

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

**WEDNESDAY, MAY 25, 2022**

9:00 AM AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2ND FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

1. Call to Order

2. Pledge of Allegiance

3. Public Comments and Announcements

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

4. Approve Consent Agenda

- 4.1. Approve the excused absences for Vice Chairman Daniel Salazar and Board Member Chad Hart for the April 27, 2022 regular meeting. (Till)
- 4.2. Approve the meeting minutes for the April 27, 2022 regular meeting. (Till)
- 4.3. Approve the Special Events Committee post-event report for the Texas State Surfing Championships in April 2022. (Brown)

5. Regular Agenda

- 5.1. Presentation and discussion by the Zimmerman Agency and Predictive Data Lab on campaign performances, KPIs, and analytics. (Moore)
- 5.2. Presentation and discussion regarding the CVB Monthly Report. (Rodriguez/Moore)
  - 1.) Special Events
  - 2.) Groups and Meetings
  - 3.) Marketing and Communications
  - 4.) Social Media
  - 5.) Cision
  - 6.) PR Efforts
  - 7.) New Creative
  - 8.) SPI-Certified Tourism Advisor (CTA) Program



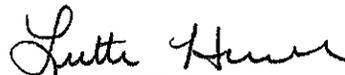
- 5.3. Discussion and possible action to approve the funding request for the following Special Events: (Brown)
  - \*SPI Kite Fest in February 2023
  - \*Banzai Kon in October 2022
- 5.4. Discussion and possible action to approve the McAllen Holiday Parade float sponsorship. (Moore)
- 5.5. Discussion and possible action to approve a reimbursement to Isla Grande for fireworks expenses for the South Side Gulf area and request a budget amendment to city council from excess reserve. (Salazar)
- 5.6. Discussion and possible action to select and approve a date for the Fourth of July Fireworks show in 2022. (Moore)
- 5.. Discussion and action concerning the new meeting date for June 2022. (Till)

6. Adjourn

NOTE:

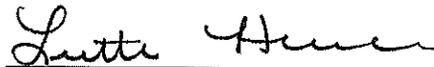
*One or more members of the City of South Padre Island City Council and the Special Events Committee may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.*

DATED THIS DAY TUESDAY, MAY 17, 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 THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON TUESDAY, MAY 17, 2022 AT/OR BEFORE 5:00PM 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:** May 25, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the excused absences for Vice Chairman Daniel Salazar and Board Member Chad Hart for the April 27, 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:**

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

**MEETING DATE:** May 25, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the April 27, 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:**

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

**WEDNESDAY, APRIL 27, 2022**

**I. CALL TO ORDER**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, April 27, 2022 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 9:08 am. A full quorum was present: Board Member Tom Goodman, Bob Friedman, Bryan Pinkerton, Rene Valdez were present. Vice Chairman Daniel Salazar and Board Member Chad Hart were absent.

City Officials: Council Member Ken Medders

CVB Staff: CVB Interim Director Lori Moore, Senior Marketing and Communications Manager Teresa Rodriguez, Special Events Manager April Brown, and Management Assistant Linette Hernandez.

**II. PLEDGE OF ALLEGIANCE**

CVB Chairman Sean Till led the pledge of allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS:** Board Member Tom Goodman made a public comment regarding the need to focus on brand association and to partner with other island partners on branding efforts. He also suggested that South Padre Island work on building a partnership with Port Isabel on establishing more of a regional destination. CVB Interim Director Lori Moore informed the board that paper agenda packets will no longer be provided at future meetings and that digital tablets or iPads are being purchased for the board's use.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the meeting minutes for March 23, 2022. Board Member Bryan Pinkerton made a motion to approve, seconded by Board Member Rene Valdes. Motion carried unanimously.
  
- 4.2. Approve the Special Events Committee post-event reports for:
  - \* SPI Sprint Triathlon 2022
  - \* WOVE-Winter Outdoor Wildlife Expo 2022Board Member Bryan Pinkerton made a motion to approve, seconded by Board Member Rene Valdez. Motion carried unanimously.

5. Regular Agenda

- 5.1. Presentation and discussion by Predictive Data Lab on campaign performances, KPIs, and analytics to include a presentation by Zimmerman Agency regarding Q1, recap, and Summer/Fall activity. Curtis Zimmerman presented at the podium, followed by Carlos Casas with Predictive Data Lab, followed by Kristen Nash and John Nichols with The Zimmerman agency. The Zimmerman Agency also presented virtually.
- 5.2. Presentation and discussion regarding the CVB Monthly Report.
- 1.) Special Events
  - 2.) Social Media
  - 3.) Cision
  - 4.) PR Efforts
  - 5.) SPI CTA Program
  - 6.) New Creative
- Special Events Manager April Brown presented at the podium with an update on Special Events. Senior Marketing and Communications Manager Teresa Rodriguez presented items 2-6 at the podium.
- 5.3. Discussion and possible action to approve the funding request for the following Special Events:
- \* Beach Bash Skate Jam in June 2022: \$2,000 in marketing approved
  - \* JJ Zapata Fishing Tournament in September 2022: \$5,000 in marketing approved
  - \* Ride for Rotary in October 2022: \$2,500 in marketing approved
  - \* SPI Muzicians Run in November 2022: \$15,000 in marketing approved
  - \* SPI Island Games in September 2022: \$2,000 in marketing approved
  - \* SPI Wahoo Classic in September 2022: \$5,000 in marketing approved
- Board Member Tom Goodman made a motion to approve the awarded amounts that SEC approved at the April 19, 2022 meeting, seconded by Board member Rene Valdez. Motion carried unanimously.
- 5.4. Discussion and possible action to approve the revised Special Event Funding: (Brown)
- \* Application
  - \* Guidelines
  - \* Policy
  - \* Post Event Report
- Board Member Tom Goodman made a motion to approve all revised Special Events forms, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.

- 5.5. Update and possible action on the following budget line items and review of the budget planning calendar for FY2022.  
\* Events Marketing  
\* Marketing  
Chairman Sean Till made a motion to approve \$4.1 million in Marketing and \$850,000 in Events Marketing. Motion Carried unanimously. Board Member Bryan Pinkerton requested a workshop to discuss allocations and Chairman Sean Till recommended having a workshop once the new CVB Director has been hired.
- 5.6. Discussion and action concerning the new meeting date for May 2022. The next meeting date was set for May 25, 2022.

## **VI. ADJOURN**

Meeting was adjourned at 11:25am.

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Linette Hernandez, CVB Management Assistant

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Sean Till, CVAB Chairman

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

**MEETING DATE:** May 25, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the Special Events Committee post-event report for the Texas State Surfing Championships in April 2022. (Brown)

**ITEM BACKGROUND**

N/A

**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 EVENT FUNDING POST EVENT REPORT



Date Report Submitted:

4-27-2022

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

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

**Please submit the following within 30 days post event:**

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

## ORGANIZATION INFORMATION

Name of Organization:

Texas Gulf Surfing Association (TGSA)

Address:

P.O. Box 1529

City, State, Zip:

Port Aransas, TX 78373

Full Name:

Mary Goldsmith, President

E-Mail:

surf.tgsa@gmail.com

Office Number:

361-749-6956

Cell Phone Number:

361-658-6258 (President)

**EVENT INFORMATION**

Name of Event: Texas State Surfing Championships

Date(s) of Event: April 23-24, 2022

Primary Location of the Event: Isla Blanca Park

How many years have you held this event on South Padre Island? 2 recently  
Many years in the past.

**EVENT FUNDING INFORMATION**

Please attach an actual event budget showing all revenues including sponsorships and expenses.

Amount Requested: \$5,000.

Total Amount to be Received: \$5,000.

Did the event charge admission? Was there a net profit from the event? If so, what was the amount and how is it being used?

No admission. Competitors paid entry fees. No profit -  
net loss of \$3,884.64.

**EVENT ATTENDANCE INFORMATION**

How many people did you predict would attend this event? (Number submitted in the application)?

250

What was the actual attendance at the event? Estimate 200

How many of the participants were from another city or county? Estimate 195

How many room nights did you predict in your application would be generated by attendees of this event?

3 nights per family

How many room nights were actually generated by attendees of this event? ≈ 80

If this event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this event?

This Year: ≈ 80

Two Years Ago: N/A

Last Year: ≈ 50

Three Years Ago: N/A

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

link and QR code provided by CVB (do not have those results) and written form filled out on the beach

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

~~Yes~~ Pearl hotel offered a discount to TGSA members but did not advise of any block of rooms.

### EVENT MARKETING INFORMATION

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

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

Please list all efforts your organization used to promote the event and how much was spent in each category:

Print \$: —

Website \$: —

Radio \$: —

Social Media \$: —

TV \$: —

Other Digital Advertising \$: —

See attached samples from TGSA website and Facebook and Instagram accts.

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

Yes

What new marketing initiatives did you utilize to promote hotel and convention activity for this event?

We were able to obtain a 20% discount code from Pearl hotel and provided that to our members.

**ADDITIONAL EVENT INFORMATION**

Please note any other success indicators of your event:

Our competitors and their families, by voice vote at the awards ceremony, said they wanted the TGSA to return to SPI.

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

TGSA social event on Saturday evening at Tequila Sunset. Supplies from Ace Hardware and Marlingrocery store.

What was the weather like during the event?

Warm and very windy

Were there any other factors that may have affected the event?

It is a very expensive event for the TGSA and its members, but if the surf is good our members support it.

M Goldsmith

Authorized Signature

4-27-2022

Date

Mary Goldsmith, President

Print Name



# List of participants - page 2

Banyan Smith

Taj Smith

Zac Smith

Keagan Sohl

Walter Sohl

Zack Taylor

Jack Waligura

Jason Waligura

Shane Wiggins

Blaze Wiginton

## **Contest Staff**

Mary Goldsmith

Jayne Rogers

Kirra Sohl

Brooke Sohl

Christina Thompson

Rob Meza

Jacob Burks

Judge 1

Judge 2

Judge 3

Judge 4

Judge 5

Judge 6

**TOTAL: 72**

# TGSA State Champs . Room Report (written forms)

Last Name	City/Zip	Name of Property	# of Rooms	# of Niights
Hopkins	Galveston 77554	Super 8	1	2
Shannon	Port Aransas 78373	Flamingo Inn	1	3
Yomoah	Corpus Christi 78418	Ramada	1	1
Cates	West Columbia 77486	Super 8	1	1
Wiginton	San Clemente CA 92672	Super 8	1	2
Casttellanos	Corpus Christi 78418	Ttrailer park	1	1
Whitfield	Port Aransas 78373	Holiday Inn	1	2
Floyd	Corpus Christi 78418	South Padre Lodge	1	2
Shannon	Houston 77018	Flamingo Inn	1	2
Smith	Port Aransas 78373	Pearl	1	1
Stagoski	Katy 77494	Braxton at Tammaron	1	1
Lukin	Sugarland 77479	Suntide III	1	1
Wiginton	Richwood 77531	Super 8	1	2
Jones	League City 77573	Super 8	1	2
Hopkins, Kyle	Friendswood 77546	Super 8	1	2
Gibson	Galveston 77554	Super 8	1	2
Edwards	Port Aransas 78373	Pearl	1	2
Grundhauser	Corpus Christi 78418	Executive Inn	1	1
Shelton	Houston 77062	Gulfview	1	3
Rogers	Portland 78374	Holiday Inn	1	1
Harris	Port Aransas 78373	Holiday Inn	2	1
Sohl	Port Aransas 78373	Pearl	1	2
Faulkner	Port Aransas 78373	Pearl	1	2
McGee	Pasadena 77504	Super 8	1	2
Hodo	Lake Jackson	Holiday Inn Resort	1	1
Lewis	Corpus Christi 78418	Isla Blanca Park RV	1	4
Polderman	Corpus Christi 78418	Air BNB	1	2
Shannok	Galveston 77550	Pearl	1	2
Taylor	Houston 77004	Rented house	3	3

Note: 5 members reported staying at home in South Padre or with a friend  
 This list includes only written forms turned in by TGSA members at the event.  
 Additional information was provided through the QR code or link provided.

Total: 60 room nights







**Print The Planet**

31889 Camino Marea  
Temecula, CA 92592

Date	Invoice #
4/4/2022	3985

Bill To
TGSA Texas Gulf Surfing Association

P.O. No.
State 2022

Quantity	Description	Rate	Amount
50	N6210 Dark Heather SS T-shirt 15-Youth Small 20-Youth Medium 15-Youth Large	7.75	387.50T
130	N6210 Dark Heather SS T-shirt 15-Small 30-Medium 70-Large 15-XL	7.75	1,007.50T
5	Next Level 3600 Black SS T-shirt XXL	8.75	43.75T
50	N3310 Dark Heather Womnes SS T-shirt 10-Small 20-Medium 15-Large 5-XL	8.00	400.00T
1	Shipping 2-boxes	80.00	80.00

<b>Subtotal</b>	\$1,918.75
<b>Sales Tax (0.0%)</b>	\$0.00
<b>Total</b>	\$1,918.75

Phone #
281-620-2497

E-mail	Web Site
print_the_planet@yahoo.com	www.printtheplanet.com



04/06/2022

21000028531138

ACH DEBIT  
PRINT THE PLANET/SALE TEXAS GULF SURFING  
ASS \$1,918.75

Income and Expense Report  
 2022 TGSA Texas State Surfing Championships  
 South Padre Island

**Income-**

Sponsorship – South Padre Island Visitors Bureau	5,000.00
(Note: \$3,750 received; \$1,250 pending)	
Entries	<u>4,740.00</u>
Total:	9,740.00

**Expenses-**

Trophies – Trophyland	3,337.10
T-Shirts – Print the Planet	1,918.75
Supplies	123.17
Contest crew lunch	254.20
Personnel fees including travel expense	6,041.42
Cash prizes for open divisions	810.00
Permits and lifeguard fees – Cameron County	<u>1,140.00</u>
Total:	13,624.64
Profit/Loss:	(3,884.64)

TGSA Facebook page w/link



### Texas Golf Surfing Association

Published by Coral Earwood · April 8 at 9:34 AM ·



ISSC presented by Visit South Padre Island is called OFF for this weekend. Next call on April 23/24

**TGSA**  
TEXAS GOLF SURFING ASSOCIATION

**2022**

**TEXAS STATE SURFING CHAMPIONSHIPS**

LOCATION: ISLA BLANCA PARK

CONTEST CALLED OFF FOR APRIL 9<sup>TH</sup>-10<sup>TH</sup>

NEXT CALL APRIL 23<sup>RD</sup>-24<sup>TH</sup>

PRESENTED BY: South Padre Island

SUPPORTED BY: utmb Health

2,414 People reached

205 Engagements

↑ +1.7x higher Distribution score

Boost post

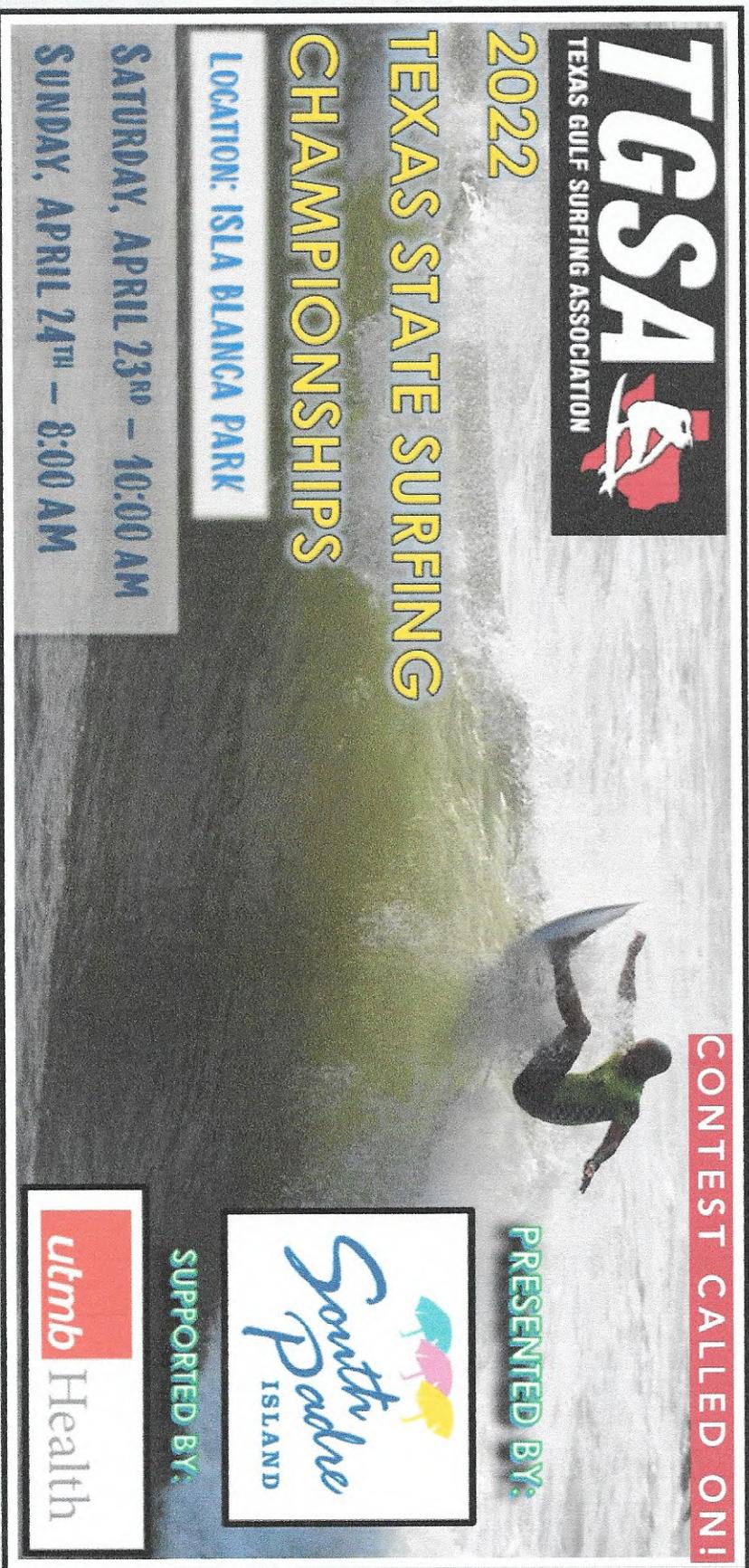


36

18 Comments 11 Shares

## ANNOUNCEMENTS:

The TGSA has updated the contest schedule to the following below:

A promotional poster for the TGSA 2022 Texas State Surfing Championships. The background is a photograph of a surfer riding a wave. The text is arranged in a grid-like fashion. At the top left is the TGSA logo. Below it is the year '2022'. The main title 'TEXAS STATE SURFING CHAMPIONSHIPS' is in large yellow letters. Below that is the location 'ISLA BLANCA PARK'. The dates 'SATURDAY, APRIL 23RD - 10:00 AM' and 'SUNDAY, APRIL 24TH - 8:00 AM' are listed. At the bottom right, there are logos for 'South Padre Island' and 'utmb Health'. A red banner at the bottom right says 'CONTEST CALLED ON!' and 'PRESENTED BY:' is written above the South Padre Island logo.

**TGSA**  
TEXAS GULF SURFING ASSOCIATION

**2022**

**TEXAS STATE SURFING  
CHAMPIONSHIPS**

**LOCATION: ISLA BLANCA PARK**

**SATURDAY, APRIL 23<sup>RD</sup> - 10:00 AM**

**SUNDAY, APRIL 24<sup>TH</sup> - 8:00 AM**

**CONTEST CALLED ON!**

**PRESENTED BY:**

**South Padre  
ISLAND**

**SUPPORTED BY:**

**utmb Health**

TGSA website w/link

## **TEXAS STATE SURFING CHAMPIONSHIPS**

There is a TGSA discount at the Pearl for lodging. All members should have received an email with discount information.

There will be a TGSA Social Gathering at Tequila Sunset at 6pm located:  
200 W Pike St, South Padre Island, TX 78597



## **TEXAS STATE SURFING CHAMPIONSHIPS**

Presented by Visit South Padre

Location: Isla Blanca Park, South Padre Island

1st call – April 9-10, 2022

2nd call – April 23-24, 2022

3rd call – April 30- May 1, 2022

4th call – May 14-15, 2022

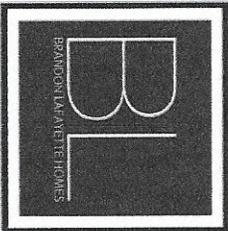
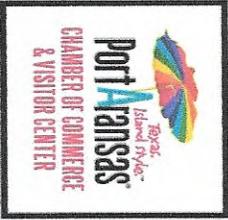
TGSA  
website  
w/link

TGSA website

# 2021/2022 TGSA SEASON SPONSOR



## TGSA SUPPORTING SPONSORS



TGSA Facebook page

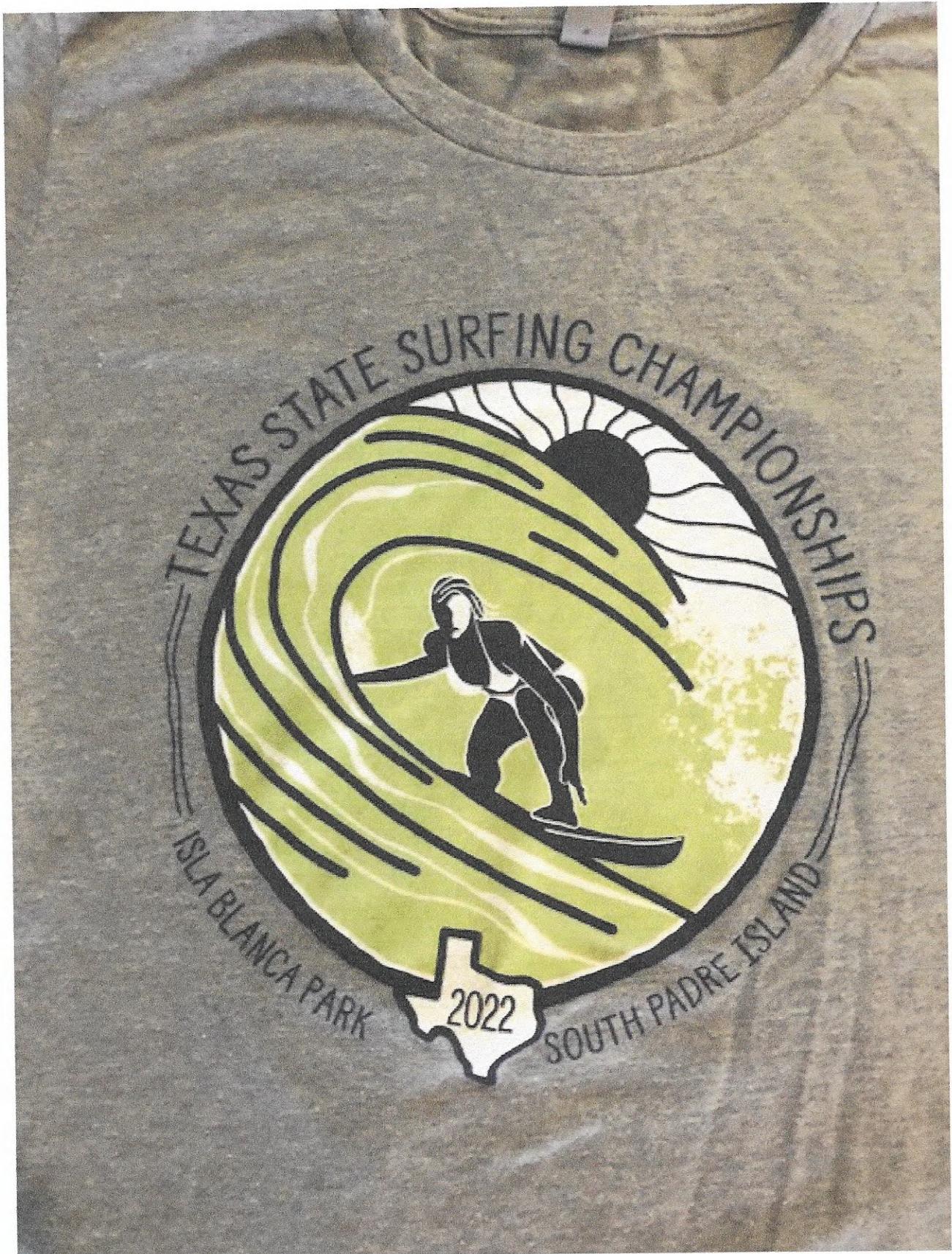
## TEXAS STATE SURFING CHAMPIONSHIPS



Estimated Time	South Side	North
10:00	Sr. Longboard Qtr 1	Open SB Qtr 1
10:15	Sr. Longboard Qtr 2	Open SB Qtr 2
10:30	Sr. Longboard Qtr 3	Open SB Qtr 3
10:45	Open LB Semi 1	Menehune Boys Qtr 1
11:00	Open LB Semi 2	Menehune Boys Qtr 2
11:15	Mens LB Semi 1	Menehune Boys Qtr 3
11:30	Mens LB Semi 2	Junior Men Semi 1
11:45	Micro Semi1	Junior Men Semi 2
12:00	Micro Semi2	Men Semi 1
12:15	Sr. Longboard Semi 1	Men Semi 2
12:30	Sr. Longboard Semi 2	Open SB Semi 1
12:45	Menehune Boys Semi 1	Open SB Semi 2
1:00	Menehune Boys Semi 2	Masters Semi 1
1:15		Masters Semi 2

Finals	South Side	North
8:00	Women's Semi1	Women's Semi 2
8:15	Open SUP	Open Shortboard
8:45	Micro-Groms	Boys
9:05	Women's Longboard	Men
9:25	Menehune Longboard	Junior Men
9:45	Junior Longboard	Legends
10:05	Menehune Boys	Masters
10:25	Menehune Girls	Grand Legends
10:45	Girls	Senior Men
11:05	Men's Longboard	Junior Women

Event t-shirt Front - Women's version



Event t-shirt back



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

**MEETING DATE:** May 25, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Presentation and discussion by the Zimmerman Agency and Predictive Data Lab on campaign performances, KPIs, and analytics. (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:**



# Reporting & Analytics.

THE  
**ZIMMERMAN**  
AGENCY

## Campaign Manager Performance

**\$109,933.90**  
MEDIA COST

**9,186,557**  
IMPRESSIONS

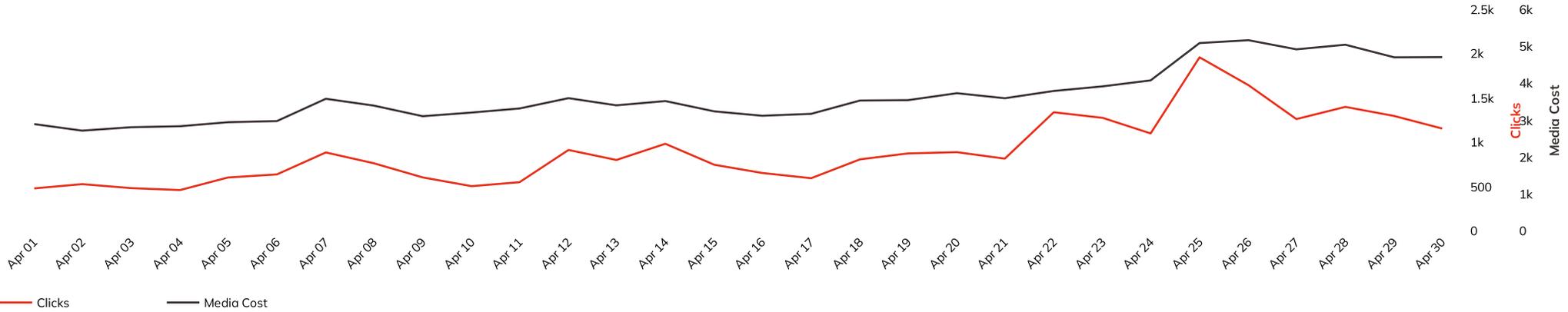
**21,385**  
CONVERSIONS

**27,118**  
CLICKS

**0.30%**  
CTR

**\$11.97**  
CPM

Performance Trend Over Time



## Monthly Performance Breakdown

**| CAMPAIGN MANAGER - PAID MEDIA - PAGE 2 |**

 **Media Delivery Summary**

Date	Media Cost	Impressions	Clicks	CTR	Conversions
<b>Total</b>	<b>\$417,137.86</b>	<b>39,178,992</b>	<b>82,150</b>	<b>0.21%</b>	<b>86,128</b>
Dec 2021	\$17,027.20	1,775,266	2,309	0.13%	2,010
Jan 2022	\$39,655.12	4,268,738	3,788	0.09%	6,781
Feb 2022	\$68,344.00	7,568,115	10,698	0.14%	17,071
Mar 2022	\$98,100.65	8,141,865	18,256	0.22%	23,231
Apr 2022	\$109,933.90	9,186,557	27,118	0.30%	21,385
May 2022	\$84,076.99	8,238,451	19,981	0.24%	15,650

**Creative Performance Breakdown**

**| CAMPAIGN MANAGER - PAID MEDIA - PAGE 3 |**

 **Creative Delivery Summary**

Creative	Impressions	Clicks	CTR	Conversions
ByLandorBySea_300x250_Static	1,761,003	3,170	0.18%	3,363
By Land or By Sea :15s	1,729,075	320	0.02%	361
ByLandorBySea_320x50_Static	1,428,792	3,415	0.24%	2,615
SPI Option 2 728X90	784,665	2,650	0.34%	681
ByLandorBySea_160x600-Static	741,520	1,171	0.16%	2,327
SPI Option 1 728X90	635,501	2,263	0.36%	560
Summer_Wave_Horse_728x90_Static	388,449	917	0.24%	488
Summer_On Shore Offshore_728x90_Static	300,448	671	0.22%	326
Summer_Tour_Dip_728x90_Static	259,221	649	0.25%	408
Stack Adapt_OTT Connected TV_By Land or By Sea_:15s	220,630	9	0.00%	27

**Placement Performance**

## | CAMPAIGN MANAGER - PAID MEDIA - PAGE 4 |

 Placements Delivery Summary

Placement	Impressions	Clicks	CTR	Conversions
Texas / Beach Travel Intenders	0	10,404	-	6,077
Sojern_Display_In-Market Travelers_320x50	663,060	1,071	0.16%	1,526
Sojern_Display_In-Market Travelers_300x250	627,424	803	0.13%	1,042
South Padre Island_Travel Intenders_Boost	13,969	36	0.26%	815
Expedia_VRBO_Vacation Rental Results Right 1 Link Off	152,080	229	0.15%	638
Expedia_VRBO_Vacation Rental Infosite/Details Right 1 Link Off	154,763	339	0.22%	564
RGV_Retargeting Display	241,214	710	0.29%	419
Expedia.com_Hotels Infosite/Details Right 2 Link Off Destination Texas	144,652	80	0.06%	358
Kansas City_Retargeting Display	247,237	1,004	0.41%	350
Sojern_Video_In-Market Travelers	319,391	230	0.07%	340

 Site Performance

Site	Impressions	Clicks	CTR	Conversions
Expedia	967,190	1,100	0.11%	2,506
Sojern	3,053,573	4,575	0.15%	5,992
Stack Adapt	5,086,271	10,963	0.22%	4,397
Travel Spike	0	10,404	-	6,077
Trip Advisor	79,519	76	0.10%	1,656

