

NOTICE OF MEETING
THE CITY OF SOUTH PADRE ISLAND
THE CONVENTION & VISITORS ADVISORY BOARD
MARCH 7, 2012

Notice is hereby given that the Convention and Visitors Advisory Board of the City of South Padre Island, Texas will hold a **Meeting on Wednesday, March 7, 2012 at 2:00p.m.,** in the **Municipal Building Joyce H. Adams Board Room, 2nd Floor, 4601 Padre Boulevard,** South Padre Island, Texas.

AGENDA

1. Call to order
2. Pledge of Allegiance
3. Public announcements and comments: *This is an opportunity for citizens to speak to the CVA relating to agenda or non-agenda items. Speakers are required to address the CVA at the podium and give their name before addressing their concerns. (Note: State law will not permit the CVA to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future CVA meeting.)*
4. Consent agenda
 - A. Approval of minutes for February 8, 2012
5. Review of monthly and year to date revenues, expenditures and financial statements (Free)
6. Discussion and action on fulfillment process (Clarke/The Atkins Group)
7. Discussion and action on SandCastle Days 25th Anniversary (Hancock)
8. Discussion and action concerning the Convention and Visitors Bureau booking policy (Rowell)
9. Discussion and action concerning considering the development of a commission-based program to solicit sponsorship dollars for events and authorize the City Manager to negotiate a contract (Bigelow)
10. Discussion and action to amend the budget to fund the \$12,000 shortage for fireworks, \$24,000 shortage for the airport shuttle, \$40,000 to move Sand Castle Days from October 2012 to September 2012, and move \$45,000 from collateral pieces to building repairs and general discussion of Hotel Motel and Convention Center budgets (Free)
11. Discussion concerning outsourcing the hotel motel tax collection and delinquency collection process (Free)
12. Discussion and action regarding funding request from SPI Kite Roundup & Beach-N-Biker Fest (Hancock)
13. Update on Marketing Brochure (Atkins)
14. Discussion and action concerning advertising, including recent and planned ad placements, web usage statistics and recent public relations efforts (Atkins)
15. Set New Meeting date / agenda items for next meeting
16. Adjourn

Dated this, the _____ day of _____ 2012.

CITY OF SOUTH PADRE ISLAND

Dinora Garcia, Administrative Assistant, CVB

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the South Padre Island Convention and Visitors Authority Board is a true and correct copy of said Notice on the bulletin board at the City Hall of said City of South Padre Island, Texas on _____, 2012 at _____ and it remained so posted continuously for at least 72 hours preceding the scheduled time of said Meeting.

CITY OF SOUTH PADRE ISLAND

Dinora Garcia, Administrative Assistant, CVB

NOTE: 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 Jay Mitchim, ADA designated responsible party, at (956) 761-1025.

NOTE: There may be one or more members of the South Padre Island City Council attending this meeting, and if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.



CONVENTION AND VISITORS AUTHORITY

**MEETING OF THE CONVENTION & VISITORS AIDVISORY BOARD
MEETING MINUTES
FEBRUARY 8, 2012**

I. CALL TO ORDER

The Convention and Visitors Advisory Board of South Padre Island, Texas held a regular meeting Wednesday, February 8, 2012 in the Joyce H. Adams Board Room, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman, Mike Bigelow called the meeting to order at 2:00 p.m. A quorum was present: Barry Patel, Michael Jones, Pamela Romer, Bryan Pinkerton, Bob Friedman, Joy Hartung and Jose Mulet

Absent: Joe Ricco, Rene Valdez, Lynne Tate and Daniel Salazar

II. PLEDGE OF ALLEGIANCE

Chairman Mike Bigelow led the Pledge of Allegiance

III. PUBLIC ANNOUNCEMENTS AND COMMENTS

IV. APPROVE CONSENT AGENDA

A. APPROVAL OF MINUTES FOR JANUARY 11, 2012

Mr. Barry Patel moved to approve the minutes, seconded by Mr. Bryan Pinkerton. Motion passed unanimously.

**V. REVIEW OF MONTHLY AND YEAR TO DATE REVENUES,
EXPENDITURES AND FINANCIAL STATEMENTS**

**VI. DISCUSSION AND ACTION REGARDING FUNDING AN INTERN FROM
THE UNIVERSITY OF TEXAS AT BROWNSVILLE (UTB) TO STUDY ZIP
CODE DATA ANALYSIS FOR SOUTH PADRE ISLAND (RUSSELL
ADAMS)**

Mr. Barry Patel moved to sign an agreement with the University of Texas at Brownsville to hire one intern for two semesters which will have a cost of \$3,000.00

in total, for the development of a zip code analysis for South Padre Island. Mr. Bob Friedman seconded, motion passed unanimously.

VII. DISCUSSION AND ACTION REGARDING THE SOUTH PADRE ISLAND INVITATIONAL BASKETBALL TOURNAMENT AND AUTHORIZING THE CITY MANAGER TO NEGOTIATE A TWO YEAR EXTENSION TO FACILITATE THE ABILITY TO SIGN CONTRACTS WITH THE TEAMS IN 2013

Ms. Joy Hartung moved to authorize the City Manager not to sign a contract with the South Padre Island Invitational for the two year extension, seconded by Ms. Pam Romer. Vote was taken, motion carried, Mr. Bob Friedman voted against.

VIII. DISCUSSION AND ACTION REGARDING POSSIBLE DEVELOPMENT OF THE FLATS FOR LARGE VENUES (JOE VEGA AND JAVIER MENDEZ)

Mr. Patel asked for this item to be removed.

IX. DISCUSSION AND ACTION REGARDING THE PROMOTION OF SPECIAL EVENTS, THE SPECIAL EVENTS PRICES, THE DEFINITION OF A SPECIAL EVENT, THE POLICY ASSOCIATED WITH SPECIAL EVENTS AND FUNDING GUIDELINES

Ms. Mary K. Hancock passed out to the committee members a copy of the revised guidelines. These are the guidelines updated by the sub-committee.

Mr. Patel moved to accept the new South Padre Island CVA Event Funding Guidelines as presented, seconded by Mr. Bryan Pinkerton. Motion passed unanimously.

X. UPDATE ON HIRING PROCESS OF THE CVB DIRECTOR

MARKETING COMMITTEE REPORT

XI. DISCUSSION AND ACTION ON FUNDING REQUEST FROM FIESTA PADRE (A NEW SAND CASTLE EXHIBITION AND FESTIVAL)

This item was tabled for the next regular schedule meeting.

XII. DISCUSSION AND RECOMMENDATION CONCERNING ADVERTISING, INCLUDING RECENT AND PLANNED AD PLACEMENTS, WEB USAGE STATISTICS AND RECENT PUBLIC RELATIONS EFFORTS

Mr. Steve Atkins briefly discussed the details of their report concerning advertising, showing recent placements, internet statistics and the current public relations activity.

XIII. DISCUSSION AND ACTION REGARDING THE CVA MARKETING COMMITTEE

Chairman Mike Bigelow mentioned he had asked several people if they would be interested in being part of the Marketing Committee. He will be appointing new members.

XIV. SET NEW MEETING DATE / AGENDA ITEMS FOR NEXT MEETING

Next scheduled meeting will be on March 7, 2012, at 3:30p.m.

XV. ADJOURN

There being no further business, Chairman Mike Bigelow adjourned the meeting at 4:30p.m.



SOUTH PADRE ISLAND KITE ROUND-UP

www.spikiteroundup.com
info@spikiteroundup.com
956-299-9463

2012 SPI Kite round-Up – May 3rd – 6th, 2012

The 2012 SPI Kite Round-Up will be comprised of a 4-day long free kitboarding equipment demo event on the Convention Center Sand Flats within the City of South Padre Island, Texas from May 3rd – 6th, 2012. The purpose of the event is to attract kiteboarders nationally and internationally to South Padre Island in order to expose them to the 1st class conditions our location has to offer, as well as give them insight into a broad range of kiteboard gear and brands. For the past 3 years, the SPI Kite Round-Up has been a great success, attracting kiteboarders from all over to stay at hotels and condos for several nights before, during, and after the event as well as further boosting the local economy nightly in restaurants and nightlife establishments. This year we plan on gaining even more participants as the demo will be free to all qualified riders.

Marketing Plan

For the 2012 SPI Kite Round-Up the committee plans to direct its marketing budget towards the online community. Focusing our efforts on banner advertising within popular kiteboarding forums, magazine websites, and wind forecasters we will be able to effectively target a broader audience with great accuracy. Using the Internet to traffic participants directly to our online sign-up website this process will improve efficiency and gain more response for less marketing dollars. We are proposing a \$14,500 marketing budget that will cover all of the costs of our advertising goals and production costs.

Proposed Budget - \$14,500

1. Online Banner Ads/ Online Newsletters - \$1200 per website
 - a. Kiteworld Magazine - <http://www.kiteworldmag.com/>



SOUTH PADRE ISLAND KITE ROUND-UP

www.spikiteroundup.com
info@spikiteroundup.com
956-299-9463

- b. Ikitesurf Wind Forecasts - <http://www.ikitesurf.com/>
 - c. SBC Kiteboard Magazine - <http://www.sbckiteboard.com/>
 - d. Kiteforum International Forum - <http://www.kiteforum.com/>
 - e. Kiteboarding Magazine - <http://kiteboardingmag.com/>
 - f. The Kiteboarder Magazine - <http://www.thekiteboarder.com/>
- 2. Roadside Banner - \$300
 - 3. Website Updates - \$500
 - 4. Graphic Design Services - \$500
 - 5. Registration Booth Workers - \$400
 - 6. Event Insurance - \$1000
 - 7. Land Permit - \$100
 - 8. Nighttime Event Security - \$500
 - 9. Online Forum Posting - \$500
 - 10. Photographer/ Videographer Media Coverage - \$1500
 - 11. Pre Production Costs - \$1000
 - 12. Equipment and Supplies - \$1000



MAGIC VALLEY RIDERS Beach-N-Biker Fest 2012

NOVEMBER

Production and design of 1/2 page ad for Ride Texas and Motorcycle Events	150.00
Let's Ride	800.00

DECEMBER

Production of internet banner for Let's Ride	75.00
Ride Texas 1/2 page ad	1,200.00
Ride Texas website banner for 4 months	500.00

JANUARY

Production of Thunder Press 1/4 pg color	75.00
Production of Thunder Press internet banner	75.00
Thunder Press 1/4 pg color and internet Banner	765.00

FEBRUARY

Mail posters to motorcycle shops in the Valley	100.00
Ride Texas Spring issue	1,200.00

MARCH and APRIL

Production and design

- Coastal Current	150.00
- Bargain Book	150.00
- Parade	150.00
- San Benito News	150.00

