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

### **WEDNESDAY, AUGUST 24, 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 Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. [Note: State law will not permit the Convention and Visitors Advisory 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 Advisory Board meeting]

### 4. Approve Consent Agenda

- 4.1. Approve the excused absences for Board Members Bryan Pinkerton and Bob Friedman for the July 27, 2022 regular meeting. (Till)
- 4.2. Approve the meeting minutes for the July 27, 2022 regular meeting. (Till)
- 4.3. Approve the Special Events Committee post-event reports for the following events: (Brown)
  - \* Ron Hoover Fishing Tournament 2022

### 5. Regular Agenda

- 5.1. Discussion and possible action to approve The Zimmerman Agency's Q1 Fall Media Plan for FY 22/23. (Rodriguez)
- 5.2 Presentation and discussion by Predictive Data Lab on campaign performances, KPIs, and analytics. (Rodriguez)
- 5.3 Presentation and discussion regarding the CVB Monthly Report: (Henry)
  - 1.) Special Events
  - 2.) Marketing and Communications
  - 3.) Social Media
  - 4.) Cision
  - 5.) In-House Creative



Agenda: AUGUST 24, 2022

- 5.4. Discussion and possible action to approve the funding request for Hallowings in October 2022. (Brown)
- 5.5. Discussion and possible action to approve the Q1 In-House Fall Media Plan for FY 22/23. (Rodriguez)
- 5.6 Presentation and discussion regarding the Mexico FAM Tour for Travel Agencies and Media. (Rodriguez)
- 5.7 Discussion and action concerning the new meeting date for September 2022. (Till)

### 6. Adjourn

### NOTE:

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

DATED THIS FRIDAY, AUGUST 19, 2022

Silvia Sanchez, CVB Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON FRIDAY, AUGUST 19, 2022, AT/OR BEFORE 5:00PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Silvia Sanchez, CVB Administrative Assistant

THIS FACILITY IS WHEELCHAIR ACCESSIBLE, AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT BUILDING OFFICIAL, GEORGE MARTINEZ AT (956)761-8103.



Agenda: AUGUST 24, 2022 - CONVENTION AND VISITORS ADVISORY BOARD MEETING

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

MEETING DATE: August 24, 2022

NAME & TITLE: Silvia Sanchez

**DEPARTMENT:** Convention and Visitors Bureau

### **ITEM**

Approve the excused absences for Board Members Bryan Pinkerton and Bob Friedman for the July 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: August 24, 2022

NAME & TITLE: Silvia Sanchez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM** 

Approve the meeting minutes for the July 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 VISITORS ADVISORY BOARD REGULAR MEETING CITY OF SOUTH PADRE ISLAND

### WEDNESDAY, JULY 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, June 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 9:01 am. A full quorum was present: Vice Chairman Daniel Salazar, Board Members Tom Goodman, Chad Hart and Rene Valdez were present. Board Members Bob Friedman and Bryan Pinkerton were absent.

City Officials: Council Member Ken Medders

CVB Staff: CVB Director Blake Henry, Operations and Services Manager Lori Moore, Senior Marketing and Communications Manager Teresa Rodriguez, Special Events Manager April Brown, CVB Sales & Service Manager Mayra Nunez, CVB Sales Manager David Villareal, Administrative Assistant/Receptionist Silvia Sanchez and City Secretary/Public Information Officer Angelique "Nikki" Soto.

### II. PLEDGE OF ALLEGIANCE

CVB Chairman Sean Till led the pledge of allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS: Francisco Partida, Director of Development & Security for the Brownsville/SPI Airport, announced the advertisement yearbooks with NFL Teams, half a million were printed ads for Brownsville/SPI Airport. He also introduced Airport Assistant Director Shawn Kelly. CVB Director Blake Henry announced his trip to Toronto for the Destinations International Conference to raise awareness for South Padre Island as a destination. He also announced the position for Director of Sales will be opening soon. Special Events Manager April Brown was recognized as 30 under 30. The CVB will be hosting the Texas Associations of CVBs. Chairman Sean Till welcomed Blake Henry as Director of CVB.

#### IV. APPROVE CONSENT AGENDA

4.1. Approve the excused absences for Board Members Chad Hart and Bob Friedman for the June 22, 2022 regular meeting. Board Member Rene Valdez made a motion to approve, seconded by Vice Chairman Daniel Salazar. Motion carried unanimously.

Agenda: JULY 27, 2022

- 4.2. Approve the meeting minutes for the June 22, 2022 regular meeting. Board Member Rene Valdez made a motion to approve, seconded by Vice Chairman Daniel Salazar. Motion carried unanimously.
- 4.3. Approve the Special Events Committee post-event reports for the following events:
  - \* American Junior Golf Association in June 2022
  - \* Beach Bash Skate Jam in June 2022.

Board Member Rene Valdez made a motion to approve, seconded by Vice Chairman Daniel Salazar. Motion carried unanimously.

#### V. REGULAR AGENDA

- 5.1. Presentation and discussion by the Zimmerman Agency and Predictive Data Lab on campaign performances, KPIs, and analytics. The Zimmerman Agency and Predictive Lab presented their individual presentations virtually.
- 5.2. Presentation and discussion regarding the CVB Monthly Report.
  - 1.) Special Events Special Events Manager April Brown provided an update on the Special Events department.
  - 2.) Groups & Meetings Sales and Service Manager Mayra Nunez provided an update on sales efforts and future events.
  - 3.) Marketing and Communications Senior Marketing and Communications Manager Teresa Rodriguez provided an update on the following items below.
  - 4.) Social Media
  - 5.) Cision
  - 6.) In House Creative
- 5.3. Discussion and possible action to approve the funding request for the following Special Events:
  - \* Sandcastle Days in October 2022

Board Member Tom Goodman made a motion to approve \$40,000 for Sandcastle Days, seconded by Board Member Chad Hart. Motion carried unanimously.

- 5.4. Update and discussion on the FY 22/23 budget for Events Marketing and Marketing. Operation and Services Manager Lori Moore provided an update on both budgets and shared the approved budgets for events Marketing and Marketing per CVA Boards request.
- 5.5. Discussion and action concerning the new meeting date for August 2022. The next meeting was scheduled for August 24, 2022.

### VI. ADJOURN

The Meeting was adjourned at 10:47am.

	Silvia Sanchez, CVB Administrative Assistant
Approved by:	
Sean Till, CVAB Chairman	

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

MEETING DATE: August 24, 2022

NAME & TITLE: Silvia Sanchez

**DEPARTMENT:** Convention and Visitors Bureau

### **ITEM**

Approve the Special Events Committee post-event reports for the following events: (Brown)

\* Ron Hoover Fishing Tournament July 2022

### 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

### SUBMIT COMPLETED REPORT TO:

April Brown, Special Events Manager
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3000

Email: april@sopadre.com

# SOUTH PADRE ISLAND EVENT FUNDING

# **POST EVENT REPORT**



Please complete all sections.

Date Report Submitted:	
To be reimbursed, please sub	omit the following within 10 days post event:
<ol> <li>Number of participants calculated rosters, surveys)</li> </ol>	ated with backup documentation (i.e., zip codes, team
2. Number of room nights tracke	ed with backup documentation (i.e., third-party housing
documentation or certified ho	tel pickup reports)
Please submit the following	within 30 days post event:
enough receipts to reach awar  2. Evidence of payment to suppose back copies of cleared check(s buys please provide tear sheet station affidavits.  3. Copies of marketing or advert Island CVB logo.	ort invoices paid from grantee to a third party (front and s) or detailed credit card/debit card receipts. For all media is, copies of advertisements, schedules, and signed ising materials, and websites showing the South Padre
ORGANIZATION INFORMATIO	
Name of Organization: Ro	Hoover RV+ Marine
Address: 655 Run	Hoover Dr.
City, State, Zip:	X 78537
Full Name: Dustin Hoover	E-Mail: Lustin & von hoover. com
Office Number:	Cell Phone Number:

361-548-5194

NIA

EVENT INFORMA	TION		
Name of Event:	Ro- Hoover	Fishing Tournan	next
2 ( 11072 140		Primary Location of the Eve	ent
Date(s) of Event:	2011		
/1		SPI Conv. Cente	
How many years ha	ave you held this ever	nt on South Padre Island?	Lan year
EVENT FUNDING			
Please attach an ac expenses.	ctual event budget s	howing all revenues including	g sponsorships and
Amount Requested	1: \$10,000 ?		文集经
Amount Requestes	V	C C	
Total Amount to be	Received: 5/5	ou su far	4
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What was the actu	al attendance at the	event? 1,100 Aprix	
How many of the p	articipants were from	m another city or county? $\frac{9}{2}$	8h from another
£	ights did you <b>predic</b>	t in your application would be	generated by
-		1	750
law many room ni	ahts were actually a	enerated by attendees of this	event? Poorx

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	ere generated at Sout	th Padre Island hotels by attendees of this event?  Two Years Ago:
This Year:	100	Two rears Ago.
Last Year:	_600	Three Years Ago:
outh Padre Isl ttendance for	and hotels (e.g., room mula, zip code Inform	nine the number of people who booked rooms at a block usage information, a survey of hoteliers, total nation, etc.)?
oom block fill?	If the room block did	is event at an area hotel (hotels), and if so, did the d not fill, how many rooms were picked up?
	Courtyand Mary	
VENT MARK	ETING INFORMATI	ION
	mples of documents s /promotional campaig	howing how South Padre Island was recognized in gn.
campaign. If the where the adver ndicate the city	sample itself does not rtising took place (e.g.,	I forms of advertising/promoting used in your tindicate the medium (radio, TV, print, or mail) used or a city's newspaper, or a radio spot that does not layed), please include other information that would nedium utilized.
Please list all ef spent in each c		on used to promote the event and how much was
	F Magazine	Social Media \$: hover fishing can faction for the shing can faction for the state of the s
Radio \$:	Spilson CH4 + CHZ	Social Media \$: Campa.m
804	spuson charenz	Other Digital Advertising \$:

If this event has been funded by hotel occupancy tax in the last three years, how many

	an your promotional handouts and in
Did you include a link to the CVB or other source of your website for booking hotel nights during this	event? Top was included
	0
What new marketing initiatives did you utilize to	promote notel and convention activity
for this event?	
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invites, flyer hand out to delivering	bod customers statewill at
	"all Rin Hoover stoves
ADDITIONAL EVENT INFORMATION	
Please note any other success indicators of your e	vent:
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after our first yr, only behind TIF	T, lathe entire state
What South Padre Island businesses did you utiliz	ze for food, supplies, printing, etc.?
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Countyand Maurit	
- COS 104111 1 1411111	
What was the weather like during the event?	
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Were there any other factors that may have affect	ted the event?
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TOTAL	
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Authorized Signature	Date
Dustin Hoom	
Drint Name	

#### 2022 RON HOOVER FISHING TOURNAMENT

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	os Pistogros	NON	Jesus Escamilla	95e-408-0082	Roel Olivares	956-826-5761	Marcis Velasquez	956-587-9315	Carios Cianetos	256-302-8432	\$600 0	Late	
	W Fishing Team	NON	Nessos Williams	956-515-8157	Jule Garcia		Ostar Easenova		Cesar Garcia	_	5400 C	Late	
	hris Ryan Homes	NON	Micheal Raminez	956-929-3558	Mary Ramires	956-929-1212	Robert Ysaguire	956-483-5978	Inta Paguire	356-483-5978	\$500 0	N	
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	Audio Brithers	GUIDED	Budy Romera	956-226-3561	Mike Montalyo	956-357-Q868	Marcus Montalvo	956-357-1137	A CEUIR GALINE	230/2/2027 10	600 0	- 17	1
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	AS	GHOLO	Aaron Salacar	M.CALLEGER	Sandra Martimes	20, 20, 20, 2	Lotenzo Galvan	100 000 0000	100.00	102 207 4012		Sate	1
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	CE Engineering	GUIDED	Trever Kurse	916-110-4400	Aaron Gawan	986-310-9400	Ine Peret	161-946-5171	Trey Prado	156-330-9400	100 0	pate	
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	as Guago)	GUIDED		fore regulation form							131 0	Late	

## FISHING TOURNAMENT EXPENSE 2022

ITEMS	AMOUNT	VENDORS	INVOICE#
GUIDE SERVICES	\$ 1,000.00	RODOLFO MARTINEZ	N/A
COMEDY	\$ 2,500.00	JUAN VILLAREAL	N/A
TROPHYS	\$ 10,000.00	MYSTIC METAL DESIGN	N/A
STAGE SETUP	\$ 10,785.00	MEZA AUDIO	1173/1197
SECURITY	\$ 840.00	SPI POLICE DEPARTMENT	N/A
TOURNAMENT BAGS	\$ 17,168.45	KASS MARKETING	2036/2102
FOOD	\$ 36,423.00	ON THE GRILL	353/399
WEIGH MASTER	\$ 1,400.00		N/A
HOTEL	\$ 15,862.00	HOTELS/CONDOS	N/A
SHIRTS	\$ 12,650.00	GOODTIMES	9799
LABOR FOR PETIE	\$ 3,600.00	FERNANDEZ	564722
DECORATIONS	\$ 4,000.00		N/A
BANNERS	\$ 7,470.00	GOODTIMES	N/A
BEER AND WATER	\$ 4,600.00	WAL MART/STRIPES	N/A
PRIZES	\$ 11,286.00	JOHNNYS TRUEVALUE	D46008
PRIZES	\$ 12,000.00	SAMS	NA
FLYERS	\$ 703.00	GOODTIMES	N/A
VARIOUS SIGNS	\$ 1,000.00	ALLEGRIA	N/A
CONCERT	\$ 17,500.00	KEVIN FOWLER	N/A
RIGGING	\$ 2,500.00		N/A
RV	\$ 14,547.00		N/A
CONVENTION CENTER	\$ 8,000.00	SPI CONVENTION CENTER	N/A
KITCHEN USAGE	\$ 1,200.00	SPI CONVENTION CENTER	N/A
LINEN	\$ 720.00		N/A
MEALS	\$ 1,000.00		N/A
DJ	\$ 1,500.00	AMBITION ENTERTAINME	N/A
JIMS PIER RENTAL	\$ 206.00	JIMS PIER	N/A

TOTAL \$ 200,460.45

5	STORE CHECK REC	QUEST FORM - DNA
L DATE CHECK	ISSUED: 3/1	1022
CHECK MADE	оит то: <u>Rado</u>	Ifo Navtinez IR.
CHECK NUMI	BER: #30363	70 \$ 1000.00
WHO REQUES	TED THE CHECK: _	Quar
WHO APPROV	ED THE CHECK: _	Orren Juents
FOR WHAT REA	ASON WAS CHECK	WRITTEN:
		e Fishing Tornament
	the state of the s	ent Paid For Guide Servi
ALL INVENTORY	PARTS 5-30-1091 -	MUST HAVE A SYSTEM GENERATE
PO# CHECK ST		
PO #:	PO #:	PO #:
ALL SUBLET 5-30	-1081- WORK ORDE	ERS MUST BE ENTERED ON IDS.
RO #:	RO #:	RO #:
USTOMER NAM	1E:	#:
AST 8#'S OF VIN	I/STOCK ITEM	
DO	N'T FORGET TO A	TTACH THE RECEIPT

Date:

November 30, 2021

Attn:

Omar Fuentes • 956-393-8051 • omar@ronhoover.com

From

JUAN VILLAREAL • 832-335-0720 • onlyjuanv@yahoo.com

Subject:

Ron Hoover RV Fishing Tournament



Listed below are pertinent details for the agreement between JUAN VILLAREAL (hereinafter referred to as "ARTIST" and RON HOOVER RV (hereinafter referred to as "CLIENT") regarding the services to be provided for the said events on Saturday, July 30, 2022.

Artist:

**IUAN VILLAREAL** 

Event(s):

Ron Hoover RV Fishing Tournament

Artist Req:

- · Artist will be available for meet & greet, autographs and photos before/after show.
- Call in or in studio for radio interviews.
- Appearance/performance by Juan Villareal as title artist for minimum of 45 mins.
- Use of name/likeness for pre/post advertising on website, press releases and flyers.
- · Call in or in studio for radio interviews.
- · List event on Artist's Website, Facebook, Twitter.
- Use of name/likeness for pre/post advertising on website, press releases and flyers.
- Provide high resolution photo(s) for use in advertising as well as any credits/bio.

Terms & Location:

Saturday, July 30, 2022

Ron Hoover RV Fishing Tournament • Donna, TX

Compensation:

Per mutual agreement, ARTIST will receive the sum of \$2500. Deposit amount of \$1250 to be paid upon execution of contract and balance of \$1250 to be paid upon arrival at venue.

Promoter will provide the following:

• On stage requirements are; good working PA equipment, a corded microphone and stand, one small barstool, a white hand towel and bottled water.

I have read the agreement and agree to its content and nature.

Printed Name: Juan Villareal Signature: Will

Date: 11-30-2021

Printed Name: May Mentes Signature: Signature: Juan Julius Signature: Julius Signa



Date:

December 1, 2021

Bill to:

Comments:

Thank you so very much.

Jerry Santana

**Ron Hoover RV & Marine Centers** 

956-314-4459

gsantana@ronhoover.com

Date	Quantity	Description	Price	Total
12/1/21				
	8	1st Place Stringers Trophy 30" to 36" Tall (Painted)	\$3,200.00	\$3,200.00
	8	2nd Place Redfish Trout Grass Trophy	\$2,000.00	\$2,000.00
	8	3rd Place Redfish Trophy	\$1,900.00	\$1,900.00
COLUMN TOWNS AND ADDRESS.	8	4th Place Trout Trophy	\$1,900.00	\$1,900.00
in network	LO ALBUMA	Plaques, Wood Bases, Shipping & Packaging	\$1,000.00	\$1,000.00
8.24 (A. S.)	GENERAL IN			1.5
	10 No. 10			100000000000000000000000000000000000000
		76 (1) 5 (1) 5 (2) 5 (2)		10 mm
20 10 3	199.73			
N. S. S. S.				
			THE PARTY NO.	
Total Amoun	t			Amount Due
\$10,000.0	0	View Note and the		\$10,000.00

<b>Balance Due</b>	\$10,000.00
--------------------	-------------

### Please make payment to: Mystic Metal Design

Thank you for your business!

Payment options PayPal (lopez5005@yahoo.com) Venmo (@MysticMetal) & all major credit cards except discover.

Mystic Metal Design LLC

9805 NW 80 Avenue, Unit 13 T, Hialeah Gardens, FL33016

Tel. 786.925.0737

REP AM



Meza Audio Productions LLC 150 East Frontage Rd. Suit 4 Alamo TX 78516

a.meza@mezaaudioproductions.com

Bill To:

Ron Hoover RV and Marine
Fishing Tournanment/Johnny R.

101 E I-2 Frontage Rd.
Donna TX 78537

Ship To/Event Name	
SPI Convention Center 7355 Padre Blvd.	
South Padre Island TX 78597	

Date	Invoice No.	Terms	
01/26/22	1173	Due on receipt	

Due Date	Event Date	Load In Date
01/26/22	07/29,30/22	07/29/22

Item	Description	Quantity	Rate	Amount
(	FOH			
VT4888	JBL VERTEC MID LINE ARRAY (GROUND STACKED)	8	100.00	800.00
SUBWOOFERS	HORN LOADED 1000WATT SUBWOOFERS	8	75.00	600.00
VRX-915M	JBL wedges w/15' and 2' driver FOR FRONFILLS	2	75.00	150.00
Power Distro 3phase	Power Distro 3 Phase 120/208v	- 1	150.00	150.00
M32	MIDAS 32.6 CH DIGITAL MIXER MONITORS	1	200.00	200.00
VRX-915M	JBL Monitor wedges w/15' and 2' driver	6	75.00	450.00
Drum Fill	Jbl drum Fill 1 horn, 1 12', and 1 18'	1	150.00	150.00
M32	MIDAS 32.6 CH DIGITAL MIXER	1	200.00	200.00
Mic Pack	Microphone Package w/assorted Microphones	1	350.00	350.00
Mic Stand Pack	Microphone Stands Assorted	1	100.00	100.00
Mic Cable Pack	Microphone & Instrument Cables Assorted LIGHTING	1	100.00	100.00
BEAM 9R	9R BEAM MOVING HEAD	12	85.00	1,020.00
LED WASH MOVING HEAD 36X10	LED WASH MOVING HEAD 36X10	8	65.00	520.00
Road Hog 3	High End Dual touch screen lighting console	1	250.00	250.00
Power Distro 3phase	Power Distro 3 Phase 120/208v	1	150.00	150.00
MK2 10'	Thomas MK2 Truss 12'x12'x10'	8	30.00	240.00
ONE TON MOTOR	CM ONE TON CHAIN MOTORS	3	100.00	300.00
Motor Controller	4 way motor controller	1	120.00	120.00
			Total	



REP AM

Meza Audio Productions LLC 150 East Frontage Rd. Suit 4 Alamo TX 78516

a.meza@mezaaudioproductions.com

Bill To:
Ron Hoover RV and Marine
Fishing Tournanment/Johnny R.
101 E I-2 Frontage Rd.
Donna TX 78537

Ship To/Event Name	
SPI Convention Center 7355 Padre Blvd. South Padre Island TX 78597	

Date	Invoice No.	Terms
01/26/22	1173	Due on receipt

Due Date	Event Date	Load In Date
01/26/22	07/29,30/22	07/29/22

Item	Description	Quantity	Rate	Amount
	VIDEO			1000
LED SCREEN	5MM LED SCREEN 16'X9' (FLOWN)	1	2,000.00	2,000.00
LAPTOP	LAPTOP WINDOWS FOR SCREEN PROGRAMING	1	65.00	65.00
PROCESSOR	PRO-LIGHT VIDEO PRCESSOR	1	150.00	150.00
LED				
	STAFF			
FOH TECH	SOUND MAN TO CONTROL AUDIO. (2 DAY)	1	450.00	450.00
LD TECH	LIGHTING TECH TO CONTROLL LIGHTING SHOW	1	450.00	450.00
	(2 DAY)		1	
Video Tech	Video Tech (2 DAY)	1	450.00	450.00
PERDIEM	PERDIEM FOR FOOD, WATER, MEALS. (3 DAY W/SETUP)	1	270.00	270.00
LODGING	LODGING FOR CREW	1	250.00	250.00
Labor	Labor, load in/load out kevin Fowler	. 4	590.00	590.00
Discount	CLIENT DISCOUNT	i	-4,335.00	-4,335.00
	NOTES:			
	A 50% DEPOSIT MUST BE MADE TO RESERVE			
	DATE AND GEAR			
	MENTIONED ABOVE. BALANCE SHALL BE PAID			
	BEFORE 1ST			
	DAY OF EVENT. DEPOSIT DUE ASAP			
	ANY EXTRA GEAR NOT MENTIONED ON THIS			
	INVOICE WILL HAVE AN EXTRA CHARGE TO			
	PURCHASER.		0.000	
	Sales Tax		0.00%	0.00
			Total	\$6,190.00



REP AM

Meza Audio Productions LLC 150 East Frontage Rd. Suit 4 Alamo TX 78516

a.meza@mezaaudioproductions.com

Bill To:	
Ron Hoover RV and Marine	
Fishing Tournanment/Johnny R.	
101 E I-2 Frontage Rd.	
Donna TX 78537	

Ship To/Event Name	
SPI Convention Center 7355 Padre Blvd. South Padre Island TX 78597	
	-

Date	Invoice No.	Terms
07/20/22	1197	Due on receipt

Due Date	Event Date	Load In Date	
07/20/22	07/29-30/22	07/28/22	

.mo:ltem	Description	Quantity	Rate	Amount
MISC Bill:	50% BALANCE DUE ON PRODUCTION FOR FISHING TOURNAMENT/RON HOOVER 2022	1	3,095.00	3,095.00
ici.	AT SPI CONVENTION CENTER. Sales Tax		0.00%	0.00
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F (0)			Total	\$3,095.0



### South Padre Island Police Department 4601 Padre Blvd. South Padre Island, TX. 78597

### Quote

Contact Person: Johnny Rodriguez

Ron Hoover Fishing Tournament

johnny78552@gmail.com

(C) 956-821-4731

Reference: Police Security - Fishing Tournament

Date: 7/29/2022

On July 29 & 30, 2022 SPIPD Officers are requested for security purposes for the following function; Ron Hoover Fishing Tournament to be held at the SPI Convention Centre located at 7355 Padre Blvd. SPI, TX. 78597

The following Officers worked the function

Officer(s)	Date	Times	Hours	
2 officers	7/29/2022	4:00 pm - 10:00 pm	12	
2 Officers	7/30/2022	4:00 pm - 10:00 pm	12	
Total Hours	24	@ \$35.00	\$840.00	

G. Silva - Lieutenant (W) 956-761-8145 (C) 956-433-7242 gsilva@myspi.org



Date	Invoice #
1/12/2022	2036

Bill To

Ron Hoover Companies of Donna. Attention: Dustin Hoover 101 Expressway 83 Donna, TX 78537

### Ship To

Ron Hoover Companies of Donna. Attention: Dustin Hoover 101 Expressway 83 Donna, TX 78537

P.O. No.	Account #	Terms	Ship Via	Due Date	Ship Date
	1158	Due On Receipt	BEST WAY	1/12/2022	6/1/2022

Quantity	Part Number	Description	Rate	Amount
1		DEPOSIT INVOICE FOR WEIGH IN BAGS Custom Weigh-In bags Leak proof Art, trim colors and bag can be customized with no additional charge Uses client provided graphics	11,500.00	11,500.00T
		GRAPHIC DESIGN - update map - no charge SHIPPING is included		0.00T 0.00T

E-mail	Web Site	
kris@kasscorp.com	www.kasspromos.com	

Subtotal	\$11,500.00
Sales Tax (0.0%)	\$0.00
Payments/Credits	\$0.00
Balance Due	\$11,500.00



4009 Old Denton Rd. Suite #114-322 Carrollton, TX. 75007

# Invoice

Date	Invoice #
6/1/2022	2102

Bill To

RON HOOVER RV 1510 W. Market Rockport, TX 78382 attn: Jennifer

Ship To

Ron Hoover Companies of Donna. Attention: Dustin Hoover 101 Expressway 83 Donna, TX 78537

P.O. No.	Account#	Terms	Ship Via	Due Date Ship Date	
	1158	Due On Receipt	BEST WAY	6/3/2022	3/24/2022

Quantity	Part Number	Description	Rate	Amount
		1,000 Custom Weigh-In bags for Fishing Tournament  Leak resistant, heat sealed PVC Wrapped Blue handles and Trim 2 sided graphic full color - Hoover Fishing Tournament and Suzuki	15,860.00	15,860.00T
1		remainder due now Previous Deposit on this order - paid on Kass invoice 2036 Thank you for your order! SHIPPING - waived	-11,500.00 0.00	-11,500.00 0.00T
		THANK YOU!		

E-mail	Web Site	
kris@kasscorp.com	www.kasspromos.com	

Subtotal	\$4,360.00
Sales Tax (8.25%)	\$1,308.45
Payments/Credits	\$0.00
Balance Due	\$5,668.45

### On The Grill Restaurant

INVOICE/

1201 S Jackson Rd Suite 7 Pharr TX, 78577



Bill To: Ron Hoover

Address: SOUTH PADRE ISLAND Convention Center

Invoice #

353

Invoice Date

10-14-2021

**Due Date** 

HEOP THE

QTY	DESCRIPTION	UNIT PRICE	AMOUNT
500 Su	Heavy Hors D'Oeuvres: Options -Fried Empanadillas -Lechon Asado c/Tostones Al Ajillo -Pernil (Roasted Pork) Cups -Choriqueso Mini Taquitos -Tostones c/Puerco c/cream de Ajo -Skewers (Pork, Beef and Chicken) -Mini Sopes w/Shrimp w/black beans	\$7	\$3,500.00 if, qui
* * * * *	-Bacon Wrapped Shrimp w/Honey Chipotle -Crustini Oyster Spinach Artichoke -Shrimp Cocktail Shooter -White Ceviche Martini -Oysters on the Half Shell -Chicken Taquitos w/Avocado Mousse -Mexican Chimichangas		
	SUB TOTAL: TAX (8.25%) Service Charge-(20%) Total Deposit Balance		\$3,500.00 \$288.75 \$700.00 \$4,488.75 \$0 \$4,488.75

Notes: All Inclusive and everything will be cooked on site. Staff and all dinnerware is included. Ferving time ??

### **Terms & Conditions**

On The Grill Restaurant requires at least half of the total amount due for deposit to book your reservation. The balance is due on or before the day of the event. If number attending event or time changes, please notify us immediately to make arrangements. Gratuity NOT INCLUDED but greatly appreciated. If you have any questions or concerns, please feel free to notify us at 956-739-0985, Mario Torres Catering Director.

7 T

\$ 21,934.25

### On The Grill Restaurant

INVOICE /

1201 S Jackson Rd Suite 7 Pharr TX, 78577



Bill To: Ron Hoover

Address: SOUTH PADRE ISLAND Convention Center

Invoice #

353

Invoice Date

10-14-2021 50

**Due Date** 

2022

QTY	DESCRIPTION	UNIT PRICE	AMOUNT
1000	Dinner Options: Please Choose one  1) Mixed Fajita Plate Fajita and Chicken Fajitas with grilled vegetables with rice beans guacamole and tortillas  2) Chicken Breast w/ Cream of Spinach on a bed of White Rice sautéed vegetables and dinner roll  3) Steak Fajita with mashed potatoes Glazed mushrooms and Dinner Roll  Drink: Fresh Sweet Iced Tea	\$20.00	\$20,000.00
	SUB TOTAL: TAX (8.25%) Service Charge-(20%) Total Deposit Balance		\$20,000.00 \$1,650.00 \$4,000.00 \$25,650.00 -\$0 \$25,650.00

Notes: All Inclusive and everything will be cooked on site. Staff and all dinnerware is included. Serving time ??

**Terms & Conditions** 

BAL \$15,650 1-3-22

On The Grill Restaurant requires at least half of the total amount due for deposit to book your reservation. The balance is due on or before the day of the event. If number attending event or time changes, please notify us immediately to make arrangements. **Gratuity NOT INCLUDED** but greatly appreciated. If you have any questions or concerns, please feel free to notify us at 956-739-0985, Mario Torres Catering Director.

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### On The Grill Restaurant

INVOICE

1201 S Jackson Rd Suite 7 Pharr TX, 78577



Bill To: Ron Hoover

Address : SOUTH PADRE Convention Center

Invoice #

399

Invoice Date

7-30-2022

Due Date

7-30-2022

YTD	DESCRIPTION	UNIT PRICE	AMOUNT
175	Dimmer:	\$20	\$ 3,500
	Marinated Chicken Breast with Cream of		7.2
	Spinach on a bed of rice, sautéed vegetables		
	and dinner roll		
	Sweet Iced Tea		
	SUB TOTAL:		\$3,500.00
	TAX (8.25%)		\$288.75
	Service Charge-(20%)		\$700.00
	Total		\$4,488.75
	Deposit		-\$0
	Balance		\$4,488.75

Notes: All Inclusive and everything will be cooked on site. To provide a fresh hot plate for every guest. Full service Staff Included.

#### **Terms & Conditions**

On The Grill Restaurant requires at least half of the total amount due for deposit to book your reservation. The balance is due on or before the day of the event. Gratuity NOT included but greatly appreciated. If the numbers guests attending event or time changes, please notify us immediately to make arrangements. If you have any questions or concerns, please feel free to notify us at 956-739-0985. Mario Torres Catering Director.

2 CHECK MADE OUT TO: LOGSTALL CONCEPTS  CHECK MADE OUT TO: LOGSTAL CONCEPTS  CHECK NUMBER: # 3684.104 \$ \$66."  WHO APPROVED THE CHECK: Divent	4 FOR WHAT REASON WAS CHECK WRITTEN: WHY IS CHECK NEEDED Weigh MUSTEN For 2022 Ron Hoover Fishers Pornain Bakined Bund afte. is going to he Azer.  V- LITAS  SALL INVENTORY PARTS 5-30-1091 - MUST HAVE A SYSTEM GENERATED PO# CHECK STUB:	PO #:         PO #:         PO #:           6 ALL SUBLET 5-30-1081- WORK ORDERS MUST BE ENTERED ON IDS.           RO #:         RO #:         RO #:           CUSTOMER NAME:         #:           LAST 8#'S OF VIN/STOCK ITEM         #:	DON'T FORGET TO ATTACH THE RECEIPT
2 CHECK MADE OUT TO: CRISCHA CASHIL POREZ CHECK MADE OUT TO: CRISCHA CASHIL POREZ CHECK MADE OUT TO: CRISCHA CASHIL POREZ CHECK MUMBER: #3036347 \$ 600.  3 WHO REQUESTED THE CHECK: CANUM FLUENTS WHO APPROVED THE CHECK: CANUM FINERET	4 FOR WHAT REASON WAS CHECK WRITTEN: WHY IS CHECK NEEDED. Balquie Craed 10 [UBISH MUSTER for fishing portugent] V-37713 P- SALL INVENTORY PARTS 5-30-1091 - MUST HAVE A SYSTEM GENERATED PO# CHECK STUB:	PO #: PO #: PO #: PO #:  6 ALL SUBLET 5-30-1081- WORK ORDERS MUST BE ENTERED ON IDS.  RO #: RO #: RO #: #:  CUSTOMER NAME: #:  LAST 8#'S OF VIN/STOCK ITEM	DON'T FORGET TO ATTACH THE RECEIPT

29

### ■ 5G

### < Inbox

## Your receipt from Airbnb

## South Padre Island

3 nights in South Padre Island

Sun, Jul 31, 2022

Entire home/apt · 2 beds · 2 guests Confirmation code: HMXTQQ5FDJ

Go to listing

### Cancellation policy

Cancel before 3:00 PM on Jul 27 and get a full refund. After that, cancel before 3:00 PM on Jul 28 and get a full refund, minus the first night and service fee.

### Price breakdown

\$189.00 x 3 nights	\$567.00
---------------------	----------

Cleaning fee \$95.00

Service fee \$93.46

Occupancy taxes and fees \$39.72

Total (USD) \$795.18









ENHANCE YOUR STAY | SUMMARY OF CHARGES | CONTACT US

Our Top Priority — Our Guests: <u>COVID-19 update and cancellation policy</u>.

Silver Many Many

Courtyard South Padre Islaml

6 KL F Tall in Novalley and South Priggs (Inc.)

Thank you for booking with us, Silvester Garcia.

# You're ready to move forward.

Fri, Jul 29, 2022 - Sun, Jul 31, 2022

Confirmation Number: 82963102



Check-In: Friday, July 29, 2022 04:00 PM

Check-Out: Sunday, July 31, 2022 11:00 AM

Number of rooms 2 Rooms

Guests per room 2 Adults

Guarantee Method Credit Card Guarantee, American Express

Total for Stay (all rooms) 2,244,06 USD

847 S Alamo Rd Alamo, TX 78516 US gtprinting956@gmail.com



# INVOICE

BILL TO OMAR FUENTES RON HOOVER FISHING TOURNAMENT INVOICE # 9799

DATE 03/23/2022

DUE DATE 03/23/2022

TERMS Due on receipt

ACTIVITY	QTY	RATE	AMOUNT
Sales SKY BLUE HOODED LONG SLEEVE POLYESTER SHIRT, SUBLIMATED WITH SLEEVES, FRONT AND BACK DESIGN SIZE SMALL	50	12.00	600.00
Sales SKY BLUE HOODED LONG SLEEVE POLYESTER SHIRT, SUBLIMATED WITH SLEEVES, FRONT AND BACK DESIGN SIZES 2XL	150	15.00	2,250.00
Sales SKY BLUE HOODED LONG SLEEVE POLYESTER SHIRT, SUBLIMATED WITH SLEEVES, FRONT AND BACK DESIGN SIZES 3XL	50	16.00	800.00
Sales SKY BLUE HOODED LONG SLEEVE POLYESTER SHIRT, SUBLIMATED WITH SLEEVES, FRONT AND BACK DESIGN SIZE MEDIUM	150	12.00	1,800.00
Sales SKY BLUE HOODED LONG SLEEVE POLYESTER SHIRT, SUBLIMATED WITH SLEEVES, FRONT AND BACK DESIGN SIZE LARGE	300	12.00	3,600.00
Sales SKY BLUE HOODED LONG SLEEVE POLYESTER SHIRT, SUBLIMATED WITH SLEEVES, FRONT AND BACK DESIGN XL	300	12.00	3,600.00

847 S Alamo Rd Alamo, TX 78516 US gtprinting956@gmail.com



## INVOICE

BILL TO OMAR FUENTES RON HOOVER FISHING TOURNAMENT DATE 01/10/2022

DUE DATE 01/10/2022

TERMS Due on receipt

ACTIVITY	QTY	RATE	AMOUNT
Sales 12x18 Poster Ron Hoover Fishing Tournament	100	1.25	125.00T
Sales Decal	1	15.00	15.00T
	SUBTOTAL		140.00
	TAX (8.25%)		11.55
	TOTAL		151.55
	<b>BALANCE DUE</b>		\$151.55

847 S Alamo Rd Alamo, TX 78516 US gtprinting956@gmail.com



# INVOICE

BILL TO OMAR FUENTES RON HOOVER FISHING TOURNAMENT INVOICE # 10091

DATE 06/27/2022

DUE DATE 06/27/2022

TERMS Due on receipt

ACTIVITY	QTY	RATE	AMOUNT
Sales 4x4 Banner Bronze Ron Hoover Fishing Tournament	1	130.00	130.00T
Sales 2x4 Banner Cooper Ron Hoover Fishing Tournament	1	65.00	65.00T
	SUBTOTAL		195.00
	TAX (8.25%)		16.09
	TOTAL		211.09
	BALANCE DUE		\$211.09

847 S Alamo Rd Alamo, TX 78516 US gtprinting956@gmail.com



# INVOICE

BILL TO OMAR FUENTES RON HOOVER FISHING TOURNAMENT INVOICE # 10057

DATE 06/15/2022

DUE DATE 06/15/2022

TERMS Due on receipt

ACTIVITY	QTY	RATE	AMOUNT
printing NCR 2 PART FORMS 8.5 X 5.5- 250 FORMS	1	400.00	400.00T
	SUBTOTAL		400.00
	TAX (8.25%)		33.00
	TOTAL		433.00
	BALANCE DUE		\$433.00



### Goodtimes Screen Printing LLC 847 S Alamo Rd Alamo, TX 78516 US gtprinting956@gmail.com

5 pmod Baunens



## INVOICE

BILL TO OMAR FUENTES RON HOOVER FISHING TOURNAMENT INVOICE # 10088

DATE 06/27/2022

DUE DATE 06/27/2022

TERMS Due on receipt

ACTIVITY	QTY	RATE	AMOUNT
Sales 4x8 Platinum - Gold Banner Ron Hoover Fishing Tournament	7	260.00	1,820.00T
Sales 4x6 Silver Banner Ron Hoover Fishing Tournament	5	190.00	950.00T
Sales 4x4 Bronze Ron Hoover Fishing Tournament	11	130.00	1,430.00T
Sales 2x4 Copper Ron Hoover Fishing Tournament	15	65.00	975.00T
Sales 10x10 Ron Hoover Banner	1	800.00	800.00T
	SUBTOTAL	***************************************	5,975.00
	TAX (8.25%)		492.94
	TOTAL		6,467.94
	BALANCE DUE		\$6,467.94

### Goodtimes Screen Printing LLC

847 S Alamo Rd Alamo, TX 78516 US gtprinting956@gmail.com



## INVOICE

BILL TO OMAR FUENTES RON HOOVER FISHING TOURNAMENT DATE 05/13/2022

DUE DATE 05/13/2022

TERMS Due on receipt

ACTIVITY	QTY	RATE	AMOUNT
Sales PRINT TRIFOLD PAMPHLETS DOUBLE SIDED 1500 FULL COLOR	1	650.00	650.001
	SUBTOTAL		650.00
	TAX (8.25%)		53.63
	TOTAL		703.63

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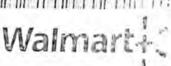
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Give us feedback @ survey.walmar: c = Thank you! ID #:7RGC3T4GRQC

## Walmart :

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956-943-1387 Mer: ARMANDO
1401 STATE HIGHWAY 100
PORT ISABEL TX 78578
ST# 00413 OP# 004927 TE# 03 TR# 0395
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                      AMEX TEND
AMERICAN EXPRESS *** *** *** *** 419 I O
APPROVAL # 823400
REF # 220900494697
TRANS ID - 001550870301481
AID A000000025010801
TC 3A8B619A5A080BCB
TERMINAL # 252426105
*NO SIGNATURE REQUIRED
          07/28/22
                            09:50:41
                     CHANGE DUE
                ITEMS SOLD 28
2581 0591 9583
     TOE 7705 2581 0591
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Become a member today Scan for 30 day from to a

07/28/22 09:50:42 \*\*\*CUSTOMER COPY\*\*\* Dog,



SALE Receipt
JSD\$64.73
Acct/Card #: \*\*\*\*\*\*\*\*\*\*\*\*1419
Acct/Card #: \*\*\*\*\*\*\*\*\*\*\*\*1419
Antry: Chip Read
AppName: AMERICAN EXPRESS
AuthNet: AMEX
MODE: Issuer
AID: A000000025010801
Auth #: 845140
Resp Code: 000
Stan: I5076250622
Invoice #: 495611

Shift #: 1 Store # \*\*\*\*\*\*\*\*\*\*\*\*\*\*

MERCHANT COPY

SIGNATURE

1 agree to pay the amount statest on this receipt.