## Google Ads Performance

**16,597**  
CLICKS

**110,295**  
IMPRESSIONS

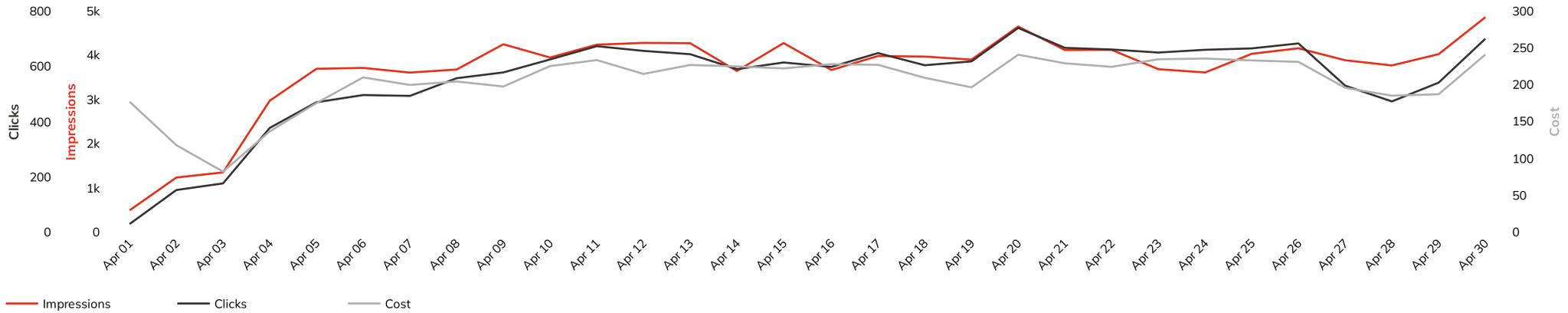
**15.05%**  
CTR

**\$0.37**  
AVG. CPC

**\$6,158.07**  
COST

**904.00**  
CONVERSIONS

Impressions vs Clicks



## Campaign Breakdown

 Campaign and Ad Set Breakdown

Campaign Name	Impressions	Clicks	Avg. CPC	CTR	Conversions	Cost
<b>Total</b> 	<b>110,295</b>	<b>16,597</b>	<b>\$0.37</b>	<b>15.05%</b>	<b>904.00</b>	<b>\$6,158.07</b>
Competitors - South Padre Island	5,340	1,328	\$0.79	24.87%	84.00	\$1,053.09
South Padre Island - Events	15,493	3,673	\$0.42	23.71%	33.00	\$1,552.26
Brand - South Padre Island	64,248	9,455	\$0.25	14.72%	727.00	\$2,383.33
South Padre Island - Places to Eat	4,372	385	\$0.45	8.81%	19.00	\$172.69
South Padre Island - Accommodations	20,842	1,756	\$0.57	8.43%	41.00	\$996.70

Ad Content Breakdown

GOOGLE ADS - PPC - PAGE 3

 Ad Performance Overall

Ad Preview	Cost	Clicks	Impressions	CTR	Conversions	Avg. CPC
<b>Total</b> 	<b>\$6,158.07</b>	<b>16,597</b>	<b>110,295</b>	<b>15.05%</b>	<b>904.00</b>	<b>\$0.37</b>
Events in south padre island   Dolphin and bird watching   Welcome to South Padre Island   Fishing trip to South Padre   Live music in Padre Island   Blackhorse riding in the beach   Texas beach party with DJ	\$1,540.09	3,657	14,474	25.27%	33.00	\$0.42
Best beach in Texas   Sunny Island near Texas   Texan island getaway   Spring sunny break   Sandy Beaches near Texas   Best Island in Texas	\$1,053.09	1,328	5,260	25.25%	84.00	\$0.79
Visit South Padre Island   Sunny Island near Texas   South Padre island getaway   Spring sunny break   Sandy beaches near Texas   Fun in Padre Island	\$2,366.08	9,408	62,906	14.96%	720.00	\$0.25
Restaurants in South Padre   Romantic dinners by the beach   Drinking and eating in SPI   All you can eat in Texas coast   Fun family restaurants   Visit the biggest bar in Texas	\$170.61	380	3,993	9.52%	18.00	\$0.45
Best Texas Beach Hotels   Front Beach Accommodation   Welcome to South Padre Island   Sunny Texas beach vacation   Plan your trip to South Padre   Padre Island places to stay   South padre island rentals	\$979.77	1,725	19,178	8.99%	40.00	\$0.57
Visit South Padre Island   Sunny Island near Texas   South Padre island getaway   Spring sunny break   Sandy beaches near Texas   Fun in Padre Island	\$17.25	47	1,342	3.50%	7.00	\$0.37
Best Texas Beach Hotels   Front Beach Accommodation   Welcome to South Padre Island   Sunny Texas beach vacation   Plan your trip to South Padre   Padre Island places to stay   South padre island rentals	\$16.93	31	1,664	1.86%	1.00	\$0.55
Events in south padre island   Dolphin and bird watching   Welcome to South Padre Island   Fishing trip to South Padre   Live music in Padre Island   Blackhorse riding in the beach   Texas beach party with DJ	\$12.17	16	1,019	1.57%	0.00	\$0.76
Restaurants in South Padre   Romantic dinners by the beach   Drinking and eating in SPI   All you can eat in Texas coast   Fun family restaurants   Visit the biggest bar in Texas	\$2.08	5	379	1.32%	1.00	\$0.42
Best beach in Texas   Sunny Island near Texas   Texan island getaway   Spring sunny break   Sandy Beaches near Texas   Best Island in Texas	\$0.00	0	80	0.00%	0.00	-

 Top Keywords

Grid contains more rows, but they have been clipped.

Keyword	Impressions	Clicks	CTR	Conversions
south padre island	30,506	4,564	14.96%	392.00
south padre island texas	8,144	1,251	15.36%	87.00
padre island	6,455	997	15.45%	70.00
best beaches in texas	2,853	814	28.53%	39.00
events in south padre	1,666	780	46.82%	1.00
st padre island	3,793	550	14.50%	38.00
south padre island rentals	4,763	461	9.68%	7.00
isla del padre	4,351	449	10.32%	11.00

GOOGLE ANALYTICS - WEBSITE TRAFFIC - PAGE 1

# Google Analytics Performance

278,087 371,238  
▼ 25%  
 USERS

234,542 310,720  
▼ 25%  
 NEW USERS

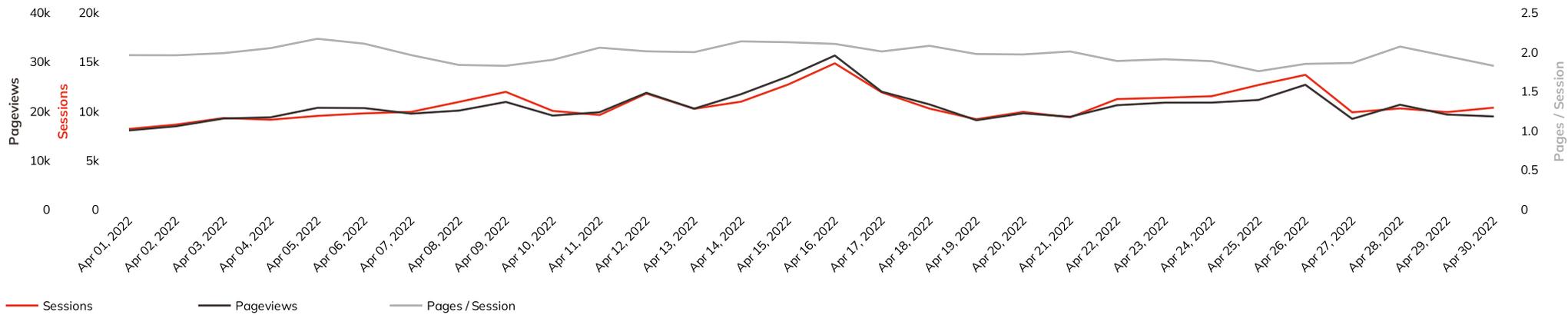
319,596 433,632  
▼ 26%  
 SESSIONS

52.49% 50.53%  
▲ 4%  
 BOUNCE RATE

00:01:36 00:01:39  
▼ 3%  
 AVG. SESSION DURATION

631,146 895,818  
▼ 30%  
 PAGEVIEWS

Performance Timeline by Day



# Site Performance

Site Performance MoM

Date	Users	New Users	Sessions	Bounce Rate	Avg. Session Duration	Pageviews	Pages / Session
Apr 2022	278,087	234,542	319,596	52.49%	00:01:36	631,146	1.97

## Traffic Performance

### Traffic performance MoM

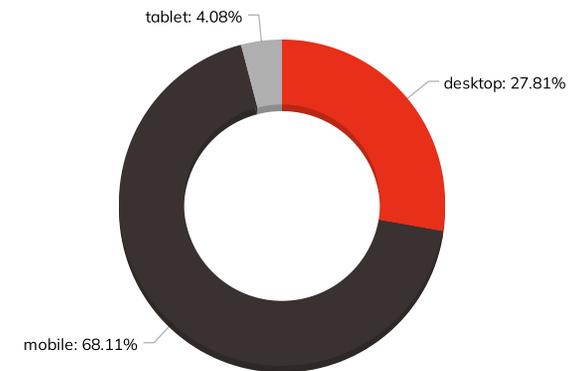
Default Channel Grouping	Users	New Users	Sessions	Goal Completions
Organic Search	132,394	99,062	151,384	29,280
(Other)	57,637	53,261	60,079	1,144
Direct	30,819	24,375	35,029	3,198
Paid Search	29,775	26,112	34,533	6,174
Referral	26,544	22,583	27,596	1,502
Social	8,136	7,298	8,342	520
Email	1,968	1,450	2,200	658
Display	415	401	433	4

## Device Performance

### Device Performance

Device Category	Sessions	Bounce Rate	Pageviews
mobile	217,663	54.19%	374,518
desktop	88,882	45.67%	235,022
tablet	13,051	70.51%	21,606

### Sessions by Device



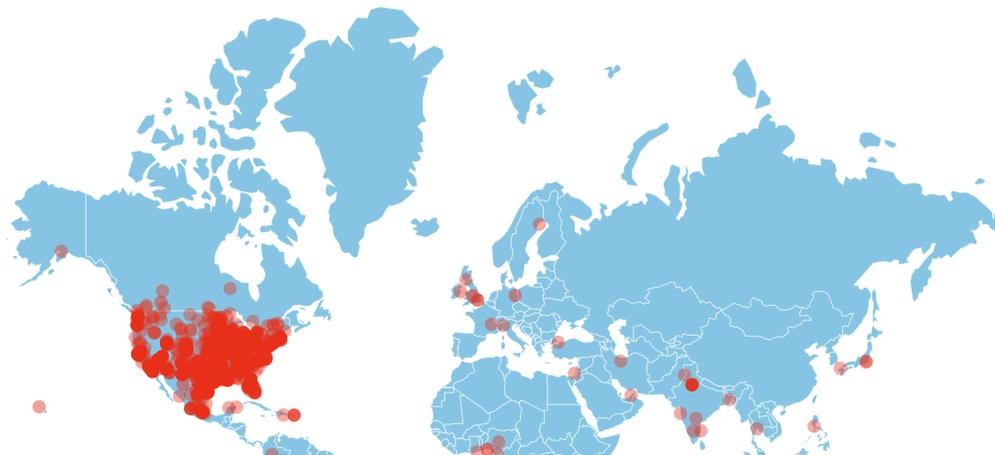
## Geo Performance

| GOOGLE ANALYTICS - WEBSITE TRAFFIC - PAGE 3 |

 Geo Performance

Client State	City	Users	New Users	Sessions	Bounce Rate	Avg. Session Duration	Pageviews
Texas	Austin	32,296	25,502	37,388	45.64%	00:01:32	67,694
Texas	Houston	22,214	19,134	24,302	61.16%	00:01:25	43,376
Texas	(not set)	17,488	15,218	19,172	61.24%	00:01:18	34,224
Texas	Dallas	16,880	14,358	19,050	58.13%	00:01:27	33,998
Texas	San Antonio	11,522	9,710	12,978	55.77%	00:01:34	24,670
Texas	South Padre Island	8,438	4,638	10,604	27.80%	00:02:43	24,956
Texas	Brownsville	6,378	4,524	7,576	27.06%	00:02:09	16,870
Texas	Harlingen	3,564	2,578	4,288	28.50%	00:02:04	9,670
Texas	Atlanta	3,554	2,796	4,086	43.47%	00:01:24	7,344
Texas	Fort Worth	3,467	2,905	3,847	60.12%	00:01:29	7,299

 User Chart



# Goal Performance

 Goal Performance by Source and Medium

Goal Name	Source	Medium	Completions
Outbound Link Clicked	google	organic	27,638
Outbound Link Clicked	google	cpc	6,144
Outbound Link Clicked	(direct)	(none)	3,184
Outbound Link Clicked	bing	organic	916
Outbound Link Clicked	newsletter	email	612
Outbound Link Clicked	TravelSpike	Native	420
Outbound Link Clicked	yahoo	organic	390
Outbound Link Clicked	bs.serving-sys.com	referral	286
Outbound Link Clicked	claytonsbeachbar.com	referral	274
Outbound Link Clicked	traveltexas.com	referral	208

**| GOALS - PAGE 2 |**

**Goal Performance By Campaign**

Campaign	Goal Completions
(not set)	37,644
Brand - South Padre Island	2,331
Brand	736
South Padre Island - Events	330
Competitors - South Padre Island	194
South Padre Island - Accommodations	162
April Family Ads - Facebook	84
South Padre Island - Places to Eat	67
Facebook Semana Santa April 11 - 14	66
Summer	44

**Events**

Event Label	Event Action	Total Events
Webcam	Viewed Webcam	140,791
Widget - Listings	Scroll Into View	50,181
Widget - Events	Scroll Into View	44,931
Next Page   13 - 24	Page Changed	19,391
Date   Date Range	Filter Change	17,561
(not set)	undefined	13,191
Next Page   25 - 36	Page Changed	11,441
Next Page   37 - 48	Page Changed	7,061
First_Timers_Guide_itinerary_ad15e676-0b98-46dc-bfc2-ba8ba9631591.pdf	pdf Click	5,581
https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/southpadretx/First_Timers_Guide_itinerary_ad15e676-0b98-46dc-bfc2-ba8ba9631591.pdf	External URL	5,521

## Facebook Ads Performance

694,666

IMPRESSIONS

6,581

LINK CLICKS

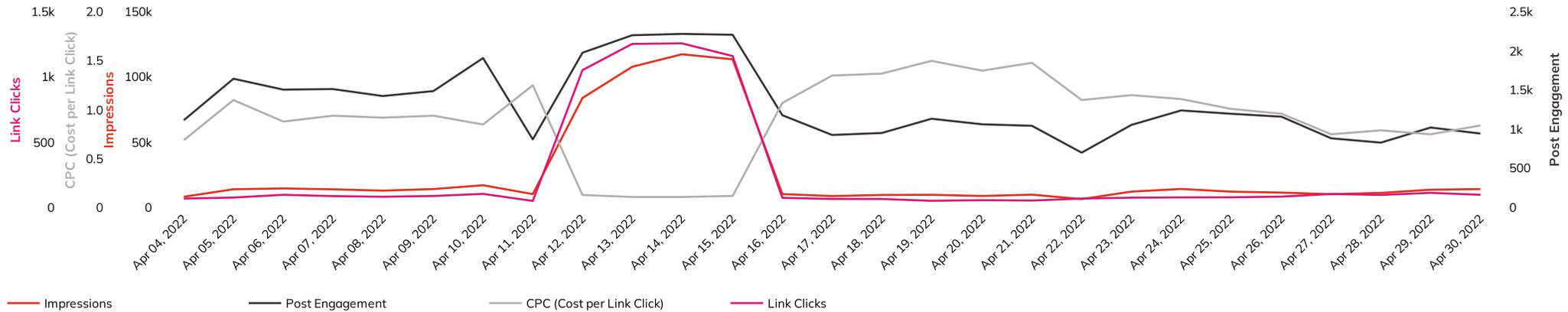
35,456

POST ENGAGEMENT

\$0.37

CPC (COST PER LINK CLICK)

**f Ads** Performance Trend Over time



## Monthly Performance Breakdown

**f Ads** MoM Performance

Date	Impressions	Post Engagement	Link Clicks	CPC (Cost per Link Click)
Apr 2022	694,666	35,456	6,581	\$0.37

## Creatives Performance

FACEBOOK - ADS - PAGE 2

**f Ads** Top Performing Creatives

Ad Set Start Date	Ad	Mobile Preview	Impressions	Clicks	Link Clicks	CPC (Cost per Link Click)	Total Ad Reach
2022-04-11	SPI IO April 2022 Boost Budget Semana Santa April 11 -15 2022		376,296	10,510	4,437	\$0.06	359,116
2022-04-04	SPI IO April 2022 Millennial Focus Videos		201,663	1,016	863	\$1.74	174,081
2022-04-04	SPI IO April 2022 Family As Hard As It Gets		116,707	2,551	1,281	\$0.53	103,288

# Facebook Insights Page Performance

697  
LIKES

4,243  
PAGEVIEWS

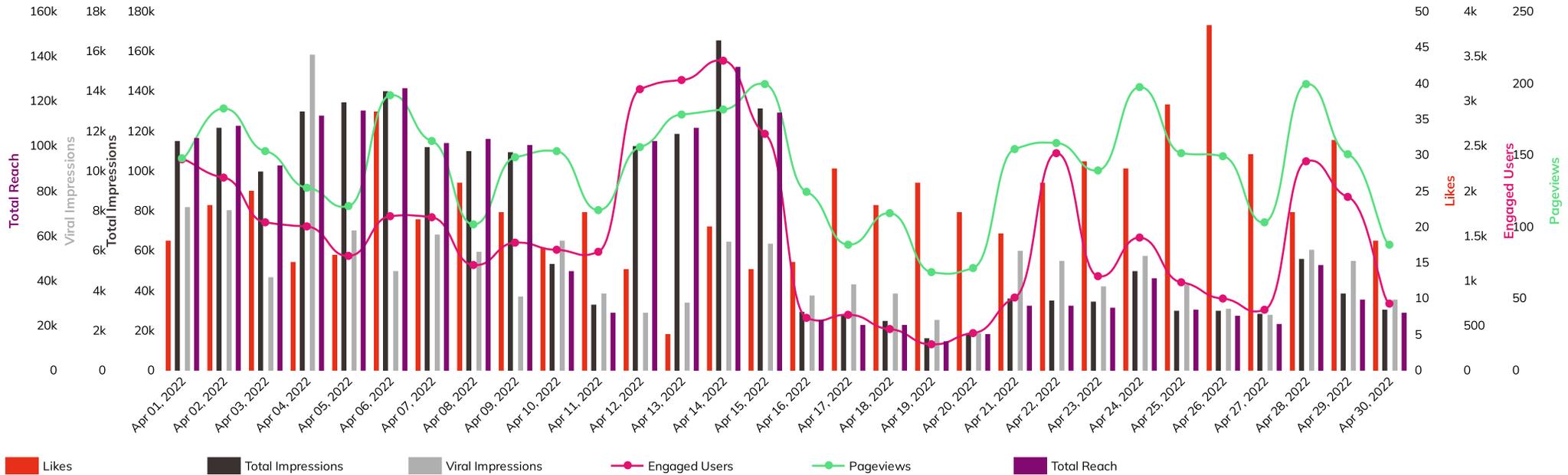
2,160,836  
TOTAL IMPRESSIONS

156,686  
VIRAL IMPRESSIONS

1,882,543  
TOTAL REACH

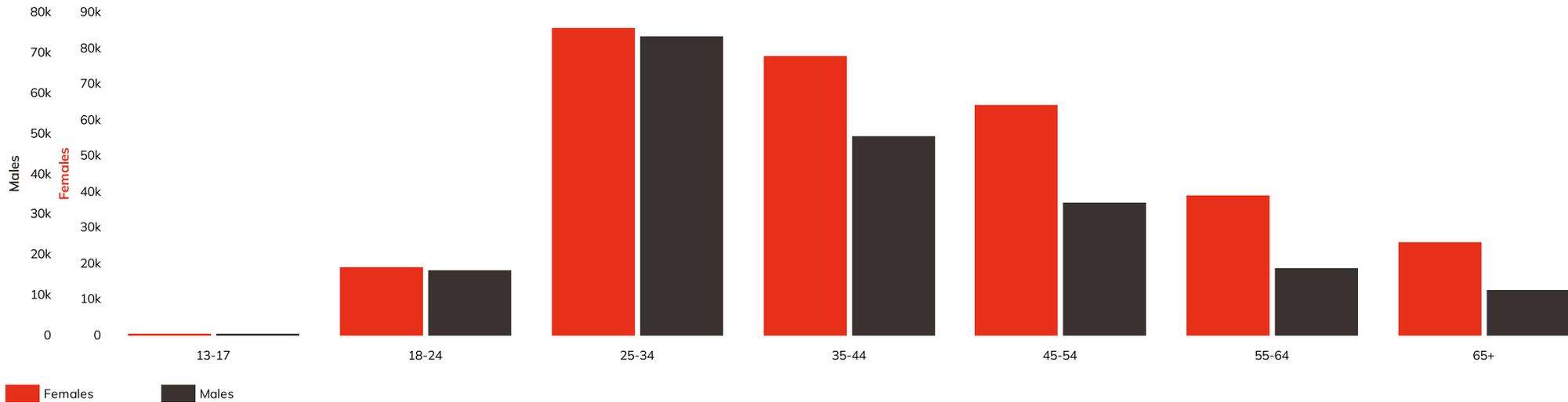
45,531  
ENGAGED USERS

## Daily Performance



**| FACEBOOK - ORGANIC - PAGE 2 |**

**f Age and Gender**



**f Page Likes By Country**

Grid contains more rows, but they have been clipped.

Country	Lifetime Page Likes
US	368,257
MX	129,447
CA	6,165
IN	508
DE	359
GB	358
BR	341
IR	332
PH	279
PR	252

**f Page Likes By City**

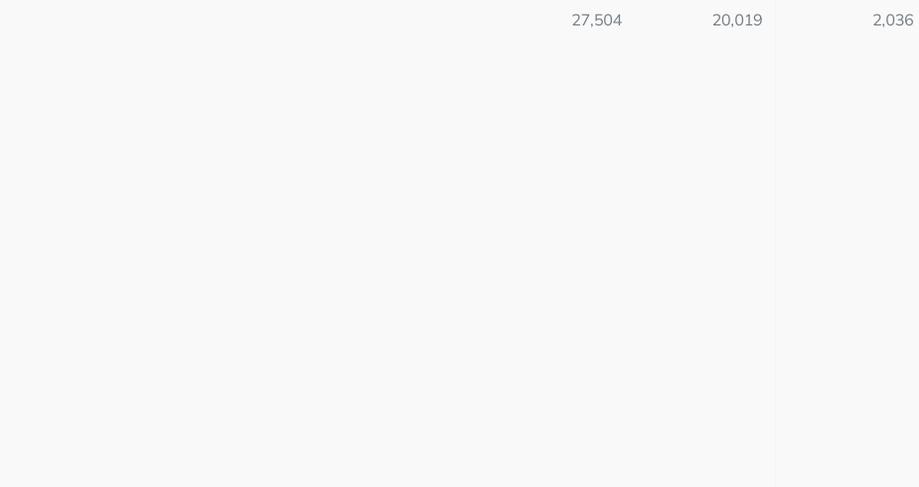
Grid contains more rows, but they have been clipped.

City	Lifetime Page Likes
Mexico City, Distrito Federal, Mexico	27,777
San Antonio, TX	20,898
Brownsville, TX	16,090
Monterrey, Nuevo León, Mexico	15,443
Houston, TX	15,217
McAllen, TX	11,332
Laredo, TX	7,206
Edinburg, TX	6,983
Harlingen, TX	6,789
Austin, TX	6,548

| FACEBOOK - ORGANIC - PAGE 3 |

 Top Posts

Grid contains more rows, but they have been clipped.

Publication Date	Post Content	Post Preview	Impressions	Total Reach	Post Engagement
2022-04-18	<p>* G ! F T A W A Y* Mother's Day is less than a month away, giving you enough time to plan a weekend trip to paradise. Need help with your planning? We are G ! V ! N G a Mother's Day weekend vacation! 🏖️ Two Night Stay at Holiday Inn Resort South Padre Island, Texas 🍷 Complimentary Sunday Brunch 🌴 Tickets to Sea Turtle, Inc 🐦 Tickets to South Padre Island Birding Nature &amp; Alligator Sanctuary All you need to do is like our page, TAG 1 person in the comments, and like this post! Entries will close Thursday, April 28 at 10:00 a.m. CST. #SoPadre</p>		27,504	20,019	2,036
2022-04-22	<p>Join us for a drive around South Padre Island 🌴 Can you spot your favorite place to relax? #SoPadre</p>		23,807	23,235	1,211

## Instagram Account Performance

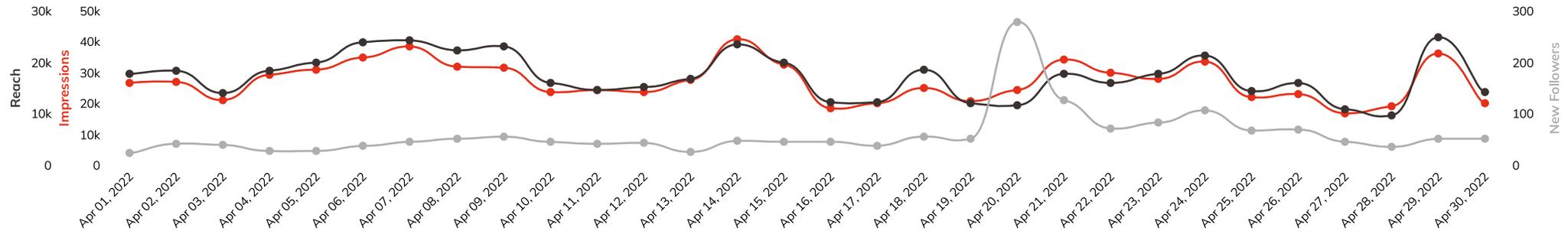
**11,957**  
PROFILE VIEWS

**1,773**  
NEW FOLLOWERS

**816,723**  
IMPRESSIONS

**517,030**  
REACH

Performance Trend by Day



## Monthly Account Performance Breakdown

Monthly Performance				
Date		Impressions	Reach	New Followers
Apr 2022		816,723	517,030	1,773

## Creatives (Post) Performance

| INSTAGRAM SOCIAL - PAGE 2 |

271,735  
IMPRESSIONS

251,511  
REACH

16,781  
ENGAGEMENT

6.18%  
ENGAGEMENT RATE

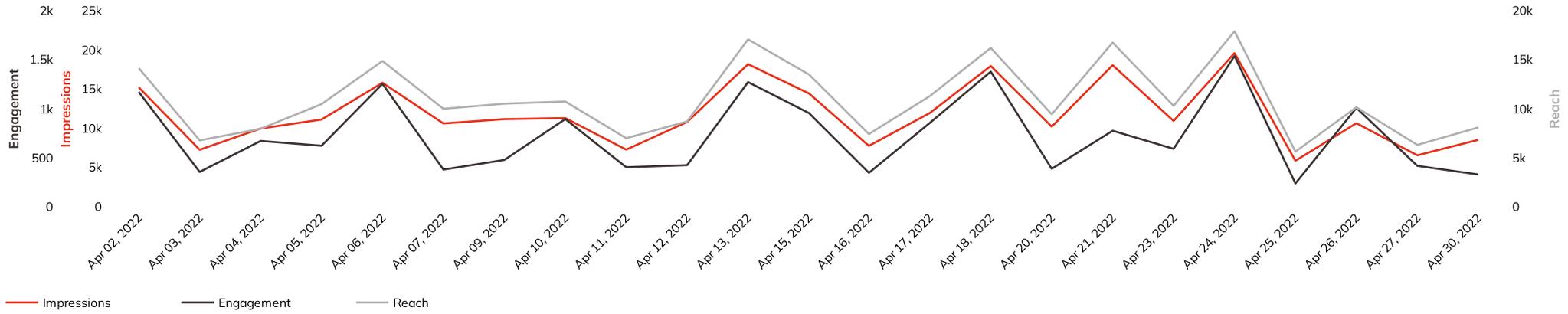
 Top Performing Creatives

Grid contains more rows, but they have been clipped.

Timestamp	Caption	Preview	Impressions	Reach	Engagement	Engagement Rate
Apr 24, 2022	Two shades of blue 🌊 Whether it's the pool or beach, you're not going to want to leave the water. Where's your favorite spot to go swimming on South Padre Island? 📸 :@bethany_j_wagner #SoPadre		19,606	17,922	1,539	7.85%
Apr 18, 2022	*G!FTAWAY!SNOWCLOSED* Mother's Day is less than a month away, giving you enough time to plan a weekend trip to paradise. Need help with your planning? We are G!V!N G a Mother's Day weekend vacation! 🎁 Two Night Stay at @holidayi		17,971	16,214	1,380	7.68%
Apr 13, 2022	South Padre Island is the best beach in Texas! We know it and want everyone else to know it too Help us spread our name by voting in Condé Nast Traveler's 2022 Reader's Choice Awards. All you have to do of follow the steps below: 1. Click "Condé Nast T		18,197	17,087	1,273	7.00%
Apr 6, 2022	We're halfway through the week! Keep up the hard work, and look forward to a day on the beach 🌊 Who's coming to South Padre Island this weekend? 📸 :@jaydemkk #SoPadre		15,824	14,883	1,255	7.93%

# INSTAGRAM SOCIAL - PAGE 3

Performance Trend by Day



TIKTOK SOCIAL - PAGE 1

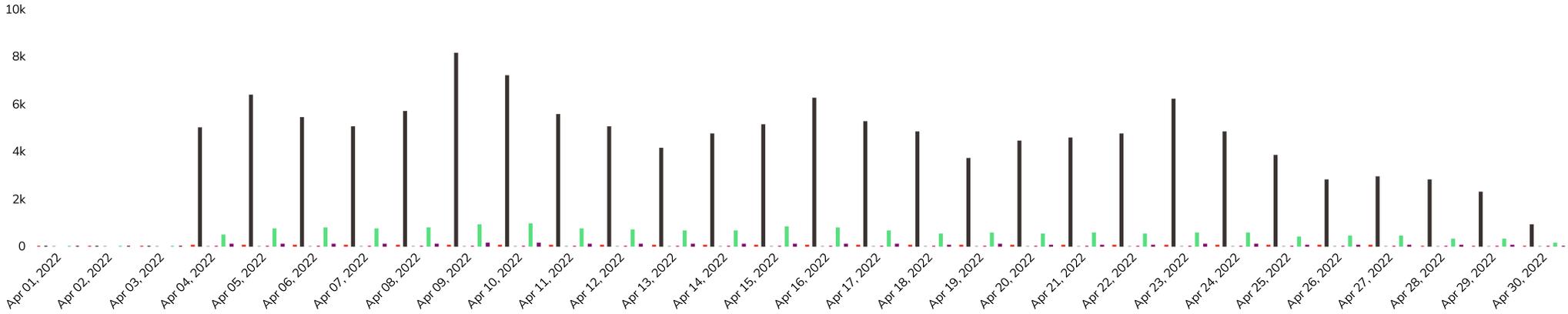
 Tiktok Performance

Grid contains more rows, but they have been clipped.