- Media

- Port Isabel Press , Full Page	350.00
- Valley Morning Star Banners (2)	600.00
- Brownsville Herald Banners (2)	600.00
- San Benito News 1/4 page	200.00
KGBT-TV	3,000.00
KRGV- TV	5000.00
Corpus Christi Radio C 101 and Spanish	2,000.00
Corpus Christi TV	5,000.00

KTEX 52 spots ,52 bonus	2273.00
KQXX 54spots , 52 bonus	615.00
KKPS 54 spots,52 bonus	615.00
Super Tejano 80 spots and promo package	1000.00

Que Pasa	1000.00
Coastal Current	
Full Page Feb 24	350.00
Banners on Mar 2, 9, 16	420.00
Full page Mar 23	350.00
Full page April 6	350.00
Port Isabel Press	500.00
Edit 2 new 15 second TV spots	500.00
	1400.00
Production Announcer voice over for Radio and TV	400.00
TOTAL	32,063.00

BEACH N BIKER FEST - 2011**Profit & Loss Statement****INCOME**

L & F DISTRIBUTORS	\$16,250.00	
SOUTH PADRE ISLAND CVB	\$5,315.00	
ADVERTISING BOOK	\$8,075.00	
FOOD & BEVERAGE TICKETS	\$40,957.00	
MERCHANDISE VENDORS	\$12,670.00	
VENDORS	\$17,221.00	
PRE-REGISTRATION	\$8,450.00	
REGISTRATION	\$56,405.00	
MERCHANDISE	\$12,318.00	
BIKE SHOW	\$240.00	
POKER RUN	\$335.00	
AMERICAN BOTTLING COMPANY	<u>\$500.00</u>	
TOTAL INCOME:		\$178,736.00

EXPENSES

ADVERTISING	\$23,143.84	
ENTERTAINMENT	\$18,950.00	
STAFF	\$16,625.00	
LODGING	\$5,985.46	
BEVERAGES	\$10,442.21	
FOOD VENDORS	\$11,776.80	
RENTALS	\$11,394.82	
INSURANCE	\$4,795.75	
CAMERON COUNTY - PARKING	\$2,500.00	
MAGAZINE	\$3,000.00	
SECURITY	\$8,534.50	
RENTAL TRUCK	\$367.78	
TROPHIES	\$488.00	
SPI CONVENTION CENTRE	\$4,125.50	
MERCHANDISE	\$9,366.73	
WEB, PHOTO & VIDEO	\$3,250.00	
FOOD	\$835.86	
HARDWARE	\$184.73	
ABEL TORRES (HAY)	\$175.00	
BIKE SHOW	\$1,945.00	
TABC LICENSE	\$201.00	
POST PARTY	\$1,053.28	
OFFICE SUPPLIES	\$479.63	
GASOLINE	\$130.19	
STORAGE UNIT	<u>\$1,590.00</u>	
TOTAL EXPENDITURES:		\$141,341.08
PROFIT / LOSS		\$37,394.92



Project: SPI CVB - CVA Meeting
Date: March 7th, 2012

Report

Media Overview and Update January – March

Spring Break –

Coca-Cola SB Guide – Dec-Mar
SEM – Jan-Feb
Facebook & Ad Network – Jan-Feb
Campus Materials – Jan-Feb

Online –

WeatherBug.com – Jan-April
Midwest Media Websites – Jan-May
TripAdvisor.com – Jan-Sept
SpotXchange – Feb-May
TravelGuidesFree.com – Feb-Sept
Expedia.com – Starts in Mar-May
Specific Media Ad Network – Annual
TourTX.com – Annual
TexTraveler.com – Annual
VideoGlobeTrotter.com – Annual
SEM – Annual

Television –

Journey TV – SA, DFW, Austin, RGV;
All other US markets

Outdoor –

Corpus- 2, San Antonio- 2 – Ongoing
Valley Mall – Ongoing

Print –

Media Max – Jan
Midwest Living – Jan-Feb; Mar
Southern Living – Jan; Mar
San Antonio Magazine – Mar
TX Highways – Mar
TX Meeting & Events – Winter
TX State Travel Guide – Annual
Meeting Planning Guide – Annual
Plan Your Meetings – Annual
TSAE Membership Directory – Annual
TSAE Show Edition – Annual
TX Sports Facility Guide – Annual

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South Padre Island CVB

Spring Break 2012 Media Strategy

Media	Size	Markets	Quantities/ Impressions
Coca-Cola SB Guide	Full Page	80 Campuses	240,000 Copies
SEM	Google, Ask, Yahoo, Bing Search Words	11 States	N/A
Facebook & Ad Network	Facebook Ads; 728x90; 300x250, 160x600	11 States	4,453,846 Impressions
Campus Materials	Posters 11" x 17"	71 Campuses	14600 Pieces
Campus Materials	Wild Posting 8.5" x 11"	71 Campuses	14200 Pieces
Campus Materials	Table Tents 5.5"x19"	71 Campuses	15400 Pieces

THE ATKINS GROUP
SOUTH PADRE ISLAND PUBLIC RELATIONS TEAM
WORK DESCRIPTION/ EFFORT AND RESULTS

February 2012

RESEARCH & PLANNING

- Compiled July-Dec. 2011 media clips and summary and created bi-annual media coverage summary.
- Reviewed and updated media kit documents for sopadre.com.
- Began compiling June-August 2012 event information for print and online events calendars.

PITCHES, NEWS RELEASES AND OTHER WRITTEN MATERIALS

- Drafted two versions of 2012 Spring Break news release; one for Texas media and one for media outside Texas. Distributed these to print media outlets, including college newspapers.
- Developed a pitch memo with information on news and updates for spring travel to SPI.

FAMS

- Coordinated itinerary for Canadian freelance writers **John and Sandra Nowlan**, assisting with revision and finalization of the schedule for these writers who will be on the Island March 4-7.
- Confirmed with Debra Bustos with the Texas State tourism office that SPI will participate in a fam for **Canadian Geographic Travel** magazine writer in April.

MEDIA CONTACTS

- Worked with **Travel Editor Laura Bly** and **Photo Editor Eileen Ryan** at **USA Today** to provide information on Spring Break dates and activities for 2012 Spring Break Round-up story. Assisted with fact-checking details on dates, activities and the WAVE's schedule.
- Provided information and photos on Spring 2012 events on South Padre Island to **Nancy DeDeviney** for the March 2012 **Tropical Trail** quarterly newsletter.
- Provided extensive copy points on island attractions, activities and events, along with photos to writer **Melanie Jarrett** of **Texas Monthly** for special advertorial section in the April issue.
- Provided latest news and updates to travel editors/reporters at **San Antonio Express-News**, **Houston Chronicle**, the **Austin American-Statesman**, **Dallas Morning News** and **Fort Worth Star-Telegram**.
- Provided updates to **Helen Anders** for spring break coverage, resulting in a story that appeared in Feb. 12 in the **Austin American Statesman**.

- Coordinated an interview for Mayor Pinkerton with **Corrie MacLaggan**, a national correspondent for **Reuters America News Service**. MacLaggan was covering a story on red tide's impact on tourism.
- Provided information to writer **Becky Garrison** of **52perfectdays.com**, a travel website, for use in the site's destination coverage.

SPECIAL PROMOTIONS

- Coordinated participation in the Goodwill Spring Donation drive, in which the CVB will provide 2 prize packages in exchange for media exposure via **advertising, social media and media coverage** in San Antonio and surrounding areas.
- Secured exposure on national game show **"The Price Is Right,"** providing a prize package for an on-air giveaway in exchange for exposure on the program, which has a national audience of 4.6 million viewers and is consistently one of the top-rated daytime shows in the country.

CLIPS & HITS

San Antonio Express-News, Feb. 23. "Texas oyster fields reopen."

<http://www.mysanantonio.com/business/article/Texas-oyster-fields-reopen-3357208.php>

USA Today, "Mouse ears or keggers? Spring break destinations abound, Feb. 24, 2012. We worked with Travel Reporter Laura Bly and Photo Editor Eileen Ryan to provide information and a variety of photos for the national newspapers 2012 Spring Break Round-up.

<http://travel.usatoday.com/destinations/story/2012-02-23/Mouse-ears-or-keggers-Spring-break-destinations-abound/53229714/1>

Valley Morning Star, Feb. 22. "Lethal dose: Redhead ducks test positive for red tide toxin."

<http://www.valleymorningstar.com/articles/positive-98235-red-redhead.html>

Brownsville Herald, Feb. 22. "Red tide toxin found in dead ducks."

<http://www.brownsvilleherald.com/news/red-137224-south-dead.html>

Charlotte Observer, Feb. 22. "Spring Break at Padre Island, Texas: Prepare for the annual storming of the beach." This Helen Anders story got picked up in this North Carolina newspaper.

<http://www.charlotteobserver.com/2012/02/22/3036246/spring-break-at-padre-island-texas.html>

The Monitor (McAllen), Feb. 22. "Red-tide toxin may be behind duck deaths."

<http://www.themonitor.com/news/padre-58943-red-behind.html>

KHOU.com, Feb. 22. "Swarms of jellyfish wash up on north end of South Padre Island."

<http://www.khou.com/news/texas-news/Swarms-of-jellyfish-wash-up-on-South-Padre-Island-140053113.html>

Vegas Deluxe Blog, Feb. 22. "Strip Scribbles."

<http://www.vegasedeluxe.com/blogs/luxe-life/2012/feb/22/strip-scribbles-shania-twain-town-planning-caesars/>

WOAI-AM 1200 News Radio (San Antonio), Feb. 21. Spring break/gas prices. TAG provided information to news director Jim Forsyth for a story about the impact of gas on spring break travel, using South Padre Island as an example.

Eagle News (Florida Gulf Coast University student newspaper), Feb. 21.

<http://www.eaglenews.org/fort-myers-beach-among-sleaziest-beaches-1.2704220>

The Monitor, Feb. 21. "Maria Luisa Salcines: just go with it."

<http://www.themonitor.com/opinion/husband-58917-boat-sandbar.html>

KGBT-TV Channel 4 (Rio Grande Valley), Feb. 21. "Thousands of jellyfish wash ashore on South Padre Island." <http://www.valleycentral.com/news/story.aspx?id=722250>

KGBT-TV Channel 4 (Rio Grande Valley), Feb. 21. "South Padre Island installs power line markers to save ducks." <http://www.valleycentral.com/news/story.aspx?list=195035&id=722005>

Environment News Service, Feb. 20. "U.S., Mexico open transboundary Gulf waters to oil and gas."

<http://www.ens-newswire.com/ens/feb2012/2012-02-20-02.html>

The Houston Press Blogs, Feb. 20. "More Texas Cities Considering bans on plastic grocery bags."

http://blogs.houstonpress.com/eating/2012/02/more_texas_cities_considering.php

Standard-Examiner (Utah), Feb. 19. "Proposed offshore wind farms face hurricane risk, study says."

