enter.

- I.** Executive Summary
- II.** Products/Services
- III.** Target Customers
- IV.** Unique Selling Proposition and Competitive Analysis
- V.** Pricing and Sales Volume Potential
- VI.** Location Analysis
- VII.** Marketing Strategies
- VIII.** Sponsors and Partners
- IX.** Retention Strategy

I. EXECUTIVE SUMMARY

Based upon the information below Schultz Airshows plans on bringing a world class aviation event to South Padre Island, TX. We believe that in the years to come this event can grow to include major military jet teams like the Blue Angels and the Thunderbirds in future years. Roar by the Shore Air and Space Expo 2022 was able to score the USAF F-22 Raptor Demo Team and South Padre Island will be one of the two Texas dates listed on their eighteen stops for their 2022 airshow schedule. We also plan on having US Navy support, US Coast Guard support and additional USAF Support. The airshow will also include some of the best aerobatic performers in the world today.

This event presents great opportunities for the Armed Forces Recruiting, advertising for regional hot spots, and attractions, showcasing the best of aviation and space technologies in the area, showing why South Padre Island, TX is one of the top to-go destinations in Texas each year.

II. PRODUCTS/SERVICES

Annual Airshow along the Gulf of Mexico Coastal Me Beaches of South Padre Island, TX. Airshow is meant to educate, entertain, and inspire the next generation of aviators, military officers, and careereers in the STEM fields. Airshow will run daily 4-5 hours in duration and feature military and civilian flyovers and demonstrations, Vintage aircraft displays will honor the past and our Veterans, This will be the Largest Airshow in the Rio Grande Valley and South Texas.

Roar by the Shore Air & Space Expo has already exceeded the interest of Air Combat Command, due to the proximity to SpaceX Boca Chica and the growing relation between the DoD and SpaceX.

Airshow with this proximity to SpaceX Boca Chica will help build a new bridge between the aerospace communities including the airshow, aeronautical, and astronautical communities.

Roar by the Shore Air and Space Expo 2022 will feature the USAF F-22 Raptor Demo Team, along with other top military demo support from across the country.

Airshow season runs yearly from the months of March - November, with our dates being set during high peak season it will draw in an audience of airshow enthusiast from across the country.

Roar by the Shore Air and Space Expo expects to grow after its initial airshow and is already a top candidate and alternate date for 2022 to host the big demo teams like the US NAVY Blue Angels or the USAF Thunderbirds.

Airshow managed to secure top military demo teams in its first year compared to other airshows.

III. TARGET CUSTOMERS

Our main market will be focused on the Rio Grande Valley and other surrounding South Texas Regions, we want to focus and highlight the fast-growing community and its related fields. We will be introducing an event that has never been done before in the entire Rio Grande Valley and South Padre Island. An event of this magnitude will draw in an audience beyond the Rio Grande Valley, and throughout South Texas and beyond. We will showcase community milestones and achievements to help bring awareness to this part of the country, while introducing some of the of the best military demo teams, and aerobatic performers available. An event of this size will draw in a crowd that rivals the size of many other big events during Spring Break and Semana Santa at South Padre Island, helping boost the local economy during the last weeks of the 2022 Summer Peak Season.

- Our demographics are based on other airshows produced by David Schultz Airshows and the International Council of Airshows. Airshow audience attending these type of aerial events usually consist of 56.6% Men, and 43.4% for Women, with 44.3% attending with children under 17 years old and 55.7% attending without children.
- More than 50% of airshow attendees have some sort of college degree or education. The average household income was 100k or greater according to an ICAS survey, with 63.1% of attendees being homeowners. According to the statistics from ICAS 64.4% of attendees attended an airshow for military jet demo teams, 44.7% for warbirds, 43.3% for modern military, 29.9% for warbirds statics, 28.4% for civilian aerobatics, 27.8% for military statics, 26.7% for ground based jet vehicles, and 19.1% for R/C - Drone Aircraft.

- One of the main demographic groups of airshows are prior service veterans, or current service members, retired federal workers, military contractors, and law enforcement related.

III. UNIQUE SELLING PROPOSTION AND COMPETITIVE ANAYLSIS

We have partnered with David Schultz and David Schultz Airshows LLC known as "Tops in Ops" for many reasons and one being a proven formula and success for many airshows across the country. David Schultz Airshows will handle many of the operations for Roar by the Shore Air and Space Expo. One of the many services that they offer is jet team management and aircraft acquisition, helping propel Roar by the Shore Air and Space Expo to the top of the list for consideration for the 2022 Airshow Season. Helping us land not only one but four top military demonstration teams. We were able to secure the stealthy fifth generation fighter the USAF F-22 Raptor Demo Team with only two shows in Texas and one being South Padre Island, Texas. The US NAVY F-35C Lightning II Demo Team, US NAVY Leap Frogs, and the West Coast C-17 Demo Team. Four top military demo teams and many others pledging support for the innagural 2022 airshow. One of the key competitive advantages and proven success that David Schultz Airshows has proven is based off their professional service and airshow operations and coordination. With proven success for hosting airshows across many different type of venues, beachfront airshows are one of their expertise.

Compared to other airshows the amount of support and performers and attendance we expect a big crowd in comparison, Roar by the Shore Air and Space Expo being FREE to all attendees. Prior airshows hosted by David Schultz Airshows have attracted between 30,000 - 1,000,000 spectators. David Schultz has hosted and continues to host airshows across the world including the Carribean, Puerto Rico, Atlantic City, Jacksonville, and Corpus Christi.

With David Schultz Airshows vast experience and South Padre Island beautiful beaches this is the perfect formula for an exciting new airshow that plans to be an annual event with the support of the local community.

Competitive Analysis and Positioning

For the 2022 Airshow Season as is stands August 27-28, 2022 had a total of 4 airshows in the United States. David Schultz Airshows has 2 of those 4 scheduled airshows for that weekend, (Roar by the Shore - South Padre, TX / Wilkes - Barre - Avoca, PA) making one of the airshows New York Intl Airshow reschedule due to the amount of competition from David Schultz Airshows. The other airshow is Airshow of the Cascades in Madras, OR.

- Wings Over South Texas - Corpus Christi - Kingsville, David Schultz Airshows
Early 2022 Season, Airshow not a direct competitor - Sister Airshow / Amission Free
- WBCA Stars & Stripes Air Show Spectacular - Laredo, TX - Early 2022 Airshow Season - Admission Paid
- - Wings Over Houston - Houston TX Oct 29-30 / Admission Paid
- Bell Fort Worth Alliance Airshow - Oct 22-23 / Admission Paid
- CAF- RGV Wing Airshow! 2022 - Sept 30 - Oct 2 - Admission Paid - Local Airshow
size comparisson smaller airshow based out of Port Isabel Cameron County Airport,
with a Free Friday Night Airshow over the Laguna Madre. Sat - Sun airshow is hosted over the airport.

Roar by the Shore Air and Space Expo is scheduled for August 27-28 with August 26 being a rehearsal day. Airshow will be over Isla Blanca Beach Park and admission will be free of charge. Logistically Roar by the Shore Air and Space Expo is a bigger event and operating out of Brownsville - South Padre Island International Airport. Our event will rely on sponsorships from our local community businesses in order to ensure a free admission airshow. In order to attract crowds and sponsorships and create an excitement among the community Roar by the Shore will aim at bringing some of the biggest military demo teams, and best aerobatic performers available. Airshow will be unique and encourage people to enjoy the beaches of South Padre Island, TX while enjoying the Sounds of Freedom!

IV. PRICING SCHEME AND SALES VOLUME POTENTIAL

General Admission is Free to everyone.

- Show Center will offer upgraded viewing which include chalets, VIP Seating, and box seating which will help the audience enjoy the narration and briefing from the Public Announcer from the airshow.
- Airshow is Free of Admission Compared to other Airshow, with the option to upgrade to VIP or Preferred Seating

Sales Volume Potential

- Airshow will make a small profit from preferred seating that will help with the overhead expenses for the airshow. Airshow will also make a net profit off alcohol sales during the event that will help cover airshow expenses.
- Airshow will attract thousands of attendees to South Padre Island, TX helping boost the local economy, and hotel stays
- Airshow is anticipating a large crowd over the weekend from locals and out of town attendees

V. LOCATION ANALYSIS

South Padre Island, TX is a key and prime location for an event of this magnitude. Hosting an airshow over a top destination over South Padre Island, will help draw in the crowds and generate a buzz of excitement.

- South Padre Island, TX has the capability of hosting major events and has enough accommodations and tourists attractions to draw in visitors from other parts of the state and country
- Isla Blanca Beach Park has enough real estate to host show center and accommodate traffic flow and parking

VI. MARKETING STRATEGIES

The following strategies will be utilized to reach a vast audience across the Rio Grande Valley and beyond in order to make this event successful and generate impressions and awareness of our event.

We will use the vast amount of resources from our partners and their official channels in order to reach our key demographic audience. Also benefitting from Air Combat Commands official press release , and David Schultz Airshows marketing team we will be able to use different avenues available specifically through them such as ICAS and airshow forums that have thousands of visitors monthly. We also utilize David Schultz Airshows e-mail blasts to reach attendees from previous airshows.

We will launch a new digital campaign after our press release to the media on January 14, 2022. We will address the media along with David Schultz Airshows and officially launch our marketing campaign.

Our partnership with the Brownsville - South Padre Island International Airport will help us reach another core demographic as we launch ads and banners inside the airport terminal. Promoting the partnership between the airshow and the airport while showcasing the attractions and different aircraft operating out of Brownsville - Sout Padre Island International Airport.

We plan on buying digital billboards ads space starting in March to start ramping up impressions as we near the month of August.

Radio, TV, and YouTube ads will be utilized within 60-30 days of the event as we near the event.

Online Ads via Social Media will go live after our press release in January of 2022.

Flyers and Posters will be distributed among local businesses and local recruiter offices throughout the Rio Grande Valley.

Distribution

We will sell upgraded seating online and through our retail partners.

- Direct Sales
- Local Partners
- Online Sales

Promotion, Advertising, and Direct Selling

Our marketing materials are the collateral you use to promote your products and services to both your current and prospective customers. A few examples include your: website, social media networks, print brochures, business cards, business signage, catalogs, etc. As you already have knowledge of your target customer, choose marketing materials and strategies that complement how these customers would like to be reached. It is important to consider print as well as digital marketing strategies for your business.

- Press Release
TV Ads
Cross - Promotion
Official Military Marketing Channels
Performers Schedule Release
Online advertising,
- Online marketing strategy (website, blog, social media, etc.)
 - Keyword Strategy: Identify what keywords and phrases to target customer is searching to find similar products and services to yours.
 - Search Engine Optimization or Online Presence Strategy: We will document updates to our website, creating new and unique content on a regular basis. tools utilized to analyze how visitors are using your website (Exp: Google Analytics)
 - Paid Online Advertising Strategy: We will use online advertising like Google AdWords and Facebook Ads

- Social Media Strategy: will be utilized to target key interests of people that enjoy attending airshows
 - Facebook Ads
 - Instagram Ad Posts
- Local Digital Billboards along I-69 and I-2 will be utilized to create impressions
- Email Blasts
- Cross Marketing
- Airshow Forums
- Google Ads
- Radio Ads
- Commercial and YouTube Ads

VII. JOINT VENTURES AND PARTNERSHIPS

Our partnerships with certain organizations are vital in order to ensure a successful event.

Our current partnerships include the following:

David Schultz Airshows - Will handle our airshow operations which include the following: airboss, airshow operations, ground operations, jet team management, and total event management.

Brownsville - South Padre Island International Airport - Is a crucial partner where will be staging aircraft, fueling aircraft briefing performers and be based out of for airshow operations.

FAA - Will give us a TFR during the event in order for us to be able to host a safe airspace for all of the airshow performers.

USCG - Will help keep clear the demonstration box marked by buoys during the airshow.

TXDot - Will help with traffic flow and event singage.

VIII. RETENTION STRATEGY

We will you offer a monthly email newsletter to our subscribers in order to gain critical feedback and to keep them informed with our monthly email.



2022 Roar by the Shore Air & Space Expo
South Padre Island, TX
27 August – 28 August 2022



as of December 2021

Not for Public Use

Rev 1

~~Saturday/Sunday 27-28 August 2022~~

<u>Time</u>	<u>Performance</u>
11:30am	Waterway Closes, Airspaces Closes TFR in Place, Sterilized Demo Box
1:00pm	Open Ceremony – Presenting Colors
1:11pm	United States National Anthem w/ USN Leap Frogs Parachute Team Flag Jump
1:17pm	USN Leap Frogs Parachute Team Mass Exit Show
1:27pm	C-17 West Coast Demo
1:37pm	US Custom Border Protection Demonstration (P-3 Orion)
1:40pm	US Navy CNATRA Flight Demonstration (T-6, T-44, T-45)
1:50pm	USAF – AETC Flight (T-1, T-6, T-38)
1:55pm	US Coast Guard Search and Rescue Demo
2:10pm	Matt Younkin Airshows
2:22pm	Rob Holland Ultimate Airshows
2:40pm	Terrors of the Skies WW2 Warbirds – Lewis Flying Legends
2:55pm	Randy W. Ball – Mig17F
3:05pm	Jerry Conley – DH115
3:15pm	US Navy VFA – 125 Rough Raiders – F-35C Navy Demo
3:35pm	US Navy Legacy Flight
4:15pm	USAF F-22 Raptor Demo
4:30pm	USAF Heritage Flight
4:45pm	Airspace Re-Opens, Waterway Re-Opens

**Schedule is subject to change without notice due to mechanical considerations, weather conditions, and other matters beyond the control of the event.*

2022 Roar by the Shore Air & Space Expo Hotel Rooming List

All rooms must have parking, internet, fitness center, and local call charges WAIVED.