Date	Campaign Name	2-Second Video Views	Impressions	Likes	Reach	Clicks	CPC
Apr 01, 2022	SPI IO 8133 March 2022 College General Activities	0	0	0	0	0	-
Apr 01, 2022	SPI IO 8133 March 2022 Traffic Family General As Hard As It Gets	0	0	0	0	0	-
Apr 04, 2022	SPI IO April 2022 Traffic Millenial Focus	1,092	9,075	49	7,354	108	\$0.38
Apr 04, 2022	SPI IO April 2022 Traffic Family Focus	984	9,511	35	7,903	101	\$0.38
Apr 05, 2022	SPI IO April 2022 Traffic Millenial Focus	1,766	14,109	59	10,976	153	\$0.40
Apr 05, 2022	SPI IO April 2022 Traffic Family Focus	1,632	14,615	57	11,459	134	\$0.40
Apr 06, 2022	SPI IO April 2022 Traffic Millenial Focus	1,653	13,855	69	10,903	143	\$0.41
Apr 06, 2022	SPI IO April 2022 Traffic Family Focus	1,592	16,099	53	12,555	181	\$0.42

# SNAPCHAT SOCIAL - PAGE 1

## 👤 Snapchat Performance



## 👤 Overview

127.91K  
IMPRESSIONS

1.92K  
SWIPES

\$1.00K  
SPEND

**| PAID MEDIA INSIGHTS - PAGE 1 |****Paid Digital Insights - April:**

- Overall, paid media delivered a CTR well above the benchmark of 0.10%
- Through optimizations, April saw efficiencies with a slight decrease in CPM
- MoM, CTR increased 32% with clicks to the site increasing 49%
- Stack Adapt was the top-performing partner in terms of CTR, delivering 120% above the benchmark
- Travel Spike saw the most conversions, with Sojern coming in at a strong second
- Take a Tour or Take a Dip achieved the highest CTR of .29%, 190% above the benchmark
  - The By Land or By Sea creative drove a .19% CTR and 9,000 conversions
  - The Ride a Wave or Ride a Horse creative has delivered a CTR of .26%

\*Travel Spike is a cost-per-click platform, therefore no impressions were reported.

**Paid Digital Recommendations - April:**

- Continue optimizing the paid media efforts in order to gain better efficiencies
  - Optimizations include increasing bids on top-performing tactics and audiences
  - Optimize creative by increasing bids on top-performing creative or ad size. Pause ad sizes that are delivering a CTR below the benchmark
- Continue to rotate different creative to limit ad fatigue

**Paid Search Insights - April:**

- Overall, the paid search continues to drive strong results in terms of CTR and average CPC
- MoM, the campaign drove better efficiencies by decreasing the average CPC by 22% and increasing the CTR by 6%
- The campaign saw a 24% decrease in conversions MoM, likely due to the decrease in the overall budget now that Spring Break is over
- The Brand campaign is the top-performing campaign in terms of average CPC, achieving the best efficiencies
  - Whereas, the Competitor campaign achieved the highest CTR
- Top converting audiences skewed females, from Sunday to Wednesday during the late afternoon / early evening

**Paid Search Recommendations - April:**

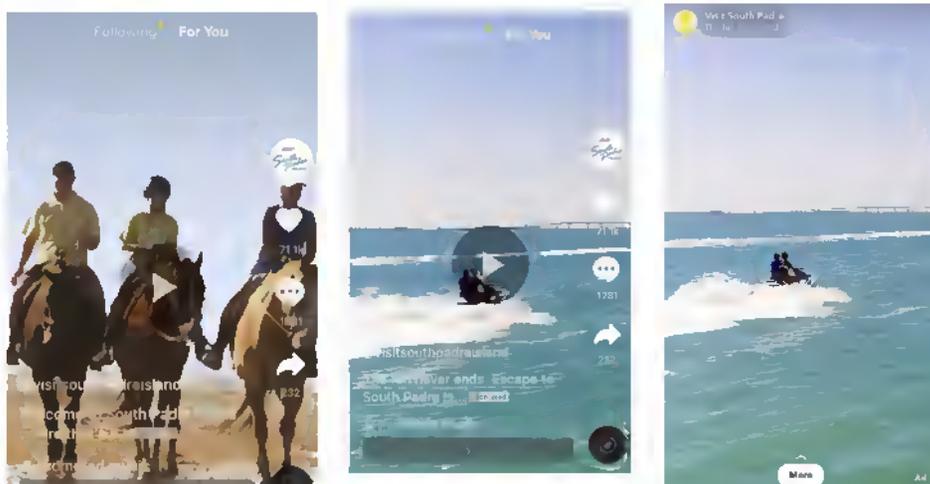
- Continue to optimize the campaigns to gain better efficiencies
- Increase bids on the top-performing keywords in terms of CTR and conversions
- Pause keywords that have <1% CTR to increase overall performance
- Ensure keyword bids are above the first-page bid threshold

## | PAID SOCIAL INSIGHTS - PAGE 1 |

**Paid Social Insights - April:**

Overall, TikTok and Snapchat continue to be the strongest platforms to reach audience members and gain the most link clicks/swipe-ups. We'll be reallocating funds for the Summer campaign months (June, July, and August) to increase these platforms' budgets in order to capitalize on this momentum.

- **Facebook**
  - Semana Santa Ads targeting Mexico region continue to lead in performance at .06 CPC showing us that SPI has a strong presence in the demographic of: Monterrey, Nuevo Leon Saltillo, Coahuila, Guadalajara, Jalisco, Queretaro, Mexico City, Reynosa, and Tamaulipas. Recommending we budget summer campaigns to include Mexico targeted ads on Meta.
  - As Hard As It Gets video ended with a strong performance at \$.53 CPC.
  - The top converting audience is females at 59% vs males at 41%.
- **Instagram**
  - General activities video saw an increase of CPC at \$1.74 this month, consider creating and adding more evergreen videos into the SPI content library to prevent ad fatigue on Instagram's platform.
  - The top converting audiences are males at 60% vs females at 40%.
- **Snapchat**
  - Our millennial-focused ad came out to \$.52 CPC and 1,921 swipe ups.
  - Reaching close to an impressive \$128,000 impressions, we'll continue to run the same ad for the following month.
  -
- **TikTok**
  - This platform has been the most efficient in terms of average cost per click across the board
  - April Family and Millennial-focused ads both came in at an even \$.47 CPC and close to 6,000 impressions collectively.
    - Family Ad: 283,002 impressions, 2,899 link clicks
    - Millennial Ad: 287,246 impressions, 2,889 link clicks
  - Given its success, we'll continue to run the same corresponding videos for both ads in the following month. We'll look to refresh video content when the Summer campaign begins.



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**Thank You.**  
**Any Questions?**

**THE Z!MMERMAN AGENCY**



# VISIT SOUTH PADRE ISLAND

April 2022 – Board Presentation



**PREDICTIVE**  
DATA LAB



# TABLE OF CONTENTS

- 1. STR AND KEY DATA**
- 2. PAID MEDIA PERFORMANCE**
- 3. WEB ANALYTICS**
- 4. TRAVELLER INTELLIGENCE**
- 5. ECONOMIC IMPACT**

A blue crab is positioned in the center of the frame, resting on a beach covered with numerous light-colored seashells. The background shows a calm ocean under a clear blue sky. A vertical white line is positioned to the left of the main title.

# STR AND KEY DATA

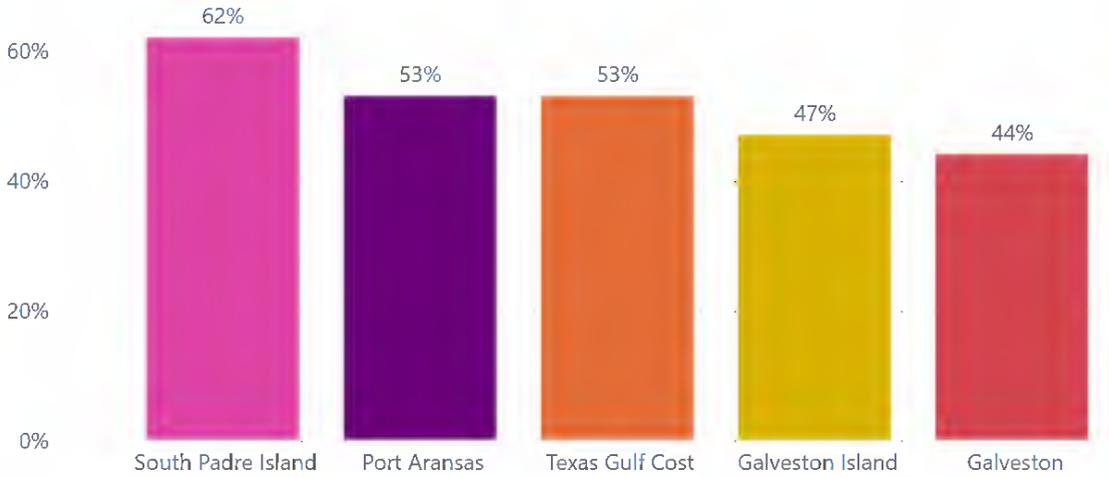


# STR & KEY DATA: COMPETITOR ANALYSIS

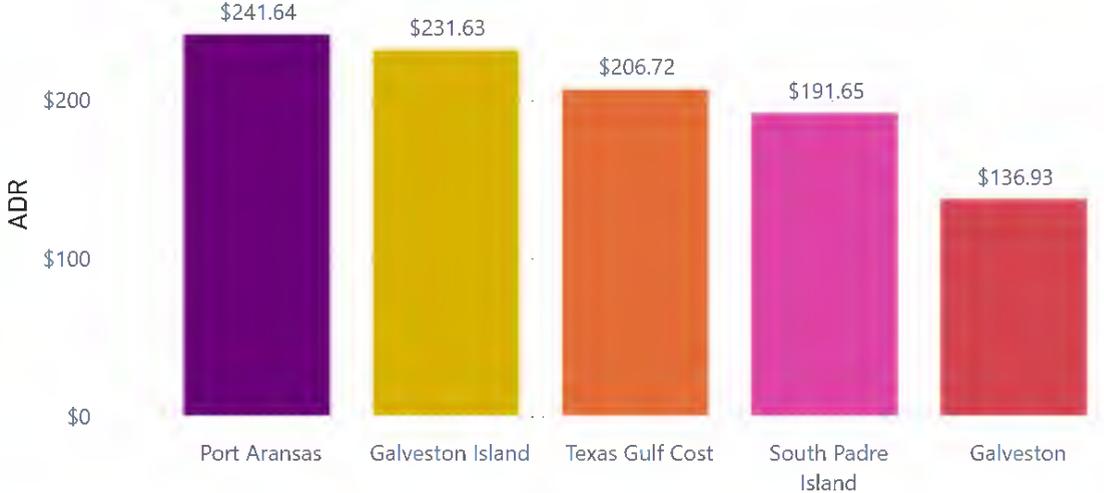


Month: April | Year: 2022

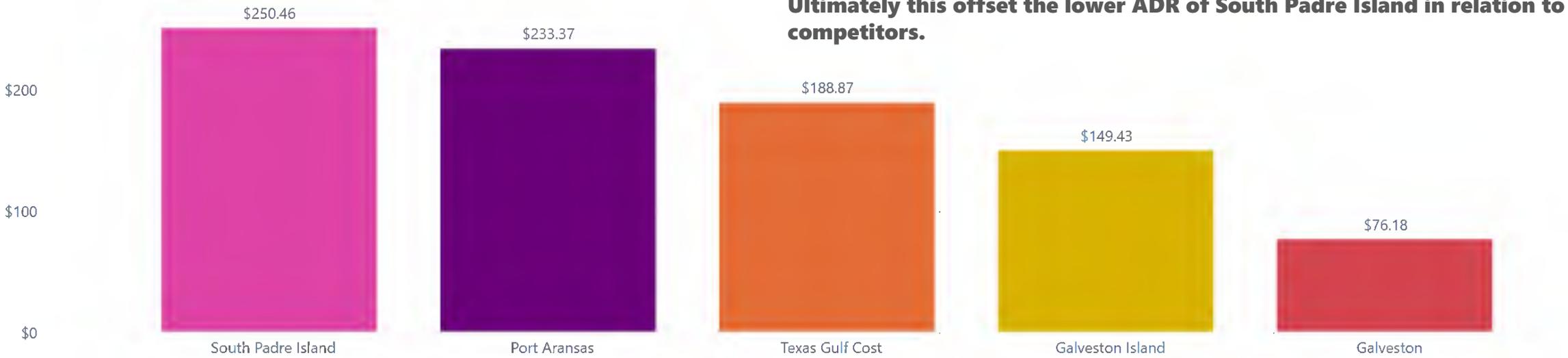
Occupancy by City



ADR by City



RevPAR by City



**RevPAR and Occupancy for South Padre Island were higher than all competitors. Ultimately this offset the lower ADR of South Padre Island in relation to competitors.**

# STR & KEY DATA: ANNUAL ANALYSIS



Month

April

Year

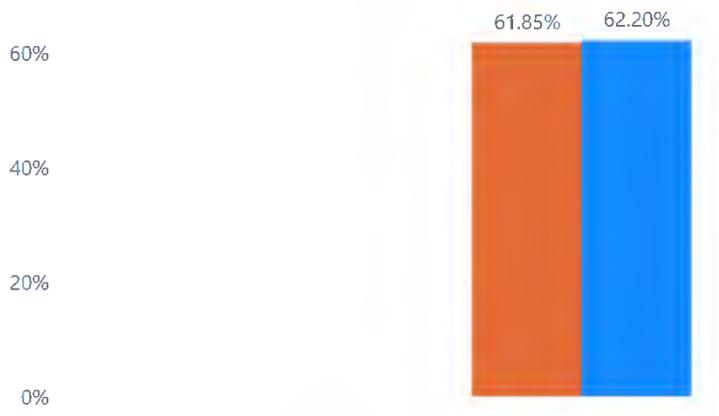


Multiple selections



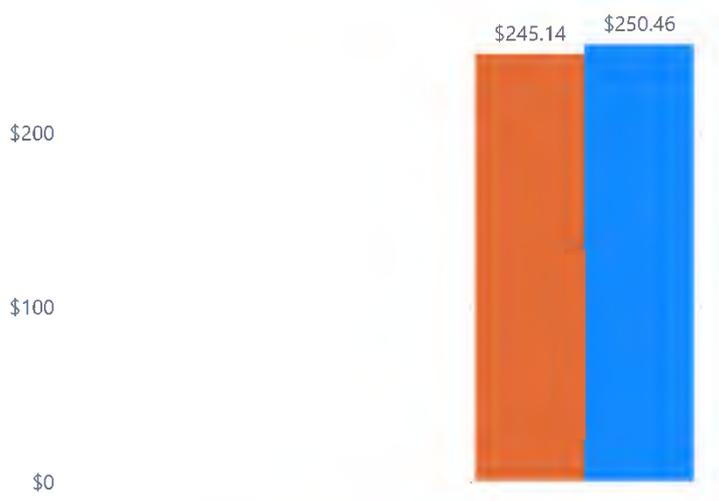
### Occupancy by Year

Year ● 2021 ● 2022



### RevPAR by Year

Year ● 2021 ● 2022



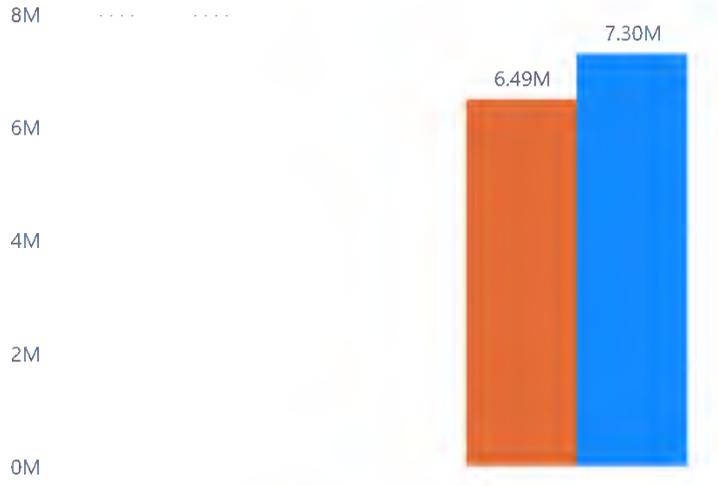
### ADR by Year

Year ● 2021 ● 2022



### Revenue by Year

Year ● 2021 ● 2022

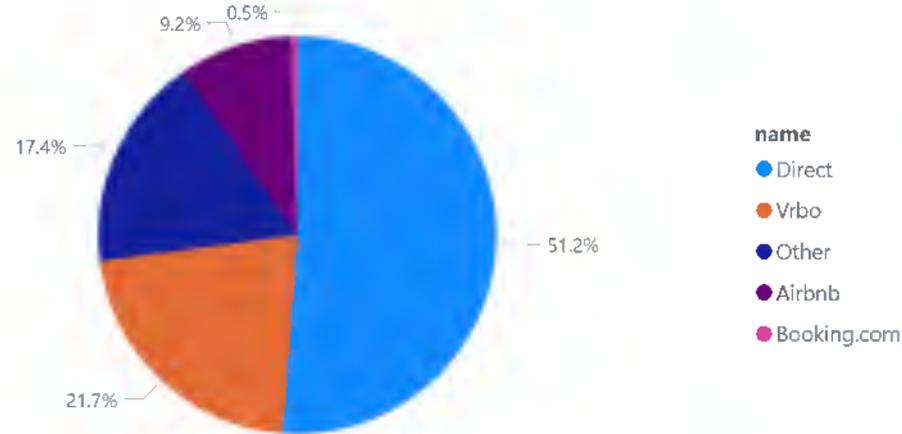


**All KPIs related to hotels and vacation rentals improved in April 2022 compared to April 2021.**

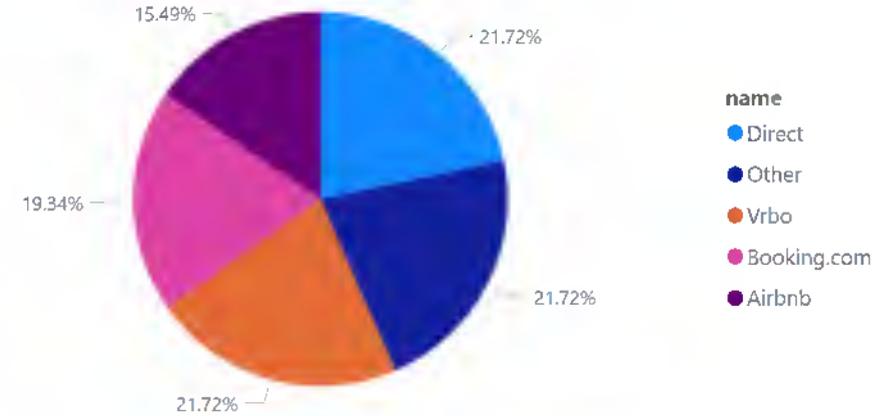
# KEY DATA: BOOKING INFORMATION



Total Revenue by Booking Source

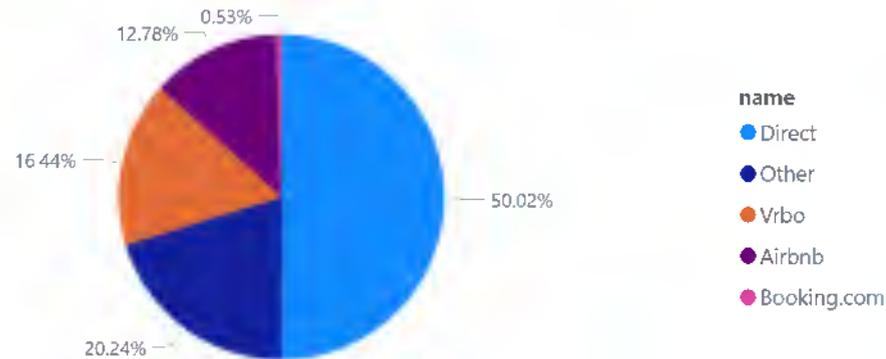


Availability by Booking Source

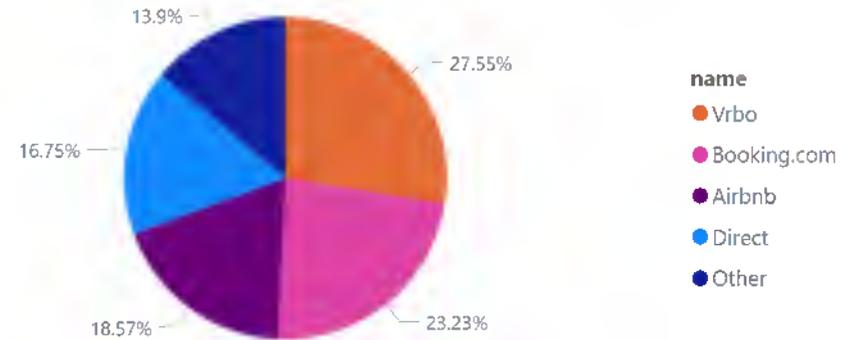


**Direct bookings were the most popular and highest-earning booking source for vacation rentals despite having similar ADR and availability to other sources.**

Check Ins by Booking Source



ADR by Booking Source





# PAID MEDIA PERFORMANCE



# PAID MEDIA

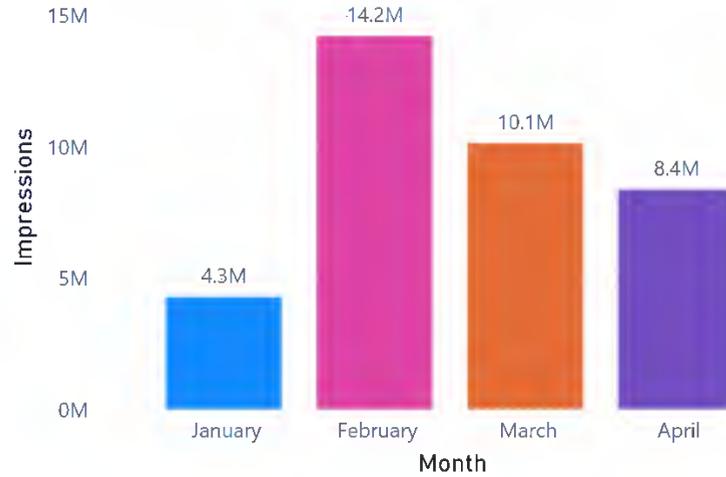
The decrease in clicks and impressions can be attributed to a technical error on the social platform TikTok.



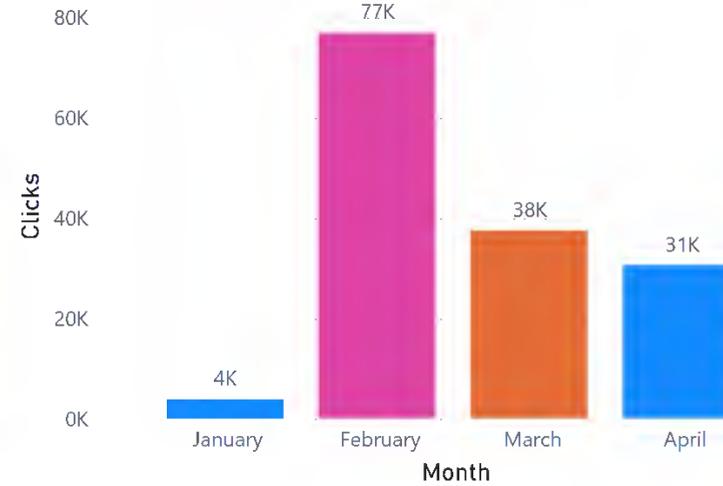
1/1/2022 5/1/2022



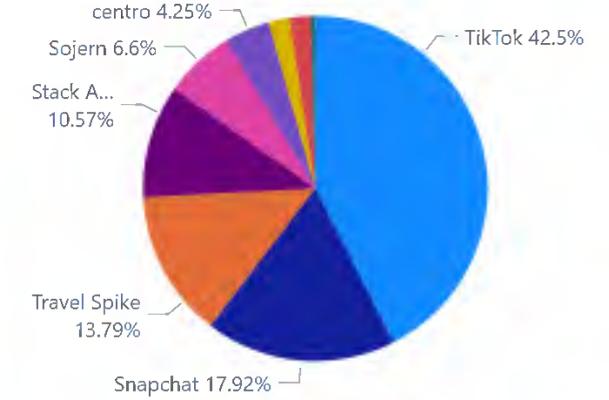
Impressions by Month



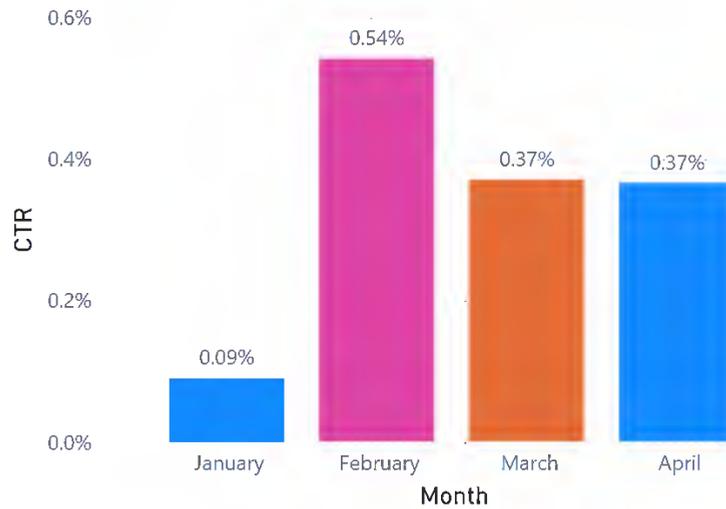
Clicks by Month



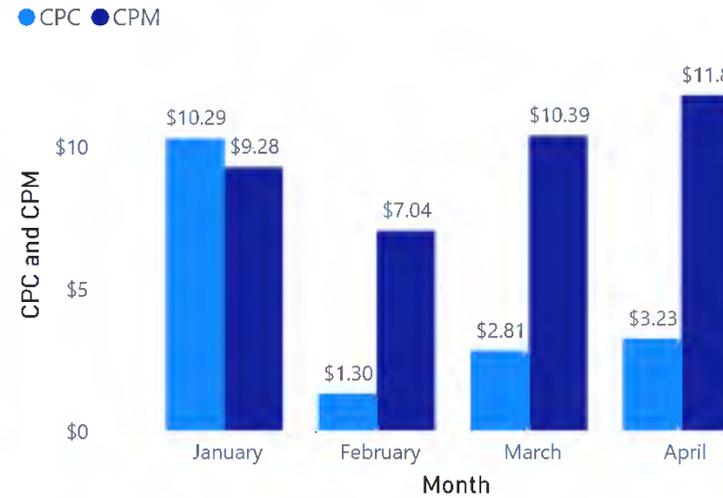
Clicks by Traffic Source



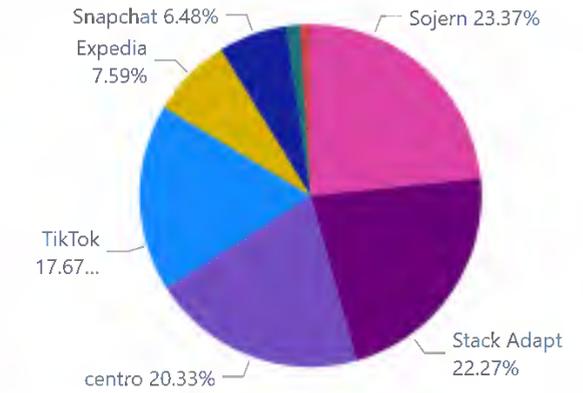
CTR by Month



CPC and CPM by Month



Impressions by Traffic Source



# PAID MEDIA

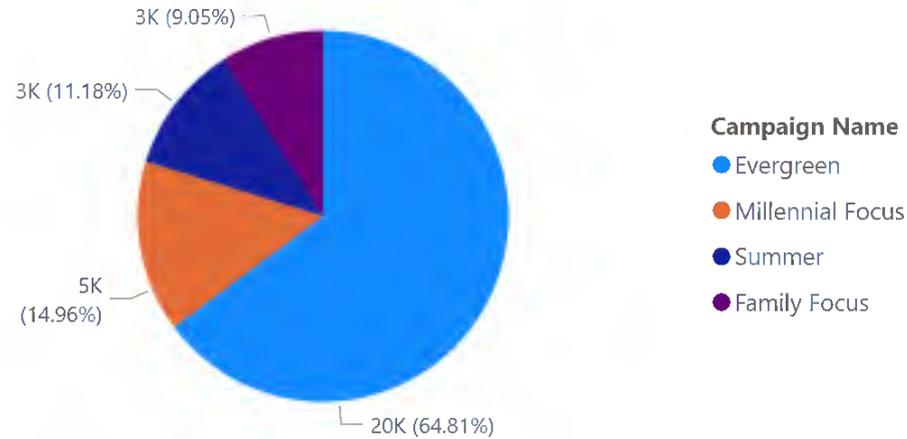
The high engagement and relatively low cost seen in the "Millennial Focus" campaign indicates the value in increasing focus on Snapchat and TikTok for all market segments.