<http://www.standard.net/stories/2012/02/19/proposed-offshore-wind-farms-face-hurricane-risk-study-says>

Corpus Christi Caller-Times, Feb. 19. "Discussion about a plastic bag ban to reach Corpus Christi City Council Tuesday."

<http://www.caller.com/news/2012/feb/19/discussion-about-a-plastic-bag-ban-to-reach-city/>

Austin American-Statesman, Feb. 18. "Travel Matters: Wine, tulips and a fragrance butler."

<http://www.statesman.com/life/travel/travel-matters-wine-tulips-and-a-fragrance-butler-2184218.html>

AdvancedAngler.com, Feb. 17. "Pure Fishing recognizes youth fishing programs."

<http://www.advancedangler.com/industrynews.asp?SelectValue=Pure%20Fishing%20Recognizes%20Youth%20Fishing%20Programs>

Texas Insider, Feb. 16. "Winter Texans join forces for Adopt-A-Beach Cleanup."

<http://www.texasinsider.org/?p=58564>

Fox News, Feb. 16. "Top 5 hottest spring break destinations."

<http://www.foxnews.com/travel/2012/02/16/top-5-destinations-for-spring-break/>

The Toronto Star, Feb. 16. "Spring Break 2012: Where to party in the U.S.A."

<http://www.thestar.com/travel/northamerica/article/1132301--spring-break-2012-where-to-party-in-the-u-s-a>

Montreal Gazette, Feb. 15. "American attitude of openness is quite extraordinary."

<http://www.montrealgazette.com/American+attitude+openness+quite+extraordinary/6154517/story.html>

Your Valley Voice, Feb. 14. "Winter Texans join forces for Adopt-A-Beach Cleanup."
http://www.yourvalleyvoice.com/news/winter_texans/article_8faefde4-5781-11e1-a9ba-0019bb2963f4.html

The Monitor (McAllen), Feb. 13. "SPI promoter seeks pirates for upcoming event."
<http://www.themonitor.com/entertainment/pirates-58736-unemployed-october.html>

Toronto Star Blogs, Feb. 13. "Trashiest Spring Break Spots."
<http://thestar.blogs.com/travel/2012/02/trashiest-spring-break-spots-buffaloniagara-airport-growing-greece-riots.html>

USA Today Travel, Feb. 13. "The 10 trashiest spring break destinations."
<http://travel.usatoday.com/destinations/dispatches/post/2012/02/the-10-trashiest-spring-break-destinations/623699/1>

Valley Morning Star, Feb. 11. "Top places to live: Retirees look at low cost of living, quality of life."
<http://www.valleymorningstar.com/articles/living-98059-charlene-retirees.html>

Brownsville Herald, Feb. 11. "Valley a mecca for retirees."
<http://www.brownsvilleherald.com/articles/valley-136838-harlingen-mecca.html>

Austin American-Statesman, Feb. 11. "Who's your padre? Prepare for the annual storming of the beach." TAG contributed updates and information to Anders for this Sunday travel section story.
<http://www.statesman.com/life/travel/whos-your-padre-prepare-for-the-annual-storming-2169550.html>

Brownsville Herald, Feb. 8. "Winter Texans hit the beach to clean it up."
<http://www.brownsvilleherald.com/news/padre-136823-south-beach.html>

Multiple stories on this event also ran in:

- Valley Central
- Valley Morning Star

Statesman.com (Austin American-Statesman), Feb. 8. "Anders Meanders: State Department updates Mexico warning." http://www.statesman.com/blogs/content/shared-gen/blogs/austin/andersmeanders/entries/2012/02/08/state_department_updates_mexic.html?cxntfid=blogs_anders_meanders

Brownsville Herald, Feb. 8. "CBP: two fishing boats intercepted."
<http://www.brownsvilleherald.com/news/intercepted-136738-island-padre.html>

Valley Morning Star, Feb. 7. "SPI beach accesses to be a part of 'Cash for Trash.'"
<http://www.valleymorningstar.com/news/spi-97984-trash-accesses.html>

La Junta Tribune-Democrat (Colo.), Feb. 3. "Snowbirds fly to south Texas to bird watching paradise."
<http://www.lajuntatribunedemocrat.com/newsnow/x1393362489/Snowbirds-fly-to-south-Texas-to-bird-watching-paradise>

The Texas Tribune, Feb. 3. "Texas' Haul from BP spill: \$100 million and counting."
<http://www.texastribune.org/texas-environmental-news/water-supply/texas-haul-bp-spill-100-million-and-counting/>

Dallas Child, Feb. 2. "Getaways: Padre Paradise."
<http://dallaschild.com/showarticle.asp?artid=1333>

Reuters news service, Feb. 2. "Texas Oysters may soon be back on menus." TAG coordinated an interview with Mayor Pinkerton for this article.
<http://www.reuters.com/article/2012/02/02/us-oysters-texas-idUSTRE81119T20120202>

KGBT-TV Channel 4 (Rio Grande Valley), Feb. 1. "COED Magazine rates South Padre Island as 'trashy.'"
<http://www.valleycentral.com/neighborhood/story.aspx?id=714773>

Schlitterbahn Beach Resort story

Valley Morning Star, Feb. 2. "Schlitterbahn SPI to become resort."
<http://www.valleymorningstar.com/articles/resort-97895-schlitterbahn-south.html>

This story also ran in outlets including:

- RE Business Online
- WCWG 20 (Greensboro, NC)
- KGBT-TV Channel 4 (Rio Grande Valley)
- Hotel Online
- E-Global Travel Media
- Austin American-Statesman
- San Antonio Express-News
- WKRN (Nashville, Tenn.)
- CityBizList (Houston)
- Brownsville Herald
- KGWN-TV (Cheyenne, Wyo.)
- Hospitality Industry

ACCOUNT SERVICE

- Account service and maintenance: planning meetings, clip searches, reports for CVA marketing committee and board meetings, meetings and discussions with CVB and TAG SPI team, etc.



Web

sopadre.com

2/1 – 2/29

Total Visits: 80,557/LY: 56,983

Avg. Time: 3:37

Source: Referring 9.17%, Direct 14.50%, Search 76.33%

Countries: US, Canada, Mexico

States: TX, Illinois, Minnesota, Missouri, Ohio, Michigan, Cali, Oklahoma, Wisconsin, Colorado

Cities: Houston, Austin, SA, Mcallen, Dallas, SPI, Ft. Worth, Ballinger, Brownsville, Arlington

1/1 – 1/31

Total Visits: 74,704/LY: 59,375

Avg. Time: 3:53

Source: Referring 8.47%, Direct 11.78%, Search 79.75%

Countries: US, Canada, Mexico

States: TX, Illinois, Minnesota, Missouri, Oklahoma, Ohio, Michigan, California, Wisconsin, NY

Cities: Houston, McAllen, SA, Austin, Dallas, Ballinger, Ft. Worth, SPI, Brownsville, HRL

12/1 – 12/31

Total Visits: 39,378/LY: 33,225

Avg. Time: 3:33

Source: Referring 7.16%, Direct 9.84%, Search 83%

Countries: US, Canada, Mexico

States: TX, Illinois, Minnesota, Cali, Missouri, Oklahoma, NY, Wisconsin, Colorado, Michigan

Cities: Houston, McAllen, Austin, Dallas, San Antonio, SPI, Ballinger, Brownsville, Harlingen, Ft. Worth



11/1 – 11/30

Total Visits: 36,410/LY: 28,983

Avg. Time: 3:16

Source: Referring 7.73%, Direct 8.97%, Search 83.30%

Countries: US, Canada, Mexico

States: TX, Illinois, Minnesota, Iowa, Cali, NY, Missouri, Colorado, Wisconsin, Michigan

Cities: Houston, McAllen, Dallas, San Antonio, Austin, South Padre Island, Brownsville, Ballinger, Harlingen, Ft Worth

10/1 – 10/31

Total Visits: 37,826/LY: 28,556

Avg. Time: 3:34

Source: Direct 8.73%, Referring 10.52%, Search 80.75%

Countries: US, Canada, Mexico

States: TX, Illinois, Minnesota, Cali, NY, Colorado, Oklahoma, Ohio, Michigan, Missouri

Cities: Mcallen, Houston, SA, Austin, Dallas, Brownsville, Ballinger, SPI, HRL, Ft. Worth



Web

whosyourpadre.com

2/1 – 2/29

Total Visits: 56,527/LY: 47,726

Avg. Time: 3:53

Source: Direct 9.61%, Referring 29.28%, Search 61.09%

Countries: US, Mexico, Canada

States: TX, Illinois, Michigan, Minnesota, Ohio, Indiana, Wisconsin, Kansas, Missouri, Iowa

Cities: Houston, Austin, San Antonio, Dallas, Mcallen, College Station, Brownsville, Lubbock, Ft. Worth, San Marcos

1/1 – 1/31

Total Visits: 42,040/LY: 33,426

Avg. Time: 4:18

Source: Direct 11.32%, Referring 26.26%, Search 62.42%

Countries: US, Mexico, Canada

States: TX, Illinois, Minnesota, Michigan, Indiana, California, Ohio, Oklahoma, Nebraska, Kansas

Cities: Houston, SA, Austin, Dallas, McAllen, Brownsville, College Station, Ballinger, San Marcos, Lubbock

12/1 – 12/31

Total Visits: 6,882/LY: 9,326

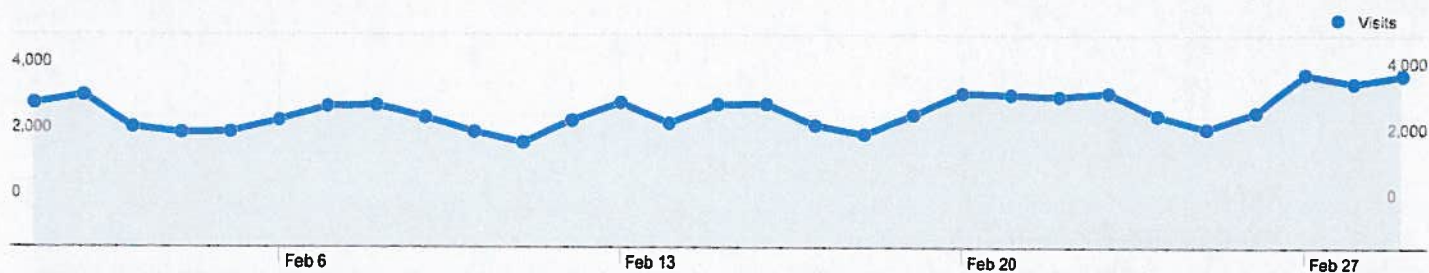
Avg. Time: 4:19

Source: Search 62.22%, Referring 29.47%, Direct 8.30%

Countries: US, Canada, Mexico

States: TX, Illinois, Minnesota, Michigan, Nebraska, Wisconsin, Indiana, Iowa, NY, Ohio