<u>Organization</u>	<u>Name</u>	<u>Type Room</u>	<u>Hotel Name</u>	<u>Confirmation No.</u>	<u>Check-In Date</u>	<u>Check-Out Date</u>	<u>Total Room Nights</u>
David Schultz Airshows	David Schultz	King Suite, NS			1/12/2022	1/16/2022	4
David Schultz Airshows	David Schultz	King Suite, NS			3/28/2022	3/30/2022	2
David Schultz Airshows	David Schultz	King Suite, NS			8/23/2022	8/30/2022	7
David Schultz Airshows	Warren Schultz	King, NS			8/23/2022	8/30/2022	7
David Schultz Airshows	Yvonne Brown	King, NS			8/24/2022	8/29/2022	5
David Schultz Airshows	Bruce Huddleston	King, NS			8/24/2022	8/29/2022	5
David Schultz Airshows	Ron Davis	King, NS			8/24/2022	8/29/2022	5
David Schultz Airshows	Alvin Cleere	King, NS			8/24/2022	8/29/2022	5
David Schultz Airshows	Mike McFarland	King, NS			8/24/2022	8/29/2022	5
David Schultz Airshows	Ticketing	Double, NS			8/24/2022	8/30/2022	6
David Schultz Airshows	Livestreaming	Double, NS			8/23/2022	8/29/2022	6
David Schultz Airshows	Livestreaming	Double, NS			8/23/2022	8/29/2022	6
David Schultz Airshows	Livestreaming	Double, NS			8/23/2022	8/29/2022	6
David Schultz Airshows	Livestreaming	Double, NS			8/23/2022	8/29/2022	6
Wise Group LLC		King, NS			8/24/2022	8/29/2022	5
Wise Group LLC		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King Suite, NS			8/25/2022	8/29/2022	4
USAF F-22 Raptor Demo Team		King, NS			8/25/2022	8/29/2022	4
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
US Navy F-35C Lightning II Demo Team		King, NS			8/24/2022	8/29/2022	5
US Navy F-35C Lightning II Demo Team		King, NS			8/25/2022	8/29/2022	4
US Navy F-35C Lightning II Demo Team		King, NS			8/24/2022	8/29/2022	5
US Navy F-35C Lightning II Demo Team		King, NS			8/24/2022	8/29/2022	5
US Navy F-35C Lightning II Demo Team		King, NS			8/24/2022	8/29/2022	5
US Navy F-35C Lightning II Demo Team		King, NS			8/24/2022	8/29/2022	5
US Navy F-35C Lightning II Demo Team		King, NS			8/24/2022	8/29/2022	5
US Navy F-35C Lightning II Demo Team		King Suite, NS			8/25/2022	8/29/2022	4
US Navy F-35C Lightning II Demo Team		King, NS			8/24/2022	8/29/2022	5
USN Leap Frogs Parachute Team		King, NS			8/25/2022	8/29/2022	4

Lewis Air Legends (Corsair)	Double, NS	8/25/2022	8/29/2022	4
Lewis Air Legends (P-38)	Double, NS	8/25/2022	8/29/2022	4
Lewis Air Legends (Bearcat)	Double, NS	8/25/2022	8/29/2022	4
Lewis Air Legends (Spitfire)	Double, NS	8/25/2022	8/29/2022	4
Lewis Air Legends (P-40)	Double, NS	8/25/2022	8/29/2022	4
Lewis Air Legends (P-47)	Double, NS	8/25/2022	8/29/2022	4
Lewis Air Legends (P-51)	Double, NS	8/25/2022	8/29/2022	4

RO - 12/22/21

Notes

January Visit

March Visit

2022 Roar by the Shore Air & Space Expo Rental Vehicle List

Rev 0 -12/21

Discount Codes for ICAS Members. Schultz Airshows is ICAS Member #2885.

AVIS AWD - A429000 BUDGET BCD - R134900 ENTERPRISE/NATIONAL - XZ16GW9

LDW and Liability Insurance Included in Rate

<u>Organization</u>	<u>Name</u>	<u>Type Vehicle</u>	<u>Confirmation No.</u>	<u>Pickup/Dropoff Location</u>	<u>Pick Up Date</u>	<u>Pick Up Time</u>	<u>Return Date</u>
David Schultz Airshows	David Schultz	FS Sedan		KBRO	1/12/2022	9:40pm	1/16/2022
David Schultz Airshows	David Schultz	Large SUV		KBRO	8/23/2022	noon	8/30/2022
David Schultz Airshows	Warren Schultz	SUV		KBRO	8/23/2022	noon	8/30/2022
David Schultz Airshows	Ron Davis	Pickup Truck		KBRO	8/24/2022	5pm	8/29/2022
David Schultz Airshows	Mike McFarland	FS Sedan		KBRO	8/24/2022	noon	8/29/2022
David Schultz Airshows	Yvonne Brown	FS Sedan		KBRO	8/24/2022	noon	8/29/2022
David Schultz Airshows	Ticketing	FS Sedan		KBRO	8/24/2022	noon	8/29/2022
David Schultz Airshows	Livestreaming	Minivan		KBRO	8/24/2022	noon	8/29/2022
David Schultz Airshows	Livestreaming	SUV		KBRO	8/24/2022	noon	8/29/2022
USAF F-22 Raptor Demo Team		Large SUV		KBRO	8/24/2022	noon	8/29/2022
USAF F-22 Raptor Demo Team		Minivan		KBRO	8/24/2022	noon	8/29/2022
USAF F-22 Raptor Demo Team		FS Sedan		KBRO	8/25/2022	2pm	8/29/2022
USAF F-22 Raptor Demo Team		FS Sedan		KBRO	8/24/2022	2pm	8/29/2022
USAF F-22 Raptor Demo Team		Minivan		KBRO	8/24/2022	noon	8/29/2022
US Navy F-35C Lightning II Demo Team		Large SUV		KBRO	8/24/2022	4pm	8/29/2022
US Navy F-35C Lightning II Demo Team		Minivan		KBRO	8/24/2022	4pm	8/29/2022
US Navy F-35C Lightning II Demo Team		FS Sedan		KBRO	8/24/2022	2pm	8/29/2022
US Navy F-35C Lightning II Demo Team		FS Sedan		KBRO	8/25/2022	2pm	8/29/2022
USN Leap Frogs Parachute Team		Minivan		KBRO	8/25/2022	noon	8/29/2022
USN Leap Frogs Parachute Team		Minivan		KBRO	8/25/2022	noon	8/29/2022
USN Leap Frogs Parachute Team		Minivan		KBRO	8/25/2022	noon	8/29/2022
USN Leap Frogs Parachute Team		Minivan		KBRO	8/25/2022	noon	8/29/2022
USAF Heritage Flight		FS Sedan		KBRO	8/25/2022	noon	8/29/2022
Vampire Airshows	Jerry Conley	FS Sedan		KBRO	8/25/2022	noon	8/29/2022
Fighterjets Inc	Randy Ball	Minivan		KBRO	8/25/2022	noon	8/29/2022
Rob Holland Airshows	Rob Holland	Minivan		KBRO	8/25/2022	noon	8/29/2022
Matt Younkin Airshows	Matt Younkin	Minivan		KBRO	8/25/2022	noon	8/29/2022
CAF West Texas Wing (Helldiver)		Minivan		KBRO	8/25/2022	noon	8/29/2022
CAF Central Texas Wing (C-47)		Minivan		KBRO	8/25/2022	noon	8/29/2022
CAF Central Texas Wing (C-47)		Minivan		KBRO	8/25/2022	noon	8/29/2022
CAF Central Texas Wing (B-25)		Minivan		KBRO	8/25/2022	noon	8/29/2022
CAF Gulf Coast Wing (B-17)		Minivan		KBRO	8/25/2022	noon	8/29/2022
CAF Gulf Coast Wing (B-17)		Minivan		KBRO	8/25/2022	noon	8/29/2022
Lewis Air Legends		Minivan		KBRO	8/25/2022	noon	8/29/2022
Lewis Air Legends		Minivan		KBRO	8/25/2022	noon	8/29/2022
Lewis Air Legends		FS Sedan		KBRO	8/25/2022	noon	8/29/2022

Lewis Air Legends

FS Sedan

KBRO

8/25/2022 noon

8/29/2022

2/21

Notes

UA 4788 from IAH
Expedition Size
Full Size SUV
4-door pickup crew cab

Expedition Size

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

MEETING DATE: January 26, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the RGV Reef sponsorship for FY 21/22. (Brown)

ITEM BACKGROUND

\$50,000 sponsorship

BUDGET/FINANCIAL SUMMARY

02-593-8101

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

Funds request for RGV Reef, 2022

Gary Glick <gary@thompsonproperties.com>
To: "April@sopadre.com" <April@sopadre.com>
Cc: Daniel Bryant <daniel@bryantindustrialservices.com>

Mon, Jan 17, 2022 at 4:37 PM

To: The Advisory board for the South Padre Island Convention Center and Visitors Bureau

Please find enclosed an invoice for \$50,000 for the purpose of deploying material in RGV Reef. The ongoing support of the South Padre Island CVB is much appreciated.

We are currently unloading and staging material, mostly concrete railroad ties from the Burlington Northern Santa Fe Railroad, at our site on the Port of Brownsville. We have 3000 to 4000 tons of material on the site right now are looking for a minimum of about 10,000 tons, and would really like to move about 15,000 tons in our next deployment. Our last two deployments have been of 12,000 tons, and this yields a good economy of scale, approximately 1/3 the cost of normal for-profit reefing contracts. 15,000 tons is enough to fill 223 rail cars, or 30 million pounds. Based on the rate we are receiving and material and looking for a concurrent weather window this would either be early winter or summer of 2023.

These funds will be used for paying to unload the railcars and stage material at our donated site at the Port of Brownsville. Additionally if we can find a good candidate derelict shrimp boat to clean and reef we may spend some on that. The remainder will pay for the Marine Transport, the boat that takes the material to the reef.

The reef is starting to approach some of those synergies that we see in a few of the ultra large natural reef complexes that are especially productive. It appears that additional material still has an increasing utility per unit deployed, with additional species richness, complexity, yielding more total biomass. More fish.

RGV reef in partnership with UT RGV instituted the first cooperative tagging program on the Texas coast in 15 years last summer. The college, and fishing volunteers placed around 1200 tags in red snapper in the reef the summer. Additionally Dr. Klein had enough money for two different imaging research projects using remotely operated vehicle video and camera trap video equipment this summer which actually showed some of the tagged fish in their natural environment. The complete review and fish count for this approximately 120 hours of video is not completed, but we have enough broad brush numbers to compare the number of fish tagged, the number of tagged fish shown in the video compared to the number of total untagged fish in the videos and come up with some numbers. There's always a lot of slop in population estimation numbers because you're extrapolating from a small sample, but I'm pretty comfortable with these numbers because they also jive with sonar multi beam data and fishing experience. According to Dr. Kline's vertical long line and fish trapping studies, prior to the establishment of the reef there were essentially no fish. There are now somewhere between 1 million and 1,875,000 red snapper.

The economic impact study that the EDC commissioned after our first 2017 deployment showed the total economic impact of around \$6 million on 3700 tons of material. There are now around 32,000 tons of material in the reef and it appears that the amount of fishes have increased substantially. Fishing activity is similarly approximately 8 to 10 times increased, and economic impact is probably similarly increased.


Thanks for the help that the CVB has bestowed on the reef, it pays off, and will for decades.

Sincerely,
Gary Glick
512-923-1904

The Dry Tortugas at the Friends site with 12,000 tons of material for deployment in RGV Reef. This is an efficient size boat and deployment.