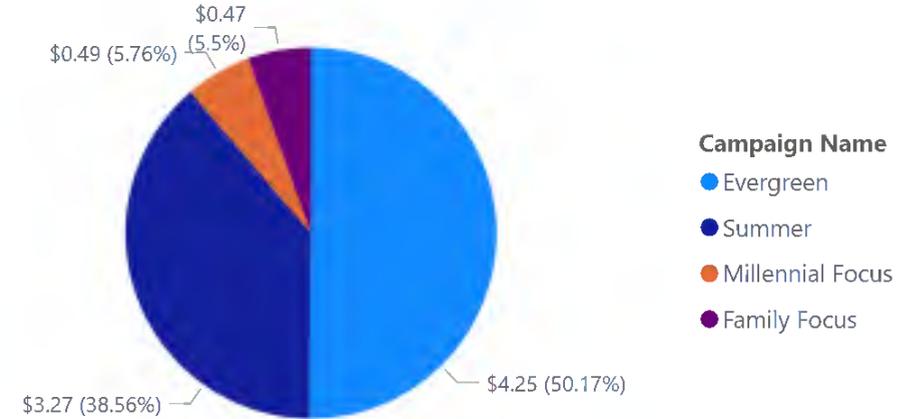
4/1/2022 5/1/2022



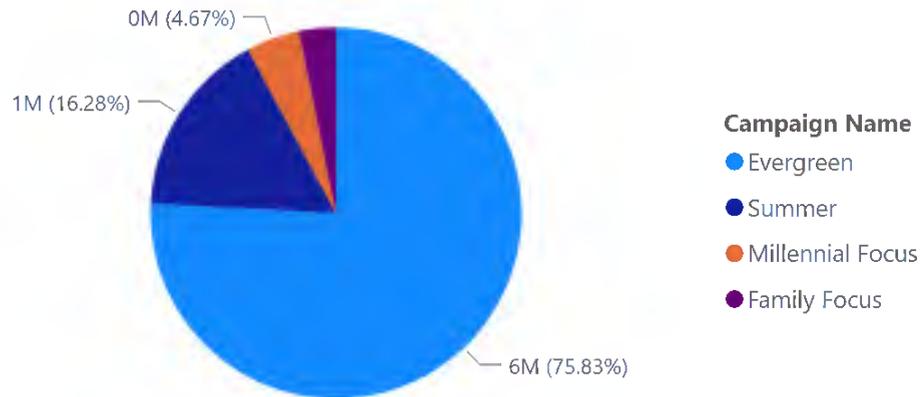
Clicks by Campaign



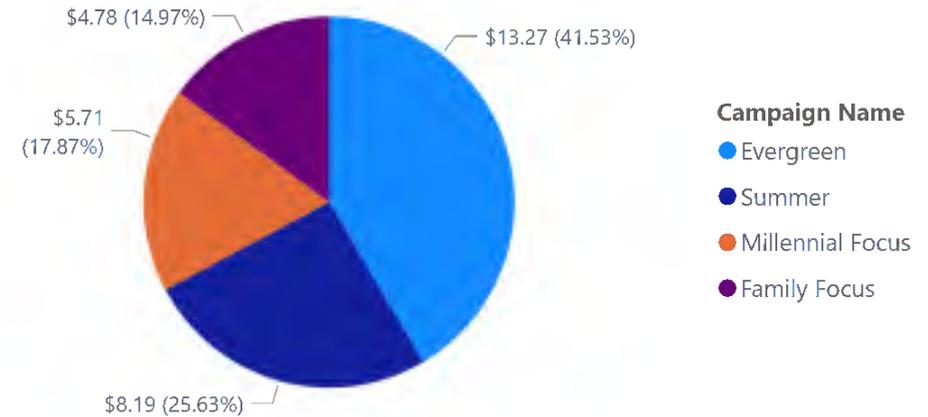
CPC by Campaign



Impressions by Campaign



CPM by Campaign



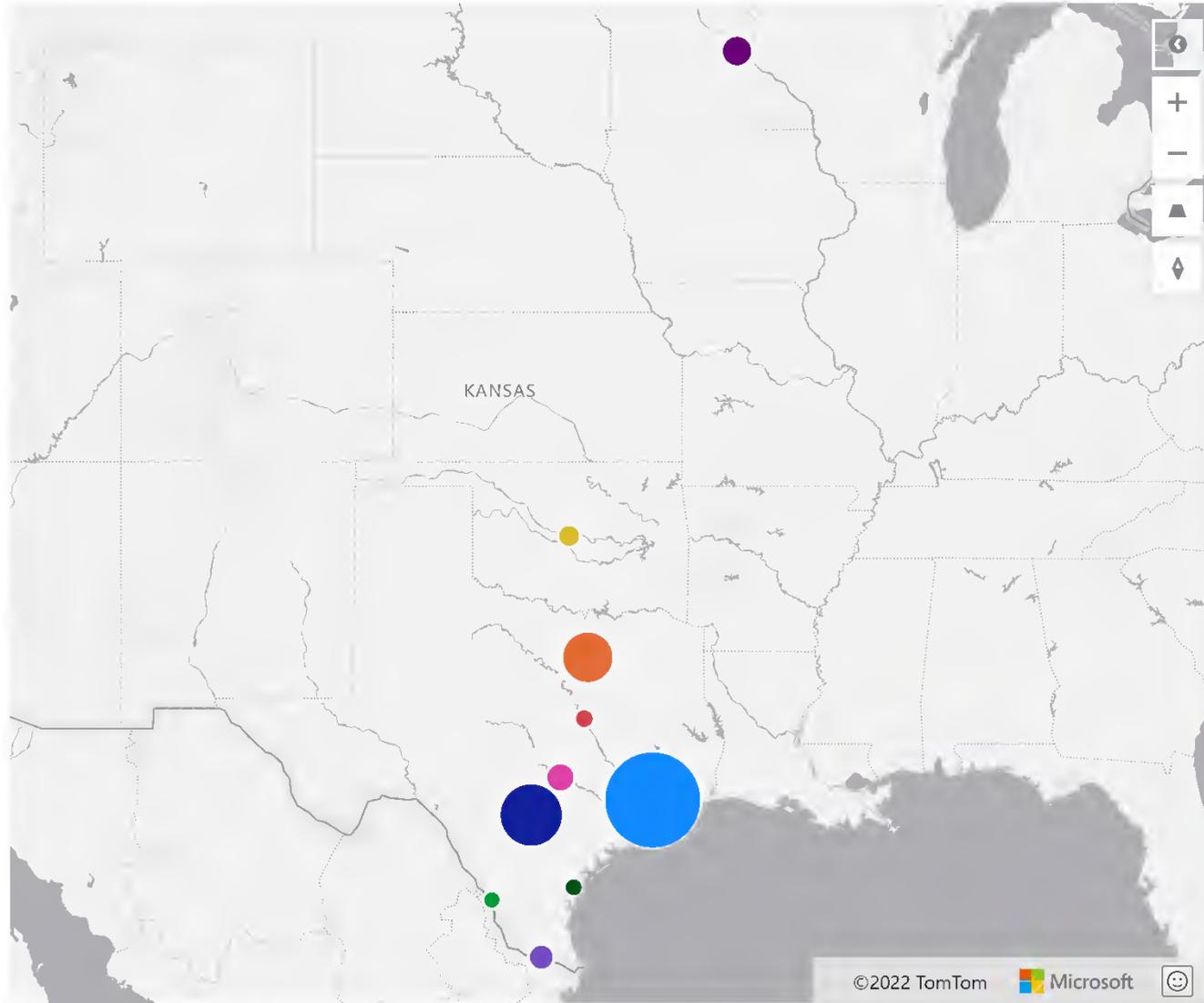
All targeted media markets match the areas where many travelers arrive on South Padre Island. The higher cost of marketing in Houston can be attributed to a more competitive market.



4/1/2022 5/1/2022

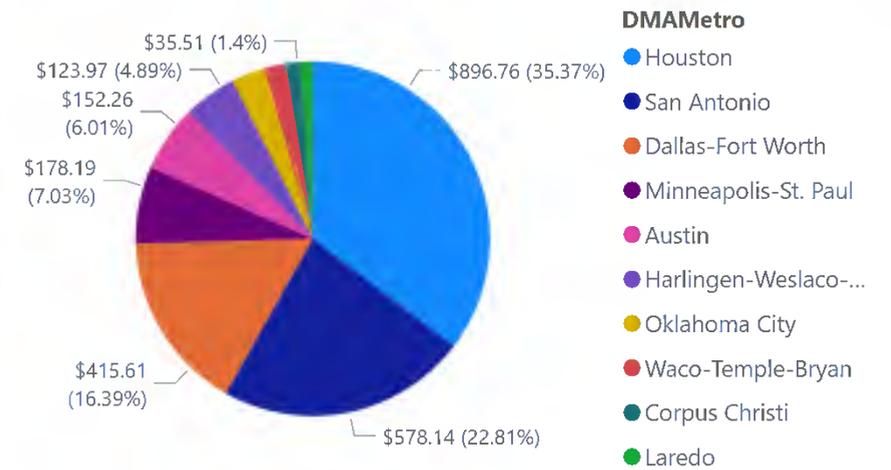


## Top 10 Markets by Campaign Impressions



Metropolitan Area	Clicks	CPC	Impressions	CPM
Houston	1928	\$0.4651	196149	\$4.6
San Antonio	1236	\$0.4678	115851	\$5
Dallas-Fort Worth	889	\$0.4675	87550	\$4.7
Minneapolis-St. Paul	382	\$0.4665	37145	\$4.8
Austin	333	\$0.4572	32109	\$4.7
Harlingen-Weslaco-Brownsville-McAllen	270	\$0.4591	24080	\$5.1
Oklahoma City	167	\$0.4692	17028	\$4.6
Waco-Temple-Bryan	106	\$0.4431	9583	\$4.9
Corpus Christi	74	\$0.4799	7373	\$4.8
Laredo	63	\$0.4646	5927	\$4.9
<b>Total</b>	<b>5448</b>	<b>\$0.4653</b>	<b>532795</b>	<b>\$4.8</b>

## Top 10 Markets by Campaign Investment





# WEB ANALYTICS



**PREDICTIVE**

DATA LAB

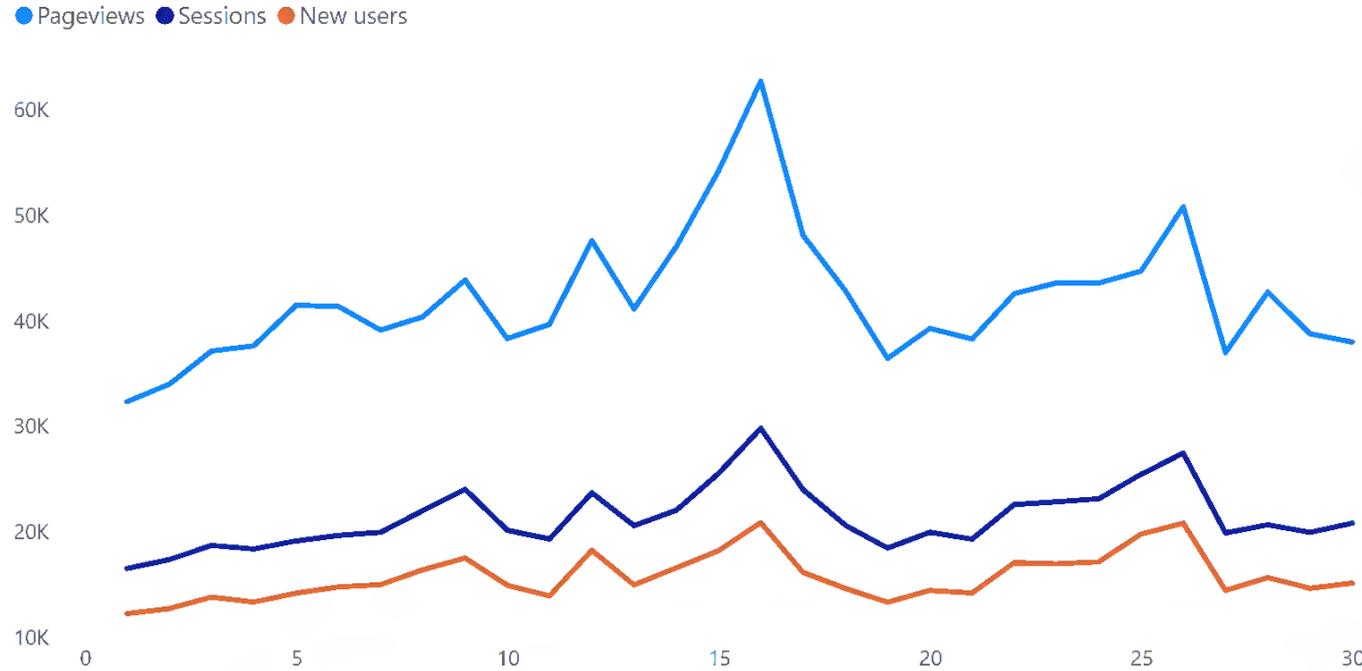
# WEB ANALYTICS

Web analytics indicates that Snapchat and TikTok may be higher-yield investments. They both brought in a very high amount of web traffic despite having a lower cost than Facebook.

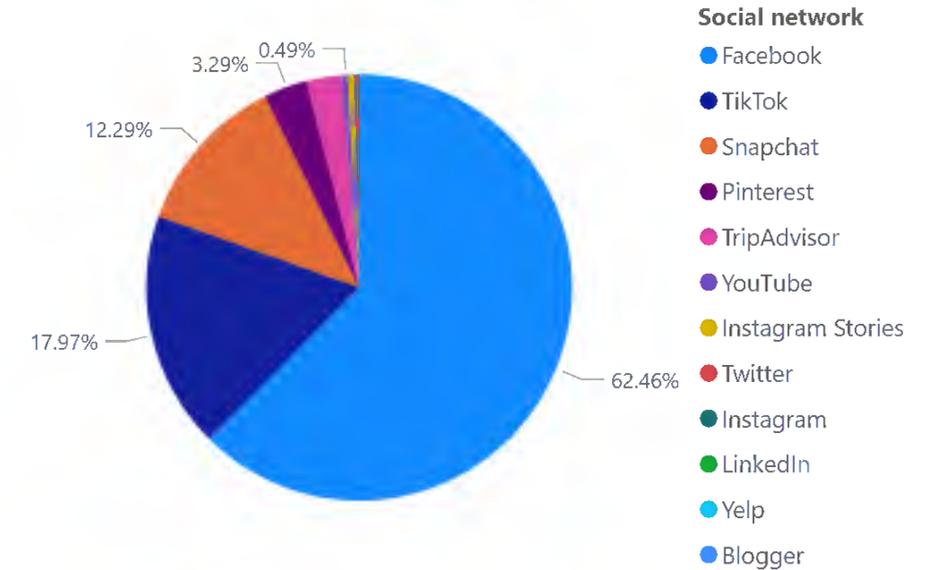


Month: April | Year: 2022

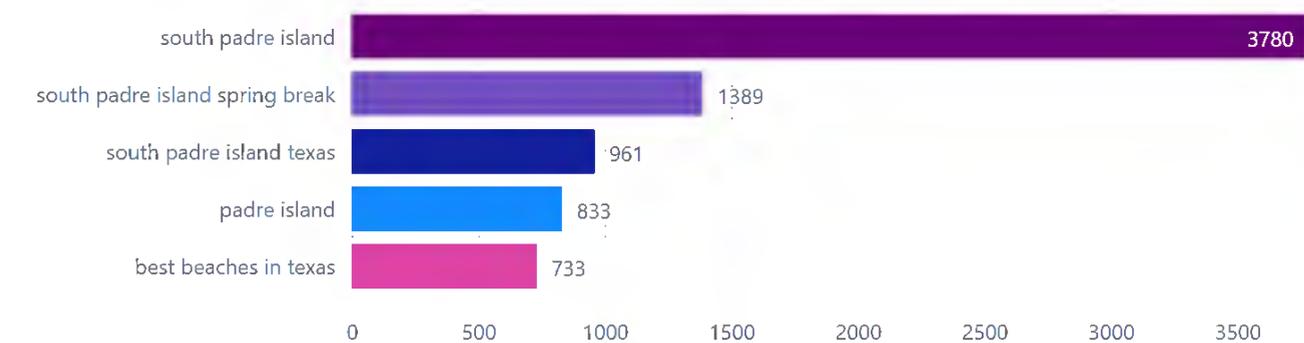
Pageviews, Sessions and New users by Day



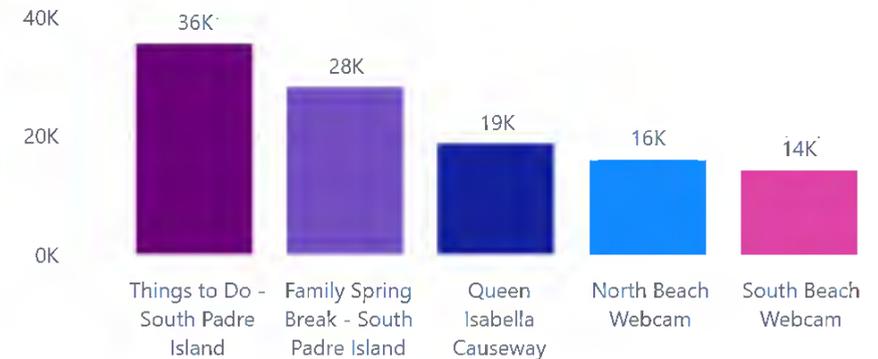
New users by Social network



New users by Keyword



Pageviews by Page title



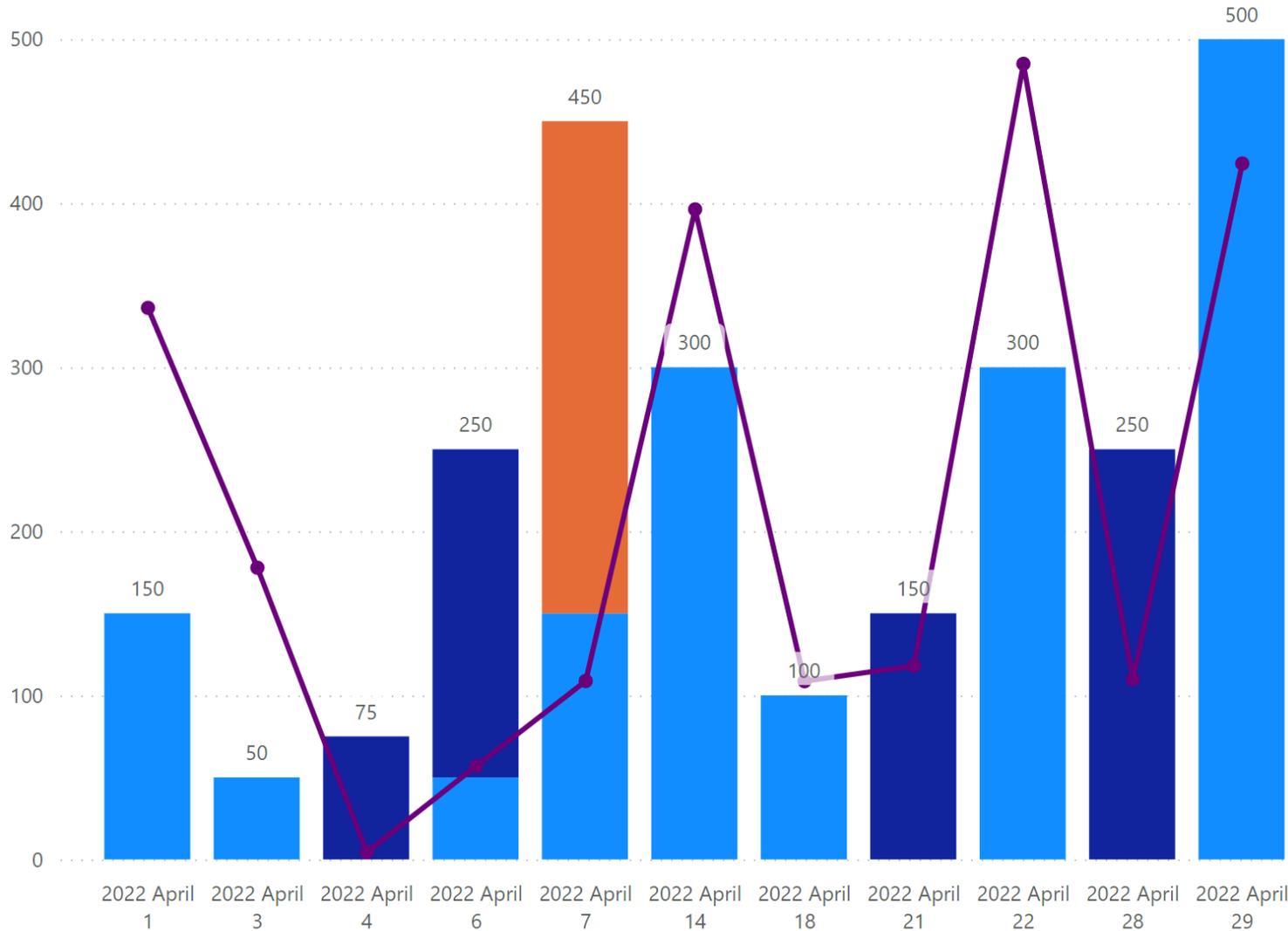
# TRAVELLER INTELLIGENCE DATA

# TRAVELER INTELLIGENCE

More significant events held in the convention center were associated with more trips to South Padre Island compared to events held in other locations on the island.

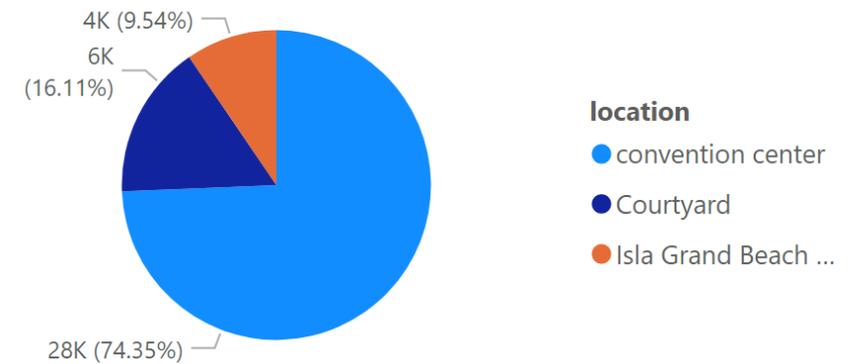


● convention center ● Courtyard ● Isla Grand Beach Resort ● Trips



Event Name	Est. People	Trips
Rio Sport Live, Basketball Showcase Weekend	300	4700
Fun Cheer, Spirit Splash Championship	500	4234
Apostolic Assembly-Annual DORCAS Retreat	300	4020
Old School Cheer	150	3560
Muscle Car Society	50	2346
RGV Trauma Service, S. TX Comprehensive Symposium	150	1888
TCIT, Annual 2022 Conference	250	1824
City of Hidalgo, Urban Leadership	300	1817
Independent Beauty	150	1817
El Paseo, The Gods of Comedy	100	1816
National Tropical Weather Conference	200	1420
SPI PD Training	50	1420
TDCJ Training	75	1017
<b>Total</b>	<b>2575</b>	<b>28642</b>

Trips by Event Location

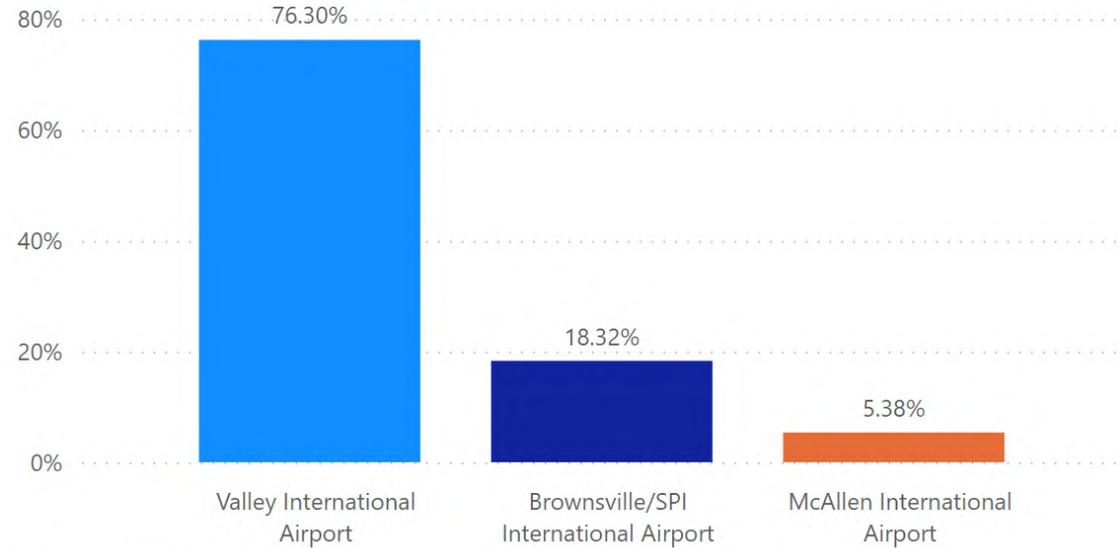


# TRAVELER INTELLIGENCE

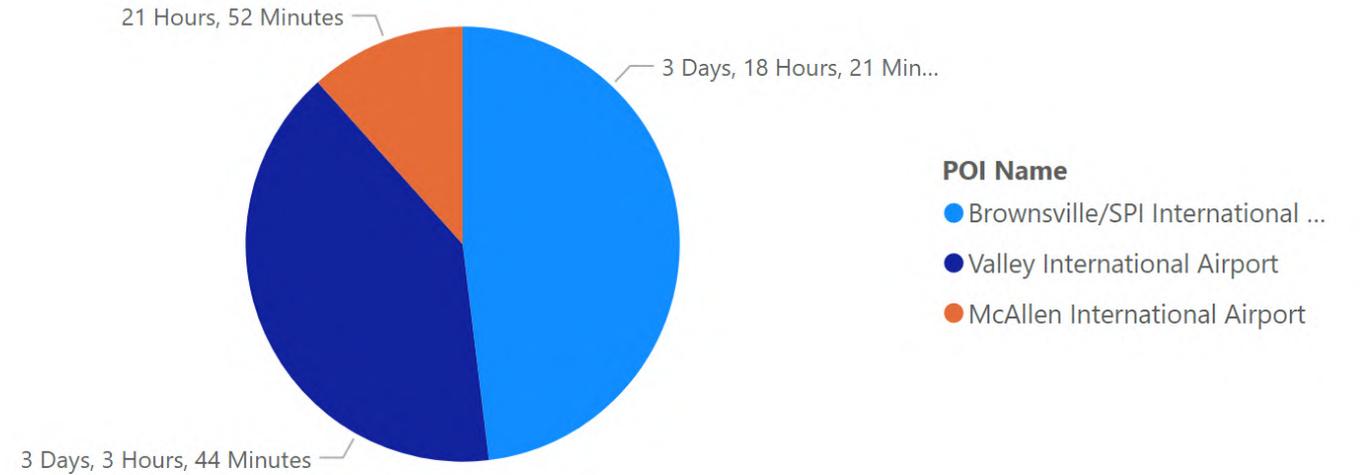
The Valley International Airport had the highest traffic. However, individuals traveling in from Brownsville/SPI International stayed a more extended period on the island for April 2022.



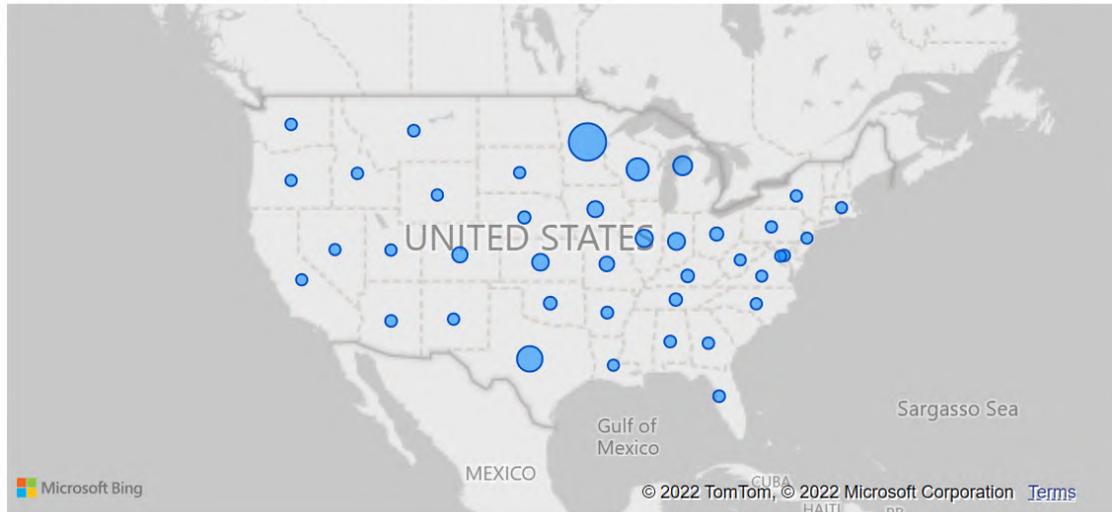
Arrivals by Airport



Average Time Spent on Island by Airport Arrival



Airport Arrivals by State



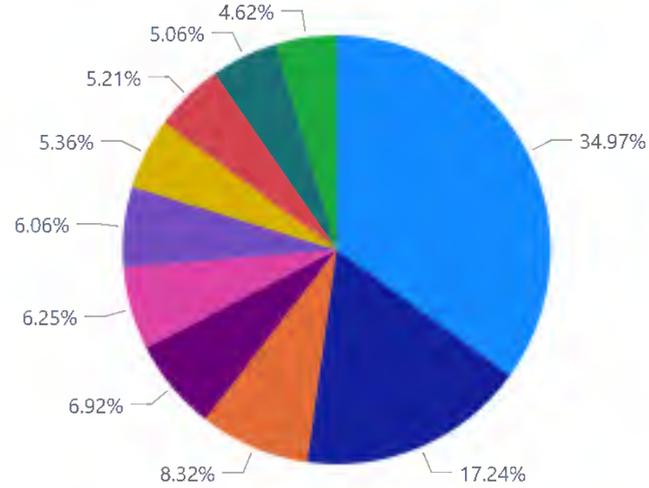
Airport Arrivals

Home Region	Visitors	Repeat Visit Ratio	% of Total Arrivals	Avg time in Market (Days, Hours)
Minnesota	132	0.08	0.24	3 Days, 3 Hours, 52 Minutes
Texas	77	0.01	0.13	2 Days, 11 Hours, 49 Minutes
Wisconsin	55	0.10	0.10	3 Days, 3 Hours, 11 Minutes
Michigan	42	0.02	0.07	4 Days, 9 Hours, 59 Minutes
Illinois	32	0.06	0.06	3 Days, 6 Hours, 15 Minutes
Indiana	32	0.03	0.06	4 Days, 10 Hours, 21 Minutes
Kansas	30	0.03	0.05	3 Days, 11 Hours, 3 Minutes
Iowa	26	0.04	0.05	2 Days, 21 Hours, 8 Minutes
Colorado	21	0.09	0.04	2 Days, 20 Hours, 4 Minutes
Missouri	20	0.00	0.03	4 Days, 1 Hour, 18 Minutes
<b>Total</b>	<b>564</b>	<b>1.79</b>	<b>1.00</b>	

# TRAVELER INTELLIGENCE



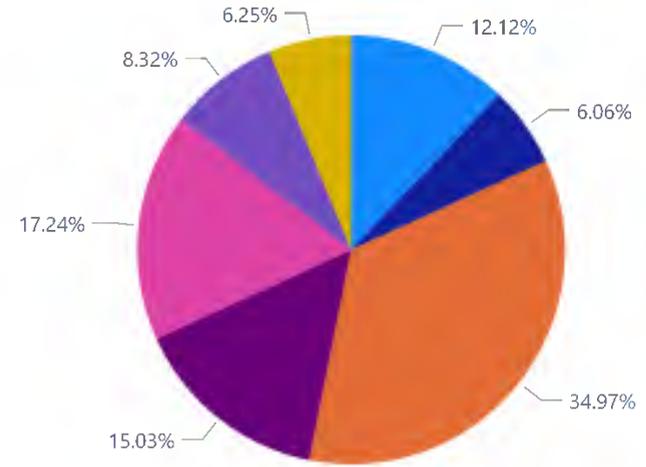
Trips by POI Name



POI Name

- Entertainment District
- Isla Blanca Park
- Clayton's Bar & Grill
- Port Isabel Lighthouse Square
- Valley International Airport
- SPI Convention Centre
- Isla Grand Beach Resort
- Sea Turtle Inc.
- Hilton Garden Inn
- Pearl South Padre Resort

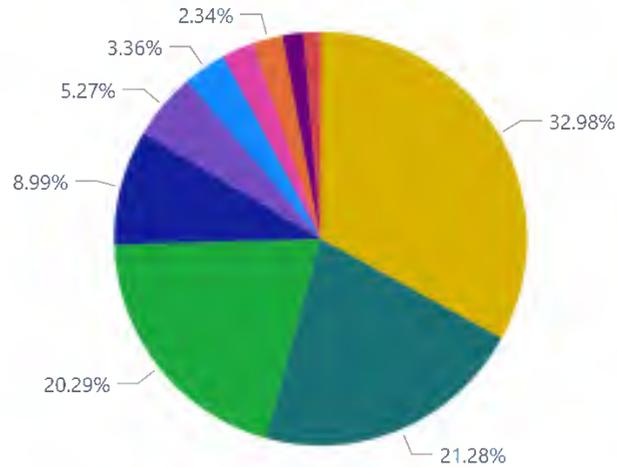
Trips by POI Category



POI Category

- Attractions
- Convention Center
- Districts
- Hotels
- Parks
- Restaurants
- Transportation

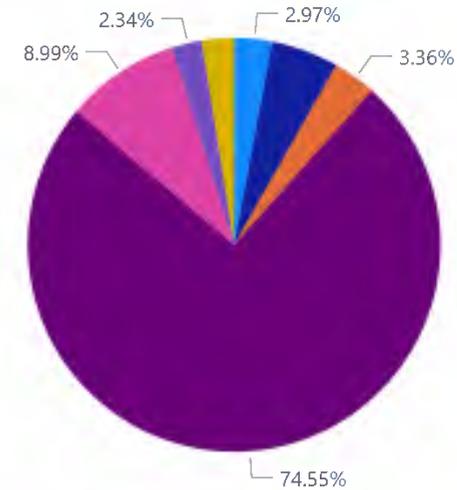
Time Spent by POI Name



POI Name

- Isla Grand Beach Resort
- Hilton Garden Inn
- Pearl South Padre Resort
- Isla Blanca Park
- SPI Convention Centre
- Entertainment District
- Valley International Airport
- Clayton's Bar & Grill
- Port Isabel Lighthouse Square
- Sea Turtle Inc.