Cities: Houston, McAllen, Dallas, SA, Austin, Ballinger, Brownsville, Ft. Worth, Corpus, Arlington



Site Usage

80,557 Visits

43.56% Bounce Rate

313,074 Pageviews

00:03:37 Avg. Time on Site

3.89 Pages/Visit

79.35% % New Visits

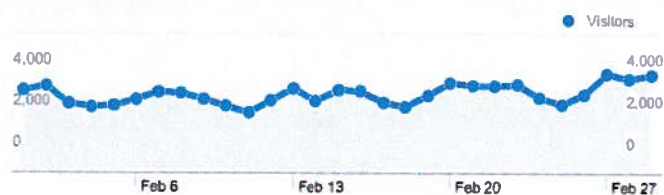
Content Overview

Pages	Pageviews	% Pageviews
/island/	69,586	22.23%
/attractions/	20,848	6.66%
/lodging/listing.php?cat=1	11,773	3.76%
/attractions/listing.php?cat=7	10,877	3.47%
/lodging/listing.php?cat=2	5,964	1.90%

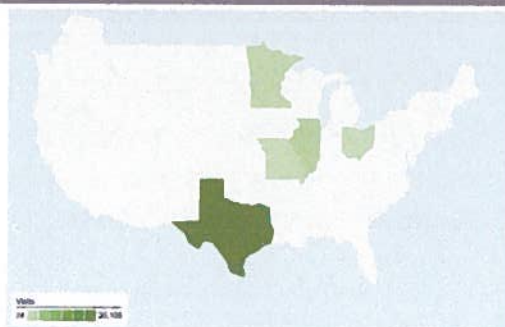
Map Overlay



Visitors Overview


Visitors
67,943

Country/Territory Detail: United States



Referring Sites

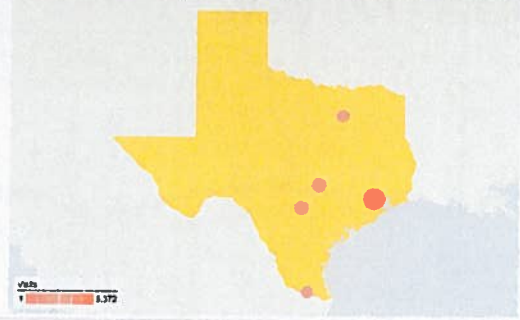
Source	Visits	% visits
springbreak.sopadre.com	1,727	23.37%
clicks.pureleads.com	565	7.65%
facebook.com	404	5.47%
google.com	344	4.65%
flybrownsville.com	274	3.71%

Traffic Sources Overview



■ Search Engines	61,488.00 (76.33%)
■ Direct Traffic	11,679.00 (14.50%)
■ Referring Sites	7,390.00 (9.17%)

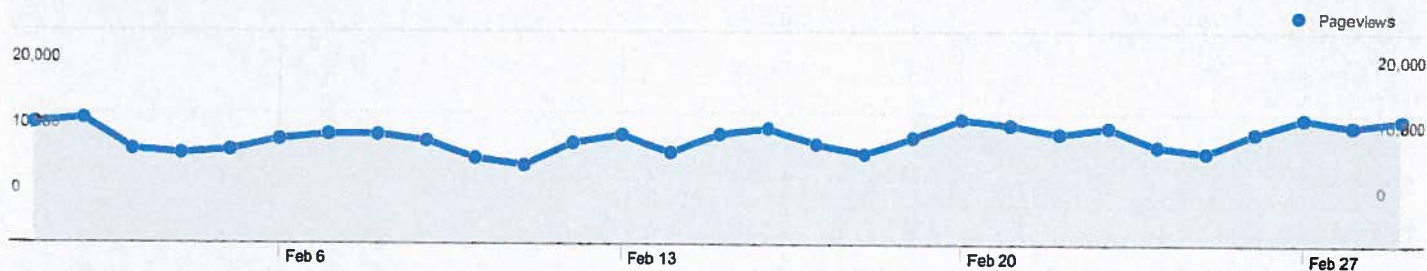
State Detail: Texas



Content Overview

Feb 1, 2012 - Feb 29, 2012

Comparing to: Site



Pages on this site were viewed a total of 313,074 times

 313,074 Pageviews

 240,135 Unique Views

 43.56% Bounce Rate

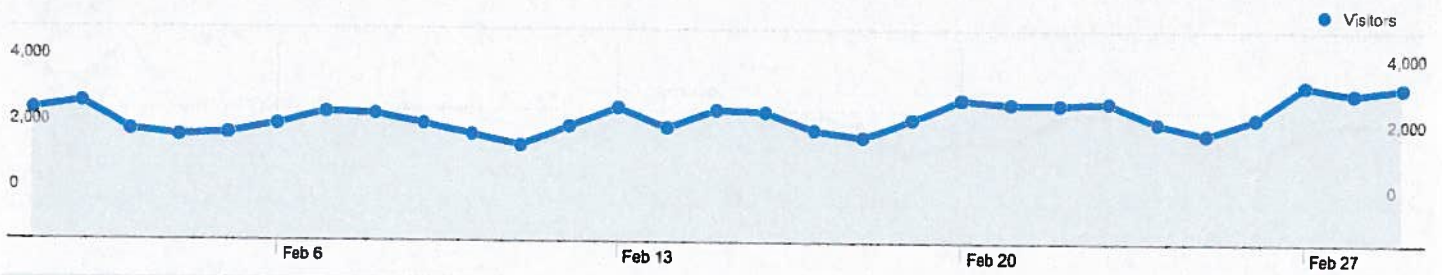
Top Content

Pages	Pageviews	% Pageviews
/island/	69,586	22.23%
/attractions/	20,848	6.66%
/lodging/listing.php?cat=1	11,773	3.76%
/attractions/listing.php?cat=7	10,877	3.47%
/lodging/listing.php?cat=2	5,964	1.90%

Visitors Overview

Feb 1, 2012 - Feb 29, 2012

Comparing to: Site

**67,943 people visited this site**

80,557 Visits

67,943 Absolute Unique Visitors

313,074 Pageviews

3.89 Average Pageviews

00:03:37 Time on Site

43.56% Bounce Rate

79.35% New Visits

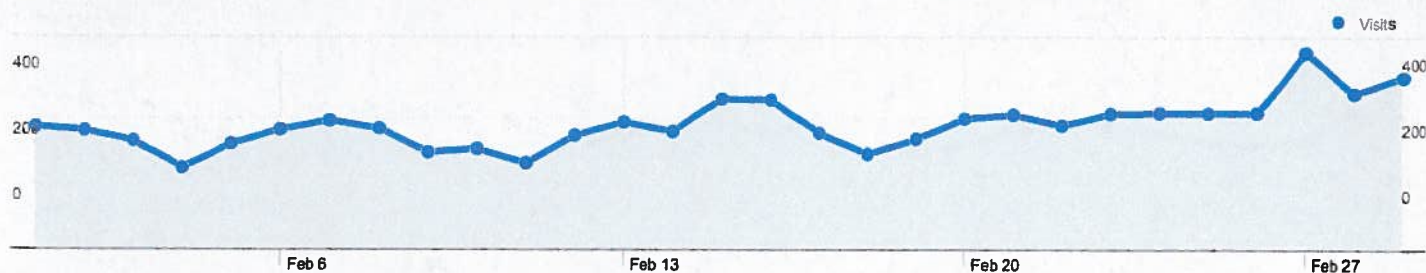
Technical Profile

Browser	Visits	% visits
Internet Explorer	34,766	43.16%
Safari	16,489	20.47%
Chrome	9,880	12.26%
Firefox	9,546	11.85%
Android Browser	8,572	10.64%

Referring Sites

Feb 1, 2012 - Feb 29, 2012

Comparing to: Site



Referring sites sent 7,390 visits via 644 sources

Site Usage

Visits 7,390 % of Site Total: 9.17%	Pages/Visit 2.93 Site Avg: 3.89 (-24.66%)	Avg. Time on Site 00:02:35 Site Avg: 00:03:37 (-28.52%)	% New Visits 79.05% Site Avg: 79.35% (-0.38%)	Bounce Rate 56.94% Site Avg: 43.56% (30.73%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
springbreak.sopadre.com	1,727	2.31	00:01:55	73.13%	63.40%
clicks.pureleads.com	585	1.50	00:00:26	99.65%	81.59%
facebook.com	404	3.54	00:03:13	75.00%	54.46%
google.com	344	2.24	00:01:25	87.79%	53.78%
flybrownsville.com	274	3.67	00:04:04	75.91%	39.42%
myspi.org	205	5.02	00:07:22	60.98%	24.39%
view.atdmt.com	202	1.50	00:00:29	89.11%	83.17%
search.mywebsearch.com	197	4.36	00:04:37	76.14%	30.96%
m.facebook.com	127	1.75	00:01:28	82.68%	78.74%
padre.localplacement.net	120	3.26	00:04:00	80.00%	60.83%