2 attachments

Dry T at yard.JPG
167K

 invoice to SPI CVB 2022.docx
397K

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

MEETING DATE: January 26, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve The Zimmerman Agency Media Plan for FY 21/22. (Moore)

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:



The Zimmerman Agency
1821 Miccosukee Commons Drive
Tallahassee, FL 32308

ESTIMATE

South Padre Island Convention & Visitors Bureau
Lori Moore
7355 Padre Boulevard
South Padre Island, TX 78597

Date: 12/7/2021
Project Name: Media Services
Project Number: 12455MD
Estimate Name: SPI-FY 2021-22 Media (All Sectors)
Estimate Number: 12455MD-004 Rev: 0

Estimate Description:

Expenses

AARP Magazine	\$34,011.90
Feb/March & Aug/Sept issues	
1/2 page 4/c & 1/2 page	
Advertorial (Bonus)	
50-59 Year Old Demo	
Texas Only	
Austin Magazine	\$2,000.00
May 2022	
1/2 Page 4/C	
Added Value: 50,000 Banners	
(ROS)	
Southern Living Magazine	\$25,658.00
Aril & June 2022	
1/2 Page 4/C	
Position: South's Best	
(April)	
Beach Getaways (June)	
Added Value:	
Travel E-Blast &	
In-Book/Online Listing	

San Antonio Magazine February & May 2022 1/2 Page 4/C	\$4,000.00
Bird Watcher's Digest Magazine March/April, July/Aug & Sept/Oct (3 Issues) 1/2 Page 4/c in each	\$4,080.00
Birdwatchersdigest.com E-Blasts February, May, & Sept (3) Blasts Total-Exact Dates TBD	\$3,750.00
Bird Watchersdigest-Social Social Post (Facebook) April & July (Exact Dates TBD)	\$550.00
Online Jan-Dec 2022 Banners geo-Targeted to TX, MN & other Key MW States 350,000 Page Views over Year	\$3,000.00
Birdwatching Magazine March/April (Spring Guide) Page 4/c	\$3,484.00
Living Bird Magazine April-June (Spring Issue) 1/2 Page 4/C	\$1,482.40
Texas Fish & Game Mag. Mar/Apr & July/Aug (2 issues) Page 4/c	\$4,998.00
Online E-Blasts April & July (Exact Dates TBD) Added value: (3) Facebook Posts April, May, & Aug (Dates TBD)	\$1,990.00
Texas Fish & Game-Podcast Dedicated Podcast (Part of 2021 SPI Promotion)	\$500.00
Texas Lakes & Bays Jan-Dec (Annual) Page 4/c Position adjacent to SPI Map or Back Cover, if Available	\$2,983.50
Texas Saltwater Fishing March, May, July & Sept (4) Issues 1/2 Page 4/c	\$3,044.00

Online	\$1,428.00
March, May, & July (3 Months)	
HomePage Banner for the	
Month	
1300x160	
Texas Saltwater Fishing	\$1,200.00
E-Blast (Exact Dates TBD)	
April, June, & August	
(3 Months)	
Texas Parks & Wildlife	\$14,709.00
Page 4/C	
March, Mat, & July	
(3 issues)	
Added Value:	
(3) banner ads in TP&W	
Newsletter (600 x 1000)	
Ad inclusionon TP&W	
website (250x250)	
Banner Ad in "State Parks	
Getaway" Newsletter	
(March)	
Banner Ad in "Fish Texas"	
Newsletter (April)	
Banner Ad in "Hunt Texas"	
Newsletter (August)	
Texas State Park Guide	\$4,000.00
Page 4/C	
March, 2022	
Canadian Traveller-America Yours to Discover	\$2,678.00
Page 4/C	
March 2002	
Cost estimated based on a	
"Package" cost of \$12,978 for	
all total elements listed for	
America Yours to Discover	
AND Explore	
Added Value:	
(1) Storytelling Article +	
2 Images	
250K Online Banners	
included	
Canadian Traveller-America Yours to Discover	\$4,500.00
E-Newsletter (Dates TBD)	
Jan, Feb, March, April May	
and Sept (6 Months)	
300 x 250 Units	
Cost estimated based on a	
"Package" cost of \$12,978	
for all total elements listed	
for America Yours to	
Discover AND Explore	
Added Value:	
(1) Storytelling Article +	
2 Images	

Dreamscapes	\$4,720.00
Page 4/C	
Winter/Spring Issue	
(Feb-April)	
Added Value:	
(1) Page of Editorial Content	
Dreamscapes writes with SPI input	
Can be used as Full or (2) 1/2's, etc.	
Offline	\$2,800.00
1/2 Page 4/C	
March-May 2002 (1 issue)	
Spring issue (USA section)	
Cost estimated based on a	
"Package" cost of \$12,978 total	
for all elements listed for	
America YTD & Explore	
Explore	\$3,000.00
E-Newsletters	
January, March	
May & September 2002	
(4 issue)	
Exact Dates TBD	
300x 250 Unit	
Cost estimated based on a	
"Package" cost of \$12,978	
for all total elements listed	
for America Yours to	
Discover AND Explore	
250K Online Banners	
Expedia Brand Portfolio	\$15,000.00
January 2022	
Display banners & Native	
Marquee	
Key Markets (In-State &	
Out-of-State)	
Expedia Brand Portfolio	\$15,000.00
February 2022	
Display Banners & Native	
Marquee	
Key Markets (In-State &	
Out-of-State)	
Expedia Brand Portfolio	\$15,000.00
March 2022	
Display Banners & Native	
Marquee	
Key Markets (In-State &	
Out-of-State)	
Expedia Brand Portfolio	\$15,000.00
April 2022	
Display Banners & Native	
Marquee	
Key Markets (In-State &	
Out-of-State)	

Expedia Brand Portfolio	\$15,000.00
May 2022	
Display Banners & Native	
Marquee	
Key Markets (In-State &	
Out-of-State)	
Expedia Brand Portfolio	\$15,000.00
June 2022	
Display Banners & Native	
Marquee	
Key Markets (In-State &	
Out-of-State)	
Expedia Brand Portfolio	\$15,000.00
July 2022	
Display Banners & Native	
Marquee	
Key Markets (In-State &	
Out-of-State)	
Expedia Brand Portfolio	\$15,000.00
August 2022	
Display Banners & Native	
Marquee	
Key Markets (In-State &	
Out-of-State)	
Expedia Brand Portfolio	\$15,000.00
September 2022	
Display Banners & Native	
Marquee	
Key Markets (In-State &	
Out-of-State)	
Programmatic - January	\$15,000.00
Display Banners	
Key Markets (in_State & Out-of-State)	
Target users in-market for travel to South Padre Island and	
Competitive destinations	
Targets: A25-44, Female skew, Leisure/Family Travel,	
Outdoor/Nature	
60% prospecting	
40% retargeting to those who have previously visited SPI	
75% in-state and 25% out-of-state targeting	
Programmatic - March	\$20,000.00
Display Banners, pre-roll & YouTube	
Key Markets (in_State & Out-of-State)	
Target users in-market for travel to South Padre Island and	
Competitive destinations	
Targets: A25-44, Female skew, Leisure/Family Travel,	
Outdoor/Nature	
60% prospecting	
40% retargeting to those who have previously visited SPI	
75% in-state and 25% out-of-state targeting	

Programmatic - February	\$15,000.00
Display Banners Key Markets (in_State & Out-of-State) Target users in-market for travel to South Padre Island and Competitive destinations Targets: A25-44, Female skew, Leisure/Family Travel, Outdoor/Nature 60% prospecting 40% retargeting to those who have previously visited SPI 75% in-state and 25% out-of-state targeting	
Programmatic Video - January	\$15,000.00
Video Key Markets (in-state & out-of-state) Targets: A25-44, Female Skew, Leisure/Family Travel, Outdoor/Nature 75% in-state & 25% out-of-state	
Programmatic - April	\$20,000.00
Display Banners, pre-roll & YouTube Key Markets (in_State & Out-of-State) Target users in-market for travel to South Padre Island and Competitive destinations Targets: A25-44, Female skew, Leisure/Family Travel, Outdoor/Nature 60% prospecting 40% retargeting to those who have previously visited SPI 75% in-state and 25% out-of-state targeting	
Travel Spike - April	\$8,000.00
Native Targets: Leisure/Family Travel, Outdoor/Nature, Vacation rentals Contextual Targeting on Travel Related Sites Pay per Click - National Targeting	
Travel Spike - May	\$8,000.00
Native Targets: Leisure/Family Travel, Outdoor/Nature, Vacation rentals Contextual Targeting on Travel Related Sites Pay per Click - National Targeting	
Travel Spike - August	\$7,000.00
Native Targets: Leisure/Family Travel, Outdoor/Nature, Vacation rentals Contextual Targeting on Travel Related Sites Pay per Click - National Targeting	
Travel Spike - September	\$8,000.00
Native Targets: Leisure/Family Travel, Outdoor/Nature, Vacation rentals Contextual Targeting on Travel Related Sites Pay per Click - National Targeting	

Programmatic - May \$20,000.00

Display Banners, pre-roll & YouTube
Key Markets (in_State & Out-of-State)
Target users in-market for travel to South Padre Island and
Competitive destinations
Targets: A25-44, Female skew, Leisure/Family Travel,
Outdoor/Nature
60% prospecting
40% retargeting to those who have previously visited SPI
75% in-state and 25% out-of-state targeting

Programmatic - June \$20,000.00

Display Banners, pre-roll & YouTube
Key Markets (in_State & Out-of-State)
Target users in-market for travel to South Padre Island and
Competitive destinations
Targets: A25-44, Female skew, Leisure/Family Travel,
Outdoor/Nature
60% prospecting
40% retargeting to those who have previously visited SPI
75% in-state and 25% out-of-state targeting

Trip Advisor - January \$5,000.00

Standard Digital Display banners & Carousel units on TripAdvisor
and remarketing off of TA
Targeting users that visit the South Padre Island pages/listings,
Texas Vacations pages and listings, and Texas beach vacation
rental, travelers
Will receive arrivalist data on users exposed to ads and that visit
the website
60% Prospecting, 40% retargeting to those who have previously
visited SPI
75% In-State & 25% Out of State Targeting

Trip Advisor - April \$5,000.00

Standard Digital Display banners & Carousel units on TripAdvisor
and remarketing off of TA
Targeting users that visit the South Padre Island pages/listings,
Texas Vacations pages and listings, and Texas beach vacation
rental, travelers
Will receive arrivalist data on users exposed to ads and that visit
the website
60% Prospecting, 40% retargeting to those who have previously
visited SPI
75% In-State & 25% Out of State Targeting

Programmatic - July	\$20,000.00
Display Banners, pre-roll & YouTube Key Markets (in_State & Out-of-State) Target users in-market for travel to South Padre Island and Competitive destinations Targets: A25-44, Female skew, Leisure/Family Travel, Outdoor/Nature 60% prospecting 40% retargeting to those who have previously visited SPI 75% in-state and 25% out-of-state targeting Travel Texas - January	\$1,500.00
Digital Data Warehouse Retargeting Travel Texas Co-Op Theme - Birding 160x600, 300x250, 300x600 Travel Texas - March	\$2,500.00
Digital Data Warehouse Retargeting Travel Texas Co-Op Theme - Beach 160x600, 300x250, 300x600 Travel Texas - February	\$2,025.00
Travel Texas Video Travel Texas Co-Op Geo: Harlingen/Weslaco/Brownsville/McAllen, San Antonio, Houston, Dallas/Fort Worth, Austin, Laredo, Minneapolis/Saint Paul, Corpus Christi, Waco/Temple/Bryan, Oklahoma City Target: Millennials, Gen X, Boomers Ethnicity: General Market :15s	
Travel Texas - March	\$2,025.00
Travel Texas Video Travel Texas Co-Op Geo: Harlingen/Weslaco/Brownsville/McAllen, San Antonio, Houston, Dallas/Fort Worth, Austin, Laredo, Minneapolis/Saint Paul, Corpus Christi, Waco/Temple/Bryan, Oklahoma City Target: Millennials, Gen X, Boomers Ethnicity: General Market :15s	

Travel Texas - April	\$2,025.00
Travel Texas Video Travel Texas Co-Op Geo: Harlingen/Weslaco/Brownsville/McAllen, San Antonio, Houston, Dallas/Fort Worth, Austin, Laredo, Minneapolis/Saint Paul, Corpus Christi, Waco/Temple/Bryan, Oklahoma City Target: Millennials, Gen X, Boomers Ethnicity: General Market :15s	
Programmatic - August	\$10,000.00
Display Banners Key Markets (in_State & Out-of-State) Target users in-market for travel to South Padre Island and Competitive destinations Targets: A25-44, Female skew, Leisure/Family Travel, Outdoor/Nature 60% prospecting 40% retargeting to those who have previously visited SPI 75% in-state and 25% out-of-state targeting	
Programmatic - September	\$10,000.00
Display Banners Key Markets (in_State & Out-of-State) Target users in-market for travel to South Padre Island and Competitive destinations Targets: A25-44, Female skew, Leisure/Family Travel, Outdoor/Nature 60% prospecting 40% retargeting to those who have previously visited SPI 75% in-state and 25% out-of-state targeting	
Travel Texas Custom Content	\$10,000.00
Travel Texas Co-Op Custom Content Inclusion in custom content articles from travel endemic partners with secondary licensing rights for 12x months Custom Native Article March - September	
Programmatic Video - February	\$15,000.00
Video Key Markets (in-state & out-of-state) Targets: A25-44, Female Skew, Leisure/Family Travel, Outdoor/Nature 75% in-state & 25% out-of-state	
Campaign Manager Serving Fees - August	\$1,500.00
Campaign Manager Serving Fees - September	\$1,500.00

Programmatic Video - March \$15,000.00

Video

Key Markets (in-state & out-of-state)

Targets: A25-44, Female Skew, Leisure/Family Travel,
Outdoor/Nature

75% in-state & 25% out-of-state

OTT / Connected - April

\$4,375.00

RGV OTT / Connected TV

Living Room Quality Connected TV

Standard Digital Display banners & Connected TV :15 or :30 ad
spots

Retargeting users exposed to CTV ads with display banners

Targeting users in-market for travel for beach vacation, vacation
rentals, family travel, parents, and outdoor enthusiasts