Time Spent by POI Category



POI Category

- Attractions
- Convention Center
- Districts
- Hotels
- Parks
- Restaurants
- Transportation

**The Entertainment District attracted the highest volume of visitors; however, Isla Blanca Park is where people spent more time among non-hotel points of interest.**

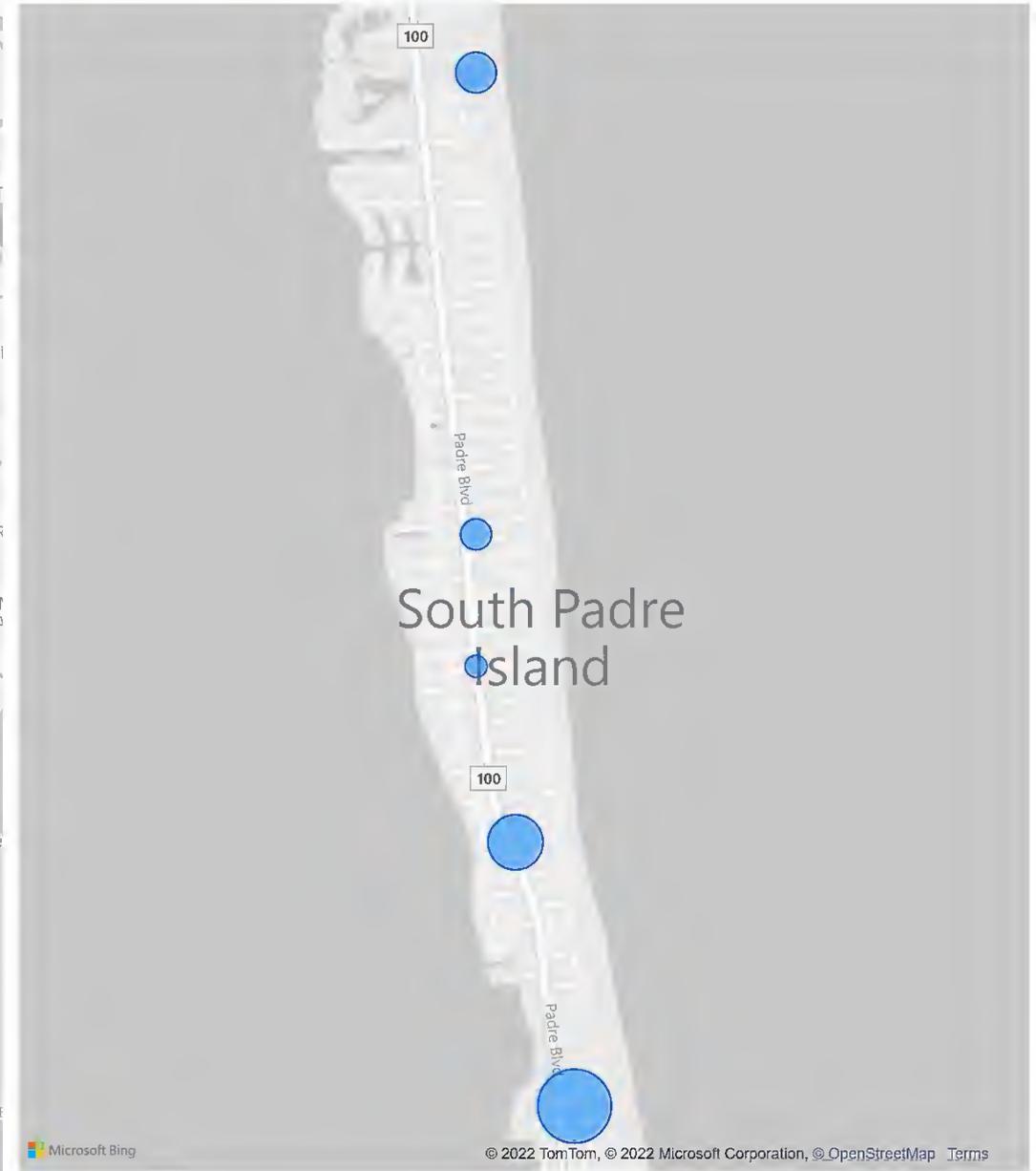
The most significant volume of total arrivals was from the Harlingen/Weslaco/Brownsville/McAllen area. The most volume of out-of-state visitors was from Minneapolis/St. Paul. In April 2022.



Top 10 Markets by Arrivals



Top 5 Visited Locations





# ECONOMIC IMPACT

# ECONOMIC IMPACT



\$147M

### TOTAL REVENUE

Sum of HOT Tax collection and visitor credit card spending in 2021

\$134M

### VISITOR CREDIT CARD SPENDING

Sum of all visitor credit card spending in 2021.

\$13M

### HOT TAX COLLECTION

Sum of all HOT tax collection in 2021. HOT Tax made up a higher percentage than sales and property tax.

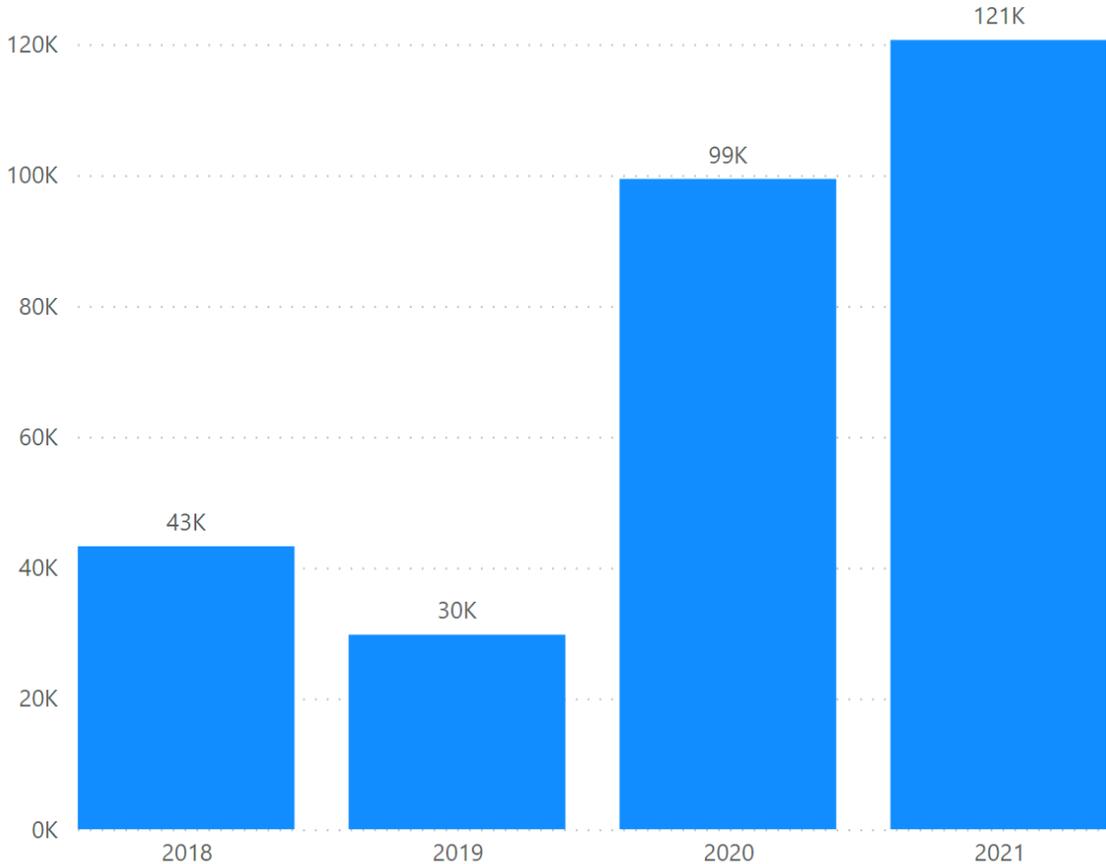
15,808

### LEISURE AND HOSPITALITY EMPLOYMENT

Average annual employment in 2021 for leisure and hospitality in Cameron County, Texas.

## 120,643 Visitors in 2021

Arrivals by Year



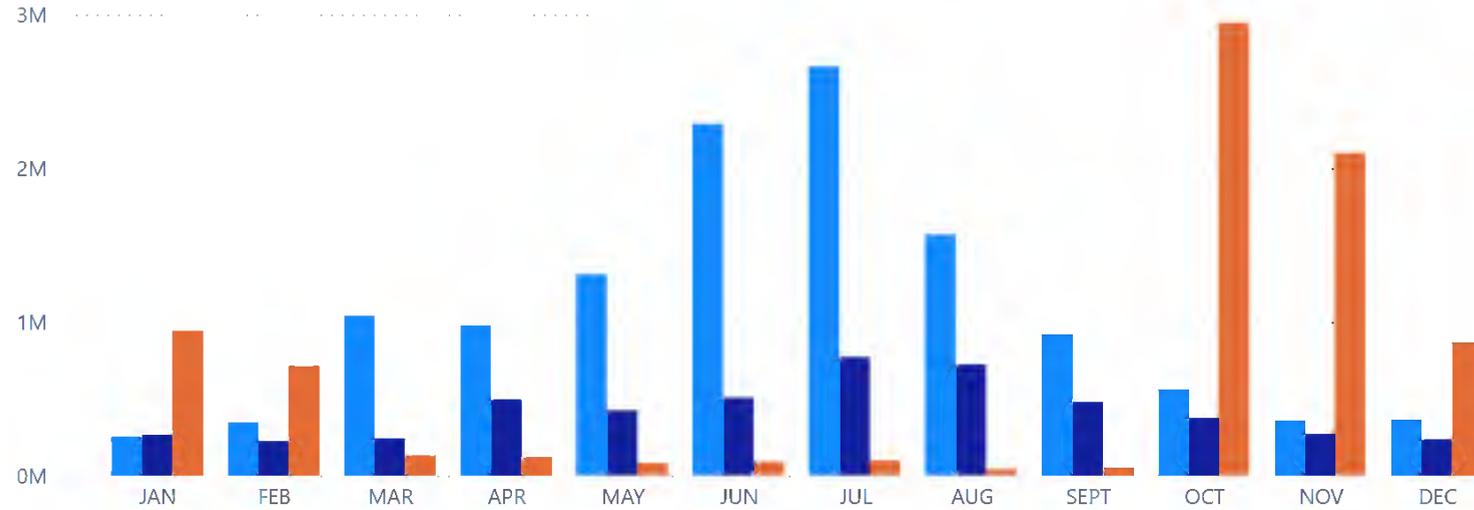
# ECONOMIC IMPACT

**Hotel Tax Collection overtook Property Tax as the highest amount of tax collected in 2021 compared to 2020.**

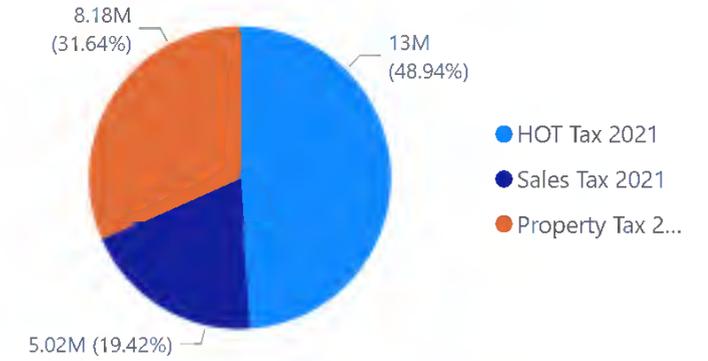


2021 Tax Collection by Type and Month

● HOT Tax 2021 ● Sales Tax 2021 ● Property Tax 2021

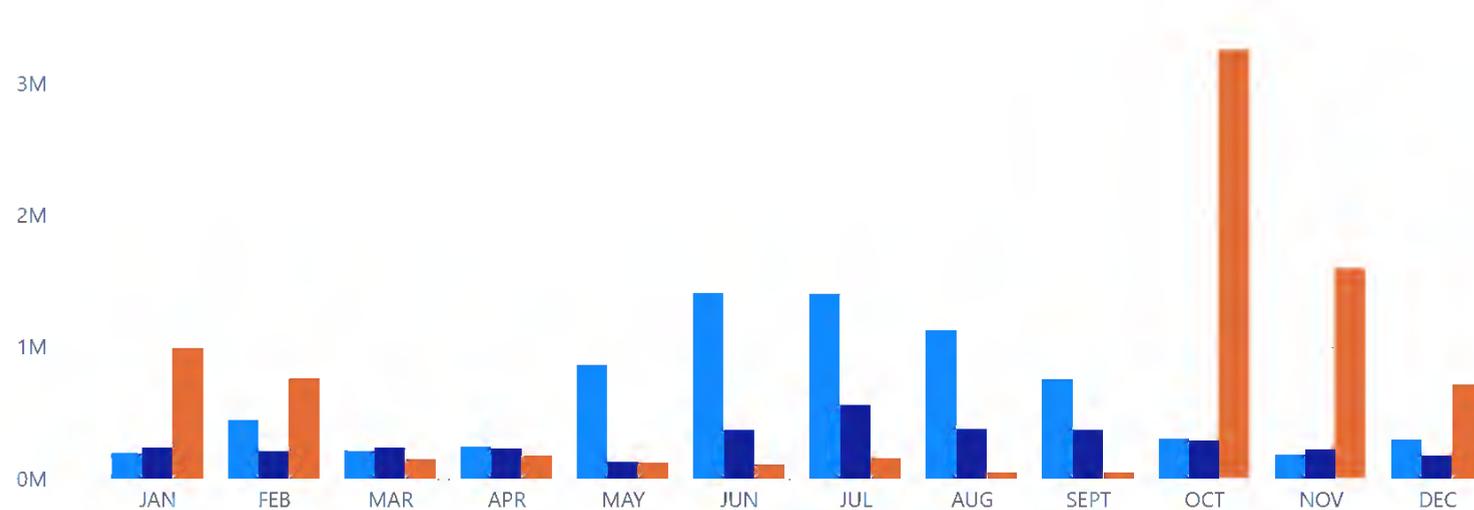


2021 Tax Collection by Type

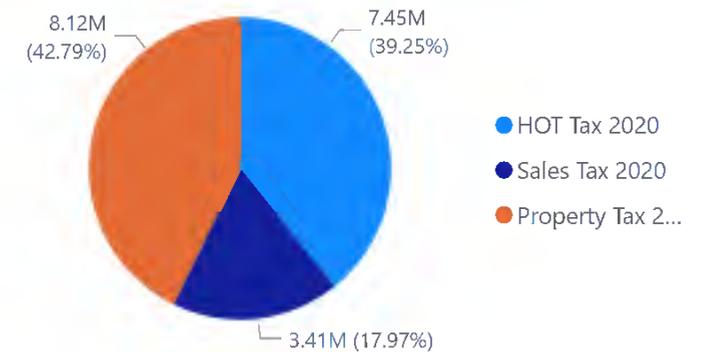


2020 Tax Collection by Type and Month

● HOT Tax 2020 ● Sales Tax 2020 ● Property Tax 2020



2020 Tax Collection by Type

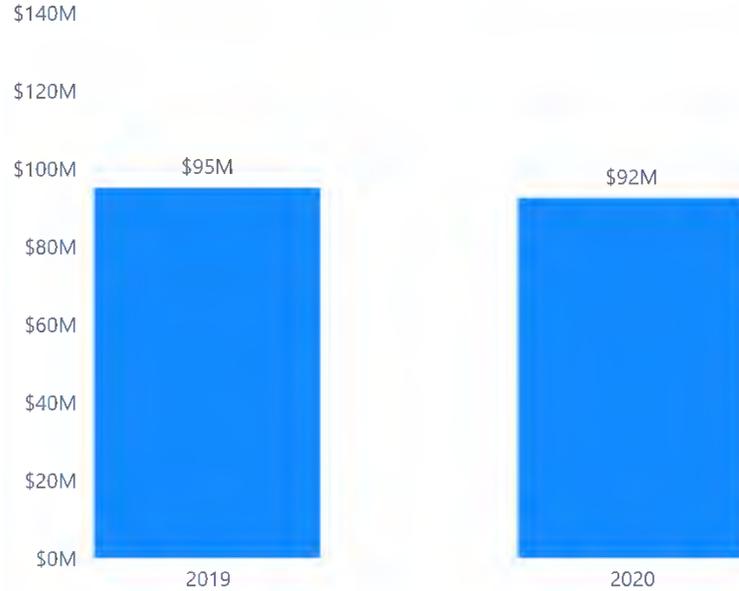


# ECONOMIC IMPACT

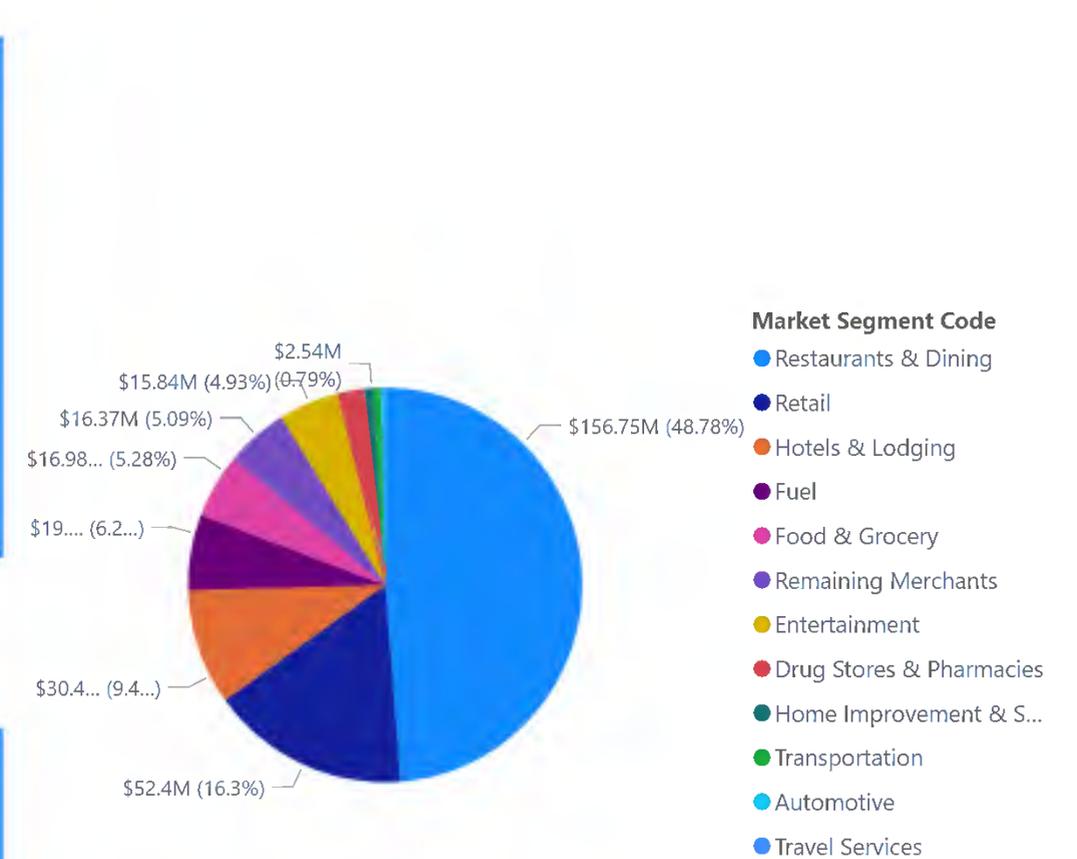
Visitor credit card spending on South Padre Island reached a 3-year high in 2021. Most of these transactions occurred in restaurants and dining establishments.



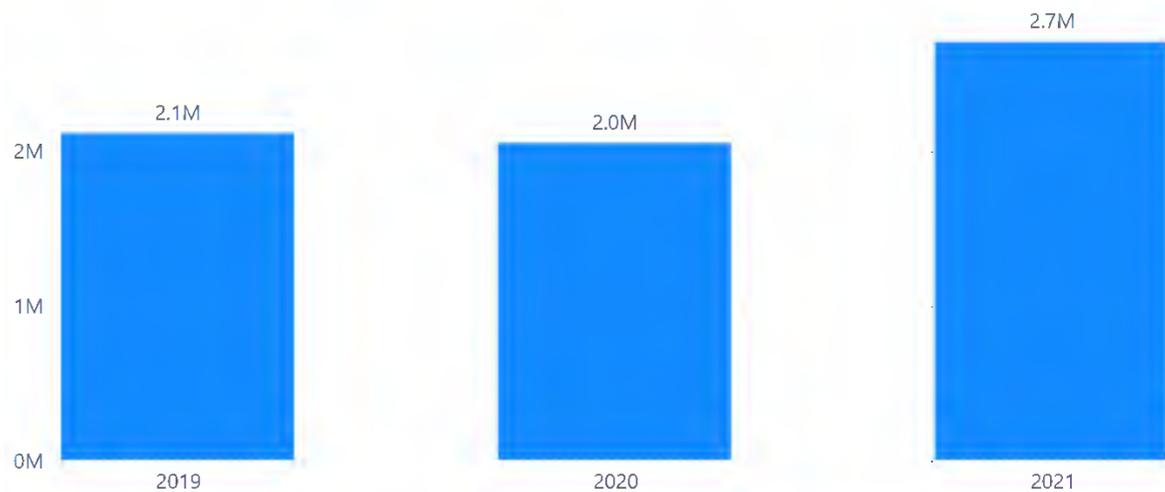
Visitor Spending by Year



Visitor Spending by Type

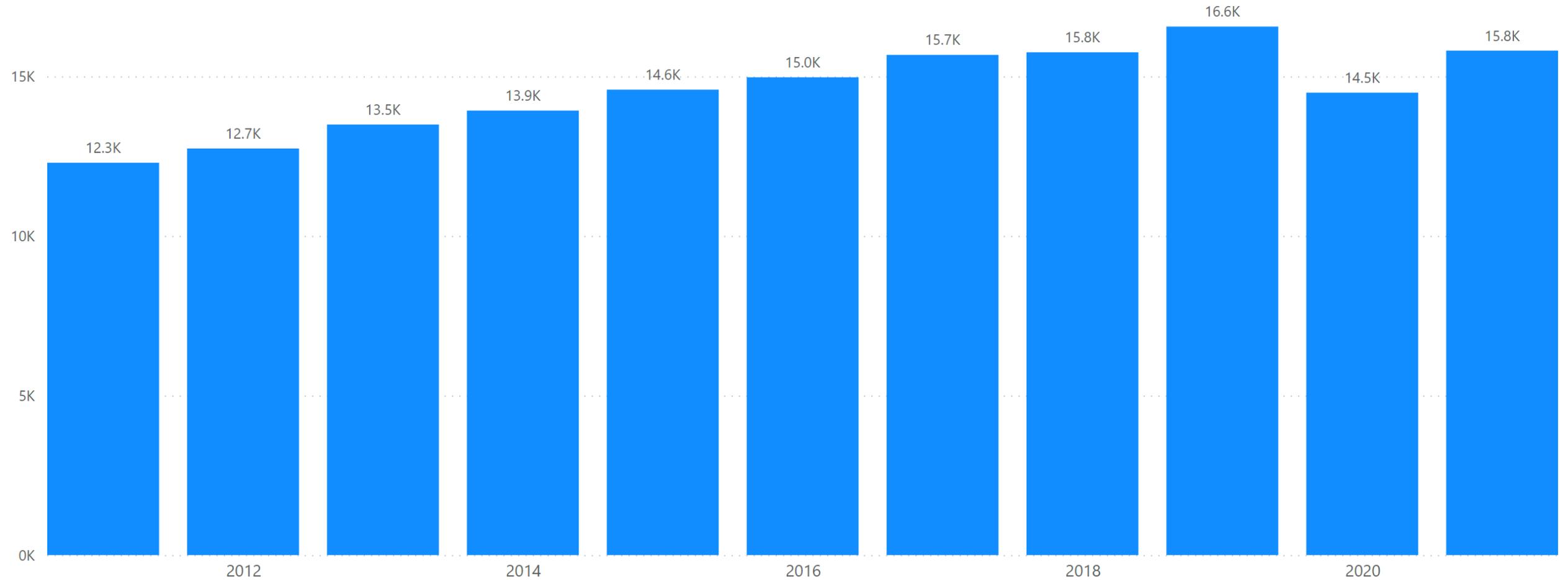


Visitor Transactions by Year





Hospitality and Leisure Employment: Cameron County, Texas





# KEY TAKEAWAYS

- **South Padre Island outperformed both competitors and its previous years in all key metrics except for ADR.**
- **The deficiency of ADR was offset by Occupancy levels that almost doubled that of competitors leading to a higher RevPAR than any competitor for April 2022.**
- **Traveler intelligence data shows that events held on in the convention center yielded higher spikes in visitors compared to events held at other locations.**
- **South Padre Island produced large amounts of revenue, attracted many visitors, and had an influence in the increase of jobs in leisure and hospitality in 2021.**

# NEXT STEPS



- **Develop current customer segmentation profiles based on actual visitation data by seasonality to optimize paid media targeting efforts.**

# Q&A



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

**MEETING DATE:** May 25, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Presentation and discussion regarding the CVB Monthly Report. (Rodriguez/Moore)

- 1.) Special Events
- 2.) Groups and Meetings
- 3.) Marketing and Communications
- 4.) Social Media
- 5.) Cision
- 6.) PR Efforts
- 7.) New Creative
- 8.) CTA Program

**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 Monthly Report

May 2022



# SPECIAL EVENTS

# Special Events



## April/May Events

- **TGSA Surf Championships**
  - April 23 - 24, 2022
  - Isla Blanca Park
- **Splash**
  - April 28 - May 1, 2022
  - HIG Beach Resort/Clayton's Beach Bar
- **Jailbreak**
  - May 7, 2022
  - Clayton's Beach Bar
- **Shallow Sport**
  - May 12 - 114, 2022
  - Isla Grand Beach Resort/Louie's/SPICC
- **Sea Turtle, Inc 5k**
  - May 14, 2022
  - HIG Beach Resort



## Upcoming

- **AJGA Tournament / June 13-17 / SPI Golf Course**
- **Beach Bash Skate Jam / June 21 / SPI Skate Park**



# GROUPS & MEETINGS

## Sales Efforts

- **New Business**
  - SPI Convention Center
    - Clash of the Champions, June 2022
    - TX Childcare Conference, Oct. 2022
    - Bully Squad Competition, Oct 2022
    - Southern Nationals March 2023
    - US PowerLifting, April 2023
- **Future City Wide Events Booked**
  - 2024
    - TCMA
      - *Texas City Management Assoc.*
    - STCJCA
      - South TX County Judges & Commissioners
    - TPAF
      - Texas Police Athletic Federation
    - CEAT
      - Code Enforcement Association of Texas

## Sales Efforts

- **Total Leads Sent: 29**
- **Room Nights Booked: 2564**  
\*April-May 2022

## Sales Blitz

### July Sales Drive

- Mariana-Upper & Lower Valley
- David-Austin, Corporate & Association
  - Incentives
    - Loyalty Program
    - Sponsorship Program (Tiered)
    - Custom Complimentary Convention Services

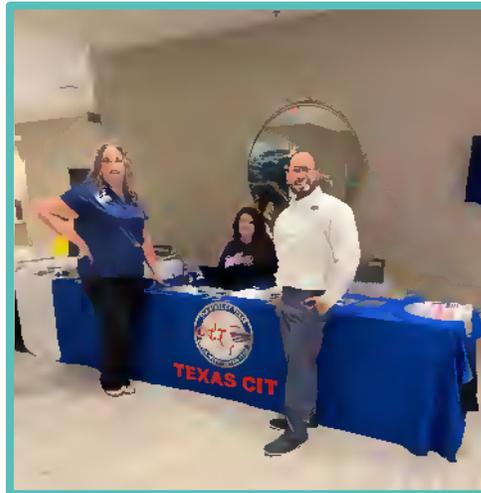
## Marketing

- Meeting Planner Guide
  - Companion: Meet the Sales Manager

# April-May 2022 Events



Rotary International



TCIT 2022



TML District 12 Workshop



TX Assoc. of County Auditors

## Analytics Dashboard

Apr 17, 2022 - May 16, 2022 Last 30 Days CSV



<p>Views</p> <p><b>15,209</b></p>	<p>Unique Users</p> <p><b>20,277</b></p>
<p>Engagements</p> <p><b>30,224</b></p>	<p>Completions</p> <p><b>545</b></p>
<p>Video Time</p> <p><b>17h 43m</b></p>	<p>Google Views</p> <p><b>2,866,909</b></p>

### Most Viewed Locations <sup>?</sup>

Google ▾



**South Padre Island Adventures Park**  
3,070 Views



**SPI Convention Centre**  
1,555 Views



**Sea Turtle**  
1,200 Views



**Beach Resort at South Padre Island Ihg Property**  
1,110 Views



**Clayton's Beach Bar & Grill**  
971 Views

### Most Engaged Locations <sup>?</sup>



**Beach Resort at South Padre Island Ihg Property**  
1,853 Engagements



**South Padre Island Adventures Park**  
1,205 Engagements



**Pearl South Padre**  
1,186 Engagements



**Utpa-Costal Studies Lab**  
1,173 Engagements



**Isla Blanca Park**  
933 Engagements

### Earned Media Value <sup>?</sup>

**\$57,794**

Last 30 Days

**\$17,451,876**

Total since Mar 22, 2018



# Marketing & Communications

# ORGANIC SOCIAL MEDIA OVERVIEW



sproutsocial

# Facebook Top Posts



 **Visit South Padre Island**  
Fri 4/22/2022 1:47 pm PDT

Join us for a drive around South Padre Island 🚗 Can you spot your favorite place to relax? #SoPadre



<b>Total Engagements</b>	<b>4,725</b>
Reactions	1,192
Comments	327
Shares	165
Post Link Clicks	—
Other Post Clicks	3,041



 **Visit South Padre Island**  
Thu 4/28/2022 2:33 pm PDT

Come see the newest resident on South Padre Island 🐬 Hop on a boat and catch a glimpse of the happy family in the water. When are you booking your next dolphin watch? #SoPadre



<b>Total Engagements</b>	<b>3,422</b>
Reactions	1,389
Comments	111
Shares	0
Post Link Clicks	2
Other Post Clicks	1,920



 **Visit South Padre Island**  
Sun 5/1/2022 11:58 am PDT

Landshark Bar & Grill – South Padre Island is open and ready for business 🍷 Located inside the Pearl Beachfront Resort, it allows easy access to the beach. The menu offers American beach food...



<b>Total Engagements</b>	<b>2,358</b>
Reactions	538
Comments	111
Shares	52
Post Link Clicks	—
Other Post Clicks	1,657



# Facebook Video Performance



## View Metrics



Organic Full  
**10,553**

Organic Partial  
**31,954**

Paid Full  
**7,702**

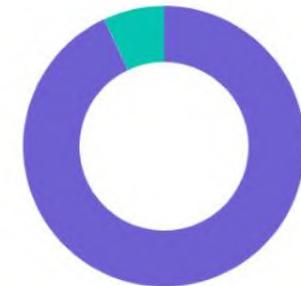
Paid Partial  
**39,482**

## Viewing Breakdown



Organic Views  
**47%**

Paid Views  
**53%**

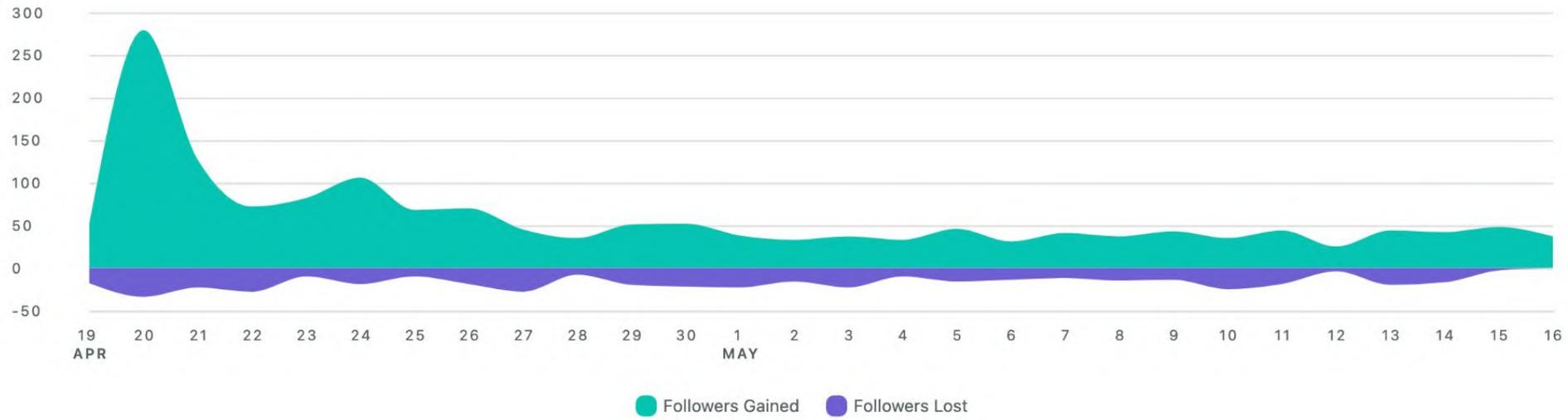


Click Plays  
**7%**

Auto Plays  
**93%**



# Instagram Audience Growth



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>48,972</b>	<b>↗ 2.5%</b>
<b>Net Follower Growth</b>	<b>1,183</b>	<b>↗ 54.4%</b>
Followers Gained	1,653	↗ 36.2%
Followers Lost	470	↗ 4.9%



# Instagram Top Posts





**visitsouthpadreisland**  
 Sun 4/24/2022 2:26 pm PDT

Two shades of blue 💙 Whether it's the pool or beach, you're not going to want to leave the water. Where's your favorite spot to go swimming on South Padre Island? 🏖️ :@bethany\_j\_wagner...