## HIANKS COME AGAIL

Oreset Fuel Contains

Up To 20% Brodiesel Or

Aniewalle State Diese

There are 10 = 18607146505 Walmart : ## 156-943-1387 ## 1 ARMANDO
1401 \$TATE HIGHLAY 100
PORT I \$TATE HIGHLA 64032 5 98 5 98 6 98 6 98 6 98 98 98 HICHELOR U:T 001820020059
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IND SIGNATURE REQUIRED
INT729/22 22.12:53
CHANGE DUE
11EMS SOUD 68
IC# \$577 5278 9676 5871 9785 46 Walmart + Become a member today

Scan for 30 day free inso 27/29/22 22 12:53 \*\*\*CUSTOMEN COPY\*\*\*

Aga grown

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RON HOOVER FISHING TOURNAMENT 1 RON HOOVER DR.

DONNA

TX 78537

TERMS: NET 10TH

INV #
DATE :
CLERK:
TERM # TIME: 7:58
\*\*\*\*\*\*\*\*\*\*\*\* \*\*\*\*\*\*\*\*\*\*\*\* D46008 4/14/22 MAM 555

	1 EA	1 EA	ĘĘ.	P E	1	H	Į.	N H	T E		OUANTITY
	A 8401713	A 3800530	EA 3246049	EA 9408905	EA 3260006	EA 258358	EA 5404056	EA 0220213	EA 0221012	022101	UM TTEM
	57.7	CRO MAGIC ROI	2000	GTS W/FUJI	LCON ROD	Hover1 FLD Elec Scooter	· 0 ·		SZ12 FOREVERLAST REEF BOOT	EF BOOT GEN 11 SI	DESCRIPTION
	169.99	149.00	65.19	179.99	129.99	229.00	69.99	38.99	60.99	59.99	SUG PRICE
	109.98 /EA	109.56 /EA	49.80 /EA	109.98 /EA	79.41 /EA	218.23 /EA	29.70 /EA	27.21 /EA	42.94 /EA	42.94 /EA	מתמי/ מחומם
CONT'D	109.98PN	109.56PN	49.80PN	109.98PN	79.41PN	218.23PN	29.70PN	54.42PN	42.94PN	42.94PN	CTONDENCE

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TX 78537

CUST # \*3404 TERMS: NET 10TH

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\*\*\*\*\*\*\*\*\*\*\*\* \*\*\*\*\*\*\*\*\*\*\*\* MAM 555 D46008 4/14/22

	1 EA 0220101	1 EA 0220125	1 EA 4002526	1 EA 4002527	1 EA 4002526	1 EA 0220162	1 EA 0220110	1 EA 0220175	1 EA 0220126	EA 14050	MILL ALLENADO
	GENERATION 2 PRO STRINGER DISCOUNT: 19.61%	REEL GIRL G2 STRINGER	SMOKE/ORANGE WATEROROOF RACKLE	SMORE/BLUE WATEROROOF TACKLE	SMOKE/ORANGE WATEROROOF RACKLE	FOREVERLAST FISH BAG 15GAL	G2 FLOATING WADING NET	FOREVERLAST BELT KIT GREEN TRIM	REEL GIRL G2 WADE NET	CASTING 6'6" MED	MOTINATION
	27.99	26.99	8.39	8.39	8.39	49.99	29.99	34.19	29.99	169.99	SIIC DRICE
	22.50 /EA	19.11 /EA	6.51 /EA	6.41 /EA	6.51 /EA	34.70 /EA	21.76 /EA	24.11 /EA	21.76 /EA	119.98 /EA	ממת/ מיו דמת
CONT'D	22.50PN	19.11PN	6.51PN	6.41PN	6.51PN	34.70PN	21.76PN	24.11PN	21.76PN	119.98PN	TOTAL TOTAL

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TERM # 046008 4/14/22 MAM 555

TIME: 7:58
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	3 EA	1 EA	2 EA	1 EA	1 EA	2 EA	1 EA	1 EA	1 EA	1 EA	MO ALILANDÔ
	5522586	7858364	5520982	1405177	9700248	1405284	6380852	3954146	0220189	9901997	ITEM
	RA 2	DIAWA REVROS LT 3000-C	SHIMANO SAHARA SPIN REEL DISCOUNT: 15 28%	SPINNING 6'9' MED EXTRA FAST ROD	WATERLOO SALINITY SPINNING DISCOUNT: 29.41%	SPINNING 7' MM PINK PHANTOM	COSTA DUFFLE BAG 45 LITER GRAY	BLACK LONG HAUL OVER NIGHT BAG	NERATION 2 PRO	NG PACK W/	DESCRIPTION
	219.99	49.99	79.99	179.99	179.99	125.99	99.00	14.99	27.69	34.99	SUG. PRICE
	164.81 /EA	37.54 /EA	67.76 /EA	127.04 /EA	127.04 /EA	88.92 /EA	58.23 /EA	7.64 /EA	19.41 /EA	24.62 /EA	PRICE/PER
CONT'D	494.43PN	37.54PN	135.52PN	127.04PN	127.04PN	177.84PN	58.23PN	7.64PN	19.41PN	24.62PN	EXTENSION

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TERM # TIME: 7:58
\*\*\*\*\*\*\*\*\*\*\*\*\* 046008 4/14/22 MAM 555

\* \* INVOICE \* \*

EA 3019024  EA 3019024  EA 3019045  EA 3019045  EA 3019020  EA 3019020  EA 3019020  EA 3019020  EA 3019030  EA 3019030  EA 3007551  EA 4005507  EA 3400500  EA 3476752  EA 3476752  EA 3714586  EA 3214135  EA 3214135  EA 3214135  EA 3214135  EA 3214135  EA 3214135  EA 3019020  DISCOUNT: 29.42%  EA 3214135  EA 3214135  EA 3214135  EA 3214135  EA 3214135  EA 3019020  DISCOUNT: 29.08%  EA 3214135  EA 31150  EA 3214135  EA 3214135  EA 3214135  EA 3019020  DISCOUNT: 29.08%  EA 3214135  EA 3214135  EA 3214135  EA 3214135
DAYTRIP LUNCH BOX BIMINI PINK DISCOUNT: 29.41% 019045 SIDEKICK DRY BIMINI PINK DISCOUNT: 29.42% 019020 DAYTRIPLUNCH BAG BIMINI PINK DISCOUNT: 29.41% 019030 HOPPER FIIP 12 BIMINI PINK DAY TRIP LUNCH BOX CHARCOAL DISCOUNT: 29.42% 005507 6 1/2" S/S HOOK OUT BAKER DISCOUNT: 29.08% BAKER S/S HOOKOUT STAINLESS STL DISCOUNT: 29.07% 476752 DISCOUNT: 29.61% SS HEAVY DUTY HOOKOUT DISCOUNT: 30.12% RAPALA 10' FILLET KNIFE DISCOUNT: 35.29% C" FILLET KNIFE SHEATH
DISCOUNT: 29.41% DISCOUNT: 29.41% DISCOUNT: 29.42% AYTRIPLUNCH BAG BIMINI PINK DISCOUNT: 29.41% OPPER FLIP 12 BIMINI PINK AY TRIP LUNCH BOX CHARCOAL DISCOUNT: 29.42% 1/2" S/S HOOK OUT BAKER DISCOUNT: 29.08% AKER S/S HOOKOUT STAINLESS STL DISCOUNT: 29.07% '' SS FILLET KNIFE DISCOUNT: 29.61% S HEAVY DUTY HOOKOUT DISCOUNT: 30.12% APALA 10' FILLET KNIFE DISCOUNT: 35.29% "FILLET KNIFE SHEATH
w w 12 1 1 1 25 8 5 8
80.00 50.00 80.00 50.00 79.99 14.99 16.99 22.39 34.99 36.69
56.47 /EA 35.29 /EA 56.47 /EA 191.17 /EA 191.63 /EA 10.63 /EA 12.05 /EA 12.05 /EA 24.45 /EA 23.74 /EA 6.82 /EA

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4

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	EA 3	EA 3	EA 3	EA 3	EA 3	EA 3	EA 3	EA 2	EA 2	EA 2	MD
	3020138	3020395	3018114	3013029	3007292	3020137	3020135	2007954	2041612	2041611	ITEM
	ER SLIM	BOOMER 4 DOG BOWL BIMINI PINK	300Z TUMBLER SANDSTONE PINK	RAMB 300Z TUMBLER SHARPTAIL TAUP	RAMBLER 260Z CHUG BLACK BOTTLE	460Z BOTTLE CHUG OFFSHORE BLUE	260Z BOTTLE CHUG OFFSHORE BLUE	BUBBA BLADE FILLET KNIFE	BUBBA BLADE ELECTRIC FILLET	DISCOUNT: 28.13% BUBBA BLADE ELECTRIC FILLET KNF	DESCRI
	25.00	40.00	34.99	39.99	40.00	55.00	40.00	115.99	192.59	157.99	SUG. PRICE
	17.64	28.23	24.69	24.69	28.23	38.82	28.23	78.12	128.37	107.10	PRICE/PER
	/EA	/EA	/EA	/EA	/EA	/EA	/EA	/EA	/EA	/EA	~
CONTIN	17.64PN	28.23PN	24.69PN	24.69PN	28.23PN	38.82PN	28.23PN	234.36PN	128.37PN	107.10PN	EXTENSION

## 0

# JOHNNY'S TRUE VALUE HARDWARE 914 WEST TYLER HARLINGEN, TX 78550-6159

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TERMS: NET 10TH

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TIME: 7:58
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2 EA	2 EA	1 EA	1 EA	1 EA	2 EA	1 EA	1 EA	2 EA	2 EA	QUANTITY UM
A 0777591	A 0777590	A 5326580	A 0220141	A 0220123	A 0201019	A 4900459	A 3012850	A 3020179	A 3020141	MITEM
LER SLING MOS	OLER S	GGC CAMO SHOTGUN CASE UNBRANDED DISCOUNT: 36.97%	REVERL	REEL GIRL WADE BELT KIT 20-38"	WADE BELT SMI-MED DISCOUNT: 31 36%	FISHI	2000	NE TUMBLER	TSCOU	DESCR
11.99	11.99	69.99	44.99	44.99	44.99	38.49	24.99	25.00	20.00	SUG. PRICE
4.36 /EA	4.36 /EA	44.11 /EA	34.56 /EA	36.17 /EA	30.88 /EA	27.00 /EA	17.64 /EA	17.64 /EA	14.11 /EA	PRICE/PER
8.72PN	8.72PN	44.11PN	34.56PN	36.17PN	61.76PN	27.00PN	17.64PN	35.28PN	28.22PN	EXTENSION

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TX

78537

CUST #

\*3404 NET 10TH

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DATE :
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\*\*\*\*\*\*\*\*\*

DISCOUNT: 65.67%
MILITARY DUFFLE BAG DIGI TAN CAM
DISCOUNT: 70.79%
EGO MED 19" RUBBER MESH LANDN
DISCOUNT: 29.65%
EGO LARGE 22" RUBBER MESH LANDN
DISCOUNT: 29.97%
YOUTH WADER 3PLY LRG
DISCOUNT: 15.96%
YOUTH WADER 3PLY XLRG
DISCOUNT: 9.59%
SHIMANO HGFI REEL SPINNING
DISCOUNT: 16.07%
SHIMANO SEDONA 400XG
DISCOUNT: 21.11% MILITARY DUFFLE BAG PLANO WEEKEND SOFTSIDER DISCOUNT: 29.03% DISCOUNT: 63.63% DESCRIPTION DIGI TAN CAM DIGI GREY CAMO SUG. PRICE 189.99 139.99 65.99 25.99 69.99 56.99 73.99 25.99 39.99 6.99 PRICE/PER 171.76 117.64 47.83 46.42 28.38 55.21 51.81 7.59 8.92 /EA CONT'D EXTENSION 110.42PN 171.76PN 117.64PN 95.66PN 51.81PN 46.42PN 56.76PN 6.44PN 7.59PN 8.92PN

Received by

EA

5521130

4434001

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5525717

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0212002

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EA

4171151

EA

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6606824

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UM

PAGE NO

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TX 78537

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QUANTITY 1	EA EA	ITEM 2007987 0900714	DISCOUNT: 17.59% BUBBA BLADE HOOK EXTRACTOR 12" DISCOUNT: 30.55% FISH MONKEY GUIDE GLOVE XL	SU	SUG.PRICE 39.99 27.99	G.PRICE PRICE/PER 39.99 27.77 /EA 27.99 19.56 /EA
Н		0900714	ISH MONKEY GUIDE GLOVE DISCOUNT: 30.11%		27.99	
1	EA	0900713	ISCOUNT:		27.99	27.99 19.56
Н	EA	0900730	land.		29.95	29.95 19.56
4	EA	0900716	FISH MONKEY CAMO GREEN L DISCOUNT: 30.11%		27.99	27.99 19.56
W	EA	6167744	OD HANDL		13.99	13.99 10.00
2	EA	0900730	FISH MONKEY SZS GLOVES PINK DISCOUNT: 34.69%		29.95	29.95 19.56
- 1	EA	0900727	ISCOUNT:		29.99	29.99 19.56
بد	EA	8463697	ND		20.99	20.99 15.57
· C	FA	8/8//88	S/C		14.99	

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\*\*\*\*\*\*\*\*\*\*\*\* \*\*\*\*\*\*\*\*\*\*\*\*\* 046008 4/14/22 MAM 555

	1 EA 4014309	1 EA 4014306	23307	1 EA 160336	1 EA 9409181	4 EA 5825356	1 EA 28	1 EA 8841875	1 EA 8841847	1 EA 8841872
DISCOUNT: 24.32%	DISCOUNT: 24.32%	ROYO POPPING	DISCOUNT: 19.66% 90T ALU Turkev Frver	Advanced Badminton Set	6'9" M CASTING BASS	ISCOUNT: 900.00 LEJO FLOUNDER	IT: 24	SNEY PRIN	RBIE S/C COME	ISCOUNT: IDERMAN 2
0.00	5000	6.99	96,99	74.99	149.99	59.99	.001	15.99	14.99	17.19
1130	0	5.29 /EA	40		97.04 /EA			12.11 /EA	10.42 /EA	12.11 /EA
_ D	-									

10

# JOHNNY'S TRUE VALUE HARDWARE 914 WEST TYLER HARLINGEN, TX 78550-6159

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TX 78537

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	79.99	Lith LED I	151553	EA	ь
55.72	69.99	Ratch JNT: 20.	229196	EA	P
16.49	24.99	ton 750 Flash	103386	EA	pa.
12.08	14.99	n Flas	200647	ΞA	н
42.71	46.99	LED Tact Flas	224322	EA	12
5.29	6.99	PRO ORIGINAL SCOUNT: 24.32	4014276	EA	$\vdash$
	6.99	PRO ORIGINAL	4014277	EA	حر
Ci	6.99	PRO OR	4014272	EA	Н
5.29	6.99	100	4014308	EA	Α
5.29 /EA	6.99	RIGI	4014271	EA	,
PRICE/PER	ひしら たなしのき	DESCRIPTION	TIEM	MO	QUANTITY

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CUST # \*3404 TERMS: NET 10TH

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TERM # D46008 4/14/22 MAM 555

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NANGE 20 34.02 34.02 34.02 27.75 27.75 27.75 27.75 27.75 27.75 27.75 27.75 27.75 27.75	Tool	DI:	UM ITEM
TRIMMER HEDGE 20 DISCOUNT: 16.40 DISCOUNT: 16.40 DISCOUNT: 34.02 E-Z CRAB ORANGE DISCOUNT: 34.02 GULP 3" SHRIMP C GULP 3" SHRIMP C GULP 4#SW MULLET DISCOUNT: 27.75 GULP 3" SHRIMP C DISCOUNT: 27.75 GULP 3" SHRIMP C DISCOUNT: 27.75 DISCOUNT: 27.75 DISCOUNT: 27.75 DISCOUNT: 27.75 DISCOUNT: 30.21 DISCOUNT: 30.21 DISCOUNT: 30.21 DISCOUNT: 30.21	23" Tool	II DIS	ITEM
ISCOUNT: 16.40 ISCOUNT: 16.40 ISCOUNT: 16.40 Z CRAB ORANGE ISCOUNT: 34.02 LP 3" SHRIMP C ISCOUNT: 27.75 LP 4#SW MULLET ISCOUNT: 15.69 LP 3" SHRIMP C ISCOUNT: 27.75 LP 4#SW MULLET ISCOUNT: 27.75 LP 3" SHRIMP C ISCOUNT: 27.75 Z CRAB PINK LO ISCOUNT: 30.21 ISCOUNT: 30.21 ISCOUNT: 30.21	3" Tool	DISC	
JANPPLCH SPICEGLO PRI WHT HART PEPPER NEON NGER RIMP PINK LONGER	×	35	DESCRIPTION
94.99 6.29 6.99 5.99 5.99	25.99	112.00	SUG. PRICE
79.41 /EA 4.15 /EA 5.05 /EA 5.05 /EA 5.05 /EA 5.05 /EA 4.18 /EA 4.18 /EA	26.17 /EA	72.47 /EA	PRICE/PER

12

# JOHNNY'S TRUE VALUE HARDWARE 914 WEST TYLER HARLINGEN, TX 78550-6159

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\*\*\*\*\*\*\*\*\*\*\*\* \* INVOICE \* MAM 555 D46008 4/14/22

/EA	17.63	26.99	MOND DESERT	2379156	EA	1
/EA	65.12	96.99	E LEATHER HU SCOUNT: 32.8	0500386	EA	Д
/EA	32.32	45.99	ER PLUS SAVI	5703621	EA	H
/EA	21.56	30.59	NT: 29.5	9000038	EA	UT
/EA	85.64	97.99	12.6	7607328	EA	⊢
/EA	220.10	249.99	P AIF	7815162	EA	þ
/EA	43.05	65.79	BB AIR RIFLE SING PUMP GRIZZLY DISCOUNT: 34.56%	3774288	EA	ų
/EA	5.16	7.99	35.4	27990	EA	ú
/EA	4.41	5.99	DISCOUNT: 26.	80000	EA	· +
/EA	4.41 /EA	5.99	DISCOUNT: 26.37%	6800008	EA	· u
R	PRICE/PER	SUG. PRICE	DESCRIPS	TEM	MOM	QUANTITY

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	ΕA	EA	EA	EA	EA	EA	EA	EA	EA	EA	UM
	24 7408685	185779	7336315	2344687	237414	6366700	6351640	6351572	6382419	7103470	ITEM
	squite table ILL PLLT WIFI	Orig F	OLER 112 OT AM	E	3LU	TCAY MT BI	ABELA TORT		MATTE SMOKE CRY W GR BL MIRROR	CRYO II FRAMELOCK A/O TI	DESCRIPTION
	94.11 879.99	429.00	299.99	212.99	320.00	247.00	207.00	207.00	267.00	54.69	SUG. PRICE
The second second	94.11 /	383.16 /	211.74 /	187.51 /	228.57 /	130.58 /	109.67 /	109.67 /	141.43 /	38.51 /EA	PRICE/PER
	EA EA	/EA	/EA	/EA	/EA	/EA	/EA	/EA	/EA	EA	
-	188.22 N 695.12PN	383.16PN	211.74PN	375.02PN	228.57PN	130.58PN	109.67PN	109.67PN	141.43PN	38.51PN	EXTENSION

14

# JOHNNY'S TRUE VALUE HARDWARE 914 WEST TYLER HARLINGEN, TX 78550-6159

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TIME: 7:58
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	EBB TIDE 3/8 MESH 1LB PR FOOT DISCOUNT: 29.78%	T	MONO CAST NET 6' 1# LEAD DISCOUNT: 19.78%	15	- B	.2 GRASS TRIN	ODEN ROC .2CC CHA	STOCK POTS WITH LID&BASKT 80QT DISCOUNT: 9.36%	RED FI	TSCOUNT: DESCI
	62.99	83.19	54.99	79.99	399.99	149.99	249.99	139.99	359.99	SUG. PRICE
	44.23 /EA	58.81 /EA	44.11 /EA	67.29 /EA	334.43 /EA	142.76 /EA	188.23 /EA 267.76 /EA	126.88 /EA	298.82 /EA	PRICE/PER
CONT'D	44.23PN	117.62PN	44.11PN	67.29PN	334.43PN	142.76PN	376.46 N 267.76PN	126.88PN	298.82PN	EXTENSION

PHONE: (956) 428-4011

SHOP JOHNNY'S TRUE VALUE FOR ALL YOUR LAWN AND GARDEN NEEDS!!!!!

RON HOOVER FISHING TOURNAMENT 1 RON HOOVER DR.

DONNA

TX 78537

CUST # \*3404 TERMS: NET 10TH

INV #
DATE :
CLERK:
TERM # MAM 555 D46008 4/14/22

TIME: 7:58
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MID:***9167	QUANTITY 1 3
***91	EA 2
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** PAYMENT RECEIVED **  ** PAID IN FULL **  BANKCARD PAYMENT BKCRD#XXXXXXXXXXXX1104	DESCRIPTION HI TIDER CAST NET3/8" DISCOUNT: 24.17% MODEL 315 BOGAGRIP DISCOUNT: 29.41%
APP:888811 XR:34600 11286.09 TAXABLE NON-TAX SUB-TOT 11286.09 TAX AMO	SUG. PRICE 62.99 124.99
11 XR:346008 11286.09 TAXABLE NON-TAXABLE SUB-TOTAL 11286.09 TAX AMOUNT TOTAL INVOICE	PRICE/PER 47.76 /EA 88.23 /EA
11286.09 11286.09 11286.09	EXTENSION 47.76PN 264.69PN

Received By

PAGE NO

15



AGREEMENT made this 13th day of Jan, 2022 between Fowl Ball Touring, Inc. dba Kevin Fowler (hereinafter referred to as "COMPANY"), furnishing the services of the artist(s) professionally known as Kevin Fowler (hereinafter referred to as "Artist") and Wirth Entertainment Agency as authorized representative of Ron Hoover Companies, INC. (hereinafter referred to as "PURCHASER"). It is mutually agreed upon between the parties as follows: The PURCHASER hereby engages the COMPANY and the COMPANY hereby agrees to furnish the entertainment presentation hereinafter described, upon all terms and conditions herein set forth, including those attached hereto entitled "Additional Terms and Conditions".

DATE	LOCATION	VENUE	#SHOWS	SHOW TIME	ARTIST S	SET			
Fri Jul 29, 2022	South Padre Island, TX	South Padre Island Convention Center	1.	Time TBD	7:00 PM	12			
DEAL TERMS:	17,500 USD Guarantee	6.							
Deposit(s) Due:	8,750.00 USD due 60 d	8,750.00 USD due 60 days prior to show date (on or before May 30, 2022).							
	All deposits shall be pay of Company as the pay check, please make pay of Purchaser for paym CAA on behalf of Com face, BALANCE of guar	paid by certified check, money order, bank draft aid by PURCHASER to CREATIVE ARTISTS AG ree. While CAA will receive payment on behalf yable to Fowl Ball Touring, Inc. dba Kevin Fowlents made hereunder shall be reported as sole pany, including but not limited to deposits. Unlimited, plus percentage payments, if any, and significant to the prior to performance, evening to the payments of the prior to performance, evening to the payments.	ENCY, LLC's ("C/ of Company, CA vier. Any required by for Company, ess otherwise so sound and lights	AA") client trust ac A is not the payed I income tax repo regardless of pay et forth above or c	count on b e. If paying rting obliga rments sent on the contr	ehalf by itions t to ract			
	WIRE TRANSFER SHO	ULD BE SENT TO:							
	400 N. Roxbury Drive, 4 Creative Artists Agency Account #: 101-797-79	ation: City National Bank 4th FL. Beverly Hills, CA 90210 Attn: Mariam Z y - Client Trust Account 1	akian			51			
40	ABA #: 122016066 Swift code: CINAUS6L					4000			
	We do not accept ACH	wires.				1			
		ne of the Artist and date of Performance on all	transfers.			ा और इ.स.			
	All transfer fees to be p				_	11.2			
Billing:	Artist to receive 100% I					-1-			
Performance Length		I) ninety (90) minute full band set.		and the same		-			
Sound & Lights:	1 111111	ovide and pay for first class sound & lights, pe	r Artist's specifi	cations.		-			
Support Talent:		n Fowler to Headline and Close.			11175001				
Additional Provisions:	sarah@triple8mgmt.co					I			
	-Any use of Artist name management in advan	e, image or likeness in invitations or in any way be.	y must be appro	ved in writing by A	Artist				
	-No recording, streaming	ng or taping of Artist's performance is permitte	ed						
	-Four (4) experienced,	able-bodied, & sober loaders for both load-in a	nd load-out to be	used solely by A	rtist.				
	-Sponsorship and sign	age cannot imply Artist endorsement							
	-Any meet and greet re agreed.	quests are subject to Artist and management	advance and ap	proval and are no	implicitly				
		olutely no public advertising. romotions to be approved by Sarah Polidore at m).	t Triple 8 Manag	ement (512-444-7	600/	***			
	<ul> <li>All production aspect</li> <li>Artist to approve all s</li> </ul>	s to be approved by Daren Fleming (512-791-5 upport talent on headline shows.	790).			,			
	<ul> <li>Artist to receive 30 co</li> <li>Purchaser to provide used solely by Artist.</li> </ul>	mplimentary tickets. & pay for four (4) experienced, able-bodied, & s	sober loaders for	both load-in and	load-out to	be			
		Y PROHIBITED from creating and/or distributi	ng any merchan	dise that uses the	name, logo	0,			
		ered into an agreement with Karbach Brewrey	for sponsorship.	As part of this so	onsorship	we			

will request up to 20 tickets be reserved as comps for Karbach. Comp total will be confirmed prior to show announcement along with the marketing plan by Chris Fox at Triple 8 Management. Unused comp tickets assigned for Karbach will be released 24 hours prior to the show.

- Anticipatory Breach of Contract: It is expressly agreed that CAA has the right, on behalf of the Artist, at any time, to require payment in full prior to the date of the engagement(s) mentioned on the face of this contract. The Purchaser's failure to comply with these provisions and make all payments within the due date specified by CAA shall be considered an anticipatory breach of contract and all deposits in possession of CAA shall be retained on behalf of and

-in the event of inclement weather that renders any performance impossible, hazardous, or unsafe, Purchaser shall remain liable for payment of the full agreed-upon compensation even if such performance is prevented by such weather conditions.

-When Artist is asked to perform on an outdoor stage that is not part of a secure, permanent structure, Purchaser agrees to provide a licensed structural engineer to inspect and certify that all structures (below, around, and above the performance and surrounding area) meet safety standards, can withstand moderate wind & rain conditions, safely support all production equipment either hanging from or otherwise attached to any part of the structure. Purchasers must also provide covering protection (tarps, pop-up tents, etc.) against elements such as sunlight, rain, and high

-Purchaser will implement all recommended and necessary safety measures in connection with conducting the Engagement to safeguard the health, safety, and well-being of all: attendees; Company/Artist and Company's and Artist's personnel, representatives, and invitees; Purchaser's employees, affiliates, contractors, vendors, representatives, and any other person engaged by or at the direction of Purchaser, generally, and also specifically in connection with COVID-19 including, without limitation, all then-current guidance with respect to best safety practices.

-In addition to Purchaser's other indemnification obligations, Purchaser will indemnify, defend, and hold Company and Artist and Artist's accountants, attorneys, agents, representatives, and their respective contractors, employees, licensees, and designees harmless from and against any and all third party claim, liability, and/or loss arising out of or in connection with the foregoing obligation

Merchandise:

100% Artist Sells (MFN)

Attached riders are made a part hereof.

If Artist is headlining this engagement: "All support talent is subject to Artist approval."

The engagement shall not be recorded, reproduced, or transmitted from the place of performance, in any manner or by any means whatsoever, in the absence of a specific written agreement with the Company relating to and permitting such recording, reproduction, or transmission.

(ARTIST/COMPANY)

BA: Kylen Sharpe

Booking #: 762912

COMPANY: Fowl Ball Touring, Inc. dba Kevin Fowler

Signed:

(PURCHASER) PURCHASER: Ron Hoover Companies, INC., by Dustin Hoover - 1510 W Market

St. Rockport, TX 78382-6216

Send To: Tom Wirth - Wirth Entertainment Agency - 1209 Thelen Ave, Kaukauna, WI 54130

### **Additional Terms and Conditions**

The following additional terms and conditions are incorporated in and are part of the Agreement attached hereto.

- 1. PURCHASER agrees that it shall be solely responsible to provide a safe environment for the performances set forth in the Agreement (the "Performances") including but not limited to with respect to the staging, stage covering, grounding, supervision and direction of the Engagement, and security and management of attendees, so that the Performances and all persons and equipment are free and secure from adverse health, weather and other potentially negative or unfavorable conditions, situations and/or events ("Adverse Conditions"). COMPANY and Artist shall not have any liability for any damage or injury caused by such Adverse Conditions. PURCHASER further agrees to furnish at its sole cost and expense all that is necessary for the proper presentation of the Performances, and if required by COMPANY, any and all rehearsals therefor, including, but not limited to:
  - a. Equipment, materials, labor, licenses, permits, including, but not limited to, a suitable theater, hall or auditorium (well-heated, lighted, clean, and in good order), stage curtains, properly tuned grand plano(s) and any other instruments specified by COMPANY, a public address system in perfect working condition (including microphone(s) in number and quality as required by COMPANY), and comfortable, well-lighted dressing rooms:

 All stagehands, stage carpenters, electricians, electrical operators, and any other labor as necessary and/or required by any national or local union(s) to take in, hang, work, and take out all materials required for the Performance(s), including, but not limited to, scenery, properties and baggage;

c. Any musicians and musical contractors, as may be required by any national or local union(s) in connection with the Performance(s), and any rehearsals therefore; provided, however, that COMPANY shall have the right to name such musical contractor and to approve such musicians:

d. All lights, tickets, house programs, licenses, including, but not limited to, any performing rights licenses, special police and security, medical and health personnel, ushers, ticket sellers for advance or single sales (wherever such sales take place), and ticket takers;

- e. Appropriate and sufficient advertising and publicity as customarily provided on a first-class basis, including, but not limited to, bill-posting, mailing, and distribution of circulars, advertising in the principal newspapers, and other media. PURCHASER shall pay all necessary expenses in connection with such required advertising and publicity.
- 2. PURCHASER will comply promptly and professionally with COMPANY'S directions regarding the arrangement of stage decor and settings for the Performance(s).
- 3. COMPANY will have sole and exclusive control over the production, presentation, and performance of the Performance(s), including but not limited to, the details, means, and methods of the performances of the performing artist hereunder. COMPANY shall have the sole right as COMPANY sees fit to designate and change, at any time, the performing personnel.
- 4. The Performance(s) to be furnished by COMPANY shall receive billing in such order, form, size, and prominence as directed by COMPANY.
- PURCHASER will comply with all regulations and requirements of any national or local union(s) that may have jurisdiction over any of the materials, facilities, services, and personnel to be furnished by PURCHASER or COMPANY, or otherwise used in the Performance(s).
- 6. PURCHASER will not have the right to broadcast or televise, photograph, or otherwise reproduce the Performance(s), or any part thereof.
- 7. Except for local press in commercially reasonable numbers, any free admissions will be subject to COMPANY'S prior written approval.

### 8. Tickets:

- a. PURCHASER is prohibited from deviating from the agreed upon ticket scaling without the prior written approval of COMPANY. Notwithstanding the foregoing, in the event that PURCHASER deviates from the agreed upon ticket scaling made a part hereof, COMPANY is entitled to and PURCHASER will pay to COMPANY any and all revenue derived from ticket sales that exceed such scaling (e.g., ticket prices and/or number of tickets sold). Additionally, in any such event, COMPANY will have the right to terminate this Agreement immediately upon notice to PURCHASER.
- b. In the event that payment to COMPANY will be based in whole or in part on the receipts of the Performance(s):
  - 1. Ticket prices must be submitted to and approved by COMPANY in writing before tickets are ordered or placed on sale;

PURCHASER will deliver to COMPANY a certified statement of the gross box office receipts of each such performance within two (2) hours following such performance; and

- 3. COMPANY will have the right to have its representative present in the box office at all times. Such representative will have the right to examine and make extracts from box office records of PURCHASER relating to gross box office receipts of the Performance(s). COMPANY will have the right, at its own expense, to audit PURCHASER's box office records relating to gross box office receipts of the Performance(s) upon reasonable notice on or before the date two (2) years after the Performance(s). Such audit will be conducted during normal business hours, and at PURCHASER's normal place of business where PURCHASER maintains such receipts.
- 9. COMPANY will have the sole and exclusive right, but not the obligation to sell souvenir programs and other souvenir items, including audio recordings in any and all formats and media, in connection with, and at, the Performance(s). The receipts thereof will belong exclusively to COMPANY. PURCHASER will make reasonable accommodations to facilitate COMPANY's sales activities.
- 10. PURCHASER agrees that COMPANY may cancel the Performance(s) hereunder, in COMPANY's sole discretion, by providing at least thirty (30) days' notice to PURCHASER prior to the Performance(s) date. In such event, COMPANY will return any amounts previously paid by PURCHASER

pursuant to this Agreement, and shall have no further obligations.

- 11. If, before the date of any scheduled performance, it is found that PURCHASER has not performed fully its obligations under any other agreement with any party for another engagement, or that the financial credit of PURCHASER has changed, been misrepresented or been impaired, COMPANY may cancel the Agreement without payment or penalty of any sort.
- 12. In the event that PURCHASER fails or refuses fully to perform any of its obligations hereunder, including but not limited to timely making any of the payments required by this Agreement:
  - a. COMPANY, in its sole and exclusive discretion, may immediately terminate this Agreement;
  - b. COMPANY will have the right to retain any amounts theretofore paid by PURCHASER;
  - c. PURCHASER will immediately reimburse COMPANY for any out-of-pocket costs incurred by COMPANY and/or Artist as a result of PURCHASER's breach;
  - d. PURCHASER will remain liable to COMPANY for the guarantee and any additional compensation due COMPANY, as set forth in the Agreement; and
  - e. COMPANY and/or Artist will be entitled to assert all claims and to exercise all rights and remedies available, whether at law or in equity.
- 13. In the event of an alleged material breach of this Agreement by COMPANY and/or Artist, PURCHASER agrees that the maximum damages which PURCHASER may seek to recover will be limited to necessary out-of-pocket expenses directly incurred by PURCHASER relating to the Performance, including out-of-pocket costs, taking into account any amounts that PURCHASER recovered or could have recovered using its best efforts to mitigate its damages. Notwithstanding the foregoing, PURCHASER will not be entitled to recover any alleged lost profits or similar alleged damages.
- 14. <u>Currency</u>: Unless otherwise provided herein, CAA will hold all deposits in United States Dollar accounts. Purchaser shall bear any currency of conversion risks associated with delivering funds in other than United States Dollars or requesting deposit refunds (when such refunds are applicable) in other than United States Dollars.

### 15. Force Majeure:

- a. A "Force Majeure Event" is defined as one or more of the following causes which renders performance impossible, impracticable, or unsafe: death, illness of, or injury to Artist or a member of Artist's immediate family, any of Artist's musicians, or any of COMPANY's key personnel; theft, loss, destruction, or breakdown of instruments or equipment owned or leased by COMPANY or Artist; fire, flood, pandemic or other geographically diverse phenomenon; threat(s) or act(s) of terrorism; riot(s) or other form(s) of civil disorder in, around, or near the Performance(s) venue; strike, lockout, or other forms of labor difficulties; any act, order, rule, or regulation of any court, government agency, or public authority; act of God; absence of power or other essential services; failure of technical facilities; failure, delay, or impediment to transportation not within COMPANY's or Artist's reasonable control; inclement weather; and/or any similar or dissimilar cause beyond COMPANY's or PURCHASER's reasonable control.
- b. If a Force Majeure Event occurs, the parties' respective obligations hereunder will be excused fully, without any additional obligation, subject to the provisions of Section 15(c) below, and each of the parties shall bear its own costs incurred in connection with this Agreement.

  c. Notwithstanding the foregoing, if Artist is ready and willing to perform, PURCHASER will pay COMPANY the full amount of the guarantee set forth in this Agreement.
- d. In the event that this Agreement concerns a support artist performance, and the headline artist of such engagement does not perform for any reason (except a Force Majeure Event cancellation for which Section 15 above will apply), if Artist is ready and willing to perform the services set forth herein, COMPANY will be entitled to receive the full, agreed upon compensation set forth in this Agreement.

### 16. Insurance:

- a. PURCHASER agrees to provide public and general liability insurance coverage, including without limitation, public and general liability automobile, liability, and comprehensive coverage, in an amount not less than \$5,000,000 per occurrence to protect against any claim for personal injury or property damage otherwise brought by or on behalf of any third party, person, firm, or corporation as a result of or in connection with the Performance(s). The policy shall name COMPANY, Artist, each individual member of Artist, and their respective agents, employees, directors, officers, principals, representatives, and shareholders as additional insured's.
- b. In addition, PURCHASER shall maintain in effect (a) workers' compensation insurance(or the equivalent thereof if workers' compensation insurance is not available) covering all of its employees, subcontractors, and other personnel under the control, direction, or authority of PURCHASER, whether directly or indirectly, who are involved in the installation, operation, and/or maintenance of equipment provided by PURCHASER, and (b) hired and non-owned automobile insurance. PURCHASER shall supply COMPANY with certificates of insurance showing coverage of the above at least ten (10) business days prior to the Performance date; provided, however, that if PURCHASER does not provide such certificates by the foregoing date, COMPANY may, in its sole discretion, terminate this Agreement. If PURCHASER has not provided certificates of insurance as set forth herein, COMPANY may elect to perform the show; provided, however, that PURCHASER will be responsible nonetheless for the insurance coverage specified herein.
- c. The insurance policies described herein will contain provisions requiring the insurance company to give COMPANY at least ten (10) days prior written notice of any revision, modification, or cancellation. Any proposed change in certificates of insurance will be submitted to COMPANY for written approval prior to any such change taking effect.

### 17. Indemnification:

- a. PURCHASER shall indemnify, protect, and hold COMPANY, Artist, the individual performing members of Artist, Artist's managers, accountants, attorneys, agents, and their respective contractors, employees, licensees, and designees (collectively, the "Indemnified Parties") harmless, from and against any claim, demand, action, loss, cost, damage, or expense whatsoever (including, without limitation, reasonable attorneys' fees) arising out of or in connection with (i) PURCHASER's breach or alleged breach of the Agreement; and (ii) the Performance, including, but not limited to:
  - 1. Any claim, demand, or action made by any third party, as a direct or indirect consequence of the Performance or allegedly arising from an Adverse Condition;

 Any and all loss, damage, and/or destruction occurring to COMPANY's, Artist's, and/or their respective employees', contractors', or agents' instruments and equipment at the place of the Performance, including, but not limited to, damage, loss, or destruction caused by forces beyond the parties' control;

3. A breach or alleged breach of any warranty, representation, or agreement made by PURCHASER hereunder in connection with the Performance, including, without limitation, any failure by PURCHASER to perform any agreement entered into between PURCHASER

and any third party; and

4. Damage or injury to any patrons, or the venue, or any fixture or personal property therein, caused by fans or any others not engaged by COMPANY. For the avoidance of doubt, no claim, deduction, or offset will be made by PURCHASER in respect of same, unless proof of such damage and the cause thereof is provided to COMPANY, and COMPANY expressly agrees to such claim, deduction, or offset in writing.

b. If an insurable risk occurs, resort to the procedures set forth in the insurance policies required hereunder, and any resulting remedies, will

be the sole remedy of PURCHASER.