:30s

OTT / Connected - May

\$4,375.00

RGV OTT / Connected TV

Living Room Quality Connected TV

Standard Digital Display banners & Connected TV :15 or :30 ad
spots

Retargeting users exposed to CTV ads with display banners

Targeting users in-market for travel for beach vacation, vacation
rentals, family travel, parents, and outdoor enthusiasts

:30s

OTT / Connected - June

\$1,750.00

RGV OTT / Connected TV

Living Room Quality Connected TV

Standard Digital Display banners & Connected TV :15 or :30 ad
spots

Retargeting users exposed to CTV ads with display banners

Targeting users in-market for travel for beach vacation, vacation
rentals, family travel, parents, and outdoor enthusiasts

:30s

OTT / Connected - April

\$4,375.00

San Antonio OTT / Connected TV

Living Room Quality Connected TV

Standard Digital Display banners & Connected TV :15 or :30 ad
spots

Retargeting users exposed to CTV ads with display banners

Targeting users in-market for travel for beach vacation, vacation
rentals, family travel, parents, and outdoor enthusiasts

:30s

Travel Spike - January	\$5,000.00
Native Targets: Leisure/Family Travel, Outdoor/Nature, Vacation rentals Contextual Targeting on Travel Related Sites Pay per Click - National Targeting Travel Spike - February	\$5,000.00
Native Targets: Leisure/Family Travel, Outdoor/Nature, Vacation rentals Contextual Targeting on Travel Related Sites Pay per Click - National Targeting Programmatic Display - April	\$4,375.00
Programmatic Display - RGV - Summer Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts Programmatic Display - May	\$4,375.00
Programmatic Display - RGV - Summer Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts Programmatic Display - June	\$1,750.00
Programmatic Display - RGV - Summer Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts Programmatic Display - April	\$4,375.00
Programmatic Display - DFW - Summer Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts Programmatic Display - May	\$4,375.00
Programmatic Display - DFW - Summer Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts Programmatic Display - June	\$1,750.00
Programmatic Display - DFW - Summer Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts Programmatic Display - April	\$4,375.00
Programmatic Display - Houston - Summer Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts Programmatic Display - May	\$4,375.00
Programmatic Display - Houston - Summer Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts	

Programmatic Display - June	\$1,750.00
Programmatic Display - Houston - Summer Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts Programmatic Display - April	\$4,375.00
Programmatic Display - San Antonio - Summer Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts Programmatic Display - May	\$4,375.00
Programmatic Display - San Antonio - Summer Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts Programmatic Display - June	\$1,750.00
Programmatic Display - San Antonio - Summer Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts Programmatic Display - April	\$4,375.00
Programmatic Display - Austin - Summer Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts Programmatic Display - May	\$4,375.00
Programmatic Display - Austin - Summer Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts Programmatic Display - June	\$1,750.00
Programmatic Display - Austin - Summer Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts OTT / Connected TV - May	\$4,375.00
OTT / Connected TV - San Antonio - Summer Standard Digital Display banners & Connected TV :15 or :30 ad spots Retargeting users exposed to CTV ads with display banners Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30s	

OTT / Connected TV - June \$1,750.00

OTT / Connected TV - San Antonio - Summer
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected TV - June \$1,750.00

OTT / Connected TV - DFW - Summer
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected TV - April \$4,375.00

OTT / Connected TV - DFW - Summer
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected TV - May \$4,375.00

OTT / Connected TV - DFW - Summer
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected TV - June \$1,750.00

OTT / Connected TV - Houston - Summer
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected TV - April \$4,375.00

OTT / Connected TV - Houston - Summer
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected TV - May \$4,375.00

OTT / Connected TV - Houston - Summer
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected TV - June \$1,750.00

OTT / Connected TV - Austin - Summer
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected TV - April \$4,375.00

OTT / Connected TV - Austin - Summer
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected TV - May \$4,375.00

OTT / Connected TV - Austin - Summer
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

Travel Spike - March	\$5,000.00
Native Targets: Leisure/Family Travel, Outdoor/Nature, Vacation rentals Contextual Targeting on Travel Related Sites Pay per Click - National Targeting Pandora Radio - April	\$2,500.00
RGV Pandora Radio Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30 spot + 300x250 Companion Banner Pandora Radio - June	\$1,000.00
RGV Pandora Radio Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30 spot + 300x250 Companion Banner Pandora Radio - June	\$1,000.00
DFW Pandora Radio Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30 spot + 300x250 Companion Banner Pandora Radio - June	\$1,000.00
Houston Pandora Radio Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30 spot + 300x250 Companion Banner Pandora Radio - June	\$1,000.00
San Antonio Pandora Radio Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30 spot + 300x250 Companion Banner Pandora Radio - June	\$1,000.00
Austin Pandora Radio Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30 spot + 300x250 Companion Banner Paid Search - January	\$3,000.00
Keyword targeting in-market and Out-of-State markets Campaign Structure: South Padre Island Brand, Things To Do, Accommodations, and Conquesting Paid Search - February	\$3,000.00
Keyword targeting in-market and Out-of-State markets Campaign Structure: South Padre Island Brand, Things To Do, Accommodations, and Conquesting	

Paid Search - March	\$7,000.00
Keyword targeting in-market and Out-of-State markets Campaign Structure: South Padre Island Brand, Things To Do, Accommodations, and Conquesting	
Paid Search - April	\$7,000.00
Keyword targeting in-market and Out-of-State markets Campaign Structure: South Padre Island Brand, Things To Do, Accommodations, and Conquesting	
Paid Search - May	\$7,000.00
Keyword targeting in-market and Out-of-State markets Campaign Structure: South Padre Island Brand, Things To Do, Accommodations, and Conquesting	
Paid Search - June	\$7,000.00
Keyword targeting in-market and Out-of-State markets Campaign Structure: South Padre Island Brand, Things To Do, Accommodations, and Conquesting	
Paid Search - July	\$7,000.00
Keyword targeting in-market and Out-of-State markets Campaign Structure: South Padre Island Brand, Things To Do, Accommodations, and Conquesting	
Paid Search - August	\$3,000.00
Keyword targeting in-market and Out-of-State markets Campaign Structure: South Padre Island Brand, Things To Do, Accommodations, and Conquesting	
Paid Search - September	\$3,000.00
Keyword targeting in-market and Out-of-State markets Campaign Structure: South Padre Island Brand, Things To Do, Accommodations, and Conquesting	
Travel Spike - June	\$5,000.00
Native Targets: Leisure/Family Travel, Outdoor/Nature, Vacation rentals Contextual Targeting on Travel Related Sites Pay per Click - National Targeting	
Travel Spike - July	\$5,000.00
Native Targets: Leisure/Family Travel, Outdoor/Nature, Vacation rentals Contextual Targeting on Travel Related Sites Pay per Click - National Targeting	

Trip Advisor - February \$5,000.00

Standard Digital Display banners & Carousel units on TripAdvisor and remarketing off of TA

Targeting users that visit the South Padre Island pages/listings, Texas Vacations pages and listings, and Texas beach vacation rental, travelers

Will receive arrivalist data on users exposed to ads and that visit the website

60% Prospecting, 40% retargeting to those who have previously visited SPI

75% In-State & 25% Out of State Targeting

Trip Advisor - March \$5,000.00

Standard Digital Display banners & Carousel units on TripAdvisor and remarketing off of TA

Targeting users that visit the South Padre Island pages/listings, Texas Vacations pages and listings, and Texas beach vacation rental, travelers

Will receive arrivalist data on users exposed to ads and that visit the website

60% Prospecting, 40% retargeting to those who have previously visited SPI

75% In-State & 25% Out of State Targeting

Trip Advisor - May \$5,000.00

Standard Digital Display banners & Carousel units on TripAdvisor and remarketing off of TA

Targeting users that visit the South Padre Island pages/listings, Texas Vacations pages and listings, and Texas beach vacation rental, travelers

Will receive arrivalist data on users exposed to ads and that visit the website

60% Prospecting, 40% retargeting to those who have previously visited SPI

75% In-State & 25% Out of State Targeting

Trip Advisor - June \$5,000.00

Standard Digital Display banners & Carousel units on TripAdvisor and remarketing off of TA

Targeting users that visit the South Padre Island pages/listings, Texas Vacations pages and listings, and Texas beach vacation rental, travelers

Will receive arrivalist data on users exposed to ads and that visit the website

60% Prospecting, 40% retargeting to those who have previously visited SPI

75% In-State & 25% Out of State Targeting

Trip Advisor - July	\$5,000.00
Standard Digital Display banners & Carousel units on TripAdvisor and remarketing off of TA Targeting users that visit the South Padre Island pages/listings, Texas Vacations pages and listings, and Texas beach vacation rental, travelers Will receive arrivalist data on users exposed to ads and that visit the website 60% Prospecting, 40% retargeting to those who have previously visited SPI 75% In-State & 25% Out of State Targeting	
Trip Advisor - August	\$5,000.00
Standard Digital Display banners & Carousel units on TripAdvisor and remarketing off of TA Targeting users that visit the South Padre Island pages/listings, Texas Vacations pages and listings, and Texas beach vacation rental, travelers Will receive arrivalist data on users exposed to ads and that visit the website 60% Prospecting, 40% retargeting to those who have previously visited SPI 75% In-State & 25% Out of State Targeting	
Trip Advisor - September	\$5,000.00
Standard Digital Display banners & Carousel units on TripAdvisor and remarketing off of TA Targeting users that visit the South Padre Island pages/listings, Texas Vacations pages and listings, and Texas beach vacation rental, travelers Will receive arrivalist data on users exposed to ads and that visit the website 60% Prospecting, 40% retargeting to those who have previously visited SPI 75% In-State & 25% Out of State Targeting	
Travel Texas - February	\$1,500.00
Digital Data Warehouse Retargeting Travel Texas Co-Op Theme - Birding 160x600, 300x250, 300x600	
Travel Texas - April	\$2,500.00
Digital Data Warehouse Retargeting Travel Texas Co-Op Theme - Beach 160x600, 300x250, 300x600	
Travel Texas - March	\$2,500.00
Digital Data Warehouse Retargeting Travel Texas Co-Op Theme - Family 160x600, 300x250, 300x600	

Travel Texas - April	\$2,500.00
Digital Data Warehouse Retargeting Travel Texas Co-Op Theme - Family 160x600, 300x250, 300x600 Travel Texas Mobile Ads - January	\$2,000.00
Mobile CPC ads Mobile CPC ads leveraging efficient CPC rates to drive high volume of clicks to partner website Mobile banners - 300x250, 320x480, 320x50 Max 200KB Travel Texas Mobile Ads - February	\$2,000.00
Mobile CPC ads Mobile CPC ads leveraging efficient CPC rates to drive high volume of clicks to partner website Mobile banners - 300x250, 320x480, 320x50 Max 200KB Travel Texas Mobile Ads - March	\$2,000.00
Mobile CPC ads Mobile CPC ads leveraging efficient CPC rates to drive high volume of clicks to partner website Mobile banners - 300x250, 320x480, 320x50 Max 200KB Travel Texas Mobile Ads - April	\$2,000.00
Mobile CPC ads Mobile CPC ads leveraging efficient CPC rates to drive high volume of clicks to partner website Mobile banners - 300x250, 320x480, 320x50 Max 200KB Austin Magazine - September	\$1,500.00
Monthly Sends - 37,000 Dedicated travel email newsletter sent to 37,000 opt-in Central Texas travelers "Great Destinations" Travel E-Newsletter Date TBD	
Campaign Manager Serving Fees - January	\$1,500.00
Campaign Manager Serving Fees - February	\$1,500.00
Campaign Manager Serving Fees - March	\$1,750.00
Campaign Manager Serving Fees - April	\$1,750.00
Campaign Manager Serving Fees - May	\$1,750.00
Campaign Manager Serving Fees - June	\$1,750.00
Campaign Manager Serving Fees - July	\$1,750.00

OTT / Connected - March \$5,000.00

DFW OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - April \$5,000.00

DFW OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - May \$5,000.00

DFW OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - September \$3,000.00

DFW OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - March \$5,000.00

Houston OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - April \$5,000.00

Houston OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - May \$5,000.00

Houston OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - March \$5,000.00

San Antonio OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - March \$5,000.00

Austin OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - April \$5,000.00

Austin OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - May \$5,000.00

Austin OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - March \$5,000.00

Chicago OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - April \$5,000.00

Chicago OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - May \$5,000.00

Chicago OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - March \$5,000.00

Minneapolis OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - April \$5,000.00

Minneapolis OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - May \$5,000.00

Minneapolis OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - March \$5,000.00

St. Louis OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - April \$5,000.00