<b>Total Engagements</b>	<b>1,537</b>
Likes	1,440
Comments	31
Saves	66





**visitsouthpadreisland**  
 Tue 4/26/2022 3:32 pm PDT

Don't let the rain get you down ☁️ The sun shines brighter on South Padre Island after a good pour. Who's looking forward to another weekend of fun in the sun? 🏖️ : @sadietravelsfar #SoPadre



<b>Total Engagements</b>	<b>1,009</b>
Likes	986
Comments	11
Saves	12





**visitsouthpadreisland**  
 Thu 4/21/2022 1:31 pm PDT

Splash "Pride at the Beach" South Padre Island is back 🌈 Enjoy a weekend of non-stop fun and relax by the beach from April 28 to May 1. Check out the full calendar of events with the link in our bi...



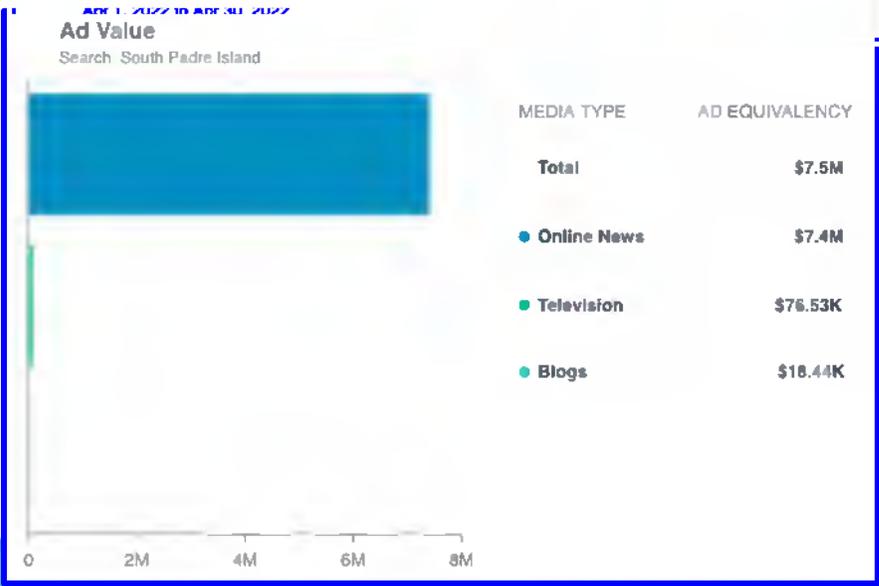
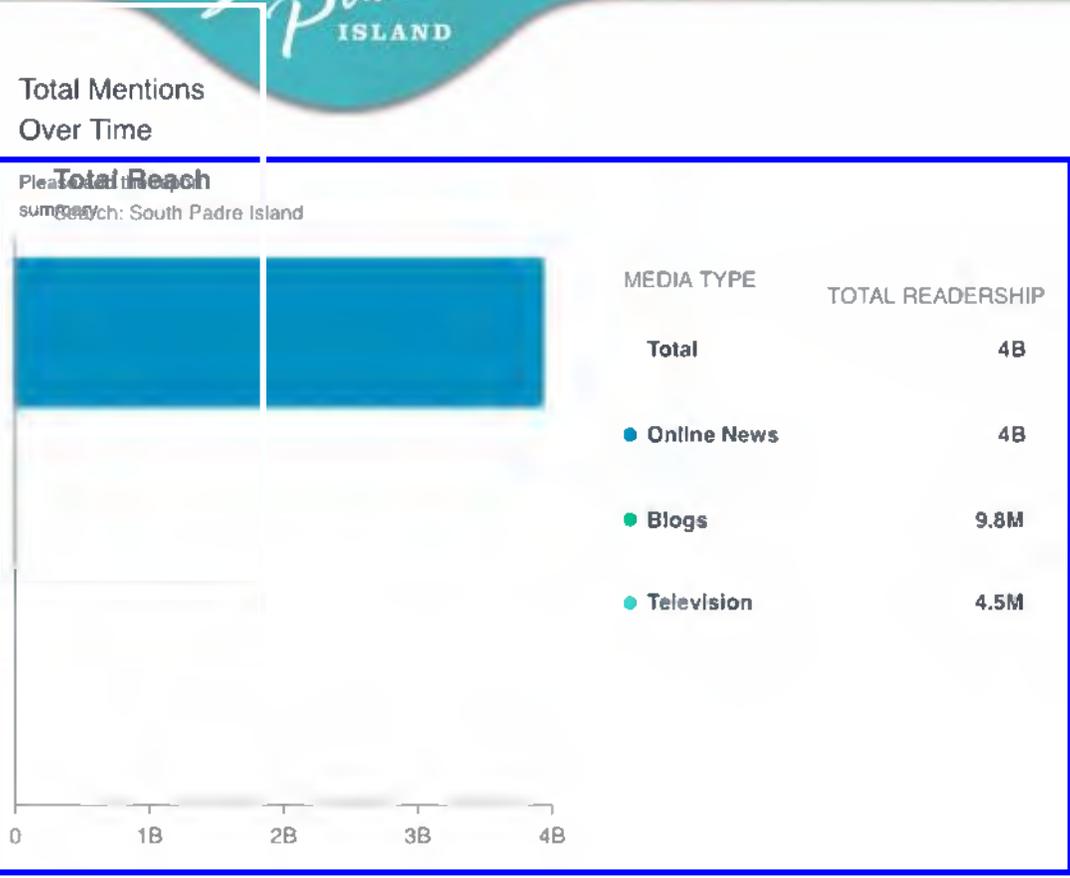
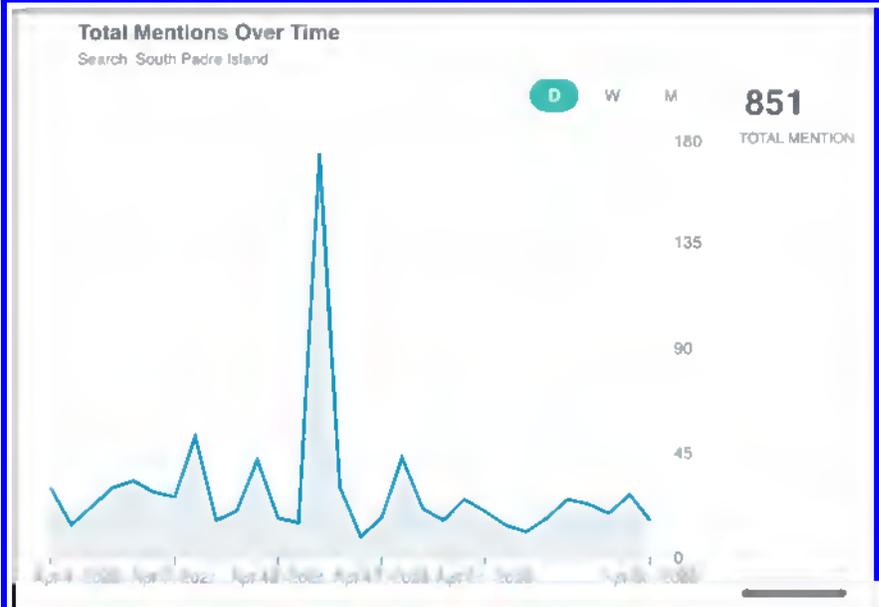
<b>Total Engagements</b>	<b>777</b>
Likes	652
Comments	110
Saves	15




# CISION REPORT

CISION<sup>®</sup>

# Cision Report April 2022



**855K**  
**Total Mentions**  
The total number of news stories for a specified time period.

**4.0B**  
**Total Reach**  
A globally consistent baseline metric for measuring the reach of a media outlet.

**\$7.5M**  
**Total Publicity Value**  
A scoring system that creates an approximate value for a news article.





## Top Stories

### Top Stories

Search: South Padre Island

1		<b>Brownsville mayor highlights progress</b>	459M
		Apr 22 • Yahoo!	
2		<b>Brownsville runner completes Boston Marathon, moves on to longer races</b>	459M
		Apr 25 • Yahoo!	
3		<b>ALL-NEW 2023 KIA SPORTAGE SUV SETS OUT TO "MAKE MORE GOOD" IN MULTI-CH</b>	428M
		Apr 14 • Yahoo!	
4		<b>Take to the Skies with the South's Kite Festivals</b>	422M
		Apr 3 • Yahoo!	
5		<b>Valley sales tax reimbursements sharply up</b>	422M
		Apr 11 • Yahoo!	
6		<b>Brownsville, la ciudad de la frontera entre EE.UU. y México dividida por SpaceX, la emp</b>	212M

Apr 1, 2022 to Apr 30, 2022

## Top Locations by Country

- **United States** 737
- **Mexico** 15
- **United Kingdom** 9
- **France** 8
- **Canada** 7
- **Germany** 6

## Share of Voice



SEARCH NAME	TOTAL MENTIONS
Corpus Christi	894 (28%)
South Padre Island	851 (27%)
Galveston	797 (25%)
Panama City Beach	221 (7%)
Padre Island	167 (5%)
Destin Florida	96 (3%)
North Padre	86 (3%)

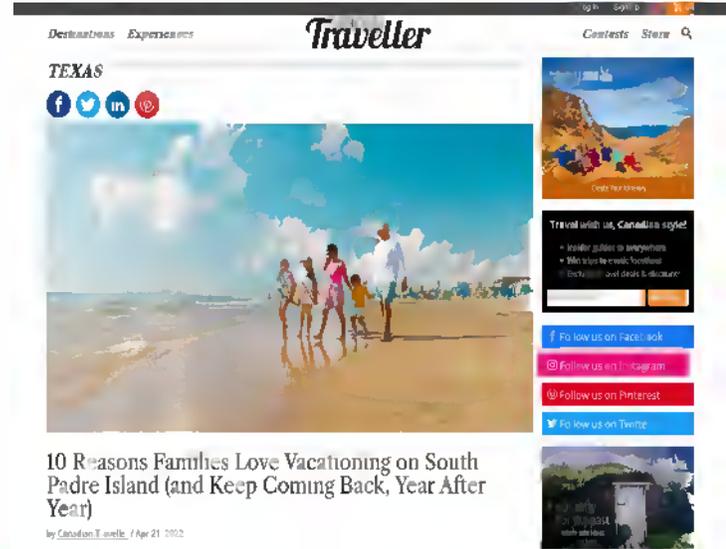
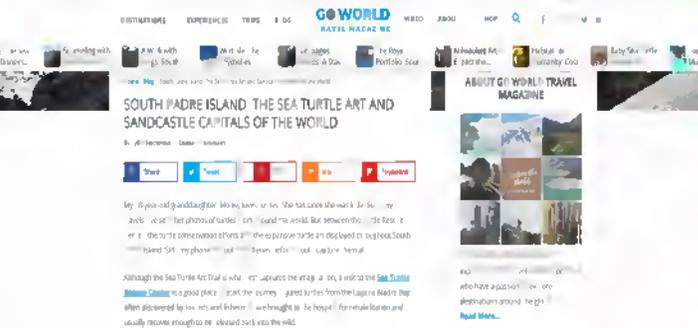
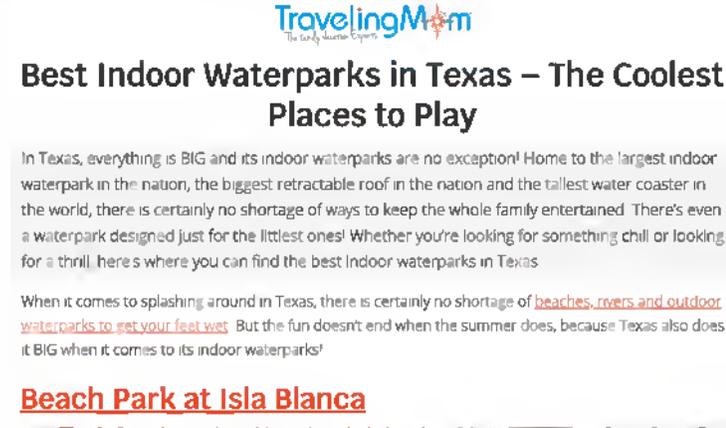
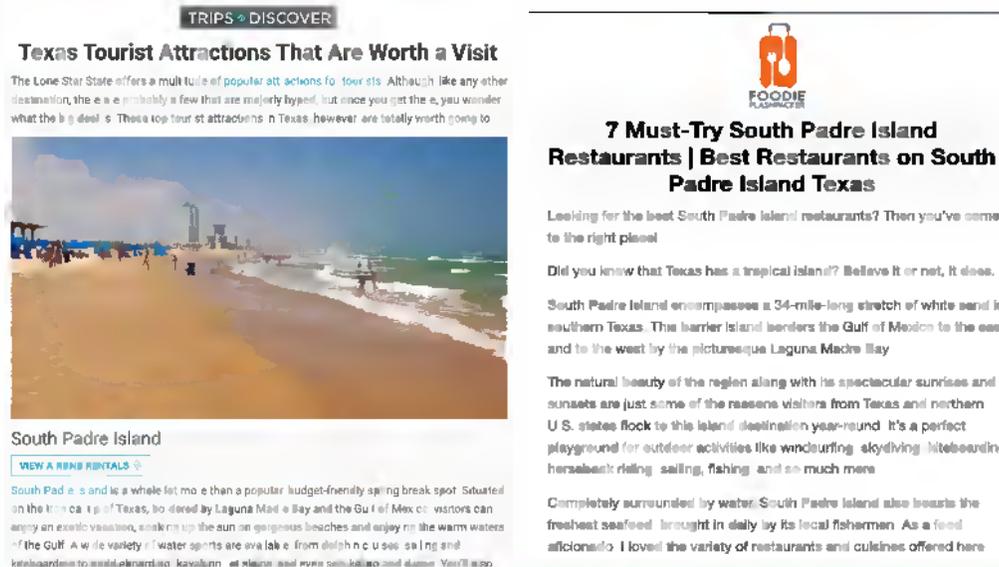
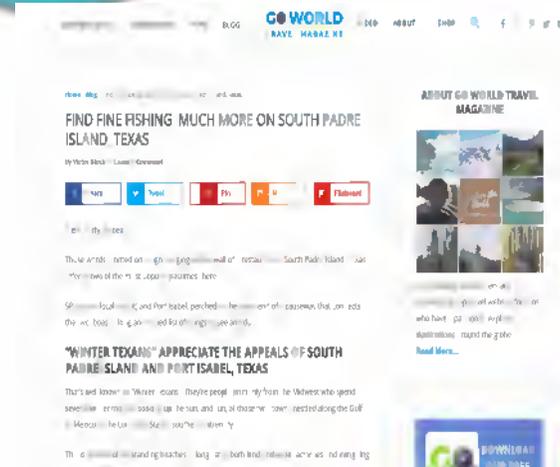
## Share of Voice

Please add the report summary

Apr 1, 2022 to Apr 30, 2022

# PR Efforts

- Interviews: 6
- Press Releases: 1
- SPI Presentations: 2
- Live Shows Interviews: 2 (TV & Radio)
- Total Number of Publications: 12





# In-House Creative



## BUSINESS SUIT OR BATHING SUIT?

After your meeting, grab a drink, head over to the beach, and sun your feet in the waters of the Gulf of Mexico.

South Padre Island Convention Center was designed to be both pleasing and functional, to impress attendees while serving the needs of the event planner. With a commitment to guest safety and flexibility to address protocols, you can rest easy that your next meeting will be handled responsibly by our experienced team.

**SOUTH PADRE ISLAND CONVENTION CENTER**  
 7365 Padre Blvd., South Padre Island, TX 79697  
 (361) 761-3333 | www.sopadre.com

**DIVIS VILLALBA | SALES MANAGER**  
 (361) 761-3333 | diviv@southpa.com

**South Padre ISLAND**

**ELEVATE YOUR MEETINGS**  
 sopadre.com

**South Padre ISLAND**

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**South Padre ISLAND**

**SO UNIQUE. SO PADRE.**  
 sopadre.com

## MEETING OR RELAXING? CHOOSE BOTH

**South Padre ISLAND**

[www.sopadre.com](http://www.sopadre.com)

## HOODS

## MEETING OR RELAXING? CHOOSE BOTH

**South Padre ISLAND**

[www.sopadre.com](http://www.sopadre.com)

## MEET IN PARADISE

**We Are Ready For Your Next Meeting**

Plan your next meeting on South Padre Island, the only tropical island in Texas. Located on the Texas Gulf Coast, and with over 30 miles of pristine beaches, the compact nature of the destination allows for easy access to beach and leisure activities, dining, shopping, entertainment, and indoor attractions. With a commitment to guest safety and flexibility to address protocols, you can rest easy knowing that your next meeting will be handled responsibly by our experienced team.

**LEARN MORE**

### Team Building With a Tropical Twist

Team building on South Padre Island is an exciting and memorable experience. Big like Texas or small like a group, we have the perfect venue for your group that is sure to inspire.

**Start Planning**

### Accommodations For Your Perfect Meeting

There are over 3,000 hotel rooms and 1,800 vacation rentals on South Padre Island. Find the best option to accommodate your attendees. Whether you want to keep everything in one space or enjoy the beach and enjoy finding the best place to stay.

**Book Now**

### What makes south Padre Island Unique

**Let's get it started!**

**DIVIS VILLALBA | SALES MANAGER**  
 (361) 761-3333 | diviv@southpa.com

City of South Padre Island Convention Center  
 7365 Padre Blvd., South Padre Island, TX 79697 | (361) 761-3333

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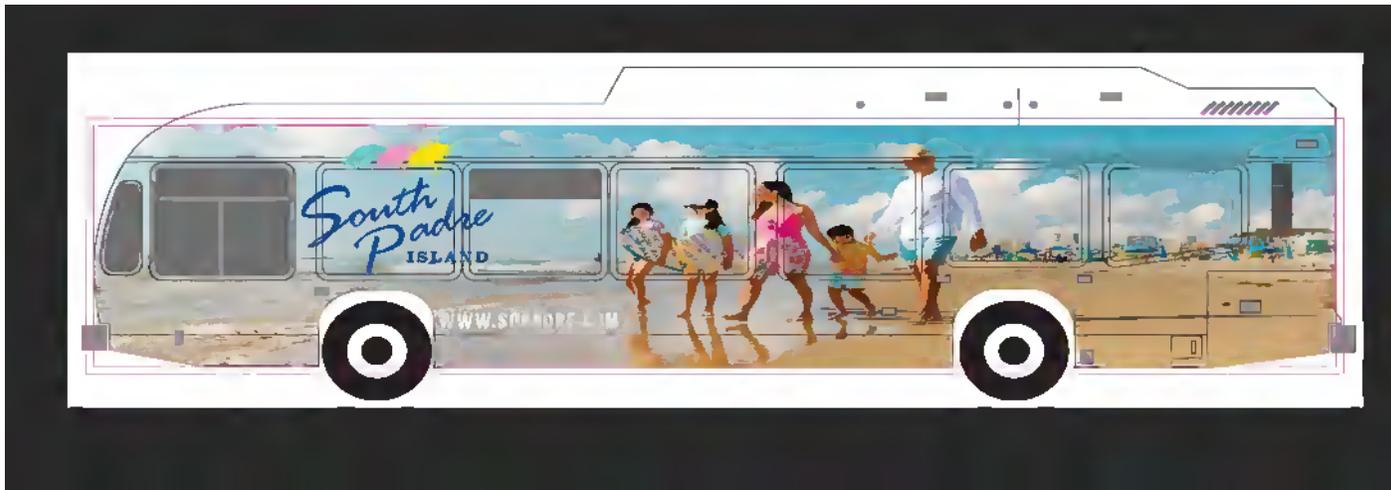
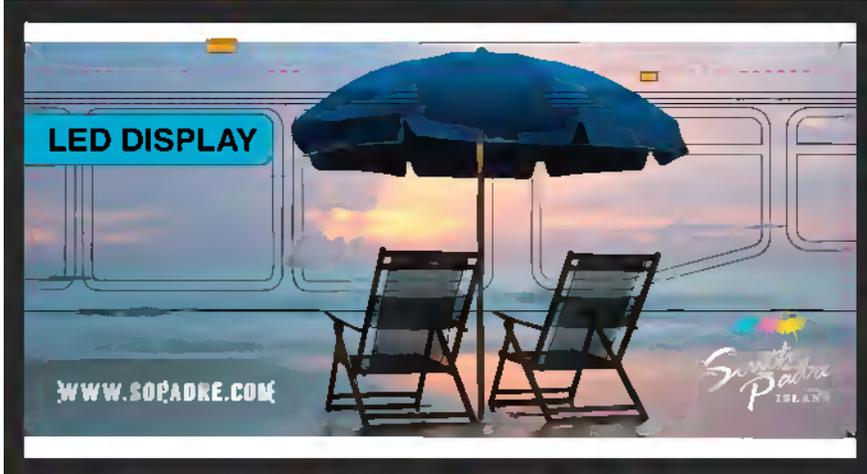
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 7365 Padre Blvd., South Padre Island, TX 79697 | (361) 761-3333

# Digital - Bus Wraps



# Mexico campaigns



¿POR TIERRA  
O  
POR MAR?

South Padre  
ISLAND  
sopadre.com  
ES LO MÁS DIFÍCIL  
DE ELEGIR

¿POR TIERRA O POR MAR?

South Padre  
ISLAND  
sopadre.com

¿POR TIERRA  
O  
POR MAR?

South Padre  
ISLAND  
sopadre.com  
ES LO MÁS DIFÍCIL DE ELEGIR

LO MÁS DIFÍCIL  
DE ELEGIR ES...

¿DÍAS SOLEADOS  
O  
NOCHES ILUMINADAS?

South Padre  
ISLAND  
sopadre.com  
ES LO MÁS DIFÍCIL DE ELEGIR



THAT'S AS HARD AS IT GETS....

**SUNNY DAYS  
OR  
STARRY NIGHTS?**

**South Padre ISLAND**  
sopadre.com

**OPEN WATER  
OR  
WETLAND?**

Where will I view from today?  
It's a nice day — the bird blinds on the water look inviting. Then again, the 3,300 feet of boardwalk across the marsh might be the sweet spot. Should I almost forgot about the five-story viewing tower. Decisions, decisions...  
If I was a rare bird, where would I be?

**That's as hard as it gets.**

**South Padre ISLAND**  
sopadre.com

**BY LAND  
OR  
BY SEA?**

**South Padre ISLAND**  
sopadre.com  
THAT'S AS HARD AS IT GETS

# SPI-CTA Program



- 23 SPI-Certified Tourism Advisors
- 25 Register Students for the next 3 Classes



## SPI-CTA Upcoming classes:

- Thursday, May 26, 2022, from 8:30 a.m. to 12:30 p.m.
- Tuesday, June 7, 2022, from 8:30 a.m. to 12:30 p.m.
- Tuesday, June 21, 2022, from 8:30 a.m. to 12:30 p.m.



## Certified Tourism Advisor Program Certification

Presented by South Padre Island CVB



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

**MEETING DATE:** May 25, 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)

\*SPI Kite Fest in February 2023

\*Banzai Kon in October 2022

**ITEM BACKGROUND**

The SEC approved the funding request for SPI Kite Fest in the amount of \$39,000 at the SEC meeting on May 17, 2022.

The SEC approved the funding request for Banzai Kon in the amount of \$10,000 at the SEC meeting on May 17, 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 EVENT FUNDING APPLICATION



To apply for funding please complete all questions.

## ORGANIZATION INFORMATION

Date Application Submitted: 4-30-22

Name of Organization: B&S Kites

Address: 2812 Padre Blvd. Ste. B

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

Full Name:  
Bill Doan

E-Mail:  
bskites@hotmail.com

Office Number:  
761-1247

Cell Phone Number:  
433-1699

Website for Event or Sponsoring Entity : www.spikitefest.com

Non-Profit or For-Profit Status:  
For Profit

Tax ID #:  
43-4372341

Primary Purpose of Organization: We are a retail kite shop serving South Padre Island and the Rio Grande Valley for over 23 years. We care about the economic impact events like SPI Kite Fest have on the island as a whole as well as to the joy kite flying brings to everyone visiting the island.

## EVENT INFORMATION

Name of Event: SPI Kite Fest

Date(s) of Event:  
Feb. 2nd, 3rd & 4th, 2023

Primary Location of the Event:  
Indoor Kite Performances ~ SPI Convention Centre  
Outdoor Kite Festival - The Flats beside Convention Centre

Amount Requested: \$39,000

If greater than previous year funded (if applicable), please explain the increase being requested:

Increase in Advertising Budget

Increase Cost in Production ~ Airfares, Car Rental, Porta Potties, etc.

Primary Purpose of Event:

To promote 'Wind Sports' on South Padre Island by bringing thousands of visitors to the island

to experience amazing show kites and performances by world-renowned kite performers.

How will the hotel tax funds be used? Please attach a list of the hotel tax funded expenditures.

Advertising and promotion as well as costs associated with putting on the event ~

See attached detailed proposed budget.

Are you asking for any cost reductions for city facility rentals or city services? Please quantify and explain.

\$6,200 (approx. rental of Convention Centre for Indoor) shown as line item as Expense as well

as Income line item (reduction) for In-Kind Services.

Additional In-Kind services are listed on detailed proposed budget.

### **AMOUNT REQUESTED UNDER EACH CATEGORY**

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

\$:           \$9,431

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:

\$:           \$29,569

## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 19 Years 13 years (2000-2013)  
6 years (2016-2020, 2022)

Attendance for previous year (if applicable): 800+ (Thurs. night Indoor Kite Performances)  
Fri. Outdoor 300+ (RAIN) Sat. Outdoor 2000 +

How many of the attendees are expected to be from more than 75 miles away?  
2,000 +

How many people attending the event will use South Padre Island lodging establishments?  
600+ (3 to 7 nights)      1,000+ (More than 30 days - Winter Visitors)

How many nights do you anticipate the majority of the tourists will stay? 3

Will you reserve a room block for this event at area hotel(s)? Yes (to be done by CVB staff)

Where and how many rooms will be blocked?  
At sponsoring hotels ~ Isla Grand, The Inn, Holiday Inn, Ramada, Marriott

# of Rooms blocked at each location ~ discretion of hotel managers

List other years (over the last three years) that you have hosted your event, please include the amount of assistance given from HOT funding and the number of hotel rooms used:

Month/Year Held	Assistance Amount	# of Hotels Used
<u>Feb. 2022</u>	<u>\$24,500</u>	<u>383+</u> <small>Due to rain Saturday ~ no registration except @ Indoor Thurs. Evening</small>
<u>Feb. 2020</u>	<u>\$22,150</u>	<u>621 +</u>
<u>Feb. 2019</u>	<u>\$22,150</u>	<u>547 +</u>

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, a survey of hoteliers, etc.)?  
Room block summary (to be done by CVB staff)

Please list other sponsors, organizations, and grants that have offered financial support to your event:  
No financial support except in-kind services from CVB and 'several' Island Hotels

Will the event charge admission? If so, what is the cost per person/group?

Indoor Kite Performances - Thurs. night - \$12 per person

Outdoor - Free - Cameron Co. Parks will not allow admission to be charged on the flats

Do you anticipate a net profit from the event? If so, what is the anticipated amount and how will it be used?

No ~ But, if during the expenditure process over the next 8 months it appears that the event will be under budget those additional funds will be used for newspaper advertising.

Please list all promotion efforts your organization is planning and the amount estimated for each media outlet. **Please attach a detailed marketing budget.**

Print \$: \$8,131

Website \$: \$850

Radio \$: \_\_\_\_\_

Social Media \$: \$450

TV \$: \*\* Free

Other Digital Advertising \$: \_\_\_\_\_

\*\*2022 - Free TV Coverage ~ KVEO-TV NBC 23 & CBS 4 ~ "Valley Por Vida" Lifestyle/Entertainment Show

A link to the CVB **must be** included on your promotional handouts and on your website for booking hotel nights during this event.

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

Press Releases/Festival Flyer to Newspapers & Kite Clubs

Contact Kite Clubs in Texas & surrounding states / Contact RV Parks in the Valley

Who is your target audience?

Kitefliers & Winter Texans

What geographic region(s) are you marketing to? Texas ~ RGV, San Antonio, Austin, Houston,

Dallas/Fort Worth, Lubbock as well as Oklahoma, Oregon, Washington, North Carolina, New Jersey

Rhode Island, Florida, Michigan & Victoria and Vancouver, BC, Canada

Have you obtained the insurance required and who is the carrier?

No ~ Will obtain as in previous years ~ American Kitefliers Assn. ~ Accord Insurance

*During the term of this agreement, the event organizer shall procure and keep in force insurance with limits of \$1,000,000 per occurrence and 2,000,000 general aggregate. The policy must contain a policy endorsement that names "The City of South Padre Island, it's elected officials, representatives, employees or agents" as additionally insured. Applicant must provide a copy of the actual endorsement.*

# SOUTH PADRE ISLAND EVENT FUNDING CHECKLIST



To apply for funding please provide all the required documents.

Name of Event: SPI Kite Fest

- Received and understood the separate Special Events Policy (REQUIRED)
- Received and understood the separate HOT Funding Guidelines (REQUIRED)
- Completed the South Padre Island Event Funding Application form (REQUIRED)
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- In Room night projections, with back-up, for the Funded Event (REQUIRED)
- I agree: 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 in accordance. (REQUIRED)
- I agree: The SPICVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event. (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 copies of promotional materials (if available)
- Enclosed a summary of previous special event experience of organizer(s)
- Enclosed a history of event (if previously produced)
- Indicated the type(s) of assistance requested
- Indicated the amount of financial support (if requested)

Bill Doan

4-30-22

Authorized Signature

Date

Bill Doan

Print Name

# SPI Kite Fest 2023

## Special Event Applicant Checklist Items

### *Schedule of Events*

Thursday, Feb. 2<sup>nd</sup>, 2023

Indoor Kite Performances  
South Padre Island Convention Centre  
6 p.m. To 8:30 p.m.

Fri. & Sat., Feb. 3<sup>rd</sup> & 4<sup>th</sup>, 2023

Outdoor Kite Festival  
Flats ~ Cameron Co. Park System  
10 a.m. to 4 p.m.

### *Detailed Budget*

Detailed budget is enclosed

### *Advertising/Marketing/Promotion Plan*

Social Media & Printed Advertising

Website ~ [www.spikitefest.com](http://www.spikitefest.com)

Facebook Page ~ SPI Kite Fest 2023

Press Release ~ 53 Press releases to newspapers & American Kitefliers Assn.  
Regional Directors

Festival Flyers ~ 41 Hand-delivered to RV Parks in the Valley  
~ 165 Emailed to Activities Directors at RV parks in the Valley  
~ 13 to AKA Regional/International Directors  
~ 12 to Kite Clubs around Texas and the U.S.