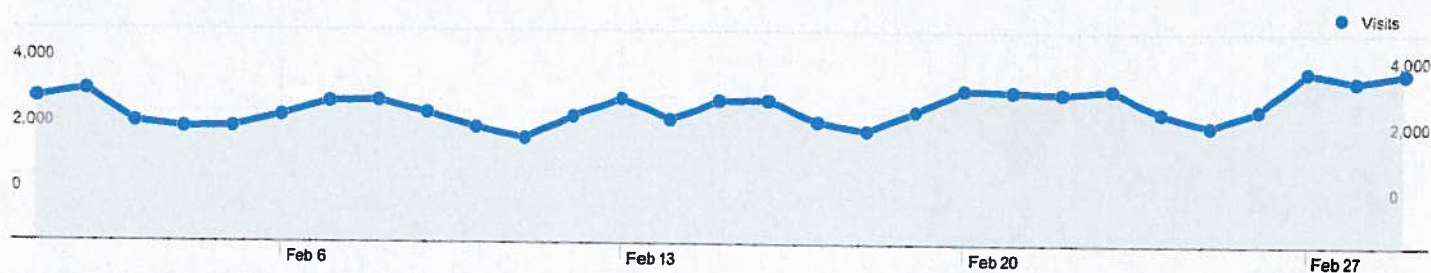
1 - 10 of 644

1 - 10 of 644

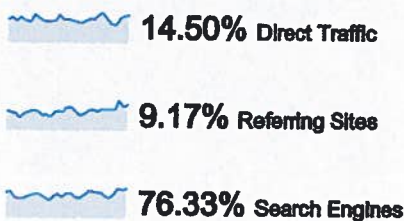
Traffic Sources Overview

Feb 1, 2012 - Feb 29, 2012

Comparing to: Site



All traffic sources sent a total of 80,557 visits



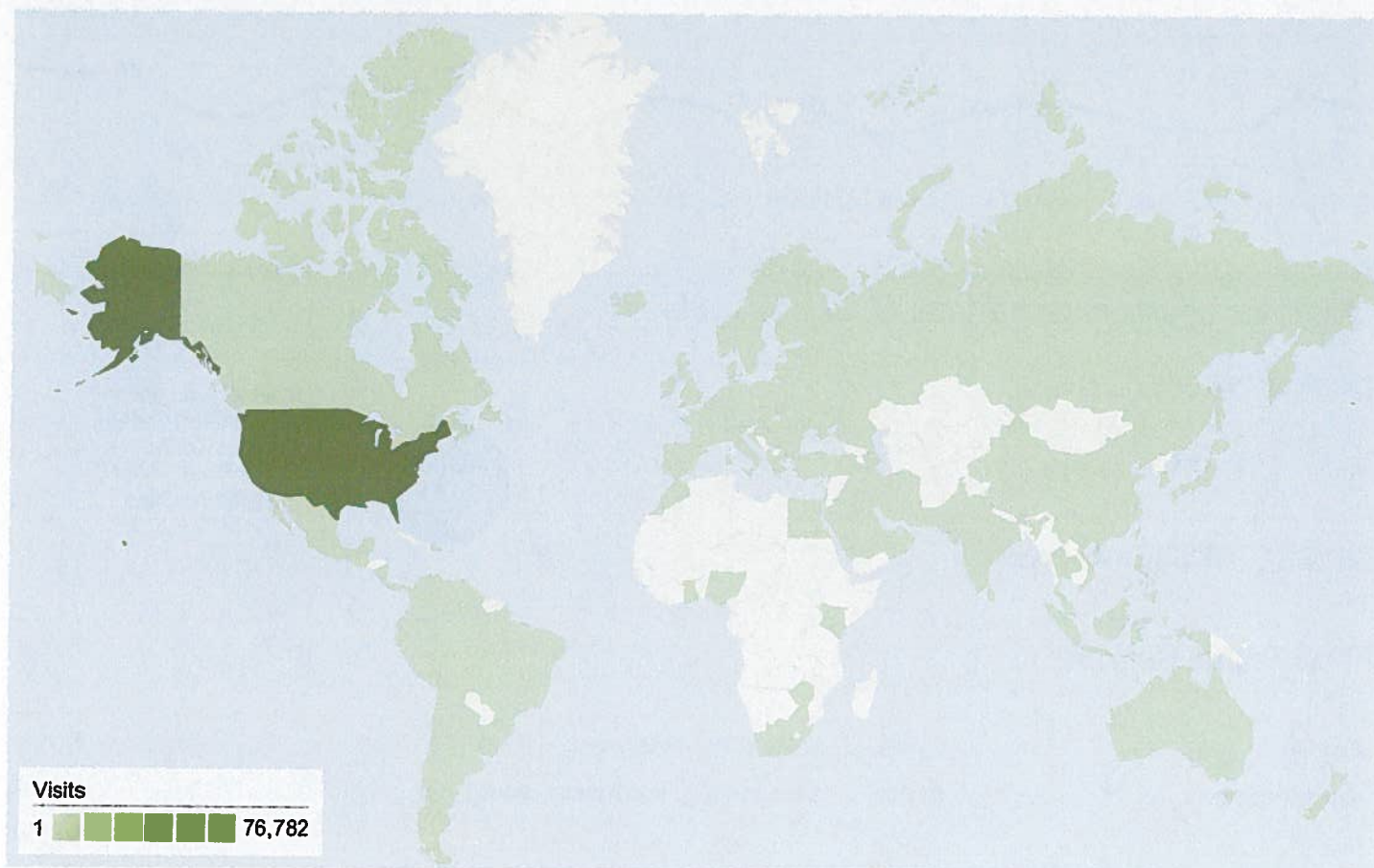
■ Search Engines
61,488.00 (76.33%)

■ Direct Traffic
11,679.00 (14.50%)

■ Referring Sites
7,390.00 (9.17%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	50,059	62.14%	south padre island	25,199	40.98%
(direct) ((none))	11,679	14.50%	(not provided)	8,070	13.12%
yahoo (organic)	5,363	6.66%	south padre	2,550	4.15%
bing (organic)	4,702	5.84%	padre island	1,895	3.08%
springbreak.sopadre.com	1,727	2.14%	south padre island texas	1,176	1.91%



80,557 visits came from 102 countries/territories

Site Usage

Visits 80,557 % of Site Total: 100.00%	Pages/Visit 3.89 Site Avg: 3.89 (0.00%)	Avg. Time on Site 00:03:37 Site Avg: 00:03:37 (0.00%)	% New Visits 79.44% Site Avg: 79.35% (0.11%)	Bounce Rate 43.56% Site Avg: 43.56% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	76,782	3.91	00:03:39	79.37%	43.26%
Canada	1,414	3.49	00:02:57	80.83%	42.01%
Mexico	1,066	3.92	00:03:55	76.45%	48.69%
United Kingdom	265	2.65	00:01:57	89.43%	56.98%
(not set)	110	2.68	00:02:56	86.36%	52.73%
Germany	96	2.75	00:02:15	84.38%	51.04%
India	81	2.23	00:01:33	88.89%	62.96%
Australia	73	2.63	00:02:16	76.71%	53.42%
Italy	39	1.82	00:01:09	94.87%	61.54%

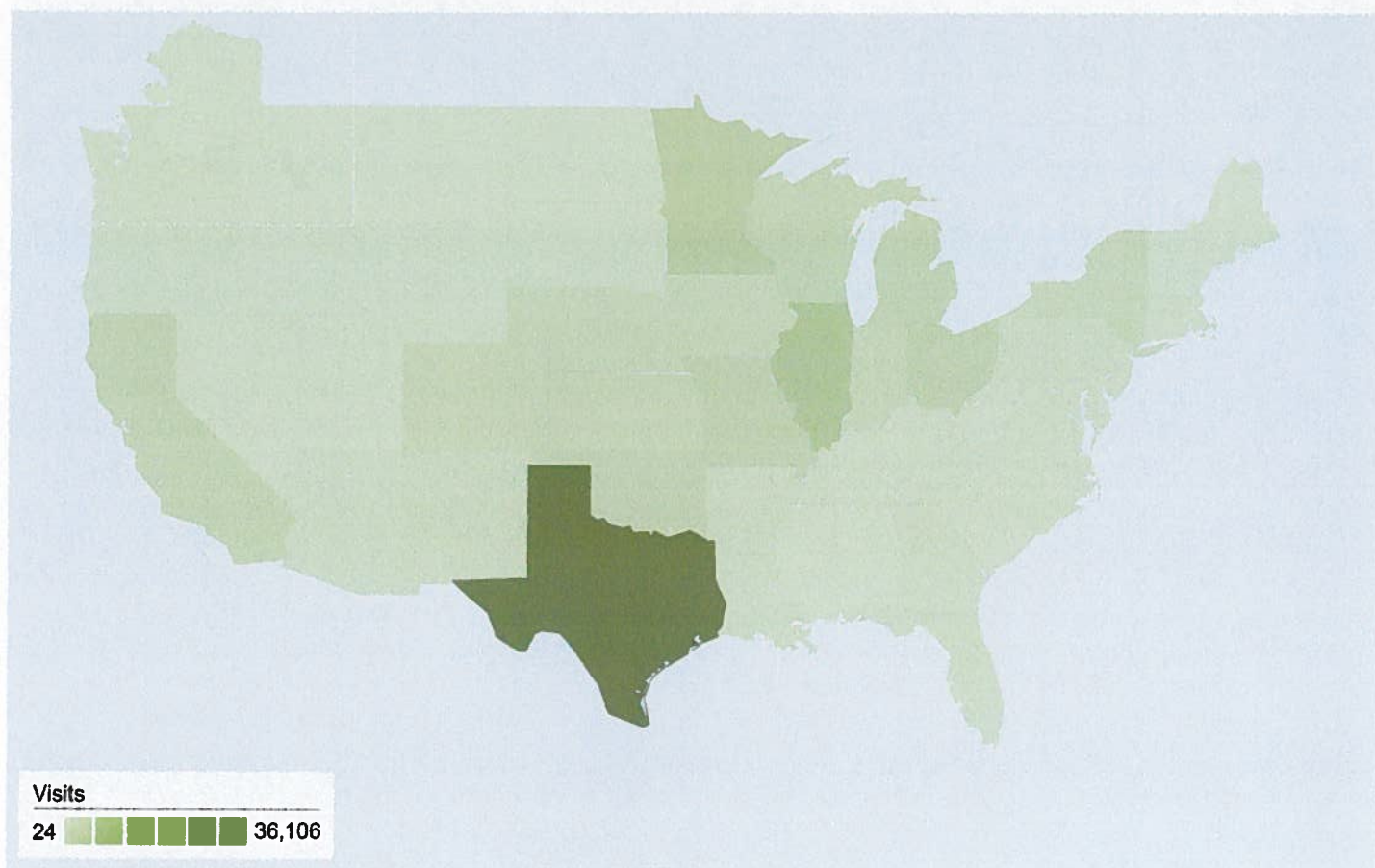
France	37	3.41	00:02:02	75.68%	62.16%
1 - 10 of 102					

Country/Territory Detail:

United States

Feb 1, 2012 - Feb 29, 2012

Comparing to: Site

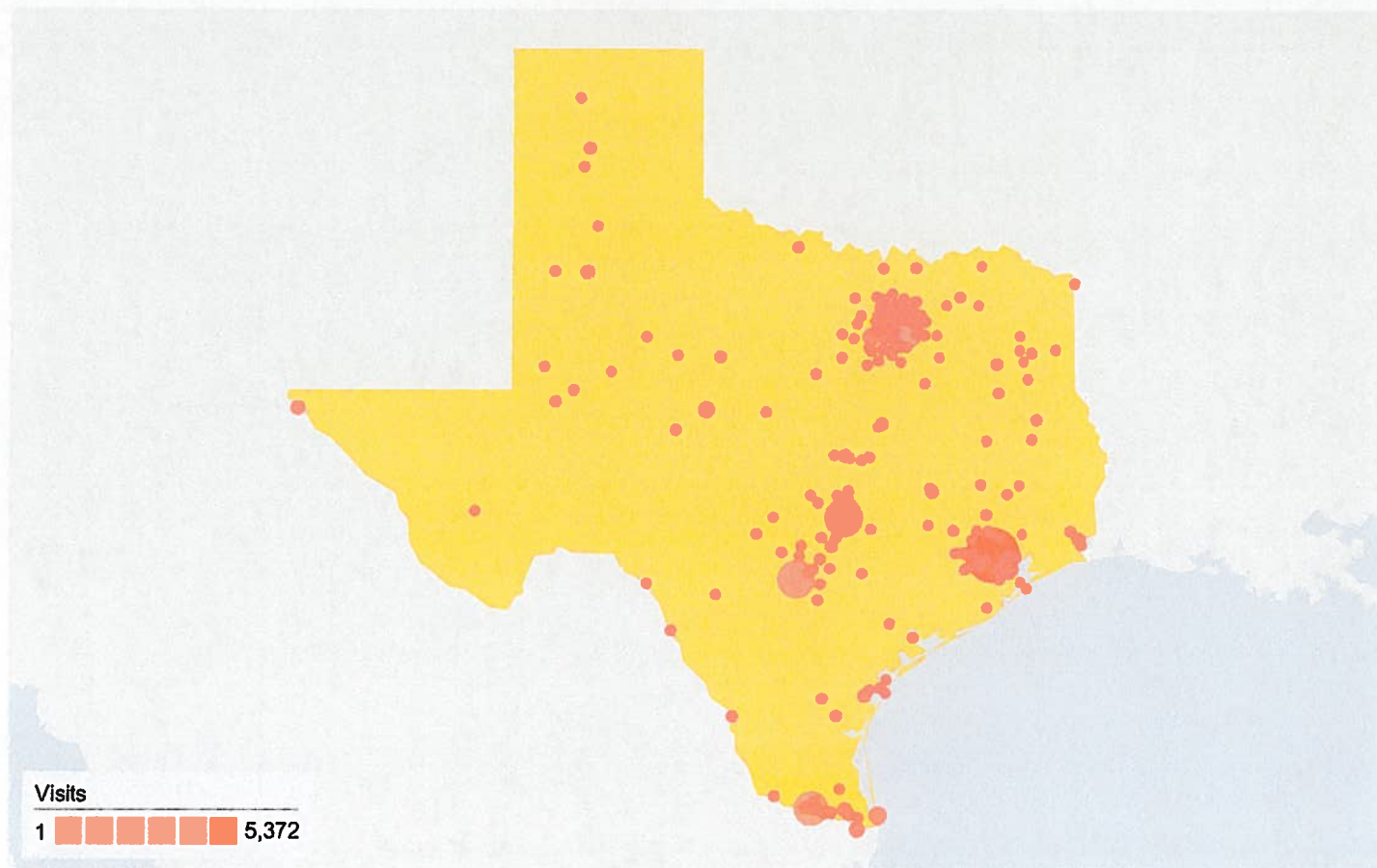


This country/territory sent 76,782 visits via 52 regions

Site Usage

Visits 76,782 % of Site Total: 95.31%	Pages/Visit 3.91 Site Avg: 3.89 (0.73%)	Avg. Time on Site 00:03:39 Site Avg: 00:03:37 (1.01%)	% New Visits 79.37% Site Avg: 79.35% (0.02%)	Bounce Rate 43.26% Site Avg: 43.56% (-0.68%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Texas	36,106	4.35	00:04:17	75.54%	39.16%
Illinois	4,615	2.97	00:02:40	84.81%	55.64%
Minnesota	3,306	4.03	00:03:40	78.07%	43.10%
Missouri	2,119	4.12	00:03:55	80.23%	44.03%
Ohio	2,088	2.58	00:01:51	89.18%	63.07%
Michigan	2,031	3.00	00:02:20	86.16%	56.52%
California	1,989	3.17	00:02:47	84.26%	48.16%
Oklahoma	1,829	5.16	00:05:22	76.49%	32.59%
Wisconsin	1,804	3.62	00:03:14	80.32%	45.73%

Colorado	1,592	3.80	00:03:43	81.03%	39.45%
1 - 10 of 52					

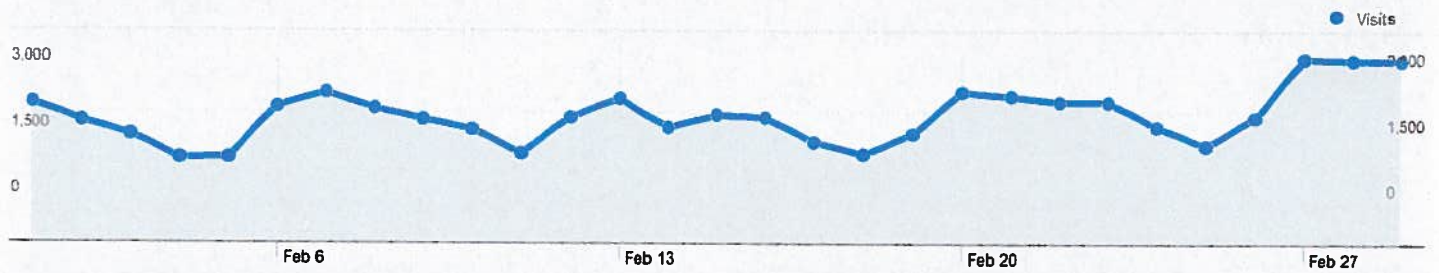


This state sent 36,106 visits via 404 cities

Site Usage

Visits 36,106 % of Site Total: 44.82%	Pages/Visit 4.35 Site Avg: 3.89 (12.03%)	Avg. Time on Site 00:04:17 Site Avg: 00:03:37 (18.27%)	% New Visits 75.54% Site Avg: 79.35% (-4.81%)	Bounce Rate 39.16% Site Avg: 43.56% (-10.10%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Houston	5,372	4.39	00:04:26	78.80%	38.25%
Austin	3,441	3.77	00:03:19	76.00%	44.61%
San Antonio	3,312	4.82	00:04:54	76.39%	37.02%
Mcallen	2,885	3.71	00:03:59	59.48%	44.02%
Dallas	2,857	4.08	00:04:17	77.21%	40.50%
South Padre Island	870	3.79	00:03:10	49.77%	41.15%
Ft Worth	859	5.09	00:04:46	77.65%	35.97%
Ballinger	718	4.10	00:05:15	82.17%	39.83%
Brownsville	557	3.57	00:02:46	74.15%	44.88%

Arlington	524	4.60	00:04:20	78.44%	41.03%
1 - 10 of 404					



Site Usage

56,527 Visits

 31.06% Bounce Rate

 359,515 Pageviews

 00:03:53 Avg. Time on Site

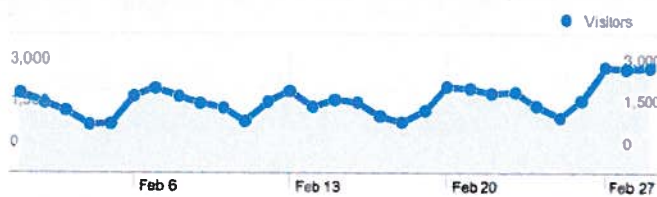
 6.36 Pages/Visit

 73.68% % New Visits

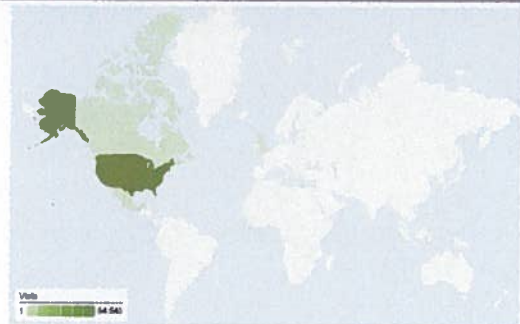
Content Overview

Pages	Pageviews	% Pageviews
/2012/home/	54,999	15.30%
/2012/events/	30,453	8.47%
/2012/where2stay/	16,386	4.56%
/2012/where2party/	14,245	3.96%
/2012/activities/	13,527	3.76%

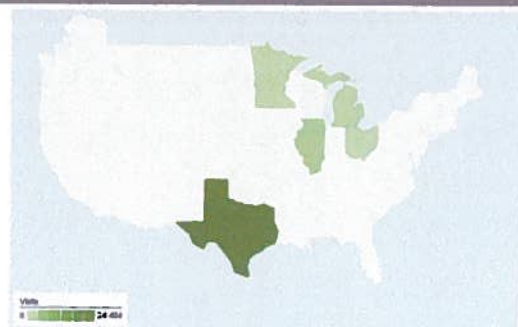
Visitors Overview


Visitors
44,562

Map Overlay



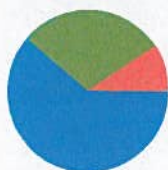
Country/Territory Detail: United States



Referring Sites

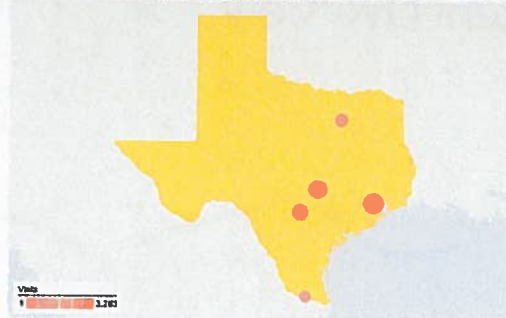
Source	Visits	% visits
sopadre.com	7,121	43.02%
facebook.com	4,173	25.21%
a.rfihub.com	1,805	10.91%
m.facebook.com	635	3.84%
coccozella.com	146	0.88%

Traffic Sources Overview



■ Search Engines	34,535.00 (61.09%)
■ Referring Sites	16,552.00 (29.28%)
■ Direct Traffic	5,432.00 (9.61%)
■ Other	8 (0.01%)

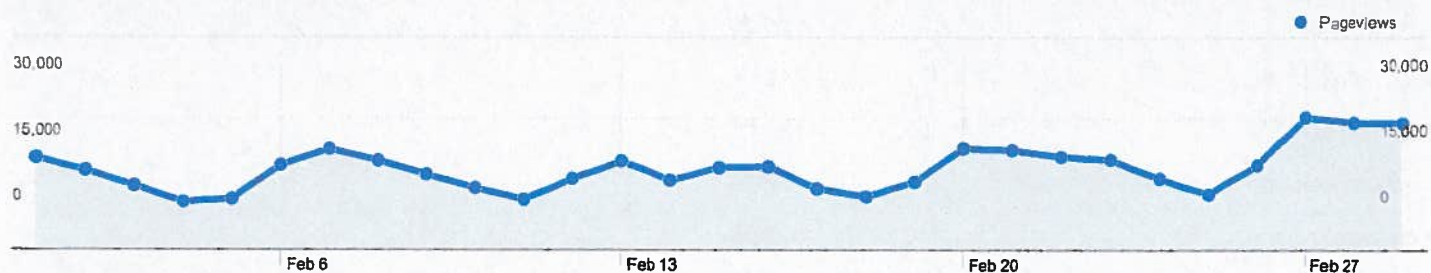
State Detail: Texas




Content Overview

Feb 1, 2012 - Feb 29, 2012

Comparing to: Site



Pages on this site were viewed a total of 359,515 times

 359,515 Pageviews

 282,907 Unique Views

 31.06% Bounce Rate

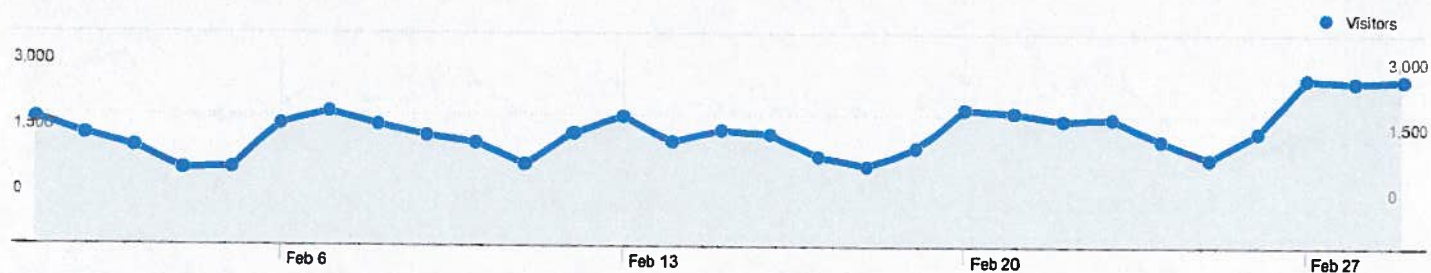
Top Content

Pages	Pageviews	% Pageviews
/2012/home/	54,999	15.30%
/2012/events/	30,453	8.47%
/2012/where2stay/	16,386	4.56%
/2012/where2party/	14,245	3.96%
/2012/activities/	13,527	3.76%