St. Louis OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - May \$5,000.00

St. Louis OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - March	\$5,000.00
Kansas City OTT / Connected TV Living Room Quality Connected TV Standard Digital Display banners & Connected TV :15 or :30 ad spots Retargeting users exposed to CTV ads with display banners Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30s	
OTT / Connected - April	\$5,000.00
Kansas City OTT / Connected TV Living Room Quality Connected TV Standard Digital Display banners & Connected TV :15 or :30 ad spots Retargeting users exposed to CTV ads with display banners Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30s	
OTT / Connected - May	\$5,000.00
Kansas City OTT / Connected TV Living Room Quality Connected TV Standard Digital Display banners & Connected TV :15 or :30 ad spots Retargeting users exposed to CTV ads with display banners Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30s	
Traffic Control Radio - March	\$10,982.00
Total Traffic & Weather News Traffic Control Radio McAllen / Austin / DFW / Houston / San Antonio :15s 2 weeks	
Traffic Control Radio - April	\$10,982.00
Total Traffic & Weather News Traffic Control Radio McAllen / Austin / DFW / Houston / San Antonio :15s 2 weeks	
Pandora Radio - May	\$2,500.00
RGV Pandora Radio Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30 spot + 300x250 Companion Banner	

Pandora Radio - April	\$2,500.00
DFW Pandora Radio Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30 spot + 300x250 Companion Banner Pandora Radio - May	\$2,500.00
DFW Pandora Radio Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30 spot + 300x250 Companion Banner Pandora Radio - April	\$2,500.00
Houston Pandora Radio Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30 spot + 300x250 Companion Banner Pandora Radio - May	\$2,500.00
Houston Pandora Radio Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30 spot + 300x250 Companion Banner Pandora Radio - April	\$2,500.00
San Antonio Pandora Radio Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30 spot + 300x250 Companion Banner Pandora Radio - May	\$2,500.00
San Antonio Pandora Radio Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30 spot + 300x250 Companion Banner Pandora Radio - April	\$2,500.00
Austin Pandora Radio Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30 spot + 300x250 Companion Banner Pandora Radio - May	\$2,500.00
Austin Pandora Radio Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30 spot + 300x250 Companion Banner	

OTT / Connected - May \$5,000.00

San Antonio OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - September \$3,000.00

RGV OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - September \$3,000.00

Austin OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - September \$3,000.00

San Antonio OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - September \$3,000.00

Houston OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - September \$3,000.00

Chicago OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - September \$3,000.00

Minneapolis OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - September \$3,000.00

St. Louis OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - September \$3,000.00

Kansas City OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - March \$5,000.00

RGV OTT / Connected TV
Living Room Quality Connected TV
Standard Digital Display banners & Connected TV :15 or :30 ad spots
Retargeting users exposed to CTV ads with display banners
Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts
:30s

OTT / Connected - April	\$5,000.00
<p>RGV OTT / Connected TV Living Room Quality Connected TV Standard Digital Display banners & Connected TV :15 or :30 ad spots Retargeting users exposed to CTV ads with display banners Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30s</p>	
OTT / Connected - May	\$5,000.00
<p>RGV OTT / Connected TV Living Room Quality Connected TV Standard Digital Display banners & Connected TV :15 or :30 ad spots Retargeting users exposed to CTV ads with display banners Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30s</p>	
Social	\$3,500.00
December 2021: FB/Instagram	
Social	\$5,000.00
Feb 2022: FB/Instagram	
Social	\$5,000.00
March 2022: FB/Instagram	
Social	\$5,000.00
April 2022: FB/Instagram	
Social	\$5,000.00
June 2022: FB/Instagram	
Social	\$5,000.00
July 2022: FB/Instagram	
Social	\$3,500.00
August 2022: FB/Instagram	
Social	\$3,500.00
Sept 2022: FB/Instagram	
Social	\$5,000.00
May 2022: FB/Instagram	
OTT / Connected - April	\$5,000.00
<p>San Antonio OTT / Connected TV Living Room Quality Connected TV Standard Digital Display banners & Connected TV :15 or :30 ad spots Retargeting users exposed to CTV ads with display banners Targeting users in-market for travel for beach vacation, vacation rentals, family travel, parents, and outdoor enthusiasts :30s</p>	

Austin Magazine - April \$1,500.00

Monthly
Sends - 37,000
Dedicated travel email newsletter sent to 37,000 opt-in Central
Texas travelers
"Great Destinations" Travel E-Newsletter
Date TBD

San Antonio - April \$1,500.00

Monthly
Sends - 37,000
Dedicated travel email newsletter sent to 37,000 opt-in Central
Texas travelers
"Great Destinations" Travel E-Newsletter
Date TBD

San Antonio - June \$1,500.00

Monthly
Sends - 37,000
Dedicated travel email newsletter sent to 37,000 opt-in Central
Texas travelers
"Great Destinations" Travel E-Newsletter
Date TBD

\$1,029,855.
80

Total \$1,029,855.
80

Allocation of costs per task may vary, but total estimate remains constant and will not exceed 10% contingency. Estimate valid 30 days from above date.

Approved By _____



MEDIA BUDGET SUMMARY

CLIENT: South Padre Island CVB
 PERIOD: FY 2021/2022
 VERSION: 3
 DATE: 12/8/2021

MEDIA	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	Cont	%
Consumer Print 1	\$0.00	\$19,005.95	\$0.00	\$12,829.00	\$4,000.00	\$12,827.00	\$0.00	\$17,005.95	\$0.00	\$65,665.90	6.4%
Consumer Digital 1	\$55,000.00	\$55,000.00	\$60,000.00	\$46,000.00	\$48,000.00	\$45,000.00	\$45,000.00	\$37,000.00	\$38,000.00	\$431,000.00	41.7%
Consumer Digital 2	\$1,500.00	\$3,525.00	\$7,025.00	\$7,025.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$19,025.00	1.9%
Consumer Digital 3	\$3,500.00	\$3,500.00	\$13,750.00	\$6,750.00	\$1,750.00	\$3,250.00	\$1,750.00	\$1,500.00	\$3,000.00	\$38,750.00	3.8%
Consumer TV 1	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$15,000.00	\$90,000.00	8.7%
Consumer TV 2	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00	\$0.00	\$0.00	\$0.00	\$12,000.00	\$72,000.00	7.0%
Consumer Radio 1	\$0.00	\$0.00	\$10,982.00	\$10,982.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$21,964.00	2.1%
Birding Print 1	\$0.00	\$0.00	\$4,844.00	\$1,482.40	\$0.00	\$0.00	\$1,245.00	\$0.00	\$1,361.00	\$9,946.40	0.9%
Birding Digital 1	\$3,000.00	\$1,250.00	\$0.00	\$275.00	\$1,250.00	\$0.00	\$275.00	\$0.00	\$1,250.00	\$7,300.00	0.7%
Fishing Print 1	\$2,983.50	\$0.00	\$3,736.00	\$1,395.00	\$1,237.00	\$900.00	\$4,731.00	\$400.00	\$761.00	\$16,143.50	1.6%
Outdoor Enthusiast Print 1	\$0.00	\$0.00	\$8,903.00	\$0.00	\$4,903.00	\$0.00	\$4,903.00	\$0.00	\$0.00	\$18,709.00	1.8%
Summer Digital 1	\$0.00	\$0.00	\$0.00	\$21,875.00	\$21,875.00	\$8,750.00	\$0.00	\$0.00	\$0.00	\$52,500.00	5.1%
Summer Broadcast 1	\$0.00	\$0.00	\$0.00	\$21,875.00	\$21,875.00	\$8,750.00	\$0.00	\$0.00	\$0.00	\$52,500.00	5.1%
Summer Radio 1	\$0.00	\$0.00	\$0.00	\$12,500.00	\$12,500.00	\$5,000.00	\$0.00	\$0.00	\$0.00	\$30,000.00	2.9%
Canada Print 1	\$1,500.00	\$5,470.00	\$6,978.00	\$750.00	\$1,500.00	\$0.00	\$0.00	\$0.00	\$1,500.00	\$17,698.00	1.7%
Field Social	\$3,500.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$3,500.00	\$3,500.00	\$40,500.00	3.9%
Field Search	\$3,000.00	\$3,000.00	\$7,000.00	\$7,000.00	\$7,000.00	\$7,000.00	\$7,000.00	\$3,000.00	\$3,000.00	\$47,000.00	4.6%
TOTAL:	\$73,883.50	\$75,750.95	\$173,218.00	\$202,738.40	\$175,690.00	\$56,479.00	\$70,012.00	\$62,405.95	\$79,371.00	\$1,029,855.80	100.0%
QUARTERLY TOTAL:	\$342,952.45	\$475,107.40	\$211,795.95	\$51,444.20	Contingency						

CITY OF SOUTH PADRE ISLAND
 PROPOSED BUDGET WORKSHEET
 AS OF: JANUARY 31ST, 2022

02 -HOTEL/MOTEL TAX FUND
 MARKETING

DEPARTMENT EXPENDITURES		TWO YEARS PRIOR ACTUAL	ONE YEAR PRIOR ACTUAL	----- CURRENT YEAR ----- ACTUAL Y-T-D BUDGET ACTUAL		PROPOSED BUDGET	INCREAS (DECREAS
<u>GOODS AND SUPPLIES</u>							
594-0103	VIDEO MEDIA	0.00	0.00	0.00	0.00	0.00	0.0
594-0108	FULFILMENT AND POSTAGE	0.00	0.00	0.00	0.00	0.00	0.0
*** CATEGORY TOTAL ***		0.00	0.00	0.00	0.00	0.00	0.0
<u>BULK GOODS AND SUPPLIES</u>							
594-0230	STOCK PROMO - TRADE SHOWS	0.00	0.00	0.00	0.00	0.00	0.0
*** CATEGORY TOTAL ***		0.00	0.00	0.00	0.00	0.00	0.0
<u>MISCELLANEOUS SERVICES</u>							
594-0513	TRAINING EXPENSE	21.72	198.00	4,070.00	0.00	4,070.00	0.0
	PROFESSIONAL DESTINATIO 3	790.00				2,370.00	
	TTIA TRAVEL & TOURISM C 2	850.00				1,700.00	
594-0530	PROFESSIONAL SERVICES	393,978.69	272,870.36	886,980.00	285,007.00	486,980.00	(400,000.0
	PUBLIC RELATIONS 0	0.00				96,000.00	
	SOCIAL MEDIA STRATEGY 0	0.00				12,000.00	
	ANALYTICS/RESEARCH 0	0.00				24,000.00	
	ACCOUNT SERVICES 0	0.00				162,000.00	
	SKIFT 0	0.00				3,400.00	
	SMITH TRAVEL RESEARCH 0	0.00				7,000.00	
	TX HOTEL PERFORMANCE BO 0	0.00				400.00	
	VISA VUE 0	0.00				43,500.00	
	VR MARKET/KEV DATA 0	0.00				7,500.00	
	ARRIVIALIST 0	0.00				75,000.00	
	BARBERSTOCK 0	0.00				14,388.00	
	TIME.LV 0	0.00				1,350.00	
	MINDECOLOGY 0	0.00				13,500.00	
	EPLISON 0	0.00				26,942.00	
594-0531	MEDIA PLACEMENT	1,973,724.33	1,481,681.67	2,501,000.00	732,641.55	2,556,000.00	55,000.0
	MEDIA PLACEMENT BY AGEN 0	0.00				1,031,000.00	
	IN-HOUSE GROUP BUSINESS 0	0.00				200,000.00	
	IN-HOUSE MRKT AIRLIFT D 0	0.00				125,000.00	
	IN-HOUSE MEDIA PLCMNT F 0	0.00				300,000.00	
	IN-HOUSE MEDIA PLCMNT C 0	0.00				900,000.00	
594-0533	MARKETING	104,800.55	70,798.71	60,000.00	28,810.83	60,000.00	0.0
594-0535	FAMILIARIZATION TOURS	0.00	0.00	0.00	0.00	0.00	0.0
594-0537	PRODUCTION/CONTENT DEVELOPM	183,089.64	161,457.10	433,000.00	51,837.00	433,000.00	0.0
	CREATIVE & CONTENT 0	0.00				183,000.00	
	PRODUCTION & EDITING 0	0.00				150,000.00	
	CREATION ON MEDIA PLCMN 0	0.00				100,000.00	

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

MEETING DATE: January 26, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and update regarding the approved budget transfer of \$800,000 in unencumbered marketing funds to be used for media placement in FY 2021/2022. (Moore)

ITEM BACKGROUND

The CVAB approved the budget transfer of \$800,000 in excess reserves to be used for media placement at the September 22, 2021 meeting.

BUDGET/FINANCIAL SUMMARY

02-594-0531

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:



South Padre Island | FY22 Paid Media Approach

January, 19 2022

FY22 Summer Media Approach

Assignment: Use historical learning and analytics to drive paid media planning efforts for the summer campaign.

FY22 Advertising Campaign Strategy

- Focus our creative and messaging strategy around the fun, active lifestyle on South Padre Island, emphasizing the beach as a major differentiating factor.
- Identify audiences we can take advantage of by feeding SPI media directly to competitive sets (including Galveston, Corpus Christi, Port Aransa, Florida Beach Destinations, International Beach Destinations, and Cruises).
- Build an agile marketing plan allowing for flexibility, course correction, and strategic shifts based on data findings and changing situations related to COVID-19.
- Coordinate earned, owned, and paid media to create marketing synergies and increase ROI

Media Objectives

- Increase awareness of South Padre Island's beauty and variety of activities
- Drive traffic to sopadre.com and track users through the conversion funnel on the site
- Support three primary initiatives: Family Leisure, Airlift and Nature Tourism

Target Audience

We will optimize media spend towards those who are likely to stay longer and travel more frequently. According to the PDL Customer Intelligence Report (CIS), May-Jun '20, the visitor profile outside of the RGV is 25-54 w/ HHI \$85K+ traveling with children. This is also representative of the VRM COVID visitor profile. The COVID traveler showed slightly lower income levels at \$75K+ HHI.