TV ~ KVEO-TV NBC 23 & CBS 4 ~ Kite Fest segment on "Valley Por Vida"

Texas Highway Magazine ~ Calendar of Events

American Kitefliers Assn. ~ Calendar of Events

AKA Kiting Magazine ~ Region 8 ~ AR-LA-NM-OK-TX ~ Events

Calendar of Events ~ Several Online Sites ~ Austin / Dallas / McAllen

### *Room Night Projections*

Projected for 2023 – 800+ (Weather Dependent)

See attached Summaries from 2022 & 2020

621+ ~ 2020      383+ ~ 2022 (Cold & Rainy)

Room nights generated will be based on Room Block Summary to be done by CVB staff post-event.

### *Hotel Sponsors*

Hotel Sponsors ~ Pending ~ Based on history of continued Kite Fest support

Isla Grand Beach Resort

Courtyard by Marriott

Ramada

The Inn at South Padre Island

Holiday Inn Express

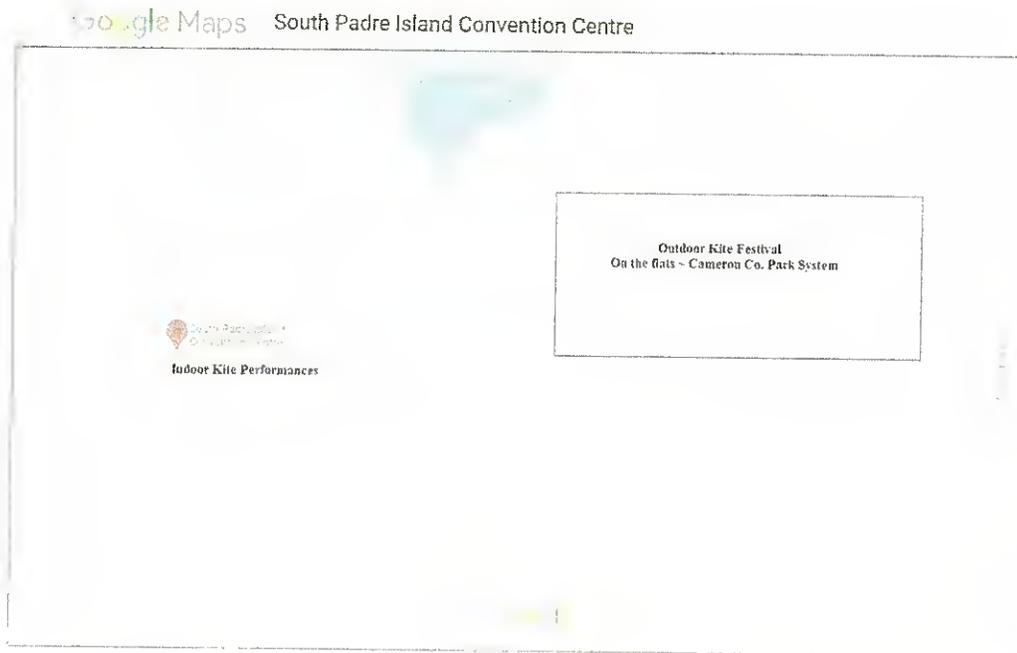
## *Vendor List*

Food Vendor ~ Pending ~ Based on history of continued Kite Fest support  
Porky's Pit

## *Event Map*

Indoor Kite Performances ~ SPI Convention Centre

Outdoor Kite Festival ~ On the Flats ~ Cameron Co. Park System



## *Safety Plan*

American Kitefliers Assn. Safety Guidelines for Kite Festivals

All kite fields are roped off with caution tape

No spectators allowed on kite fields

All kitefliers/participants/volunteers must wear Kite Fest Badges

Two safety co-ordinators (checking fields at all times)

Parking crew ~ to insure fire/police/emergency access if needed

## *Promotional Materials*

Website & Printed Advertising

Website ~ Updated/published within 3 weeks of Kite Fest approval

Press Releases ~ Emailed Jan. 3<sup>rd</sup> to 7<sup>th</sup>

Festival Flyers ~ Delivered/Emailed to RV Parks & Kite Clubs mid-November

## *Previous Event Experience*

### SPI Kite Fest

Total of 19 years organizing & putting on this event

2000-2013 & 2016-2020 & 2022

Kite Fest 2021 canceled due to County's COVID Restrictions on outdoor event

## *History of Event*

### SPI Kite Fest

B&S Kites started SPI Kite Fest in 2000 and successfully organized and ran this event for 13 years ~ being named Kite Festival of the Year by American Kitefliers Assn. in 2010. Due to health issues Kite Fest was retired for 2 years, but with the support of the CVB Special Events Committee ~ SPI Kite Fest was revived in 2016.

Our greatest accomplishment and growth came when we added the Indoor Kite Performances to SPI Kite Fest.

In 2010 we held our first Indoor Kite Show at the Boy's & Girls Club in Port Isabel (with a seating of 150). Within two years ~ 2012 ~ we had outgrown their capacity and moved the Indoor to the SPI Convention Centre. In 2019 we had 828 indoor spectators and in 2020 (before COVID) an outstanding attendance of 1,222. That year the past president of the American Kitefliers Assn. was in attendance and blasted social media acknowledging the SPI Indoor Kite Show as is the largest indoor kiting exhibition in the U.S.

## *Types of Assistance Requested*

### \$39,000 plus In-kind Services

- ~ SPI Convention Centre ~ Exhibit Hall & Lobby ~  
Wed. thru Sat. ~ Feb. 1<sup>st</sup>-4<sup>th</sup>, 2023
- ~ 3 Rooms for 3 Nights @ any SPI Hotel
- ~ Public Works ~ Parking Cones, Trash Cans, Trash Pick-up
- ~ Police ~ Traffic Control ~ Fri. & Sat. @ 1 p.m. to approx. 4 p.m.

## *Financial Support*

Request ~ \$39,000

**SPI Kite Fest**  
**Feb. 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup>, 2023**  
**w/ Thursday Night Indoor Kite Performances**

**Proposed Budget**

<b>Demonstration Expense (<u>Airfare &amp; Travel</u>)</b>	<b>\$23,032.00</b>
Team Kitelife ~ Portland, OR - <u>\$9492</u>	
John Barresi, Eli & Sara Russell, Brett & Katie Marchel	
Sari Becker, Jim Doman, Mishelle Sharples	
2 - Portland, OR 2 - Medford, OR 2 - Detroit, MI	
1 - Vancouver, BC 1 - Denver, CO	
Airtfares \$7942 ~ Car/Van/Gas/Per Diem \$1550	
Team Misfits of WOW ~ Baltimore, MD - <u>\$4343</u>	
James Fletcher, Paul Lamasters, Jim Cosca, Marc Conklin	
2 - Baltimore, MD 1 - Washington, DC 1 - Richmond, VA	
Airtfares \$3630 ~ Car/Gas/Per Diem \$713	
Scott Weider - Tampa, FL - <u>\$1013</u>	
Airfare \$693 ~ Shuttle/Bags/Per Diem \$320	
Spence Watson ~ Seattle, WA ~ <u>\$1128</u>	
Airfare \$666 ~ Car/Gas/Per Diem \$462	
Paul deBakker ~ Seattle, WA ~ <u>\$1128</u>	
Airfare \$666 ~ Car/Gas/Per Diem \$462	
Steve deRooy ~ Victoria, BC ~ <u>\$1807</u>	
Airfare \$1732 ~ Per Diem - \$75	
Mario DiLucca ~ Victoria, BC ~ <u>\$2327</u>	
Airtfares \$1732 ~ Car/Gas/Per Diem \$595	
Amy & Connor Doran ~ Seattle, WA ~ <u>\$1794</u>	
Airtfares \$1332 ~ Car/Gas/Food \$462	
<b>Demonstration Expense (<u>In-state Travel</u>)</b>	<b>\$ 250.00</b>
Team EOL ~ Austin, TX - <u>\$250</u>	
Jim Cox, Michael Boswell, Ben Gray, Lori Ramos	
<b>Demonstration Expense (<u>Hotels - 14</u>)</b>	<b>\$ 15,949.00</b>
Isla Grand ~ 2 Condos, 9 Nights - \$7753	
The Inn @ SPI ~ 3 Rooms, 4 Nights - \$1530	
Courtyard by Marriott ~ 4 Rooms, 4 Nights - \$2501	
Courtyard by Marriott ~ 1 Room, 3 Nights - \$443	
Ramada ~ 2 Room, 3 Nights - \$2176	
Holiday Inn Express ~ 1 Room, 3 Nights - \$662	
Holiday Inn Express ~ 1 Room, 4 Nights - \$884	
<b>Demonstration Expense (<u>Hotels ~ NOT COMPED - 4</u>)</b>	<b>\$ 2,216.00</b>
Isla Grand ~ 1 Room, 9 Nights - \$1158	
Holiday Inn Express ~ 1 Room, 4 Nights - \$463	
Holiday Inn Express ~ 1 Room, 3 Nights - \$351	
The Inn ~ 1 Room, 3 Nights - \$244	
<b>Demonstration Expense - (<u>Freight on Show Kites</u>)</b>	<b>\$ 1,100.00</b>
<b>Demonstration Expense - (<u>Indoor Venue ~ CVB</u>)</b>	<b>\$ 6,200.00</b>
<b>Demonstration Expense - (<u>Indoor Special Effects/Programs</u>)</b>	<b>\$ 1,250.00</b>
<b>Demonstration Expense - (<u>Banquet</u>)</b>	<b>\$ 3,000.00</b>
<b>Advertising and Promotion</b>	<b>\$ 9,431.00</b>
Website Design & Monitoring - \$850	
Facebook Setup, Monitoring & Live Feed - \$450	

Draft & Submit Press Releases (33) - \$400	
Flyers & Posters – Design, printing, delivery - \$500	
Newspaper Ads - \$3220	
Festival Shirts (413) – Design & printing - \$3446	
Festival Buttons/Magnets - \$170	
Banners - Float Christmas & Boat Parades \$395	
Sound & Announcing – Photography/Videography	\$ 1,600.00
Parking	\$ 1,000.00
Porta Potties / Insurance / Fee for Flats / Field Setup	\$ 5,306.00
Miscellaneous	\$ 1,201.00
Toilet Paper, Gas, Field Crew, Kite Parts, Indoor Tickets, etc.	
SUBTOTAL	<u>\$71,535.00</u>
Festival Management/Production/Over-runs ~ 6%	\$ 4,292.00
TOTAL Projected Expense	<u>\$75,827.00</u>

### Projected Income & Pledges

<u>In-Kind Service (Hotels)</u>	\$15,949.00
Isla Grand ~ 2 Condos, 9 Nights - \$7753	
The Inn @ SPI ~ 3 Rooms, 4 Nights - \$1530	
Courtyard by Marriott ~ 4 Rooms, 4 Nights - \$2501	
Courtyard by Marriott ~ 1 Room, 3 Nights - \$443	
Ramada ~ 2 Room, 3 Nights - \$2176	
Holiday Inn Express ~ 1 Room, 3 Nights - \$662	
Holiday Inn Express ~ 1 Room, 4 Nights - \$884	
 <u>In-Kind Service – Convention Center</u>	 \$ 6,200.00
 <u>Festival Income ~ Projected</u>	 \$14,678.00
Festival Shirts – 278 @ \$13.86/\$16.63 = \$4,058	
Banquet Tickets – 60 @ \$25 = \$1,500	
Indoor Tickets – 760 @ \$12.00 = \$9,120	
 TOTAL Projected Income	 <u>\$36,827.00</u>
 Requested Amount <u>w/Thursday Night Indoor</u>	 <u>\$39,000.00</u>

### Additional In-Kind Services Request

Convention Centre ~ Indoor Performances & Practice  
Wed. Feb. 1<sup>st</sup> ~ Sat. Feb. 4<sup>th</sup>, 2023 (Access all days if needed)

3 Rooms for 3 Nights @ The Inn (or another SPI Hotel)

CVB Staff Member to do Room Blocks & “Heads-in-Beds Summary”

Public Works ~ Parking Cones, Trash Cans, Trash Pick-up

Police ~ Traffic Control ~ Fri. & Sat. ~ 2 p.m. to approx. 4 p.m.

**SPI Kite Fest 2020  
HOT Tax Hotel Summary**

<b>Name</b>	<b>Address or Zip</b>	<b># Nights</b>	<b>Hotel/Condo</b>
Paul/Terry Allen	78232	3	Isla Grand
Randy/Harriett Amendola	57332	1	Comfort Suites
Laurie Anderson	56340	6	Seville
Sally Anderson	55918	4	La Copa
Kim Ashburg	77580	3	La Quinta
Danny Bamber	75846	4	Holiday Inn
J. Bateman	73401	2	Air BnB - 115 E. Amberjack
Myrna Berlet	49201	2	The Inn @ South Padre
Claudia Berry	48768	1	Hilton
Frederick Biery	49855	1	Hilton
John Birdwell	75860	2	Marlin Condo #B
Barbara Birnman	20874	7	The Pearl
Alan/Bonnie Blair	68803	14	Sea Glass
Kyle Bowers-Vest	78275	3	The Pearl
Ray Box		4	Isla Grand
Pam Brown	04271	3	La Quinta
Phil Burks	59414	8	Isla Grand
Jeff Broze	55009	8	Tiki
Kristie Brown	78728	1	Motel 6
Kathleen Cain	59801	4	La Copa
Dylan Card	76244	4	Island Inn
John Charles	66112	1	The Inn @ South Padre
John/Jeanette Clements	R0A0T3	20	La Copa
Sue Clemmons	54701	14	Sunchase

David Coffey	31750	5	Holiday Inn Express
Bev Collingham	68818	29 **	Gulfview I
Jim Cox	78747	2	La Copa
Mari Daniels	98201	12	Isla Grand
Val Deale	20895	3	The Inn @ South Padre
Paula Degley	78552	2	Isla Grand
David/Cindy Driscoll	57301	9	Holiday Inn Express
Danny Drummond	78239	5	The Inn @ South Padre
Bill/Marlene Dunmire	44425	1	Comfort Suites
Katrina Dunmire	97702	3	Solare Towers
David Durham	79605	3	Beach House Condo
Vera Ebensteiner	56369	7	Sun Chase #4
Deb Edwards	78759	3	La Copa
Jeff/Sue Engen	55974	2	Best Western
Sandy Erickson	78572	1	South Padre Island Lodge
Sam Ferguson	63361	2	Holiday Inn Express
Drew Freiburger	63101	7	Sea Isle
Joyce Fox	78572	1	South Padre Island Lodge
John Gamble	76073	4	Island Inn
Yolanda Garcia	78240	4	Isla Grand
Jennifer/Jerry Gipe	78577	1	The Inn @ South Padre
Tom/Linda Grindol	66617	1	The Inn @ South Padre
Loretta Hackett	78592	1	South Padre Island Lodge
Larry/Debbie Hahn	78648	3	Hilton
Robert Hahn	66618	4	Ocean Vista South
Jess Hansen	61264	2	The Pearl
John Harris	43130	1	Comfort Suites
Ed Hellon	76513	3	Isla Grand
Bob Henary	N0H2C6	7	The Pearl
Lisa Hogland	78572	2	Super 8

Eric Jensen	78628	3	The Inn @ South Padre
Ike Johnson	785604	1	The Inn @ South Padre
Tom Joyce	R2N1J5	28 **	Beach Resort
Frank/Pat Judge	64492	2	Lighthouse Inn
Gene Keller	57601	21	Inverness
Steve/Judy Kilgour	57108	12	Gulf Condominiums
Donna King	58503	7	House on Georgia Ruth
Lorin Kinglah	R2L0A4	15	Super 8
Paul Lamasters	40876	7	The Pearl
Doug LaRock	98901	10	Isla Grand
Kay Lawson		3	Isla Grand
Sandra Littlejohn	R02E0E	5	Super 8
Dick/Jill Lodle	53105	7	The Pearl
Janna Lorenz	51360	7	Aquarius Condos
Nancy Lowell	80122	1	Isla Grand
Mike Lutter	78232	3	Isla Grand
Candy Mack	56311	1	The Inn @ South Padre
Elizabeth Marks	77414	7	Sea Isle
Michael Marske	54481	5	Suntide III
Robert Martin	75052	4	La Solana Condo
Kris Martinaitis	61061	4	The Palms
Ron/Debbie Matherly	77479	4	Fiesta Harbor
Jerry McCord	38008	2	Lighthouse Inn
Jim Meyering	50484	2	The Inn @ South Padre
Bill/Katrine Mladenka	77541	2	The Inn @ South Padre
Jeff Morse	50138	10	Comfort Inn
John Morss/Donna Gray	80925	2	Windwater Inn
Gary Moss	70665	4	The Inn @ South Padre
Robert Muise	77099	4	The Inn @ South Padre
Lynn Nelson	66112	1	The Inn @ South Padre

Stacy Nelson	81625	7	Beach House II
Steve Norris	76528	3	Isla Grand
Paul Orsick	48430	2	Lighthouse Inn
P. Oosiel	78572	2	Lighthouse Inn
Julia Petersen	55110	7	Gardenia Villa (House)
Christian Baden Powell	78654	3	The Inn @ South Padre
Steve Pullen	75098	16	Isla Grand
Kim Quick	80109	7	Sandcastle
J. Reis	57029	2	Lighthouse Inn
Katie Ristau	55949	4	Comfort Suites
Raymond Roggow	57025	10	Best Western
Lisa Rollis	80109	7	Sandcastle
Gustavo/Janie Salinas	78210	2	Windwater Inn
Mike/Kathy Senita	16510	2	Comfort Suites
Bill/Kitty Seward	78577	4	The Inn @ South Padre
Mike Shaw/Deb Lenzen	86301	8	Inverness/La Copa
Ray/Jane Shaw	K9V4R4	2	Super 8
Robert Sherlund	49745	3	Hilton
Chris Shumacher	50021	7	Saida III
Carol Smith	78572	2	Super 8
Cynthia Spafford	49855	1	Hilton Garden Inn
John/Barb Stalker	85351	7	Sea Isle
Fred Stenman	56304	1	The Inn @ South Padre
Dave/Karen Stokes	78212	4	South Beach Inn
Jeff Thomas	51360	7	Aquarius Condos
Darren Till	97702	3	Solare Towers
Rich/Eunice Till	52060	3	Solare Towers
Jess/Glenna Tomlin	78516	1	The Inn @ South Padre
Bruce Urguhart	R2C4PS	28 **	Beach Resort
Greg/Deb Vaughan	54313	21	Condo

William Velez-Banneset	78233	4	The Inn @ South Padre
Jim/Kayleen Vest	78155	5	Coastal Lifestyle/House rental
Rick/Paula Villarreal	78552	3	Isla Grand
Dick/Sis Vogel	50112	3	The Inn @ South Padre
Kim Voss	68025	2	Lighthouse Inn
Bryan Wagstaff	78681	4	Best Western
Rick Wallenstein	56375	4	The Palms
Larry/Barb Ward	78382	7	The Inn @ South Padre
Steve Waring	49307	20	Isla Grand
Spence Watson	98148	4	The Pearl
Gary/Tracy Waytashek	56340	4	The Palms
Pauline Whyte	LOB1K0	2	Super 8
Jim Wilson	78572	2	The Pearl
Mike Wittman	52001	1	Island Inn
Dennis/Phyllis Wojtak	80236	5	Suntide III
Franklin Wu	77479	4	The Inn @ South Padre
Lee Wollenhaupt	51566	3	Holiday Inn
Cynthia Zartude	78550	2	South Padre Island Lodge
R. M.	78502	1	Holiday Inn
Wolfgang & Sue	55347	16	Sunchase
	TOTAL	706	

\*\* When registering ~ request spectators here 'less than 30 days' visiting specifically during SPI Kite Fest.  
Even when subtracting spectators here 28/29 days ~ Room total is still 621.

**SPI Kite Fest 2022  
HOT Tax Hotel Summary**

<b>Name</b>	<b>Address or Zip</b>	<b># Nights</b>	<b>Hotel/Condo</b>
Delcy Abbot	72543	1	The Inn
Paul/Terry Allen	78232	7	Inverness
Dave Ashenbrenner	61736	1	Wind & Water
Randy Ashley	78504	2	The Inn
Chris Barker	70037	2	Isla Grand
John Barresi	97214	8	Isla Grand
Bill Bash	80926	1	The Inn
Cynthia Biery	48768	1	Hilton
Fred Biery	78572	1	Hilton
John Birdwell	75860	3	Courtyard by Marriott
Bill Bohnert	55806	1	La Quinta
Jon Bonsky	44646	2	The Inn
Chris Brown	04271	2	Courtyard by Marriott
James Bruender	56082	1	Best Western
Beth Buchanan	57108	4	Isla Grand
Phil Burks	97230	8	Isla Grand
Paul Buono	01002	2	Holiday Inn
Wendell Burley	74820	2	Inverness
Gene Carey	54729	2	White Sands Condo
Floyd Cable	74501	1	Hilton
Jim Colucci	67203	1	The Inn
Jennifer Conrad	70037	2	Isla Grand
Jim Cox	78701	3	The Pearl
Jason Dalton	46214	6	Isla Grand

Bill Dennis	78572	1	Hilton
Chuck Dourty	64485	2	Ramada
Marlene Dunmire	44425	1	The Inn
Bob Emick	48439	2	Comfort Suites
David Floodman	95062	2	The Inn
Roland Ford	Canada	1	La Quinta Hotel
Melissa Garza	77479	3	Isla Grand
Thelma Garza	78574	1	Courtyard by Marriott
Janet Gish	46750	3	The Inn
Richard Gothard	78373	3	The Palms
Linda Grindol	66617	1	The Inn
Kirk Groat	78633	4	The Inn (2 Rooms / 2 Nights ea.)
Jeff Herdrich	78727	1	Courtyard by Marriott
Tiana Jefferson	98075	3	Bahia Mar
Ike Johnson	78516	1	The Inn
Jim Johnson	55443	14	Las Verandas
Lyndol Jones	73055	2	Sunchase IV
Steve Lawson	73131	4	Aquarius
P. Lataso	78572	1	Lighthouse Inn
Bill Kennedy		2	Best Western
Kerrie	87114	2	The Inn
Mark Koch	87122	2	The Pearl
Gen Kreyling	63010	1	Ramada
Sandy Kucera	55049	10	La Copa
Ritchie Kunnemann	46835	2	Comfort Inn
Steve Kunnemann	80020	2	Comfort Inn-
Faye Knutson	55021	14	La Copa
Steve Landry	48329	1	The Inn
Ron Mannz	78516	1	La Quinta
Michael Macias	95340	5	Isla Grand

Rich May	56112	5	The Inn
William May	78570	1	Hilton
Dolores Melgoza	90291	4	The Inn
Jim Meyering	50484	1	Ramada
Emily Middleton	77024	5	The Inn
Helen Miles	42701	1	Comfort Suites
Bob Miller	52247	12	Best Western Beachside
Paul Miller	75516	1	La Quinta
Joe Moore	50125	2	Beach House
Ewing Neelley	25419	5	Courtyard by Marriott
Kathy Nixie	77550	3	South Padre Lodge
Dallas Oliver	76013	4	The Inn
Frank Parks	74133	2	Inverness
Lonny Peterson	61911	1	Comfort Suites
Marilyn Pitt	55021	14	La Copa
Deanie Pizzillo	85365	4	Courtyard by Marriott
Karen Post	75205	2	Hilton
Chris Prinslow	80132	4	Isla Grand
Chuck Reid	97015	2	Holiday Inn
Andy Riley	78240	3	Hilton
Don Rockwell	78504	1	The Inn
Kenneth Rockwell	78516	1	The Inn
Martin Rosas	77433	1	Courtyard by Marriott
Robert Rybak	43617	1	The Inn
Benorao Salazar	78574	1	Courtyard by Marriott
Gustavos Salinas	70210	4	La Quinta
Joan Samuelson	78596	2	Courtyard by Marriott
Amy Schneider	60130	1	Hilton
Brigette Schroeder	54017	1	The Inn
Larry Sherlund	49745	3	Courtyard by Marriott

Chris Shultz	23450	3	Holiday Inn Express
Mary Smith	66047	1	The Inn
Tim Sorenson	99645	7	Hilton
Cynthia Spafford	49855	1	Hilton
Gene Stahl	78504	1	The Inn
Martha Stahl	48085	1	The Inn
Richard Stubbs	83654	6	Upper Deck
Robert Sturm	98075	4	Bahia Mar
Edward Sutherland	57108	4	Isla Grand
Al Toepper	61369	21	Isla Grand
Bob Vacha	68144	1	Best Western
Jim Vest	78155	5	Las Marinas
Julio Villarreal	77338	1	The Inn
Rick Villarreal	78552	3	Courtyard by Marriott
Bryan Wagstaff	78681	9	Isla Grand
Larry Walker	72761	2	La Copa
Jason Wankerl	54016	8	Beachside Hotel
Larry Ward	78382	8	The Inn
Webbers	45205	7	Peninsula Resort
Scott Weider	32789	2	Holiday Inn Express
Paul Woodard	95501	7	The Inn
Bill Young	63021	5	Sea Breeze
Jim Ziech	49006	<u>28</u>	Saida
	TOTAL	383	

SOUTH PADRE ISLAND EVENT FUNDING  
**APPLICATION**



To apply for funding please complete all questions.

**ORGANIZATION INFORMATION**

Date Application Submitted: 5/4/2022

Name of Organization: Banzai Kon

Address: 3106 lake tahoe

City, State, Zip: San Antonio TX 78222

Full Name:  
Cesare Riverso

E-Mail:  
banzaikonapplications@gmail.com

Office Number:  
9562957533

Cell Phone Number:  
956-890-1903

Website for Event or Sponsoring Entity : Banzaikonspi.com

Non-Profit or For-Profit Status:  
For Profit

Tax ID #:  
32083914237

Primary Purpose of Organization:  
Bring A pop culture experience to SPI - this includes celebrity guests,  
World famous Music guests, and events for the whole family.

**EVENT INFORMATION**

Name of Event: Banzai Kon

Date(s) of Event:  
sept 30 - oct 2

Primary Location of the Event:  
Spi Convention Center and beach resort

Amount Requested: 50000

If greater than previous year funded (if applicable), please explain the increase being requested:

N/A

**Primary Purpose of Event:**

Bring A pop culture experience to SPI - this includes celebrity guests

World famous Music guests, and events for the whole family.

**How will the hotel tax funds be used? Please attach a list of the hotel tax funded expenditures.**

The funds Would be used to advertise the event and our partner hotels and businesses.

**Are you asking for any cost reductions for city facility rentals or city services? Please quantify and explain.**

n/a

**AMOUNT REQUESTED UNDER EACH CATEGORY**

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

**\$:** 50000 \_\_\_\_\_

**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:**

**\$:** n/a \_\_\_\_\_



**Will the event charge admission? If so, what is the cost per person/group?**

cost per person is \$35 for adults, \$15 for those under 18 and free for under ten we have group rates at \$30

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**Do you anticipate a net profit from the event? If so, what is the anticipated amount and how will it be used?**

We estimate a profit; the profit will be reinvested for future events.

---

**Please list all promotion efforts your organization is planning and the amount estimated for each media outlet. Please attach a detailed marketing budget.**

Print \$: 8000 \_\_\_\_\_

Website \$: 10000 \_\_\_\_\_

Radio \$: 8000 \_\_\_\_\_

Social Media \$: 10000 \_\_\_\_\_

TV \$: 8000 \_\_\_\_\_

Other Digital Advertising \$: 6000 \_\_\_\_\_

**A link to the CVB must be included on your promotional handouts and on your website for booking hotel nights during this event.**

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

We have arranged Incentives for guest who stays at our hotels where they can gain

---

One free adult ticket with a booking etc.

---

**Who is your target audience?**

We are currently targeting anyone that shows interest in anime, gaming comic, marvel, dc etc

---

**What geographic region(s) are you marketing to?**

Dallas, San Antonio, Austin, Houston corpus Laredo, all of the Rio Grande valley bordering cities in Mexico

---

**Have you obtained the insurance required and who is the carrier?**

We plan on getting all the required insurance closer to the event date.

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*During the term of this agreement, the event organizer shall procure and keep in force insurance with limits of \$1,000,000 per occurrence and 2,000,000 general aggregate. The policy must contain a policy endorsement that names "The City of South Padre Island, it's elected officials, representatives, employees or agents" as additionally insured. Applicant must provide a copy of the actual endorsement.*



# SOUTH PADRE ISLAND EVENT FUNDING CHECKLIST

To apply for funding please provide all the required documents.