Visitors Overview

Feb 1, 2012 - Feb 29, 2012

Comparing to: Site



44,562 people visited this site

56,527 Visits

44,562 Absolute Unique Visitors

359,515 Pageviews

6.36 Average Pageviews

00:03:53 Time on Site

31.06% Bounce Rate

73.68% New Visits

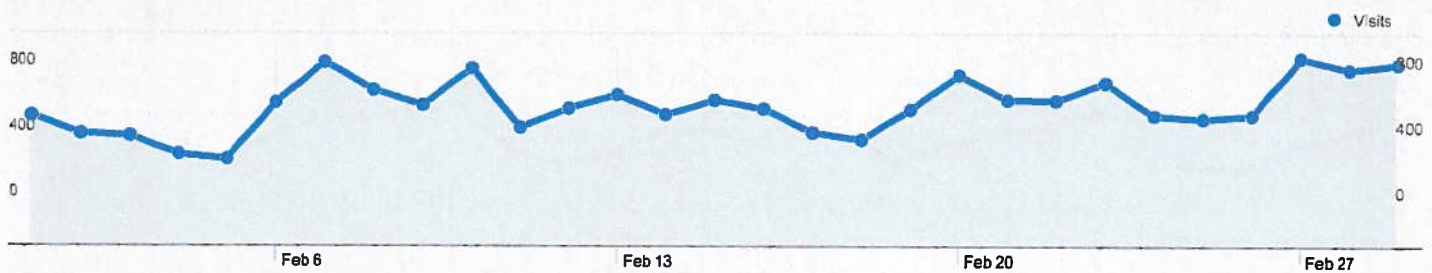
Technical Profile

Browser	Visits	% visits
Internet Explorer	16,951	29.99%
Safari	15,355	27.16%
Chrome	10,419	18.43%
Firefox	7,520	13.30%
Android Browser	4,876	8.63%

Referring Sites

Feb 1, 2012 - Feb 29, 2012

Comparing to: Site



Referring sites sent 16,552 visits via 487 sources

Site Usage

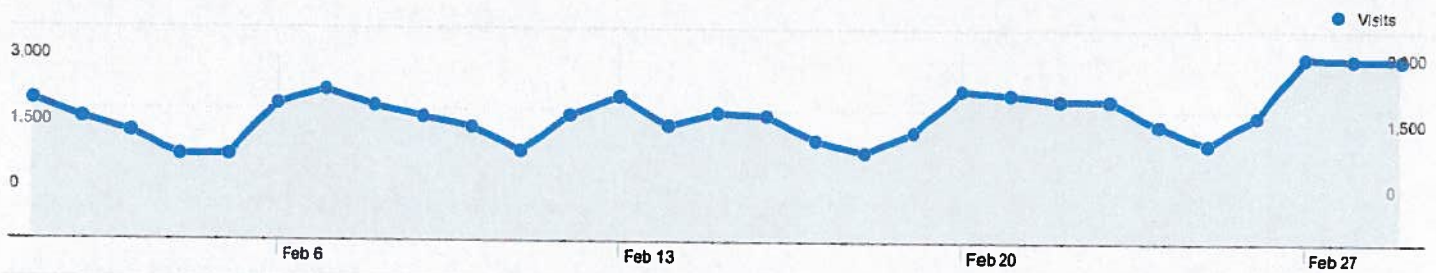
Visits 16,552 % of Site Total: 29.28%	Pages/Visit 5.77 Site Avg: 6.36 (-9.22%)	Avg. Time on Site 00:03:22 Site Avg: 00:03:53 (-13.32%)	% New Visits 71.57% Site Avg: 73.68% (-2.86%)	Bounce Rate 33.04% Site Avg: 31.06% (6.37%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
sopadre.com	7,121	8.77	00:05:18	80.42%	15.04%
facebook.com	4,173	3.30	00:01:54	81.24%	59.93%
a.rfihub.com	1,805	3.97	00:02:08	51.80%	38.39%
m.facebook.com	635	2.36	00:01:10	84.41%	59.84%
coccozella.com	146	2.81	00:01:29	96.58%	17.12%
apps.facebook.com	132	1.79	00:01:01	93.18%	75.00%
wellhabits.com	105	3.20	00:01:38	0.00%	21.90%
google.com	98	5.26	00:02:56	81.63%	26.53%
fundwiser.com	92	3.08	00:01:40	0.00%	27.17%
t.co	84	2.77	00:01:19	84.52%	75.00%
1 - 10 of 487					

1 - 10 of 487

Traffic Sources Overview

Feb 1, 2012 - Feb 29, 2012

Comparing to: Site



All traffic sources sent a total of 56,527 visits

9.61% Direct Traffic

29.28% Referring Sites

61.09% Search Engines



Search Engines
34,535.00 (61.09%)

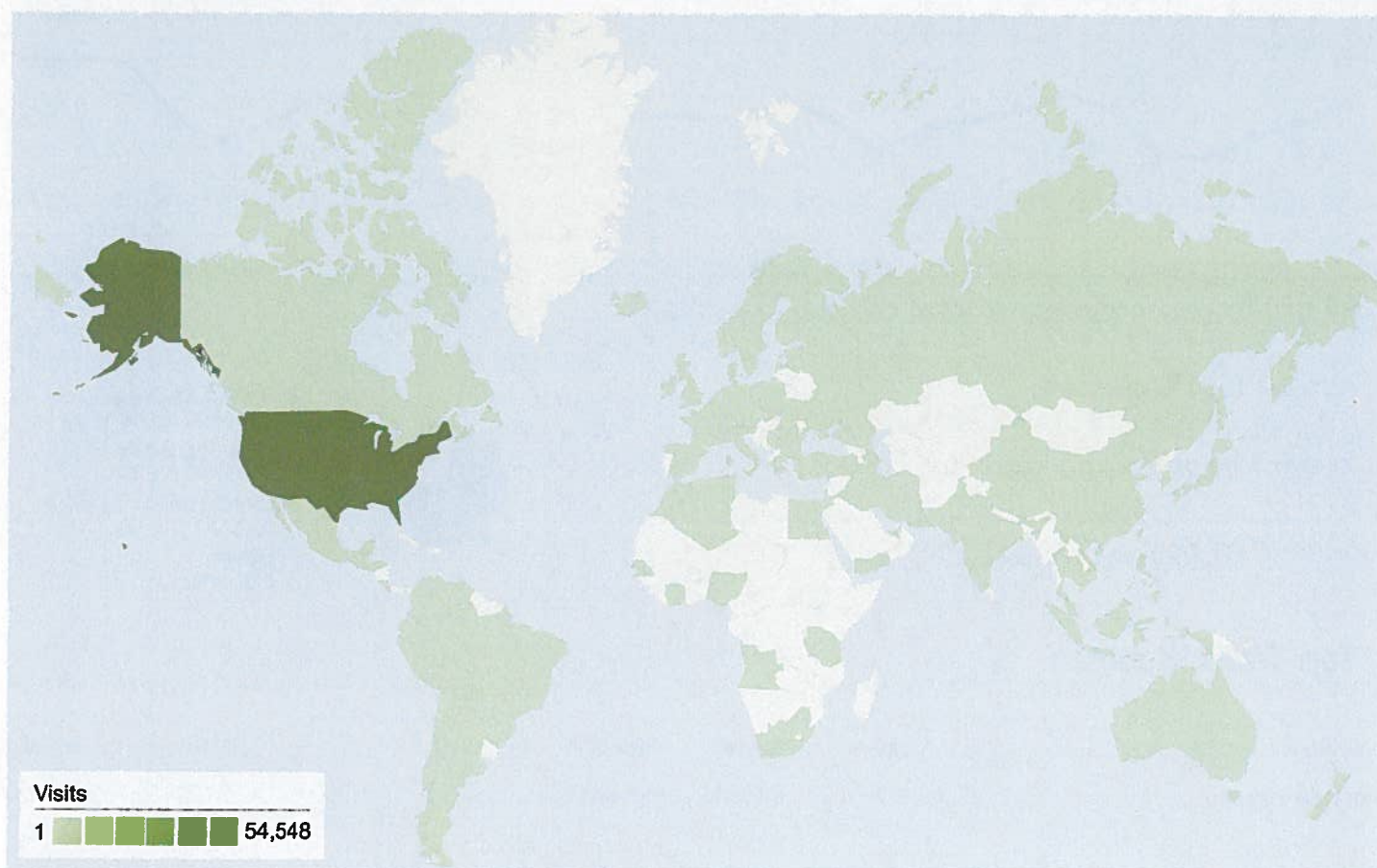
Referring Sites
16,552.00 (29.28%)

Direct Traffic
5,432.00 (9.61%)

Other
8 (0.01%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	30,135	53.31%	(not set)	5,151	14.92%
sopadre.com (referral)	7,121	12.60%	south padre island spring break	4,264	12.35%
(direct) ((none))	5,432	9.61%	south padre island spring break	2,041	5.91%
facebook.com (referral)	4,173	7.38%	south padre spring break 2012	1,809	5.24%
bing (organic)	2,135	3.78%	south padre spring break	1,019	2.95%



56,527 visits came from 86 countries/territories

Site Usage

Visits 56,527 % of Site Total: 100.00%	Pages/Visit 6.36 Site Avg: 6.36 (0.00%)	Avg. Time on Site 00:03:53 Site Avg: 00:03:53 (0.00%)	% New Visits 73.86% Site Avg: 73.66% (0.25%)	Bounce Rate 31.06% Site Avg: 31.06% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	54,548	6.40	00:03:54	73.60%	31.06%
Mexico	822	6.33	00:04:33	77.13%	25.91%
Canada	341	5.12	00:02:57	85.34%	25.51%
(not set)	115	5.17	00:02:46	84.35%	34.78%
United Kingdom	98	4.56	00:02:30	87.76%	33.67%
Germany	57	4.25	00:02:00	91.23%	35.09%
India	56	3.43	00:04:59	92.86%	35.71%
Australia	54	4.19	00:02:09	74.07%	38.89%
Brazil	50	2.24	00:01:34	90.00%	54.00%

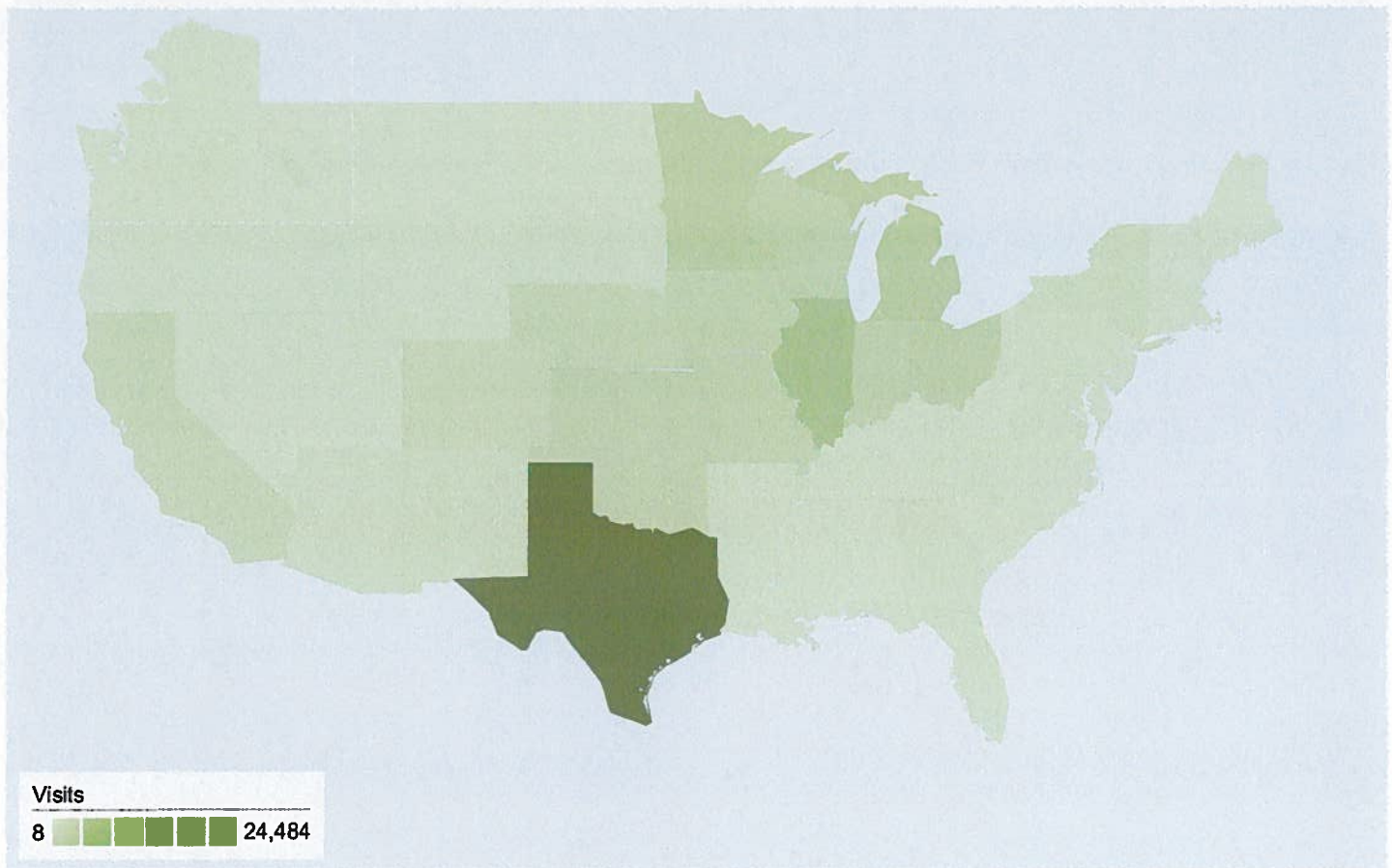
Italy	39	3.38	00:01:35	84.62%	43.59%
1 - 10 of 86					

Country/Territory Detail:

United States

Feb 1, 2012 - Feb 29, 2012

Comparing to: Site



This country/territory sent 54,548 visits via 52 regions

Site Usage

Visits 54,548 % of Site Total: 96.50%	Pages/Visit 6.40 Site Avg: 6.36 (0.66%)	Avg. Time on Site 00:03:54 Site Avg: 00:03:53 (0.38%)	% New Visits 73.60% Site Avg: 73.68% (-0.12%)	Bounce Rate 31.06% Site Avg: 31.06% (0.02%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Texas	24,484	7.11	00:04:36	73.93%	26.56%
Illinois	3,771	4.81	00:02:41	73.11%	39.46%
Michigan	2,587	3.89	00:01:52	76.81%	50.83%
Minnesota	2,208	6.22	00:03:33	72.33%	28.58%
Ohio	1,903	3.93	00:01:56	76.41%	47.56%
Indiana	1,729	4.84	00:02:20	70.85%	40.95%
Wisconsin	1,625	5.50	00:03:06	68.68%	37.54%
Kansas	1,503	7.59	00:04:46	65.27%	27.74%
Missouri	1,468	6.50	00:03:56	70.16%	32.43%

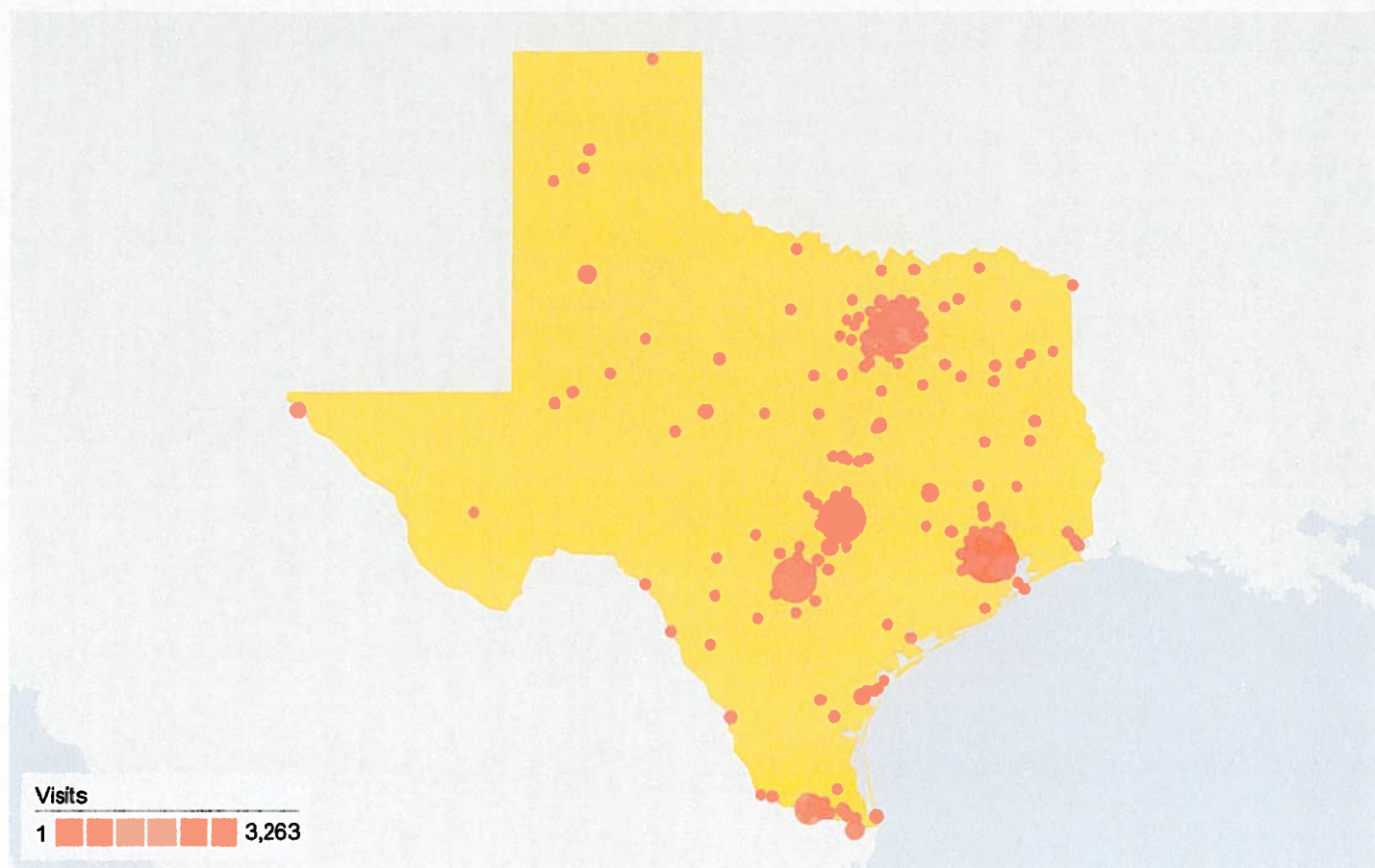
Iowa	1,422	6.87	00:03:42	68.07%	29.04%
					1 - 10 of 52

State Detail:

Texas

Feb 1, 2012 - Feb 29, 2012

Comparing to: Site

**This state sent 24,484 visits via 337 cities****Site Usage**

Visits 24,484 % of Site Total: 43.31%	Pages/Visit 7.11 Site Avg: 6.36 (11.86%)	Avg. Time on Site 00:04:36 Site Avg: 00:03:53 (18.59%)	% New Visits 73.93% Site Avg: 73.68% (0.34%)	Bounce Rate 26.56% Site Avg: 31.06% (-14.49%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Houston	3,263	6.87	00:05:06	76.56%	27.46%
Austin	2,758	5.57	00:03:27	74.80%	32.74%
San Antonio	2,547	7.36	00:04:41	71.10%	27.95%
Dallas	2,019	5.50	00:03:33	73.80%	29.67%
Mcallen	1,545	5.91	00:03:47	75.73%	25.11%
College Station	614	8.97	00:05:26	71.99%	21.50%
Brownsville	595	5.89	00:03:14	82.52%	26.22%
Lubbock	589	7.97	00:05:31	65.20%	32.26%
Ft Worth	486	7.42	00:05:15	73.05%	23.87%

San Marcos	457	7.28	00:04:14	63.89%	24.95%
1 - 10 of 337					