Family Leisure: P25-54 with HHI \$85K+ with children with a skew to HHI \$100K+
Support Road Trip and Vacation Rental travelers

Airlift: Direct flight travelers to VIA, BRO
P25-54 with HHI \$100K+

Nature Tourism: Eco/Fishing audiences, P35+ w/ HHI \$100K+
Interests: fishing, recreational activities, outdoor enthusiasts, camping, RV-ing, hiking, birding, wildlife photography

Geography

The plan will focus on driving markets that have the most impact on visitation from outside the RGV. During pandemic circumstances, most visitors are coming from drive markets within Texas according to PDL CIS reporting (73% May-Jun'20) and current web traffic (75% May'20-Feb'21). Texas (non RGV) will



South Padre Island | FY22 Paid Media Approach

January, 19 2022

be targeted as a whole for efficiencies with heavy up concentration in the four top markets. As a secondary goal, we will prioritize fly markets in Mexico currently open for travel. Historically, Mexico makes up +10% of web traffic and +30% of Facebook traffic during the Summer travel-planning time period.

Family Leisure:	Texas (except RGV) with emphasis on San Antonio, Austin, Houston & DFW Monterrey & Mexico City
Airlift	VIA: Austin, Houston, Dallas, Chicago, Denver BRO: Houston, Dallas
Nature Tourism	Texas & National coverage

Media Mix

We will utilize environments important for planning and influencing travel prioritizing digital tactics and targeted magazine titles. Through The Zimmerman Agency trading desk, we will maximize the digital budget across search, social and programmatic tactics, delivering greater efficiencies and added value impressions. As contributing criteria for digital media selection, we will review response-rates, use CPI (cost-per-inquiry), Google Analytics, CPC (cost per click) against historical campaigns. Additionally, we will identify co-op and contest opportunities across media partners.

Media Tactics

Family Leisure:	Core platforms: Search, Facebook, Instagram, Eblasts, YouTube, Online Travel Agents, cross platform display & video, Native, Travel & parental websites & publishers Buying strategies: Programmatic, device ID, retargeting, contextual targeting As budget allows: streaming radio, streaming TV, Digital OOH Mexico: Search, Facebook, Instagram, YouTube, Cross Platform Video, Device ID
Airlift	Device ID, Digital OOH
Nature Tourism	Facebook, Instagram, Cross Platform Display, Retargeting, Magazine

Campaign Timing and Seasonality

The plan will drive travel for the summer season, scheduled April-July with lighter support as summer nears.

- Schedule advertising to support average booking windows: flight 30-35 days and lodging 12-23 days.



South Padre Island | FY22 Paid Media Approach

January, 19 2022

- Support key holidays and activations including: Memorial Weekend, Great Texas Beach Family Reunion

Budget

Total media budget of \$800,000

The Zimmerman Agency: \$ 500,000

<u>Initiative</u>	<u>Gross budget</u>	<u>%</u>	<u>Budget Allocation</u>	
Family Leisure	\$375,000	79%	Domestic: 90%	Mexico: 10%
Airlift	\$50,000	8%	VIA: 60%	BRO: 40%
Nature Tourism	\$75,000	13%	Eco: 75%	Fishing: 25%
Total	\$500,000	100%		

In-house Media Buys: \$300,000

<u>Initiative</u>	<u>Gross budget</u>	<u>%</u>
Family Leisure	\$300,000	100%
Total	\$300,000	100%

Budget Priorities

- The media budget will be allocated in the order outlined below. In the event of an increase, we will continue building through these priorities. Conversely, we will work backward in the event of a budget decrease.
 1. Support lower funnel tactics of search, social, eblast and retargeting tactics for Family Leisure domestic plan
 2. Add digital awareness building efforts including cross platform display/video, device ID, YouTube and OTAs
 3. Incorporate social and programmatic tactics for Nature Tourism
 4. Add Airflight media plan
 5. Support Mexico with search and social tactics prioritizing Monterrey over Mexico City
 6. Add programmatic, device ID and YouTube to Mexico
 7. Add print to Nature Tourism plan



South Padre Island | FY22 Paid Media Approach

January, 19 2022

8. Round out digital support for the Family Leisure plan through native & contextual support
9. Increase share of voice for Family Leisure through streaming audio in heavy up markets
10. Add OTT to domestic Family Leisure plan in heavy up markets
11. Maximize share of voice with digital OOH in domestic heavy up markets.

Measurement

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

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

Given counsel from SPI CVB leadership and in order to reach competitive beach travelers outside of Texas (Florida, Caribbean), targeting will skew toward even higher income travelers at HHI \$100K+. This is also in line with targeting strategies for creative executions. Note, as additional data becomes available, through PDL, Mindecology, etc, we will revisit and adjust the target as necessary.

Given the RGV is covered with internal funds and SPI awareness is well established within this geography, we will concentrate efforts across the rest of Texas.



South Padre Island | FY22 Paid Media Approach

January, 19 2022

DRAFT

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

MEETING DATE: January 26, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

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

ITEM BACKGROUND

Campaign Dates: 6/1/2022-8/31/2022

BUDGET/FINANCIAL SUMMARY

02-594-0531

\$69,000

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

South Padre Island CVB Advanced Television Proposal



PRESENTED TO Teresa Rodriguez
///
PRESENTED BY Melanie Cottier
///
DATE /// 1/6/2021

KVUE abc

TEGNA Be in good company.

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.



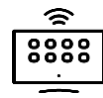
What Is Advanced Television?

It's Streaming TV!

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.

OTT IS VIEWED USING:



Smart TVs



Streaming Devices



Tablets



Mobile Devices



Gaming Consoles



Desktops or Laptops



KVUEabc

TEGNA
Be in good company.

EXPERIENCE & EXPERTISE ////

Industry Awards & Recognition

TECH/LEADERSHIP
Awards 2021

2021 TECH LEADERSHIP AWARD WINNER:
Best OTT & Streaming Technology

CYNOPSIS
Adtech Awards
CELEBRATING THE TECH THAT POWERS MEDIA

2020 CYNOPSIS ADTECH AWARD WINNER:
Outstanding Local Advertising Solution

CYNOPSIS
Adtech Awards
CELEBRATING THE TECH THAT POWERS MEDIA

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

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

Medium, How MadHive Solves for Fraud in OTT, February 2021

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

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.



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

TRADITIONAL NETWORKS /// VMVPD /// AVOD /// FAST



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.

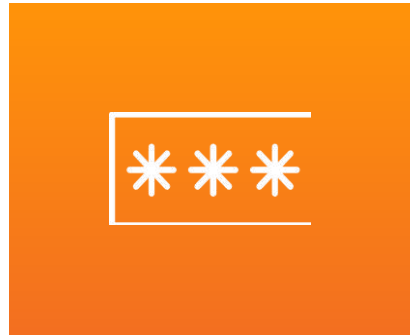
Insights You'll Gather:

- 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



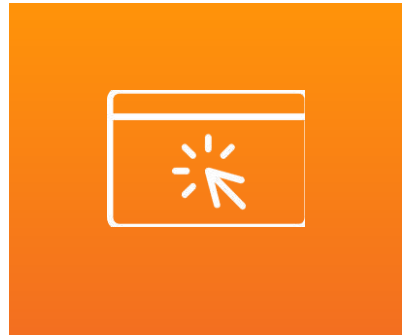
Website Attribution

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



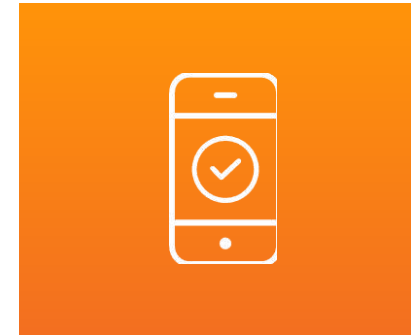
Pixel Insertion

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

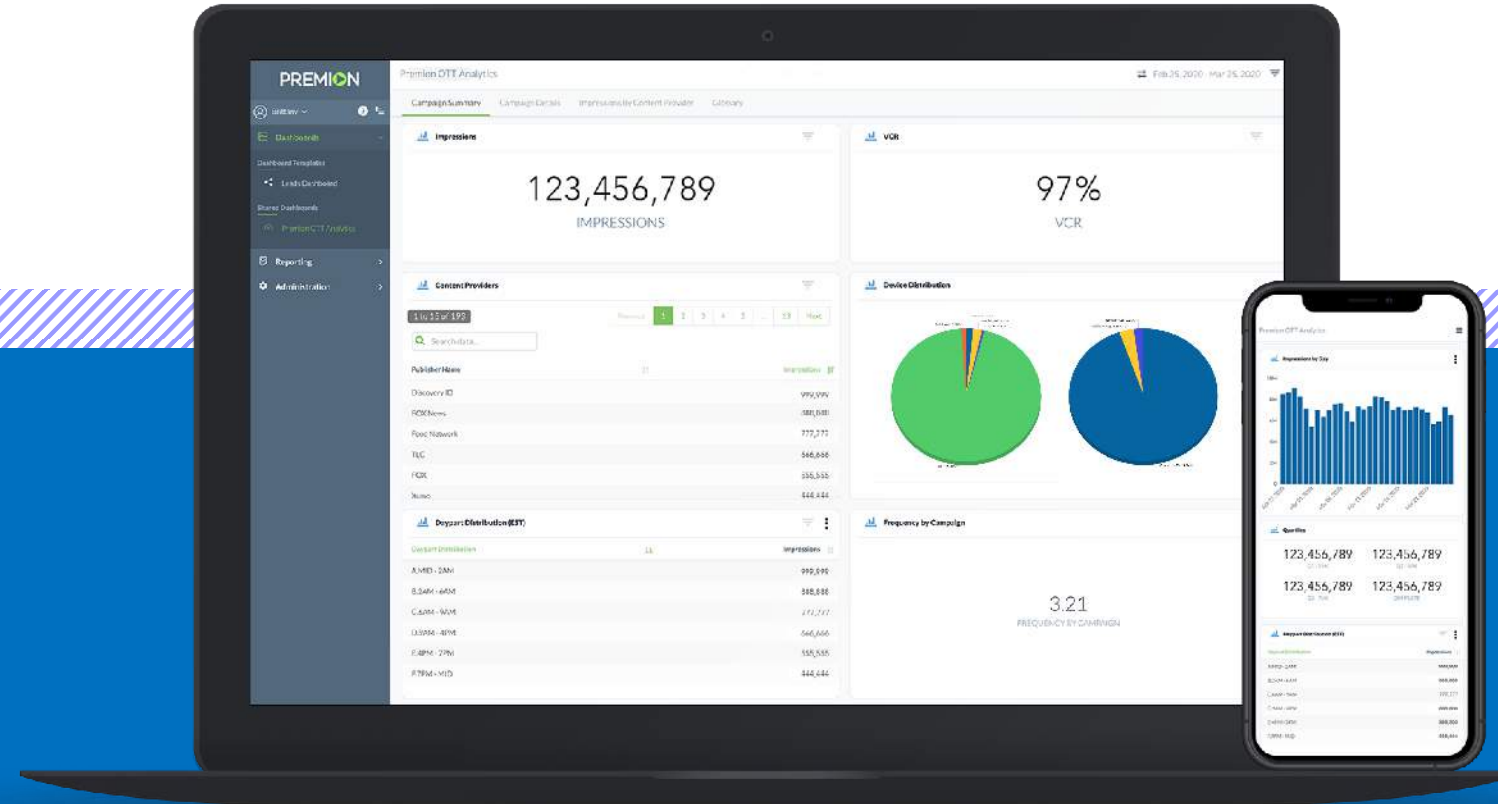
Measure visitors who saw the ad prior to visiting using their HH IP

- Website Attribution Campaign Insights:**
- 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?