Name of Event: Banzai Kon

- Received and understood the separate Special Events Policy (REQUIRED)
- Received and understood the separate HOT Funding Guidelines (REQUIRED)
- Completed the South Padre Island Event Funding Application form (REQUIRED)
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- In Room night projections, with back-up, for the Funded Event (REQUIRED)
- I agree: 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 in accordance. (REQUIRED)
- I agree: The SPICVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event. (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 copies of promotional materials (if available)
- Enclosed a summary of previous special event experience of organizer(s)
- Enclosed a history of event (if previously produced)
- Indicated the type(s) of assistance requested
- Indicated the amount of financial support (if requested)

*Cesare Rivero*

Authorized Signature

Cesare Rivero

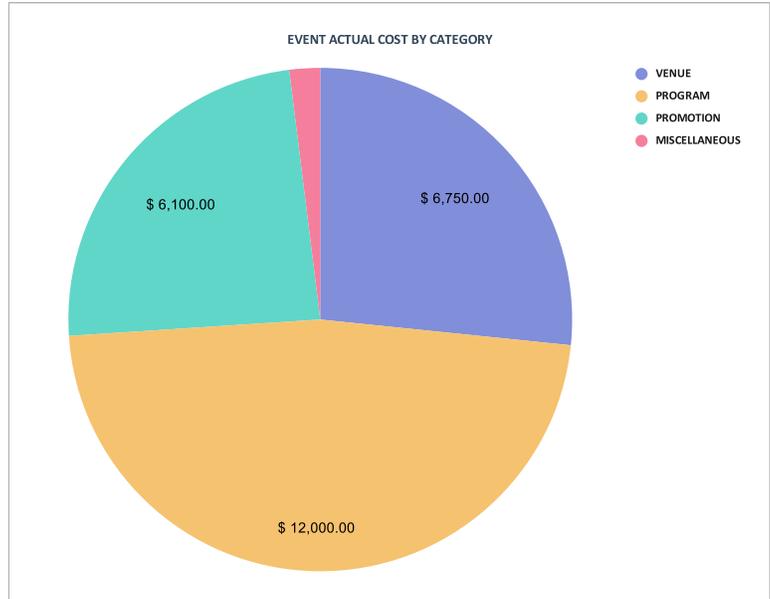
Print Name

5/6/2022

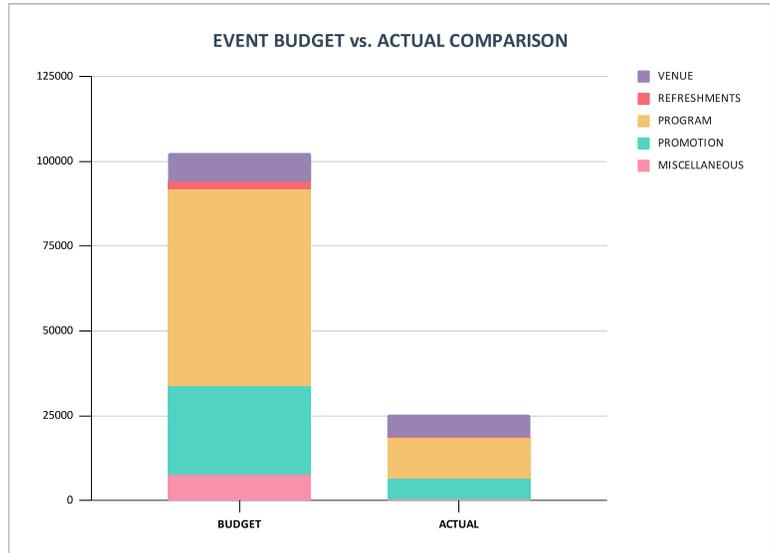
Date

EVENT BUDGET: (*BanzaiKon*) Sept. 30th - Oct.2nd  
2022

	BUDGET	ACTUAL	AMOUNT LEFT
<b>VENUE</b>			
Room/hall rental	6,750.00	6,750.00	0.00
Furniture rentals	0.00	0.00	0.00
Equipment rentals (speakers, microphones, etc.)	1,300.00	0.00	1,300.00
Decorations	0.00	0.00	0.00
Signage	500.00	0.00	500.00
<b>REFRESHMENTS</b>			
Food	800.00	0.00	800.00
Drinks	500.00	0.00	500.00
Other	800.00	0.00	800.00
<b>PROGRAM</b>			
Presenters	500.00	0.00	500.00
Performers	35,000.00	12,000.00	23,000.00
Presenter/performer travel	18,000.00	0.00	18,000.00
Presenter/performer accommodations	4,800.00	0.00	4,800.00
<b>PROMOTION</b>			
Paid advertising	11,000.00	1,500.00	9,500.00
Web development	10,000.00	4,600.00	5,400.00
Special offers/giveaways	5,000.00	0.00	5,000.00
<b>MISCELLANEOUS</b>			
Name tags/badges	2,100.00	0.00	2,100.00
Printed agendas/programs	2,500.00	0.00	2,500.00
Swag (stickers, keychains, etc.)	1,500.00	0.00	1,500.00
Stationary/pens/pencils	350.00	0.00	350.00
Other	1,100.00	500.00	600.00
<b>TOTAL</b>	<b>\$ 102,500.00</b>	<b>\$ 25,350.00</b>	<b>\$ 77,150.00</b>



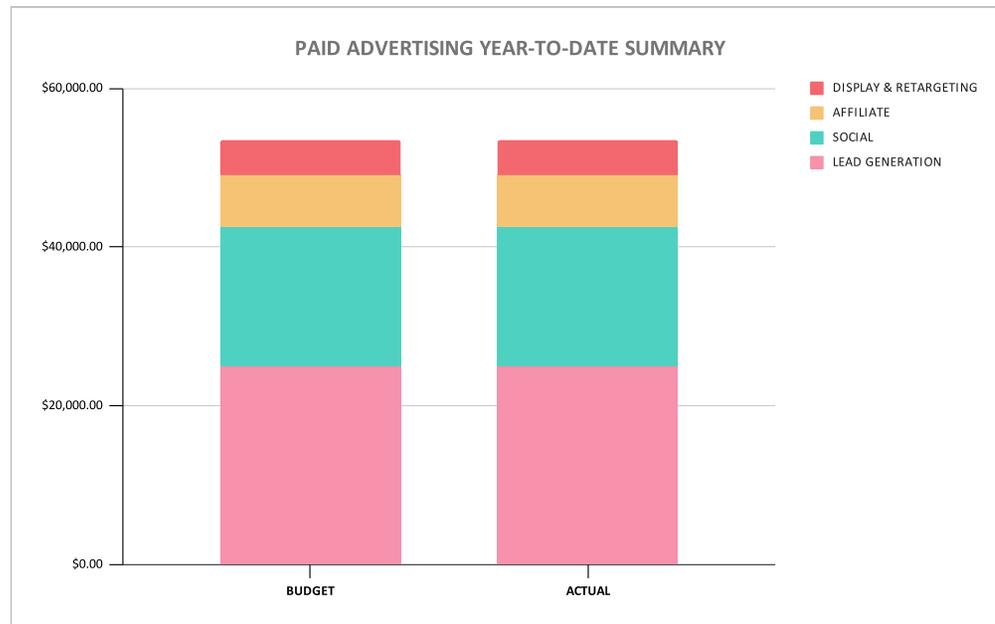
EXPENSE SUMMARY	BUDGET	ACTUAL	AMOUNT LEFT
<b>VENUE</b>	\$ 8,550.00	\$ 6,750.00	\$ 1,800.00
<b>REFRESHMENTS</b>	\$ 2,100.00	\$ -	\$ 2,100.00
<b>PROGRAM</b>	\$ 58,300.00	\$ 12,000.00	\$ 46,300.00
<b>PROMOTION</b>	\$ 26,000.00	\$ 6,100.00	\$ 19,900.00
<b>MISCELLANEOUS</b>	\$ 7,550.00	\$ 500.00	\$ 7,050.00
<b>TOTAL</b>	<b>\$ 102,500.00</b>	<b>\$ 25,350.00</b>	<b>\$ 77,150.00</b>



## PAID ADVERTISING BUDGET

	Q1			Q2			Q3			Q4			(INSERT YEAR HERE) TOTAL		
	BUDGET	ACTUAL	AMOUNT LEFT	BUDGET	ACTUAL	AMOUNT LEFT									
<b>Design</b>															
Freelance work	1,000.00	1,000.00		250.00	250.00		300.00	300.00		1,000.00	1,000.00		2,550.00	2,550.00	0.00
Photography	500.00	500.00		200.00	200.00		100.00	100.00		1,000.00	1,000.00		1,800.00	1,800.00	0.00
<b>SEO</b>															
Site Optimization	500.00	500.00		0.00	0.00		0.00	0.00		0.00	0.00		500.00	500.00	0.00
Google ads	1,000.00	1,000.00		100.00	100.00		2,000.00	2,000.00		3,000.00	3,000.00		6,100.00	6,100.00	0.00
<b>Print</b>															
Material	1,500.00	1,500.00		2,500.00	2,500.00		2,500.00	2,500.00		2,500.00	2,500.00		9,000.00	9,000.00	0.00
Signage	1,000.00	1,000.00		2,500.00	2,500.00		2,500.00	2,500.00		2,500.00	2,500.00		8,500.00	8,500.00	0.00
<b>SOCIAL</b>															
Facebook Ads	2,000.00	2,000.00		1,500.00	1,500.00		3,000.00	3,000.00		4,000.00	4,000.00		10,500.00	10,500.00	0.00
Twitter/Ticktok	1,500.00	1,500.00		1,000.00	1,000.00		1,000.00	1,000.00		3,000.00	3,000.00		6,500.00	6,500.00	0.00
Radio/TV	0.00	0.00		0.00	0.00		500.00	500.00		4,000.00	4,000.00				
Instagram Ads	1,500.00	1,500.00		1,500.00	1,500.00		2,000.00	2,000.00		3,000.00	3,000.00		8,000.00	8,000.00	0.00
<b>TOTAL</b>															

YEAR-TO-DATE SUMMARY	BUDGET	ACTUAL	AMOUNT
<b>Design</b>	\$ 4,350.00	\$ 4,350.00	\$ -
<b>seo</b>	\$ 6,600.00	\$ 6,600.00	\$ -
<b>Print</b>	\$ 17,500.00	\$ 17,500.00	\$ -
<b>SOCIAL</b>	\$ 25,000.00	\$ 25,000.00	\$ -
<b>TOTAL</b>	\$ 53,450.00	\$ 53,450.00	\$ -



## Tentative Schedule of Events Banzaikon 2022

Subject to change: Pending all Guest requirement updates.

Friday Sept. 20th 2022

Relaunch Festival

Host Hotel: Holiday Inn Beach Resort

Rooftop Area

Pending Approval

12:30pm-5:30pm

Martial Arts Demonstrations

Mission Aikidoka

Harlingen Martial Arts Academy

Southern Institute of Aikido

6:00pm-11:00pm

Possible VIP Dinner / Retreat

VIP GUESTS

Sponsors

Etc.

Saturday October 1st

SPI Convention Center

10:00am-11:00am - Yoga with Sunset Concert Group

11:30am-9:30pm - Guest Panels in main Theater Room

(Hourly Guest Panels will take place throughout the day)

Rooms 101-103

Various Panels 11:00am - 9:30pm

Frostbite Cosplay

Maid Cafe

VR Room

Gaming Room

Etc.

Sunday October 2nd

SPI Convention Center

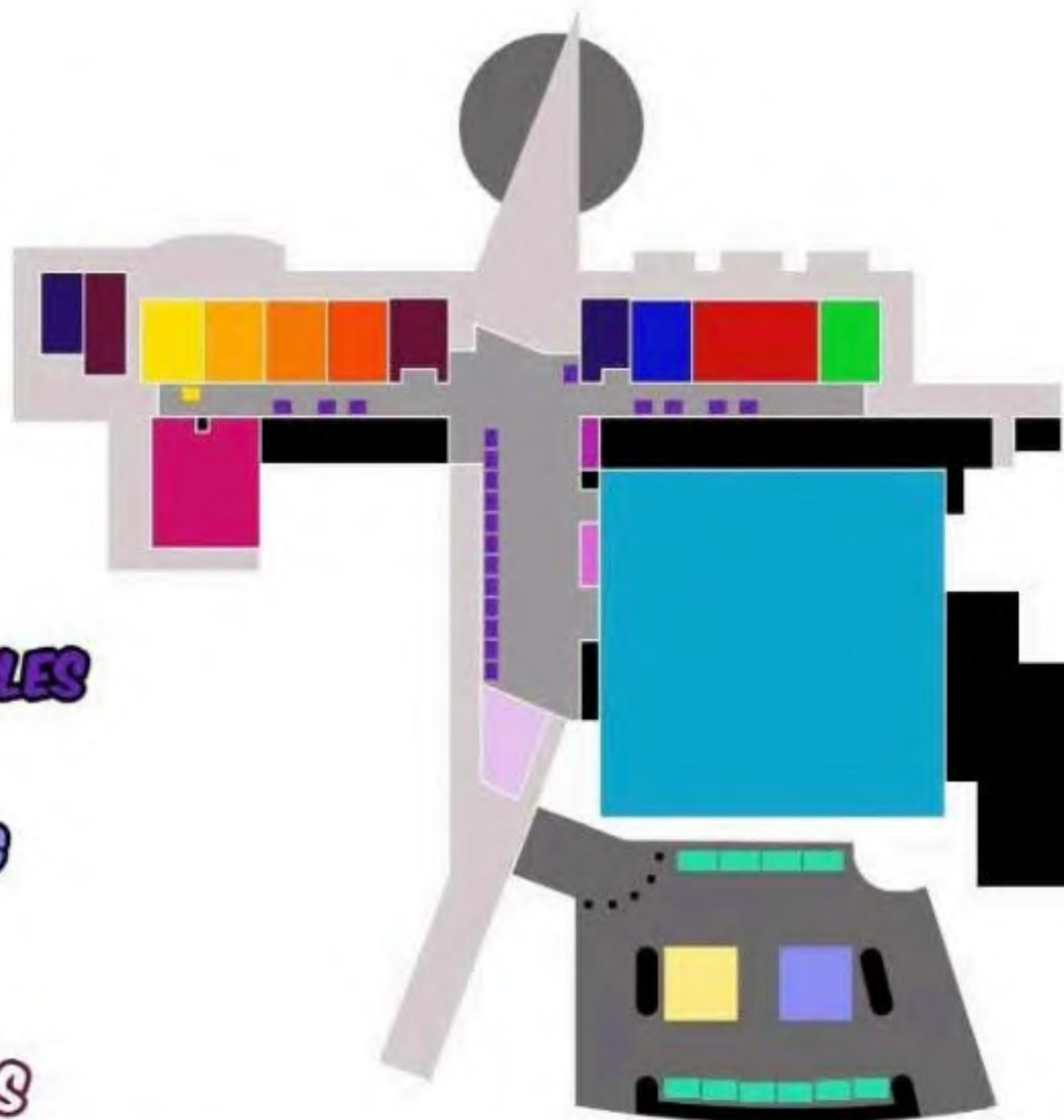
10:00am-11:00am - Yoga with Sunset Concert Group

Panel Rooms 101-103

Various Panels 11:00am- 8:00pm

**REGISTRATION**  
**EXHIBIT HALL**  
**INFO/LOST & FOUND**  
**MERCH STORE**  
**THEATER ROOM**  
**MAID CAFE**  
**PANEL ROOM 1**  
**PANEL ROOM 2**  
**PANEL ROOM 3**  
**VR GAMING**  
**GREEN ROOM**  
**INFLUENCER/CON TABLES**  
**FOOD TRUCKS**  
**TESLA LOT**  
**ITACHI OR WRESTLING**  
**LARPING**

**MEN'S BATHROOMS**  
**WOMEN'S BATHROOMS**



# Safety plan

- Event and Production Equipment.

All event equipment will be assigned to a staff member, or a group of volunteers directed by the lead team member

- Crowd Management.

We will have limits to how many people can enter given rooms based on size and safety guidelines

- Children Attending or Participating.

A parent must accompany all children; while checking minors or children in, we will require a parent to be present throughout the event.

- Transport and Traffic Management.

Traffic control will be handled by local authorities if need be

- Staff and Volunteer Safety.

We conduct a background check on all staff and volunteers and require everyone to be over 18.

We have training for each volunteer and staff member to complete their role safely.

- Medical Assistance Requirements.
- Unpredictable Weather.

In the event of a storm, we will follow local cities' guidelines for emergency evacuations

- Potential Fire Hazards.

We will make sure all exits clear of any obstruction and follow fire marshal guidelines

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

**MEETING DATE:** May 25, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the McAllen Holiday Parade float sponsorship. (Moore)

**ITEM BACKGROUND**

The CVAB has a current McAllen Parade Sponsorship Agreement in place for 2021-2023 for \$49,900. An amendment to the contract to add a float sponsorship for \$25,000 will increase the total sponsorship to \$74,900.

**BUDGET/FINANCIAL SUMMARY**

02-594-0531

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

**FIRST AMENDED 2021-2023 McALLEN HOLIDAY PARADE  
SPONSORSHIP AGREEMENT**

This First Amended McAllen Holiday Parade Sponsorship Agreement is entered into this \_\_\_\_\_ day of May 2022 by and between the **CITY OF MCALLEN**, a Home-Rule Municipality in the County of Hidalgo, State of Texas (hereinafter referred to as "**CITY**") and **SOUTH PADRE ISLAND CVB** (hereinafter called "Sponsor").

**RECITALS**

**WHEREAS**, CITY and SPONSOR entered into that certain 2021-2023 McAllen Holiday Parade Sponsorship Agreement dated November 23, 2021; and,

**WHEREAS**, CITY organizes and presents an annual holiday parade known as the McAllen Holiday Parade (hereinafter referred to as "**Parade**"), which is located in the City of McAllen, County of Hidalgo, State of Texas; and,

**WHEREAS**, CITY and SPONSOR recognize that continuing annual sponsorships are essential to the organization and presentment of the Parade; and,

**WHEREAS**, SPONSOR desires to contribute sponsorship fees in exchange for certain sponsorship rights during the Parade; and

**WHEREAS**, CITY and SPONSOR mutually desire to amend the 2021-2023 McAllen Holiday Parade Sponsorship Agreement dated November 23, 2021; and

**NOW, THEREFORE**, in consideration of the mutual covenants set forth herein, CITY and SPONSORSHIP do mutually agree to amend the 2021-2023 McAllen Holiday Parade Agreement as follows:

1. Paragraph 4 titled "**Term**" is amended and replaced in its entirety with the following:

The term of this agreement shall commence upon the effective date of this agreement and shall terminate at 11:59 p.m. on Sunday, December 3, 2023. The term of this agreement shall be for a period of 3 (three) years from the date of execution, unless extended or terminated earlier in writing in accordance with the terms of this agreement.

2. Paragraph 7 titled "**Sponsorship Fee**" is amended and replaced in its entirety with the following:

For the rights and benefits outlined within this partnership proposal, the SPONSOR agrees to a 3 (three) year sponsorship investment. SPONSOR shall pay the CITY the sum of \$49,900 per year (the

“Sponsorship Fee”) for the sponsorship of the Parade in full payment of SPONSOR’S full payment obligations hereunder.

3. Paragraph 10 titled “**Rich Brand Experience**” is added with the following:

a. **South Padre Island Parade Float:** turn-key participation of customized branded float to be presented in various parades leading up to the McAllen Holiday Parade (Examples: San Antonio Fiesta Flambeau Parade, SPI Christmas Parade, Charro Days, RGV Livestock Show, etc).

b. **Rich Brand Experience Sponsorship Fee:** The SPONSOR agrees to a separate three-year (3) sponsorship investment for the Rich Brand Experience. SPONSOR agrees that it shall pay CITY an additional sponsorship fee in the sum of \$25,000 per year (the “Rich Brand Experience Sponsorship Fee”) for the sponsorship of the Rich Brand Experience in full payment of SPONSOR’S full payment obligations under this section. SPONSOR shall pay a sum to be determined per parade that the customized float travels not to exceed \$5,000 for each occasion.

4. **ALL OTHER TERMS AND CONDITIONS OF THE CONCESSION AGREEMENT SHALL REMAIN IN FULL FORCE AND EFFECT EXCEPT AS EXPRESSLY AMENDED HEREIN.**

**IN WITNESS WHEREOF,** CITY and SPONSOR have executed this First Amended 2021-2023 McAllen Holiday Parade Sponsorship Agreement as of the date and year first written above.

CITY OF McALLEN

South Padre Island CVB

\_\_\_\_\_  
Roel “Roy” Rodriguez, P.E.  
City Manager

\_\_\_\_\_  
Randy Smith, City Manager

Approved as to form only:

\_\_\_\_\_  
Evaristo Garcia, Jr.  
Assistant City Attorney



# Contract Approval Form

NEW  
 RENEWAL

This form is to be used to route contracts through the review and approval process and must be attached to the contract when presented to the City Attorney for review and to the City Manager/City Council for approval.

**Contract Summary (Highlights the important features and purpose of the contract):**

2021-2023 City of McAllen Holiday Parade Sponsorship Agreement

Contract Beginning Date: TBD-upon signed contract      Contract End Date: December 4, 2023  
 Dollar Value of Contract: \$49,900      GL Account Affected: 2-594-0531  
 Parties: City of South Padre Island      Vendor Name: City of McAllen  
 Department: Convention & Visitors Bureau

DEPARTMENT	CITY ATTORNEY	FINANCE	CITY MANAGER	CITY SECRETARY
<input type="checkbox"/> Form 1295 received and acknowledged.  I have read this contract, provided the contract summary and recommend approval.	<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Rejected  <i>As reviewed</i>	<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Rejected	<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Rejected	<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Rejected  Signed, fully executed contract received.
 Signature of Department Director	 Signature of City Attorney	 Signature of Chief Financial Officer	 Signature of City Manager	 Signature of City Secretary
Date: <u>10-7-21</u>	Date: <u>10/14/21</u>	Date: <u>10/28/21</u>	Date: <u>10-28-21</u>	Date: <u>11/2/21</u>

Notarized Form 1295 - Texas Ethics Commission

Received: \_\_\_\_\_  
 Acknowledged: \_\_\_\_\_

This contract must follow Purchasing Policy and Procedures.

Form Number: ICM0001  
 Last Updated: 05/12/17

## 2021-2023 McALLEN HOLIDAY PARADE

### SPONSORSHIP AGREEMENT

This Sponsorship Agreement ("Agreement") is made between the City of McAllen ("City"), a municipal corporation of the State of Texas, acting by and through its City Manager and Assistants ("ACM") and South Padre Island CVB, hereafter called "Sponsor", for the following express purposes and conditions. Whereas, the City in in charge of organizing and presenting the McAllen Holiday Parade.

IT IS AGREED as follows:

1. "Sponsor"

Name: South Padre Island Convention and Visitors Bureau (SPICVB)  
Authorized Agent: Randy Smith  
Title: City Manager  
Address: 7355 Padre Blvd, South Padre Island, Tx. 78597  
Telephone: (956) 761-8387  
Facsimile: (956) 761-3024  
E-mail: \_\_\_\_\_

2. "City"

City of McAllen, P O Box 220, 1300 Houston Avenue  
McAllen, Texas 78505-0220  
Attn: Joe Vera, Assistant City Manager  
Telephone: 956-681-1004  
Facsimile: 956-681-1010  
E-mail: [jvera@mcallen.net](mailto:jvera@mcallen.net)

3. "Property"

McAllen Holiday Parade ("Parade")  
(Primary route is Bicentennial Boulevard)

4. "Term"

~~The term of this agreement shall commence upon the effective date of this agreement and shall terminate at 11:59 p.m. on Sunday, December 4, 2023~~ The term of this agreement shall be for a period of one year from the date of execution, unless extended or terminated earlier in writing in accordance with the terms of this agreement.

5. "Sponsorship Category"

*Full Naming rights of South Padre Island Vuelta Zone*

6. "Sponsor Rights"

The City hereby grants to sponsor, during the Term of this Agreement, the following sponsorship benefits (the "Sponsorship Rights"), pursuant to the terms of this Agreement:

- 6.1 **Advertisement and Promotion.**
- a. City will provide promotional materials, artwork, advertisements, signs, signage and other branding elements used in connection with advertisements for the Parade and related activities.
  - b. On-air (broadcast | digital) Vuelta Stage featuring celebrity host that will provide additional guaranteed mentions and branding throughout the parade experience
  - c. Fully branded SPI Vuelta Zone Experience including (*provided by CVB through own vendor*) *SEE EXHIBIT A:*
    - o 80 ft x 40 ft Supersized SPI Vuelta Zone street decal
    - o 1,000 SPI Vuelta Zone shirts for attendees
    - o 1,000 SPI Vuelta Zone noise makers for attendees
    - o 10 ft x 30 ft LED Digital Screen featuring SPI logo
    - o SPI Vuelta Zone DJ
  - d. Dedicated digital marketing campaign promoting New SPI Vuelta Zone
  - e. Dedicated tickets for zones and giveaway opportunities
  - f. Public relations campaign including press conference and nationwide press release
- 6.2 **Pre-Events Activities.** The City shall host a series of events to showcase and tie-in parade partners. The events will include but are not limited to: press conferences and media stunts. There will be three (3) press conferences leading up to the event. Press releases will include Sponsor's name.
- 6.3 **Website Activation/Inclusion.** The City will include sponsor link to City website as official sponsor. Official Sponsors of the Parade will be included in websites used by the City in connection with the Parade, including [www.mcallenholidayparade.com](http://www.mcallenholidayparade.com). Sponsor will provide high resolution artwork and "link" website addresses for websites used by the City in connection with the Parade.
- 6.4 **On Site Activities.**
- a. Sponsor will receive a Parade Presence.
  - b. Sponsor will be provided tickets for preferred seating locations, passes to private receptions, or invitations – only hospitality suites, and meet and greets with celebrities. This will include thirty (30) tickets to "meet & greet" reception at stadium, one hundred (100) VIP tickets to football stadium festivities and fifty (50) tickets to stadium and two (2) VIP parking passes.
  - c. Sponsor logo will be included on LED screens inside stadium
  - d. Sponsor will receive five (5) PSAs and five (5) at stadium

## 7. "Sponsorship Fee"

For the rights and benefits outlined within this partnership proposal, the Sponsor agrees to a ~~three~~ one (1) year sponsorship investment. Sponsor shall pay the City the sum of \$49,900 per year (the "sponsorship fee") for the sponsorship of the Parade in full payment of sponsor's full payment obligations hereunder.

**8. "Optional Terms"**

Sponsor, by providing thirty days prior notice, may extend the Term of this agreement for two (2) additional one-year (1) terms on the same terms and conditions contained in this agreement.

**9. "Termination Option"**

This agreement may be terminated by either party on sixty (60) days prior written notice.

*By signing, you indicate acceptance of this Agreement on behalf of the entity you represent and you declare your ability to sign this Agreement on behalf of the sponsor/City (as the case may be).*

**Signed for and on behalf of Sponsor:**

Signature



Date

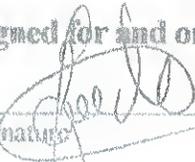
NOV 23, 2021

Capacity

City Manager

**Signed for and on behalf of City:**

Signature



Date

December 3, 2021

Capacity

Assistant City Manager

## 2021-2023 McALLEN HOLIDAY PARADE

### SPONSORSHIP AGREEMENT- EXHIBIT A

The Vuelta Zone Features	# of units	Sponsor	McAllen
Naming rights to a Vuelta Zone			X
Featured on-air (broadcast   digital) camera location capturing the excitement			X
Fully branded Vuelta Zone Experience			
o 80 ft x 40 ft Supersized Vuelta Zone street decal with sponsor logo	1	X	
o 1000 sponsor brande Vuelta Zone shirts for attendees	1,000	X	
o 1000 sponsor branded Vuelta Zone noise makers for attendees	1,000	X	
o 10 ft x 30 ft Led Digital Screens featuring sponsor logo	1	X	
o Vuelta Zone DJ	1	X	
Stage/Zone Supporting Signage	2	X	
Dedicated tickets for zones and giveaway opportunities			X
10 x 20 ft stage (minimum)			X
Extended bleachers			X
Celebrity Host			X
Dedicated Social Media placement			X

## 2021-2023 McALLEN HOLIDAY PARADE

### *SPONSORSHIP AGREEMENT- EXHIBIT A*

The Vuelta Zone Features	# of units	Sponsor	McAllen
Naming rights to a Vuelta Zone			X
Featured on-air (broadcast   digital) camera location capturing the excitement			X
<b>Fully branded Vuelta Zone Experience</b>			
o 80 ft x 40 ft Supersized Vuelta Zone street decal with sponsor logo	1	X	
o 1000 sponsor brande Vuelta Zone shirts for attendees	1,000	X	
o 1000 sponsor branded Vuelta Zone noise makers for attendees	1,000	X	
o 10 ft x 30 ft Led Digital Screens featuring sponsor logo	1	X	
o Vuelta Zone DJ	1	X	
<b>Stage/Zone Supporting Signage</b>	2	X	
<b>Dedicated tickets for zones and giveaway opportunities</b>			X
<b>10 x 20 ft stage (minimum)</b>			X
<b>Extended bleachers</b>			X
<b>Celebrity Host</b>			X
<b>Dedicated Social Media placement</b>			X

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

**WEDNESDAY, SEPTEMBER 22, 2021**

**I. CALL TO ORDER**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, September 22, 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 9:00 am. A full quorum was present: Vice Chairman Tom Goodman, Board Members Craig Thomas, Daniel Salazar, Bob Friedman, Bryan Pinkerton, and Daniel Salazar.

City Officials: City Manager Randy Smith was present.

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

**II. PLEDGE OF ALLEGIANCE**

CVB Chairman Sean Till led the pledge of allegiance.

**II. PUBLIC COMMENTS AND ANNOUNCEMENTS:** CVB Director Ed Caum introduced the new CVB Sales Manager, David Villareal. David Villareal introduced himself at the podium and the board welcomed him. CVB Director Ed Caum announced an Open House for the Shuttle Service Inauguration with the City of McAllen and South Padre Island at the Visitor Center on Friday, September 24, 2021 at 4:30pm. Senior Marketing and Communications Manager Teresa Rodriguez updated the board and shared photos of the Monterey billboards. VIA-Harlingen Airport Director Jose Mulet updated the board on new Southwest flights to Austin, Dallas, and Houston. Brownsville Airport Director Francisco Partida updated the board on two new activated gates and the continuation of the airport looking to find new carriers. CVB Chairman announced that Special Events Manager April Romero will be getting married on September 25, 2021.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the meeting minutes for the August 31, 2021 regular meeting. Board Member Bob Friedman made the motion to approve, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.
- 4.2. Approve the excused absence for Vice Chairman Tom Goodman for the August 31, 2021 regular board meeting. Board Member Bob Friedman made the motion to approve, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.

- 4.3. Approve the Special Events Committee post-event reports for the following events.  
\*2021 Ladies Kingfish Tournament  
\*2021 Texas International Fishing Tournament  
\*2021 Shallow Sport Tournament

Board Member Bob Friedman made the motion to approve, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.

## V. REGULAR AGENDA

- 5.1. Presentation on the Momentum Planning Sessions by the Zimmerman Agency. Curtis Zimmerman introduced Andy Jorishie with the Zimmerman Agency who presented an update on the purpose and results of the Momentum Planning Sessions from when they met with island partners on Sept 1-2, 2021.
- 5.2. Presentation and discussion regarding the Director's Report. CVB Director Ed Caum shared a PowerPoint presentation and discussed the following items at the podium.
- 1.) Executive Summary-Travel Outlook
  - 2.) Visitors Center
  - 3.) ADR & Occupancy
  - 4.) Arrivalist Report
  - 5.) Social Media
  - 6.) Cision Report
  - 7.) Website Overview
  - 8.) Marketing Campaigns
- 5.3. Discussion and possible action to deny/void the remaining balance due in funding (25% of previously approved funding amount) for Pro-Am Beach Soccer. Vice Chairman made the motion to deny/void funding on the remaining balance due, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.4. Update, discussion, and possible action on Global Groove Events (dba Splash) on future funding. Event producer Paul Magee spoke at the podium and explained his circumstances which contributed to him not being able to produce the event in 2020 and 2021. He requested to have the event in 2022, with no additional requests for funding, which was approved by the SEC on September 21, 2021, contingent upon providing a post event

report showing that funds were used towards marketing the event. Vice Chairman Tom Goodman made the motion to approve the SEC action on this item, seconded by Board Member Chad Hart. Motion carried unanimously.

- 5.5. Update on Spartan North American Kids Championship and Spartan-City Sprint Series to be held in February 2022. Special Events Manager April Romero updated the board on this event at the podium. The event is scheduled for February 19-20, 2021. a motion to re-negotiate the funding amount requested due to the event taking place on one weekend versus the two weekends as initially planned, seconded by Board Member Daniel Salazar. Motion carried unanimously.
- 5.6. Discussion and possible action to approve the City of McAllen marketing proposal discussion. Board Member Chad Hart made the motion to approve the shuttle service for \$20,000 for a 90 day test pilot, seconded by Vice Chairman Tom Goodman. Motion carried unanimously. Vice Chairman Tom Goodman made the motion to approve the McAllen Airport Advertising campaign for \$29,500, seconded by Board Member Daniel Salazar. Motion carried unanimously. Vice Chairman Tom Goodman made the motion to approve the McAllen Christmas Parade and Vuelta Zone Sponsorship for \$49,900 per year for a 3 year agreement, seconded by Board Member Craig Thomas. Motion carried unanimously.
- 5.7. Discussion and possible action to approve the Spring Break media plan for FY 2021/2022. Board Member Daniel Salazar made a motion to approve Spring Break media plan for FY 2021/2022 for \$50,000 with The Atkins Group, with the elimination of Device ID, Facebook, and SEM, seconded by Board Member Bob Friedman. Motion carried unanimously.
- 5.8. Discussion and possible action to approve the Crisis Communications training/workshop with The Atkins Group for FY 2021/2022. Board Member Chad Hart made a motion to table this item, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.
- 5.9. Discussion and possible action to approve the Adsplosure renewal marketing buys for San Antonio and Ft. Worth bus wraps for FY 2021/2022. Vice Chairman Tom Goodman made a motion to approve the Adsplosure renewal contracts for \$49,500, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 5.10. Discussion and possible action to roll over \$500,000 in unencumbered marketing funds from FY 2020/2021 to FY 2021/2022. Vice Chairman Tom Goodman made a motion to

move \$800,000 in unencumbered funds for media placement, seconded by Board member Chad Hart. Motion carried unanimously.

- 5.11. Discussion and action concerning the new meeting date for October 2021. The next meeting was scheduled for October 27, 2021.

**VI. ADJOURN**

Meeting adjourned at 12:01pm.

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Linette Hernandez, CVB Management Assistant

Approved by:

---

CVAB Chairman, Sean Till.

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

**MEETING DATE:** May 25, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve a reimbursement to Isla Grande for fireworks expenses for the South Side Gulf area and request a budget amendment to city council from excess reserve. (Salazar)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** May 25, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to select and approve a date for the Fourth of July Fireworks show in 2022. (Moore)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

\$25,000

02-593-8030

**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:** May 25, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action concerning the new meeting date for June 2022. (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:**