- 18. PURCHASER shall pay all taxes and fees incurred due to Performance(s), including all amusement taxes.
- 19. UNDER NO CIRCUMSTANCES WILL COMPANY AND/OR ARTIST BE LIABLE TO PURCHASER OR ANY THIRD PARTY IN CONTRACT, TORT, OR OTHERWISE, FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, PUNITIVE, EXEMPLARY, OR SIMILAR DAMAGES THAT RESULT FROM THE PARTIES' PERFORMANCE OR NON-PERFORMANCE HEREUNDER, INCLUDING BUT NOT LIMITED TO LOSS OF REVENUE OR LOST PROFITS, EVEN IF COMPANY AND/OR ARTIST HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.
- 20. Each party represents and warrants that it has the right and authority to enter into this Agreement, and that by entering into this Agreement, it will not violate, conflict with, or cause a material default under any other contract, agreement, indenture, decree, judgment, undertaking, conveyance, lien, or encumbrance to which it is a party or by which it may become subject. Each party shall, at its own expense, make, obtain, and maintain in force at all times during the term of this Agreement, all applicable filings, registrations, reports, licenses, permits, and authorizations necessary to perform its obligations under this Agreement. Each party shall, at its own expense, comply with all laws, regulations, and other legal requirements that apply to it and this Agreement.

THE WARRANTIES SET FORTH IN THIS SECTION ARE THE ONLY WARRANTIES MADE BY COMPANY. COMPANY MAKES NO OTHER WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, IN CONNECTION WITH THE PERFORMANCE. COMPANY HEREBY EXPRESSLY DISCLAIMS ANY IMPLIED WARRANTIES ARISING FROM A COURSE OF DEALING OR COURSE OF PERFORMANCE. EXCEPT AS SET FORTH HEREIN, NO ORAL OR WRITTEN INFORMATION GIVEN BY COMPANY AND/OR ARTIST, OR THEIR RESPECTIVE EMPLOYEES, AFFILIATES, OR AGENTS WILL CREATE A WARRANTY OR REPRESENTATION AND PURCHASER EXPRESSLY ACKNOWLEDGES THAT IT HAS NOT ENTERED INTO THIS AGREEMENT IN RELIANCE UPON ANY ALLEGED REPRESENTATION OR WARRANTY OF COMPANY OR ANY OF ITS EMPLOYEES, AFFILIATES, AGENTS OR REPRESENTATIVES.

- 21. This Agreement constitutes the sole, complete, and binding agreement between the parties hereto regarding the subject matter hereof, and supersedes all prior communications between the parties. No amendment or modification of this Agreement shall be valid or binding upon the parties unless made in writing and executed by an authorized representative of each party.
- 22. The Parties each acknowledge that CREATIVE ARTISTS AGENCY, LLC acts only as agent for COMPANY, and assumes no liability hereunder.
- 23. Except for the Parties' acknowledgment in Section 22 above, that Creative Artists Agency, LLC assumes no liability hereunder, in the event of any inconsistency between these Additional Terms and Conditions and Artist's Rider (attached hereto and incorporated by reference herein), the terms of Artist's Rider will control.
- 24. This Agreement shall be construed in accordance with the laws of the State of California without regard to its application of choice of laws: Any claim or dispute arising out of or relating to this Agreement or the breach thereof shall be settled by arbitration in Los Angeles, California in accordance with the commercial rules and regulations then in effect of the American Arbitration Association. The parties hereto agree to be bound by the award of such arbitration and judgment upon the award may be entered in any court having jurisdiction thereof. Nothing in the Agreement shall require the commission of any act contrary to law or to any rule or regulation of any union, or similar body having jurisdiction over the Performances or any element thereof. Wherever or whenever there is any conflict between any provision of this Agreement and any such law, rule or regulation, such law, rule or regulation shall prevail and this Agreement shall be curtailed, modified, or limited only to the extent
- 25. In the event that the performing artist(s) are members of the American Federation of Musicians ("AFM"), PURCHASER agrees that a representative of AFM will have access to the place of engagement covered by this agreement for purposes of communicating with the performing artist(s) and PURCHASER; provided, however, that PURCHASER acknowledges that AFM is not a party to this agreement and is not liable for the performance or breach of any provision hereof.
- 26. The parties acknowledge that the terms of this Agreement and any oral or written information exchanged between the Parties in connection with the preparation and performance this Agreement are regarded as confidential information. Each party shall maintain confidentiality of all such confidential information, and it shall not disclose any relevant confidential information to any third parties, except for the information that:

  (a) is or will be in the public domain (other than through the receiving Party's unauthorized disclosure); (b) is under the obligation to be disclosed pursuant to the applicable laws or regulations, or orders of the court or other government authorities; or (c) is required to be disclosed by any party to its legal counsel or financial advisors regarding the transaction contemplated hereunder, provided that such third parties will be bound by confidentiality obligations similar to those set forth in this Section 26. Disclosure of any confidential information by a party without the other party's express consent will be deemed a breach of this Agreement.



### **KEVIN FOWLER** PERFORMANCE RIDER TO ADVANCE SHOW PLEASE CONTACT DAREN FLEMING (Road Manager) 512-791-5790 daren@kevinfowler.com

### INTRODUCTION:

Below is a list of requirements that the Kevin Fowler Band request for a performance at your venue. If any of the requirements are unable to be met. please contact Creative Artists Agency. All of the requirements below are requested with the intention of smoothly delivering a quality show at your venue. Thank you for working to provide the request.

## SOUND EQUIPMENT AND STAGE HANDS/ LOADERS: VERY IMPORTANTIL

Any production provided by purchaser must be approved in advance by Daren Fleming. See attached stage plot and technical rider.

## Purchaser MUST provide at least 4 (FOUR) professional and sober stagehands for load-in, set-up, and load-out of all Kevin Fowler equipment and gear. NO EXCEPTIONS!!

Stagehands will be needed for 2 hours each way.

ACCOMMODATIONS, HOSPITALITY and MEALS:

Purchaser shall provide the following hospitality:

2 cases of any good light beer (Miller, Coors, Bud Light, etc.).

2 case of bottled water,

1 case Topo Chico Weter

1 12-pack of Diet Coke,

1 12-pack of Coca-Cola,

1 20 lb. Bag of ice.

All rider items should be delivered to the bus upon errival for load in.

Kevin Fowler Band requires one meal for each band and crew member (11 people total) or a \$165 buy out to be paid at load in time (11 - \$5's and 11 - \$10's is perfect).

PERFORMANCE and SUPPORT BAND:

Any opening band must have prior approval of Triple 8 Management BEFORE being confirmed. Unless otherwise agreed on, the Kevin Fowler Band will perform one set of 90 minutes

### TOUR VEHICLE PARKING:

Please provide parking space for tour bus with trailer (total 65') in a location in close proximity to the venue load in that is secure.

ADVERTISING:

Triple 8 Management will help facilitate online marketing, radio and press interviews by Kevin Fowler and marketing strategy. Please provide Triple 6 Management with Marketing Plans and Media Contact Lists for the show. Contact info below.

PAYMENT and TAXES:

All day of show payments will be in cash or cashlers check at the end of the performance. All cashlers checks must be made out to FOWL BALL TOURING, INC. If deal is based on percentage of door receipts, Kevin Fowler employees shall have the right to monitor, audit, and/ or place an agent to oversee any and all door activity. Numbered wristbands will be provided for settlement purposes. The ticket price shall not be raised and the capacity shall not be increased as set forth on the face of this contract without prior written approval from Creative Artists Agency. If ticket prices or venue capacity and/ or gross potential are increased without such approval, 100% of the excess revenue generated from the unauthorized increase will be paid in full in cash only immediately upon the completion of the performance.

If there is any assessment of tax (including sales tax) by ANY taxing authority for monies earned during the performance said taxes shall be paid by the Purchaser and it is fully understood and agreed that no deductions whatsoever in respect of such taxes shall be taken from the price contained herein or in any percentage earned hereunder. This is an independent contractor contract - NO PAYROLL OR FICA TAXES SHALL BE DEDUCTED.

KEVIN FOWLER CONTACT:
Daren Fleming Tour Manager/ Sound Engineer

512-791-8790

daren@kevinfowler.com

Sarah Polidore

Triple 8 Management Creative Artists Agency

sam.forbert@cas.com

PLEASE INITIAL EACH LINE OF THE PERFORMANCE RIDER AND SIGN BELOW TO ACKOWLEDGE RECIEPT.

Purchaser Signature-

Kevin Fowler Representative Signature

### **Omar Fuentes**

From:

Mayra Nunez <mayra@sopadre.com>

Sent:

Monday, June 27, 2022 11:10 AM

To:

**Omar Fuentes** 

Subject:

Payment Received

×

South Padre Island Convention Centre & CVB

7355 Padre Boulevard

South Padre Island, TX 78597

Account: Ron Hoover Fishing Tournament

Post As: Ron Hoover RV & Marine Fishing Tournament 2022

Address: 101 Expressway 83 Sub

Donna, TX 78537

Event Date: July 28-30, 2022

Contact: Omar Fuentes Phone: (956) 393-8051

Fax:

Onsite Contact: Omar Fuentes

09/23/2021 Contract #2590

\$8,000.00

09/30/2021 Check #3023827

(\$4,000.00)

Credit Card Payment (\$4,000.00) 06/27/2022

Balance paid in full.

Signature

Be

A: 

Pat

418

Date Date

Signature

Mayra Nunez | Sales and Services Manager

City of South Padre Island Convention & Visitors Bureau

7355 Padre Blvd. South Padre Island, Texas 78597

Office: (956) 761-8389 | Cell: | Fax:

E-mail: mayra@sopadre.com www.SoPadre.com (-> url9393.sopadre.com)

How did I do? Please take our Customer Service Survey by clicking here.

Links contained in this email have been replaced. If you click on a link in the email above, the link will be analyzed for known threats. If a known threat is found, you will not be able to proceed to the destination. If suspicious content is detected, you will see a warning.



U/G

## SOUTH PADRE ISLAND CONVENTION CENTRE

7355 Padre Blvd. South Padre Island, TX 78597 (956) 761-3000 Fax (956) 761-3024

## **Credit Card Authorization Form**

FIRM NAME: DAVID CANTU	PHONE NO. 956-793-7094
ADDRESS: 1510 WEST MARKET ST CITY: ROCI	KPORT STATE: TX ZIP: 78382
AUTHORIZED PERSON: DAVID CANTU	GENERAL MANAGER
FORM OF PAYMENT: Check or Money Order-Amt	CHECK #
VISA/MC/AMEX/DISCOVER (Circle One) Account No. 3	78751097251104
EXP.DATE: 07/25 CV# 9228 (3 or 4 digits after acc	t no. either on front or back of card) Zip Code: 78382
2. AN	
AUTHORIZED SIGNATURE	DATE: 06.27.2022
ADI	
AUT:	
FOR"	
VISA	00_
#4	000 charge
11	
To:	000° Charge Pay Balance

# Ambition Entertainment

ADDRESS 601 Avocet Phone 956-821-2821



Tournament Slideshow's FOR Fishing

Column1

Fishing Tournament Slideshows x2 \$150

Copper Silver **PIOS** 

Exempt \$150 Total: SUBTOTAL Tax:

\$150 Deposit:

Balanced: \$150

"Make all checks payable to JoAngel Alvarez four day before Event.

If you have any questions concerning this invoice, use the following contact information:

Johnson America Charles Com

THANK YOU FOR YOUR BUSINESS!

All Despoil are not rendered incase cancelation

If cancelled in a month in advance 50% is required of balance

Please sign and date and send back

## Ambition Entertainment

ADDRESS 601 Avocet Phone 956-821-2821





29,30 2022

July 29/5 hr dj.promo, event specialist \$575

July 30, /5 hr dj.promo, event specialist \$575

SUBTOTAL

\$1350

Tax:

Exempt

Total:

\$1350

Deposit:

\$350

Balanced:\$1000

"Make all checks payable to JoAngel Alvarez four day before Event.

If you have any questions concerning this invoice, use the following contact information:

JoAngelAhrerez@Aol.com

THANK YOU FOR YOUR BUSINESS!

All Despoit are not rendered incase cancelation

Please sign and date and send back

If cancelled in a month in advance 50% is required of balance

Sent from my iPhone

## 8/51:ps Phone # 956-393-8051 Ron Hoover Tournament

## JIM'S PIER BOAT SLIP RENTAL AGREEMENT

ON THIS THE Day of into on the above date by and bet	12,2021 T	ort term rental) his Jim's Pier Boat Slip Rental			
	with an address	of Post Office Box	1906, I	Boerne, Te	xas and
DMAE FURNIS	<	(" <u>Renter</u> ") for the docka		an addre (year)	ss of (ft)
SING! DEVITE		boat), Registration #	_		Renter
warrants that it owns the above d	escribed vessel.	The state of the s			
	nter must complete a n	ow dockage of the described vesse ew agreement, be bound by the o			
<ol> <li>Term. This Agreement is for if not sooner terminated; it both further agree in writing</li> </ol>	may be renewed at the	then posted or negotiated rate for	30,2021 in	nclusive, after the period as the	which time, parties may
3. Rent. The rental rate shall be of the first Day that the re		D per 24-hour period (the " <u>Day</u> ").	All slip rentals	s shall be paid	in advance
Agreement, which shall sec any breach of this or any oth or the vessel while docked a or upon termination hereund of such term expiration or to 5. <u>Termination</u> .	ture performance of this ner agreement with Man at Jim's Pier. The unuse der, after payment to M	deposit in the amount of \$	lied at the end or damage cau returned to Re	of the rental posed by Renter of nter at the end of and within thirt	or its agents of the term,
arrival.	mer. ir remer michos	0		.visc ivia	nager upon
	lager.	Osprey Cruises 1 Padre Blyd			
	ause. Manager may	South Padre Island, TX	70507		conditions
MANO DIFF	is Agreement or its i	Phone: (956)761-66	55		conditions ne (1) Day
JIM'S PIER 211 W SWORDFISH ST	al notice without wa	AL			om the slip
SOUTH PADRE ISLAND,	to the end of the nc	Lheck 18			e ren ente la rige
TX 78597 956/761-5467	for cause. Manager (1) Day written not	Guests 1	12/1/2021 3:00 PM	or expens	time, upon ses shall be
SALE	ited and any surplu- niced. Nothing in the	8 1 Day Slip Rental (25.00)			nation date
	v, equity or admira fails to remove his	8 Daily Slip Trans Fee (0.75	200.00		Agreement, expiration
REF#: 00000009  Batch #: 335001 RRN: 530482684  12/01/21 15:43:59	d after proper noti	Subtota?	206.00	nmercially	
CVC: N	ier, all at the expe	TO AL	206.00	s fees and	
Invoice #: 9 APPR CODE: 173779	ght current;	CHECK	200.00		- V
AMEX Manual CNP	the vessel in plac	CHECK Chk # 0	-206.00	F	
***********1104	ge the Vessel the	Chk. Acct.		vessel rem	ains in the
AMOUNT \$206.00	iger's slip until al w the rental at the val,	CHANGE DUE	0.00	termined at	the time of
APPROVED	ise any other rig	Thank you for coming	or and an arrangement of	r (vi)	Any
0.0	ination of any o	to to		0.00	
Thank You		Osprey Cruises		Page 1	of 2

### **Omar Fuentes**

From:

Onlyjuanv via Square <receipts@messaging.squareup.com>

Sent:

Wednesday, December 1, 2021 2:39 PM

To:

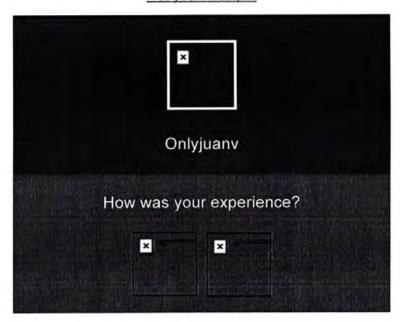
**Omar Fuentes** 

Subject:

Receipt from Onlyjuanv

Now when you shop at sellers who use Square, your receipts will be delivered automatically.

Not your receipt?



\$1,250.00

**Custom Amount** 

\$1,250.00

Total

\$1,250.00

Onlyjuanv

AMEX 1104 (Keyed)

V in

Dec 1

2021

at 2:33

PM

Juan Villarveal Consedium fin Ron Hoover Fishing Tournament

#h0Kq Auth code: 277214

Square Just Got More Rewarding
Your favorite businesses may send you news and rewards via
Square. <u>Learn more and update preferences.</u>



### **Receipt Settings**

Not your receipt?

Manage preferences

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### **Omar Fuentes**

From:

Sent: To:

Subject:

Onlyjuany via Square <receipts@messaging.squareup.com>

Wednesday, December 1, 2021 2:39 PM

**Omar Fuentes** 

Receipt from Onlyjuanv

Now when you shop at sellers who use Square, your receipts will be delivered automatically. Not your receipt?



§1,250.00

**Custom Amount** 

\$1,250.00

Total

\$1,250.00

Deposit For Comedian used @ Ron Hoover Fishing Tournament

Onlyjuanv

AMEX 1104 (Keyed)

V =

Dec 1

2021

at 2:33

PM

#h0Kq Auth code: 277214

Square Just Got More Rewarding
Your favorite businesses may send you news and rewards via
Square. <u>Learn more and update preferences.</u>



# **Receipt Settings**

Not your receipt?

Manage preferences

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Last Name: Ruiz

City Chylander

Zip Code 78573

Name of Property\_ Where did you stay?:

Holiday Ins

Number of rooms: 3

Number of Nights: 2

Please return to front registration to receive your bag!



Last Name: Mather

Where are you from?

Zip Code

Name of Property\_ Where did you stay?:

umber of rooms: 3

Number of Nights: 2

Please return to front registration to receive your bug!

Last Name: Valotez

Where are you from?

Zip Code 7850/

Where did you stay?:

Name of Property\_

Number of rooms:

Number of Nights: Z

Please return to front registration to receive your bag!

Produce





Last Name:

Zip Code 7 1516

Where are you from?

Where did you stay?: Mulleday

Number of rooms: 3

Number of Nights: 2



Where are you from?

**Zip Code** 

Name of Property\_ Where did you stay?:

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!



Last Name: ESTYCOCO

Where are you from?

Zip Code 1855

CITY HOWINGEY

Name of Property\_ Where did you stay? HOWINGEN

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!



Last Name: ( 'N) Navlo

Where are you from?

Zip Code 18532

Number of rooms:

Where did you stay?:

Name of Property\_

Please return to front registration to receive your bag! Number of Nights:

Last Name:



Zip Code

Where are you from?

Name of Property Where did you stay?:

Number of Nights:

Number of rooms:



Where are you from?

Zip Code 78534

Where did you stay?: PROVA & Name of Property\_

Number of rooms:

**Number of Nights:** 

Please return to front registration to receive your bag!



Last Name:

Where are you from?

Zip Code

Where did you stay?

Name of Property\_

Number of rooms: Number of Nights:

Please return to front registration to receive your bag!

Last Name: De/h 1205/1

Where are you from:

Zip Code

Where did you stay?:

Name of Property\_

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!

Padre



CHY Where are you from? **Last Name** 

**Zip Code** 

Name of Property Where did you stay?:

Number of rooms:

Number of Nights:





City City

Zip Code 185



Name of Property LOPS

Number of rooms:

Number of Nights:

Please return to front registration to receive your hag!

Last Name:

Where are you from?

Zip Code 18547

Where did you stay?: KOA

Name of Property\_

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!



Where are you from?

Zip Code

Last Name:

Where did you stay?:

Where did you stay?: Name of Property\_\_\_\_\_

Where are you from?

Cip Code

Last Name:

Number of rooms:

Number of Nights:

Please return to front registration to receive your bug!

Name of Property Number of rooms:

**Number of Nights:** 





Where are you from?

Zip Code . 2852

Number of rooms: Name of Property Where did you stay?:

Brownsulle **Number of Nights:** 

Please return to front registration to receive your bag!

anclez

Last Name:

Where are you from?

Zip Code

Where did you stay?: | | ar | ingen

Number of rooms

Number of Mights:

Please return to front registration to receive your bug!

Sadre

Last Name:

Where are you from?

Name of Property\_ Where did you stay?;

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!

Pagare

Last Name: May



City Machinson Where are you from?

Zip Code

Name of Property\_ Where did you stay?:

Number of rooms:

Number of Nights:







ISLAND

Last Name:

City \ Can do

**Zip Code** 

Last Name:

Where are you from?

Zip Code 76057

Name of Property\_ Where did you stay?:

Number of rooms:

Number of Nights:

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!

Where did you stay?

Please return to front registration to receive your bag!

INLAND



MAY BEREY

Where are you from?

Zip Code 79072

Where did you stay?: PEARL Name of Property\_

Number of rooms:

Number of Nights:

Please return to front registration to receive your bug!

Last Name: SURGESON





Where are you from? COLONY Zip Code 75056

CITY

Where did you stay?: MEARL

Number of rooms: Name of Property\_

Number of Nights:

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	ş	3		
	7	Door	Doch	Doct



Where are you from?

Zip Code

Where are you from?

**Zip Code** 

78542

Last Name:

Number of rooms: Name of Property Where did you stay?:

lome

Number of Nights:

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!

Name of Property Where did you stay?:

Please return to front registration to receive your bag!

Presidente



Last Name:

Where are you from? Lip Code

Where are you from?

lip Code

Last Name:

Where did you stay?

Number of rooms:

Number of Nights:

Please return to from registration to receive your bag!



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1	7	N	P	3	A)
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Name of Property Where did you stay?:

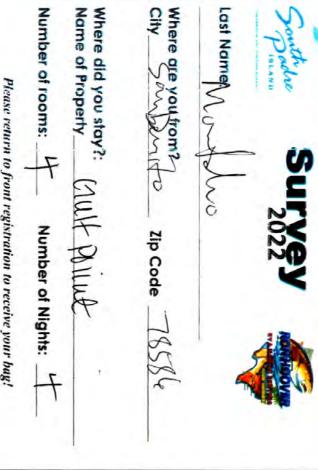
Number of rooms:

Please return to front registration to receive your bag!

Number of Nights:

80

Where are you from?	Surve Surve
Zip Code	<b>Vey</b>
7858k	





Please return to front registration to receive your bug!

Please return to front registration to receive your bag!



81

Where did you stay?: Name of Property	Where are you fram? City Sour fram?	Southdre	Please retu	Where did you stay?: Name of Property	Where are you from?	South due parties of the contract of the contr
toy?: LOH	1 9	Survey 2022	Please return to front registration to receive your bag!	yr: Kol		Survey Backer
)	Zip Code 18585		ceive your bag!	l L	Zip Code 7858 1	

Please return to front registration to receive your bag!



Ī	V	1
ļ	7/3	
ì	10	#
į	: 3	



DMACAC

Where are you from?

Zip Code 7854

Number of rooms:

Name of Property\_ Where did you stay?:

TORUGA BAY

Number of Nights: 3

Please return to front registration to receive your bag!



Last Name 中できてより

City Austiv Where are you from?

Zip Code 78735

Where did you stay?:

Name of Property\_ 10Rtuca

Number of rooms:

Number of Nights: 3

Please return to front registration to receive your bag!

Dodre

Last Name:

AMACHO

City Houst in Robert Zip Code 78 665 Where did you stay?:

Number of rooms: Name of Property\_ TORTUCA BAY Number of Nights:

Please return to front registration to receive your bag!





City (Symbol of the 220 Zip Code 78520

Last Name:

Where did you stay?:
Name of Property\_\_\_\_\_ - LIVES ARM

Number of rooms: Number of Nights:

ł	S
ļ	7/31
ì	#8
î	: 3



Last Name: Where are you from?

Zip Code 18578

Number of rooms: Name of Property\_ Where did you stay?:

Port Ische

Number of Nights: 3

Please return to front registration to receive your bag!



Last Name: Wayne

Where are you from? Tip Code 18518

Where did you stay?: Name of Property\_

Number of rooms:

Number of Nights:

Please return to front registration to receive your bug!

Last Name; NLQVERZ Number of rooms:

Where are you from?

Zip Code 78578

Where did you stay?: Name of Property\_\_\_\_\_

Number of Nights:

Please return to front registration to receive your bag!



Where are you from?

City Drawayy > (C) Zip Code Last Name: vandre

Name of Property Where did you stay?:

Number of rooms:

Number of Nights:

1	N
ı	1/21
į	188
1	: 2





City Show from?

1050

**Zip Code** 

26,586

Where are you from?

Zip Code

Last Name:

Number of rooms:

Name of Property\_ Where did you stay?:

Pout told Drivette

Number of Nights:

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag.

Name of Property Where did you stay?:

Please return to front registration to receive your bag!





Where are you from? Zip Code 78574

Last Name:

Name of Property HMM

Number of rooms:

Number of Nights:

Please return to front registration to receive your bug!





Name of Property Where did you stay?:

Where are you from?

**Zip Code** 

Last Name:

Number of rooms:

Please return to front registration to receive your bag!

Number of Nights:



Last Name: Scale

City City Type

**Zip Code** 

Where did you stay?: Name of Property

Number of rooms:

Number of Nights:

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!

Name of Property\_ Where did you stay?:

Please return to front registration to receive your bag!

Padre

Where are you from?

Zip Code

Last Name:



Last Name:

Last Name: However

City City City

Zip Code 78577

Where are you from?

**Zip Code** 

Where did you stay?:

Where did you stay?: Holldy In

Number of rooms:

**Number of Nights:** 

W

Please return to front registration to receive your bug!

Number of rooms: Name of Property\_

Please return to front registration to receive your bag!

**Number of Nights:** 





hoapes

Where are you from?

Zip Code 78572

Number of rooms: Where did you stay?: Name of Property Number of Nights:

BWN Flame or the island

Please return to from registration to receive your bag

Survey 2022



Last Name: Regars

City Where are you from?

Zip Code 18572

own property on island

Name of Property\_

Where did you stay?:

Number of rooms:

**Number of Nights:** 

Please return to front registration to receive your bag!

Last Name:

GREEN

Where are you from?

Zip Code 28572

Name of Property\_ Where did you stay?:

Number of Nights:

Number of rooms:

Please return to front registration to receive your bag



Last Name:

COTEL

Where are you from?

Zip Code 78572

Number of Nights:

Please return to front registration to receive your bag!

Number of rooms:

Name of Property Where did you stay?:

havie



Where are you from?

Zip Code

Where are you from?

Number of rooms: 2 Name of Property Where did you stay?:

Number of Nights:

Please return to front registration to receive your bag!



Last Name:

Zip Code

Where are you from?

Number of rooms: Where did you stay?: Bri 754 50 Name of Property\_\_\_\_

Please return to from registration to receive your bag!

Number of Nights:

Last Name: Show

Zip Code

Name of Property\_ Where did you stay?:

Number of rooms: \_

Number of Nights:

Please return to front registration to receive your bag!

Last Name:

Where are you from?

**Zip Code** 

Name of Property Where did you stay?:

Number of rooms:

Number of Nights:







Where are you from?

Last Name:

Zip Code

Last Name: Medina

Where are you from? City New Sour Pols Zip Code 78132

Number of rooms: Name of Property Where did you stay?:

Name of Property\_

Number of rooms:

**Number of Nights:** 

Please return to front registration to receive your bag-

Please return to front registration to receive your bag

Number of Nights:



Last Name:

Where are you from?

Zip Code 185

Where did you stay?: 11/1/10

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!

Last Name:



Zip Code

Where are you from?

Name of Property Where did you stay?:

Number of Nights:

Number of rooms:



Holzmerer

Where are you from?

Zip Code 28353

Where are you from?

Zip Code 78353

Last Name: Holloway

Where did you stay?

Name of Property Long

Number of rooms: 1 ) Sport Number of Nights: S

Number of rooms: 1) Number of Nights: 3

Please return to front registration to receive your bag!

Where did you stay?:
Name of Property Long and Shall Williams

Please return to front registration to receive your bag!

Padre

John Village





Where are you from?

**Zip Code** 

Last Name:

Where did you stay?: Name of Property

Number of rooms:

Number of rooms:

**Number of Nights:** 

Please return to front registration to receive your bug!

Where did you stay?: Name of Property

Where are you from?

**Zip Code** 

Last Name

Pode

Please return to front registration to receive your bag!

Number of Nights:



Padre

Last Name:

Where gre you from?

Zip Code 75 550

Last Name:

Where are you from?

Where did you stay? He bky Ke Number of rooms:

Number of Nights:

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!

Where did you stay?: \S/q \blackslash

Please return to front registration to receive your bag!

Pode



Last Name: WWWW.WS

Where are you from?

Zip Code 18550

CITY

Zip Code

Where are you from?

Name of Property Sty CAYWAC

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!

Last Name:

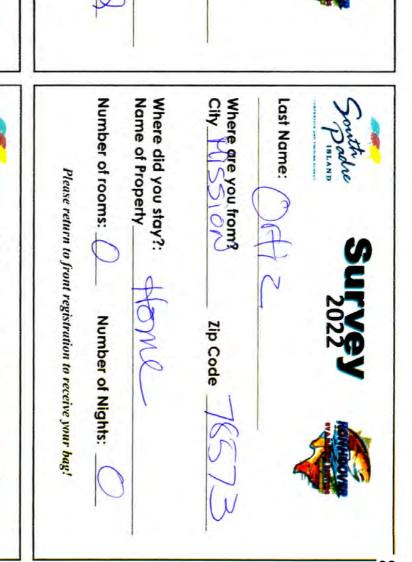


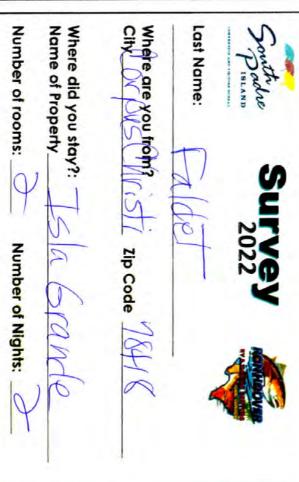
Name of Property Where did you stay?:

Number of rooms:

Number of Nights:

Survey  Last Name:  Last Name:  Where are you from?  City VOC July Survey  Where did you stay?:  Name of Property  Number of rooms:  Number of rooms:  Number of rooms:  Number of rooms:  Please return to front registration to receive your bag!	Survey Last Name: The Code Telly Where are you from? City Code Stay? Name of Property Tell Stande Number of rooms: A Number of Nights: A
pagi	









Mize

Where are you from? chok suve

Zip Code 3954 /

Number of rooms:

Name of Property\_ Where did you stay?:

Number of Nights:

Number of rooms:

**Number of Nights:** 

Please return to front registration to receive your bag!

Name of Property\_

Where did you stay?

Where are you from?

Zip Code 7857 8

Last Name: Vanderpool

finals Condo

Please return to front registration to receive your bag!



Last Name:

M. だり

Where are you from?

Where did you stay?: Zip Code 78541

Name of Property\_

Number of rooms: Number of Nights:

Please return to front registration to receive your bug!



Last Name:

Where are you from? Zip Code 78 578

Name of Property Number of rooms:

Where did you stay?:

Number of Nights:

うろ たるとよし

-	S
J.	Dog 1
1	2



Last Name: Minternague Where gre you from? 

Last Name Just Mary

Where are you from?

Zip Code 18 170

Where did you stay?: Name of Property

Number of rooms:

Number of Nights:

Where did you stay?:.
Name of Property\_\_\_\_\_

**Number of Nights:** 

Please return to front registration to receive your bag!



Last Name: Mwthway

Where are you from?

Zip Code 05586

Where did you stay?:

Name of Property\_

TSIA Blave

Number of rooms:

Number of Nights: 2

Please return to front registration to receive your bug!

Number of rooms: Please return to front registration to receive your bag!



Where are you from?

Last Name:

Zip Code 78 TTC

Where did you stay?: WWW. Number of rooms:

Number of Nights:

Luc Ks

Where are you from?

Zip Code

Where are you from?

Zip Code

Last Name:

Number of rooms: Name of Property\_ Where did you stay?: HOME

Number of Nights:

Number of reoms:

Please return to front registration to receive your bag!

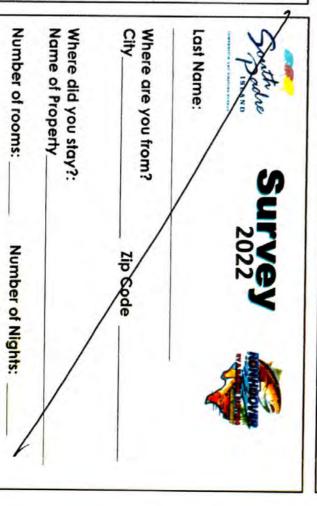
**Number of Nights:** 

Name of Property\_ Where did you stay?:

Please return to front registration to receive your bag!

Padre

Number of rooms:  Please return to fr	Where did you stay?: Name of Property	Where are you from? City	Sophus SI
of rooms: Number of Nights.  Please return to front registration to receive your bag!		Zip Code	Survey 2022
lights.			







RUON James NONE

where are you from? NOV Zip Code 18552

Name of Property\_ Number of rooms: Where did you stay?: Isla Blanca Number of Nights: 3

Please return to front registration to receive your bag!





Last Name:

Where are you from?

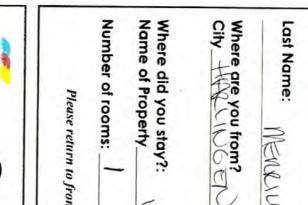
**Zip Code** 

Where did you stay?:

Name of Property\_

Number of rooms: Number of Nights:

Please return to front registration to receive your bag!



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1	OE I
	2 3 H
- 1	- 7 -



Menan

Zip Code

1SLA BLANGA

Number of Nights:

Please return to front registration to receive your bag!





Where are you from?

Last Name:

Zip Code

Number of rooms: Name of Property Where did you stay?:

Number of Nights:





Last Name: Ramirez City War for A

Zip Code 78569

Where did you stay?: SOLWE

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!



Last Name: \_ revino

City Ca Sara

7856,

Name of Property\_ Where did you stay?:

SD/www

Number of rooms:

d

Number of Nights:

Please return to front registration to receive your bag!

Last Name:

Camical

Where are you from?

Zip Code 78569

Where did you stay?: Solare

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!



City Santh tone

Last Name: Robertson

Zip Code ZMARD 78006

Name of Property\_ Where did you stay?: Solane

9

Please return to front registration to receive your bag!

Number of rooms:

Number of Nights:

97



Last Name: Schnerole

City Esmand, Of Zip Code 73025

Name of Property\_ Where did you stay?:

Number of rooms:

Number of Nights: 3

H. How Grieden INN

Please return to front registration to receive your bag!

Padre

Last Name:

Where are you from?

**Zip Code** 

Where did you stay?:

Name of Property

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!



Last Name:

Last Name: Skypper2

Sagre

Where are you from?

Zip Code 13025

Where are you from?

**Zip Code** 

Where did you stay?: HITO OURS IN

Number of Nights: 3

Number of rooms:

Please return to front registration to receive your bag!

Name of Property Number of rooms: Where did you stay?:

Number of Nights:





Padre

Survey 2022

Last Name: Avguian 0

where are you from? Zip Code 18586

City

Where are you from?

Zip Code

Name of Property Where did you stay?:

Number of rooms:

Number of Nights:

Number of rooms:

Please return to front registration to receive your bag!

Number of Nights:

Where did you stay?: Name of Property\_\_\_\_\_

Please return to front registration to receive your bag!

Last, Name:

Last Name: AUCH WI



City Service You Troub?

Zip Code 18581

Name of Property Where did you stay?:

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!



Zip Code

Where are you from?

Last Name: as e

Name of Property Where did you stay?:

Number of rooms:

Number of Nights:

Last Name:	Southdre
	Survey



Where are you from?

Where did you stay?: Name of Property\_\_\_\_ Number of rooms:

Please return to front registration to receive your bag!

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!

Where did you stay?:

Number of Nights: Zip Code

City Goand

Where are you from?

Zip Code

Last Name:







Where are you from?

Last Name:

JUSTICE

Zip Code

Number of rooms: 2

Where did you stay?:

Number of rooms:

Number of Nights:

Please return to front registration to receive your bug!

Number of Nights: 3

Please return to front registration to receive your bag!

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Dat Pither

Last Name:

Sueck

City Of TSabel Zip Code 78578

Name of Property\_ Where did you stay?: Number of rooms:

Number of Nights:

Number of rooms:

**Number of Nights:** 

Please return to front registration to receive your bag.

Where did you stay?: Key Largo-Owher

Where are you from?

City Long VIEW Zip Code 75401

Please return to front registration to receive your bag!



Last Name: Marett

Zip Code 18578

Where did you stay?: City Ox+ +Sabe

Name of Property\_

Number of rooms: Number of Nights:

Please return to from registration to receive your bag!

Pistano

Last Name:

Where are you from?

Zip Code



Name of Property Where did you stay?

Number of rooms:

Please return to front registration to receive your bag!

Number of Nights:



Padre

Last Name:

Where are you from?

City Linn

Zip Code 78563

CHY

Zip Code 78563

Where are you from?

Last Name:

Where did you stay?:
Name of Property Port Isabel - Hil BnB Number of rooms:

Number of Nights: 30

Number of rooms:

Number of Nights: 50

Please return to front registration to receive your bag!

Name of Property Just Sahel

Air Bus

Where did you stay?

Please return to front registration to receive your bag!

Produc



Capadons

Last Name

City Cine Where are you from?

Zip Code 7856

Where did you stay?

Name of Property Purt

W ANBUB

Number of rooms: 3

Number of Nights: 30

Please return to front registration to receive your bag!



Last Name:

Honarde ?

Where are you from?

Zip Code 78541

Where did you stay?: Pure Name of Property

Number of rooms:

Number of Nights: 35

Last Name:	Southdre
4	
11	Survey
	31



Where are you from?

Where did you stay?: Name of Property

Number of rooms:

Please return to front registration to receive your bag!

BAlows Miller Zip Code Number of Nights:

om? Zip Code	Where are you from?
Alle	Last Name:
Survey 2022	Prostre

Where did you stay?: Name of Property\_\_\_\_

Number of rooms:

**Number of Nights:** 

Please return to front registration to receive your bag!

Please return to front registration to receive your bag!

Please 1	Where did you stay?: Name of Property	Where are you from? City	Last Name:	Southdre
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ceive your bag	N. C.		2	



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Last Name: HughStyn Where are you from?

Zip Code 18744

Where are you from?

Last Name:

Name of Property 500 PA WILL Number of rooms: 4

Number of Nights:

Please return to front registration to receive your bag!

Number of rooms:

**Number of Nights:** 

Please return to front registration to receive your bag!

Name of Property\_ Where did you stay?:

Pode

Survey 2022

Last Name XIWW12



Zip Code 783/14

Where are you from?

Name of Property BULVED WILL

Number of rooms: 4

Number of Nights:

Please return to front registration to receive your bag!

Last Name MANK



Where did you stay?:
Name of Property MARR MURCH Where are you from? Zip Code 178364

Number of rooms: **Number of Nights:** 

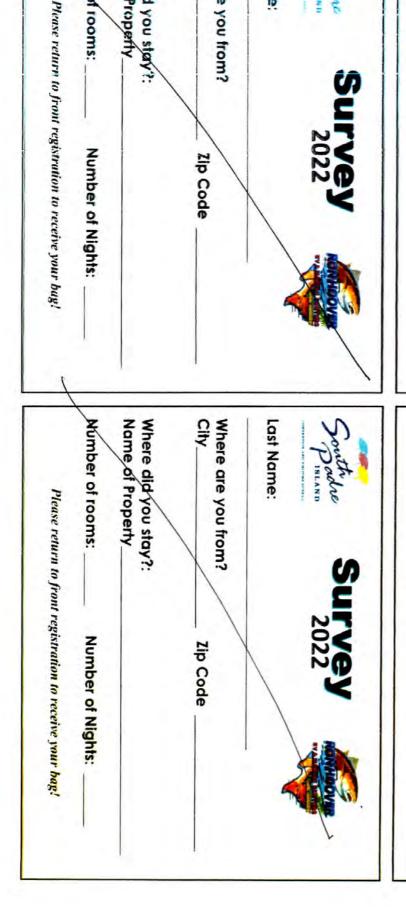
Please return to front registration to receive your bag!

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Last Name:	Southers
	Survey
	4

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Number of Nights:	Number of rooms:	Number of Nights:	of rooms: 2
Slawy VIllage	Where did you stay?: Surame of Property	Property_SGAWAY VILLAGE	d you stay?: SG
Zip Code 7856		Zip Code 78583	e you from?
	Last Name: (WY)(O	4	Murley
urvey	Souther Sul	)22 <b>Y</b>	<b>Survey</b>



Where did you stay?: Name of Property

Where are you from?

**Zip Code** 

Last Name:

Produc

Number of rooms:

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Dog.	
2	





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Last Name: GARZA

Where gre you from? I zip Code 78

Where are you flows Luc zip code 785

Name of Property Where did you stay?:

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Where did you stay?: UAS Manine

Number of rooms:

Number of Nights:

Please return to front registration to receive your bag!

Number of rooms: Number of Nights:

Please return to front registration to receive your bag

Last Name:

かべるの



Zip Code 78538

City Z You from?

Where did you stay?: (15 Mar ing

Number of rooms:

**Number of Nights:** 

Please return to front registration to receive your bag!

Last Name: Compice

Where are you from?



Zip Code 78

Where did you stay?: Number of rooms: Marines

Number of Nights:



Where gre you from?

Zip Code

Number of rooms:

Name of Property Where did you stay?:

Number of Nights:

Please return to front registration to receive your bag!

Last Name: ichnson

Where are you from City (add o

Zip Code

75133

Where did you stay?: \(\lambda \leq \)

Number of rooms: 3

Number of Nights:

Please return to front registration to receive your bag!

Where did you stay?:
Name of Property\_\_\_\_\_

Where are you from?

**Zip Code** 

Last Name:

Number of rooms:

Number of rooms:

**Number of Nights:** 

Please return to from registration to receive your bag!

Name of Property\_ Where did you stay?: Last Name

Where are you from?

Zip Code

**Number of Nights:** 



City Can burg

Zip Code 1854

Name of Property\_ Number of rooms: Where did you stay?:

Number of Nights: 5

Please return to front registration to receive your hag!

Poor



Last Name: Mallo City San Antonio Where are you from? Zip Code 1825

Where did you stay?: Name of Property\_\_\_\_\_ 212

Number of rooms:

Number of Nights:

Please return to from registration to receive your bag!

Last Name: 1221Ch

Where are you from?

Zip Code

Where did you stay?

Name of Property Las

Number of rooms:

Number of Nights: 5

Please return to front registration to receive your bag!

Padre



City Mestaco Last Name: Where are you from?

Zip Code

Where did you stay?: Name of Property

Number of rooms:

Please return to front registration to receive your bag! **Number of Nights:** 

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

MEETING DATE: August 24, 2022

NAME & TITLE: Silvia Sanchez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM** 

Discussion and possible action to approve the Zimmerman Agency's Q1 Fall Media Plan for FY 22/23. (Rodriguez)

ITEM BACKGROUND

N/A

**BUDGET/FINANCIAL SUMMARY** 

N/A

**COMPREHENSIVE PLAN GOAL** 

N/A

**LEGAL REVIEW** 

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:** 



FY 2022/2023 Q1 Paid Media/Social Plan 8/24/22





# Media Focus

Drive momentum into the Fall 2022

Optimize geotarget markets based on data learnings

Target audiences predisposed for Fall and Spring Break Getaway travel

Activate a fullfunnel digital approach Drive increased overnight stays during Fall and Spring seasons

Generate the greatest return on the media investment

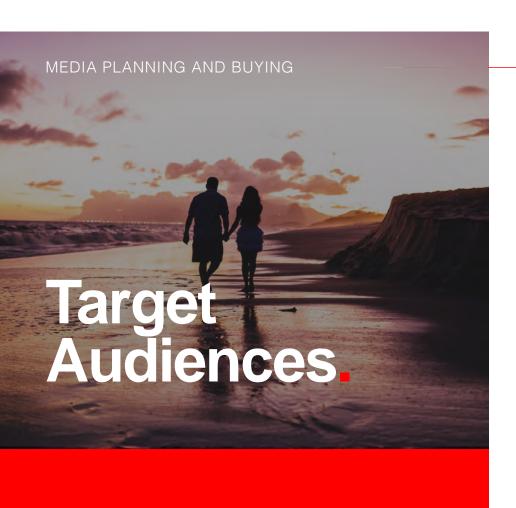
#### STRATEGIC APPROACH

- 1. Activate the right mix of targeted media that will generate awareness and excitement of South Padre Island that will ultimately drive higher web traffic and accommodation revenue during Q1 and Spring 2023 period.
  - Potential tactical partners via:
    - Consumer Print
    - Niche Print (Outdoor/Birding/Fishing)
    - Native Digital
    - Connected TV
    - SEM
    - Paid Social
  - Negotiate value-added packages to extend reach/frequency of messaging
  - Leverage investment to expand our exposure via value-added efforts
    - Advertorial
    - Bonus Impressions
    - Public Relations









Fall 2022 shoulder season.

## Age

A 35-64

## HHI

\$75K+

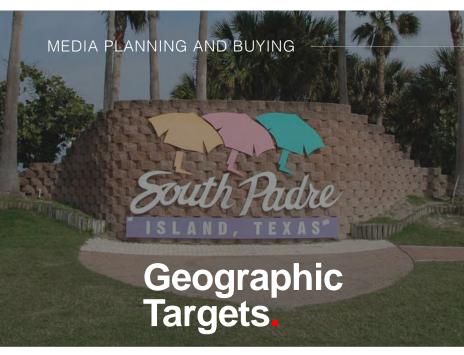
## **Primary**

Couples no kids, Fall/Winter Retirees, Gen-Z/Millennial Experience, Solo Travelers

#### **Reasons To Come:**

Beach Goers, Nature Lovers, Fishing, Dining, Romantic Getaways, Events



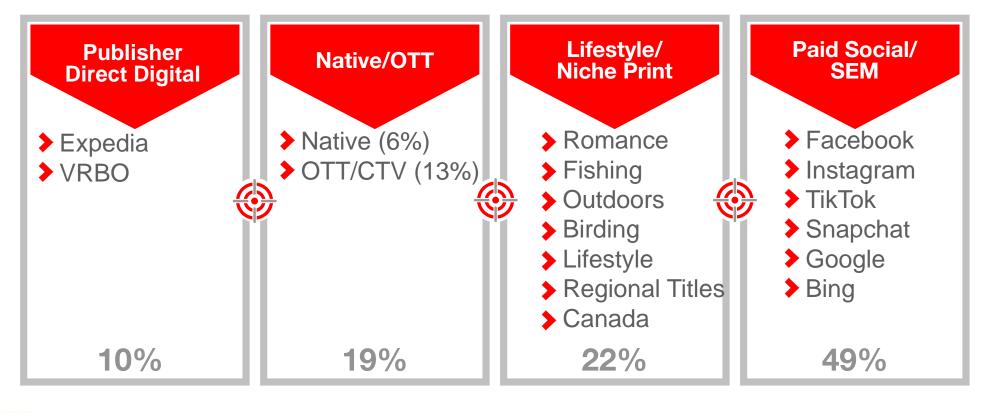




- Texas
  - RGV
  - Houston
  - Dallas/Ft.Worth
  - San Antonio
  - Austin
  - Laredo
  - Corpus Christi
- Midwest
  - •OK



#### **MEDIA APPROACH - Q1**





#### **MEDIA APPROACH - Q1**

## Publisher Direct Digital

#### Conversion/ Awareness

Accurate targeting of in-market individuals seeking beach vacation options.

Geo-fence efforts to areas/suburbs w/HHI \$75k+.

#### **Native/OTT**

### Conversion/ Awareness

Cost efficient Native & OTT approach that allows reach into larger regional footprint.

Geo-fence efforts to areas/suburbs w/HHI \$75k+.

## Lifestyle/ Niche Print

### Awareness/ Consideration

Promote to our outdoor lifestyle, enthusiast, fishing, birding/eco travel segments.

## Paid Social/ SEM

#### Awareness/ Conversion

Strategically placed social messaging in key feeder markets to drive interest and site traffic. Promote special events, seasonal promotions, lodging specials. Appear top 3 in search queries.



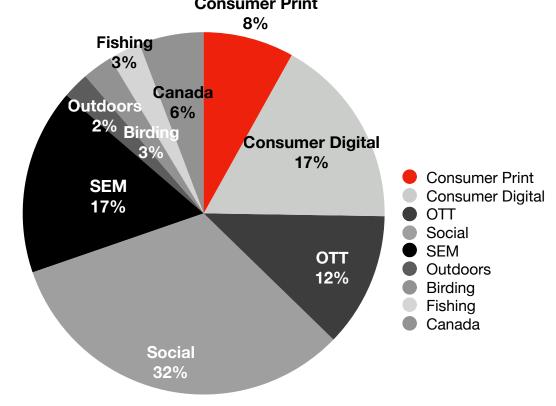
FY 2022/2023 Q1 MEDIA ALLOCATION Consumer Print

• \$208,824 Q1 investment

• Nov: 44%

• Dec: 43%

• Jan: 13%





## **MEDIA PLAN**

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Consumer Print		$\otimes \otimes \otimes \otimes$										
Niche Print	8888	8888	8888									
Connected TV	888	38888										
Digital Native	8888	8888	8888									
Expedia	8886	38888	8888									
Outdoors		8888										
Canada	8888	38888	8888									
SEM	8888	38888	8888									
Paid Social	8888	38888	8888									









Family Spring 2023 Getaway

## Age

A 25-44 w/children

#### HHI

\$75K+

## **Primary**

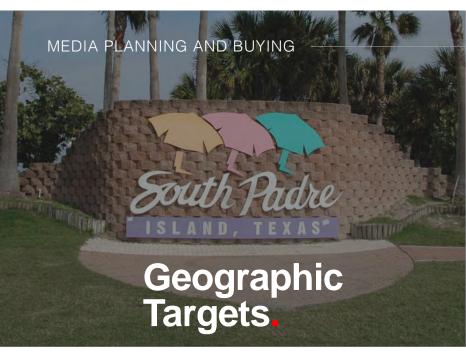
Married Couples, Multi-Generational,

Millennials, Gen X

#### **Niche**

Beach Goers, Nature Lovers, Fishing, Dining



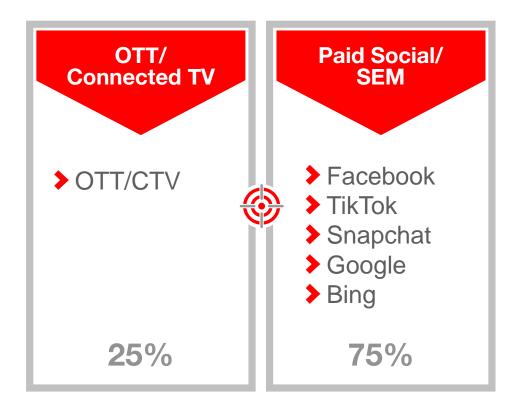




- Texas
  - RGV
  - Houston
  - Dallas/Ft.Worth
  - San Antonio
  - Austin
  - Laredo
  - Corpus Christi
- Midwest
  - •OK



## **MEDIA APPROACH - FAMILY SPRING GETAWAY**





#### **MEDIA APPROACH - FAMILY SPRING GETAWAY**

OTT/
Connected TV

Conversion/ Awareness

Living room quality streaming TV Geo-fence efforts to areas/suburbs w/HHI \$75k+. Paid Social/ SEM

Awareness/ Conversion

Strategically placed social messaging in key feeder markets to drive interest and site traffic. Promote special events, seasonal promotions, lodging specials. Appear top 3 in search queries.



## FY 2022/2023 FAMILY SPRING GETAWAY MEDIA ALLOCATION

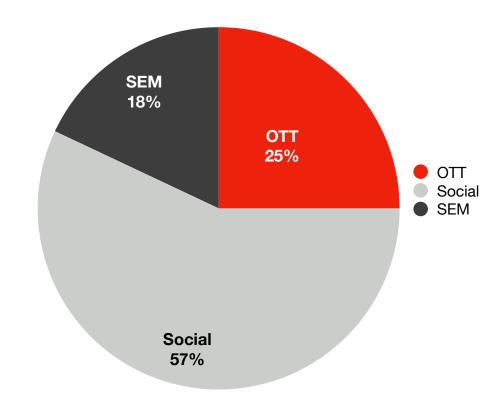
• \$100,000 investment

• Nov: 20.5%

• Dec: 30%

• Jan: 31%

• Feb: 18.5%





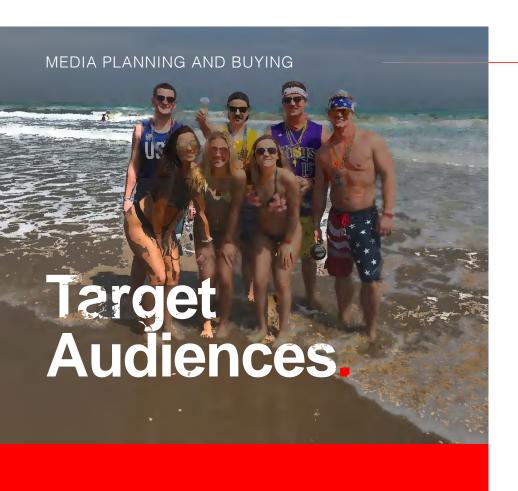
## **FAMILY SPRING GETAWAY MEDIA PLAN**

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Family OTT		<b>8888</b>		8888	$\otimes \otimes \otimes \otimes$	888						
Family Paid Social		8888	8888	8888	8888	88						
Family SEM		8888	8888	8888	8888	88						









Spring Break 2023

## Age

A 18-24

## HHI

<\$25K+

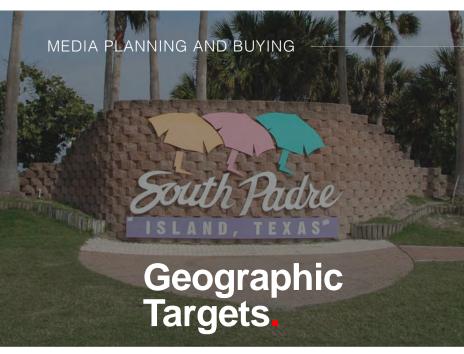
## **Primary**

College Students, Fraternities, Soroities

## **Niche**

Beach Goers, Nightlife, Adrenaline Sports







## Texas

- RGV
- Houston
- Dallas/Ft.Worth
- San Antonio
- Austin
- Laredo
- Corpus Christi
- Midwest
  - •OK, KS, NE, IN, CO, MN, MO, CO, AR, NM, IL, WI

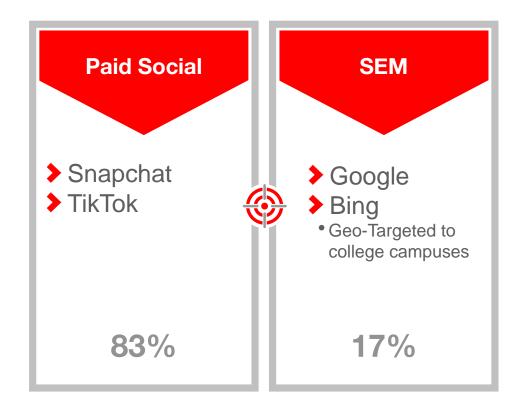
Arlington

Lubbock

Abilene



## **MEDIA APPROACH - COLLEGE SPRING BREAK**





## **MEDIA APPROACH - COLLEGE SPRING BREAK**



## Conversion/ Awareness

Strategically placed messaging to drive interest and site traffic. Promote special events, seasonal promotions, lodging specials.

#### SEM

#### Awareness/ Conversion

Direct Spring Break travelers to SPI while they are searching for options. Competitive key word bidding on top 3 placements.



## **COLLEGE SPRING BREAK MEDIA PLAN**

College Paid Social	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
College SEM	8888	8888	8888	8888	8888	88						



## FY 2022/2023 COLLEGE SPRING BREAK MEDIA ALLOCATION

• \$200,000 investment

• Oct: 12%

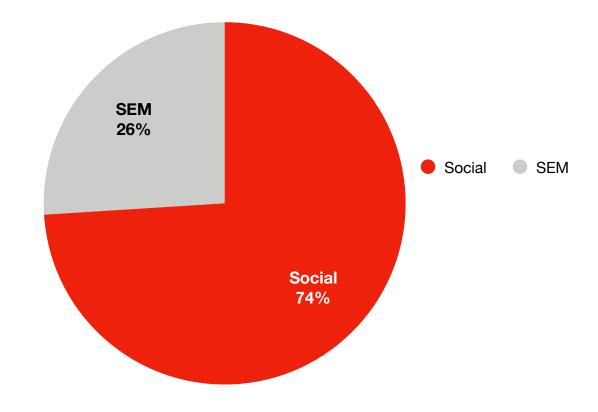
• Nov: 12%

• Dec: 17%

• Jan: 26.5%

• Feb: 22.5%

• Mar: 10%





## FY 2022/2023 Q1, COLLEGE SPRING BREAK, FAMILY SPRING GETAWAY

- \$508,025 investment
  - Q1 \$340,525

• Couples no kids, Retirees, Gen-Z/Millennial, Solo Travelers: \$208,025

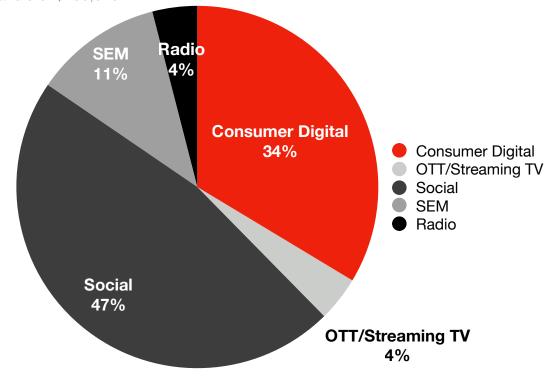
• College Spring Break: \$82,000

• Family Spring Getaway: \$50,500

• Q2 - \$167,500

• College Spring Break: \$118,000

• Family Spring Getaway: \$49,500











#### PRIMARY OBJECTIVES

- Increase awareness and consideration of South Padre Island among potential visitors and others that may influence the decision of a potential visitor to consider South Padre Island.
- Increase total number of overnight visitors to South Padre Island.
- Expand the geographic market of potential visitors to the South Padre Island.
- Increase the number of visitors that come to South Padre Island during the off-season.
- Generate a measurable increased return on the advertising investment.



#### **FALL TARGET AUDIENCE**



## 01 Lifestyle

- Couples
- **■** Singles
- **■** Empty Nesters
- Seniors

## 02 Demographic

- **■** Primary
  - Adults 35 64
  - Avg. Age 46
  - Avg HHI \$75k+
  - Married

## 03 Geographic

- Texas
- RGV
- Houston
- Dallas/Ft.Worth
- San Antonio
- Austin
- El Paso
- Corpus Christi

#### **Activities:**

- Beach/Water/Fishing
- Entertainment/Events
- Nature/Eco
- Dining

#### **■** Generation

- Millennials/Gen X
- Boomers

- Oklahoma
- **■** Minnesota
- **■** Missouri
- **■** Colorado
- **■** Kansas
- Canada



## **PRINT**

## **Texas Saltwater Fishing**

- Half Page Ad
- September Issue





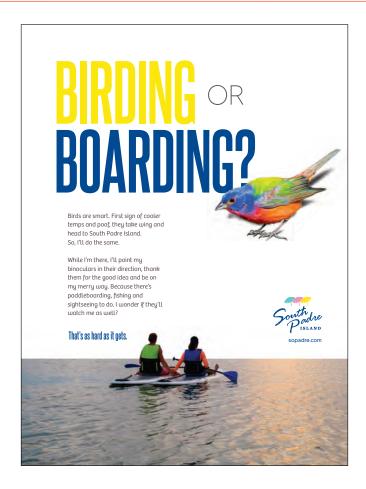
## **PRINT**

#### **Canadian Traveller - America's Yours to Discover**

- ■Full Page Ad + Homepage Takeover
- Fall Issue









#### FALL CREATIVE

## **DIGITAL**

#### **Expedia Brand Portfolio**

- Display Banners
- Featured on Expedia, Orbitz, Travelocity, VRBO & Hotels.com







## **DIGITAL**

## **Expedia Brand Portfolio**

■ Native Marquee Card





Horsepower OR Solar Energy? When you visit this fall, that's as hard as it gets.

PISLAND Book your trip today.















#### **DIGITAL ACTIVATION**

Incorporate direct-to-publisher placements to provide annual coverage and reach the most in-market for travel individuals.

- Display prospecting on Expedia's Network to drive awareness amongst users in key markets that are in the dreaming, planning and converting stages of travel intent to South Texas.
  - Guaranteed exposure on affiliate sites including Expedia, Hotels.com, Travelocity, & VRBO
  - Targeting based on travel previous search behavior on affiliate sites
  - Similar Geographic targeting set up to Programmatic buy
- Connected TV through StackAdapt to raise awareness in key markets by visually showcasing SPI's brand in a high quality living room format
  - Tier 1 PMP Network of top publishers only
  - Tactics including Video in the Connected TV format only and Display banners to efficiently retarget users exposed to CTV ads
  - Targets: Users in-market for travel for a Texas vacation, couples travel and outdoor/birding enthusiasts
  - Zip code target higher HHI areas of each DMA (RGV, Houston, Dallas/Ft.Worth, San Antonio, Austin, Laredo, Corpus Christi, OKC)
- Native ad prospecting with Travel Spike, a specialized native network in the vertical of travel
  - Delivering to network of only contextually relevant, travel related sites
  - Bought on a cost per click basis
  - Targeting individuals in-market for travel to Texas, outdoor interests, and vacation rentals
  - Nationally targeted and optimized to top producing markets









#### **SEM ACTIVATION**

Paid search will be activated across Google and Bing Ad Platforms

- Set-up account structure to allow for dedicated campaigns and ad groups to easily shift budget that need additional support and promotion
- ■Zip code target higher HHI areas of each DMA (RGV, Houston, Dallas/Ft.Worth, San Antonio, Austin, Laredo, Corpus Christi, OKC)
- Maintain an always on, consistent presence during the fiscal year
- Campaigns:
  - South Padre Island (Brand)
  - Things To Do
  - Accommodations
  - Conquest / Competitor
- ■KPI's
  - CTR
  - Conversions
  - Average Cost per Click







#### PAID SOCIAL ACTIVATION

- 1. Paid social will be activated across Facebook/Instagram/Snapchat/TikTok social platforms.
- 2. Implement reach, traffic and brand awareness campaigns throughout platforms
- 3. Audience targeting
  - Traveling Couples, Solo Travelers: prospecting based on age, geographic location, and interests
  - Lookalike audiences based off of website visitors
  - ■Zip code target higher HHI areas of each DMA (RGV, Houston, Dallas/Ft.Worth, San Antonio, Austin, Laredo, Corpus Christi, OKC)
- 4. Creative to align with As Hard As It Gets campaign strategy
  - Video to be implemented in the majority of ads
    - Messaging to center around:
      - Things to Do in SPI
      - Events in SPI
      - Places to Eat while in SPI
      - Festivals/Parades in SPI
      - Accommodations for SPI
  - ■KPľs
    - CTR: Click Through Rate
    - CPC: Cost Per Click
    - Reach
    - Impressions





#### PRINT/DIGITAL ACTIVATION - LEISURE TRAVEL

Utilize high profile print partnerships that create brand awareness against our key target audiences in top source markets. Incorporate larger ad sizes for greater impact (FP, 1/2 page units)

Negotiate digital programs for multi-touchpoint approach

- National Titles (Texas Region)
  - Southern Living (Texas)
    - 1/2 page (Family Gatherings)
- Regional/State/City
  - Austin Magazine
    - 1/2 page + Digital Banners (Holiday Destinations)
  - San Antonio Magazine
    - 1/2 page (Holiday Destinations)









#### **PRINT/DIGITAL ACTIVATION - NICHE**

Audience segments important and unique to SPI will be reached though leading vertical publications Utilize larger ad sizes for greater impact (FP, 1/2 page units)

- Birding
  - Birdwatching Magazine
    - 1x FP Winter Guide
  - Bird Watchers Digest
    - Full page
- Outdoors
  - Texas Parks & Wildlife
  - 1x FP
- Fishing
  - Texas Fish & Game
    - FP4C + 1x e-blast
  - Texas Saltwater Fishing
  - 2x 1/2 page + 2x home page takeovers













#### PRINT/DIGITAL ACTIVATION - CANADA

Re-activate brand against Canadian travelers to entice visitation to South Padre Island

Potential Campaign Theme: "Snow To Sand"

- Leading travel media partnership with;
  - Canadian Traveler's America Yours To Discover Annual Guide
    - 3x e-newsletter banner
    - 1x home page takeover
    - 2x social posts
  - Dreamscapes Travel & Lifestyle
    - 1x Full Page 4C (Winter)
  - Explore Magazine
    - 1x 1/2 page 4C (Dec/Jan/Feb USA Section)
    - 3x eblast + 1x HPTO













#### **DIGITAL ACTIVATION**

Incorporate a premium video placements to provide coverage and reach the most in-market for travel individuals.

- Connected TV through StackAdapt to raise awareness in key markets by visually showcasing the South Padre Island's brand in a high quality living room format
  - Tier 1 PMP Network of top publishers only
  - Tactics including Video in the Connected TV format only and Display banners to efficiently retarget users exposed to CTV ads
  - Targets: Users in-market for travel for a Texas vacation, family travel, and outdoor enthusiasts
  - Zip code target higher HHI areas of each DMA (RGV, Houston, Dallas/Ft.Worth, San Antonio, Austin, Laredo, Corpus Christi, OKC)





#### **SEM ACTIVATION**

Paid search will be activated across Google and Bing Ad Platforms

- Set-up account structure to allow for dedicated campaigns and ad groups to easily shift budget that need additional support and promotion
- Target in-market audiences offered including vacation rentals, hotels and accommodations, and family
- ■Zip code target higher HHI areas of each DMA (RGV, Houston, Dallas/Ft.Worth, San Antonio, Austin, Laredo, Corpus Christi, OKC)
- Campaigns:
  - Family Spring Getaway in SPI
    - Things to Do
    - Events
    - Places to Eat
    - Accommodations
- KPI's
  - CTR
  - Conversions
  - Average Cost per Click









#### PAID SOCIAL ACTIVATION

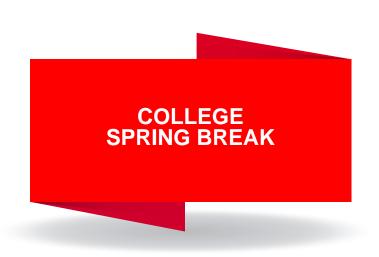
Paid social will be activated across social platforms: Facebook, Tiktok and Snapchat

- 1. Implement reach, traffic and brand awareness campaigns throughout platforms
- 2. Audience targeting
  - Families with kids: prospecting based on age, geographic location, and interests
  - Lookalike audiences based off of website visitors
- 3. Creative to be refreshed using prior South Padre Island content
  - Video to be implemented in the majority of ads
    - Messaging to center around:
    - Things to Do in SPI with your family for Spring Getaways
    - Family Friendly Spring Getaways/Break Destination
    - Family Friendly Places to stay in SPI for Spring Getaways/Break
  - KPI's
    - CTR: Click Through Rate
    - CPC: Cost Per Click
    - Reach
    - Impressions







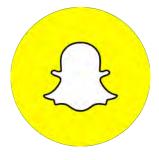




#### PAID SOCIAL ACTIVATION

Paid social will be activated across social platforms: Snapchat and Tiktok

- 1. Implement reach, traffic and brand awareness campaigns throughout platforms
- 2. Audience targeting
  - College Students & Spring Breakers: Prospecting based on age, geographic location, and interests
  - Lookalike audiences based off of website visitors
- 3. Creative to be refreshed using As Hard As It Gets content
  - Video to be implemented in the majority of ads
    - Messaging to center around:
    - Plan Your Epic Spring Break at SPI
    - Why SPI Needs To Be On Your Spring Break Destination List
    - College Spring Break Beach
  - ■KPI's
    - CTR: Click Through Rate
    - CPC: Cost Per Click
    - Reach
    - Impressions







#### **SEM ACTIVATION**

Paid search will be activated across Google and Bing Ad Platforms

- Set-up account structure to allow for dedicated campaigns and ad groups to easily shift budget that need additional support and promotion
- Target in-market audiences offered including college students and spring breakers
- Campaigns:
  - College Spring Break
    - Things to do
    - Events
    - Accommodations
    - Places to Eat
- ■KPI's
  - CTR
  - Conversions
  - Average Cost per Click







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

MEETING DATE: August 24, 2022

NAME & TITLE: Silvia Sanchez

**DEPARTMENT:** Convention and Visitors Bureau

#### **ITEM**

Presentation and discussion by the Predictive Data Lab on campaign performances, KPIs, and analytics. (Rodriguez)

#### ITEM BACKGROUND

N/A

#### **BUDGET/FINANCIAL SUMMARY**

N/A

#### **COMPREHENSIVE PLAN GOAL**

N/A

#### **LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

#### **RECOMMENDATIONS/COMMENTS:**



# **TABLE OF CONTENTS**

- 1. HOTEL AND VACATION RENTAL DATA
- 2. PAID MEDIA PERFORMANCE
- 3. IN HOUSE MEDIA BUYS
- 4. WEB ANALYTICS
- 5. TRAVELLER INTELLIGENCE
- 6. ECONOMIC IMPACT
- 7. FALL 2022 CUSTOMER SEGMENTATION

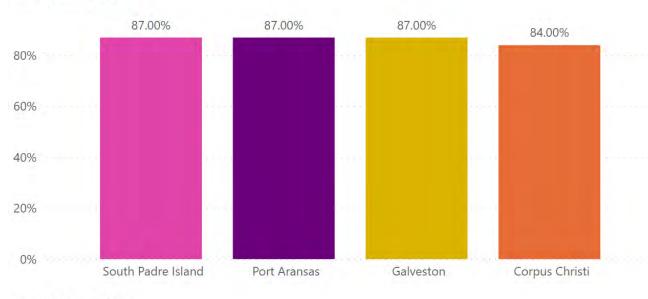




## **COMPETITOR ANALYSIS: VR**



Occupancy by City





South Padre Island

Galveston

#### RevPar by City



\$0

Port Aransas

Corpus Christi



## **COMPETITOR ANALYSIS: VR**

Month		Year
July	~	2022

7	
	U

#### **SOUTH PADRE ISLAND**

## **PORT ARANSAS**

Top Property Managers ①

	LISTINGS	ANNUAL CHANGE	REVIEWS	RATING
Vacasa	307	+ 2.0%	5012	<b>★</b> 4.45
SPI Rentals, LLC.	169	+ 6.3%	612	<b>★</b> 4.46
Padre Island Rentals	147	<del>-</del> 0.7%	1428	<b>★</b> 4.56
RedAwning	117	+ 51.9%	258	<b>★</b> 4.37
La Isla	51	+ 6.3%	1356	<b>★</b> 4.59

Top Property Managers ①

	LISTINGS	ANNUAL CHANGE	REVIEWS	RATING
Life In Paradise Vacation Rentals	376	+ 32.4%	940	<b>★</b> 4.61
Silver Sands	297	+ 5.7%	863	<b>★</b> 4.26
Port A Escapes	259	+ 1.6%	1004	<b>★</b> 4.54
Cinnamon Shore	200	+ 14.9%	94	<b>★</b> 4.63
Vacasa	167	+ 3.1%	1556	<b>★</b> 4.50

**Rental Settings** 



**Rental Settings** 



Additional research showed that Port Aransas had a substantial YOY increase in vacation rental listings than South Padre Island which could be driving a higher RevPar and ADR.



## **COMPETITOR ANALYSIS: VR**

Month Year

2022



#### **SOUTH PADRE ISLAND**

## **GALVESTON**

#### Top Property Managers ①

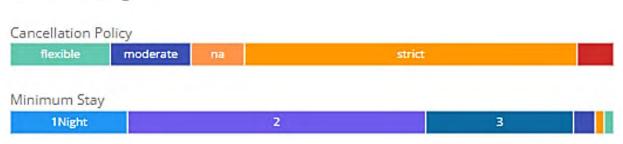
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RedAwning	117	+ 51.9%	258	<b>★</b> 4.37
La Isla	51	+ 6.3%	1356	<b>★</b> 4.59

## Top Property Managers ①

July

	LISTINGS	ANNUAL CHANGE	REVIEWS	RATING
Vacasa	457	+ 30.2%	4780	<b>★</b> 4.46
Ryson Vacation Rentals	312	+ 24.8%	1188	<b>★</b> 4.40
Evolve	175	+ 47.1%	2334	<b>★</b> 4.65
My Galveston Getaway	71	+ 18.3%	1632	<b>★</b> 4.46
Full Spinnaker Management	49	+ 88.5%	2816	<b>★</b> 4.79

#### **Rental Settings**



#### **Rental Settings**

Cancellation Police

flexible	moderate	na	strict	
Minimum Stay				

Galveston also showed a higher rate of growth for vacation rental listings. For example, the property manager Vacasa had 30% higher year-overyear growth in Galveston than in South Padre Island.

Data Source (s): Intelligence Hub 2.0, KeyData, STR

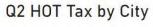


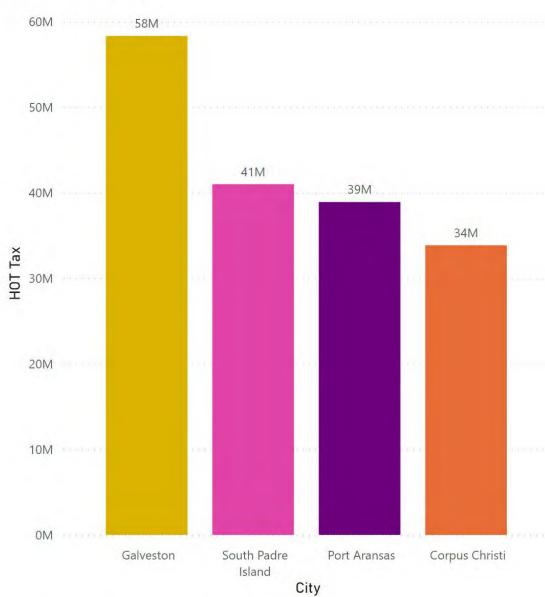
## **COMPETITOR ANALYSIS: HOTELS**

Month Year

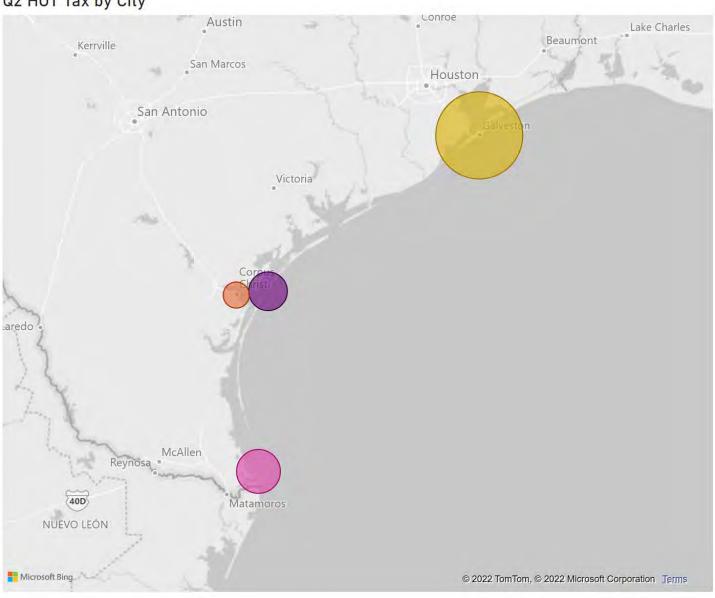
July 2022







#### Q2 HOT Tax by City

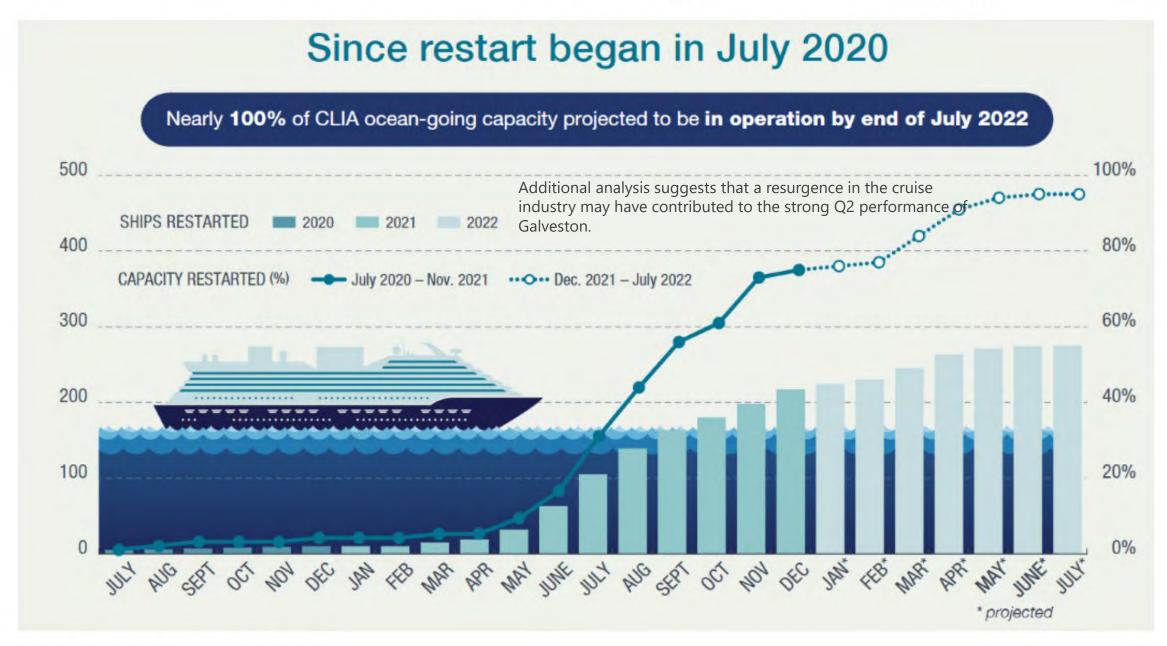




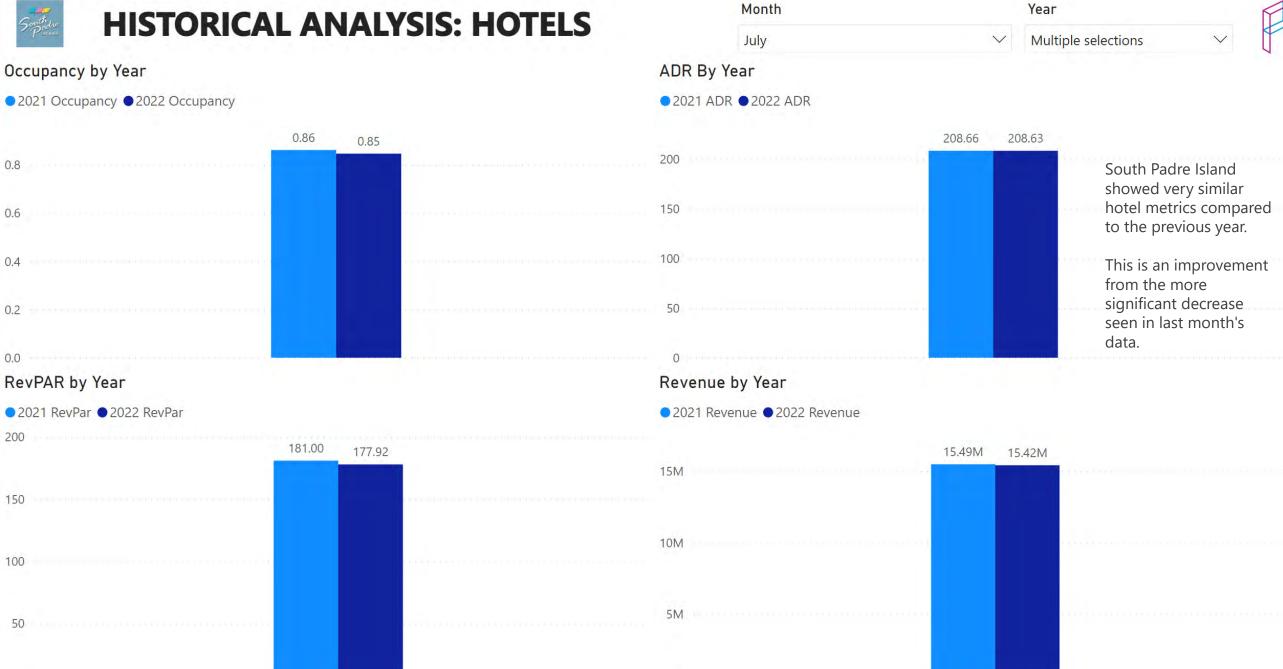
## **COMPETITOR ANALYSIS: HOTELS**





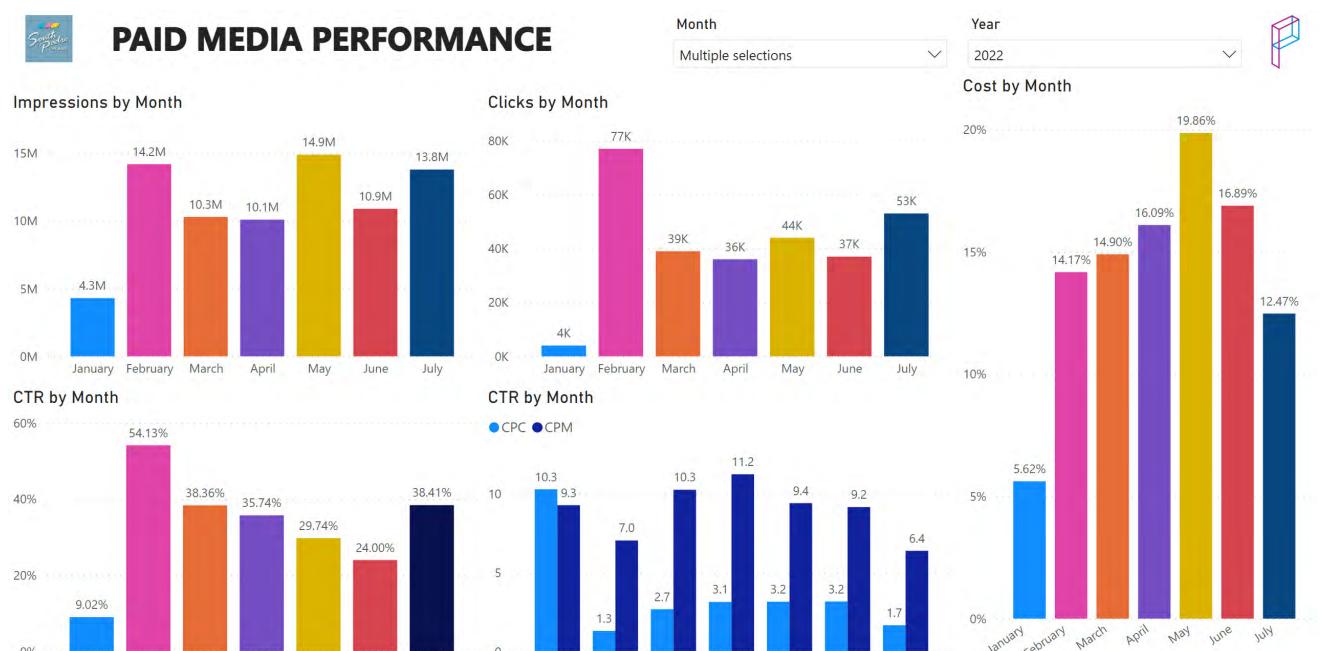


## **HISTORICAL ANALYSIS: HOTELS**









March

January February

April

July 2022 has been the most efficient month this year in terms of paid media performance. Since the initial paid media campaign launch, we have seen solid numbers for impressions and clicks with the lowest associated cost.

May

July

June

January February

March

April

May

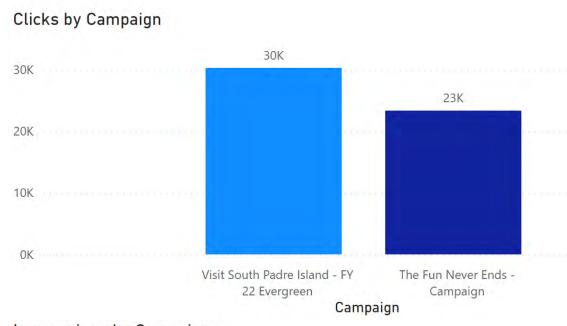
July

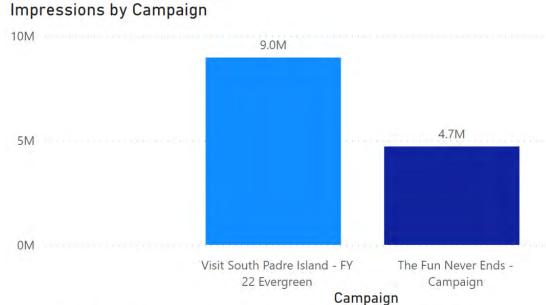
June

0%









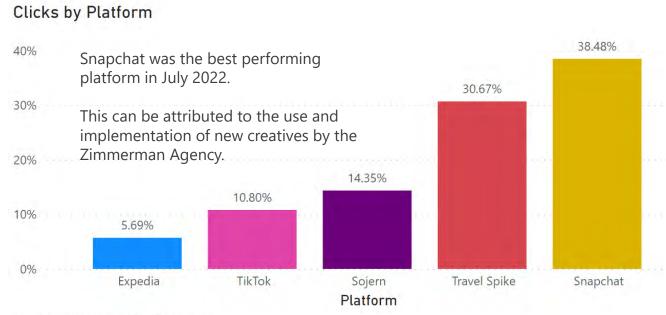


# **CAMPAIGN KPI**



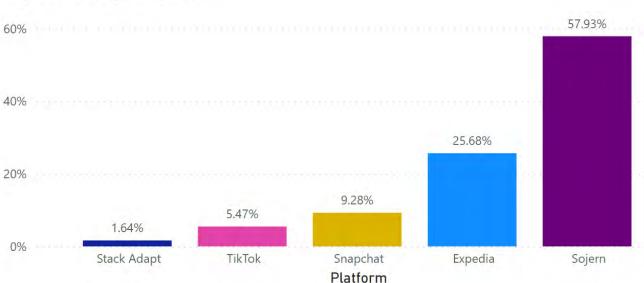
Cost Per Click

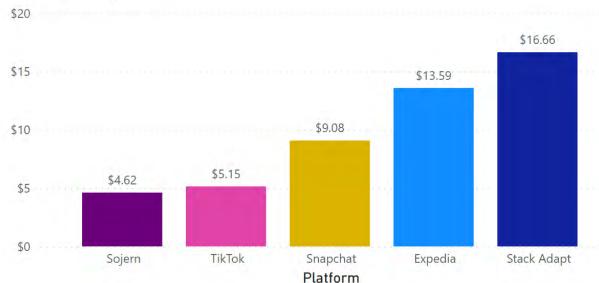






## Impressions by Campaign



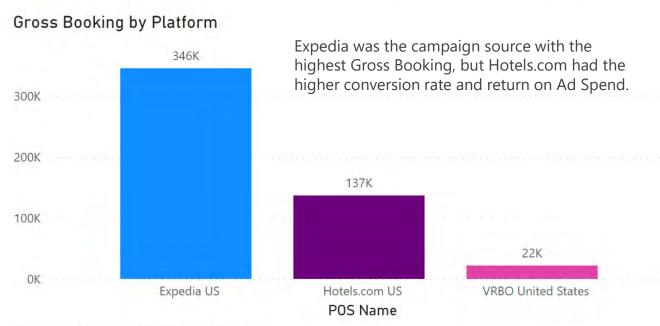


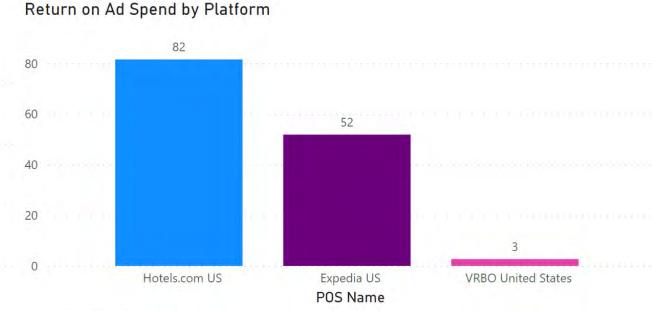


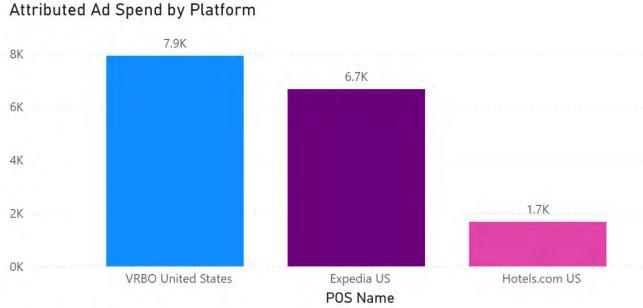
## **EXPEDIA CAMPAIGN ANALYSIS**

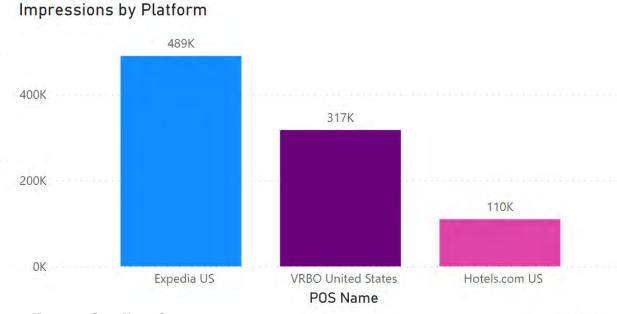












Our recommendation is to reallocate funding from VRBO to Hotels.com.

Data Source (s): Intelligence Hub 2.0, DCM, Visit South Padre Island

Predictive Da 172

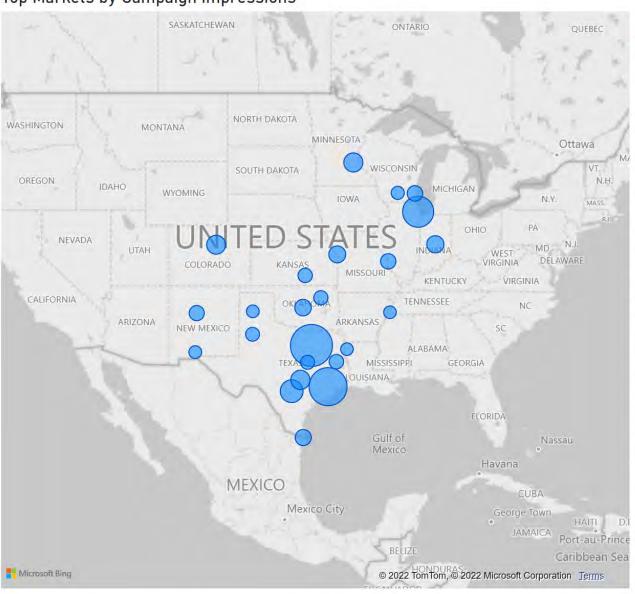


## **GEO PERFORMANCE**

The geographic markets targeted were aligned with the visitors by origin data. However, it is important to note that a large amount of traffic coming from Chicago is likely to be an anomaly caused by ongoing issues with Google attributions.



#### Top Markets by Campaign Impressions



DMA Name	%GT Impressions	%GT Clicks	CPC (USD)	CPM (USD)	CTR	/
DALLAS-FT. WORTH	19.91%	22.30%	0.50	7.62	0.02	
HOUSTON	17.28%	20.76%	0.49	8.09	0.02	
CHICAGO	12.66%	10.50%	0.56	6.38	0.01	
SAN ANTONIO	7.16%	9.31%	0.46	8.27	0.02	
AUSTIN	4.77%	5.70%	0.48	7.86	0.02	
MINNEAPOLIS-ST. PAUL	4.68%	3.82%	0.60	6.67	0.01	
DENVER	4.56%	3.90%	0.56	6.58	0.01	
INDIANAPOLIS	3.45%	2.72%	0.60	6.52	0.01	
KANSAS CITY	3.23%	2.60%	0.54	5.94	0.01	ı
OKLAHOMA CITY	3.00%	2.10%	0.61	5.83	0.01	
HARLINGEN-WESLACO- BROWNSVILLE-MCARTHUR	2.72%	3.42%	0.48	8.17	0.02	
MILWAUKEE	2.33%	2.05%	0.56	6.73	0.01	
ST. LOUIS	2.22%	1.83%	0.62	7.05	0.01	
ALBUQUERQUE-SANTA FE	2.08%	1.71%	0.56	6.32	0.01	
TYLER-LONGVIEW (LUFKIN&NACOGDOCHES)	1.63%	1.12%	0.57	5.35	0.01	
WICHITA-HUTCHINSON PLUS	1.54%	1.16%	0.58	6.04	0.01	
TULSA	1.47%	1.07%	0.63	6.18	0.01	
WACO-TEMPLE-BRYAN	1.28%	0.96%	0.58	5.95	0.01	
LUBBOCK	1.24%	0.80%	0.60	5.33	0.01	
MADISON	0.72%	0.59%	0.60	6.76	0.01	
EL PASO-LAS CRUCES	0.54%	0.39%	0.69	6.71	0.01	
AMARILLO	0.47%	0.32%	0.57	5.34	0.01	
MEMPHIS	0.40%	0.33%	0.11	1.25	0.01	
SHREVEPORT	0.38%	0.25%	0.49	4.47	0.01	-
TAMPA-ST PETERSRIEG-SARASOTA	U 30%	0 29%	0 11	1 50	0.01	



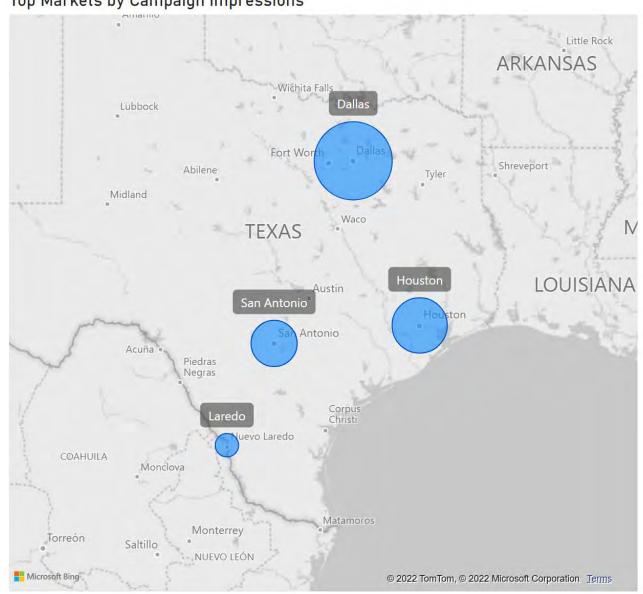


## **IN HOUSE MEDIA BUYS: KVUE**

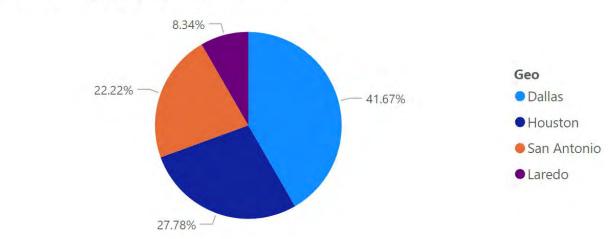
The KVUE Television campaign served 523,600 total impressions for July 2022. This campaign mainly targeted Dallas, Houston, San Antonio, and Laredo.



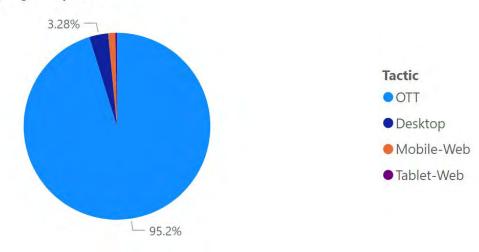




#### Top Markets by Campaign Impressions



#### Top Tactics by Campaign Impressions



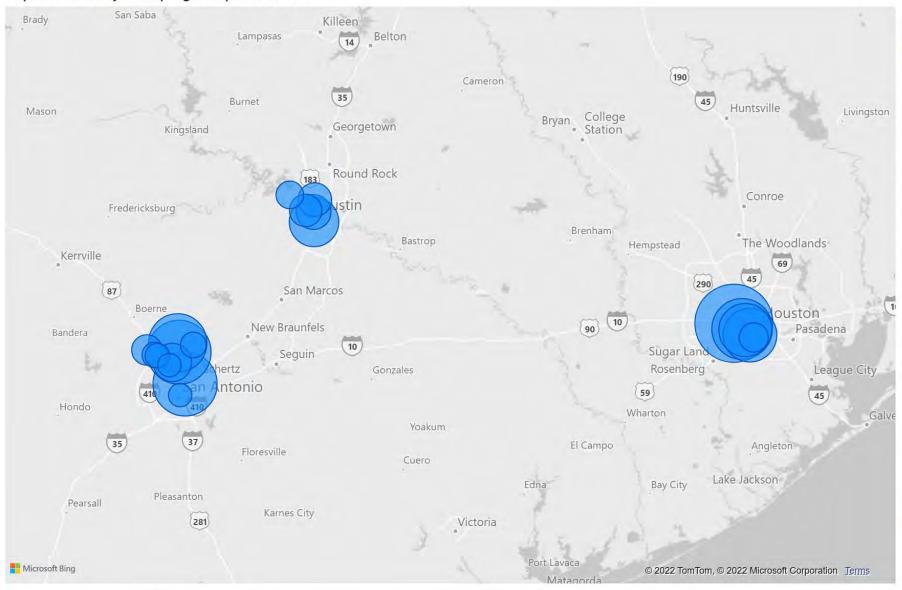


## IN HOUSE MEDIA BUYS: STREAMING TV

The Spectrum Streaming TV campaign served 53,788 impressions to San Antonio, Austin, and Houston markets.



#### Top Markets by Campaign Impressions



Networks	Impressions		
Spectrum News	9015		
Fox News	7857		
CNN	6829		
ESPN	6265		
MSNBC	4139		
Investigation Discovery	3146		
Comedy Central	2300		
CNBC	2153		
TLC	1610		
PlutoTV	1446		
HGTV	1050		
Discovery	1028		
TNT	989		
USA	914		
Headline News	910		
Food Network	855		
VH1	665		
TBS	638		
BET	528		
Nickelodeon	505		
Hallmark Channel	480		
Bravo	466		
Total	53788		

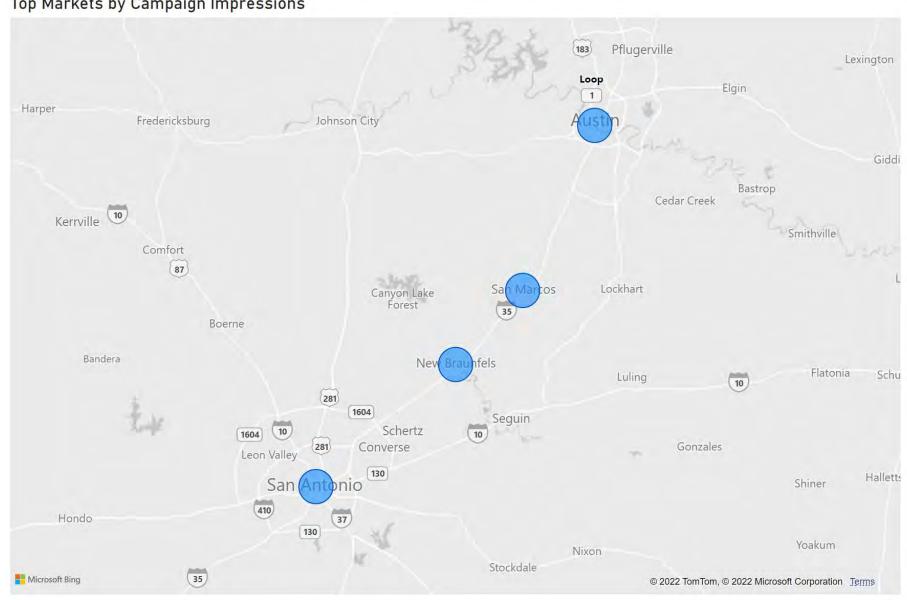


## IN HOUSE MEDIA BUYS: ENTRAVISION

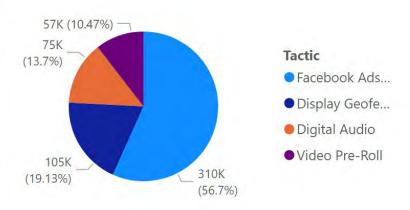
The Entravision Digital campaign served 562,064 impressions to San Antonio, Austin, New Braunfels, and San Marcos market.



#### Top Markets by Campaign Impressions



#### Total Impressions by Tactic



# WEB ANALYTICS



Month	
July	~

2022

Year

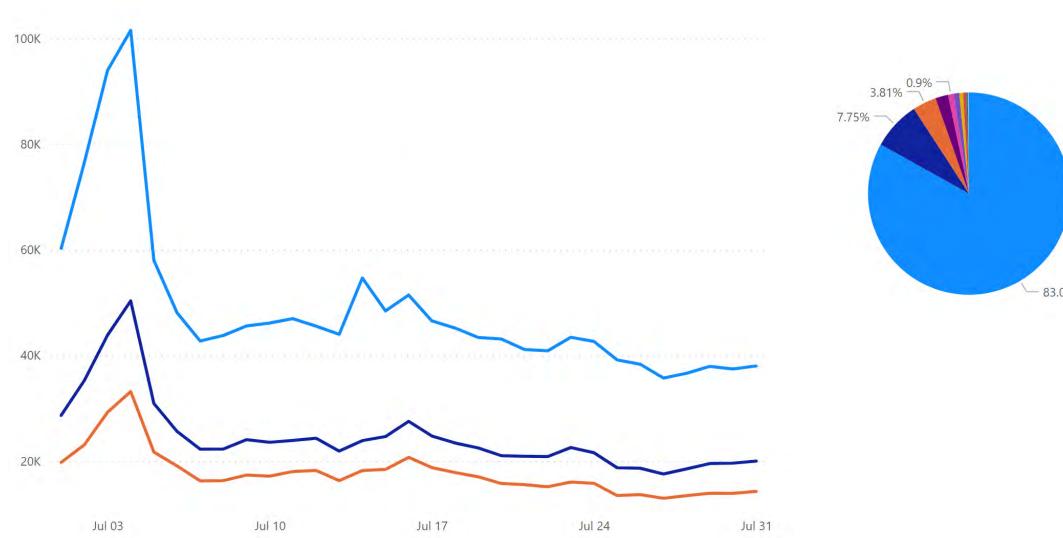


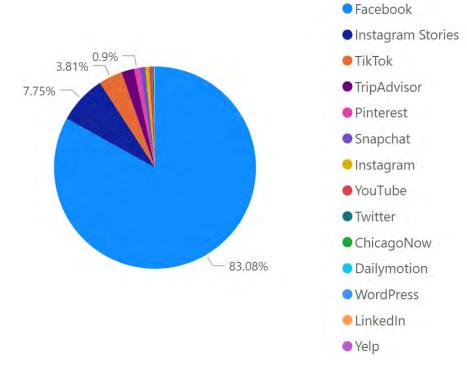
Social network - UA

#### Web Performance by Day

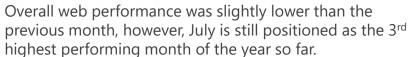
● Pageviews - UA ● Sessions - UA ● New users - UA

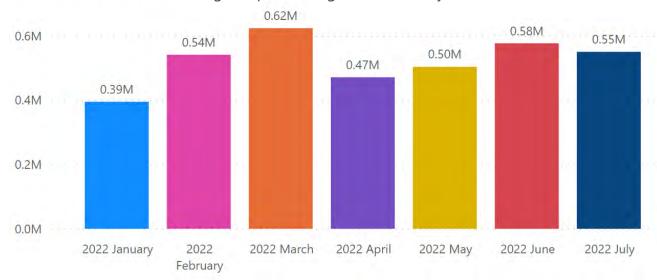
Most of the web traffic occurred at the beginning of the month. This may be attributed to the 4th of July holiday.





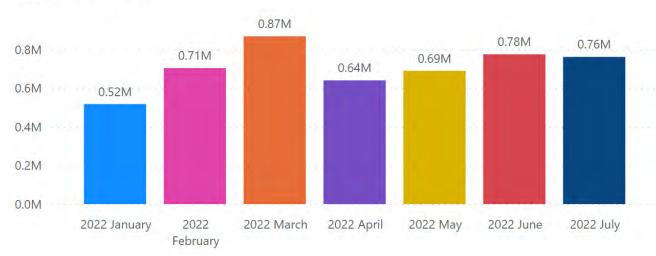




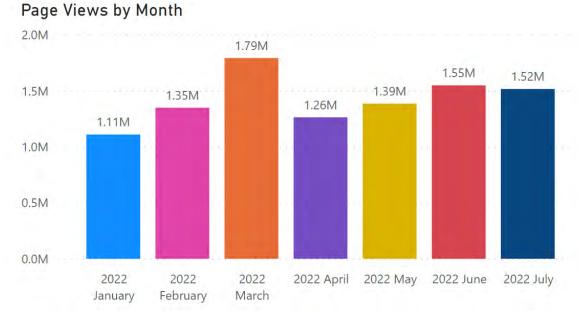


#### Sessions by Month

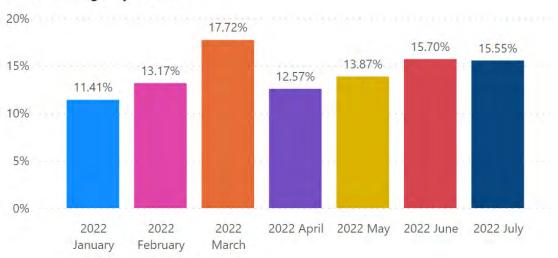
New Users by Month







#### Time on Page by Month



Predictive Da 180, Data Source (s): Intelligence Hub 2.0, Google Analytics



Month	Yea

2022



Keyword	Conversions	Campaign	Impr.	Cost / conv.	Cost	Conv. rate	Clicks	Ad group	CTR	Avg. CPC
[south padre island]	466	Brand - South Padre Island	38667	3.47	1,615.32	0.08	5737	Brand	0.1484	0.28
st padre island	232	Brand - South Padre Island	22949	4.08	946.43	0.07	3441	Brand	0.1499	0.28
[padre island]	95	Brand - South Padre Island	7484	4.02	381.76	0.07	1351	Brand	0.1805	0.28
san padre island texas	71	Brand - South Padre Island	5103	3.28	233.22	0.08	854	Brand	0.1674	0.27
padre island texas	50	Brand - South Padre Island	3901	3.25	162.29	0.08	604	Brand	0.1548	0.27
south padre	48	Brand - South Padre Island	4917	3.21	154.17	0.08	575	Brand	0.1169	0.27
[south padre island texas]	43	Brand - South Padre Island	3595	4.28	184.22	0.06	721	Brand	0.2006	0.26
san padre island	34	Brand - South Padre Island	3114	4.61	156.81	0.06	567	Brand	0.1821	0.28
isla del padre	29	Brand - South Padre Island	9763	10.60	307.39	0.03	1118	Brand	0.1145	0.27
[best beaches in texas]	20	Competitors - South Padre Island	1963	8.93	178.60	0.05	440	Competitors	0.2241	0.41
south padre island hotels	18	Brand - South Padre Island	1701	3.61	65.05	0.08	234	Brand	0.1376	0.28
south padre island beach	13	Brand - South Padre Island	910	2.34	30.38	0.12	107	Brand	0.1176	0.28
dining south padre island	10	South Padre Island - Places to Eat	2911	6.66	66.58	0.04	247	Places to Eat	0.0849	0.27
"texas beach destination"	8	Competitors - South Padre Island	1067	10.27	82.12	0.04	198	Competitors	0.1856	0.41
[sopadre com]	7	Brand - South Padre Island	119	1.28	8.99	0.12	58	Brand	0.4874	0.16
beaches	7	Brand - South Padre Island	9783	31.66	221.62	0.01	802	Brand	0.082	0.28
beach vacation	5	Brand - South Padre Island	1674	4.87	24.36	0.06	84	Brand	0.0502	0.29
la isla del padre	4	Brand - South Padre Island	1334	11.96	47.85	0.02	171	Brand	0.1282	0.28
texas best beaches	4	Brand - South Padre Island	1460	8.16	32.64	0.04	113	Brand	0.0774	0.29
"events in south padre island"	2	South Padre Island - Events	1355	63.38	126.76	0.00	510	Events	0.3764	0.25
"events in south padre"	2	South Padre Island - Events	4091	181.71	363.42	0.00	1699	Events	0.4153	0.21
"texas island vacation"	2	Competitors - South Padre Island	32	1.65	3.30	0.25	8	Competitors	0.25	0.41
beach travel	2	Brand - South Padre Island	764	6.46	12.92	0.04	45	Brand	0.0589	0.29
padre island	2	Brand - South Padre Island	923	9.05	18.09	0.03	67	Brand	0.0726	0.27
south padre beach	2	Brand - South Padre Island	201	2.98	5.96	0.10	21	Brand	0.1045	0.28
south padre island	2	Brand - South Padre Island	972	11.99	23.98	0.02	87	Brand	0.0895	0.28
south padre texas	2	Brand - South Padre Island	949	8.17	16.33	0.03	60	Brand	0.0632	0.27
south padre vacation	2	South Padre Island - Accommodations	1379	22.61	45.22	0.01	161	Accommodations	0.1168	0.28

July

Data Source (s): Intelligence Hub 2.0, Google Analytics



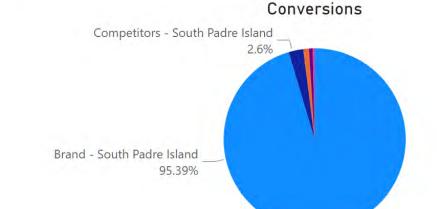
Month		Year
July	~	2022

2022



# Conversion Rate

Campaign	Average of Cost / conv.
South Padre Island - Places to Eat	0.15
Competitors - South Padre Island	0.49
South Padre Island - Accommodations	3.20
Brand - South Padre Island	5.80
South Padre Island - Events	10.40
Total	3.71

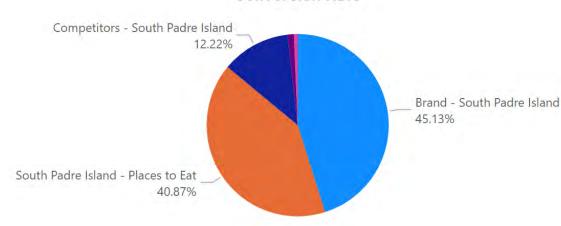


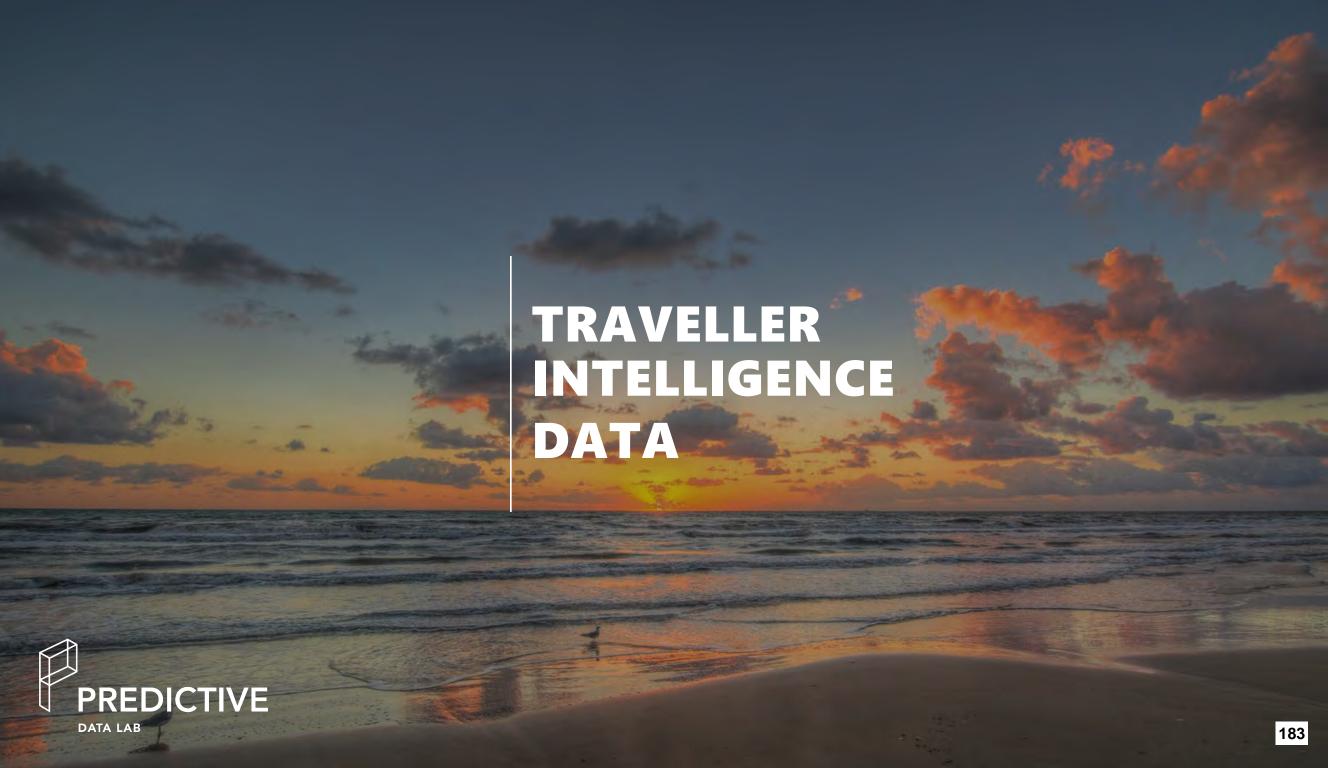
# Conversion Rate

Campaign	%GT Cost
Brand - South Padre Island	74.71%
South Padre Island - Events	15.09%
Competitors - South Padre Island	4.64%
South Padre Island - Accommodations	4.18%
South Padre Island - Places to Eat	1.38%
Total	100.00%

The "South Padre Island – Places to Eat" keyword campaign had a very efficient cost/conversion rates. We recommend reallocating budget from the "South Padre Island – Events" campaign to the "South Padre Island – Places to Eat" campaign.

# Conversion Rate







■ Trips ■ Estimated Event Attendance

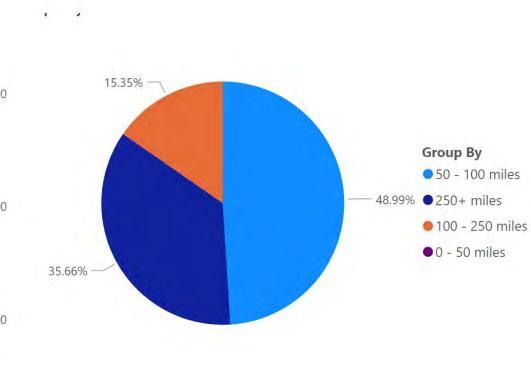
Daily Trips

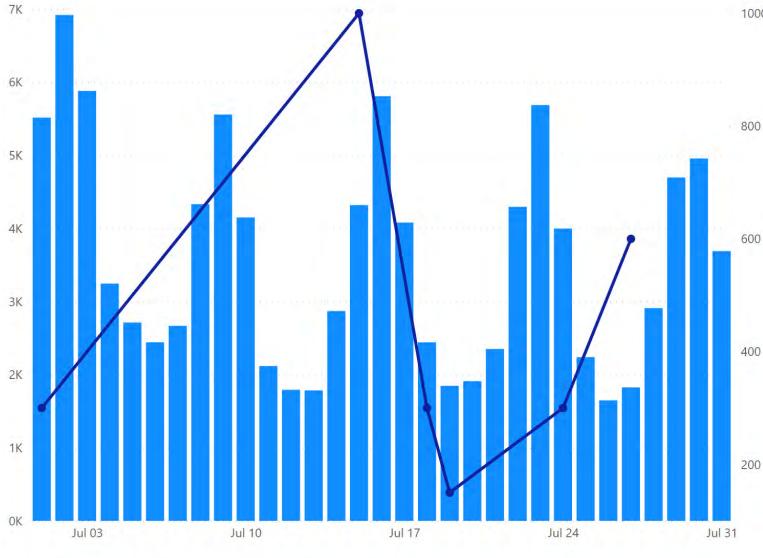
Cheerleading Competition drove the and associated trips.





	Day	Event Name	Trips
	1	Crossroads Beach Camp 2022	5515
1000	15	American Spirit Championship Cheerleading Competition	4318
	24	TCAAA Annual Conference	3997
	18	Crossbridge Youth Camp	2441
	19	STASMO Annual Meeting	1846
	27	Ron Hoover Annual Fishing Tournament	1825
453	Total		19942







# TRAVELLER INTELLIGENCE

Month category\_name All July

name

Entertainment District

OClayton's Bar & Grill

Pearl South Padre Resort

La Ouinta Inns & Suites

Isla Grand Beach Resort

Tiki Condominiums

Sangria Condominiums

Blue Bay Inn & Suites

La Quinta Inns & Suites

Best Western Beachside Inn.

Hilton Garden Inn

Bay Fishing

Courtyard

name

Flamingo Inn

Suntide III

Courtyard

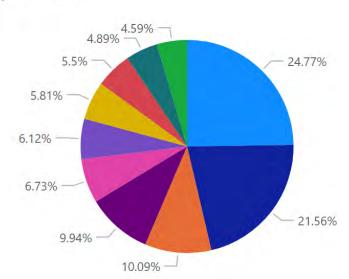
● Isla Blanca Park

2022

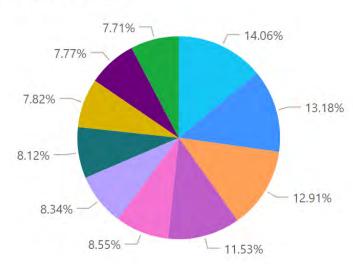
Year



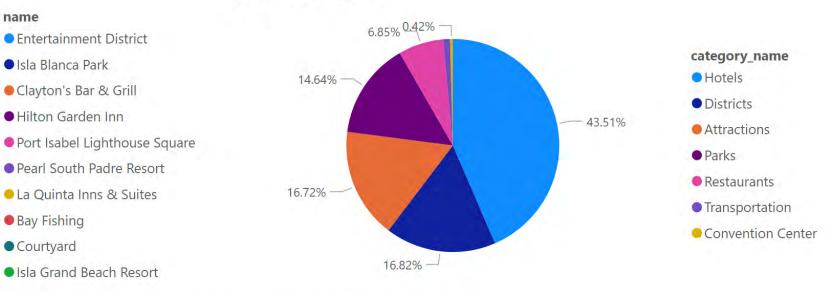
# Trips by POI Name



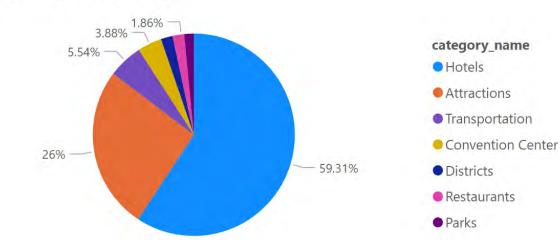
# Time Spent by POI Name



# Trips by POI Category



# Time Spent by POI Category



The Flamingo Inn showed a larger than average performance for July 2022. This could be due to its proximity to the Padre Island Brewing Company, which could be driving more traffic in the area.



# TRAVELLER INTELLIGENCE

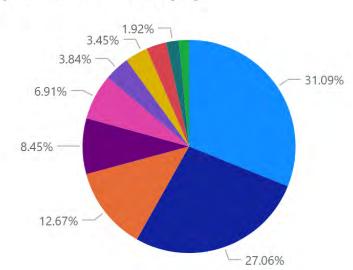
category name Multiple selections

Month July

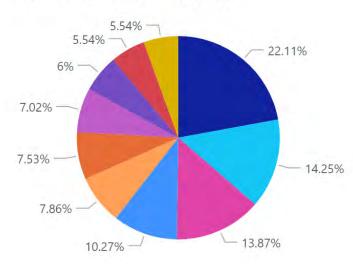
Year 2022



# Trips by POI Name (Non-Lodging)



# Time Spent by POI Name (Non-Lodging)



V



name

● Isla Blanca Park

Bay Fishing

Gulf Fishing

Birding and Nature Center

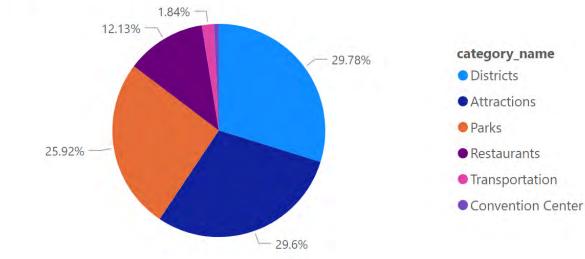
SPI Convention Centre

Clayton's Bar & Grill

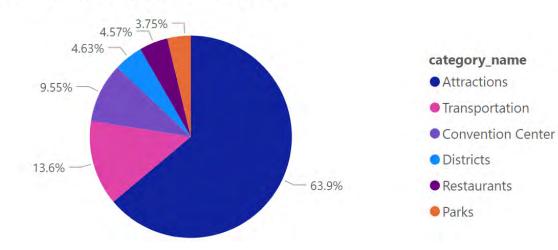
King Atwood Park

Andie Bowie Park

# Trips by POI Category (Non-Lodging)



Time Spent by POI Category (Non-Lodging)



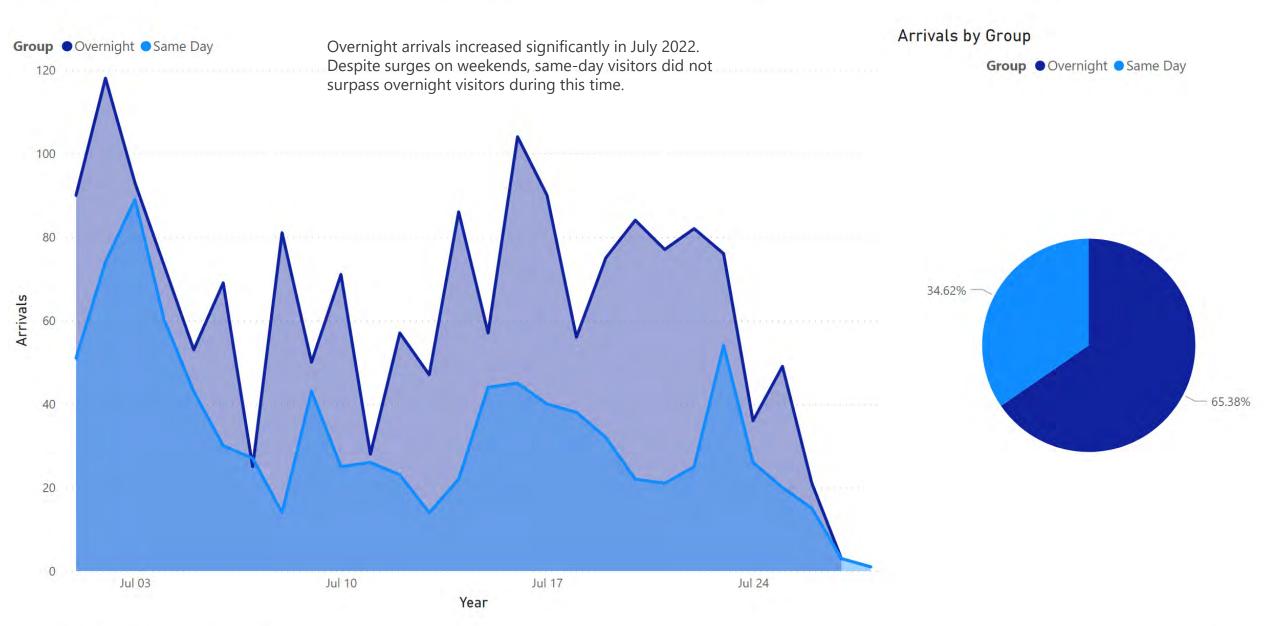
July 2022 showed an increased interest in fishing and birding activities. This is aligned with one of the key targeting areas of the Zimmerman's Agency Fall 2022 media plan.



# TRAVELLER INTELLIGENCE

Month Year July 2022









2.0M

0.5M

0.0M

# 2022 Tax Collection by Type and Month

0.34M

2022 February

0.96M

● HOT Tax ● Sales Tax ● Property Tax

HOT Tax collection continued to outpace Sales and Property tax collection in July 2022. An increase in customer credit card spending may be attributed to increased prices due to 2022 inflation.

0.43M

2022 June

0.04M

1.93M

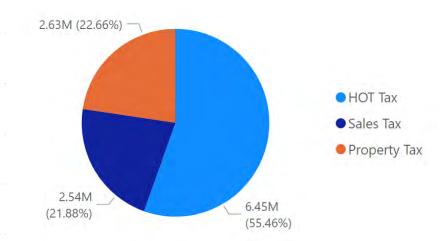
0.48M

2022 July

0.07M



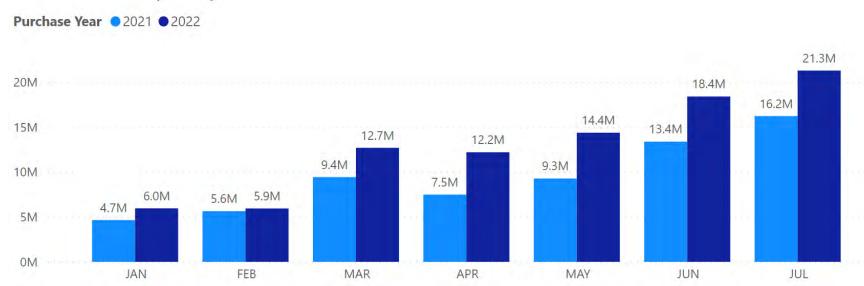
# 2022 Tax Collection by Type



# 2022 Credit Card Spending

2022 January

0.47M



1.02M

0.58M

2022 March

0.40M

0.93M

0.15M

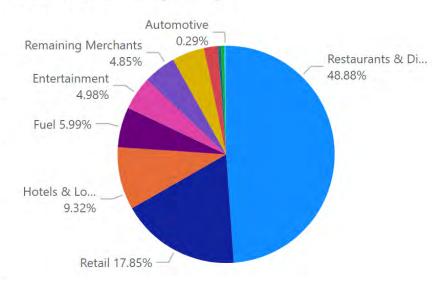
2022 April

D.48M

2022 May

0.05M

# 2022 Credit Card Spending





# MEET THE ENTERTAIMENT DRIVEN MILLENNIAL



The Entertainment Driven Millennials will likely be highly propensity travelers to South Padre Island for Fall 2022. This group is likelier to take trips to luxury-style hotels, attractions, and entertainment districts within South Padre Island. Beach destinations are the number one vacation choice for this segment. This group is more willing to spend more to upscale their travel. They are also less likely to list cost as a cause of concern when booking their trip. Emphasis on events such as concerts and performances should be included. This segment also includes fitness enthusiasts.

# **Demographic:**

Average Age: 34-41 Millennial (29%) Hispanic (58%)

Married (48%) Children (34%)

Avg Household Size: 2.79 Homeowner (56%)

Avg HH Income: \$82K Avg Home Value: \$184K

Female (51%) Male (49%)

# **Political Affiliation:**

Democrat (52%) Republican (46%)

### Location:

Texas: McAllen, Weslaco, Pharr, Edinburg, Mission, Rio Grande City, San Antonio, Austin

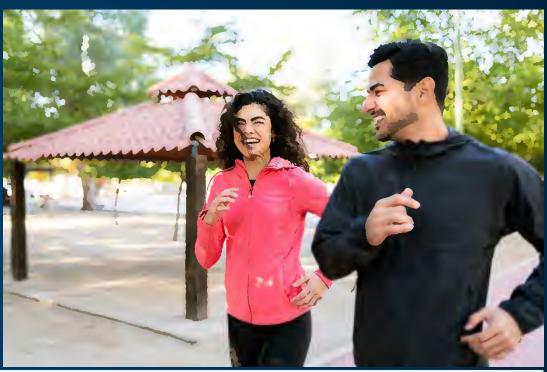
### **MOTIVATING FACTORS:**

- Events
- Fitness
- Relaxation
- Exploration
- Experience Different Cultures
- Enhance Existing Relationships
- Experience New Cuisines

### **TOP VACATION ACTIVITIES:**

- Dining
- Fun Attractions
- Sightseeing
- Learning New Things
- Shopping
- Engaging With nature
- Cultural Attractions
- Nightlife

**INCOME: 75K-100K** 



# MEET THE COMFORT DRIVEN BABY BOOMER



The Comfort Driven Baby Boomer will likely be a high propensity traveler to South Padre Island for Fall 2022. This group is more likely to plan their trip in months. An increasing number of this demographic rely on smartphones to communicate and plan while traveling. This group prefers flights as their primary method of transport and is still heavily dependent on hotels and motels for lodging. This group prioritizes safety and comfort, which is why they prefer to travel to common and heavily-visited destinations.

# **Demographic:**

Average Age: 54-75 Baby Boomer (44%) White (84%)

Married (49%) Children (15%)

Avg Household Size: 2.24 Homeowner (80%)

Avg HH Income: \$72K Avg Home Value: \$232K

Female (51%) Male (49%)

# **Political Affiliation:**

Republican (44%) Democrat (53%)

### **Location:**

Texas: Georgetown, Rockport, Port Aransas, Horseshoe Bay, Wimberly, Granbury, Leander, Pipe Creek

# **MOTIVATING FACTORS:**

- Familiarity
- Outdoor Activity
- Multigenerational Travel
- Budget
- Planning
- Relaxation
- Entertainment Value

# **TOP CHALLENGES:**

- Ensuring any special medical/travel needs are taken care of
- Developing an itinerary
- Coordinating ground transportation
- Making reservations at a destination
- Identifying activities at a destination
- Booking airfare

**INCOME:** <75K



# MEET THE VALUE DRIVEN **BUSINESS TRAVELER**



The Value Driven Business Traveler will likely be a high propensity traveler to South Padre Island for Fall 2022. Businesses place a high value on networking at in-person conferences and feel that virtual replacements do not fill this need appropriately. Travel managers rank conferences and exhibitions among the top five travel types expected to lead growth towards 2022. This group also includes individuals who work remotely and can travel to vacation destinations without missing any days at work.

### **Demographic:**

Average Age: 39-45 Gen X/Millennial (50%) White (62%)

Married (59%) Children (15%)

Avg Household Size: 2.69 Homeowner (70%)

Avg HH Income: \$127K Avg Home Value: \$413K

Female (51%) Male (49%)

### **Political Affiliation:**

Democrat (48%) Republican (48%)

### **Location:**

Texas: San Antonio, Austin, Houston, New Braunfels, Georgetown, Missouri City, Corpus Christi

### **MOTIVATING FACTORS:**

- Reliable Internet
- Health and Safety Standards
- Online Ratings and Reviews
- Suitable Place to Work
- Price
- Flexibility to Cancel
- Proximity to Attractions
- Presence of Quiet Meeting Rooms

# PERCEIVED BENEFITS OF BUSINESS TRAVEL:

- Recharge mental and emotional batteries
- Avoid feeling stuck in one place
- Explore destination without using vacation time
- Change of scenery
- Form new relationships
- Prevent burnout

INCOME: 100K+







- South Padre Island recorded the highest occupancy for hotels and vacation rentals for July 2022, however; South Padre Island was outperformed in Vacation Rentals by Port Aransas and Galveston.
- YOY, South Padre Island performance was similar compared to last year in terms of hotel metrics, excluding HOT Tax collection, which was outperformed by Galveston.
   We can potentially attribute this to the fast recovery in the cruise industry and the decrease in travel restrictions caused by COVID-19.
- Paid media recorded the highest performance and cost efficiency in July 2022 with Snapchat outperforming all other platforms in terms of clicks, while Sojern outperformed all other tactics serving the highest number of impressions.







- We recommend increasing vacation rental listings to remain competitive against destinations such as Port Aransas and Galveston. Additionally, it may be beneficial to contact property managers in South Padre to better understand their challenges to offer and/or increase the number of listings.
- Based on the SEM data, we recommend a shift in budget spending towards the "South Padre Island – Places to Eat" campaign instead of the "South Padre Island – Events" campaign.
- Based on the data from Expedia, we recommend to allocate more funding towards hotels.com rather than VRBO.



# **NEXT STEPS**



- Zimmerman and PDL working together on integrating new segmentation personas into the VSPI FY2023 media plan.
- PDL working on completing all remaining FY2023 seasonal customer segmentation reports for Winter, Spring and Summer by August 31st, 2022.





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

MEETING DATE: August 24, 2022

NAME & TITLE: Silvia Sanchez

**DEPARTMENT:** Convention and Visitors Bureau

# **ITEM**

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

- 1.) Special Events
- 2.) Marketing and Communications
- 3.) Social Media
- 4.) Cision
- 5.) In House Creative

### 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:**





# SPECIAL EVENTS

# **Special Events**



# **July/August Events**

- Ron Hoover Fishing Tournament
  - July 29-30
  - o 1,100 attendees
- Texas International Fishing Tournament
  - August 3-7
- Ladies Kingfish Tournament
  - August 12-14

# **Upcoming Events**

- Labor Day Fireworks / Sunday, Sept. 4
- SPIsland Games / Sept. 16 18
- Wahoo Classic / Sept. 16 18
- Longest Causeway / Sept. 17
- Elite Redfish Series Championship / Sept. 23 25
- SPI Triathlon / Sept. 25







# Marketing & Communications



# ORGANIC SOCIAL MEDIA OVERVIEW



# Facebook Top Posts

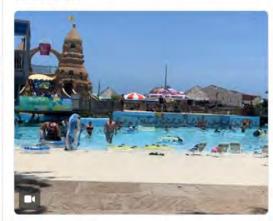




### (7) Visit South Padre Island

Tue 7/12/2022 11:44 am PDT

Enjoy your summer to the max with Beach Park 🗑 You so have time to visit this season so come on over to South Padre Island! #SoPadre



Total Engagements	3,979
Reactions	446
Comments	84
Shares	62
Post Link Clicks	28
Other Post Clicks	3,359
	<b>(</b> +)



### ( Visit South Padre Island

Thu 7/21/2022 9:54 am PDT

It's a beautiful day to be on South Padre Island and what better way to spend it than at the Biggest Beach Bar in Texas 25 #SoPadre



Total Engagements	2,335
Reactions	490
Comments	90
Shares	41
Post Link Clicks	1
Other Post Clicks	1,713
	ø



( Visit South Padre Island

Everybody wants to enjoy Texas' best beach "Make sure to

get here early so you can secure your spot on the sand! #SoPadre #TexasBestBeach



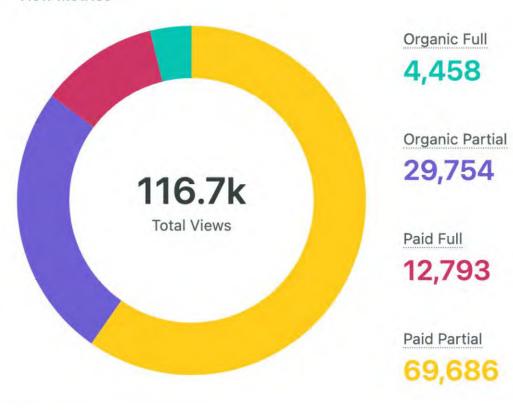
Total Engagements	2,243
Reactions	867
Comments	103
Shares	81
Post Link Clicks	3
Other Post Clicks	1,189
	3



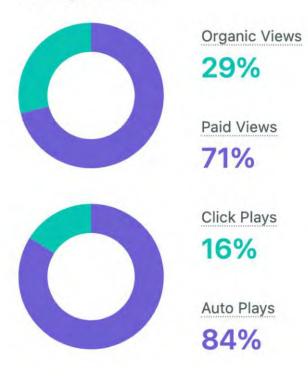
# Facebook Video Performance



# **View Metrics**



# Viewing Breakdown

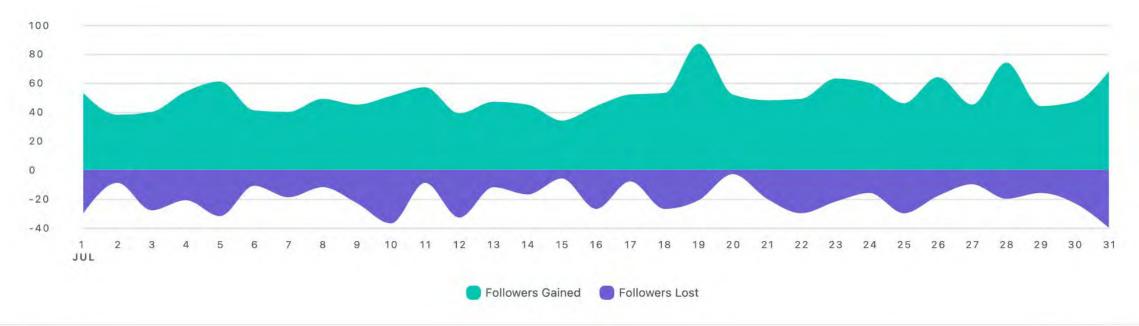




# Instagram Audience Growth



Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
Followers	51,562	71.9%



# Instagram Top Posts





o visitsouthpadreisland

Sat 7/30/2022 1:47 pm PDT

"Little Miss" South Padre Island edition : Let us know in the comments which one are you! #SoPadre









Total Engagements	1,769
Likes	1,604
Comments	62
Saves	103
	<b>£</b>



o visitsouthpadreisland

Fri 7/15/2022 2:20 pm PDT

Have you tried @williedeanbagels on South Padre Island? € Make sure to stop by and start your day with a combination of your choice! #sopadre #vacation #breakfast #foodie #bagel...



Total Engagements	1,673
Likes	1,458
Comments	49
Saves	166
	<b>£</b>



o visitsouthpadreisland

Tue 7/5/2022 2:56 pm PDT

Tropical flavors and bay views © Check out @thepaintedmarlin located on the Entertainment district! Seplates featured: Crab cakes, wicked tuna nachos, ceviche, and sesame tuna poké...



Total Engagements	1,500
Likes	1,325
Comments	45
Saves	130
	<b>3</b>

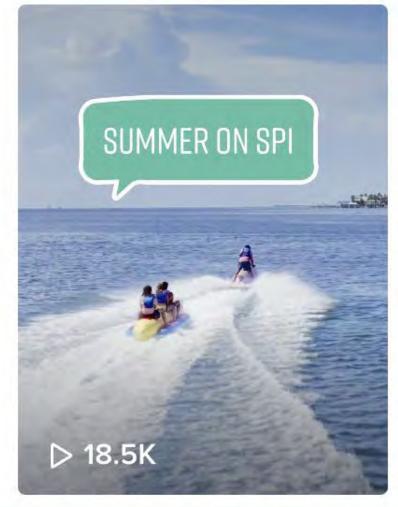


# TikTok top posts



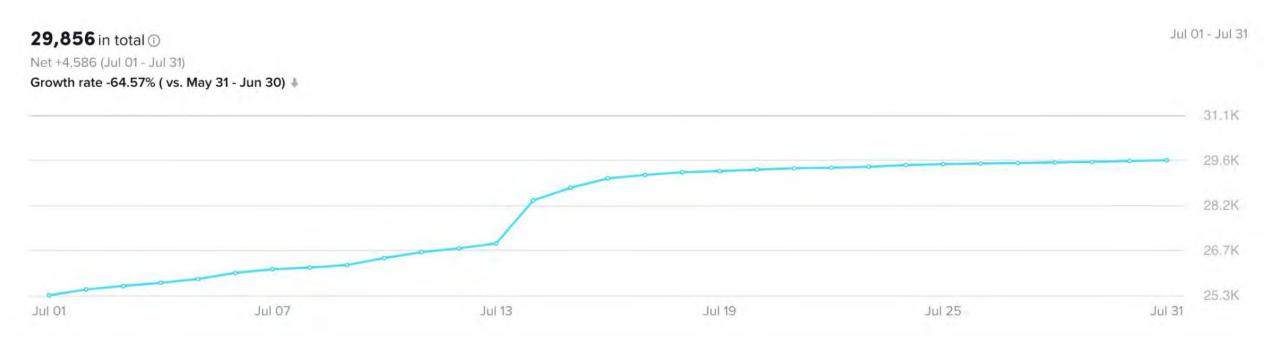






# TikTok Audience Growth



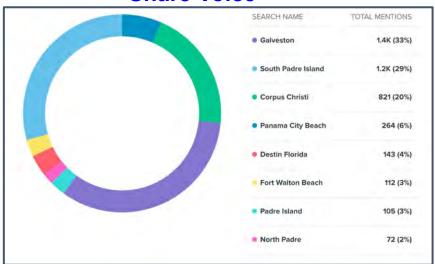


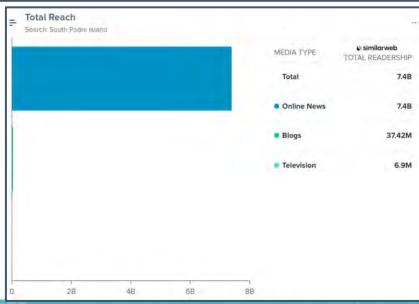


# CISION REPORT

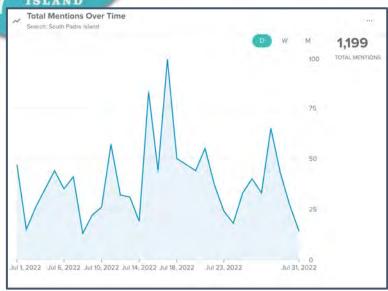
# Cision Report July 2022

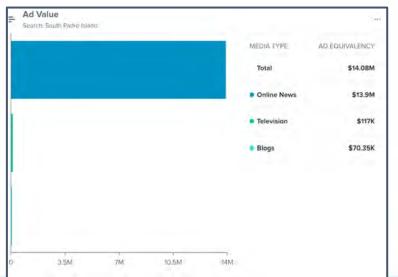
# **Share Voice**











# 1,2K

# **Total Mentions**

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

# 7.8B

# **Total Reach**

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

# \$14.M

# **Total Publicity Value**

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

CISION

# Cision Report June 2022



# ✓ Top Stories:

	Search: South P	adre Island				
1	= :	SPI officials announce \$1.5 million  Jul 8 • Yahoo!	456M	6	Coast Guard searching for missing  Jul 16 • Yahoo!	444M
2		Local families enjoy spirit of Fourt Jul 3 • Yahoo!	456M	7	Locked, Not Loaded: TSA shows h Jul 29 • Yahoo!	444M
3		Sales tax numbers cooling off for V Jul 11 • Yahoo!	451M	8	GBIC interim head named: Ramire Jul 28 • Yahoo!	444M
4		Testing at SpaceX Boca Chica site Jul 12 • Yahoo!	451M	9	Follow-up Recommended: Clinic tr Jul 23 • Yahoo!	444M
5	()	Fisherman vanishes while working Jul 17 • Yahoo!	444M	10	Top 15 Best Things To Do With Kid Jul 9 • MSN	194M

# **Top Locations by Country**

United States	1.1K
Japan	19
India	9
<b>United Kingdom</b>	8
VietNam	7
Mexico	6
Argentina	5
Germany	5
New Zealand	4
	Japan India United Kingdom VietNam Mexico Argentina Germany

# **Top Locations by State**

•	Texas	<b>582</b>
•	California	108
•	New York	<b>20</b>
•	Washington	19
•	Florida	14
•	<b>District of Columbia</b>	<b>13</b>
•	Georgia	12
•	Michigan	10
•	Oklahoma	8

# PR Efforts

**Interviews: 7** 

Press Releases: 1

Live Shows Interviews: (TV & Radio): 4

**Total Number of Publications: 12** 

# DRIFT

### 22 Cocktails in Honor of National Tequila Day

n honor of National Tequila Day (July 24), we're spicing up summer and sharing 22 tequila cocktails at some of the dreamiest destinations in the US - and beyond.

From a classic key lime to a refreshing passion fruit along with blood orange, prickly pear, lavender and more, we've your next happy hour covered.

Tequila Moonrise at Coral Reef in South Padre Island



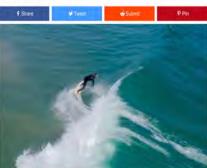
Resembling the vibrant and inviting emerald waters that surround South Padre Island, the Teguila Moonrise from Coral Reef is the perfect refreshing after-sun sip. Tropical in every way just like the island from which its derived, this thirst-quenching summer cocktail combines simple ingredients including Pineapple Juice, Blue Curacao and Tequila to create a sweet and picturesque concoction that will have you wishing you were on island time, all the time.

1.5 oz. Tequila

0.5 oz. Blue Curacao

Surf's Up, Y'all: A Guide to Surfing in By Jennifer Simonson | July 22, 2022 | 2:00pm

Main photo courtesy of South Padre Island.



While most Americans, and frankly most Texans, do not correlate the Texas Gulf Coast with surfing, a small but mighty group of surfing enthusiasts living in oceanside towns keep the tradition of surfing alive despite the state's less than stellar waves. Texas waves tend to be small, inconsistent and mushy. On any given day, however, with an infinite possibility of weather conditions butting up against 371 miles of coastline, the conditions can come together to produce waves as good as Southern California. Even when that doesn't happen, surfing in Texas is still fun, good exercise and a great excuse to jump in the ocean. Here are the some of the best spots to hit



The 10 Best Attractions at Universal Studios

Cedar Point Announces a New Themed Area Coming in 2023, Including the Park's 18th

48 Hours in Curação, a Caribbean Gem The 10 Best Attractions at Disney's Animal

13 Things To Do in Oaxaca, Mexico The Holidays Arrive at Disneyland Resort on Nov. 11 TIPSSVVV WICHTONLIKE A PRO

### The 12 Best Beaches in Texas

By JILL ROBBINS Published on 07/11/22





Texas has over 350 miles of beaches and fun coastal communities to explore. While you won't find sugar-white sand and clear turquoise water here, appreciate these Gulf Coast beaches on their own, and don't try to compare them to Florida or the Caribbean. The brownish-blue water is impacted by silt from the Mississippi River but is safe for swimming. The best silver lining: the darker sand that comes from higher-clay content makes impressive sand castles.

Some of these Texas beaches are A+ spots for a family beach day, while others cater to water sports enthusiasts or wildlife and nature lovers. With nearly year-round mild weather, the beaches of the Lone Star State are popular 365 days a year, although spring break (March-April) and summers will see the heaviest crowds.

Beaches near larger cities like South Padre Island or Corpus Christi will have more robust services and seasonal beach concessions. Visitors to smaller beach communities will need to bring everything they'll need for a successful beach day, from chairs and umbrellas to food and beverages.

01 South Padre Island

#### 5 Unique Pools & Waterparks In Texas Where You Can Float Your Summer Days Away

The heat that radiates off the Texas sun during the summer is no joke. You can either stay inside 24/7 with the A/C blasting as high as possible or you can actually brave the outside world to find the closest. signst body of water possible.

There are many outdoor activities to choose from across the Lone Star State, both natural and humannace, that are sure to cool Texans off.

sitting in the blow-up kiddle pool in the backyard or visiting a local beach isn't quite doing the trick, here are 5 unique places with turquoise water basins around the state to float your days away.

#### Beach Park South Padre Island



Why You Need To Go: It's an adorable waterpark with fun for everyone; enjoy the float-up bar, nide on the park's 6 different slides and coasters, or splash the day away in the different pools.

#### CURRENT

#### 23 beautiful Texas beaches in driving distance of San Antonio

Some of us plan vacations way shead of time, and some of us ... don't.

If you're one of the latter - or just feeling a little spontaneous - and want to get away to a beachy destination before summer ends, then we've got just the list for you.

The Texas coast is only a few hours' drive from SA, offering plenty of options for summer



South Padre Island is one of Texas's most well-known beaches for a reason, with some of the safest and clearest water in the Gulf. A popular spring break destination for college students across the state, South Padre Island is also a popular family vacation



**≡** TRIPS DISCOVER

vacation. These top vacation spots in Texas are just as different as the state itself. From property apply to urban areas, your Texas vacation will be unforcettable no matter what kind fun vacation spots in Texas.



#### South Padre Island

South Padre Island isn't just a vacation snot for college students on spring break. This Texas coastal city is a perfect getaway for all Texans looking for a beach and a relaxing time. Spend your vacation sunbathing, jet skiing, or fishing. South Padre is also teeming with wildlife, making it a great destination for bird watchers and dolphin lovers. Aside from the miles of sandy shore here, South Padre Island is also home to Beach Park at Isla Blanca waterpark and the Port Itabel Lighthouse State Historic Park and boasts ligni

# Mexico campaigns



















es una de las actividades tavoritas de lacal 100% orgánica y está cubierto con

sin gluten y vegantis, que son ideales para un desayuno o una

Quenta con una variedad de tazones de para probar sus refrescantes snack. Escai con una selección de complémen-os. El Sedona Boul es uno de los más — fauorito de la lala del Padre.

BERRY DIVINE ACAI BOWLS - SOUTH PADRE ISLAND









Realizarán en South Padre Island el 82º Torneo Anual Internacional de Pesca de Texas









en South Padre Island





















# In-House Creative

# Print - Digital





















# BUSINESS SUIT OR BATHING SUIT?

Escape the four walls and feel the sand on your toes with your next meeting on Texas' only tropical island. Wide-open natural beach and stunning Gulf of Mexico waters are the perfect backdrops for your event.

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 & VISITORS BUREAU

7355 Padre Blvd. South Padre Island, TX 7859 (956) 761 - 3000 | www.sopadre.com

DAVID VILLARREAL | SALES MANAGER

(956) 761 - 3834 | david@sopadre.com





### **SPI-CTA Program**

- 5 New Certified Tourism Advisors
- **85** Total SPI-Certified Tourism Advisors







#### **SPI-CTA Upcoming class:**

- Classes for September TBD
- Email will be sent out to Island Partners once dates are determined.



# 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: August 24, 2022

NAME & TITLE: Silvia Sanchez

**DEPARTMENT:** Convention and Visitors Bureau

#### **ITEM**

Discussion and possible action to approve the funding request for the following Special Events:

\* Hallowings in October 2022 (Brown)

#### ITEM BACKGROUND

First Time Event

The SEC Approved \$2,000 in funding for Marketing at the SEC Meeting on August 16, 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.

Date Application Submitted: 8/6/2022

Name of Organization: SOUTH PADRE ISLAND BIRDING NATURE CENTER & ALLIHATOR SANCTUARY

Address: 6801 PADRE BLVD

City, State, Zip: SOUTH PADRE ISLAND, TEXAS 78597

Full Name: E-Mail:

CRISTIN ENHOLM CHOWARD@SPIBIRDING.COM

Office Number: Cell Phone Number: 956-761-6803 956-778-2910

Website for Event or Sponsoring Entity: SPIBIRDING.COM

Non-Profit or For-Profit Status: Tax ID #: 20-3088155

**Primary Purpose of Organization:** 

**EDUCATION AND NATURE** 

#### **EVENT INFORMATION**

Name of Event: HALLOWINGS ACROSS SOUTH PADRE MONARCH MIGRATION CELEBRATION

Date(s) of Event: Primary Location of the Event: SATURDAY, OCTOBER 29, 2022 SPI BIRDING CENTER

Amount Requested: 2,000.00

If greater than previous year funded (if applicable), please explain the increase being requested:
Primary Purpose of Event:  TO EDUCATION THE COMMUNITY THE IMPORTANCE OF MONARCH MIGRATION AND THE IMPORTANCE TO PLANT NATIVE MILWEED PLANTS FOR THEIR JOURNEY THE MONARCHES HAVE RECENTELY BEEN ENTERED INTO THE ENDANGER SPECIES LIST
How will the hotel tax funds be used? Please attach a list of the hotel tax funded expenditures.
ADVERTISING PRINT AD IN LOCAL NEWSPAPERS
Are you asking for any cost reductions for city facility rentals or city services? Please quantify and explain.
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: $$$$ ; $2,000.00$
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:

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES	<b>QUESTIONS FOR</b>	<b>ALL FUNDING R</b>	REQUEST	CATEGORIES
--	----------------------	----------------------	---------	------------

How many years have you held this event?

**SINCE 2016** 

Attendance for previous year (if applicable):

450

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

#### **QUARTER**

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

#### **QUARTER**

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

1-2

Will you reserve a room block for this event at area hotel(s)?

YES

Where and how many rooms will be blocked?

#### **UP TO 50 AT SEVERAL HOTELS**

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

 OCTOBER 2016
 0
 0

 OCTOBER 2017-2021
 0
 0

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

#### PICK UP REPORTS FROM HOTELS ON ROOM BLOCKS

Please list other sponsors, organizations, and grants that have offered financial support to your event:

#### SPI BIRDING CENTER

Do you anticipate a net prof how will it be used? NO	fit from the event? If so, what is the anti-	cipated amount and
-	orts your organization is planning and t se attach a detailed marketing budget.	
Print \$: 1,900.00	Website \$:	OUR WEBSITE
Radio \$:		100.00
TV \$:	Other Digital Advertising \$:	
A link to the CVB <u>must be</u> in booking hotel nights during	ncluded on your promotional handouts g this event.	and on your website fo
What other marketing initia activity for this event?	ntives are you planning to promote hote	and convention
	TO THE FLYIER AND TO THE WEBSITE AND ALL S	SOCIAL MEDIA POSTS

5 YEARS - 80 YEARS

What geographic region(s) are you marketing to?

**RGV** 

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

#### **OUR CURRENT INSURANCE WILL BE IN PLACE**

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**

**Print Name** 



To apply for funding please provide all the required documents.

Nan	ne of Event:	HALLOWINGS ACROSS SOUTH PADRE MONARCH MIGRATION CELEBRATION
<b>V</b>	Received and	understood the separate Special Events Policy (REQUIRED)
<b>V</b>	Received and	understood the separate HOT Funding Guidelines (REQUIRED)
<u></u>	Completed ti	he South Padre Island Event Funding Application form (REQUIRED)
<b>V</b>	Enclosed a de	escription of all planned activities or schedule of events (REQUIRED)
<b>'</b>	Enclosed a co	omplete detailed budget (REQUIRED)
<b>V</b>	Enclosed an a	advertising/marketing and promotion plan (REQUIRED)
<b>/</b>	In Room nigh	t projections, with back-up, for the Funded Event (REQUIRED)
<b>/</b>	-	narketing for the event must be consistent with the brand image for South Padre Islar marketing pieces that are funded with hotel tax must be in accordance. (REQUIRED)
<b>/</b>		PICVB will require access to event participant database information that will show zip measure likely impact from the funded event. (REQUIRED)
<b>/</b>	Enclosed a sp	onsor list (categorized by "confirmed" and "pending")
<b>/</b>	Enclosed a ve	endor/exhibitor list (categorized by "confirmed" and "pending)
1	Enclosed an e	event map
<b>V</b>	Enclosed secu	urity/safety plans
<b>/</b>	Enclosed cop	ies of promotional materials (if available)
<b>/</b>	Enclosed a su	mmary of previous special event experience of organizer(s)
<b>/</b>	Enclosed a hi	story of event (if previously produced)
<b>/</b>	Indicated the	type(s) of assistance requested
<b>/</b>	Indicated the	amount of financial support (if requested)
——Autl	norized Signa	ature Date

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

MEETING DATE: August 24, 2022

NAME & TITLE: Silvia Sanchez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM** 

Discussion and possible action to approve the Q1 In-House Fall Media Plan for FY22/23 (Rodriguez)

ITEM BACKGROUND

N/A

**BUDGET/FINANCIAL SUMMARY** 

N/A

**COMPREHENSIVE PLAN GOAL** 

N/A

**LEGAL REVIEW** 

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:** 



#### South Padre Island In house buys FY2022/2023

Q1

ate: 7/29/22 'exas						1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		September October 5 22 29 5 12 19 26 3 10 17 2	Total Cos
:483									
/UE	TV Station /Digital	Austin/Houston/ Dallias- Ft Worth San Antonio/Laredo	T	I		-			
ectrum Reach	Streaming TV/Digital	Austin/Houston/ San Antonio/Laredo Austin/Houston/ San Antonio		Adults 25-54					\$69,
ited Radio	Display & Native	•	HHI \$75k+	Adults 25-54					\$10
Shopping	1 Full page/ Print & Digital	RGV / Laredo RGV/ Northern Mexico	HHI \$75k+	Adults 35-64	-				\$4
emundo 40	TV Station /Digital	RGV Northern Mexico	HHI \$75k+	Adults 35-64					\$6
ernational Biliboars	Billboard	RGV	HHI \$75k+	Adults 25-54		-			\$15
Azteca	TV Station / Digital		HHI \$75k+	Adults 35-64	-	-			\$3
AZUELA	Try scarcion / Digital	RGV / Laredo	HHI \$75k+	Adults 35-64					\$10
		Yuta		-					5118.7
				_					
rthern Mexico Campai	en								
				·		_			
ravision	GEO Fencing / Digital	Monterrey & Saltillo	HHI \$75k+	Adults 35-64					
nt/Digital	Carreters/Portal Informativo	Monterrey	Medium & High Income						\$15
line	Empresas Monterrey	Monterrey	Medium & High Income						\$1,
ital/Print	Radio Formula	Monterrey/Saltillo	Medium & High Income						\$2,
evision	Televisa Tamaulipas	Matamoros/Reynosa/RGV	Medium & High Income						\$2,
evision	Televisa Monterrey	Monterrey	Medium & High Income		_				\$15,
wspaper- Digital & Radio	EL Norte	Monterrey	Medium & High Income			+			\$15,
wspaper- Digital & Radio	ABC Noticlas Monterrey	Monterrey	Medium & High Income						\$10,
tdoor	Grupo Alegria Billboard	Monterrey	With the state of	FAGUIT 23-34					\$3,
tdoor	International Billboards	Monterrey					_		\$1,
tdoor	International Billboards	Guadalajara				-			\$3,
		Total				-			\$5,5
		1,60%							\$74.3
				11					
22/23 Year Agree	ment						A Marie Control		
18r	Digital Boards	Austin/San Antonin/RGV				T	Yearly Campaign		
as Monthly	Print/Digital	Texas	HHI 575k+	Adults 35-64	-	_			\$187,
Dot Travel Publication	Tour Texas Website TourTexas.com	Online Digital	HHI \$75k+	Adults 35-64	_				\$90,
star- Channel 4	TV Station /Digital	RGV				-			\$29,
V Channel 5	TV Station / Digital	RGV	HHI \$75k+ HHI \$75k+	Adults 25-54		-			\$45,
posure	Bus Wraps ( 6 )		MM1 3 / 3K+	Adults 25-54	_				\$49,
14	I nes serabit 61	San Antonio							\$70,0
		Total							\$471.0



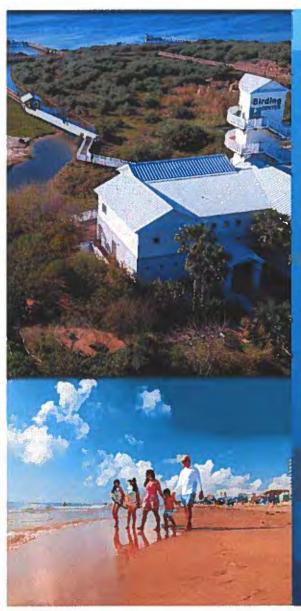
SOUTH PADRE ISLAND
Q1(OCT- DEC 2022)
IN- HOUSE
MARKETING CAMPAIGN

#### ▶ Background:

- As South Padre Island finishes out the summer marketing campaign, we want to look to the next seasonal cycle for Q1 to continue to drive traffic to the Island. This will shift the target from families to couples without children, retirees, and the fishing audience that comes for the epic fall fishing season.
- For the RGV and Mexico we will still focus on families weekdays and weekend stays.

#### ▶ Project Description:

▶ Build a fall travel campaign based on the South Padre Island "As Hard As It Gets" branding concept to attract post-summer visitation from travelers across Texas, the Midwest, and select cities with airlift service.



#### **Assignment:**

#### **RGV & Mexico Campaign:**

South Padre Island has always been the Beach destination of preference for Northern Mexican nationals and the Rio Grande Valley residents, And during the fall time is the perfect time to invite them to come to the island for a family reunion, romantic weekend and family trip.

#### Nature Tourism & Fishing Campaign

- ▶ Fall is the time to fish on the Island, and this campaign would continue the push for nature enthusiasts to come and enjoy the beauty that the Island offers.
- Our nature audience and tactics are well established, as is creative, so the budget would be focused on building a new nature video asset to add to the existing nature package

FACT: Facebook IQ discovered: that on average, 80% of US Hispanics surveyed don't feel they need to stop speaking Spanish to be part of American culture and seeing ads in Spanish versus English significantly increases their interest in purchasing products.

Mexico Market	Texas Market
25-54 HHI \$75,000 Combined	25-54 HHI \$75,000 Combined
RGV / Northern Mexico (Monterrey, Matamoros, Valle Hermoso, Rio Bravo, Reynosa & the RGV)	Texas only RGV, Laredo, Houston, Dallas/FT Worth, San Antonio, Austin, Laredo
October-December Time Frame	October-December Time Frame
50% Digital (Social, Display, Email) 50% Print	70% Digital (Social, Display, Email) 30% Print
Media: \$60,000	Media: \$200,000

#### **Single Minded Proposition:**

#### **NORTHERN MEXICO & RGV:**

- South Padre Island is the perfect family vacation destination
- ▶ South Padre Island is the closest beach destination
- ▶ South Padre Island is a place where you can have a one-of-a-kind travel experience.
- ▶ Nature: Fall is the perfect time to enjoy the beauty of South Padre Island.

#### Message/Copy Points:

- ▶ South Padre Island is the Best Beach Destination in Texas
- ▶ The nightlife is vibrant, and the beach is calling
- The best fishing in Texas

#### Creative Deliverables

- Primary creative deliverables will include
- FP/HP Print Ad Designs
- Standard Digital Banner Sizes (static)
- 2 Email Blasts (topics TBD)
- 1 content piece of 500 words or less (topics TBD)
- Social Media Retargeting Ad
- Carousel Social Ad
- Single Image Social Ad

#### **RGV - Mexico:**

Primary creative deliverables will include a
 1.:15/:30 Spanish Video

#### Nature Tourism & Fishing

 Primary creative deliverables will include a 1.:15/:30 Nature Tourism Video

#### Outcome:

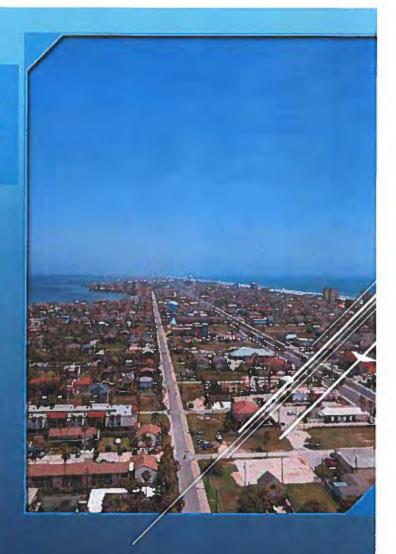
Our primary goal is to drive fall visitation. That means maintaining market voice and generating relevant advertising content, so we want a bold entry to really get attention. Secondarily, we are trying to generate interest, which we measure in web sessions.

#### Metrics:

- Awareness: Share of Voice
- Engagement: Click Through, Shares, Comments
  - Conversion: Web Sessions (number and length)

#### limeline:

- CVA Board Campaign/Budget Approval (8/24)
- Marketing Team Internal Kickoff (8/25)
- Finalize creative executions for launch, develop estimates for PR/Social Activations, send out
- Finalize media buys, traffic creative, build social calendar (8/29 to 9/15)
- Campaign Launch (9/15)



### **KVUE Marketing Service Agreement**

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

#### **Customer Information**

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

Product / Service	Total		
TV and Streaming	\$23,000 net	10/1/2022-12/31/2022	\$69,000 net
	\$69,000 net		

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

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

To review TEGNA Standard Terms & Conditions click **TEGNA Standard Terms and Conditions** 



# South Padre Island CVB Advanced Television Proposal

PRESENTED TO PRESENTED BY

Teresa Rodriguez

Melanie Cottier

DATE /// 8/2/2022

KVUE® TEGNA Be in good company.

## You're in good company

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

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







# What Is Advanced Television?

It's Streaming TV!

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

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

#### OTT IS VIEWED USING:













TECH/LEADERSHIP Awards 2021 2021 TECH LEADERSHIP AWARD WINNER:
Best OTT & Streaming Technology

CYNOPSIS

Adtech Awards

COLUMNIA DE ROY PUBLIS MAIN

2020 CYNOPSIS ADTECH AWARD WINNER:
Outstanding Local Advertising Solution

CYNOPSIS

Adtech Awards

GRANNING THE ROLL THAT PRINTED HETCH

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

ABBI AWARDS

2019 GABBCON ABBI AWARD WINNER:

Best Audience-Based Buying Platform

ABBI) AWARDS

2018 GABBCON ABBI AWARD WINNER:

Best Audience-Based Buying Platform, Silver

ABBI) AWARDS

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







TAG CERTIFIED AGAINST FRAUD ////

#### TAG Certified Against Fraud

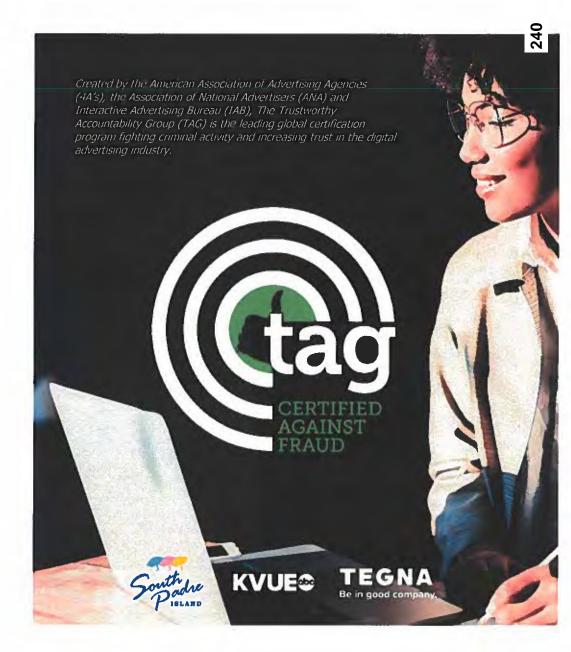
#### Protect your OTT ad spend & ensure legitimate ad delivery

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

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

\$44B

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



# Over 125 Leading **TV & Media Brands** Top TV Shows, Hit Movies, Live Sports & More! · Direct relationships with trusted publishers Live & VOD (video-on-demand) Fraud-free, brand-safe, quality content No open-exchanges · No user-generated content Non-skippable ads

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









PLUTO<sup>®</sup>







tubi







XUMO















Discovery

























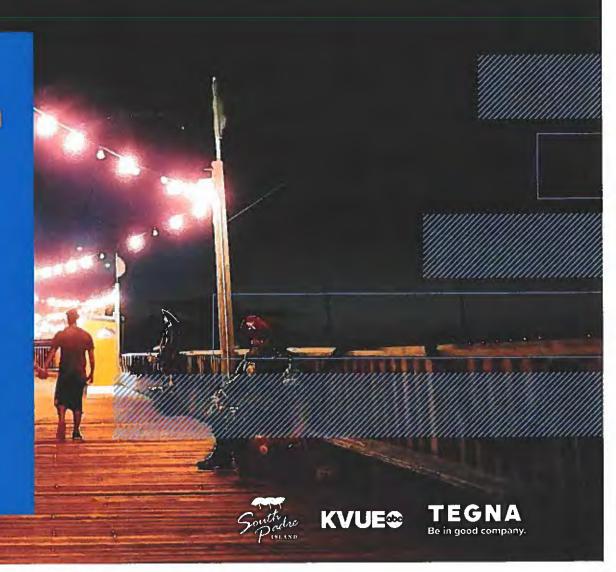


# Website Attribution

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

#### **Insights You'll Gather:**

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



# Website Attribution

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



Website Attribution . Did my media campaign drive an increase in site visits, especially to my conversion pages?

Campaign Insights: • Which schedule tactics drove that performance and how can I optimize my future performance?







# **Detailed Reporting & Insights**

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

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









### **KVUE Austin Television Plan – 10/1/22 – 12/31/22**





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

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













# **DALLAS PLAN**

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

**Total Monthly Investment** 

\$7,500

**Total Investment** 

\$22,500







### **HOUSTON PLAN**

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

**Total Monthly Investment** 

\$5,000

**Total Investment** 

\$15,000







# **SAN ANTONIO PLAN**

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

**Total Monthly Investment** \$4,000 **Total Monthly Investment** 

\$12,000







# **LAREDO PLAN**

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

**Total Monthly Investment** \$1,500 **Total Monthly Investment** 

\$4,500







# **Our OTT Monthly Recommendation:**

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

**Total Monthly Investment** \$18,000







# **AUSTIN PLAN**

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

**Total Monthly Investment** 

\$5,000

**Total Investment** 

\$15,000







# **Our Monthly Recommendation:**

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

# **Total Monthly Investment** \$23,000











# October – December 2022 Advertising Strategy

Target: Adults 25-54 / HHI \$75K+ / Travel Enthusiasts

Performance & Transparency: 24/7 Dashboard reporting on all your campaigns to show delivery and performance. Track how customers are exposed to your ads, and their engagement and future network exposure throughout the entirety of your campaign.

Geography	Product	Unit Size	Audience Target	Mionthly Performance	Monthly Investment
Austin Up to 10 Zip Codes*	Streaming TV (OTT)	:30 Sec Video	Adults 25-54 / HHI \$75K+ / Travel Enthusiasts	23,800 Impressions	\$833
San Antonio Up to 10 Zip Codes*	Streaming TV (OTT)	:30 Sec Video	Adults 25-54 / HHI \$75K+ / Travel Enthusiasts	23,828 Impressions	\$834
RGV DMA	Streaming TV (OTT)	:30 Sec Video	Adults 25-54 / HHI \$75K+ / Travel Enthusiasts	26,031 Impressions	\$833
Laredo DMA	Streaming TV (OTT)	:30 Sec Video	Adults 25-54 / HHI \$75K+ / Travel Enthusiasts	26,031 Impressions	\$833
			Monthly Total	99,690	\$3.333

## \*Zip Code Targeted Geography in Markets, Subject to Change Due to Selection of Zip Codes

Depending on zip code selection, may provide additional information on recommendation on budget allocation, if client allows for shift in budgets per market

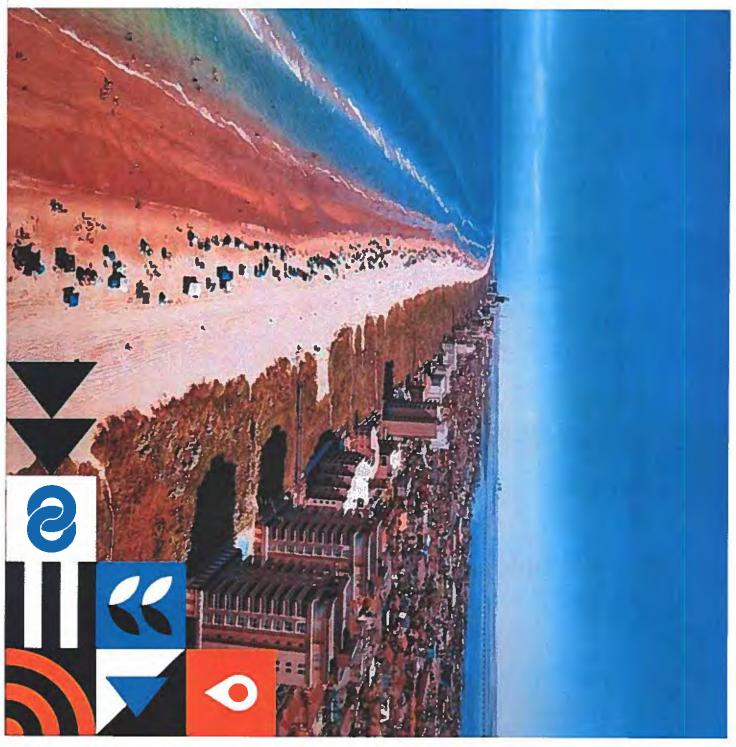
Flight:	Client Name	Date
Total Investment \$	Client Signature	



# Spectrum

# DELIVERING CONNECTIONS





# Your 2022 Need Analysis

Your Marketing Goals: <u>SPI Convention & Visitors</u> would like to reach people in the RGV, San Antonio, Austin and Houston to like increase awareness, brand and grow South Padre Island Visitors.



## **Target Audience:**

Adults 25-54 / HHI \$75K+ / Travel Interests



## **How Will We Find Them:**

- Local insight on Potential Adults 25-54 / HHI \$75K+ / Travel Interests and how they consume media.
- Utilize Spectrum's 1<sup>st</sup> party viewership data for network, app, and platform popularity where Adults 25-54 / HHI \$75K+ / Travel Interests to find out where viewership is across any device.



## **Custom Strategy:**

 Utilize Local TV viewership data to build custom Streaming Campaign to target Adults 25-54 / HHI \$75K+ / Travel Interests on networks they Stream Most and SPORTS HPOs.



# **SPI Convention & Visitors** Will Be Able To Reach All Audiences Without Limits...

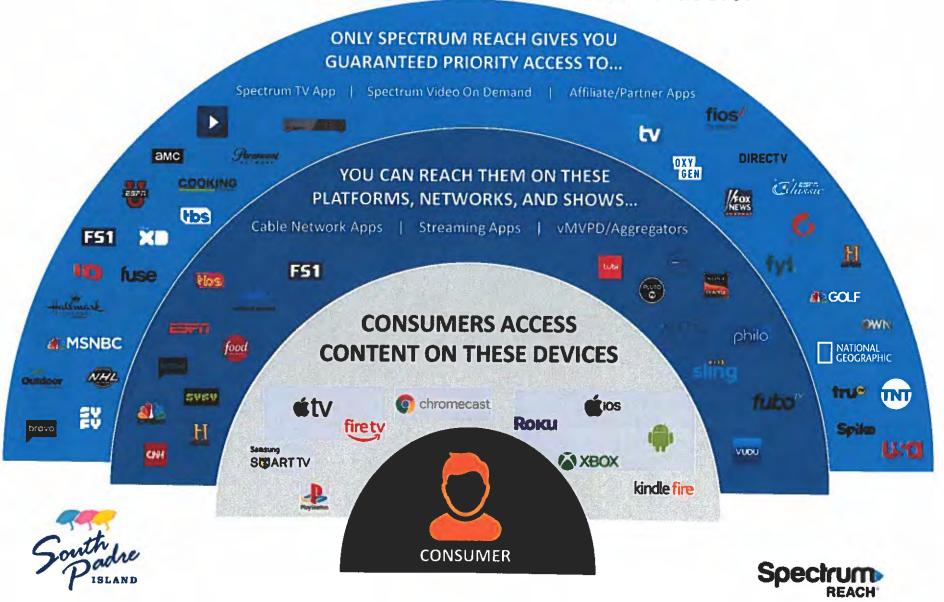








# SPI Convention & Visitors will Reach Spectrum Reach's footprint and beyond by reaching authenticated and non-authenticated users.





# Adults 25-54 / HHI \$75K+

Reach your audience where they watch most

**Travel Enthusiasts** 

Sample networks\*



# **Transparent Reporting**

24/7 access to campaign reporting with 100% transparency

### Creative



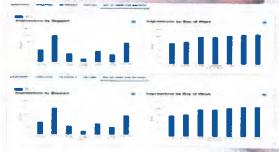
### **Device**



### Network/Platform



## Day of Week/Daypart



Spectrum



### **AUDIENCE TARGETED PRE ROLL ADVERTISING**

80,000 guaranteed impressions for 4-week campaign

Target zip codes in Mexico, Laredo, San Antonio or any where in the world

100% transparent reporting to verify and analyze campaign performance

October 2022 - December 2022 Monthly Investment: \$1,600 Total: \$4,800

801 N Ware Rd • McAllen, Texas 78501 PH. (956) 630 1740 • FAX. (956) 630 9591	Augu 2	2022	No 1070
Company: City of South Padre Island/Convention & Visito Name: Randy Smith	rs Bureau		
Torono @onnodro com		(0EC) 7C1	0100
L (IIQI).	Phon		
Address: 7355 Padre Blvd	City: SPI	State: TX	Zip Code: <b>78597</b>
AD SIZE:			
Back Color Page 10" x 1225"  Full Color Page 10" x 1225"  Editorial	Half Color Page Horizontal - Vertical  Quarter Color Page 4.92" x 6"		al Content    J   Site/Superior Banner *
SALES EDITION:  1 Month	Monthly payment: \$ 2,080		
Sales Edition 20 22 J F M A M J J A S Q N Q	Total amount:		
Sales Edition 20 JFMAMJJASOND	6,240	3 n	nonths total
COMMENTS:			
Added Value Two 1/4 page editorial during contract			
It's understood and agreed that "Advertising Solutions Group appropriateness any client advertisement content. The Client will be ments specified previously." Advertising Solutions Group "s accordance with these specifications.  Payments are due monthly; a \$ 15 dlls late fee will be assessed per	e responsible to provide the hall not be required to pub	e material to designate in the design and advertise	gn the ad with the measure-
Advance payment is required to process orders.			
Shopping Representative	Client Representa	ative	
Name: Gloria Gracia	Name:	-	
Signature:	Signature:		

Signature:

261

### South Padre Island Convetion Visitors Bureau 4Q22

Author: Heydi Amador

#### South Padre Island Convetion & Visitors Bureau 4Q22



Agency: South Padre Island Convention & Visitors Bureau Advertiser; South Padre Island Convetion & Visitors Bureau Phone #: (956) 566-3210 Plan Dates: 10/3/2022 - 12/31/2022

Headline #: 250323

SalesPerson: Heydi Amador Station: KTLM

Email: Heydi.Amador@telemundo.com Demo: DMA P25-54 D.RTG, DMA P25-54 D.000

Start Week End Week Default Book Flight 1 10/3/2022 12/26/2022 June/2022L3

					OC	OC	oc	oc	OC	NO	NO	NO	NO	DE	DE	DE	DE			P25-54	P25-54	P25-54	P25-54
Time	Days	Program Name	Length	Rate	3	10	17	24	31	7	14	21	28	5	12	19	26	#	Total	RTG	CPP	(000)	CPM
10:30a-11:30a	Mo-Fr	ACCESO TOTAL - 30 sec. Spot	30	\$100		1	-	-		٠.	1	-	-		-	1		3	\$300.00	0.6	\$166,67	2.9	\$34.48
10:30a-11:30a	Mo-Fr	ACCESO TOTAL - BONUS TV Segment for EOY Fireworks	30	\$0		-	-	-	-	-			-				1	1	\$0.00	0.6	\$0.00	2.9	\$0.00
10:30a-11:30a	Mo-Fr	ACCESO TOTAL Facebook Post & TV Segment	30	\$500	-	1	-	-	-	-	1		-	-	-	1	-	3	\$1,500.00	0.6	\$833,33	2.9	\$172.41
6:00a-12:00a	Mo-Sa	ALL DAY ROTATORS	30	\$80	8	8	8	8	8	8	8	8	8	8	8	8	8	104	\$8,320.00	1.2	\$66.67	5.5	\$14.55
6:00a-1:00a	Mo-Sa	BONUS ROTATORS	:30	\$0	-	-	-	-		-	-	-	-	-	-	10	10	20	\$0.00	1.1	00.02	5.3	\$0.00
5:00a-2:00a	Mo-Su	DtGITAL 7,000 weekly imps.	30	\$280	1	1	1	1	1	1	1	1	1	1	1	1	1	13	\$3,640.00	1.0	\$280.00	46	\$60.87
8:00a-10:00p	Sa-Su	WEEKEND	30	\$55	4	4	4	4	4	4	4	4	4	4	4	4	5	53	\$2,915.00	0.6	\$91.67	2.8	\$19.64
6:00a-11:00p	Mo-Sa	TELEXITOS 40.2 ROS	:30	\$5	15	15	15	15	15	15	15	15	15	15	15	15	15	195	\$975.00	0.1	\$50,00	0.1	\$50.00
6:00a-11:00p	Mo-Sa	TELEXITOS BONUS ROS	:30	50	5	5	5	5	5	5	5	5	5	5	5	5	5	65	\$0.00	0.1	\$0.00	0.1	\$0.00
FLIGHT TOTALS					33	35	33	33	33	33	35	33	33	33	33	45	45	457	\$17,850,00	221.8	\$79.58	932.5	\$18.93

In-house Discount \$2,647.50

TOTAL NET \$15,002.50

Client Signature:	Date:
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801 N. Ware Rd. McAllen,Tx. 78501 info@interbiliboards.com Ph.(956)630-1740 Fax(956)630-9591

Date: August 2,, 2022 Client: City of South Padre Island Convention & Visitors Bureau Phone: (956) 761 8199 Name: Randy Smith - City Manager E-mail: Teresa@sopadre.com Fax: (956) 761 - 3024 Address: 7355 Padre Boulevard City: South Padre Island State: Texas Zip Code: 78597 INTERNATIONAL BILLBOARD LOCATION Anzalduas International Bridge México Border Side Entrance 3m X 8m (9.84ft X 26.24 ft) CONTRACT PERIOD: 3 MONTHS Monthly Rent Payment: \$ 1,250 dlls Starting October 1, 2022 Ends September 30, 2022 Vinyl and Installation \$ 500 \*discount applied. (OCTOBER - NOVEMBER - DECEMBER 2022) \*Monthly payment does not include vinyl and installation fee. TOTAL: 3 months \$ 3,750 dlls **Terms & Conditions** All contracts are non-cancellable. \_\_\_The first invoice shall cover the period from date of installation. No lighting included on the billboard. \_\_\_\_\_ Advertiser is responsible for what is being promoted on the Billboard. \_\_\_\_ International Billboards will notify the advertiser in case of any damages to the vinyl. It is the advertiser's responsibility to replace the vinyl in no more than 15 days after the advertiser is notified. International Billboards is not responsible for any loss or damage to the vinyl due to natural disasters. \_\_\_\_\_ Vinyl and Installation fee (\*\$650,00) will be charged if vinyl has to be replaced. If vinyl is provided by the advertiser, the Installation fee will be \*\$250.00 \* Subject to change International Billboards Representative Client Representative Name: Gloria Gracia Name: \_\_\_\_\_ Signature: \_\_\_\_ Signature: \_\_\_\_









OCTUBRE

		POM TO MARCIA FRO OTRO MARCI			_	SEPI	THE TAX	_	_	-	UBRE		_		EMBRE		_	- Direct	MBRE	_	Door	
						=	SEM	ANAS			SEM	IANAS			SEM	IANAS	_	1	SEM	ANAS		IBLAN
CHANNEL DAY SCHEDU	SCHEDULE ACTION PROGRAM	DURATION	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	TOTAL DE ACTIO			
	MON-FRI		SPOT	HECHOSAM	20*					1 1		1			1		1					5
gra-	MON-FRI		SPOT	VENGA LA ALEGRIA	20					1	1	1	1	1	1	1	1	1 1	1	1	1	12
	MON-FRI		SPOT	HECHOS MERIDIANO	20"					į.	1		1	i	1	1		1 1		1		6
	MON-FRI		SPOT	VENTANEANDO	20"					1		1		1			1	!	1		1	6
1	MON-FRI	0.3	SPOT	AL EXTREMO	20"					i	1		1	i .	1	1		1 1		1		6
11	SUN		SPOT	MASTERCHEF CELEBRITY	20"					1	1		1	1	1		1		1			6
-1	MON-THR	- 10	SPOT	SURVIVOR / EXATLON	20	Thursday.				1 1		1.1		i	1	1		1 1		1		6
-	MON-FRI		SPOT	HECHOS NOCHE	20"					1	1			1			1	1	1		1	5
	MON-FRI	2.38	SPOT	PROTAGONISTAS	20"					1		1		1 1		1		1 1		1		6
	SAT-SUN		SPOT	VENGA LA ALEGRIA FIN DE SEMANA	20"					1			1		1	1		I	1	1		6
	SAT-SUN	17.1	SPOT	HECHOS SABADOS Y DOMINGO	20ª						1		1		1	1		1 1	1	1		7
	SAT-SUN	1 72	SPOT	AL EXTREMO FIN DE SEMANA	20					1		1		1	1		1	!	1		1	7
	SAT		SPOT	CORAZON GRUPERO	20"					1 1	1	1	1	1 1	1	1	1	1 1	1	1		11
	SAT	0	SUPER	PELEA CANELO VS GGG	10"		4											I				4
	MON-FRI	2	SPOT	PROMOVEA CANELO	20		40											1				40
MON-FRI	TAT	SPOT	INFO 7	20°					1	1	1	1	1	1	1	1	1	1	1	1	12	
	MON-SUN	0	SPOT	PROGRAMA PROTAGONISTAS MUNDIAL	20*								. 0	1		5		1 5				15
1	MON-SUN	<b>CC</b>	SPOT	PROMOVEA MUNDIAL	20"									10	10	10						30
7/	MON-SUN		SPOT	PARTDIOS MUNDIAL	20"				1401500	********			0			6	ß	6				18
	MON-SUN		SPOT	PROGRAMA DEPORTE V	20"			Canton and	******			-				5		1 5				15
	MON-SUN		SPOT	PROGRAMA PASION DEPORTIVA	20"											5	5					15
szteca	The Property	1	SUPER		10"					1	1	1	1	1			<u>-</u>				********	5
	FRI-SAT	1	SPOT	LIGAMX	20"									1								5
			SUPER		10"			i			-		2					-				2
	THRU	1 1 3	SPOT	PARTIDO AMISTOSOS VS MEXICO	20"			Ē					2					i	-			2
W N	MON-SUN		POST	EVENTOS ESPECIALES INTEGRADOS EN PAUTA	ALL DAY			-		4	4	4	4	4	4	4		1 4	4	4	4	48
76	MON-FRI		100	MENCIONES DESDE LAS VEGAS	20*		40											1				40
azteca	MON-SUN		SPOT	MENSIONES EN VIVO DESDE QATAR	20"											5	5					10
digital	MON-SUN	1 (0)	BANNER	PROGRAMAS DIGITALES NOTIXPRESS / HABLANI	10"		5			2	2	2	2	2	2	2	2	2	2			25
	MON-SUN	-	SPOT	TROOMING DIGITALES NOTIAFRESS / HABLANI	20"		5			2	-	2		2		2		2	2			25

Sub-total 0 94 0 0 19 18 18 22 28 29 53 42 37 18 13 9 400



10 de agosto del 2022

Lic. Teresa Rodríguez Coordinadora de Mercadotecnia de la South Padre Island, Texas. Presente. –

Tengo el gusto de enviarle la propuesta especial de los servicios publicitarios de la revista La Carretera de Nuevo León, el cual consiste en un descuento especial con costo beneficio, que ningún otro medio en el mercado le ofrecerá, misma que nos permitirá difundir las campañas publicitarias de la oferta turística de la South Padre Island, Texas, 2022.

A continuación, detallo nuestra propuesta: para los meses de octubre, noviembre y diciembre del presente año 2022. La cual incluye

### √ Una portada

### ✓ 2 Inserción de anuncio en página interior de nuestra revista

La inversión total es de \$ 1,200.00 dólares. incluye, la redacción, diseño y publicación de una página de contenido editorial, por edición, que refuerce la campaña publicitaria, de South Padre Island, Texas, este servicio es gratis para nuestros clientes.

Nuestra revista es mensual tiene un tiraje de 5 mil ejemplares, con más de 17 años de promover y difundir el turismo de carretera entre las familias regiomontanas, garantizamos que su inversión será rentable a corto y mediano plazo.

Agradeciendo su atención, quedo a su orden; el cierre de edición son los días 20 de cada mes.

Lic. Jorge Dragustinovis Sosa

Teléfono: 811 74 78 797 mail. newslacarretera@gmail.com

# South Padre Island Monterrey& Saltillo, Mexico Convention & Visitor Center And The Rio Grande Valley

Flight Dates October 3- December 31, 2022

SERVICES	QUANTITY	СРМ	SPEND
Geo-Fencing Display Monterrey & Saltillo Mexico	104,166 Impressions	\$ 12	\$ 1,250
Facebook Ads: Monterrey & Saltillo, Mexico	96 153 Reach (est.)		\$ 1,250
Geo-Fencing Display: Monterrey & Saltillo Mexico	104,166 Impressions	\$12	\$1,250
Facebook Ads: Monterrey & Saltillo, Mexico	96,153 Reach (est.)		\$1,250
Total Monthly	\$ 5,000		
Total 3 Month Agreemen	nt \$ 15,000		
uthorized Todays ignature Date	Entravision Signature		

understood and agreed that this contract includes elements and hard costs. By signing the above, I acknowledge and accept full responsibility for payment of the total amount and agree to and lerstand that Entravision Communications is paying for certain elements on your behalf to execute this specific program or event. Entravision Communications Corporation and its stations are mitted to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a ty to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising based on race or ethnicity. This order, together with ravision's Terms and Conditions of Advertising Services located at www.entravision.com/termsofsales, constitutes a legally binding and enforceable agreement between Entravision and the client ad above. All preempted spots will be made good in flight in the same rotation without further approval needed. Any posts not fulfilled within flight will carry over into the next month. \*Impressions



# Goal:

Create more Tourism awareness by expanding your connection with travelers across Monterrey and Saltillo, Mexico.



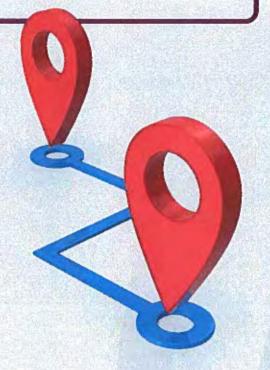


Connect people with relevant marketing messages, which appeal to them on an individual level utilizing the most frequently used digital platforms at our fingertips.





Location based marketing has been found to be 20-times more effective when compared to displaying generic banner ads.



# Geo-Fencing

Create a Virtual Fence Around a Geographic Location of Your Choice to Serve Ads to Local Consumers

Engage with consumers based on hyper-local location, and drive sales based on user proximity. Geo-fencing allows you to target people by a specific location and send them a mobile ad when they enter your determined location.

### **KEY FEATURES**



Real-Time Location-Based Targeting



Geo-fence With a Custom List of Locations



Location Retargeting (Retarget users who previously entered your geofence)

# Geo-Fencing Create a Virtual Fence Around a Geographic Location or

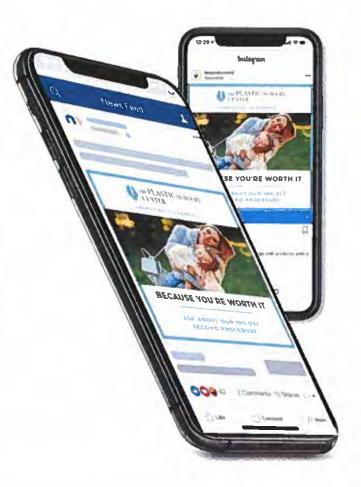
Your Choice to Serve Ads to Potential Visitors

Monterrey, Nuevo Leon, Mexico

Monterrey International Airport (MTY) Paseo Santa Lucía Club de Golf la Herradura Calzada Del Valle 401, San Pedro Garza Garcia Avanta Gardens: Avenida José Vasconcelos pte. 755, Del Valle, 66220 San Pedro Garza García, HEB: Calz. del Valle 601, Del Valle, 66220 San Pedro Garza García, N.L., Mexico

Saltillo, Coahuila, Mexico Galerias Saltillo: Blvrd. Nazario Ortiz Garza 2345, Tanque de Peña, 25279 Saltillo, Coah., Mexico





# Facebook/Instagram Ads

Engage With Social Media Audiences on Facebook & Instagram

Position your company for success by leveraging Facebook's extensive reach and highly targetable audiences.

## **KEY FEATURES**



Facebook & Instagram Placement



A/B Test Copy, Image or Audience



Campaign Options: Leads, Reach, Traffic

## **Target:**

Adults who are 25 plus years of age that plan on Traveling.

Source: Marketing Charts. Leading countries based on Facebook audience size as of October 2020, November 2020. AdEspresso, The 27 Facebook Statistics that Every Marketer Must Know To Win in 2021." December 2020.



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Geo-fence With a Custom List of Locations



Location Retargeting (Retarget users who previously entered your geofence)

# **Geo-Fencing**

Create a Virtual Fence Around a Geographic Location or Your Choice to Serve Ads to Potential Visitors

- ✓ La Plaza Mall –McAllen
- ✓ Sunrise Mall Brownsville
- ✓ Palms Crossing Shoppes McAllen
- ✓ The Outlets Mercedes
- ✓ Valley International Airport Harlingen
- ✓ Brownsville /SPI Airport
- ✓ Cimarron Country Club Mission





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# WE EMPOWER YOU TO STAY IN THE KNOW

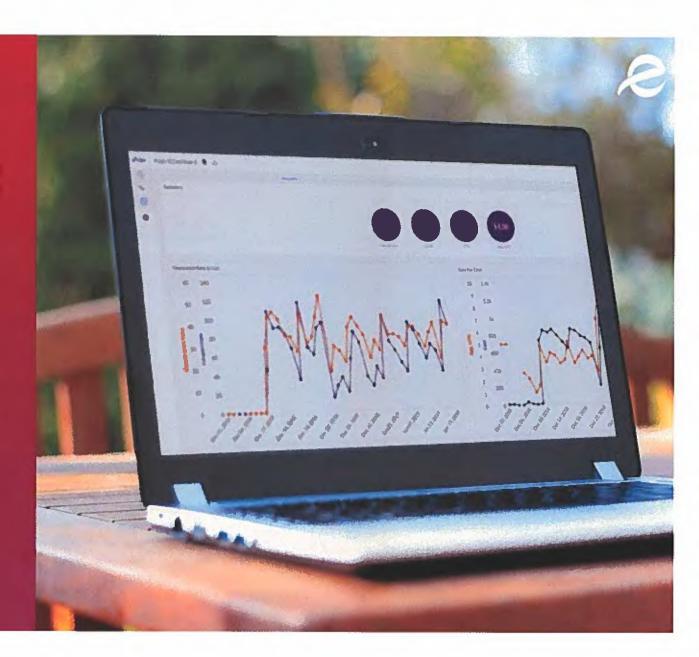
Reporting tools and unique features help you follow the progress of your campaign's entire life cycle

# Track your campaign's performance:

- Dashboard updated daily
- Gain insights into campaign performance and growth factors

## Attribution:

- Measurement-First Approach. We ensure you're leveraging the following to understand how your campaigns are performing
  - Conversions
  - Retargeting
  - Google Analytics
  - Custom Landing Pages



# PROPUESTA DIGITAL FÓRMULA

Para: Teresa Rodríguez

**ISLA DEL PADRE** 



# Anúnciate dentro de la pagina oficial de radio fórmula





## www.radioformulamonterrey.com



# PROPUESTA DIGILTAL BANNER LIDER

1 MES \$30,000 pesos = 30 mil impresiones

Seccionado a Monterrey o ciudad de tu elección

Sección a elegir: Deportes, finanzas, espectáculos, noticias, etc.



BANNER BOX

1 Mes \$20,000 pesos = 20 mil impresiones Seccionado a Monterrey o ciudad de tu elección



# **BRAND CONCEPT**

CONCEPTO	FORMATO	CANTIDAD	KPI'S	COSTO
500000	Publireportaje con Destaque Premium	1	1,800 pageviews	
	Posición en Prime Zone Home (Estado)	1		1
	Redes Sociales Radio Fórmula	1	1	\$1,500 dólares
	Storie en Facebook & Instagram	1	350,000 impresiones	
	Publicación en Linkedin	1	1	
	App RF	1		

# Propuesta SPOT 20 segundos

- Plaza : Saltillo- Tarifa: \$161 pesos por 62 spots (divididos en los meses que elijas) = \$500 dólares
- Programación normal 88.9 FM



# Total inversión



- \$2,000 dólares por la campaña (Desglose)
- \$1,500 dólares DIGITAL
- \$500 dólares RADIO

**NOTA: Precios sin IVA** 

Ernesto Siller
Grupo Formula Monterrey
Ejecutivo Comercial
55 81 70 36 99
<a href="mailto:ventsmty2@radioformula.com.mx">ventsmty2@radioformula.com.mx</a>





### August 3, 2022

#### AT'N: South Padre Island

Receive a cordial greeting, in support of your communication strategy and promotion of South Padre Island as a great tourist destination, we present the following proposal.

#### **Proposal Plan 3 Months from October to December 2022:**

- 1.- Disseminate 5 tabloid-size promotional ads to promote South Padre Island as a great tourist destination during the months of October to December 2022 in the Empresas Monterrey publication, through its page www.empresasmonterrey.com
- 2.- Disseminate 5 relevant articles about South Padre Island events or attractions, during each month, for a total of 15 articles in the three months.
- 3.- Advertise South Padre Island on the radio as the preferred beach destination for visitors, through the Empresa Monterrey space in one of the local radio programs with an audience of more than 1 million people.

The total investment would be \$2,000.00 (Two thousand dollars) in a single payment, at the time of authorizing this proposal.

\*The adds design must be provided by South Padre Island, in JPG or PDF formats.

Empresas Monterrey is a publication with more than 70,000 readers, through our website www.empresasmonterrey.com Content distribution is done through our site www.empresasmonterrey.com as well as through our network of social platforms and interest groups.

#### **Armando Torres**

### **Empresas Monterrey**

"Fomentando los negocios, el turismo y el entretenimiento"

# City of South Padre 2022

Octubre-Noviembre-Diciembre 2022

XEFB Canal 4 MONTERREY
City of South Padre Island CCVB

Transmisión de spots ROS (:30) @\$150.00

Octubre 8 spots/Noviembre 8 spots/Diciembre 8 spots

Transmisión de 3 entrevistas, una (1) por mes en

vivo o grabadas duración de 4 min.

Inversión mensual

Periodo: 3 meses a partir de la fecha de inicio

Total (3 meses/ Spots y entrevistas)

\$15,000.00

\$3,600.00

\$1,400.00

\$5,000.00

Randy Smith Fecha:

City Manager

South Padre Island & Convention Bureau

South Padre	Island Convention & Visitors Bure	au
	Octubre-Noviembre-Diciembre 20	022

XHAB Canal 8 Vallevision

40 Menciones en Buenos Días (40") \$2,000.00

10 Capsulas en Buenos Días (4 min) \$3,000.00

100 Spots de 30 segundos ROS \$5,000.00

20 Patrocinios/Estado del Tiempo (10") \$ N/C

\$10,000.00

**XERV Canal 9 Las Estrellas** 

22 Patrocinios Noticias RGV(10") \$1,100.00

50 Spots de 30 segundos (50 Prime/50 ROS) \$3.900.00

10 Presencia en vivo en el estado del tiempo desde

SPI los viernes. \$ N/C

\$5,000.00

Randy Smith

**City Manager** 

Date\_\_\_\_\_ Total \$15,000.00



## **RESUMEN DE INVERSIÓN**

PERIODO: 1º OCT. – 15 DIC. 2022

PRINT / ESCÁPATE DE VIAJE 3600 USD

WWW.ELNORTE.COM

350 MIL DESPLIEGUES PRE-ROLL 3450 USD 1.4 MILLONES DE DESPLIEGUES DE BANNERS 2950 USD

**TOTAL 10,000 USD** 



## **PRINT:**

6 FINES DE SEMANA + UNO SIN COSTO EN LAS 5 EDICIONES

## **SECCIÓN:**

**ESCÁPATE DE VIAJE** 

Viernes: Sierra Madre, Linda Vista y La Silla

Sábado: Cumbres y Anáhuac

Formato página completa FULL COLOR

TOTAL 7 FINES DE SEMANA: 3600 USD





#### Anáhuac

Publicación: Sabado, Tabloide refilado Medidas: 12 mods. x 5 cols. / 26cm x 24.5cm. Documento rebasado: 29.5cm, x 27.3cm.

Tiraje: 6,229 ejempiares



#### Linda Vista

Publicación: Viernes, Tabloide refilado Medidas: 12 mods x 5 cols. / 26cm x 24.5cm. Documento rebasado: 29.5cm, x 27.3cm

Tiraje: 6.131 ejemplares



#### Sierra Madre

Publicación: Viernes, Tabloide refilado Medidas: 12 mods. x 5 cols. / 26cm x 24 5cm Documento rebasado: 29.5cm. x 27.3cm

Tiraje: 16,576 ejemplares.



#### **Cumbres**

Publicación: Sábado, Tabloide refilado Medidas: 12 mods. x 5 cols. / 26cm x 24 5cm Documento rebasado: 29 5cm. x 27 3cm

Tiraje: 10,356 ejemplares



#### La Silla

Publicación: Viernes, Tabloide refilado Medidas: 12 mods. x 5 cols. / 26cm x 24 5cm Documento rebasado: 29 5cm x 27 3cm

Tiraje: 11 849 ejemplares



## **DIGITAL:**

## 350 MIL DESPLIEGUES PRE-ROLL

(VIDEO PREVIO A NOTICIAS, DURACIÓN MAX. 1.5 MIN)

**76 DIAS:** 

3450 USD

# ELNORTE



# PAGEVIEWS DIARIOS PROMEDIO

Grupo Reforma	El Norte	Reforma	Mural
<b>++</b> 2,228,039	1,196,039	867,134	165,749
□Web	392,194	323,539	51,104
D Móvil	803,845	543,595	114,645

## Video-Ads (In-Stream)



Anuncios pre-roll en video con duración de 30 segundos a 1:30 minutos distribuidos previo al contenido editorial en video.

#### DETALLE

- SkipAd disponible a los 5 seg.
- Despliegan en web y móvil
- Click al landing page del cliente
- Alterna distintas versiones
- Reporte de desempeño: views, clicks, CTR
- Venta por CPM (Costo por Millar)

## Propuesta Octubre Diciembre 2022

**Medios Propuestos** 





Pantalla Digital Av. Madero Ote.

200 Spots (20") / 100 en cada emisora

3 Meses de actividad en Pantalla Digital

## Inversión:

Concepto	Cantidad	Tarifas	Inversión Mx	USD
Spots	200	\$ 320	\$ 64,000	3,128
Pantalla	3 Meses	\$ 10,230	\$ 30,690	1,500
		Total:	\$ 94,690	4,628

TdeC 20.46



801 N. Ware Rd. McAllen,Tx. 78501 info@interbillboards.com Ph.(956)630-1740 Fax(956)630-9591

Date: August 2, 2022 Rev

Client: City of South Padre Island Convention & Visitors Bureau Phone: (956) 761 8199

Name Randy Smith - City Manager

E-mail<u>teresa@sopadre.com</u> Fax: (956) 761 - 3024

Address: 7355 Padre Boulevard City: South Padre Island State: Texas Zip Code: 78597

Location: Lazaro Cardenas y Paseo del Acueducto. (antes de la agencia Mazda Las Torres)

Size 12.90 m x 7.20 m Cross View Lat 25.633179 Long -100.303250



CONTRACT PERIOD: 3 MONTHS Starting October 1, 2022 Ends December 31, 2022

Monthly Rent Payment: \$ 1,260 dlls

Vinyl and Installation \$ 500 dlls 3 months TOTAL \$ 3,780 dlls.

#### **Terms & Conditions**

- All contracts are non-cancellable.
- Advertiser is responsible for what is being promoted on the Billboard.
- International Billboards is not responsible for any loss or damage to the vinyl due to natural disasters.
- Vinyl and Installation fee (\*\$650.00) will be charged if vinyl has to be replaced.

  \*Subject to change

nternational Billboards Representative	Client Representative	
ame:Gloria Gracia	Name:	
gnature:	Signature:	
AMPLIACION VALLEGICI	ALTAM RA CANTARANA	
PAROUE CORPORATIVO CONTROL CON	Manage Ma	BALCONES DE ALEAVISTA
IZAS . Universel Printer Stein . Universel Printer Stein . Universel Printer Stein . Universel . Unive	Cate Mandred Company LA CAMPANA SELECTION OF	rish a 2 crod
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	The state of the s	* BURGCRATAS



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Date: August 2 , 2022 Rev

Client: City of South Padre Island Convention & Visitors Bureau Phone: (956) 761 8199

Name: Randy Smith - City Manager .

Address: 7355 Padre Boulevard City: South Padre Island State: Texas Zip Code: 78597

Location: CARR. A CHAPALA 2 KM ANTES DE LA ENTRADA AL AEROPUERTO INTERNACIONALDE GUADALAJARA.

MIGUEL HIDALGO Y COSTILLA.



**CONTRACT PERIOD: 3 MONTHS** 

Monthly Rent Payment: \$ 1,850 dlls

Starting OCTOBER 1, 2022 Ends DECEMBER 31, 2022

Vinyl and Installation \$ 500 dlls

3 months TOTAL: \$5,550 DLLS

#### **Terms & Conditions**

- All contracts are non-cancellable.
- Advertiser is responsible for what is being promoted on the Billboard.
- \_\_\_\_\_ International Billboards is not responsible for any loss or damage to the vinyl due to natural disasters.
- Vinyl and Installation fee (\*\$500.00) will be charged if vinyl has to be replaced.

\* Subject to change Client Representative

International Billboards Representative	Client Representative
Name:Gloria Gracia	Name:
Signature:	Signature:

# **TexasMonthly**

#### **South Padre Island CVB**

**Sold To** 

South Padre Island CVB 7355 Padre Boulevard South Padre Island, TX 78597 Bill To South Padre Island CVB 7355 Padre Boulevard South Padre Island, TX 78597 Proposal #: 22126 Account

Rep: David Dunham

Billing Email teresa@sopadre.com

Product	Rate	Discount	Taxable Net
Print Magazine Texas Monthly			
October 2022 - Full Page - 8.375 x 10.75 Inches	\$14,755.00	\$3,230.00	\$11,525.00
November 2022 - Winter Travel (Nov) - Full Page - 8.375 x 10.75 Inches	\$14,755.00	\$3,230.00	\$11,525.00
December 2022 - Full Page - 8.375 x 10.75 Inches	\$14,755.00	\$3,230.00	\$11,525.00
March 2023 - Spring Travel (Mar) - Full Page - 8.375 x 10.75 Inches	\$14,755.00	\$3,230.00	\$11,525.00
May 2023 - Summer Travel (May) - Full Page - 8.375 x 10.75 Inches	\$14,755.00	\$3,230.00	\$11,525.00
September 2023 - Fall Travel (Sep) - Full Page - 8.375 x 10.75 Inches	\$14,755.00	\$3,230.00	\$11,525.00
			Sub Total: \$69,150.00
Ride Share Display TexasMonthly.com ROS CPM			
Standard ROS Oct 01, 2022 - Oct 31, 2022 Qty: 150k Impressions	\$18.00	\$0.00	\$2,700.00
Discount - Added Value_Digital: bundle			\$-2,700.00
Standard ROS Nov 01, 2022 - Nov 30, 2022 Qty: 150k Impressions	\$18.00	\$0.00	\$2,700.00
Discount - Added Value_Digital: bundles			\$-2,700.00
Standard ROS Dec 01, 2022 - Dec 31, 2022 Qty: 150k Impressions	\$18.00	\$0.00	\$2,700.00
Discount - Added Value_Digital: bundle			\$-2,700.00
Standard ROS Mar 01, 2023 - Mar 31, 2023 Qty: 150k Impressions	\$18.00	\$0.00	\$2,700.00
Discount - Added Value_Digital: bundle			\$-2,700.00
Standard ROS May 01, 2023 - May 31, 2023 Qty: 150k Impressions	\$18.00	\$0.00	\$2,700.00
Discount - Added Value_Digital: bundle			\$-2,700.00
Standard ROS Sep 01, 2023 - Sep 30, 2023 Qty: 150k Impressions	\$18.00	\$0.00	\$2,700.00
Discount - Added Value_Digital: bundle			\$-2,700.00
Michaile Toursell - Alch a sur Flat Date			Sub Total: \$0.00
Website TexasMonthly.com Flat Rate			
Native   Sponsor Content Bundle Oct 01, 2022 - Oct 31, 2022	\$5,000.00	\$0.00	\$5,000.00
Discount - Agency Discount_Digital:			\$-830.00
Social   Facebook AD Oct 04, 2022	\$3,000.00	\$0.00	\$3,000.00
Discount - Added Value_Digital: bundle			\$-3,000.00
Native   Sponsor Content Bundle Nov 01, 2022 - Nov 30, 2022	\$5,000.00	\$0.00	\$5,000.00
Discount - Added Value_Digital:			\$-830.00
Social   Facebook AD Nov 11, 2022	\$3,000.00	\$0.00	\$3,000.00
Discount - Added Value_Digital: bundle			\$-3,000.00
Social   Facebook AD Dec 08, 2022	\$3,000.00	\$0.00	\$3,000.00
Discount - Added Value_Digital: bundle			\$-3,000.00
Native   Sponsor Content Bundle Mar 01, 2023 - Mar 31, 2023	\$5,000.00	\$0.00	\$5,000.00
Discount - Added Value_Digital:			\$-830.00
Social   Facebook AD Mar 03, 2023	\$3,000.00	\$0.00	\$3,000.00

Discount - Added Value_Digital: bundle			\$-3,000.00
Native   Sponsor Content Bundle May 01, 2023 - May 31, 2023	\$5,000.00	\$0.00	\$5,000.00
Discount - Added Value_Digital:			\$-830.00
Social   Facebook AD May 04, 2023	\$3,000.00	\$0.00	\$3,000.00
Discount - Added Value_Digital: bundle			\$-3,000.00
Native   Sponsor Content Bundle Sep 01, 2023 - Sep 30, 2023	\$5,000.00	\$0.00	\$5,000.00
Discount - Added Value_Digital:			\$-830.00
Social   Facebook AD Sep 06, 2023	\$3,000.00	\$0.00	\$3,000.00
Discount - Added Value_Digital: bundle			\$-3,000.00

Sub Total: \$20,850.00

Sub Total	\$90,000.00
Discount	\$0.00\$0.00
Tax	\$90,000.00
Total	

#### **NOTES/AMENDMENTS**

Current Print Specs: Click Here

#### **Terms and Conditions**

The following are certain terms and conditions governing all advertising, either directly or through an agent, in the print and digital editions of TEXAS MONTHLY (the "Magazine"), websites and mobile sites, email campaigns, podcasts, any other applications, and any other services published and/or owned, licensed or operated by or on behalf of TEXAS MONTHLY LLC ("Publisher"), and through Publisher or any third party website, application and/or any other platform or service (including, but not limited to, Facebook, YouTube, etc) (collectively, "Advertising"). Submission of an insertion order for placement of Advertising constitutes acceptance of the following terms and conditions. These terms and conditions may be modified from time to time by Publisher and additional placement of Advertising will constitute advertiser's (and, if applicable, agency's) agreement to any such modifications.

AGENCY COMMISSION and PAYMENT Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of Advertising and for all costs of collection of late payment. Agency commission (or equivalent): fifteen percent (15%) of gross Advertising space charges, payable only to Publisher-recognized agents. For all Advertising not placed through a Publisher-recognized agent, payments at rate card rates must be received no later than the issue Closing Date. No agency commission is payable, and Publisher will not grant any discounts, on production charges or event charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.

BILLING Invoices shall be sent, at Publisher's option, to the agency or the advertiser. Payment in U.S. dollars, including any applicable tax, due within 30 days of invoice at the location specified by Publisher in the invoice. Invoices are binding upon advertiser and/or advertising agency unless Publisher receives written notice within such 30-day period of any invoice dispute, with a detailed description of the basis for the dispute. Advertiser shall pay all taxes payable in connection with the printing of Advertising materials and the sale of ad space. Publisher will announce ad rate changes at least 30 days prior to the Closing Date of the print issue in which the new rates take effect. Orders for subsequent print issues will be accepted at the then-prevailing rates.

FREQUENCY Texas Monthly is published each month and is on sale the last week of the month prior to issue date. The Magazine is mailed to subscribers the third week of the month prior to issue date.

CLOSING DATE with respect to the Magazine is the Ad Close Date for each issue which is set out in the annual production schedule supplied by Publisher. When the normal Closing Date falls on a Saturday, Sunday, or nonbusiness day, a Magazine issue closes the preceding business day.

SPACE ORDERS Due in writing on or before the closing date.

CREDIT Publisher will determine a credit limit for your spend that it may revoke or revisit at any time.

PAST DUE All accounts not paid in full within 30 days of date of invoice are subject to a late charge equal to the lesser of 1.5% per month or the maximum lawful rate, without prejudice to any other Publisher remedies.

COLLECTION In the event advertiser and/or advertising agency defaults in payment of invoices, such invoices may be turned over for collection by Publisher, and advertiser and/or advertising agency shall be solely liable for all associated legal and collection fees and sums incurred by Publisher as a result of same, including in connection with any suit or other judicial proceeding. Commissions are not payable in respect of any amounts recovered after an account has been turned over to collection.

CANCELLATIONS Publisher expressly reserves the right, at its absolute discretion, to reject or cancel any insertion order or advertisement at any time without liability, even if previously acknowledged, accepted and/or previously published, displayed, performed or transmitted. Publisher, at its absolute discretion, may also terminate an Advertising agreement with advertiser and/ or agency for the breach of any of the terms hereof. In the event of any such rejection, cancellation or termination by Publisher, charges for all advertising published as of the rejection, cancellation or termination date, as well as amounts due for any custom content or development, shall become immediately due and payable. With respect to cancellations by you, where permitted. different advertising products carry different cancellation periods. With respect to the print and digital Magazine: (1) No cancellations, changes or new insertion orders are permitted after the Closing Date. (2) Orders for covers, bind-in-cards, and inserts may not be cancelled after the date 30 days prior to the Closing Date. (3) Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date 60 days prior to the Closing Date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing (email acceptable). Charges for all Advertising published as of the acceptance date of such cancellation, amounts due for any custom content or development, and additional charges at Publisher's discretion, shall become immediately due and payable. Orders for all Advertising on any third party's platform or service and Publisher's websites, emails, podcast and non-digital Magazine applications may not be cancelled after the date 30 days prior to the start of the Advertising campaign. In the event of any such permitted cancellation, charges for the cost of any work performed or materials purchased by Publisher on behalf of advertiser shall become immediately due and payable. TEXAS MONTHLY'S digital products including but not limited to TexasMonthly.com, email, social may not be cancelled after the date 30 days prior to the start of the advertising campaign.

FULL-RUN CIRCULATION GUARANTEE Publisher is a member of the Alliance for Audited Media ("AAM"). The following rate base guarantee is based on the AAM's reported circulation for the Magazine averaged over each six-month AAM period, during the calendar year, in which advertising is placed. Solely with respect to full-run Advertising in the print Magazine, Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited 6-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in the form of ad space credit (which could be print or digital), which must be used within 6 months following the issuance of audited AAM statements for the period of shortfall. Rebate credits will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. Publisher does not guarantee circulation to any other advertisers or to any advertiser that has received a discount specifically designated as 'Added-Value'.

MAGAZINE PRINT MATERIALS DEADLINE Run-of-book Advertising materials are due to the Production Department by the Ad Due Date for each issue which is set out in the annual production schedule supplied by Publisher. Special Advertising section materials are due by the 15th of the second month preceding issue date. When the materials due date falls on a non-business day, materials are due the preceding business day. Texas Monthly is not responsible for reproduction quality for materials received after the print materials deadline. If by the materials due date, Publisher has not received Advertising material that it, in its sole discretion, deems acceptable for publication, Publisher may either repeat the advertiser's most recent advertisement that it has published or publish nothing, charging the advertiser and/or advertising agency for any space reserved for them.

SECOND COLORS Process Magenta, Cyan, and Yellow are standard. PMS inks also available; prices on request.

SPECIAL POSITION Advertising placement is not guaranteed. Orders specifying positions (other than those known as designated positions) in the print Magazine are considered requests, in all cases subject to availability and the right of Publisher to determine actual positions.

INSERTS Special rates apply for supplied inserts, insert cards, gatefolds, and special units in the print Magazine. Prices and availability on request.

CONTRACT YEAR Advertising must be inserted within one year of first insertion to earn a frequency discount. An advertiser who does not complete a committed schedule will be subject to standard rates. Credits earned by increasing frequency during a contract year will be applied toward future billing for space. No cash refunds will be made. Orders accepted are subject to rate change with notice by Publisher prior to the Closing Date of the applicable issue. Orders containing incorrect rates or conditions will be inserted and charged at then-applicable standard rates. Such errors will be considered non-material and clerical only.

AGENCY All Advertising is published for the benefit of advertiser and advertising agency, and each of them is jointly and severally liable for all charges payable or otherwise reimbursable to Publisher.

WAIVER No waiver by Publisher under this agreement constitutes a waiver of any other rights or remedies available to Publisher at law or in equity. No waiver by Publisher, nor any amendment of any of the terms, provisions, or conditions of this agreement, is effective unless in writing and signed by an authorized representative of Publisher.

NO ASSIGNMENT OF ADVERTISING Advertiser and advertising agency may not use any Advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the Advertising space is provided by Publisher, nor may advertiser or advertising agency authorize any others to use any Advertising space.

INDEMNIFICATION IN CONSIDERATION OF PUBLISHER'S ACCEPTANCE OF ANY ADVERTISING FOR PUBLICATION, ADVERTISER AND ADVERTISING AGENCY SHALL, JOINTLY AND SEVERALLY, INDEMNIFY AND HOLD PUBLISHER AND ITS AFFILIATES, AND ITS AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, SUCCESSORS, AND ASSIGNS, HARMLESS FROM AND AGAINST ANY LOSS OR EXPENSE INCLUDING WITHOUT LIMITATION REASONABLE ATTORNEYS' FEES, RESULTING FROM CLAIMS OR SUITS BASED UPON THE CONTENTS OR SUBJECT MATTER OF SUCH ADVERTISING, INCLUDING WITHOUT LIMITATION CLAIMS OR SUITS ALLEGING NEGLIGENCE, GROSS NEGLIGENCE, DECEPTIVE TRADE PRACTICES, LIBEL, VIOLATION OF RIGHT OF PRIVACY, PLAGIARISM, AND INTELLECTUAL PROPERTY INFRINGEMENT.

LIMITATION OF LIABILITY PUBLISHER SHALL NOT BE LIABLE FOR ANY LOST PROFITS OR INDIRECT, INCIDENTAL, PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR SPECIAL DAMAGES. PUBLISHER'S LIABILITY, AND ADVERTISER'S SOLE REMEDY, FOR PUBLISHER'S FAILURE TO PUBLISH THE ADVERTISEMENT OR ANY ERROR IN THE ADVERTISING BY PUBLISHER SHALL BE LIMITED TO A CREDIT OF THE AMOUNT PAID ATTRIBUTABLE TO THE SPACE OF THE ERROR/OMISSION WHICH MUST BE USED WITHIN 6 MONTHS FOLLOWING THE DATE OF ISSUANCE (IN NO EVENT SHALL SUCH CREDIT EXCEED THE TOTAL AMOUNT PAID TO PUBLISHER FOR THE ADVERTISEMENT), AND PUBLISHER SHALL HAVE NO LIABILITY UNLESS THE ERROR/OMISSION IS BROUGHT TO THE PUBLISHER'S ATTENTION NO LATER THAN 5 DAYS AFTER THE ADVERTISEMENT IS FIRST PUBLISHED. HOWEVER, IF A COPY OF THE ADVERTISEMENT WAS PROVIDED OR REVIEWED BY ADVERTISER, PUBLISHER SHALL HAVE NO LIABILITY. IN NO EVENT WILL PUBLISHER HAVE ANY LIABILITY FOR ERRORS IN KEY NUMBERS...

DISCLAIMER PUBLISHER DISCLAIMS ALL WARRANTIES AND/OR GUARANTEES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, WARRANTIES FOR NONINFRINGEMENT, ACCURACY, AVAILABILITY, UPTIME, MERCHANTABILITY AND/OR FITNESS FOR ANY PARTICULAR PURPOSE IN CONNECTION WITH THE DISPLAY, PERFORMANCE AND TRANSMISSION OF ADVERTISEMENTS ON PUBLISHER'S PLATFORMS AND SERVICES AS WELL AS WITH RESPECT TO THIRD PARTY PLATFORMS AND SERVICES.

GOVERNING LAW This agreement shall be governed by and construed in accordance with, the laws of the State of Texas.

JURISDICTION AND VENUE Any legal action or proceeding against a party with respect to this agreement shall be brought exclusively in the federal or state courts located in Harris County, Texas; and by delivery of Advertising, advertiser and/or advertising agent irrevocably accept the jurisdiction of such courts. The advertising services offered in the rate card of which these terms and conditions are a part (this "Rate Card") are performable in the State of Texas.

MISCELLANEOUS 1. The Chief Revenue Officer or President of Publisher will accept requests to make changes at its discretion but is not responsible for any errors in any revisions made by Publisher, nor is Publisher responsible for errors in Advertising materials supplied by the advertiser or its agent. Publisher reserves the right to make such modifications to the advertiser's submitted files as are necessary to bring them into compliance with Publisher's then-current specifications and is not responsible for any errors resulting from this modification.

- 2. All advertisements are accepted and published by Publisher upon the representation and warranty that advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. Advertiser additionally represents and warrants that it has the rights to (a) convert advertisements between digital formats and incorporate the advertisements into Publisher's digital products, which may be published on an online network and in so doing, to modify, alter, and edit the advertisements as Publisher deems appropriate; (b) reproduce the advertisements for publication and distribution in the forms, manners, and media listed in subparagraph (a) above; and (c) display publicly and distribute the advertisements as incorporated into the media listed in subparagraph (a). Advertiser and/or advertising agency represent and warrant that advertiser owns all rights in and to the advertisements submitted for publication, including without limitation, copyrights, and the advertisements do not violate any applicable state or federal laws or regulations and do not infringe the intellectual property rights, or invade the privacy rights, of any person. When advertisements containing the names, pictures, and/or testimonials of persons are submitted for publication, the order or request for the publication thereof shall be deemed a representation and warranty by the advertiser and/ or advertising agency that they have obtained the written consent of any such person (or, if applicable, the consent of his administrator, executor, heirs, or assigns) for the use in the advertisement of the name, picture, and/or testimonial in each manner described in this section.
- 3. The terms "advertising agency" and "agency" as used herein refer to a recognized individual or group of individuals who make the media selection, handle the order, coordinate and process the space placed with Publisher under the terms of this Rate Card, furnish and prepay transportation and import charges on all printing materials submitted, furnish print materials to Publisher's mechanical specifications, and process prompt payment, in each case, by and on behalf of advertiser.
- 4. Publisher shall not be liable for failure to publish or distribute all or any part of any Advertising or Magazine issue because of

labor disputes, accidents, fires, acts of God, or any other circumstances beyond Publisher's control.

- 5. All orders are subject to Publisher's acceptance. Publisher reserves the right to reject or cancel any Advertising for any reason at any time, including, but not limited to, any advertisement that in the opinion of Publisher does not conform to the editorial or graphic standards of the relevant platform.
- 6. All advertisements must be clearly and prominently identified by a trademark and/or the signature of the advertiser. The word "Advertisement" in 9-point type or larger shall be printed at the top of advertisements that in the opinion of Publisher might be confused with editorial content.
- 7. This Rate Card and the terms of any written Advertising agreement between Publisher and advertiser and/or advertising agency shall constitute the entire agreement between the parties with respect to the publication of advertisements and shall supersede any and all prior written or oral agreements or understandings between the parties. All terms and conditions stated under the heading Texas Monthly in the current issue of Consumer Magazine Rates and Data, published by Standard Rate and Data Service, Inc., are incorporated by reference into this Rate Card.
- 8. Publisher reserves the right to cancel the agreement at any time upon default by agency or advertiser in the payment of invoices. In the event of such cancellation, charges for all Advertising shall become immediately due and payable by the agency. Furthermore, if there has been any default in the payment of a prior invoice or if, in the sole judgement of Publisher, agency's credit becomes impaired, Publisher shall have the right to require payment for further Advertising under this agreement upon such terms as it may see fit.
- Advertising agencies and advertisers seeking copyright protection must include their copyright notice in their advertisements.
   No waiver or modification of any of the terms set forth in this Rate Card shall be binding on Publisher unless in writing signed by an officer of Publisher.
- 11. The terms and conditions of Advertising are subject to change by Publisher without notice.

South	h Padre Island CVB Representative	
Texas	s Sales Director, Texas Monthly	

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#### Re: SPI x Lamar = Higher Conversions

1 message

Mario Martinez <mmartinez@lamar.com>
To: Teresa Rodriguez <teresa@sopadre.com>

Thu, Aug 4, 2022 at 3:58 PM

If you only buy one (1) per market

Austin panel # 91312
San Antonio panel # 40281
RGV panel # 70009
\$15,500 net per 4 weeks x 13 periods = \$201,500 net total
or
\$14,400 net per 4 weeks x 13 periods = \$187,200 net total if you purchase the entire plan all at once

Thanks!



Mario R Martinez / VP New Business Development

mmartinez@lamar.com Office: 312-329-0771 Cell: 312-662-3850

Lamar Media Corp 72 South La Grange Road Suite 3 La Grange, IL 60525

lamar.com



On Thu, Aug 4, 2022 at 3:51 PM Teresa Rodriguez <teresa@sopadre.com> wrote:

Hi Mario,

Thank you for the proposal, one question this amount is for 1 billboard in Austin n, 2 in San Antonio, and 2 in the RGV, correct? We wanted 1 board per location, How much will the cost be for 3? I will let you know.

On Thu, Aug 4, 2022 at 3:34 PM Mario Martinez <a href="martinez@lamar.com">martinez@lamar.com</a> wrote:

Thanks again for the opportunity to work with you and SPI. Per our conversation today, attached you will find the proposal you requested for 2022 and 2023.

Please take a few minutes to review and notice the following

- We are recommending the same digital displays SPI has used in the past
- Flight dates are from 10/3/22 to 10/1/23 52 consecutive weeks or 13 4-week periods
- If you purchase space for consecutive 52 weeks, you will save \$22,100 instead of purchasing space every 3 months the way you have been doing in the past

Please take a few minutes to review and let me know if you have any questions or need more information prior to your meeting on 8/24/22

Thanks!

Mario R Martinez / VP New Business Development mmartinez@lamar.com

Office: 312-329-0771 Cell: 312-662-3850

#### PROPOSAL SUMMARY South Padre Island CVB

4 decreed	Click Other Dor Frag. 4 Photo Shoot Line	Metha Farmal	Fasti Bestin	Graphic III	Printing state	Living	Inter-Arra's	Tip Code	William.	Dark from	Felalentens	Hearthan	Highting	Water Cand Mille good	Hagetisted State per 4	4 week cuts based	Production .	200
High domand, digital display targeting licency delly traffic on 3H-35 between Acotts and San Antonio in high growth Ityle, Ex	Austra, D.	Digital Display	91112	10000331	905 1-35 3 HE N/O DE 192	Herth	356792	78640	14 0. H 48.0.			10/1/2022	10/1/2023	\$7,500	\$7,000	96,500		79
1-35 Entry Countdor to San Antonio Just north of Long-1804 Off Rising and Live Oak , Across from Returns Park	San Artonio, TX	Digital Clapby	-marks	31052031	1/5735 3 Ht AUD Donors	Horth East	395200	70154	100 x 40 an			10/3/2022	HA/1/2023	\$6,000	\$4,500	\$4,000		+
5-35 Entry Contribut to Sam Antonio Just north of Loop 1604 Off Aump and Live Onk., Across from Retains Park	Sán Antono, TX	Olytol Osphy	40292	31052002	US I IS THE NO DECEMBER	South West	459936	70154	160, Feb.	- 1	- 4	10/3/7022	MA/P/3053	16,000	\$4,500	\$4,000		1:
for treeling title Pickles Helm. Located simily prove Plubles Publishing Arts Conten, Plubles Connection Comm., Name, Name, Victoria, Publishing Connection Comm., Name, Name, Victoria, Plubles Connection, Name, Name, Victoria, Plubles Connection, Name,	B/GY	Digital Display	20009	30673390	15 See 81 HO W/O C 286	West	200708	78503	14 0" 1 46 0"			10/3/2022	10/1/2023	\$4,200	14,000	\$3,909	-	+
to ben'ny No.Alton Moine. Marienne realesants and had beed cleans, thereby, propping places, which theps, exto destination, and Top Calif.	BGY	Olystal Chaptey	70213	30830045	IN COP OF SOT ECO PASS ID.	West	295796	78577	140'1400'			10/3/2022	10/1/2023	\$4,300	\$4,200	\$4,100	-	+ 7

\$24,200 9

per 4 weeks # 13 periods
# 3 periods \$292,500 net test
# 573600 per 3 periods Savings of \$22,100

\$3,14600 when purchased—when purchasing all 13 parietic at our

every 3 periods



#### **South Padre Island** AJR Media Group - 2023 Media Proposal

Product (link to média kit)	Size (link to specs)	e of Inser- tions	Issue Date	Space Deadline	Material Deadline	Rate Card	Savings	FINAL NET	Notes
		_							
Texas State Travel Guide	1/2 Page Horizontal	1 of 1	2023 (Jan)	Oct 3, 2022	Oct 10, 2022	\$7,976.00	5%	\$7,577.20	
		1 of 3	March 2023	Jan 3, 2023	Jan 10, 2023	\$3,923.00		\$3,726.85	To Quality for TxDOT's "Plan A Multi-
Texas Highways Magazine	1/2 Page Horizontal	2 of 3	May 2023	Mar 1, 2023	Mar 8, 2023	\$3,923.00	5%	\$3,726.85	Title Discount" (5% discount on print & digital), place the following space per fiscal:
		3 of 3	June 2023	Apr 3, 2023	Apr 10, 2023	\$3,923.00		\$3,726.85	• 3X's Texas Highways • 2X's Events Calendar
Texas Events	1/2 Page Horizontal	1 of 2	Summer 2023 (Jun/Jul/Aug)	Feb 15, 2023	Feb 22, 2023	\$1,269.00		\$1,205.55	• 1X State Travel Guide
Calendar	172 Page Horizontal	2 of 2	Fall 2023 (Sep/Oct/Nov)	May 15, 2023	May 22, 2023	\$1,269.00	5%	\$1,205.55	
		1 of 4	December 2022		Nov 15, 2022	\$495.00		\$470.25	
	"Double" Medium	2 of 4	April 2023		Mar 15, 2023	\$495.00		\$470.25	
	"Double" Medium Rectangle Banner	2 of 4 3 of 4	April 2023 June 2023		Mar 15, 2023 May 15, 2023	\$495.00 \$495.00		\$470.25 \$470.25	
Texashighways.com		<del>                                     </del>		ASAP (inventory is			E24	·	Guarantee of 25,000 impressions per banner per month
TexasHighways.com		3 of 4	June 2023	ASAP (inventory is limited)	May 15, 2023	\$495.00	5%	\$470.25	banner per month  (includes 5% Multi-Title Discount with
TexasHighways.com		3 of 4 4 of 4	June 2023 August 2023	(inventory is	May 15, 2023 Jul 15, 2023	\$495.00 \$495.00	5%	\$470.25 \$470.25	banner per month
TexasHighways.com	Rectangle Banner	3 of 4 4 of 4 1 of 4	June 2023 August 2023 March 2023	(inventory is	May 15, 2023 Jul 15, 2023 Feb 15, 2023	\$495.00 \$495.00 \$695.00	5%	\$470.25 \$470.25 \$660.25	banner per month  (includes 5% Multi-Title Discount with
TexasHighways.com	Rectangle Banner  "Double" Half Page	3 of 4 4 of 4 1 of 4 2 of 4	June 2023 August 2023 March 2023 May 2023	(inventory is	May 15, 2023 Jul 15, 2023 Feb 15, 2023 Apr 15, 2023	\$495.00 \$495.00 \$695.00 \$695.00	5%	\$470.25 \$470.25 \$660.25 \$660.25	banner per month  (includes 5% Multi-Title Discount with
TexasHighways.com	Rectangle Banner  "Double" Half Page	3 of 4 4 of 4 1 of 4 2 of 4 3 of 4	June 2023 August 2023 March 2023 May 2023 July 2023	(inventory is	May 15, 2023 Jul 15, 2023 Feb 15, 2023 Apr 15, 2023 Jun 15, 2023	\$495.00 \$495.00 \$695.00 \$695.00 \$695.00		\$470.25 \$470.25 \$660.25 \$660.25 \$660.25	banner per month  (includes 5% Multi-Title Discount with
TourTexas.com	Rectangle Banner  "Double" Half Page	3 of 4 4 of 4 1 of 4 2 of 4 3 of 4 4 of 4	June 2023 August 2023 March 2023 May 2023 July 2023	(inventory is limited)	May 15, 2023 Jul 15, 2023 Feb 15, 2023 Apr 15, 2023 Jun 15, 2023	\$495.00 \$495.00 \$695.00 \$695.00 \$695.00		\$470.25 \$470.25 \$660.25 \$660.25 \$660.25 \$660.25	banner per month  (includes 5% Multi-Title Discount with
	Rectangle Banner  "Double" Half Page Banner  All Inclusive Content	3 of 4 4 of 4 1 of 4 2 of 4 3 of 4 4 of 4	June 2023 August 2023 March 2023 May 2023 July 2023 September 2023 Oct 1, 2022 through	(inventory is limited)	May 15, 2023 Jul 15, 2023 Feb 15, 2023 Apr 15, 2023 Jun 15, 2023 Aug 15, 2023 Submit updates at any time	\$495.00 \$495.00 \$695.00 \$695.00 \$695.00	" total:	\$470.25 \$470.25 \$660.25 \$660.25 \$660.25 \$660.25	banner per month  (includes 5% Multi-Title Discount with print package above)  4 SEO-optimized content pages, images, video, PDF, web, social, leads

Grand total: \$29,669.85





AJR Media Group | Connie Blair 512-524-0750 | connie@ajrmediagroup.com





Texas State Travel Guide



## Quote November 2022 – October 2023

Program	Days	Time	Total Spots	Monthly Spots	Spots
CBS 4 Morning News	Thur	6a-7a	25X	2X	Events Spot
CBS News at 6	Thur	6p-6:30p	25X	2X	Events Spot
CBS 4 News at 10	Thur	10p-10:30p	25X	2X	Events Spot
CBS 4 Rotator	Mon – Sun	6a-12m	240X	20X	:15 second and
Estrella TV	Mon-Sun	5a-12m	600X	50X	12X to 13X
Branded Content Monthly Article	Mon-Sun	ROS	12X	1X	
Valleycentral.com Banner Ads	Mon-Sun	5a-12m	600,000	50,000	ROS
Sponsored Facebook Post on CBS 4 News Rio Grande Valley	Thur	6a-11a	48X	4X per month	

Monthly Investment: \$3,750 Total Investment: \$45,000



CBS 4 Approval

South Padre Island CVB Approval





## SPI CAMERA AND EXTENDED BEACH CONDITIONS SPONSORSHIP

October 1, 2022 – September 30, 2023

Monthly Cost: \$4,150 (Oct 22-Sep 23)

Total Cost: \$49,800 (Oct 22-Sep 23)

<u>Terms</u>

KRGV will provide all camera equipment.

KRGV will maintain and repair all equipment as necessary.

Isla Grand rooftop shall be location for camera.

Isla Grand agrees to provide KRGV employees and/or vendors access to property, as needed, for installation and maintenance requirements.

SPI CVB may use sponsor commercials for self promotion or gift spots to other businesses. Gifted spots must include "paid for by SPI-CVB" as required by FCC laws.

2022/2023 SPI Camera and Extended Beach Conditions Sponsorship is non-cancellable unless either party fails to perform its obligations as provided herein and does not cure item of concern after reasonable notice and opportunity.

South Padre Island CVB representative	Date
KRGV Representative	Date





# **SPI Camera Sponsor Text Impression Sample**



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





# **SPI Camera Sponsor Text Impressions Annual Schedule on CHANNEL 5**

Days	Time	Program	Minimum # of SPI Camera Uses/ Text Impressions (October 1, 2022-September 30,2023)		
M-F	430a-5a	CHANNEL 5 NEWS at 430a	260		
M-F	5a-530a	CHANNEL 5 NEWS at 5a	260		
M-F	530a-6a	CHANNEL 5 NEWS at 530a	260		
M-F	6a-7a	CHANNEL 5 NEWS at 6a	260		
M-F	12p-1p	CHANNEL 5 NEWS at 12p	260		
M-F	5p-530p	CHANNEL 5 NEWS at 5p	260		
M-F	6p-7p	CHANNEL 5 NEWS at 6p	260		
M-F	10p-1035p	CHANNEL 5 NEWS at 10p	260		
Sa	9a-10a	CHANNEL 5 NEWS at 9a	53		
Sa	6p-630p	CHANNEL 5 NEWS at 6p Newscast will not air Sa 9/2-Sa-12/2 due to College Football	39		
Sa	10p-1035p	CHANNEL 5 NEWS at 10p	53		
Su	9a-10a	CHANNEL 5 NEWS at 9a	52		
Su	530p-6p	CHANNEL 5 NEWS at 530p	52		
Su	10p-1035p	CHANNEL 5 NEWS at 10p	52		
Su	1030p-1105p	CHANNEL 5 NEWS at 1030p	52		

Minimum Total of SPI Camera Uses/Text Impressions on CHANNEL 5: 2,433





# SPI Camera Sponsor Text Impressions Annual Schedule on Azteca Valle

Days	Time	Program	Minimum # of SPI Camera Uses/ Text ID impressions (October 1, 2022-September 30,2023)	
M-F	7a-8a	HECHOS VALLE AM		
M-F	12p-1p	HECHOS VALLE MEDIODIA	260	
M-F	5p-5:30p	HECHOS VALLE A LAS 5	260	
SAT	5р-6р	HECHOS VALLE A LAS 5	53	
SUN	5р-6р	HECHOS VALLE A LAS 5	52	
M-F	10p-10:30p	HECHOS VALLE A LAS 10	260	
SUN	10P-1030P	HECHOS VALLE A LAS 10	52	

Minimum Total of SPI Camera Uses/Text Impressions on Azteca Valle: 1,197





SPI CAMERA AND EXTENDED BEACH CONDITIONS SPONSORSHIP October 1st, 2022-September 30th, 2023

Sponsor Text in the bottom right corner of all SPI camera shots during KRGV newscasts.

Text will appear anytime the SPI Camera is used during all CHANNEL 5 and HECHOS VALLE newscasts.

Minimum total of Sponsor Text impressions on CHANNEL 5: 2,416

Minimum total of Sponsor Text impressions on AZTECA VALLE: 1,192

Sponsor Video Billboard adjacent to CHANNEL 5 NEWS and HECHOS VALLE extended beach conditions report.

"The beach conditions report is supported by South Padre Island Convention and Visitors Bureau"

Extended beach conditions report to air in the Thursday 6p and Friday 6a newscasts on CH5 and Thursday 5p and Friday 7a on AZTECA VALLE.

Video Billboard will feature five seconds of sponsor video, sponsor logo, and audio mention.

On CHANNEL 5, Sponsor receives a total of 104 Sponsor Video Billboards (52 in the Thursday 6p News / 52 in the Friday 6a News)

On Azteca Valle, Sponsor receives a total of 104 Spanish Sponsor Video BB's (52 in the Thursday 5p News/52 in the Fri. 7a News)

Sponsor Logo on 52 Beach Conditions Facebook posts on KRGV Facebook Posts (x1 post per week) Logo visible throughout feature / KRGV Facebook Page 358,000 Followers

Sponsor Logo on 52 Beach Conditions Facebook posts on Azteca Valle Page (x1 post per week, in Spanish) Logo visible throughout feature / Azteca Valle Facebook Page = 31,900 followers

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

Sponsor Logo + Mention on a total of 240 Beach Conditions Spanish promos airing on AZTECA VALLE (x20 per month)

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

360 M-F 5a-12a Sponsor Commercials on CHANNEL 5. (x30 per month)

480 M-F 5a-12a Sponsor Commercials on AZTECA VALLE (x40 per month) \*

480 M-F 5a-12a Sponsor Commercials on SOMOS EL VALLE (x40 per month)

\*Spanish spot must run on Azteca. If Spanish spot is not available, KRGV will edit in Spanish at no charge.





## Comscore Ratings | July 2022 | Household Impressions

Time Period (M-F)	KRGV	SVEO ©CBS		FOX	KNVO	KTLM
	NEWS		NBC		UNIVISION	TELEMUNDO
√ 6a-7a	15,887	2,809	608	363	4,559	3,293
7a-9a	22,712	3,638	1,338	309	7,722	5,834
12p-1p	21,059	6,543	1,269	1,224	9,871	5,768
5p-530p	35,304	8,710	2,236	886	19,267	18,961
/ 6p-7p	36,624	14,500	2,786	1,534	18,385	21,887
10p-1030p	32,065	8,735	2,420	1,466	20,651	21,827
Total louseholds	163,652	44,936	10,657	5,782	80,456	77,570

Comscore StationView Essentials | Harlingen-Weslaco-Brownsville-McAllen | July 2022 (6/27-7/31) | HH Average Audience.

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

MEETING DATE: August 24, 2022

NAME & TITLE: Silvia Sanchez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM** 

Discussion and possible action regarding the Mexico FAM Tour for Travel Agencies and Media. (Rodriguez)

ITEM BACKGROUND

N/A

**BUDGET/FINANCIAL SUMMARY** 

N/A

**COMPREHENSIVE PLAN GOAL** 

N/A

**LEGAL REVIEW** 

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:** 



TU ISLA TE ESPERA (Your Island Awaits) FAM Trip October 6-8, 2022

The South Padre Island-CVB will host a FAM Trip for Tour Operators and Media from Monterrey, Mexico, to promote the city of South Padre Island and introduce and host a meet and greet with the different South Padre Island Hotels Sales Managers.

The purpose of this FAM Trip is to allow the tour operators/travel agents and media to gain an ideal first-hand experience of the things that our beautiful Island has to offer to its visitors. The FAM Tour will consist of 6 Tour Operators/Travel Agents and 5 Media people from top Mexican outlets. Please see the DRAFT Agenda below.



Fall FAM Tour DRAFT

Agenda October 6-8, 2022

#### Thursday, October 6

3:00 p.m. Check-In Hotel TBD

4:00 p.m. Welcome to South Padre Island

Meet in Hotel Lobby **Hosting Hotel Tour** 

5:30 p.m. Meet and Greet

South Padre Island-CVB

7355 Padre Blvd

South Padre Island, TX 78597

Friday, October 7

8:00 a.m. Meet in the hotel lobby

8:15 a.m. Breakfast

Cafe on the Beach 3616 Gulf Blvd

South Padre Island, TX 78597

9:30 a.m. Sea Turtle Inc

6617 Padre Blvd

South Padre Island, TX 78597

11:00 a.m. Sandcastle Days

6900 Padre Blvd

South Padre Island TX, 78597

12:30 p.m. Lunch

Blackbeard's 103 E Saturn Ln

South Padre Island, TX 78597

2:00 p.m. Sea Turtle Art & Sandcastle Trail

Sandcastle Village 208 W Kingfish St

South Padre Island, TX 78597

4:00 p.m. Adventure Park- Horseback Riding

21040 North State Park Rd 100, South Padre Island, TX 78597

7:00 p.m. Dinner

Painted Marlin Grille 202 W Whiting St

South Padre Island, TX 78597

8:30 p.m. Entertainment District

#### Saturday, October 8

8:00 a.m. Meet in the hotel lobby

8:15 a.m. Breakfast

9:30 a..m. Birding, Nature Center & Alligator Sanctuary

6801 Padre Blvd

South Padre Island, TX 78597

12:00 p.m. **Dolphin Watch/Eco-Tour** 

Breakaway Cruises 33384 State Park Rd

South Padre Island TX, 78597

## — Departure —

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

MEETING DATE: August 24, 2022

NAME & TITLE: Silvia Sanchez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM** 

Discussion and action concerning the new meeting date for September 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:**