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

KVUE Austin Television Plan – 6/1/22 – 8/31/22



Program	Time	Day	Total Spots
Bonus Spots	5:00AM – 1:00AM	Mon - Sun	24
Early Morning Billboards	5:00AM – 9:00AM	Mon - Sun	33
Good Morning America	12:00PM - 1:00PM	Mon - Fri	24
KVYE Daybreak Saturday	8:00AM – 10:00AM	Saturday	12
Daily Blast Live	2:00PM – 3:00PM	Mon - Fri	24
KVUE News Saturday @10P	10:00PM – 11:00PM	Saturday	6
Jimmy Kimmel	10:35PM – 11:35PM	Mon - Fri	15
ABC Nightline	11:35PM – 12:05AM	Mon - Fri	24
Last Man Standing	11:00PM – 11:30PM	Saturday	9

171 Total TV spots delivering **2,247,600** impressions to Adults 18+ in Austin, TX.



DALLAS PLAN

Medium	Demo	Targeting	GEO	Monthly Impressions	Monthly Budget
Premion Advanced Television with Attribution	Adults 35-64	HHI \$75k+ No Children	Dallas Ft. Worth DMA	163,043	\$7,500

Total Monthly Investment

\$7,500

Total Investment

\$22,500



HOUSTON PLAN

Medium	Demo	Targeting	GEO	Monthly Impressions	Monthly Budget
Premion Advanced Television with Attribution	Adults 35-64	HHI \$75k+ No Children	Houston DMA	108,696	\$5,000

Total Monthly Investment

\$5,000

Total Investment

\$15,000



SAN ANTONIO PLAN

Medium	Demo	Targeting	GEO	Monthly Impressions	Monthly Budget
Premion Advanced Television with Attribution	Adults 35-64	HHI \$75k+ No Children	San Antonio DMA	86,956	\$4,000

Total Monthly Investment

\$4,000

Total Monthly Investment

\$12,000



LAREDO PLAN

Medium	Demo	Targeting	GEO	Monthly Impressions	Monthly Budget
Premion Advanced Television with Attribution	Adults 35-64	HHI \$75k+ No Children	Laredo DMA	32,609	\$1,500

Total Monthly Investment

\$1,500

Total Monthly Investment

\$4,500



Our OTT 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



AUSTIN PLAN

Medium	Demo	Targeting	GEO	Monthly Impressions	Monthly Budget
Austin Broadcast Television	Adults 35-64	Austin Households	Austin DMA	749,200	\$5,000

Total Monthly Investment

\$5,000

Total Investment

\$15,000



Our Monthly Recommendation:

Medium	Demo	Targeting	GEO	Monthly Impressions	Monthly Budget
Premion Advanced Television with Attribution	Adults 35-64	HHI \$75k+ No Children	Dallas Ft. Worth DMA	163,043	\$7,500
Premion Advanced Television with Attribution	Adults 35-64	HHI \$75k+ No Children	Houston DMA	108,696	\$5,000
Premion Advanced Television with Attribution	Adults 35-64	HHI \$75k+ No Children	San Antonio DMA	86,956	\$4,000
Premion Advanced Television with Attribution	Adults 35-64	HHI \$75k+ No Children	Laredo DMA	32,609	\$1,500
Austin Broadcast Television	Adults 18+	Austin Households	Austin DMA	749,200	\$5,000

Total Monthly Investment
\$23,000



KVUE Marketing Service Agreement

We know you have a lot of choices when it comes to a local marketing provider, and we appreciate you choosing KVUE Marketing Solutions. Please review this Order Form in its entirety and authorize the purchase with your signature below. If you have any questions, please contact your KVUE representative.

Customer Information

City of South Padre Island Convention & Visitors Bureau
Randy Smith
7355 Padre Blvd
South Padre Island, TX 78597

Product / Service	Monthly Budget	Campaign Dates	Total
TV and Streaming	\$23,000 net	6/1/2022-8/31/2022	\$69,000 net
Total for Agreement:			\$69,000 net

By signing below, I agree to the TEGNA Standard Terms & Conditions and I am giving Tegna approval for my marketing campaign to proceed as stated above. I understand that my signature is legally binding, and I do have the authority to sign binding contracts on behalf of advertiser listed on this agreement.

Advertiser	KVUE Representative
Name: Randy Smith	Name: Melanie Cottier
Title: City Manager	Title: Account Executive
Signature:	Signature:
Date:	Date:

To review TEGNA Standard Terms & Conditions click [TEGNA Standard Terms and Conditions](#)



Thank You

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

MEETING DATE: January 26, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve Valentine's Day weekend fireworks and to amend the current contract with Pyro Shows of Texas to add this show. (Till/Moore)

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: January 26, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the SPI CVB tourism portion of the SPI Comprehensive Plan. (Moore)

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:



The Island Way

SOUTH PADRE ISLAND, TX



COMPREHENSIVE
PLAN

FINAL DRAFT





TABLE 5. SUMMARY GAP ANALYSIS RESULTS

NAICS	NAICS TITLE	LOCATION QUOTIENT	CHANGE IN LQ 1ST QUARTER 2013 1ST QUARTER 2018
2362	Nonresidential building construction	0.22	-0.28
6215	Medical and diagnostic laboratories	0.25	-0.24
7139	Other amusement and recreation industries	0.51	0.04
5313	Activities related to real estate	0.52	-0.19
7223	Special food services	0.52	0.09
6213	Offices of other health practitioners	0.56	-0.27
5617	Services to buildings and dwellings	0.59	0.18
6219	Other ambulatory health care services	0.6	0.07
6214	Outpatient care centers	0.61	-0.01
6232	Residential mental health facilities	0.65	0.32
6221	General medical and surgical hospitals	0.68	-0.09
6243	Vocational rehabilitation services	0.74	-0.29
7224	Drinking places, alcoholic beverages	0.79	-0.16
7211	Traveler accommodation	0.84	-0.02
6242	Emergency and other relief services	0.9	0.07
4461	Health and personal care stores	0.92	0.04
4451	Grocery stores	0.96	-0.03
6212	Offices of dentists	0.96	-0.13

Source: LMCI Tracer 2, and AEC

* Starts here

The Convention and Visitors Bureau Strategic Plan

The Convention and Visitors Bureau strategic plan was developed by Young Strategies Inc. on June 2018.

The South Padre Island Convention and Visitors Bureau (SPICVB) promotes South Padre Island as a premier beach destination on the Texas coast. The SPICVB operates as a department of the City of South Padre Island with oversight provided by the Convention and Visitors Advisory Board (CVA). The CVA is appointed by and reports to the City Council. The Director of SPICVB manages the team and reports to the City Manager. The SPICVB markets the destination and manages the SPI Convention Centre.



Travel promotion is a unique approach to economic development because it has a dedicated funding source from traveler-paid lodging taxes and a quick measurable return on investment (typically within 6 months).

Vision: A unique coastal destination, unlike any other, providing an active lifestyle, preservation of promoting our natural assets and a friendly community for citizens and visitors alike.

Mission: The Convention and Visitors Bureau’s mission is to promote South Padre Island as a unique coastal destination driving year-round, sustainable economic growth and quality of life.

The strategic plan developed by Young Strategies, Inc. is divided into short-term strategies and long-term strategies:

- Short-Term : Build an Active-Outdoors Coastal Island Brand
 1. **Maintain and support the highest skilled and most dynamic sales and marketing team.** SPICVB will meet the highest standards of accreditation and performance (research driven ROI) with measurable results as a research-based DMO.
 - a. Operate the SPICVB as a creative and supportive work environment based on core values.
 - b. Maintain competitive wage and benefits structure to retain the highest qualified team possible.
 - c. Achieve and maintain accreditation with Destinations International.
 - d. Support all team members in continued education online and at industry conferences and certification programs offered through TTIA, Destinations International, US Travel Association, Travel and Tourism Research Association, National Association of Sports Councils, vendors.
 2. **Develop Promote a new active-lifestyle brand based on the market research.** SPI requires a brand that sets it apart as unique from other beach destinations while capturing the active outdoors vacation/getaway experience. The new brand will serve as a foundation for all marketing, sales and public relations as well as future destination development.
 - a. Drive increased visitation during slower months of the year to become a year-round destination. Nine priority months (in rank order): August, April, May, September, October, November, February, January, December.
 - b. Marketing targeted to lifestyle segments: a) Active couples; b) Singles; c) Friends; d) Families with kids; e) Empty Nesters; f) Outdoors enthusiasts (fishing, sailing, birding, paddling, etc.).
 - c. Geographic targeting: a) Texas population centers: Houston, Rio Grande Valley, Austin, San Antonio, DFW; b) Oklahoma cities; c) MX-Monterrey region. FLY Markets: DFW, Denver, Kansas City, Chicago, Minneapolis, and St Louis.
 - d. Group sales to drive weekdays and off-season weekends: meetings & conferences, sports, competitions, weddings, reunions, festivals & events, etc.
 - e. Public Relations targeted at core drive and fly markets featuring the active beach lifestyle brand.



3. **Maintain/expand a comprehensive research/ tracking program to guide all decisions**–Track KPIs (Key Performance Indicators) for all programs with ROI reported at all SPICVB CVA Board meetings. Quarterly reports to City Council.
 - a. Lodging Market Metrics – overnight visitors drive 3 -4 times the spending of day-trippers and lodging taxes fund the program of work. Track all aspects of the overnight market. Tax Revenue Reports, STR, VRMIIntel,
 - b. Annual Economic Impact of Visitors- annual report of statistics to show the impact of visitor spending.
 - c. Visitor Profile Research – every other year to track.
 - d. Digital Analytics – track effectiveness of the website and e-marketing through Google Analytics, conversion surveys.
 - e. Social Media Analytics – monitor followers and engagement on social media platforms including Facebook, Twitter, Instagram.
 - f. Big Data – Arrivalist aggregates data from lodging, airlines, rental cars, etc. to provide visitor analytics.
 - g. Attribution Analytics – Arrivalist to determine the conversion of those who visit the website and arrive in the destination.
 - h. Brand Image & Awareness of SPI – online surveys and focus groups conducted as needed in core feeder markets to determine image and awareness of the destination and its brand.
4. **All plans, marketing, activities, events must be on-brand**–deliver on the active beach lifestyle experience. Use research to guide all efforts and focus on those attributes that set SPI apart as a unique experience unlike other beach destinations. SPI must be unique and offer experiences that are worth the travel time/expense in order to compete with other coastal destinations.
 - Long-Term : Enhance the Active Outdoors Lifestyle – a beach destination unlike any other
1. **Landscape and beautify Padre Boulevard as “the Main Street”** to create an island atmosphere with attractive pedestrian and bicycle walkways and crosswalks. Padre Boulevard is the primary traffic artery on island and as such is often the first and last impression of South Padre Island. Padre Boulevard must visually deliver an attractive image of a unique and scenic coastal island. Connect Padre Boulevard to Gulf and Laguna Boulevards with attractive pedestrian/bike trails/lanes. Pedestrian and bike paths assist visitors in getting out of the cars and engaging in the active outdoors lifestyle of the island.
2. **Create a town center(s)**, a village-style town square with gathering places where citizens and visitors come together to celebrate the active outdoors lifestyle of South Padre Island. Create unique island atmosphere that delivers on the brand where the gathering places are outdoor town “living rooms” for families and friends. Convert green spaces to support activities like bocci ball, volleyball, croquet, putting greens, horse-shoes, shuffle board, badminton, and small-scale entertainment.



3. **All plans, marketing, activities, events must be on-brand**—deliver on the active beach lifestyle experience.
4. **Encourage and support unique coastal dining, shopping and entertainment that set SPI apart from other beach destinations. The island currently has ample outdoor activities to deliver on an active outdoors brand.**
 - a. Unique Activities & experiences - SPI has an opportunity to expand indoor activities that fit within the brand and drive year-round visitation. The newly expanded Sea Turtle Inc. is a perfect example of an indoor activity based on an outdoor experience.
 - b. Unique Dining – keep it local featuring fresh seafood and Texas beef offered in charming coastal settings. Add entertainment and activities where possible.
 - c. Unique Shopping – most travel research identifies shopping as a top visitor activity and it is typically one of the top categories of discretionary visitor spending. Shopping is usually one of the top rainy day activities in coastal destinations. Encourage retail that offers unique and local shopping experiences and merchandise that will drive higher visitor spending and satisfaction.
 - d. Unique Entertainment – something fun every night of the year focused on entertainment and activities for all demographics. Develop green spaces into activity parks.

* ends here

South Padre Island Market & Economics

Economic Development Projects, Businesses and Industries to Target

The nature of the South Padre Island's economy and its dependence on a single industry limits the type of industries and businesses that can be targeted.

The following includes a summary of businesses and strategies identified during a workshop conducted with SPI-EDC and through gap analysis. In addition, a number of regional economic development projects including projects at the Port of Brownsville.

Convention Centre



7355 Padre Boulevard

Constructed in 1992, the South Padre Island Convention Centre comprises 45,856 square feet. It was designed by architects Loschky, Marquardt and Nesholm and built by Spaw Glass/Cahaba General Contractors at a cost of roughly \$10 million. It has exhibition space of 22,500 square feet and meeting space of 9,000 square feet spaced throughout seven meeting rooms with an auditorium (theater) area of more than 2,600 square feet. It holds a limited catering kitchen and has loading docks at the rear of the building.

A significant remodeling of the building began in 2014 at a cost of \$2.9 million, paid for with excess reserve funds. Some components of the remodel included: a concrete “pony wall” was added around the entire perimeter fortifying the exterior walls; the leaking skylights in the lobby were replaced with roofing and the entire building was coated with elastomeric paint for waterproofing.

After the exterior renovation, the interior was entirely re-painted, new “air wall room dividers” were installed, new floor covering was provided throughout and the kitchen facility was upgraded. The facility sits on 30 acres leased to the City from Cameron County for a 50-year period beginning in 1990, with two 25 year extensions. Recent studies have indicated a need to expand the facility to result in 50,000 square feet of exhibition space and a 20,000 square foot ballroom. A venue tax was approved by the voters in 2016 that could be used to fund this proposed expansion.

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

MEETING DATE: January 26, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation of the SPI CVB 2021 Annual Report. (Rodriguez)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:



South Padre Island
Convention & Visitors Bureau

2021 ANNUAL REPORT



sopadre.com



MISSION

The Convention and Visitors Bureau's mission is to promote South Padre Island as a unique coastal destination driving year-round, sustainable economic growth.

VISION

A unique coastal destination, unlike any other, providing an active lifestyle, promoting our natural assets and a friendly community for citizens and visitors alike.



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FROM THE INTERIM CVB DIRECTOR & CHAIR

Dear Customers and Stakeholders,

We are proud to present the 2021 Annual Report by the South Padre Island Convention and Visitors Bureau. Let us begin by sincerely thanking the South Padre Island Convention and Visitors Bureau staff and our Convention & Visitors Advisory Board members for their strength and dedication over the past year. This has undoubtedly been unprecedented times and a season of transition.

Our tropical Island continues making waves by setting record numbers, not only in comparison to 2020 but in the last year preceding the pandemic.

Despite the hardships of the last year, the City of South Padre Island is ready and eager to welcome back visitors and help drive South Padre Island's recovery efforts.

Tourism is the Island's only industry, and we must all work together to make customer service the number one priority for every business. We are in the business of making memories. It's that smile, kind word, and excellent customer service that will bring visitors back to our Island for generations.



Lori Moore
Interim CVB Director
SPICVB



Sean M. Till
CVA Board Chair
SPICVB



SOUTH PADRE ISLAND CONVENTION AND VISITORS ADVISORY BOARD

Meets 4th Wednesday @ 9:00 a.m. each month

Member Information

Sean Till (Chairman)

Tom Goodman (Vice-Chairman)
Condominium

Bob Friedman
(**Entertainment)

Chad Hart
(**Technical)

Bryan Pinkerton
(Condominium)

Daniel Salazar
(Hotel/Motel)

Open
(Hotel/Motel)

***Entertainment Industry/Technical Industry or an individual who would provide a balanced business perspective and further the purposes of the Convention and Visitors Advisory Board (as per Resolution No. 2016-31 passed and approved 10/19/16)*

EX-OFFICIO MEMBERS

REPRESENTATIVE OF THE BROWNSVILLE/
SOUTH PADRE ISLAND AIRPORT

Bryant Walker
Brownsville/South Padre Island Int'l Airport

ALTERNATE REPRESENTATIVE FOR THE
BROWNSVILLE/SOUTH PADRE ISLAND
AIRPORT

Francisco Partida
Brownsville/South Padre Island International
Airport

REPRESENTATIVE OF THE VALLEY
INTERNATIONAL AIRPORT

Marv Easterly
Valley International Airport

REPRESENTATIVE OF PORT ISABEL ECONOMIC
DEVELOPMENT CORPORATION*

VACANT
Port Isabel EDC



LEISURE TRAVEL

Promoting South Padre Island as a unique coastal destination driving year-round, sustainable economic growth is the mission of the Convention and Visitors Bureau Team, and we do it with passion and dedication. Tourism and hospitality are the only industries on the Island; tourism supports year-round employment and supports our outstanding "Quality of Place."

- 4.7 Million Visitors from January to June 2021
- 67.1% Total Hotel Occupancy
- \$12.6 Million in HOT Taxes



VISITOR CENTER

Total Number of Walk-Ins: 19,789

Total Number of Calls: 2,863

The South Padre Island Visitor Center located at 321 Padre Blvd welcomed over 20,000 visitors from around the country in 2021.

The staff includes two full-time employees and two part-time weekend information counselors who answer questions, provide brochures and maps, and encourage return trips to South Padre Island by our visitors. The staff also responded to thousands of additional visitor inquiries by phone 2,863 in 2021 and distributed 1,602 information packages in 2021.

The South Padre Island Visitor Center is another way the South Padre Island Convention and Visitor Bureau works to ensure our guests have an unforgettable travel experience.



GROUP SALES

The South Padre Island Convention & Visitors Bureau sales team focused on re-launching South Padre Island as the premiere and affordable meetings & conventions destination. The sales team set a goal to rebook groups 100% and increase new groups, meetings, conventions, and tradeshows.

Booked Business: *January-December 2021*

- Conventions, Meetings & Conferences
 - Room Nights-17,261
 - Total Attendees-29,394
 - Total Events-166
 - Economic Impact- \$49 Million
- Total Leads Sent: 166
- New Business Booked
 - Room Nights-391
 - Attendance-6,768
 - Estimated Economic Impact - \$1.7 Million



Future Bookings: 2022

- Tentative Business
 - Leads Sent 57
 - Requested Room Nights-13,332
 - Estimated Attendance-25,685
 - Estimated Economic Impact - \$43 Million
- Definite Business
 - Leads Sent 41
 - Contracted Room Nights 4,520
 - Estimated Attendees 18,225
 - Estimated Economic Impact \$1 Billion



City Wide Notable Conventions, Conferences & Meetings

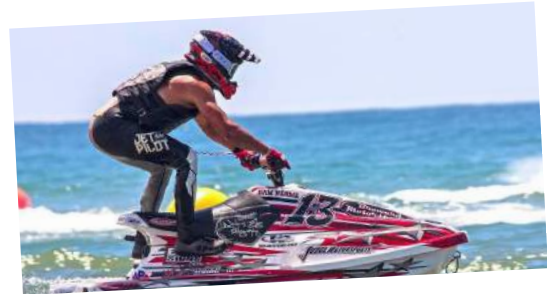
- Texas Hispanic Institutions Consortium
 - TxHSIC Annual Conference 2022, May 31- June 02, 2022
- Texas Narcotic Officers Association
 - TNOA Annual Conference 2022, August 07-11, 2022
- Texas Association of Convention & Visitors Bureaus
 - TACVB Annual Conference 2022, August 29-September 02, 2022
- Texas Association of Athletic Federation
 - Texas Police Games 2024, June 10-14, 2024
- Texas City Management Association
 - TCMA Annual Conference 2024, June 17-23, 2024



SPECIAL EVENTS

South Padre Island Convention & Visitors Bureau provides financial and promotional support to local events that have the potential to increase hotel occupancy. In 2021, 24 special events received event support fiscally through on-site support, permitting, digital and traditional marketing, and public relations.

- **24** Special Events Funded & Held in 2021
- Media/Publicity Value (Source: Cision)
\$1.8 Million
- Total # of Participants* (Source: Post Event Reports)
42,116 participants **does not include attendees*



March

SPI Triathlon Sprint

April

Sand Crab Run

KOC Fishing Tournament

May

TGSA Surf Championship

Shallow Sport Fishing Tournament

Family Sandcastle

Jailbreak

June

Pro Watercross

August

ProAm Beach Soccer

United States Lifesaving Association

Ladies Kingfish Tournament

Texas International Fishing Tournament

September

SPI Triathlon

SPI Food Truck Festival

JJ Zapata Fishing Tournament

October

Sandcastle Days

CAF Airshow

Ride for Rotary

Elite Redfish Tournament Series

November

SPI Musicians Run

SPI Half Marathon

Spartan Hurricane Heat

December

Holiday Light Show

SPI Lighted Boat Parade



MARKETING & COMMUNICATIONS

The Marketing and Communications Department promotes the City of South Padre Island as a leisure, Convention & Business destination and supports the mission of South Padre Island. Marketing efforts include advertising, public relations, website, social media, and collateral development.

Media TV & Billboards

Reported from CISION

Total Stories: 21,913

Total Ad Value: \$144 Million

Potential Media Reach: 75.5 Billion

***Feature publications included National Geographic, Martha Stewart, Huff Post & Yahoo Finance**

National/International Interviews: 48

News Releases, and Pitches: 38

Articles: 11 Welcome Home Winter Texan Articles

Number Billboards and impressions: 8

Total number of Travel Writers/ Influencers: 9

Total number of Press Conferences: 2 US 2 in Mexico

Total Number of Travel Writers/Influencers: 9

Total Number of Press Conferences: 2 US, 2 in Mexico

Website & Social Media

Total Website Sessions:

Number of Sessions: **1,607,792**

Total Website Page views: **3,562,026**

New Website Content articles/blogs Written: **15** with **437** views combined.

Uses of #sopadre on Instagram:

#SoPadre - **3,819** uses

#SouthPadreIsland - **30,152** uses

#SouthPadreIslandtx - **550** uses

#SPI - **39,418** uses

Total Reach on Facebook & Instagram, Impressions on Twitter: **13,677,420**



FACEBOOK

361 Posts

510,614 followers



TWITTER

359 Tweets

10,900 followers




INSTAGRAM

328 Posts

44,900 followers

South Padre Island Tropical Travel
 Mon 2/15/2021 1:58 pm PST


Sea turtle rescue happening on South Padre Island. Rescued sea turtles taken to the SPI Convention Center. #sopadre #seaturtle #seaturtlerescue



Total Engagements	12,265
Reactions	3,289
Comments	512
Shares	859
Post Link Clicks	14
Other Post Clicks	7,591

visitsouthpadre
 Tue 2/16/2021 6:05 pm UTC


With over 1,000 sea turtles having been rescued already, Sea Turtle, Inc is still expecting to receive more throughout the day. 🌱🌱🌱 Donations are essential to their recovery



Total Engagements	5,022
Likes	580
@Replies	9
Retweets	245
Post Link Clicks	455
Other Post Clicks	3,733
Other Engagements	0

visitsouthpadreisland
 Tue 2/16/2021 9:05 am PST

This cold-stunned event is one of the worst we've seen. With over 1,000 sea turtles having been rescued already, @seaturtleincx is still expecting to receive more through



Total Engagements	3,745
Likes	3,375
Comments	173
Saves	197

Marketing Events:

Explore co-opportunities with the cities of McAllen, Harlingen & Brownsville
 Attended Valley International Airport Press Conferences and Inauguration for the International Flight: Monterrey-Harlingen. Participated during 2 Presentations and Press Conferences in Monterrey, Mexico to promote the McAllen & Harlingen International Airports and South Padre Island.

Sea Turtle

Turtle rescue coverage during the month of February 2021

Reported from CISION

Total Mentions: 4.6K

Total Reach: 17.63B

Total Publicity Value: \$33.57M

McAllen Holiday Parade 2021 "La Vuelta Zone"

Media

Reported from CISION

Total Stories: 29

Total Ad Value: \$59.7 Million

Potential Media Reach: 29.33 Million



OCCUPANCY TAX COLLECTIONS

NOTE: THIS INFORMATION WAS UPDATED WITH RECEIPTS TO OCTOBER 26, 2021											
OCCUPANCY TAX COLLECTIONS											
OCCUPANCY TAX MONTH	COLLECTED BY SPI	FY 2021		FY 2020	FY 2019	FY 2018	FY 2017				
		Budget	Actual	YTD %							
OCT	NOV	289,593.41	562,291.12	83.21%	306,917.58	265,913.35	295,669.61	311,226.39			
NOV	DEC	209,968.72	359,178.27	88.14%	182,864.98	216,519.52	251,333.10	254,499.23			
DEC	JAN	223,883.13	364,420.63	63.01%	299,064.87	259,783.73	221,956.48	199,886.12			
JAN	FEB	172,073.18	253,494.92	56.70%	193,535.54	228,657.49	164,700.44	171,097.31			
FEB	MAR	299,274.74	347,493.15	32.37%	443,097.13	274,976.46	272,536.33	307,996.39			
MAR	APR	868,018.91	1,039,175.24	78.59%	212,960.80	819,445.62	978,343.26	925,000.65			
APR	MAY	524,562.98	974,684.12	107.20%	244,162.69	630,240.20	527,203.17	554,853.55			
MAY	JUN	696,881.02	1,307,986.65	89.65%	863,922.02	796,574.12	782,547.57	653,664.51			
JUN	JUL	1,244,814.68	2,287,285.73	80.31%	1,410,875.46	1,414,224.05	1,333,234.02	1,236,746.54			
JUL	AUG	1,792,526.09	2,660,927.11	82.63%	1,404,029.29	1,970,601.67	1,866,364.50	1,734,024.98			
AUG	SEPT	1,020,078.16	1,566,422.66	75.22%	1,129,403.72	1,117,812.67	1,054,553.03	865,453.26			
SEPT	OCT	468,603.02	915,860.12	69.67%	758,499.86	499,725.77	492,713.79	379,134.25			
TOTAL		\$ 7,810,278.04	\$ 12,639,219.72		\$ 7,449,333.94	\$ 8,494,474.65	\$ 8,241,155.30	\$ 7,593,583.18			
Budget		\$ 7,810,280.00									

The figures have a one month lag in reporting, for example October's taxes are not collected until November, November's taxes are not collected until December etc. These figures represent the allocation of local HOT to the CC only.



Annual Report South Padre Island Convention & Visitors Bureau

With a tropical feel, miles of sandy beaches, and expansive views of both Gulf of Mexico and Laguna Madre Bay's blue waters, South Padre Island is a world-class, year-round Texas Gulf Coast beach destination. The Island provides a warm, four-season welcome with an abundance of activities including water sports, dolphin watching, fishing, horseback riding, shopping, diving, and birding. For information on Island experiences, visit www.sopadre.com.

CONTACT
SOPADRE.COM
1800 SOPADRE
7355 Padre Blvd.
South Padre Island, TX 78597



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

MEETING DATE: January 26, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action concerning the new meeting date for the February 2022 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: