

**NOTICE OF MEETING**  
**THE CITY OF SOUTH PADRE ISLAND**  
**THE CONVENTION & VISITORS ADVISORY BOARD**  
**MAY 9, 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, May 9, 2012 at 2:00p.m.,** in the **Municipal Building Joyce H. Adams Board Room, 2<sup>nd</sup> 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 April 11, 2012.
5. Review of monthly and year to date revenues, expenditures and financial statements. (Free)
6. Discussion and action regarding consideration for 2012 funding request from SPI Bikefest as it pertains to 2012/2013 Events Marketing Budget. (Hancock)
7. Discussion and action regarding consideration for 2013 funding request from Inertia Tours as it pertains to 2012/2013 Events Marketing Budget. (Spring Break Promotions) (Hancock)
8. Discussion and action regarding the recommendations and selections of Trade Shows to attend for fiscal year 2012/2013. (Ledbetter)
9. Discussion and action regarding special event focus group's progress for fiscal year budget 2012/2013. (Hancock)
10. Update, discussion and action regarding fulfillment process. (Ahadi)
11. Discussion and action concerning advertising, including recent and planned ad placements, web usage statistics and recent public relations efforts. (Atkins)
12. Set New Meeting date / agenda items for next meeting.
13. Adjourn.

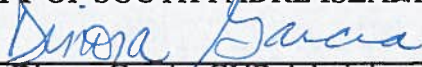
Dated this, the 4<sup>th</sup> day of May 2012.

CITY OF SOUTH PADRE ISLAND

Dinora Garcia  
Dinora Garcia, CVB Administrative Assistant

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 May 3, 2012 at 2:30pm 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, CVB Administrative Assistant

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.

**CITY OF SOUTH PADRE ISLAND  
CVA BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** May 9, 2012

**NAME & TITLE:** Dinora Garcia, Administrative Assistant to the CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve minutes of the April 11, 2012 meeting

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**



CONVENTION AND VISITORS AUTHORITY

**MEETING OF THE CONVENTION & VISITORS ADVISORY BOARD  
MEETING MINUTES  
APRIL 11, 2012**

**I. CALL TO ORDER**

The Convention and Visitors Advisory Board of South Padre Island, Texas held a regular meeting Wednesday, April 11, 2012 in the Joyce H. Adams Board Room, 2<sup>nd</sup> 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: Pamela Romer, Bryan Pinkerton, Rene Valdez, Lynne Tate, Joe Ricco, Bob Friedman, Jose Mulet, and Daniel Salazar  
Absent: Michael Jones and Barry Patel

**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 MARCH 7, 2012**

Mr. Rene Valdez moved to approve the minutes, seconded by Ms. Pam Romer. Motion passed unanimously.

**V. DISCUSSION AND POSSIBLE ACTION TO ACCEPT THE RESIGNATION OF MIKE BIGELOW AS CHAIRPERSON**

Mr. Daniel Salazar moved to accept the resignation of Mr. Mike Bigelow as chairperson, seconded by Mr. Rene Valdez. Motion passed unanimously.

**VI. DISCUSSION AND POSSIBLE ACTION TO APPOINT A CHAIRPERSON**

Ms. Pam Romer nominated Ms. Lynne Tate for chairperson, she accepted, seconded by Mr. Bob Friedman. Motion passed unanimously.

**VII. DISCUSSION AND ACTION TO ACCEPT THE RESIGNATION OF JOY HARTUNG FROM THE CVA AND AS VICE-CHAIR**

Mr. Mike Bigelow moved to accept the resignation of Ms. Joy Hartung from the CVA and as Vice-Chair, seconded by Mr. Bob Friedman. Motion passed unanimously.

**VIII. DISCUSSION AND ACTION TO APPOINT A VICE-CHAIR**

Mr. Bryan Pinkerton nominated Mike Bigelow as vice-chair, he accepted, seconded Ms. Pam Romer. Motion passed unanimously.

- IX. REVIEW OF MONTHLY AND YEAR TO DATE REVENUES, EXPENDITURES AND FINANCIAL STATEMENTS**  
Review and discussion held, no action taken
- X. DISCUSSION AND ACTION TO CLARIFY THE PURPOSE OF THE CVA SUB-COMMITTEE REFERRED TO AS THE MARKETING COMMITTEE, DEFINE ITS REGULAR MEETING DATE AND TIME AND TO MAKE APPOINTMENTS TO THE MARKETING COMMITTEE**  
Mr. Daniel Salazar moved to dissolve the marketing committee, seconded by Ms. Pam Romer. Motion passed unanimously.
- XI. DISCUSSION AND ACTION REGARDING A CONTRACT WITH AJR MEDIA GROUP TO PROVIDE EXACT TARGET E-MAIL MARKETING APPLICATION SERVICES**  
Ms. Pam Romer moved to go forward with the contract with AJR Media, seconded by Mr. Mike Bigelow. Motion passed unanimously.
- XII. DISCUSSION AND ACTION TO RENEGOTIATE CONTRACT NUMBERS 21575 AND 21576 WITH INTERSPACE AIRPORT ADVERTISING FOR DIGITAL DISPLAY AND RACK SPACE LOCATED AT VALLEY INTERNATIONAL AIRPORT**  
Mr. Daniel Salazar moved to terminate these contracts, seconded by Mr. Rene Valdez. Motion passed unanimously.
- XIII. DISCUSSION AND ACTION REGARDING CONTRACT WITH BROWNSVILLE SOUTH PADRE ISLAND INTERNATIONAL AIRPORT FOR TERMINAL ADVERTISING**  
Mr. Daniel Salazar moved to terminate contract, seconded by Mr. Bob Friedman. Motion passed unanimously.
- XIV. DISCUSSION AND ACTION REGARDING CONTRACT WITH SMITH TRAVEL RESEARCH**  
Mr. Rene Valdez moved to renew contract, seconded by Mr. Daniel Salazar. Motion passed unanimously.
- XV. DISCUSSION AND ACTION REGARDING THE FULFILLMENT PROCESS**  
Mr. Rene Valdez motioned to move forward with fulfillment process, seconded by Mr. Bryan Pinkerton. Motion passed unanimously.
- XVI. DISCUSSION AND ACTION REGARDING THE RECOMMENDATIONS AND SELECTIONS OF TRADE SHOWS FOR FISCAL YEAR 2012/2013**  
Mr. Rene Valdez moved to streamline the selection of trade shows for next month's CVA meeting, seconded by Mr. Daniel Salazar. Motion passed unanimously.
- XVII. DISCUSSION AND ACTION TO GIVE STAFF DIRECTION REGARDING THE LINEUP AND ENHANCEMENT OF SPECIAL EVENTS FOR FISCAL YEAR 2012/2013**  
Mr. Daniel Salazar moved to create a focus group for the enhancement of the special events for fiscal year 2012/2013, seconded by Mr. Rene Valdez. Motion passed unanimously.

**XVIII. DISCUSSION AND ACTION TO PROVIDE GUIDELINES TO STAFF ON THE SELECTION CRITERIA OF TRAVEL WRITERS, TO INCLUDE SUCH ITEMS AS WHAT TO OFFER A TRAVEL WRITER, WHAT THE TRAVEL WRITER SHOULD PROVIDE IN RETURN AND ANY OTHER CRITERIA DEEMED NECESSARY**

Ms. Lynne Tate moved that Ms. DeeOnda Ahadi and Mr. Steve Atkins put together a plan to place this in motion, seconded by Ms. Pamela Romer. Motion passed unanimously.

**XIX. DISCUSSION AND ACTION REGARDING THE CREATION OF A PROMOTIONAL VIDEO TO BE USED BY THE SALES DIVISION**

Ms. Pam Romer moved that Ms. Connie Ledbetter move forward with the creation of the promotional video, seconded by Mr. Bob Friedman. Motion passed unanimously.

**XX. DISCUSSION AND ACTION REGARDING THE PLACEMENT OF AN ADVERTISEMENT IN THE DINE & SHOP BROCHURE PRODUCED BY TOUCAN GRAPHICS**

Mr. Bob Friedman moved to continue with the advertisement in the Dine & Shop brochure, seconded by Mr. Daniel Salazar. Vote taken motion carried. Mr. Bryan Pinkerton abstained from voting.

**XXI. DISCUSSION AND ACTION TO OUTLINE THE STRATEGIC DIRECTION FOR FISCAL YEAR 2012/2013 BY DEFINING TARGETED MARKETS AND THE ESTABLISHMENT OF GOALS AND OBJECTIVES RELATING TO THE MEDIA PLAN, PUBLIC RELATIONS PLAN, SALES PROGRAM AND IDENTIFY OUR TRADE SHOW APPROACH**

Item was not discussed due to Mr. Atkins departure to catch his flight on time since meeting ran longer than planned.

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

Item was not discussed due to Mr. Atkins departure to catch his flight on time since meeting ran longer than planned.

**XXIII. SET NEW MEETING DATE / AGENDA ITEMS FOR NEXT MEETING**

Next scheduled meeting will be May 9, 2012, at 2:00p.m.

**XXIV. ADJOURN**

**CITY OF SOUTH PADRE ISLAND  
CVA BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** May 9, 2012

**NAME & TITLE:** Beth Free, Chief Financial Officer

**DEPARTMENT:** Finance

**ITEM**

Review of monthly and year to date revenues, expenditures and financial statements.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**





# Memo

**To:** Convention & Visitors Authority Board  
**From:** Beth Free, CFO  
City of South Padre Island  
**CC:** Joni Clarke  
**Date:** May 4, 2012  
**Re:** Convention Center Financial Statements

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The financial statements for the Convention and Visitors Bureau are attached. The financial statements include the Balance Sheets as of April 30, 2012 and 2011 respectively as well as the Operating Statement for the seven months then ended for both 2012 and 2011. The summary statements include budgetary information compared to the actual amounts expended. The statements are in summary form with the income and expenditure detailed line items attached. The detail listing is solely for the April activity. The summary statements and line item detail reports include expenditures as well as encumbrances. An encumbrance is a purchase order or contract and represents a commitment by the CVB to acquire goods or services which have not been provided or for which an invoice has not been processed as of the statement date. Those line items that exceed the authorized levels of expenditure have the amounts bracketed in the column labeled "Unencumbered Balance".

Please contact me at 956-761-3049 at your earliest convenience should you have any questions.

*"A Certified Retirement Community"*

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4601 Padre Boulevard • South Padre Island, Texas 78597 • 956.761.6456 • Fax 956.761.3892



Hotel/Motel - Conv. Centre Funds  
 April 30, 2012  
 Issue date: 5/3/2012

**City of South Padre Island  
 Convention & Visitor's Bureau  
 Balance Sheet  
 April 30, 2012/2011**

Assets	Hotel/Motel Fund		Conv. Centre Fund		Total	
	Apr 30, 2012	Apr 30, 2011	Apr 30 2012	Apr 30, 2011	Apr 30, 2012	Apr 30, 2011
Cash and cash equivalents	\$50.00	\$12,500.00	\$854,686.49	\$183,747.98	\$854,736.49	\$196,247.98
Receivables	\$7,945.13	\$8,094.37	\$101.08	\$1,021.23	\$8,046.21	\$9,115.60
Due from Hotel/Motel Fund	\$0.00	\$0.00	\$692,745.70	\$1,013,409.36	\$692,745.70	\$1,013,409.36
Due from other funds	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Prepaid Items	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total Assets</b>	<b>\$7,995.13</b>	<b>\$20,594.37</b>	<b>\$1,547,533.27</b>	<b>\$1,198,178.57</b>	<b>\$1,555,528.40</b>	<b>\$1,218,772.94</b>
<b>Liabilities and Fund Balances</b>						
Accounts Payable	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Due to General Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Due to Convention Center Fund	\$692,745.70	\$1,013,409.36	\$0.00	\$0.00	\$692,745.70	\$1,013,409.36
Due to other funds	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Reserved for Encumbrances	\$771,307.06	\$657,160.61	\$106,532.40	\$56,129.23	\$877,839.46	\$713,289.84
Other liabilities	\$63.09	\$90.64	\$4.95	\$8.81	\$68.04	\$99.45
Deferred Revenue	\$0.00	\$0.00	\$40,172.50	\$22,252.50	\$40,172.50	\$22,252.50
<b>Total Liabilities</b>	<b>\$1,464,115.85</b>	<b>\$1,670,660.61</b>	<b>\$146,709.85</b>	<b>\$78,390.54</b>	<b>\$1,610,825.70</b>	<b>\$1,749,051.15</b>
<b>Fund Balance</b>	<b>(\$1,456,120.72)</b>	<b>(\$1,650,066.24)</b>	<b>\$1,400,823.42</b>	<b>\$1,119,788.03</b>	<b>(\$55,297.30)</b>	<b>(\$530,278.21)</b>
<b>Total Liabilities and Fund Balance</b>	<b>\$7,995.13</b>	<b>\$20,594.37</b>	<b>\$1,547,533.27</b>	<b>\$1,198,178.57</b>	<b>\$1,555,528.40</b>	<b>\$1,218,772.94</b>

Hotel/Motel - Conv. Centre Funds  
April 30, 2012  
Issue date: 5/3/2012

**City of South Padre Island**  
**Convention & Visitor's Bureau**  
**STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCES**  
**For the seven months ending April 30, 2012/2011**

	2012			2011			2012			2011		
	Hotel/Motel Fund			Convention Centre Fund			Convention Centre Fund			Total		
	Budget	Actual	Actual	Budget	Actual	Actual	Budget	Actual	Actual	Budget	Actual	Prior Year
<b>REVENUES</b>												
Nonproperty taxes	\$3,774,540.00	\$958,274.34	\$944,264.05	\$1,898,460.00	\$480,928.04	\$440,734.63	\$5,673,000.00	\$1,439,202.38	\$1,384,998.68			
Fees and Services	\$16,000.00	\$12,861.13	\$11,021.90	\$201,000.00	\$88,323.22	\$144,549.16	\$217,000.00	\$101,184.35	\$155,571.06			
Ticket Sales and Event Fees	\$25,000.00	\$33,300.93	\$0.00	\$0.00	\$0.00	\$0.00	\$25,000.00	\$33,300.93	\$0.00			
Miscellaneous	\$0.00	\$306.30	\$2.49	\$10,000.00	\$3,782.04	\$10,516.08	\$10,000.00	\$4,088.34	\$10,518.57			
Other Financing Sources	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00			
Total Revenues	\$3,815,540.00	\$1,004,742.70	\$955,288.44	\$2,109,460.00	\$573,033.30	\$595,799.87	\$5,925,000.00	\$1,577,776.00	\$1,551,088.31			
Less other Financing Sources	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00			
Operating Revenues	\$3,815,540.00	\$1,004,742.70	\$955,288.44	\$2,109,460.00	\$573,033.30	\$595,799.87	\$5,925,000.00	\$1,577,776.00	\$1,551,088.31			
<b>EXPENDITURES (Includes Encumbrances for Commitments Issued)</b>												
Visitors Bureau	\$306,536.34	\$138,525.81	\$197,277.64	\$0.00	\$0.00	\$0.00	\$306,536.34	\$138,525.81	\$197,277.64			
Sales & Marketing	\$2,851,990.28	\$2,419,855.81	\$2,242,561.24	\$0.00	\$0.00	\$0.00	\$2,851,990.28	\$2,419,855.81	\$2,242,561.24			
Events Marketing	\$532,949.03	\$432,809.79	\$508,733.62	\$0.00	\$0.00	\$0.00	\$532,949.03	\$432,809.79	\$508,733.62			
Convention Centre	\$0.00	\$0.00	\$0.00	\$1,711,199.36	\$1,196,236.61	\$1,183,114.65	\$1,711,199.36	\$1,196,236.61	\$1,183,114.65			
Total Expenditures	\$3,691,475.65	\$2,991,191.41	\$2,948,572.50	\$1,711,199.36	\$1,196,236.61	\$1,183,114.65	\$5,402,675.01	\$4,187,428.02	\$4,131,687.15			
Less Other Adjustments :												
Debt service on 2002 Bonds (565-9470)	\$0.00	\$0.00	\$0.00	\$426,069.00	\$426,069.00	\$421,993.50	\$426,069.00	\$426,069.00	\$421,993.50			
Cost of Issuance New Bonds (565-0535)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00			
Total Debt Related Expenditures	\$0.00	\$0.00	\$0.00	\$426,069.00	\$426,069.00	\$421,993.50	\$426,069.00	\$426,069.00	\$421,993.50			
Expenditures net of Debt related Costs	\$3,691,475.65	\$2,991,191.41	\$2,948,572.50	\$1,285,130.36	\$770,167.61	\$761,121.15	\$4,976,606.01	\$3,761,359.02	\$3,709,693.65			
Excess (Deficiency) of Revenues Over												
(Under) Expenditures	\$124,064.35	(\$1,986,448.71)	(\$1,993,284.06)	\$398,260.64	(\$623,203.31)	(\$587,314.78)	\$522,324.99	(\$2,609,652.02)	(\$2,580,598.84)			
Fund balance - beginning	\$530,327.99	\$530,327.99	\$343,217.82	\$2,024,026.73	\$2,024,026.73	\$1,707,102.81	\$2,554,354.72	\$2,554,354.72	\$2,050,320.63			
Fund balance - ending	\$654,392.34	(\$1,456,120.72)	(\$1,650,066.24)	\$2,422,287.37	\$1,400,823.42	\$1,119,788.03	\$3,076,679.71	(\$55,297.30)	(\$530,278.21)			



5-03-2012 3:41 PM			D E T A I L L I S T I N G				PAGE: 2					
FUND : 02 -HOTEL/MOTEL TAX FUND			TRANSACTION DATE: 4/01/2012 THRU 4/30/2012									
DEPT : 590 VISITORS BUREAU			ACCOUNTS: 590-0010				THRU 593-9999					
POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====	AMOUNT=====	=====	BALANCE=====
-----												
590-0060		OVERTIME										
		B E G I N N I N G B A L A N C E										228.00
4/25/12	4/23	P06351	PYEXP	00613 PAYROLL 4-25-12						702.27		930.27
		=====		APRIL ACTIVITY	DB:	702.27	CR:	0.00		702.27		
		=====		ACCOUNT TOTAL	DB:	702.27	CR:	0.00				
-----												
590-0070		MEDICARE										
		B E G I N N I N G B A L A N C E										1,471.21
4/11/12	4/09	B31596	MISC	03979 PAYROLL				JE# 016081		116.34		1,587.55
4/27/12	4/27	B31688	MISC	03994 PAYROLL				JE# 016133		115.94		1,703.49
		=====		APRIL ACTIVITY	DB:	232.28	CR:	0.00		232.28		
		=====		ACCOUNT TOTAL	DB:	232.28	CR:	0.00				
-----												
590-0080		TMRS										
		B E G I N N I N G B A L A N C E										5,172.56
4/02/12	4/02	A78657	CHK: 124473	08822 T.M.R.S.				020100 201204023819		682.50		5,855.06
		=====		APRIL ACTIVITY	DB:	682.50	CR:	0.00		682.50		
		=====		ACCOUNT TOTAL	DB:	682.50	CR:	0.00				
-----												
590-0081		GROUP INSURANCE										
		B E G I N N I N G B A L A N C E										3,135.89
4/02/12	4/02	A78654	CHK: 124467	08822 FORT DEARBORN LIFE INS C				006133 201204023816		56.20		3,192.09
4/02/12	4/02	A78655	CHK: 124470	08822 TEXAS MUNICIPAL LEAGUE				020057 201204023814		686.88		3,878.97
4/03/12	4/02	B31548	Misc	040312	03960 BLUECROSS APRIL 2012				JE# 016042		53.10	3,932.07
		=====		APRIL ACTIVITY	DB:	796.18	CR:	0.00		796.18		
		=====		ACCOUNT TOTAL	DB:	796.18	CR:	0.00				
-----												
590-0083		WORKERS COMPENSATION										
		B E G I N N I N G B A L A N C E										248.57
-----												
590-0084		UNEMPLOYMENT TAX										
		B E G I N N I N G B A L A N C E										36.53
4/04/12	4/04	B31556		03961 TWC CITY 1ST QTR 2012				JE# 016046		690.32		726.85
		=====		APRIL ACTIVITY	DB:	690.32	CR:	0.00		690.32		
		=====		ACCOUNT TOTAL	DB:	690.32	CR:	0.00				

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590-0085	LONGEVITY								
	B E G I N N I N G B A L A N C E								1,255.00
-----									
590-0090	MERIT ADJUSTMENTS								
	B E G I N N I N G B A L A N C E								0.00
-----									
590-0101	OFFICE SUPPLIES								
	B E G I N N I N G B A L A N C E								678.77
4/16/12	4/16	A79080	CHK: 000000	08870	POST IT NOTES	023053	04611	12.94	691.71
			=====	APRIL ACTIVITY	DB:	12.94	CR:	0.00	12.94
			=====	ACCOUNT TOTAL	DB:	12.94	CR:	0.00	
-----									
590-0102	LOCAL MEETINGS								
	B E G I N N I N G B A L A N C E								10.00
-----									
590-0103	VIDEO CASSETTES								
	B E G I N N I N G B A L A N C E								0.00
-----									
590-0104	FUELS & LUBRICANTS								
	B E G I N N I N G B A L A N C E								292.58
4/09/12	4/09	A78722	CHK: 124507	08834	FUEL PURCHASED IN MARCH	006241	NP33821538	30.45	323.03
			=====	APRIL ACTIVITY	DB:	30.45	CR:	0.00	30.45
			=====	ACCOUNT TOTAL	DB:	30.45	CR:	0.00	
-----									
590-0107	BOOKS & PERIODICALS								
	B E G I N N I N G B A L A N C E								0.00
-----									
590-0108	POSTAGE								
	B E G I N N I N G B A L A N C E								22,791.02
4/05/12	4/05	A78689	CHK: 124485	08828	MISC. SHIPPING CHARGES	021095	0000648239122	112.16	22,903.18
4/12/12	4/12	A78909	CHK: 124542	08852	MISC. SHIPPING CHARGES	021095	0000648239132	84.74	22,987.92
4/17/12	4/17	A79089	CHK: 000000	08873	FREIGHT	1	13-65428	279.00	23,266.92
4/24/12	4/24	A79563	CHK: 124623	08902	VISITOR INFO REQUEST FUL	020104	169	1,394.26	24,661.18
4/24/12	4/24	A79564	CHK: 124623	08902	POSTAL ACCT. FOR MARCH 2	020104	170	2,913.00	27,574.18
4/26/12	4/26	A79651	CHK: 124630	08911	MISC. SHIPPING CHARGES	021095	0000648239152	31.12	27,605.30
			=====	APRIL ACTIVITY	DB:	4,814.28	CR:	0.00	4,814.28
			=====	ACCOUNT TOTAL	DB:	4,814.28	CR:	0.00	

5-03-2012 3:41 PM

## D E T A I L L I S T I N G

PAGE: 4

FUND : 02 -HOTEL/MOTEL TAX FUND

TRANSACTION DATE: 4/01/2012 THRU 4/30/2012

DEPT : 590 VISITORS BUREAU

ACCOUNTS: 590-0010 THRU 593-9999

POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

590-0109 PHOTOGRAPHIC SUPPLIES  
B E G I N N I N G B A L A N C E 0.00

590-0110 FLAGS  
B E G I N N I N G B A L A N C E 75.00

590-0111 TIRES & TUBES  
B E G I N N I N G B A L A N C E 29.50

590-0113 BATTERIES  
B E G I N N I N G B A L A N C E 0.00

590-0114 MEDICAL SUPPLIES  
B E G I N N I N G B A L A N C E 61.51

590-0115 LAMPS & GLOBES  
B E G I N N I N G B A L A N C E 0.00

590-0116 AWARDS  
B E G I N N I N G B A L A N C E 0.00

590-0117 SAFETY SUPPLIES  
B E G I N N I N G B A L A N C E 0.00

590-0118 PRINTING  
B E G I N N I N G B A L A N C E 0.00

590-0130 WEARING APPAREL  
B E G I N N I N G B A L A N C E 0.00

590-0150 MINOR TOOLS & EQUIPMENT  
B E G I N N I N G B A L A N C E 85.56

590-0160 LAUNDRY & JANITORIAL  
B E G I N N I N G B A L A N C E 1,363.93

4/09/12 4/09 A78741 CHK: 999999 08834 MISC. FLOOR MATS FOR V.C 021102 8132034908 51.75 1,415.68



5-03-2012 3:41 PM		D E T A I L L I S T I N G				PAGE: 5			
FUND : 02 -HOTEL/MOTEL TAX FUND		TRANSACTION DATE: 4/01/2012 THRU 4/30/2012							
DEPT : 590 VISITORS BUREAU		ACCOUNTS: 590-0010				THRU 593-9999			
POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
4/16/12	4/16	A79076	CHK: 000000	08870 ADJ. DUE TO TAX CHARGES	023053	09529		13.71CR	1,401.97
4/16/12	4/16	A79077	CHK: 000000	08870 4- PINE-SOL AND WHITE VI	023053	00879		13.71	1,415.68
4/16/12	4/16	A79078	CHK: 000000	08870 OIL CHANGE AND DISINFECT	023053	02144		19.15	1,434.83
4/16/12	4/16	A79079	CHK: 000000	08870 LYSOL, SWIFFER, ETC.	023053	03145		86.68	1,521.51
4/16/12	4/16	A79080	CHK: 000000	08870 DISINFECTANT SPRAY, ETC	023053	04611		47.64	1,569.15
4/16/12	4/16	A79081	CHK: 000000	08870 2- SPRAY GEL	023053	04629		7.94	1,577.09
4/16/12	4/16	A79082	CHK: 000000	08870 LAVANDER PINESOL AND VIN	023053	09530		12.73	1,589.82
4/24/12	4/24	A79539	CHK: 124590	08902 HAND SANITIZER RETURNED	007600	378358		71.01CR	1,518.81
4/24/12	4/24	A79540	CHK: 124590	08902 HAND SANITIZER, TRASH LI	007600	373909		92.46	1,611.27
4/24/12	4/24	A79541	CHK: 124590	08902 INTANT HAND FOAM SANITIZ	007600	374950		65.00	1,676.27
=====				APRIL ACTIVITY	DB:	397.06	CR:	84.72CR	312.34
=====				ACCOUNT TOTAL	DB:	397.06	CR:	84.72CR	
-----									
590-0180		INFORMATION TECHNOLOGY							
		B E G I N N I N G B A L A N C E							
		0.00							
-----									
590-0190		SOFTWARE							
		B E G I N N I N G B A L A N C E							
		0.00							
-----									
590-0210		COLLATERAL PIECES							
		B E G I N N I N G B A L A N C E							
		0.00							
-----									
590-0230		PROMOTION ITEMS							
		B E G I N N I N G B A L A N C E							
		0.00							
-----									
590-0401		FURNITURE/FIXTURES							
		B E G I N N I N G B A L A N C E							
		0.00							
-----									
590-0410		MACHINERY & EQUIPMENT							
		B E G I N N I N G B A L A N C E							
		0.00							
-----									
590-0411		BUILDINGS & STRUCTURES							
		B E G I N N I N G B A L A N C E							
		311.05							
-----									
4/09/12	4/09	A78716	CHK: 999999	08834 AIR FILTER SERVICE - V C	001210	0000057125		29.00	340.05
=====				APRIL ACTIVITY	DB:	29.00	CR:	0.00	29.00
=====				ACCOUNT TOTAL	DB:	29.00	CR:	0.00	

590-0412 LANDSCAPE  
 B E G I N N I N G B A L A N C E 1,000.00

4/11/12 4/11 A78875 CHK: 124539 08846 LAWN CARE SERVICE WEL CT 020221 7293 250.00 1,250.00  
 ===== APRIL ACTIVITY DB: 250.00 CR: 0.00 250.00  
 ===== ACCOUNT TOTAL DB: 250.00 CR: 0.00

590-0415 SERVICE CONTRACTS  
 B E G I N N I N G B A L A N C E 3,990.33

4/12/12 4/12 A78911 CHK: 124537 08853 BROADBAND INTERNET 020185 40812 251.32 4,241.65  
 4/24/12 4/24 A79549 CHK: 999999 08902 MONTHLY PEST CONTROL- VC 016174 40347 55.00 4,296.65  
 ===== APRIL ACTIVITY DB: 306.32 CR: 0.00 306.32  
 ===== ACCOUNT TOTAL DB: 306.32 CR: 0.00

590-0418 PARKING LOTS  
 B E G I N N I N G B A L A N C E 0.00

590-0420 MOTOR VEHICLES  
 B E G I N N I N G B A L A N C E 0.00

4/16/12 4/16 A79078 CHK: 000000 08870 OIL CHANGE AND DISINFECT 023053 02144 33.76 33.76  
 4/16/12 4/16 A79080 CHK: 000000 08870 POST IT NOTES 023053 04611 36.94 70.70  
 ===== APRIL ACTIVITY DB: 70.70 CR: 0.00 70.70  
 ===== ACCOUNT TOTAL DB: 70.70 CR: 0.00

590-0427 PLUMBING  
 B E G I N N I N G B A L A N C E 0.00

590-0501 COMMUNICATIONS  
 B E G I N N I N G B A L A N C E 3,767.45

4/11/12 4/11 A78883 CHK: 124530 08849 PHONE BILL DATED 4/03/12 019520 40312 555.77 4,323.22  
 4/23/12 4/23 A79495 CHK: 124579 08897 TEX-ANN NG CHARGES MARCH 004089 12070590N 34.03 4,357.25  
 ===== APRIL ACTIVITY DB: 589.80 CR: 0.00 589.80  
 ===== ACCOUNT TOTAL DB: 589.80 CR: 0.00

FUND : 02 -HOTEL/MOTEL TAX FUND

TRANSACTION DATE: 4/01/2012 THRU 4/30/2012

DEPT : 590 VISITORS BUREAU

ACCOUNTS: 590-0010 THRU 593-9999

[illegible]

590-0510		RENTAL OF EQUIPMENT					
		B E G I N N I N G     B A L A N C E				2,003.64	
4/24/12	4/24	A79526	CHK: 124632	08901 RENTAL OF EQ-COPY MACHIN	023906 060879435	476.41	2,480.05
		=====	APRIL ACTIVITY	DB:	476.41	CR:	0.00
						476.41	
		=====	ACCOUNT TOTAL	DB:	476.41	CR:	0.00
-----							
590-0511		AUTO ALLOWANCE					
		B E G I N N I N G     B A L A N C E				0.00	
-----							
590-0513		TRAINING EXPENSE					
		B E G I N N I N G     B A L A N C E				0.00	
-----							
590-0520		INSURANCE					
		B E G I N N I N G     B A L A N C E				6,907.15	
4/24/12	4/24	A79532	CHK: 124582	08902 FFLOOD INS. 600 PADRE BL	006064 40712	1,148.00	8,055.15
		=====	APRIL ACTIVITY	DB:	1,148.00	CR:	0.00
						1,148.00	
		=====	ACCOUNT TOTAL	DB:	1,148.00	CR:	0.00
-----							
590-0530		PROFESSIONAL SERVICES					
		B E G I N N I N G     B A L A N C E				717.89	
4/03/12	4/05	B31570	454903	03967 NPC MERCH PYMT PROC-CC FEE	JE# 016056	107.68	825.57
4/04/12	4/05	B31577	454903	03967 NPC MERCH PYMT PROC-CC FEE	JE# 016063	0.44	826.01
4/05/12	4/10	B31601	454903	03970 NPC MERCH PYMT PROC-CC FEE	JE# 016068	1.01	827.02
4/09/12	4/10	B31606	Misc 454903	03970 NPC MERCH PYMT PROC-CC FEE	JE# 016085	0.16	827.18
4/11/12	4/19	B31638	041112	03984 NPC MERCH PYMT PROC-CC FEE	JE# 016101	0.81	827.99
4/16/12	4/19	B31640	454903	03984 NPC MERCH PYMT PROC-CC FEE	JE# 016103	0.24	828.23
4/16/12	4/19	B31641	454903	03984 NPC MERCH PYMT PROC-CC FEE	JE# 016104	0.74	828.97
4/18/12	4/19	B31646	454903	03984 NPC MERCH PYMT PROC-CC FEE	JE# 016109	0.84	829.81
4/23/12	4/23	A79493	CHK: 124575	08897 ASBESTOS SURVEY:VISITORS	003402 6714	675.00	1,504.81
4/24/12	4/25	B31671	454903	03989 NPC MERCHPY PYMT PROC-CC FEE	JE# 016122	0.27	1,505.08
4/25/12	4/26	B31678	454903	03991 NPC MERCH PYMT PROC-CC FEE	JE# 016125	0.85	1,505.93
4/27/12	4/30	B31697	454903	03995 NPC MERCH PYMT PROC-CC FEE	JE# 016140	1.62	1,507.55
4/30/12	5/01	B31701	454903	03996 NPC MERCH PYMT PROC-CC FEE	JE# 016141	27.04	1,534.59
4/30/12	5/01	B31702	454903	03996 NPC MERCH PYMT PROC-CC FEE	JE# 016142	0.24	1,534.83
4/30/12	5/01	B31703	454903	03996 NPC MERCH PYMT PROC-CC FEE	JE# 016143	1.48	1,536.31
		=====	APRIL ACTIVITY	DB:	818.42	CR:	0.00
						818.42	
		=====	ACCOUNT TOTAL	DB:	818.42	CR:	0.00

5-03-2012 3:41 PM                      D E T A I L   L I S T I N G                      PAGE:           8  
 FUND           : 02 -HOTEL/MOTEL TAX FUND                      TRANSACTION DATE: 4/01/2012 THRU 4/30/2012  
 DEPT           : 590           VISITORS BUREAU                      ACCOUNTS: 590-0010                      THRU 593-9999  
 POST    DATE TRAN #    REFERENCE    PACKET=====DESCRIPTION=====    VEND    INV/JE #                      NOTE    =====AMOUNT=====    =====BALANCE=====

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-----
590-0540           ADVERTISING
                   B E G I N N I N G    B A L A N C E                      0.00
-----
590-0550           TRAVEL EXPENSE
                   B E G I N N I N G    B A L A N C E                      290.70
-----
590-0551           DUES & MEMBERSHIPS
                   B E G I N N I N G    B A L A N C E                      0.00
-----
590-0558           DECORATIONS
                   B E G I N N I N G    B A L A N C E                      0.00
-----
590-0580           ELECTRICITY
                   B E G I N N I N G    B A L A N C E                      4,904.72
-----
590-0581           WATER, SEWER & GARBAGE
                   B E G I N N I N G    B A L A N C E                      853.78
-----
4/10/12 4/10 A78820 CHK: 999999       08843 600 PADR BLVD                      012071 201204103824                      32.23           886.01
4/10/12 4/10 A78821 CHK: 999999       08843 600 PADRE BLVD                      012071 201204103825                      50.82           936.83
===== APRIL ACTIVITY           DB:           83.05    CR:           0.00                      83.05
===== ACCOUNT TOTAL           DB:           83.05    CR:           0.00
-----
590-0590           JANITORIAL SERVICES
                   B E G I N N I N G    B A L A N C E                      0.00
-----
590-0598           LAND LEASE
                   B E G I N N I N G    B A L A N C E                      0.00
-----
590-1001           BUILDINGS & STRUCTURES
                   B E G I N N I N G    B A L A N C E                      0.00
-----
590-1004           MACHINERY & EQUIPMENT
                   B E G I N N I N G    B A L A N C E                      0.00
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FUND : 02 -HOTEL/MOTEL TAX FUND

TRANSACTION DATE: 4/01/2012 THRU 4/30/2012

DEPT : 590 VISITORS BUREAU

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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590-1007	MOTOR VEHICLES		
	BEGINNING	BALANCE	0.00

590-1011	INFORMATION TECHNOLOGY	
	BEGINNING BALANCE	0.00

590-9472	INTERFUND TRANSFERS	
	BEGINNING BALANCE	0.00

590-9999	MISC DEPT ADJ		
	B E G I N N I N G	B A L A N C E	0.00

DEPT: 591            \*\* INVALID DEPT \*\*

591-0108	POSTAGE		
	B E G I N N I N G	B A L A N C E	0.00

[illegible]

591-0533	<b>MARKETING</b>	
	B E G I N N I N G     B A L A N C E	0.00

591-0551	DUES & MEMBERSHIPS	
	B E G I N N I N G	B A L A N C E
		0.00

591-9477	TRANSPORTATION GRANT	
	B E G I N N I N G	B A L A N C E
		0.00

592		0533		B E G I N N I N G    B A L A N C E	0.00
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DEPT: 592                      SALES & MARKETING

592-0010	SUPERVISION		
	B E G I N N I N G	B A L A N C E	0.00

5-03-2012 3:41 PM		D E T A I L L I S T I N G				PAGE: 10		
FUND : 02 -HOTEL/MOTEL TAX FUND		TRANSACTION DATE: 4/01/2012 THRU 4/30/2012						
DEPT : 592 SALES & MARKETING		ACCOUNTS: 590-0010				THRU 593-9999		
POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE =====AMOUNT=====	=====BALANCE=====
-----								
592-0010-01		EXEMPT						
				B E G I N N I N G		B A L A N C E		165,288.87
4/11/12	4/09	P06339	PYEXP	00610	PAYROLL 4-11-12		16,830.14	182,119.01
4/11/12	4/09	P06342	PYEXP	00611	PAYROLL CORR 4-11-12		85.78CR	182,033.23
4/25/12	4/23	P06351	PYEXP	00613	PAYROLL 4-25-12		4,743.28	186,776.51
4/25/12	4/25	P06354	PYEXP	00615	PAYROLL COLA 2% 4-1 TO 4-6		46.60	186,823.11
4/30/12	4/30	P06356	PYEXP	00616	PY ADJ TMRS S SOLIZ		0.00	186,823.11
=====				APRIL ACTIVITY	DB:	21,620.02	CR: 85.78CR	21,534.24
=====				ACCOUNT TOTAL	DB:	21,620.02	CR: 85.78CR	
-----								
592-0010-02		NON EXEMPT						
				B E G I N N I N G		B A L A N C E		52,402.42
4/11/12	4/09	P06339	PYEXP	00610	PAYROLL 4-11-12		4,208.56	56,610.98
4/25/12	4/23	P06351	PYEXP	00613	PAYROLL 4-25-12		4,286.38	60,897.36
4/25/12	4/25	P06354	PYEXP	00615	PAYROLL COLA 2% 4-1 TO 4-6		42.00	60,939.36
=====				APRIL ACTIVITY	DB:	8,536.94	CR: 0.00	8,536.94
=====				ACCOUNT TOTAL	DB:	8,536.94	CR: 0.00	
-----								
592-0020		CLERICAL						
				B E G I N N I N G		B A L A N C E		0.00
-----								
592-0030		LABOR						
				B E G I N N I N G		B A L A N C E		0.00
-----								
592-0040		TEMPORARY EMPLOYEES						
				B E G I N N I N G		B A L A N C E		350.75
4/25/12	4/23	P06351	PYEXP	00613	PAYROLL 4-25-12		99.50	450.25
=====				APRIL ACTIVITY	DB:	99.50	CR: 0.00	99.50
=====				ACCOUNT TOTAL	DB:	99.50	CR: 0.00	
-----								
592-0060		OVERTIME						
				B E G I N N I N G		B A L A N C E		612.29
-----								
592-0070		MEDICARE						



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FUND : 02 -HOTEL/MOTEL TAX FUND TRANSACTION DATE: 4/01/2012 THRU 4/30/2012  
DEPT : 592 SALES & MARKETING ACCOUNTS: 590-0010 THRU 593-9999  
POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

B E G I N N I N G B A L A N C E 3,839.20

4/11/12 4/09 B31596 MISC 03979 PAYROLL JE# 016081 283.84 4,123.04  
4/27/12 4/27 B31688 MISC 03994 PAYROLL JE# 016133 153.46 4,276.50  
===== APRIL ACTIVITY DB: 437.30 CR: 0.00 437.30  
===== ACCOUNT TOTAL DB: 437.30 CR: 0.00

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592-0080 TMRS  
B E G I N N I N G B A L A N C E 29,779.24

4/02/12 4/02 A78657 CHK: 124473 08822 T.M.R.S. 020100 201204023819 4,644.67 34,423.91  
===== APRIL ACTIVITY DB: 4,644.67 CR: 0.00 4,644.67  
===== ACCOUNT TOTAL DB: 4,644.67 CR: 0.00

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592-0081 GROUP INSURANCE  
B E G I N N I N G B A L A N C E 22,956.02

4/02/12 4/02 A78654 CHK: 124467 08822 FORT DEARBORN LIFE INS C 006133 201204023816 178.36 23,134.38  
4/02/12 4/02 A78655 CHK: 124470 08822 TEXAS MUNICIPAL LEAGUE 020057 201204023814 3,070.46 26,204.84  
4/03/12 4/02 B31548 Misc 040312 03960 BLUECROSS APRIL 2012 JE# 016042 212.40 26,417.24  
===== APRIL ACTIVITY DB: 3,461.22 CR: 0.00 3,461.22  
===== ACCOUNT TOTAL DB: 3,461.22 CR: 0.00

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592-0083 WORKERS COMPENSATION  
B E G I N N I N G B A L A N C E 1,663.62

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592-0084 UNEMPLOYMENT TAX  
B E G I N N I N G B A L A N C E 42.70

4/04/12 4/04 B31556 03961 TWC CITY 1ST QTR 2012 JE# 016046 2,165.53 2,208.23  
===== APRIL ACTIVITY DB: 2,165.53 CR: 0.00 2,165.53  
===== ACCOUNT TOTAL DB: 2,165.53 CR: 0.00

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592-0085 LONGEVITY  
B E G I N N I N G B A L A N C E 5,392.00

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592-0090 MERIT ADJUSTMENTS



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FUND : 02 -HOTEL/MOTEL TAX FUND		TRANSACTION DATE: 4/01/2012 THRU 4/30/2012				
DEPT : 592 SALES & MARKETING		ACCOUNTS: 590-0010 THRU 593-9999				
POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND INV/JE #	NOTE =====AMOUNT=====BALANCE=====
-----						
592-0109			PHOTOGRAPHIC SUPPLIES			
			B E G I N N I N G	B A L A N C E		0.00
-----						
592-0110			FLAGS			
			B E G I N N I N G	B A L A N C E		0.00
-----						
592-0111			TIRES & TUBES			
			B E G I N N I N G	B A L A N C E		0.00
-----						
592-0113			BATTERIES			
			B E G I N N I N G	B A L A N C E		0.00
-----						
592-0115			LAMPS & GLOBES			
			B E G I N N I N G	B A L A N C E		0.00
-----						
592-0116			AWARDS			
			B E G I N N I N G	B A L A N C E		0.00
-----						
592-0118			PRINTING			
			B E G I N N I N G	B A L A N C E		103.00
-----						
592-0130			WEARING APPAREL			
			B E G I N N I N G	B A L A N C E		0.00
-----						
592-0150			MINOR TOOLS & EQUIPMENT			
			B E G I N N I N G	B A L A N C E		0.00
-----						
4/17/12	4/17	A79115	CHK: 000000	08875 LINK SWITCH TO CONNECT C 023053 06653		24.97
			=====	APRIL ACTIVITY DB: 24.97 CR: 0.00		24.97
			=====	ACCOUNT TOTAL DB: 24.97 CR: 0.00		
-----						
592-0160			LAUNDRY & JANITORIAL			
			B E G I N N I N G	B A L A N C E		0.00
-----						
592-0177			PURCHASES FOR RESALE			

5-03-2012 3:41 PM		D E T A I L L I S T I N G		PAGE: 14	
FUND	: 02 -HOTEL/MOTEL TAX FUND	TRANSACTION DATE: 4/01/2012 THRU 4/30/2012			
DEPT	: 592 SALES & MARKETING	ACCOUNTS: 590-0010 THRU 593-9999			
POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

B E G I N N I N G B A L A N C E			0.00
-----			
592-0180	INFORMATION TECHNOLOGY		
	B E G I N N I N G B A L A N C E		0.00
-----			
592-0190	SOFTWARE		
	B E G I N N I N G B A L A N C E		0.00
-----			
592-0210	STOCK - COLLATERAL PIECES		
	B E G I N N I N G B A L A N C E		0.00
-----			
592-0220	STOCK - MAGAZINES		
	B E G I N N I N G B A L A N C E		0.00
-----			
592-0230	STOCK - PROMOTION ITEMS		
	B E G I N N I N G B A L A N C E		1,123.65
-----			
4/12/12	4/12 A78912	CHK: 124541 08853 PROMOTINAL ITEMS-UMBRELL 020602 12799	566.66 1,690.31
	=====	APRIL ACTIVITY DB: 566.66 CR: 0.00	566.66
-----			
	=====	ACCOUNT TOTAL DB: 566.66 CR: 0.00	
-----			
592-0240	STOCK - GROUP TOUR MANUAL		
	B E G I N N I N G B A L A N C E		0.00
-----			
592-0250	STOCK - PR PUBLICATION		
	B E G I N N I N G B A L A N C E		0.00
-----			
592-0260	STOCK - PR FOLDERS		
	B E G I N N I N G B A L A N C E		0.00
-----			
592-0401	FURNITURE & FIXTURES		
	B E G I N N I N G B A L A N C E		0.00
-----			
592-0410	MACHINERY & EQUIPMENT		
	B E G I N N I N G B A L A N C E		0.00

5-03-2012 3:41 PM	D E T A I L L I S T I N G		PAGE: 15	
FUND : 02 -HOTEL/MOTEL TAX FUND			TRANSACTION DATE: 4/01/2012 THRU 4/30/2012	
DEPT : 592 SALES & MARKETING			ACCOUNTS: 590-0010 THRU 593-9999	
POST DATE TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND INV/JE #	NOTE =====AMOUNT=====
=====				
592-0411	BUILDING & STRUCTURES			
	B E G I N N I N G	B A L A N C E		0.00
=====				
592-0412	LANDSCAPE			
	B E G I N N I N G	B A L A N C E		0.00
=====				
592-0415	SERVICE CONTRACTS			
	B E G I N N I N G	B A L A N C E		10,552.29
4/12/12 4/12 A78914	CHK: 124546	08853 SPICC COPIER	023906 060879434	
	=====	APRIL ACTIVITY	DB: 1,131.94 CR: 0.00	1,131.94
	=====	ACCOUNT TOTAL	DB: 1,131.94 CR: 0.00	
=====				
592-0418	PARKING LOTS			
	B E G I N N I N G	B A L A N C E		0.00
=====				
592-0420	MOTOR VEHICLES			
	B E G I N N I N G	B A L A N C E		0.00
=====				
592-0427	PLUMBING			
	B E G I N N I N G	B A L A N C E		0.00
=====				
592-0501	COMMUNICATIONS			
	B E G I N N I N G	B A L A N C E		8,315.20
4/11/12 4/09 P06339	PYEXP	00610 PAYROLL 4-11-12		400.00
4/11/12 4/09 P06342	PYEXP	00611 PAYROLL CORR 4-11-12		0.00
4/11/12 4/11 A78883	CHK: 124530	08849 PHONE BILL DATED 4/03/12 019520 40312		722.50
4/17/12 4/17 A79098	CHK: 000000	08874 AIR CARD 1 031312		71.60
4/23/12 4/23 A79495	CHK: 124579	08897 TEX-ANN NG CHARGES MARCH 004089 12070590N		8.11
4/24/12 4/24 A79561	CHK: 124616	08902 CELLPHONE BILL 3/17-4/16 019404 463528814-053		138.79
	=====	APRIL ACTIVITY	DB: 1,341.00 CR: 0.00	1,341.00
	=====	ACCOUNT TOTAL	DB: 1,341.00 CR: 0.00	
=====				
592-0510	RENTAL OF EQUIPMENT			
	B E G I N N I N G	B A L A N C E		0.00

592-0511 AUTO ALLOWANCE  
 B E G I N N I N G B A L A N C E 1,950.00

4/11/12 4/09 P06339 PYEXP 00610 PAYROLL 4-11-12 100.00 2,050.00  
 ===== APRIL ACTIVITY DB: 100.00 CR: 0.00 100.00

===== ACCOUNT TOTAL DB: 100.00 CR: 0.00

592-0513 TRAINING EXPENSE  
 B E G I N N I N G B A L A N C E 1,168.00

592-0520 INSURANCE  
 B E G I N N I N G B A L A N C E 0.00

592-0529 CREDIT CARD SERVICE FEES  
 B E G I N N I N G B A L A N C E 0.00

592-0530 PROFESSIONAL SERVICES  
 B E G I N N I N G B A L A N C E 135,730.21

4/09/12 4/09 A78726 CHK: 999999 08834 PROF. FEES FOR APRIL 201 008253 21056 3,125.00 138,855.21  
 4/09/12 4/09 A78728 CHK: 124514 08834 ONSITE-SUPPORT MAINTANCE 011022 1811 1,282.50 140,137.71  
 4/11/12 4/11 A78855 CHK: 124514 08845 BALANCE DUE ON ORG INV.# 011022 1791-1 522.50 140,660.21  
 4/12/12 4/12 A78920 CHK: 124514 08857 4- WEEKLY MAINTENANCE 011022 1832 522.50 141,182.71  
 4/12/12 4/12 A78921 CHK: 124514 08857 ONLINE/ONSITE SUPPORT 011022 1838-1 3,804.75 144,987.46  
 4/24/12 4/24 A79556 CHK: 124614 08902 DESTINATION REPORTS 019285 268810 4,000.00 148,987.46  
 4/26/12 4/26 A79655 CHK: 999999 08912 PR PAYMENT MISTAKE 5/11 001344 6375-1 60.49CR 148,926.97  
 4/26/12 4/26 A79656 CHK: 999999 08913 ACCOUNT MANAGEMENT 001344 INV-1152 6,500.00 155,426.97  
 4/26/12 4/26 A79660 CHK: 999999 08913 MONTHLY PUBLIC RELATIONS 001344 INV-1201 6,321.32 161,748.29  
 ===== APRIL ACTIVITY DB: 26,078.57 CR: 60.49CR 26,018.08

===== ACCOUNT TOTAL DB: 26,078.57 CR: 60.49CR

592-0531 MEDIA PLACEMENT  
 B E G I N N I N G B A L A N C E 610,819.75

4/09/12 4/09 A78749 CHK: 999999 08835 SEMANA SANTA & SUMMER VA 001344 INV-1147 7,058.82 617,878.57  
 4/09/12 4/09 A78750 CHK: 999999 08835 SEMANA SANTA & SUMMER VA 001344 INV-1148 7,058.82 624,937.39  
 4/12/12 4/12 A78913 CHK: 999999 08853 ADVERTISING TRAVEL INFOR 022003 412019 332.35 625,269.74  
 4/23/12 4/23 A79498 CHK: 124635 08897 NON-AERO REVENUE 028032 2012-00000324 370.00 625,639.74  
 4/25/12 4/25 A79591 CHK: 124617 08904 YELLOW PAGES ADVERSTING 019510 041112 107.80 625,747.54  
 4/26/12 4/26 A79662 CHK: 999999 08913 MEDIA PLACEMENT2011-12 001344 INV-1226 6,250.00 631,997.54  
 4/26/12 4/26 A79663 CHK: 999999 08913 MEDIA PLACEMENT2011-12 001344 INV-1227 9,000.00 640,997.54



FUND : 02 -HOTEL/MOTEL TAX FUND

TRANSACTION DATE: 4/01/2012 THRU 4/30/2012

DEPT : 592 SALES &amp; MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
4/26/12	4/26	A79664	CHK: 999999	08913 MEDIA PLACEMENT2011-12	001344	INV-1228		7,000.00	647,997.54
4/26/12	4/26	A79665	CHK: 999999	08913 MEDIA PLACEMENT2011-12	001344	INV-1229		3,688.24	651,685.78
4/26/12	4/26	A79666	CHK: 999999	08913 MEDIA PLACEMENT2011-12	001344	INV-1230		11,000.00	662,685.78
4/26/12	4/26	A79667	CHK: 999999	08913 MEDIA PLACEMENT2011-12	001344	INV-1231		470.59	663,156.37
4/26/12	4/26	A79668	CHK: 999999	08913 MEDIA PLACEMENT2011-12	001344	INV-1232		1,375.00	664,531.37
4/26/12	4/26	A79669	CHK: 999999	08913 MEDIA PLACEMENT2011-12	001344	INV-1233		17,000.00	681,531.37
4/26/12	4/26	A79670	CHK: 999999	08913 MEDIA PLACEMENT2011-12	001344	INV-1234		14,411.77	695,943.14
4/26/12	4/26	A79671	CHK: 999999	08913 MEDIA PLACEMENT2011-12	001344	INV-1235		3,267.98	699,211.12
4/26/12	4/26	A79672	CHK: 999999	08913 MEDIA PLACEMENT2011-12	001344	INV-1236		10,845.59	710,056.71
4/26/12	4/26	A79673	CHK: 999999	08913 MEDIA PLACEMENT2011-12	001344	INV-1237		10,000.00	720,056.71
4/26/12	4/26	A79674	CHK: 999999	08913 MEDIA PLACEMENT2011-12	001344	INV-1238		3,000.00	723,056.71
4/26/12	4/26	A79675	CHK: 999999	08913 MEDIA PLACEMENT2011-12	001344	INV-1239		1,676.51	724,733.22
4/26/12	4/26	A79676	CHK: 999999	08913 MEDIA PLACEMENT2011-12	001344	INV-1240		2,800.00	727,533.22
4/26/12	4/26	A79677	CHK: 999999	08913 MEDIA PLACEMENT2011-12	001344	INV-1241		11,900.00	739,433.22
4/26/12	4/26	A79678	CHK: 999999	08913 MEDIA PLACEMENT2011-12	001344	INV-1242		5,352.94	744,786.16
=====				APRIL ACTIVITY	DB:	133,966.41	CR:	0.00	133,966.41
=====				ACCOUNT TOTAL	DB:	133,966.41	CR:	0.00	

592-0532

HARLINGEN CO-OP ADV

B E G I N N I N G B A L A N C E

0.00

592-0533

MARKETING

B E G I N N I N G B A L A N C E

42,852.80

4/12/12	4/12	A78907	CHK: 124492	08852 REPRESENTATION, E-MAIL M	001216	237673		39.39	42,892.19
=====				APRIL ACTIVITY	DB:	39.39	CR:	0.00	39.39
=====				ACCOUNT TOTAL	DB:	39.39	CR:	0.00	

592-0534

AIRPORT SHUTTLE SERVICE

B E G I N N I N G B A L A N C E

65,949.59

592-0535

FAMILIARIZATION TOUR

B E G I N N I N G B A L A N C E

5,946.18

4/17/12	4/17	A79084	CHK: 000000	08873 JOHN & SANDRA NOWLAN	018513	30412		70.00	6,016.18
4/17/12	4/17	A79085	CHK: 000000	08873 FAM TOUR DINNER: MARCH 5	019104	383182/1		165.93	6,182.11
4/17/12	4/17	A79086	CHK: 000000	08873 LUNCH: JOHN & SANDRA NOW	023058	583814		13.66	6,195.77
4/17/12	4/17	A79087	CHK: 000000	08873 BRUNCH	1	10016		50.43	6,246.20
4/17/12	4/17	A79088	CHK: 000000	08873 LUNCH	1	1255		59.65	6,305.85
4/17/12	4/17	A79090	CHK: 000000	08873 LUNCH	1	1527		56.80	6,362.65
=====				APRIL ACTIVITY	DB:	416.47	CR:	0.00	416.47
=====				ACCOUNT TOTAL	DB:	416.47	CR:	0.00	

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FUND : 02 -HOTEL/MOTEL TAX FUND		TRANSACTION DATE: 4/01/2012 THRU 4/30/2012										
DEPT : 592 SALES & MARKETING		ACCOUNTS: 590-0010				THRU 593-9999						
POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====	AMOUNT=====	=====	BALANCE=====
-----												
592-0537		PRODUCTION										
B E G I N N I N G B A L A N C E										122,703.83		
4/26/12	4/26	A79658	CHK: 999999	08913	PRODUCTION COST OF MEDIA	001344	INV-1199			400.00		123,103.83
=====				APRIL ACTIVITY	DB:	400.00	CR:	0.00		400.00		
=====				ACCOUNT TOTAL	DB:	400.00	CR:	0.00				
-----												
592-0538		CONVENTION SERVICES										
B E G I N N I N G B A L A N C E										15,800.67		
-----												
592-0540		ADVERTISING										
B E G I N N I N G B A L A N C E										0.00		
-----												
592-0545		NON-LOCAL MEETINGS										
B E G I N N I N G B A L A N C E										0.00		
-----												
592-0550		TRAVEL EXPENSE										
B E G I N N I N G B A L A N C E										24,686.80		
0/06/12	4/06	A78693	CHK: 999999	08830	MISC. REIMBURSEMENT	004006	021412			108.54		24,795.34
0/06/12	4/06	A78696	CHK: 124487	08830	REIMBURSEMENT	1	040312			700.00		25,495.34
0/09/12	4/09	A78767	CHK: 999999	08839	CASH ADVANCE: LOS ANGELE	004006	012512-1			300.00		25,795.34
0/09/12	4/09	A78768	CHK: 999999	08839	CASH ADVANCE: WACO TRIP	004006	12512			200.00		25,995.34
0/11/12	4/11	A78867	CHK: 124548	08845	CHARLES MCLLVAIN,CTP	1	040912			658.98		26,654.32
0/17/12	4/17	A79091	CHK: 000000	08874	CAR RENTAL MARCH 26-28,2	001111	372608375			285.80		26,940.12
0/17/12	4/17	A79092	CHK: 000000	08874	AIRFARE- HRLGN - LAS VEG	019330	32112			434.70		27,374.82
0/17/12	4/17	A79093	CHK: 000000	08874	AIRLINE FEE TO CHANGE FL	019330	32712			21.20		27,396.02
0/17/12	4/17	A79094	CHK: 000000	08874	HRLGN - DALLAS ROUND TR	019330	41512			314.20		27,710.22
0/17/12	4/17	A79095	CHK: 000000	08874	AIRFARE: HARLINGEN-DALLA	019330	5262425219946			325.20		28,035.42
0/17/12	4/17	A79097	CHK: 000000	08874	BJ'S RESTAURANT & BREWRY	1	0227			13.10		28,048.52
0/17/12	4/17	A79099	CHK: 000000	08874	LUNCH	1	03282012			13.99		28,062.51
0/17/12	4/17	A79100	CHK: 000000	08874	MI PIACI RISTORANTE ITAL	1	10005			27.10		28,089.61
0/17/12	4/17	A79101	CHK: 000000	08874	LODGING, C LEDBETTER	1	13319			292.94		28,382.55
0/17/12	4/17	A79104	CHK: 000000	08875	2ND BAG FEE	000002	0052188407436			35.00		28,417.55
0/17/12	4/17	A79105	CHK: 000000	08875	BAGGAGE FEES	000002	0052188407436-1			60.00		28,477.55
0/17/12	4/17	A79121	CHK: 000000	08875	LODGING	1	7278			436.00		28,913.55
0/17/12	4/18	C31632	RCPT 00076551	13805	C.LEDBETTER: AIRLINE FEE DUE					21.20CR		28,892.35
0/23/12	4/23	A79458	CHK: 124559	08892	REIMBURSEMENT	1	041812			700.00		29,592.35
0/23/12	4/24	C31659	RCPT 00076676	13819	LILI DEROUSIE:HOUSTON HOME SHO					44.05CR		29,548.30
0/25/12	4/25	A79593	CHK: 124636	08904	REIMBURSEMENT	1	41612			577.56		30,125.86
0/25/12	4/25	A79594	CHK: 124637	08904	REIMBURSEMENT	1	42412			669.38		30,795.24
=====				APRIL ACTIVITY	DB:	6,173.69	CR:	65.25CR		6,108.44		
=====				ACCOUNT TOTAL	DB:	6,173.69	CR:	65.25CR				

FUND : 02 -HOTEL/MOTEL TAX FUND

TRANSACTION DATE: 4/01/2012 THRU 4/30/2012

DEPT : 592 SALES &amp; MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	====-AMOUNT=====	====-BALANCE=====
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592-0550-001	CC CHGS DQ	BEGINNING	BALANCE		0.00
<hr/>					
592-0550-002	CC CHGS CL	BEGINNING	BALANCE		0.00
<hr/>					
592-0550-003	CC CHGS MZ	BEGINNING	BALANCE		0.00
<hr/>					
592-0550-004	CC CHGS DA	BEGINNING	BALANCE		0.00
<hr/>					
592-0550-005	CC CHGS LD	BEGINNING	BALANCE		0.00
<hr/>					
592-0550-006	CC CHGS SS	BEGINNING	BALANCE		0.00
<hr/>					
592-0551	DUES & MEMBERSHIPS	BEGINNING	BALANCE		17,275.01
4/12/12	4/12 A78908 CHK: 124540	08852 ROSA ZAPATA	020599 041112	45.00	17,320.01
4/17/12	4/17 A79096 CHK: 000000	08874 MEMBERSHIP DUES: C. LEDB	020086 030112	360.00	17,680.01
	===== APRIL ACTIVITY	DB:	405.00	CR: 0.00	405.00
	===== ACCOUNT TOTAL	DB:	405.00	CR: 0.00	
<hr/>					
592-0553	TRADE SHOW FEES	BEGINNING	BALANCE		15,392.35
4/13/12	4/13 A79012 CHK: 000000	08865 LODGING FOR JAYME LEGROS	012102 257450	83.65	15,476.00
4/13/12	4/13 A79013 CHK: 000000	08865 LODGING FOR STEVE ATKINS	012102 257451	83.65	15,559.65
4/13/12	4/13 A79014 CHK: 000000	08865 LODGING FOR DIRK MITCHEL	012102 257453	83.65	15,643.30
4/13/12	4/13 A79015 CHK: 000000	08865 LODGING FOR JAME HOWE	012102 257455	83.65	15,726.95
4/13/12	4/13 A79016 CHK: 000000	08865 GIFT CRD	1 3056	50.00	15,776.95
4/13/12	4/13 A79017 CHK: 000000	08865 GIFT CRD	1 3057	50.00	15,826.95
4/17/12	4/17 A79102 CHK: 000000	08874 FREEMAN AUDIO VISUAL SOLU	1 3200006168	690.11	16,517.06
4/17/12	4/17 A79103 CHK: 000000	08874 REGIS	1 40212	2,495.00	19,012.06
4/17/12	4/17 A79106 CHK: 000000	08875 REGISTRATION:HOUSTON HOM	009132 100000150520	1,150.00	20,162.06
4/17/12	4/17 A79117 CHK: 000000	08875 TABLE	1 4995	145.00	20,307.06
4/17/12	4/17 A79119 CHK: 000000	08875 PLANT	1 5797181	40.00	20,347.06

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FUND : 02 -HOTEL/MOTEL TAX FUND		TRANSACTION DATE: 4/01/2012 THRU 4/30/2012					
DEPT : 592 SALES & MARKETING		ACCOUNTS: 590-0010 THRU 593-9999					
POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND INV/JE #	NOTE =====AMOUNT=====	BALANCE=====
4/17/12	4/17	A79119	CHK: 000000	08875 CORR. MADE OVERCHARGED	1 5797181	20.00CR	20,327.06
4/26/12	4/26	A79647	CHK: 124602	08911 CO-OP SPONSORSHIP	016275 HACP2012-10	350.00	20,677.06
			=====	APRIL ACTIVITY DB:	5,304.71 CR:	20.00CR	5,284.71
			=====	ACCOUNT TOTAL DB:	5,304.71 CR:	20.00CR	
-----							
592-0554			VALLEY CO-OP				
			B E G I N N I N G	B A L A N C E			0.00
-----							
592-0555			MISC. REIMBURSEMENTS				
			B E G I N N I N G	B A L A N C E			0.00
-----							
592-0558			DECORATIONS				
			B E G I N N I N G	B A L A N C E			105.90
-----							
592-0559			INTERNET				
			B E G I N N I N G	B A L A N C E			84,377.99
4/26/12	4/26	A79657	CHK: 999999	08913 WEBSITE MAINTENANCE	001344 INV-1198	2,800.00	87,177.99
4/26/12	4/26	A79659	CHK: 999999	08913 WEBSITE MAINTENANCE	001344 INV-1200	1,250.00	88,427.99
4/26/12	4/26	A79661	CHK: 999999	08913 WEBSITE MAINTENANCE	001344 INV-1202	900.00	89,327.99
			=====	APRIL ACTIVITY DB:	4,950.00 CR:	0.00	4,950.00
			=====	ACCOUNT TOTAL DB:	4,950.00 CR:	0.00	
-----							
592-0561			HISTORIC PRESERVATION				
			B E G I N N I N G	B A L A N C E			0.00
-----							
592-1001			BUILDINGS & STRUCTURES				
			B E G I N N I N G	B A L A N C E			0.00
-----							
592-1004			MACHINERY & EQUIPMENT				
			B E G I N N I N G	B A L A N C E			0.00
-----							
592-1007			MOTOR VEHICLES				
			B E G I N N I N G	B A L A N C E			0.00
-----							
592-1010			SOFTWARE				

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 FUND : 02 -HOTEL/MOTEL TAX FUND                      TRANSACTION DATE: 4/01/2012 THRU 4/30/2012  
 DEPT : 592                      SALES & MARKETING                      ACCOUNTS: 590-0010                      THRU 593-9999  
 POST    DATE TRAN #    REFERENCE    PACKET=====DESCRIPTION=====    VEND    INV/JE #                      NOTE    =====AMOUNT=====    =====BALANCE=====

B E G I N N I N G    B A L A N C E                      0.00

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 592-1011                      INFORMATION TECHNOLOGY  
                                  B E G I N N I N G    B A L A N C E                      0.00

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 592-1020                      OUTDOOR RESTROOMS  
                                  B E G I N N I N G    B A L A N C E                      0.00

-----  
 592-1030                      MOBILE BOX OFFICE  
                                  B E G I N N I N G    B A L A N C E                      0.00

-----  
 592-9100                      Y2K UPDATES  
                                  B E G I N N I N G    B A L A N C E                      0.00

-----  
 592-9470                      DEBT SERVICE TRANSFER  
                                  B E G I N N I N G    B A L A N C E                      0.00

-----  
 592-9472                      INTERFUND TRANSFERS  
                                  B E G I N N I N G    B A L A N C E                      0.00

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 592-9999                      MISC DEPT ADJ  
                                  B E G I N N I N G    B A L A N C E                      0.00

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 593                      80  
                                  B E G I N N I N G    B A L A N C E                      0.00

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 DEPT: 593                      EVENTS MARKETING

593-0010-01                      EXEMPT  
                                  B E G I N N I N G    B A L A N C E                      21,809.12

4/11/12	4/09	P06339	PYEXP	00610	PAYROLL 4-11-12	1,744.73	23,553.85
4/25/12	4/23	P06351	PYEXP	00613	PAYROLL 4-25-12	1,779.60	25,333.45
4/25/12	4/25	P06354	PYEXP	00615	PAYROLL COLA 2 4-1 TO 4-6	17.60	25,351.05
=====				APRIL ACTIVITY	DB: 3,541.93	CR: 0.00	3,541.93
=====				ACCOUNT TOTAL	DB: 3,541.93	CR: 0.00	

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 FUND : 02 -HOTEL/MOTEL TAX FUND TRANSACTION DATE: 4/01/2012 THRU 4/30/2012  
 DEPT : 593 EVENTS MARKETING ACCOUNTS: 590-0010 THRU 593-9999  
 POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

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593-0010-02		NON EXEMPT							
		B E G I N N I N G B A L A N C E							0.00
-----									
593-0030		LABOR							
		B E G I N N I N G B A L A N C E							0.00
-----									
593-0040		TEMPORARY EMPLOYEES							
		B E G I N N I N G B A L A N C E							0.00
-----									
593-0060		OVERTIME							
		B E G I N N I N G B A L A N C E							0.00
-----									
593-0070		MEDICARE							
		B E G I N N I N G B A L A N C E							339.41
4/11/12	4/09	B31596	MISC	03979	PAYROLL	JE# 016081	25.30	364.71	
4/27/12	4/27	B31688	MISC	03994	PAYROLL	JE# 016133	26.06	390.77	
		=====	APRIL ACTIVITY	DB:	51.36	CR:	0.00	51.36	
		=====	ACCOUNT TOTAL	DB:	51.36	CR:	0.00		
-----									
593-0080		TMRS							
		B E G I N N I N G B A L A N C E							2,555.04
4/02/12	4/02	A78657	CHK: 124473	08822	T.M.R.S.	020100 201204023819	449.80	3,004.84	
		=====	APRIL ACTIVITY	DB:	449.80	CR:	0.00	449.80	
		=====	ACCOUNT TOTAL	DB:	449.80	CR:	0.00		
-----									
593-0081		GROUP INSURANCE							
		B E G I N N I N G B A L A N C E							2,391.54
4/02/12	4/02	A78654	CHK: 124467	08822	FORT DEARBORN LIFE INS C	006133 201204023816	33.10	2,424.64	
4/02/12	4/02	A78655	CHK: 124470	08822	TEXAS MUNICIPAL LEAGUE	020057 201204023814	338.94	2,763.58	
4/03/12	4/02	B31548	Misc 040312	03960	BLUECROSS APRIL 2012	JE# 016042	26.55	2,790.13	
		=====	APRIL ACTIVITY	DB:	398.59	CR:	0.00	398.59	
		=====	ACCOUNT TOTAL	DB:	398.59	CR:	0.00		
-----									





5-03-2012 3:41 PM		D E T A I L L I S T I N G		PAGE: 24		
FUND : 02 -HOTEL/MOTEL TAX FUND		TRANSACTION DATE: 4/01/2012 THRU 4/30/2012				
DEPT : 593 EVENTS MARKETING		ACCOUNTS: 590-0010 THRU 593-9999				
POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND INV/JE #	NOTE =====AMOUNT=====BALANCE=====
B E G I N N I N G B A L A N C E						2,892.50
-----						
593-0540			ADVERTISING			
B E G I N N I N G B A L A N C E						0.00
-----						
593-0550			TRAVEL			
B E G I N N I N G B A L A N C E						0.00
-----						
593-0550-001			CC CHGS MH			
B E G I N N I N G B A L A N C E						0.00
-----						
593-0550-002			CC CHGS BH			
B E G I N N I N G B A L A N C E						0.00
-----						
593-0551			DUES & MEMBERSHIPS			
B E G I N N I N G B A L A N C E						750.00
-----						
593-1004			MACHINERY & EQUIPMENT			
B E G I N N I N G B A L A N C E						0.00
-----						
593-1007			MOTOR VEHICLES			
B E G I N N I N G B A L A N C E						0.00
-----						
593-7005			RADIO PROMOTIONS			
B E G I N N I N G B A L A N C E						0.00
-----						
593-7010			HOSTING COSTS			
B E G I N N I N G B A L A N C E						0.00
-----						
4/26/12	4/26	A79679	CHK: 999999	08913 SPRING BREAK PORT A POTT 003697 01-136122		16,443.50
			=====	APRIL ACTIVITY DB: 16,443.50 CR: 0.00		16,443.50
			=====	ACCOUNT TOTAL DB: 16,443.50 CR: 0.00		
-----						
593-7020			COLLEGEFEST			
B E G I N N I N G B A L A N C E						0.00

5-03-2012 3:41 PM	D E T A I L L I S T I N G		PAGE: 25
FUND : 02 -HOTEL/MOTEL TAX FUND			TRANSACTION DATE: 4/01/2012 THRU 4/30/2012
DEPT : 593 EVENTS MARKETING			ACCOUNTS: 590-0010 THRU 593-9999
POST DATE TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND INV/JE # NOTE =====AMOUNT=====BALANCE=====

593-8010	CINE SOL		
	B E G I N N I N G	B A L A N C E	0.00

593-8015	TEXAS POLICE GAMES		
	B E G I N N I N G	B A L A N C E	0.00

593-8020	SANDY CUP		
	B E G I N N I N G	B A L A N C E	0.00

593-8025	TEXAS SENIOR OPEN		
	B E G I N N I N G	B A L A N C E	0.00

593-8030	FIREWORKS		
	B E G I N N I N G	B A L A N C E	36,887.50

593-8031	R SOLER TRIATHLON		
	B E G I N N I N G	B A L A N C E	0.00

593-8032	PIRATE DAYS		
	B E G I N N I N G	B A L A N C E	0.00

593-8033	PI SHRIMP COOKOFF		
	B E G I N N I N G	B A L A N C E	0.00

593-8034	PI LONGEST WALK		
	B E G I N N I N G	B A L A N C E	0.00

593-8035	SPI BLOWOUT		
	B E G I N N I N G	B A L A N C E	0.00

593-8036	TEXAS 2000 REGATTA		
	B E G I N N I N G	B A L A N C E	0.00

593-8040	POLAR BEAR DIP		
	B E G I N N I N G	B A L A N C E	0.00

FUND : 02 -HOTEL/MOTEL TAX FUND

TRANSACTION DATE: 4/01/2012 THRU 4/30/2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
------	------	--------	-----------	-----------------------------	------	----------	------	------------------	-------------------

593-8045	KITE BOARDING RODEO	
	BEGINNING BALANCE	5,000.00

593-8050	RR PEDAL TO PADRE	
	BEGINNING BALANCE	0.00

593-8055	RGV CHILLI COOKOFF	
	BEGINNING BALANCE	0.00

593-8060	ENTRANCE SIGNS	
	BEGINNING BALANCE	871.00

593-8065	VOLLEYBALL		
	BEGINNING BALANCE		0.00

593-8068	B&S KITEFEST
	BEGINNING BALANCE
	2,500.00

593-8070	MAGIC VALLEY BIKEFEAT		
	BEGINNING BALANCE		5,000.00

593-8071	PIRATE DAYS	
	BEGINNING BALANCE	0.00

593-8072	TRIATHLON
	B E G I N N I N G      B A L A N C E
	0.00

593-8073	SPRING BREAK DIVERSIFICATION	
	B E G I N N I N G      B A L A N C E	0.00

593-8074	SPRING BREAK	
	B E G I N N I N G	B A L A N C E
		0.00

593-8075	SAND CASTLE DAYS	
	B E G I N N I N G	B A L A N C E
		67,994.93

4/24/12	4/24	A79567	CHK: 124626	08902 ART SERVICES: ORGANIZE S 020602 12840			70.00	68,064.93
			=====	APRIL ACTIVITY	DB:	70.00	CR: 0.00	70.00
			=====	ACCOUNT TOTAL	DB:	70.00	CR: 0.00	

5-03-2012 3:41 PM                      D E T A I L   L I S T I N G                      PAGE:    27  
 FUND        : 02 -HOTEL/MOTEL TAX FUND                      TRANSACTION DATE: 4/01/2012 THRU 4/30/2012  
 DEPT        : 593        EVENTS MARKETING                      ACCOUNTS: 590-0010                      THRU 593-9999  
 POST    DATE TRAN #    REFERENCE    PACKET=====DESCRIPTION=====    VEND    INV/JE #                      NOTE    =====AMOUNT=====    =====BALANCE=====

593-8076	HOLIDAY LIGHTS	B E G I N N I N G    B A L A N C E	0.00
593-8078	NASCAR TRUCK SERIES	B E G I N N I N G    B A L A N C E	0.00
593-8080	NCAA MEN'S BASKETBALL	B E G I N N I N G    B A L A N C E	168,866.02
593-8081	NBA D LEAGUE	B E G I N N I N G    B A L A N C E	0.00
593-8082	U.S. CLASSIC 8-BALL	B E G I N N I N G    B A L A N C E	0.00
593-8084	SPI Bikefest	B E G I N N I N G    B A L A N C E	250.00
593-8085	BAY WATCH CLEANUP	B E G I N N I N G    B A L A N C E	0.00
593-8086	TIFT	B E G I N N I N G    B A L A N C E	0.00
593-8087	JUNIOR FISHING TOURNAMENT	B E G I N N I N G    B A L A N C E	0.00
593-8088	LKT	B E G I N N I N G    B A L A N C E	0.00
593-8090	HOLIDAY PARADE	B E G I N N I N G    B A L A N C E	0.00
593-8092	EASTER EGG HUNT	B E G I N N I N G    B A L A N C E	0.00

5-03-2012 3:41 PM		D E T A I L L I S T I N G		PAGE: 28		
FUND : 02 -HOTEL/MOTEL TAX FUND		TRANSACTION DATE: 4/01/2012 THRU 4/30/2012				
DEPT : 593 EVENTS MARKETING		ACCOUNTS: 590-0010 THRU 593-9999				
POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND INV/JE #	NOTE =====AMOUNT=====BALANCE=====
593-8095			RACE TO THE BORDER			
			B E G I N N I N G	B A L A N C E		0.00
593-8097			WINTER TEXAS POOL TOURN.			
			B E G I N N I N G	B A L A N C E		0.00
593-8098			WINTER TEXAN APPRECIATION			
			B E G I N N I N G	B A L A N C E		0.00
593-8099			MISC. SPONSORSHIPS			
			B E G I N N I N G	B A L A N C E		250.00
593-8100			AMERICAN JUNIOR GOLF TRN			
			B E G I N N I N G	B A L A N C E		0.00
593-8105			USA. BICYCLE BASH			
			B E G I N N I N G	B A L A N C E		0.00
593-8110			JUST DU-IT DUATHALON			
			B E G I N N I N G	B A L A N C E		0.00
593-8111			BASKETBALL TOURNAMENTS			
			B E G I N N I N G	B A L A N C E		0.00
593-8112			PORSCHE EVENT			
			B E G I N N I N G	B A L A N C E		0.00
593-8113			RUFF RIDER REGATTA			
			B E G I N N I N G	B A L A N C E		0.00
593-8114			POOL TOURNAMENT			
			B E G I N N I N G	B A L A N C E		0.00
593-8115			HIGH SCHOOL BASKETBALL			
			B E G I N N I N G	B A L A N C E		5,000.00

5-03-2012 3:41 PM		DETAIL LISTING		PAGE: 29		
FUND : 02 -HOTEL/MOTEL TAX FUND		TRANSACTION DATE: 4/01/2012 THRU 4/30/2012				
DEPT : 593 EVENTS MARKETING		ACCOUNTS: 590-0010 THRU 593-9999				
POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND INV/JE #	NOTE =====AMOUNT=====BALANCE=====
593-8116			USA BEACH MARATHON			
			BEGINNING	BALANCE		0.00
593-8117			HOOPLA 3 ON 3 BASKETBALL			
			BEGINNING	BALANCE		0.00
593-8119			WOMEN'S TIP OF TX GOLF TOURN			
			BEGINNING	BALANCE		0.00
593-8120			FISH ACROSS TX SURF T			
			BEGINNING	BALANCE		0.00
593-8125			OBERTO FISHING TOURNAMENT			
			BEGINNING	BALANCE		0.00
593-8130			FULL MOON FESTIVAL			
			BEGINNING	BALANCE		0.00
593-8131			WINTER TX GOLF CLASSIC			
			BEGINNING	BALANCE		0.00
593-8132			USA KIDS PEDAL			
			BEGINNING	BALANCE		0.00
593-8133			TGSA SURF CHAMPIONSHIPS			
			BEGINNING	BALANCE		0.00
593-8134			BEACHCOMBERS ART SHOW			
			BEGINNING	BALANCE		0.00
593-8135			USA ADVENTURE RACE			
			BEGINNING	BALANCE		0.00
593-8136			REDFISH RODEO			
			BEGINNING	BALANCE		0.00

FUND : 02 -HOTEL/MOTEL TAX FUND

TRANSACTION DATE: 4/01/2012 THRU 4/30/2012

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

[illegible]

593-8137	MASTERS OF THE FUTURE	
	BEGINNING BALANCE	0.00

593-8138	MUSIC FESTIVAL		
	BEGINNING BALANCE		0.00

593-8139	KIDS CUP FISHING		
	BEGINNING	BALANCE	0.00

593-8140	CYCLING TIME TRIAL AND RACE	
	BEGINNING BALANCE	0.00

593-8141	COMMUNITY EVENTS		
	BEGINNING	BALANCE	0.00

593-9477	TRANSPORTATION GRANT	
	BEGINNING BALANCE	50,000.00

593-9999	MISC DEPT ADJ
BEGINNING BALANCE	0.00

\*-\*-\*-\*-\*-\*-\*-\*-\*-\*-\*-\*-\*-\*-\*-\* 000 ERRORS IN THIS REPORT! \*-\*-\*-\*-\*-\*-\*-\*-\*-\*-\*-\*-\*-\*-\*

** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	1,956,323.39	281.14CR
REPORTED ACTIVITY:	264,158.34	316.24CR
ENDING BALANCES:	2,220,481.73	597.38CR



565-0010	SUPERVISION										
B E G I N N I N G     B A L A N C E										0.00	
-----											
565-0010-01	EXEMPT										
B E G I N N I N G     B A L A N C E										33,789.37	
4/11/12	4/09	P06339	PYEXP	00610	PAYROLL 4-11-12			3,401.19		37,190.56	
4/11/12	4/09	P06342	PYEXP	00611	PAYROLL CORR 4-11-12			698.04CR		36,492.52	
4/25/12	4/23	P06351	PYEXP	00613	PAYROLL 4-25-12			2,757.20		39,249.72	
4/25/12	4/25	P06354	PYEXP	00615	PAYROLL COLA 2% 4-1 TO 4-6			27.00		39,276.72	
=====				APRIL ACTIVITY	DB:	6,185.39	CR:	698.04CR	5,487.35		
=====				ACCOUNT TOTAL	DB:	6,185.39	CR:	698.04CR			
-----											
565-0010-02	NON EXEMPT										
B E G I N N I N G     B A L A N C E										106,683.57	
4/11/12	4/09	P06339	PYEXP	00610	PAYROLL 4-11-12			7,974.24		114,657.81	
4/25/12	4/23	P06351	PYEXP	00613	PAYROLL 4-25-12			8,512.92		123,170.73	
4/25/12	4/25	P06354	PYEXP	00615	PAYROLL COLA 2% 4-1 TO 4-6			87.60		123,258.33	
=====				APRIL ACTIVITY	DB:	16,574.76	CR:	0.00	16,574.76		
=====				ACCOUNT TOTAL	DB:	16,574.76	CR:	0.00			
-----											
565-0020	CLERICAL										
B E G I N N I N G     B A L A N C E										0.00	
-----											
565-0030	LABOR										
B E G I N N I N G     B A L A N C E										176.00	
-----											
565-0040	TEMPORARY EMPLOYEES										
B E G I N N I N G     B A L A N C E										5,578.99	
4/26/12	4/26	A79645	CHK: 124594	08911	TEMP. LABOR CVB 4/13/12	012036	15328047	404.80		5,983.79	
=====				APRIL ACTIVITY	DB:	404.80	CR:	0.00	404.80		
=====				ACCOUNT TOTAL	DB:	404.80	CR:	0.00			
-----											
565-0060	OVERTIME										
B E G I N N I N G     B A L A N C E										11,362.00	
4/11/12	4/09	P06339	PYEXP	00610	PAYROLL 4-11-12			157.96		11,519.96	

5-03-2012 3:51 PM		D E T A I L L I S T I N G				PAGE: 2	
FUND : 06 -CONVENTION CENTER FUND		TRANSACTION DATE: 4/01/2012 THRU 4/30/2012					
DEPT : 565 CONVENTION CENTER OPER		ACCOUNTS: 565-0010 THRU 565-9999					
POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE =====AMOUNT=====BALANCE=====
4/25/12	4/23	P06351	PYEXP	00613 PAYROLL 4-25-12			2,921.73 14,441.69
4/25/12	4/25	P06354	PYEXP	00615 PAYROLL COLA 2% 4-1 TO 4-6			2.73 14,444.42
			=====	APRIL ACTIVITY DB:	3,082.42	CR: 0.00	3,082.42
			=====	ACCOUNT TOTAL DB:	3,082.42	CR: 0.00	
-----							
565-0070		MEDICARE					
				B E G I N N I N G	B A L A N C E		2,118.84
4/11/12	4/09	B31596	MISC	03979 PAYROLL		JE# 016081	135.29 2,254.13
4/27/12	4/27	B31688	MISC	03994 PAYROLL		JE# 016133	185.10 2,439.23
			=====	APRIL ACTIVITY DB:	320.39	CR: 0.00	320.39
			=====	ACCOUNT TOTAL DB:	320.39	CR: 0.00	
-----							
565-0080		TMRS					
				B E G I N N I N G	B A L A N C E		15,970.43
4/02/12	4/02	A78657	CHK: 124473	08822 T.M.R.S.	020100	201204023819	2,758.57 18,729.00
			=====	APRIL ACTIVITY DB:	2,758.57	CR: 0.00	2,758.57
			=====	ACCOUNT TOTAL DB:	2,758.57	CR: 0.00	
-----							
565-0081		GROUP INSURANCE					
				B E G I N N I N G	B A L A N C E		21,948.67
4/02/12	4/02	A78654	CHK: 124467	08822 FORT DEARBORN LIFE INS C	006133	201204023816	299.95 22,248.62
4/02/12	4/02	A78655	CHK: 124470	08822 TEXAS MUNICIPAL LEAGUE	020057	201204023814	3,060.46 25,309.08
4/03/12	4/02	B31548	Misc 040312	03960 BLUECROSS APRIL 2012		JE# 016042	212.40 25,521.48
			=====	APRIL ACTIVITY DB:	3,572.81	CR: 0.00	3,572.81
			=====	ACCOUNT TOTAL DB:	3,572.81	CR: 0.00	
-----							
565-0083		WORKERS COMPENSATION					
				B E G I N N I N G	B A L A N C E		9,850.23
-----							
565-0084		UNEMPLOYMENT TAX					
				B E G I N N I N G	B A L A N C E		54.62
4/04/12	4/04	B31556		03961 TWC CITY 1ST QTR 2012		JE# 016046	2,034.60 2,089.22
			=====	APRIL ACTIVITY DB:	2,034.60	CR: 0.00	2,034.60
			=====	ACCOUNT TOTAL DB:	2,034.60	CR: 0.00	

FUND : 06 -CONVENTION CENTER FUND

TRANSACTION DATE: 4/01/2012 THRU 4/30/2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010                      THRU 565-9999

[illegible]

565-0085	LONGEVITY	
	B E G I N N I N G	B A L A N C E
		5,001.00

565-0090	MERIT ADJUSTMENTS		
	B E G I N N I N G	B A L A N C E	0.00

565-0095	SALES INCENTIVE	
	BEGINNING BALANCE	0.00

565-0101	OFFICE SUPPLIES	
	B E G I N N I N G	B A L A N C E
		1,521.80

4/09/12	4/09	A78714	CHK: 999999	08834 3- BXS LTR/LGL FILE FOLD 001129 482769.-0		91.32	1,613.12
4/09/12	4/09	A78746	CHK: 999999	08834 BOTTLED WATER DEL CVB 022000 209694		9.75	1,622.87
4/17/12	4/17	A79112	CHK: 000000	08875 BELL FOR FRONT DESK 019239 000528		5.99	1,628.86
4/17/12	4/17	A79114	CHK: 000000	08875 HOLE PUNCH, 2 HP BLK INK 023053 02016		24.91	1,653.77
4/24/12	4/24	A79570	CHK: 999999	08902 BOTTLED WATER DEL CVB 022000 214420		16.25	1,670.02
=====				APRIL ACTIVITY DB:	148.22 CR:	0.00	148.22
=====				ACCOUNT TOTAL DB:	148.22 CR:	0.00	

565-0102	LOCAL MEETINGS	
	B E G I N N I N G	B A L A N C E
		0.00

565-0104		FUELS & LUBRICANTS		B E G I N N I N G      B A L A N C E		728.86
4/09/12	4/09 A78722 CHK: 124507	08834 FUEL PURCHASED IN MARCH	006241 NP33821538	15.93	744.79	
4/25/12	4/25 A79582 CHK: 999999	08904 17 GALS PROPANE FOR FORK	008227 450474	57.80	802.59	
4/25/12	4/25 A79583 CHK: 999999	08904 17 GALS PROPANE FOR FORK	008227 450503	57.80	860.39	
	=====	APRIL ACTIVITY	DB: 131.53	CR: 0.00	131.53	
	=====	ACCOUNT TOTAL	DB: 131.53	CR: 0.00		

565-0105	CHEMICALS	
	B E G I N N I N G	B A L A N C E
		0.00

565-0107	BOOKS & PERIODICALS	
	BEGINNING BALANCE	0.00

FUND : 06 -CONVENTION CENTER FUND

TRANSACTION DATE: 4/01/2012 THRU 4/30/2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

[illegible]

565-0108	POSTAGE	
	B E G I N N I N G	B A L A N C E
		0.00

565-0109	PHOTOGRAPHIC SUPPLIES	
	B E G I N N I N G	B A L A N C E
		0.00

565-0110	FLAGS
BEGINNING BALANCE	0.00

565-0111	TIRES & TUBES	
	B E G I N N I N G	B A L A N C E
		0.00

[illegible]

565-0113	BATTERIES	
	B E G I N N I N G	B A L A N C E
		0.00

565-0114	MEDICAL		
	B E G I N N I N G	B A L A N C E	224.26

4/09/12	4/09	A78720	CHK:	124501		08834	MISC.	FIRST AID SUPPLIES	003419	123274							37.01		261.27
			=====				APRIL ACTIVITY	DB:		37.01	CR:		0.00				37.01		
			=====				ACCOUNT TOTAL	DB:		37.01	CR:		0.00						

565-0115	LAMPS & GLOBES	
	B E G I N N I N G	B A L A N C E
		811.75

4/17/12	4/17	A79107	CHK: 000000	08875	MISC. LIGHT BULBS	012020	P55228		142.35	954.10
			=====	APRIL ACTIVITY	DB:	142.35	CR:	0.00	142.35	
			=====	ACCOUNT TOTAL	DB:	142.35	CR:	0.00		

565-0117	SAFETY SUPPLIES	
	B E G I N N I N G      B A L A N C E	0.00

5-03-2012 3:51 PM		D E T A I L L I S T I N G				PAGE: 5						
FUND : 06 -CONVENTION CENTER FUND		TRANSACTION DATE: 4/01/2012 THRU 4/30/2012										
DEPT : 565 CONVENTION CENTER OPER		ACCOUNTS: 565-0010				THRU 565-9999						
POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====	AMOUNT=====	=====	BALANCE=====
565-0130 WEARING APPAREL												
B E G I N N I N G B A L A N C E											1,024.96	
4/08/12	4/09	A78712	CHK: 999999	08834	UNIFORM PANTS FOR MAINT.	001014	MR51527			39.00		1,063.96
4/09/12	4/09	A78713	CHK: 999999	08834	UNIFOMR PANTS; J. SANCHE	001014	MR51528			10.50		1,074.46
4/12/12	4/12	A78906	CHK: 999999	08852	UNIFORM PANTS FOR MAINT	001014	AP56563			39.00		1,113.46
4/23/12	4/23	A79479	CHK: 999999	08897	UNIFORM PANTS FOR MAINT	001014	AP61615			39.00		1,152.46
4/26/12	4/26	A79653	CHK: 999999	08912	UNIFORMS FOR MAINT. STA	001014	AP66680			39.00		1,191.46
=====				APRIL ACTIVITY	DB:	166.50	CR:	0.00		166.50		
=====				ACCOUNT TOTAL	DB:	166.50	CR:	0.00				
-----												
565-0150 MINOR TOOLS & EQUIPMENT												
B E G I N N I N G B A L A N C E											2,451.32	
4/17/12	4/17	A79108	CHK: 000000	08875	AP CEMENT, MISC. PVC SUP	016110	F15825			90.23		2,541.55
4/17/12	4/17	A79109	CHK: 000000	08875	ASST. WASHERS, CEMENT, E	016110	F16512			25.21		2,566.76
4/17/12	4/17	A79110	CHK: 000000	08875	1 PR GLOVES, 1- TOILET S	016110	F17868			31.98		2,598.74
4/17/12	4/17	A79111	CHK: 000000	08875	1- 18 V COMPACT 1/2" DRI	016110	F19457			169.99		2,768.73
4/17/12	4/17	A79113	CHK: 000000	08875	MISC. SPRKLR HEADS,	019708	5906			247.06		3,015.79
4/17/12	4/17	A79122	CHK: 000000	08875	HARBOR FREIGHT TOOLS	1	741756442			139.96		3,155.75
=====				APRIL ACTIVITY	DB:	704.43	CR:	0.00		704.43		
=====				ACCOUNT TOTAL	DB:	704.43	CR:	0.00				
-----												
565-0160 LAUNDRY & JANITORIAL												
B E G I N N I N G B A L A N C E											10,747.83	
4/09/12	4/09	A78711	CHK: 999999	08834	MISC. MOPS, AIR FRESHNE	001014	MR51525			54.00		10,801.83
4/09/12	4/09	A78757	CHK: 124509	08835	JANITORIAL SUPPLIES	007600	371700			414.64		11,216.47
4/12/12	4/12	A78905	CHK: 999999	08852	MOPS, AIR FRESHNERS, ET	001014	AP56561			54.00		11,270.47
4/23/12	4/23	A79478	CHK: 999999	08897	MISC. MOPS, AIR FRESHNE	001014	AP61613			54.00		11,324.47
4/24/12	4/24	A79511	CHK: 124590	08901	JANITORIAL SUPPLIES	007600	375274			269.65		11,594.12
4/24/12	4/24	A79512	CHK: 124590	08901	JANITORIAL SUPPLIES	007600	375279			91.94		11,686.06
4/24/12	4/24	A79513	CHK: 124590	08901	JANITORIAL SUPPLIES	007600	377002			38.90		11,724.96
4/24/12	4/24	A79514	CHK: 124590	08901	JANITORIAL SUPPLIES	007600	377721			38.90CR		11,686.06
4/24/12	4/24	A79515	CHK: 124590	08901	JANITORIAL SUPPLIES	007600	378906			290.12		11,976.18
4/26/12	4/26	A79652	CHK: 999999	08912	MISC. MOPS, AIR FRESHNE	001014	AP66678			54.00		12,030.18
=====				APRIL ACTIVITY	DB:	1,321.25	CR:	38.90CR		1,282.35		
=====				ACCOUNT TOTAL	DB:	1,321.25	CR:	38.90CR				
-----												
565-0174 GROSS RECEIPTS TAX												
B E G I N N I N G B A L A N C E											0.00	

565-0175	CATER RESALE FOOD/BEVERAGES	BEGINNING	BALANCE					0.00
565-0176	CONCESSION SUPPLIES	BEGINNING	BALANCE					126.15CR
565-0177	CATERING & KITCHEN SUPPLIES	BEGINNING	BALANCE					0.00
565-0178	UNCOLLECTABLE ACCOUNTS	BEGINNING	BALANCE					0.00
565-0180	INFORMATION TECHNOLOGY	BEGINNING	BALANCE					0.00
565-0190	SOFTWARE	BEGINNING	BALANCE					0.00
565-0201	BULK MATERIALS	BEGINNING	BALANCE					0.00
565-0210	COLLATERAL PIECES	BEGINNING	BALANCE					0.00
565-0230	PROMOTIONAL ITEMS	BEGINNING	BALANCE					0.00
565-0401	FURNITURE & FIXTURES	BEGINNING	BALANCE					0.00
565-0410	MACHINERY & EQUIPMENT	BEGINNING	BALANCE					19,733.11
4/17/12	4/17 A79120 CHK: 000000	08875 FAN BLADE	1	6569130		256.17		19,989.28
	=====	APRIL ACTIVITY	DB:	256.17	CR:	0.00	256.17	
	=====	ACCOUNT TOTAL	DB:	256.17	CR:	0.00		

5-03-2012 3:51 PM D E T A I L L I S T I N G PAGE: 7  
 FUND : 06 -CONVENTION CENTER FUND TRANSACTION DATE: 4/01/2012 THRU 4/30/2012  
 DEPT : 565 CONVENTION CENTER OPER ACCOUNTS: 565-0010 THRU 565-9999  
 POST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

565-0411 BUILDING & STRUCTURES

B E G I N N I N G B A L A N C E 4,403.42

4/25/12 4/25 A79612 CHK: 124609 08908 BATHROOM RENOVATIONS 019196 42412 31,506.01 35,909.43  
 ===== APRIL ACTIVITY DB: 31,506.01 CR: 0.00 31,506.01  
 ===== ACCOUNT TOTAL DB: 31,506.01 CR: 0.00

565-0412 LANDSCAPE MAINT.

B E G I N N I N G B A L A N C E 5,900.00

4/11/12 4/11 A78876 CHK: 124539 08846 MONTHLY LAWN SERVICE 020221 7308 1,475.00 7,375.00  
 ===== APRIL ACTIVITY DB: 1,475.00 CR: 0.00 1,475.00  
 ===== ACCOUNT TOTAL DB: 1,475.00 CR: 0.00

565-0415 SERVICE CONTRACTS

B E G I N N I N G B A L A N C E 25,356.24

4/05/12 4/05 A78685 CHK: 124481 08828 COPIER LEASE: CVB CLIEN 009007 86679994 110.00 25,466.24  
 4/09/12 4/09 A78719 CHK: 999999 08834 MONTHLY RECURRING SERVIC 003418 1637 135.00 25,601.24  
 4/09/12 4/09 A78756 CHK: 999999 08835 MAINTENANCE FISH TANK 004405 032812 150.00 25,751.24  
 4/12/12 4/12 A78916 CHK: 124537 08855 BROADBAND/WIFI FOR SPICC 020185 040812 482.64 26,233.88  
 4/12/12 4/12 A78910 CHK: 124491 08853 MAINTENANCE ON PHONE SYS 001142 SB701259 195.66 26,429.54  
 4/12/12 4/12 A78917 CHK: 124537 08855 BROADBAND/WIFI- SPICC 020185 40812-1 925.14 27,354.68  
 4/24/12 4/24 A79542 CHK: 124593 08902 ON-SITE SUPPORT APRIL 12 011022 1865 1,114.99 28,469.67  
 4/24/12 4/24 A79543 CHK: 124593 08902 ON-SITE SUPPORT APRIL 16 011022 1872 712.50 29,182.17  
 4/24/12 4/24 A79509 CHK: 999999 08901 MAINTENANCE FISH TANK 004405 041212 150.00 29,332.17  
 4/24/12 4/24 A79510 CHK: 124585 08901 AC FILTER SERVICE 006113 155423 499.20 29,831.37  
 4/24/12 4/24 A79521 CHK: 124601 08901 PEST CONTROL 015027 73374195 314.96 30,146.33  
 4/24/12 4/24 A79522 CHK: 124601 08901 PEST CONTROL 015027 73374575 77.88 30,224.21  
 ===== APRIL ACTIVITY DB: 4,867.97 CR: 0.00 4,867.97  
 ===== ACCOUNT TOTAL DB: 4,867.97 CR: 0.00

565-0418 PARKING LOTS

B E G I N N I N G B A L A N C E 0.00

565-0420 MOTOR VEHICLES

B E G I N N I N G B A L A N C E 1,479.32

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FUND : 06 -CONVENTION CENTER FUND		TRANSACTION DATE: 4/01/2012 THRU 4/30/2012										
DEPT : 565 CONVENTION CENTER OPER		ACCOUNTS: 565-0010 THRU 565-9999										
POST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====	AMOUNT=====	=====	BALANCE=====
565-0421 RADIOS & COMMUNIATIONS												
B E G I N N I N G B A L A N C E											0.00	
-----												
565-0427 PLUMBING												
B E G I N N I N G B A L A N C E											0.00	
-----												
565-0501 COMMUNICATIONS												
B E G I N N I N G B A L A N C E											12,055.65	
4/11/12	4/11	A78883	CHK: 124530	08849	PHONE BILL DATED 4/03/12 019520 40312					2,056.37		14,112.02
4/23/12	4/23	A79495	CHK: 124579	08897	TEX-ANN NG CHARGES MARCH 004089 12070590N					47.88		14,159.90
4/24/12	4/24	A79561	CHK: 124616	08902	CELLPHONE BILL 3/17-4/16 019404 463528814-053					56.96		14,216.86
=====				APRIL ACTIVITY	DB: 2,161.21	CR: 0.00				2,161.21		
=====				ACCOUNT TOTAL	DB: 2,161.21	CR: 0.00						
-----												
565-0510 RENTAL OF EQUIPMENT												
B E G I N N I N G B A L A N C E											2,805.50	
4/09/12	4/09	A78721	CHK: 124502	08834	DISHMACHINE RENTAL 2/23- 004283 8200564					147.03		2,952.53
=====				APRIL ACTIVITY	DB: 147.03	CR: 0.00				147.03		
=====				ACCOUNT TOTAL	DB: 147.03	CR: 0.00						
-----												
565-0513 TRAINING EXPENSE												
B E G I N N I N G B A L A N C E											0.00	
-----												
565-0520 INSURANCE												
B E G I N N I N G B A L A N C E											62,816.51	
-----												
565-0529 CREDIT CARD FEES												
B E G I N N I N G B A L A N C E											2,837.74	
4/03/12	4/05	B31569	932466	03967	NPCMERCH PYMT PROC-CC FEE	JE# 016055				119.90		2,957.64
4/03/12	4/05	B31571	5074409	03967	AUTHNET GATEWAY-INTERNET SALES	JE# 016057				25.00		2,982.64
4/03/12	4/05	B31575	625046	03967	NPC MERCH PYMT PROC-CC FEE	JE# 016061				183.30		3,165.94
4/04/12	4/05	B31578	82471	03967	MERCHE-SOLUTIONS-CC FEE	JE# 016064				27.45		3,193.39
4/11/12	4/19	B31637	041112	03984	LEASE FINANCE GR LEASE PYMT	JE# 016100				86.10		3,279.49
=====				APRIL ACTIVITY	DB: 441.75	CR: 0.00				441.75		
=====				ACCOUNT TOTAL	DB: 441.75	CR: 0.00						



5-03-2012 3:51 PM		D E T A I L L I S T I N G		PAGE: 9		
FUND : 06 -CONVENTION CENTER FUND		TRANSACTION DATE: 4/01/2012 THRU 4/30/2012				
DEPT : 565 CONVENTION CENTER OPER		ACCOUNTS: 565-0010 THRU 565-9999				
POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND INV/JE #	NOTE =====AMOUNT=====BALANCE=====
-----						
565-0530			PROFESSIONAL SERVICES			
			B E G I N N I N G	B A L A N C E		3,376.75
4/23/12	4/23	A79493	CHK: 124575	08897 ASBESTOS SURVEY:CVB	003402 6714	1,000.00 4,376.75
			=====	APRIL ACTIVITY DB:	1,000.00 CR: 0.00	1,000.00
			=====	ACCOUNT TOTAL DB:	1,000.00 CR: 0.00	
-----						
565-0531			MEDIA PLACEMENT			
			B E G I N N I N G	B A L A N C E		0.00
-----						
565-0532			PRODUCTION COSTS			
			B E G I N N I N G	B A L A N C E		0.00
-----						
565-0533			MARKETING			
			B E G I N N I N G	B A L A N C E		0.00
-----						
565-0535			BOND ISSUANCE EXPENSE			
			B E G I N N I N G	B A L A N C E		0.00
-----						
565-0536			TICKET COMMISSIONS			
			B E G I N N I N G	B A L A N C E		0.00
-----						
565-0540			ADVERTISING			
			B E G I N N I N G	B A L A N C E		0.00
-----						
565-0541			ELECTION EXPENSES			
			B E G I N N I N G	B A L A N C E		0.00
-----						
565-0550			TRAVEL EXPENSES			
			B E G I N N I N G	B A L A N C E		0.00
-----						
565-0550-001			CC CHGS CG			
			B E G I N N I N G	B A L A N C E		0.00
-----						
565-0550-002			CC CHGS DR			

5-03-2012 3:51 PM		D E T A I L L I S T I N G		PAGE: 10			
FUND : 06 -CONVENTION CENTER FUND		TRANSACTION DATE: 4/01/2012 THRU 4/30/2012					
DEPT : 565 CONVENTION CENTER OPER		ACCOUNTS: 565-0010 THRU 565-9999					
POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND INV/JE #	NOTE =====AMOUNT=====	=====BALANCE=====
B E G I N N I N G B A L A N C E							0.00
-----							
565-0551			DUES & MEMBERSHIPS				
B E G I N N I N G B A L A N C E							0.00
-----							
565-0552			EVENT ENTERTAINMENT				
B E G I N N I N G B A L A N C E							0.00
-----							
565-0553			TRAVEL SHOWS/FEES				
B E G I N N I N G B A L A N C E							0.00
-----							
565-0556			EVENT SECURITY				
B E G I N N I N G B A L A N C E							0.00
-----							
565-0557			STORAGE RENTAL				
B E G I N N I N G B A L A N C E							0.00
-----							
565-0558			DECORATIONS				
B E G I N N I N G B A L A N C E							668.06
-----							
565-0560			CAMERON COUNTY LEASE				
B E G I N N I N G B A L A N C E							3,931.22
-----							
4/05/12	4/05	A78682	CHK: 124477	08828 LEASE PAYMENT FOR MARCH	003150 40412	486.88	4,418.10
			=====	APRIL ACTIVITY	DB: 486.88 CR: 0.00	486.88	
			=====	ACCOUNT TOTAL	DB: 486.88 CR: 0.00		
-----							
565-0572			TRANSFERS OUT				
B E G I N N I N G B A L A N C E							0.00
-----							
565-0580			ELECTRICITY				
B E G I N N I N G B A L A N C E							124,888.06
-----							
565-0581			WATER, SEWER & GARBAGE				
B E G I N N I N G B A L A N C E							23,031.96
-----							
4/10/12	4/10	A78838	CHK: 999999	08843 7355 PADRE BLVD	012071 201204103842	3,728.96	26,760.92
			=====	APRIL ACTIVITY	DB: 3,728.96 CR: 0.00	3,728.96	
			=====	ACCOUNT TOTAL	DB: 3,728.96 CR: 0.00		



FUND : 06 -CONVENTION CENTER FUND

TRANSACTION DATE: 4/01/2012 THRU 4/30/2012

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

POST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
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565-9047	EMPLOYEE TURNOVER		
	BEGINNING	BALANCE	0.00

565-9470	DEBT SERVICE TRANSFER		
	BEGINNING	BALANCE	426,069.00

565-9471	TRANSFER TO CONST. FUND	
	B E G I N N I N G	B A L A N C E
		0.00

565-9472	TRANSFERS OUT		
	BEGINNING	BALANCE	0.00

565-9473	TRANSFER TO HOTEL MOTEL FUND	
	BEGINNING BALANCE	0.00

565-9474	TSF TO MISS TEEN USA		
	BEGINNING	BALANCE	0.00

565-9999	MISC DEPT ADJ	
	B E G I N N I N G	B A L A N C E
		0.00

★ — ★ — ★ — ★ — ★ — ★ — ★ — ★ — ★ — ★ — ★ — ★ — ★ — ★ —

000 ERRORS IN THIS REPORT!

\* - \* - \* - \* - \* - \* - \* - \* - \* - \*

\*\* REPORT TOTALS \*\*

--- DEBITS ---

--- CREDITS ---

BEGINNING BALANCES: 1,006,911.29

126.15CR

REPORTED ACTIVITY: 83,656.01

736.94CR

ENDING BALANCES: 1,090,567.30

863.09CR

**CITY OF SOUTH PADRE ISLAND  
CVA BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** May 9, 2012

**NAME & TITLE:** Mary K. Hancock

**DEPARTMENT:** Special Events

**ITEM**

Discussion and action regarding consideration for 2012 funding request from SPI Bikefest as it pertains to 2012/13 Events Marketing Budget

**ITEM BACKGROUND**

Submission of 2011 final income expense report, proposed 2012 budget & marketing plan for SPI Bikefest to evaluate funding in 2012/13 budget

**BUDGET/FINANCIAL SUMMARY**

593 Special Events Marketing

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

CVA Funding Request Summary for Administrative use:

Event Title S.P.I. BIKEFEST

Event Dates October 12, 13, 14<sup>th</sup> 2012

☒ Recurring Event      ☐ New Event

2011-12 Funding Request    \$ 15,000.00

☒ 2010-2011 funding    \$12,000.00 & (in-kind building rental @ \$10,000.00 (recurring)

☒ Room nights generated    2,094 (recurring)

Other proposed cash sponsors, additional info

L&F Distributors

Lone Star Bank

Louie's Back Yard

Convention and Visitors Authority Decision:

Yes \_\_\_\_\_ No \_\_\_\_\_

Amount of funding approved \_\_\_\_\_

Fund Code \_\_\_\_\_

Date \_\_\_\_\_

Additional Comments \_\_\_\_\_

## SPECIAL EVENT FUNDING REQUEST

Please attach the following:

- ☒ proposed event budget      ☒ Marketing Plan      ☒ final income/expense (if applicable)  
☐ Event plan summary      ☒ Funding Request \$ 15,000.00

Organization Budweiser's SPI BikeFest, Inc  
Contact name G.J. Reyna - Mark Lacy  
Address PO Box 4073  
McAllen TX 78502  
City State zip

Phone 956-227-6571 - 956-668-7484 Email gj@spibikefest.com

Event Title Budweiser's SPI BikeFest  
Event Date(s) October 12<sup>th</sup>, 13<sup>th</sup> and 14<sup>th</sup>

Location(s) of event South Padre Convention Centre ☒ Recurring Event ☐ New Event

Estimated attendance 10,000  
Estimated Room Nights 7,000

Please list other (proposed) cash or in-kind sponsors. You may attach list.

<u>L&amp;F Dist</u>	<u>\$45,000.00</u>	<u>\$</u>
<u>Lone Star Bank</u>	<u>\$ 5,000.00</u>	<u>\$</u>
<u>Louie's Back Yard</u>	<u>\$ 2,500.00</u>	<u>\$</u>

**Please present a plan for the following as it may pertain to your event (attach to application)**

**Event footprint** (Submit a drawing defining parameters of event as it relates to streets, beach and/or bay)

**Temporary Structures** (size & placement of tents, or other temp. structures)

**Trash, Litter Control & Sanitary facilities**

**Pedestrian & Parking Plan** (Where will people park and how will they safely access your event?)

**Vendors** (attach diagram defining what type of vendors, their location and general set up within event parameters)

---

\*Proof of insurance may be required prior to processing check for funding

\* May the CVB receive a list of participants with email addresses, if applicable? YES

**Thank you for your application!**

4:26 PM  
04/23/12  
Cash Basis

**South Padre Island Bikefest, Inc.**  
**Profit & Loss**  
January through December 2011

	<u>Jan - Dec 11</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
1 Merchant Bankcard	35,970.82
American Express Settlement	6,663.00
Clearant, LLC	53,412.23
Google Ads	105.60
Office Bank Deposit	62,720.05
Sales	211,800.46
Sponsorship	5,000.00
Vendor Space	645.00
<b>Total Income</b>	<u>376,317.16</u>
<b>Gross Profit</b>	376,317.16
<b>Expense</b>	
Advertising	33,303.21
Automobile Expense	107.99
Bank Service Charges	4,364.55
Contributions	28,369.23
Insurance	1,081.39
Internet	2,628.87
Office Supplies	382.05
P.O. Box Fee	56.00
Payroll Expenses	2,667.60
Postage	88.00
Professional Fees	2,340.00
RALLY	265,187.81
Repairs and Maint.	296.03
Shipping	349.88
Telephone	6,494.83
Utilities	1,400.85
<b>Total Expense</b>	<u>349,118.29</u>
<b>Net Ordinary Income</b>	<u>27,198.87</u>
<b>Net Income</b>	<u><u>27,198.87</u></u>



Proposed  
Budget 2012

Attendance Cost Total

Sponsor Funds				\$	80,000.00
Pre-registration	1000	\$	40.00	\$	40,000.00
VIP Registrations	50	\$	300.00	\$	15,000.00
On-Site	600	\$	40.00	\$	24,000.00
Day Passes	9000	\$	15.00	\$	135,000.00
Beverage Sales				\$	85,000.00
Mechandise Sales				\$	20,000.00
Total Income				\$	399,000.00
Event Cost				\$	250,000.00
Marketing/Travel				\$	30,000.00
Office Admin				\$	10,000.00
Permits				\$	5,000.00
Beverage Cost				\$	45,000.00
Donations				\$	30,000.00
				\$	370,000.00
Net Income				\$	29,000.00



## SPECIAL EVENT MARKETING PLAN

Any funding request coming before the South Padre Island Convention and Visitors Bureau Advisory Board must have a marketing plan as part of the proposal. The CVA awards funding for marketing. The top criteria for funding is the generation of measurable overnight stays in South Padre Island lodging properties.

Please answer the following questions as part of your application.

1. Name of event            Budweiser's SPI BikeFest
2. Proposed dates        October 12<sup>th</sup>, 13<sup>th</sup> and 14<sup>th</sup>
3. Estimated number of participants    10,000.00+
4. Estimated number of spectators      Same number as above
5. Who would be interested in participating in this event? Bikers, enthusiast and public
  - A. Would the participants primarily come from (by estimated %):
    1. Texas metro areas                      37%
    2. Rio Grande Valley                        65%
    3. Non-Texas U.S.                            03%
    4. Mexico                                        05%
    5. Other
  - B. How do you see this event being marketed to attract the most overnight participants? (Assign estimated percent to each major area)
    1. Event website        [www.spibikefest.com](http://www.spibikefest.com)
    2. Internet advertising
      - a. [www.spibikefest.com](http://www.spibikefest.com)
      - b. [www.ridetexas.com](http://www.ridetexas.com)
      - c. [www.motorcycleevents.com](http://www.motorcycleevents.com)
      - d. Entravision web site
      - e. Clear Channel Web site
      - f. Local television websites
    3. Print
      - a. Newspaper
        1. The Monitor
        2. Valley Morning Star
        3. Brownsville Harold
        4. Coastal Current

b. Magazines?

1. Ride Texas Magazine
2. Social Life Magazine
3. Thunder Press
4. Valley Motion Magazine
5. Contempo Magazine
6. Port Isabel Press
7. Xtreme Magazine
8. Magic Valley Rider
7. Various local and state wide motorcycle magazines

4. Television

1. KRVG
2. KNVO
3. KGBT
4. Fox
5. Univision

5. Radio

1. KURV 710
2. Q 94.5
3. Que Pasa 99.5
4. 100.3
5. 105.5
6. 102.1

6. Public relations

1. SPI BikeFest Staff always has a large presence at all local bike rally's and events to promote the up-coming SPI BikeFest.
2. With Funds available SPI BikeFest Staff attends most statewide events to promote the up-coming SPI BikeFest.

6. When would you suggest the advertising/public relations should begin?

A. When should promotion be heaviest?

1. Promotions should start now and the heaviest should be summer months thru September

B. Will promotion timing be determined by geography as well as by closeness to the event? (For example, will you start promoting in places farther away from South Padre Island, then move closer as the event draws closer?)

1. We plan to focus on surrounding states in this first quarter then work our way into the Central Texas area in the summer.

7. Does the event have images which can be used for advertising/public relations purposes?

Yes.

8. Who would be interested in attending this event? THIS WOULD BE THE SAME AS QUESTION #5

A. Would the attendees primarily come from: THIS WOULD BE THE SAME AS QUESTION #5

1. Texas metro areas
2. Rio Grande Valley
3. Non-Texas U.S.
4. Mexico
5. Other

B. How do you see this event being marketed to attract the most overnight attendees?

1. Event website
2. Internet advertising
  - a. Where? On what sites?
3. Print
  - a. Newspaper? Where?
  - b. Magazines? Which magazines?
4. Television
  - a. Where?
5. Radio
  - a. Where?
6. Public relations
  - a. Where?

9. Is there anything else significant about this event, such as a historic year, celebrity participation, other type of observance?

Budweiser's SPI BikeFest is entering its 18<sup>th</sup> year

10. Who is designing your advertising and other marketing materials?

We would most likely use The Atkins Group. Will research and get quotes from other leading agencies.

11. How are you able to measure results of your marketing efforts?

- |                                  |                             |
|----------------------------------|-----------------------------|
| A. Ticket sales                  | <u>YES</u>                  |
| B. Lodging rooms used            | <u>YES (as best we can)</u> |
| C. Comparison to previous events | <u>YES</u>                  |
| D. Other                         | <u>Beverage Sales</u>       |

The Convention and Visitors Advisory will **require** access to the participant and/or spectator database within ten days of the event for survey activity.

**CITY OF SOUTH PADRE ISLAND  
CVA BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** May 9, 2012

**NAME & TITLE:** Mary K. Hancock

**DEPARTMENT:** Special Events

**ITEM**

Discussion and action regarding consideration for 2013 funding request from Inertia Tours as it pertains to 2012/13 Events Marketing Budget. (Spring Break Promotions)

**ITEM BACKGROUND**

Submission of 2012 final income expense report & proposed 2013 budget & marketing plan from Inertia Tours' in order to evaluate funding in the 2012/13 budget

**BUDGET/FINANCIAL SUMMARY**

593 Special Events Marketing

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

**Inertia Tours was denied funding by CVA (\$30,000) going into 2011/2012 fiscal year. It was then taken to the City Council for consideration and passed at \$20,000 level.**

CVA Funding Request Summary for Administrative use:

Event Title Inertia Tours

Event Dates Spring Break 2013

☒ Recurring Event      ☐ New Event

2011-12 Funding Request    \$ 30,000.00

☒ 2010-2011 funding    \$ 20,000.00 (recurring)

☒ Room nights generated    See report (recurring)

Other proposed cash sponsors, additional info

Inertia    \$30,000.00

Rockstar    \$10,000.00

Convention and Visitors Authority Decision:

Yes \_\_\_\_\_ No \_\_\_\_\_

Amount of funding approved    \_\_\_\_\_

Fund Code    \_\_\_\_\_

Date    \_\_\_\_\_

Additional Comments \_\_\_\_\_

\_\_\_\_\_

**SPECIAL EVENT FUNDING REQUEST** Please attach the following:

- ☐ Basic proposed event budget ☒ Marketing Summary (how, when, where will you market this event)  
☒ final income/expense (recurring events) ☐ Event summary ☒ Funding Request \$ 30,000.<sup>00</sup>

Organization Inertia Tours

Contact name Chad Hays

Address 1575 Padre Blvd  
South Padre Island TX 78597  
City State zip

Phone 800 821 2176 x1 Email Chad@INERTIA TOURS.COM

Event Title Spring Break Shoulden weeks

Event/Proposed Date(s) March 2-9 / March 16-23

Location(s) of event South Padre Island ☒ Recurring Event ☐ New Event

Estimated attendance 7500+ w/ Inertia

Estimated room nights 35 - 40,000

Please list other (proposed) cash or in-kind sponsors. You may attach list.

<u>Inertia</u>	\$ <u>30,000</u>	\$ _____
<u>Rockstar</u>	\$ <u>10,000</u>	\$ _____
_____	\$ _____	\$ _____

(100% match)  
(Campus Rep Program)

**Please present a plan for the following as it may pertain to your event** (attach to application)

**Event footprint** (Submit a drawing defining parameters of event as it relates to streets, beach and/or bay)

**Pedestrian & Parking Plan** (Where will people park and how will they safely access your event?)

---

\*Proof of insurance may be required prior to processing check for funding

**Thank you for your application!**

## **CVB Proposal – Spring Break promotions**

- Who:** Chad with Inertia Tours ([chad@inertiatours.com](mailto:chad@inertiatours.com) – CELL 956 720 0903)
- What & How:** Non-Texas week promotions for spring break bookings – sponsorship of these Promotions - \$30,000. On campus, Greek to Greek house promotions with perfectly Times Facebook ads targeted to the same campuses a day before, day of, and day After our team is on campus
- Where:** 70+ colleges & universities on Facebook targeting non-Texas week arrivals  
12 States by ROAD SHOW – NE, MO, KS, IL, IA, LA, AR, WI, SD, CO, OH, OK  
(yes – Oklahoma is the week AFTER Texas week) Sept 5 to Feb 20 (approx)  
Roadshow targets. Special effort will be spent this year to Fill March 2. **Michigan!**
- Why:**
- ➔ Filling up the shoulders on spring break to better cover hotel staffing, increase Revenues, and bring in non-Texas spring break week schools' students. Last year We saw (yet again) a nice Week 3 increase March 17-24 in 2012. Inertia sales were up 20+ percent and many hotels sold out week three.
  - ➔ Increasing Occupancy tax revenue & profits for Island not just on spring Break but as returning adults with college educations (higher disposable incomes) & their families later in life. From 2009 to 2011, FACT: Occupancy tax up 25.1% in March. THIS WORKS.
  - ➔ Economy is bad. This fact is to OUR ADVANTAGE as South Padre is very inexpensive. These students want to drive to save money, and to be SAFE in the USA
- BEWARE THE ECHO BOOMERS!!!
- ➔ Only promotion of spring break that is currently on the table that not only targets College students, it targets drive down colleges in the Midwest the **shoulder weeks ONLY**
  - ➔ Using 100% online promotions missing “the herd & the pack” of Greeks. They aren’t Looking online as much as doing “what’s cool to the hot destination.” We create In their face, groundswell for South Padre.

Economic Numbers/Expense report from last years’ road show attached for review.



### Synopsis:

Inertia Tours is requesting a grant from CVB to promote the shoulder weeks of spring break in a very targeted fashion. We will be targeting 100% NON Texas week schools March 2 and March 16<sup>th</sup> check in weekends.

Our Road Show guys are true door to door sales people “selling” South Padre. This Committee knows that face to face sales is hands down the most effective means to sell product & services – usually the problem is the high cost. By partnering with Inertia and Inertia sponsors, much of the cost is absorbed making it affordable and effective. **Last year Inertia shouldered 68% of this promotional cost.**

We couple this with novelty swag items that keep us in front of the Greek houses as they book in packs & groups, are generally campus leaders and can create momentum, and are not as financially challenged. This momentum means a “we are all going to South Padre” mentality that creates a mass of people booking properties. Texas week this year is March 9-16<sup>th</sup>. We target all other weeks.

### Supporting Documents/Handouts

- I. Spring Break Dates
- II. On Campus Visits & Swag

### Notables:

- Less than 2% of Inertia bookings go to destinations other than South Padre. We put up other destinations to “drag net” (ie convince them to change) to south padre.
- Trickle down works on travel. If a package guy like us fills up, then hotels start getting calls. Once hotels start filling up, then we as the package guys get calls. I WANT the hotels full- the more THE BETTER on spring break. Between 60-70% of spring break bookings are NOT with Inertia Tours actually in March.
- We focus on “the correct” students. We travel people from all over the US that are GREEK in GROUPS
- Inertia contribution exceeds CVB proposal amount. We put our money on the line with the CVB  
The road show is already out with zero CVB funding this far. Has been for over a month.  
Without funding, Inertia will not be able to properly promote SPI as time will be cut on a program that obviously is working. Inertia currently fills its Texas week blocks as well as week after.

CVB enjoys huge savings even if an attempt was made to do this direct w/o Inertia’s management Car, insurance, recruiting people that know spring break/south padre near impossible. We have them.

- We are starting earlier and ending later this year for our Roadshow to “take no chances” with bad economy – always in an election year you keep your eye on the economy.

## Budget Breakdown for Inertia Tours College Promotional Roadshow

### Non-travel expenses:

- |                      |          |                             |
|----------------------|----------|-----------------------------|
| • Print #1           | \$1450   | brochures                   |
| • Print #2           | \$944.00 | brochures                   |
| • Ads                | \$1600   | Feature article on SPI      |
| • Swag souvenir cups | \$2177   | *5000 distributed on campus |

**Total: \$6171.00**

### Vehicle Rental Expense:

Oct – Feb = 150 days x \$24.99 per day = \$3748.50  
2008 Mercury Milan rental including insurance

**Total: \$3748.50**

### Roadshow Reimbursement 2<sup>nd</sup> Semester:

**2nd Semester to  
date**

**JAN 14 through FEB 27**

**45 Days**

#### **non-daily reimbursement**

Transportation	<b>\$516.85</b>
----------------	-----------------

Misc	<b>\$837.79</b>
------	-----------------

Supplies/Printing	<b>\$49.33</b>
-------------------	----------------

Tolls/Park	<b>\$79.81</b>
------------	----------------

Gas	<b>\$1,801.97</b>
-----	-------------------

<b>Total 2<sup>nd</sup> Semester Road Show</b>	<b>\$3,285.75</b>
--	-------------------

<b>45 days</b>	<b>@\$92 DAILY STIPEND</b>	<b>\$4,140.00</b>
----------------	----------------------------	-------------------

**Total Paid:****\$****\$7,425.75**Roadshow Reimbursement 1<sup>st</sup> Semester:

<b>2nd 45 days</b>	<b>Oct 31st through December 14th</b>	
	non-daily	reimbursable
Transportation	\$1,607.95	\$1,607.95
Misc	\$530.86	\$530.86
Supplies/Printing	\$123.90	\$123.90
Tolls/Park	\$43.40	\$43.40
Gas	\$1,554.05	\$1,554.05
<b>Subtotal:</b>	<b>\$3857</b>	

**75 days****\$6,900 DAILY STIPEND**(\$92/day  
for food &  
hotel)

\*Note: costs lowered due to less driving with concentration in Illinois

**Total: \$10757.00****Roadshow grand total expenses:****\$28101.00****Total Roadshow commissions paid:**

**\$34,860.00**

**Total Roadshow costs:**

**\$62,961.00**

**Inertia covered \$42,961 of costs of promo effort  
Or 68% of total overall cost**

Roadshow generated 1380 sales that were 100% March 3 OR March 17/18<sup>th</sup> check ins  
**HOWEVER, INERTIA TRAVELED MANY MORE STUDENTS IN ADDITION, SEE BELOW**

*Inertia traveled 380 students the week of March 3-10<sup>th</sup>*

\*exacting condo/hotel numbers not known, but estimated at 433.33 room nights

*Inertia traveled 1800 students the week of March 18-24<sup>th</sup>*

104 hotel rooms were used x 4 nights = 416 room nights

228 condos were used x 7 nights = 1596 room nights

Total students traveled 2180 shoulder weeks

Total room nights between the 2 shoulder weeks was 2445 room nights.

**Other direct economic benefits:**

**Meals**

During this time period, Inertia averaged March 3-10th 90 meals per day at the following restaurants:

Breakfasts:	Pier 19 (6 breakfasts included)
Lunches/Dinners:	Padreritaville
	Las Olas at Peninsula
	Big Donkey
	Big Boys
	American Grill @ Hilton Garden Inn

During this time period, Inertia averaged March 18-24<sup>th</sup> 503 meals per day at the following restaurants:

Breakfasts:	Pier 19 (6 breakfasts included)
Lunches/Dinners:	Padreritaville
	Las Olas at Peninsula
	Big Donkey
	Big Boys
	American Grill @ Hilton Garden Inn

**Side Trips Included:**

Bay Fishing	82 tickets
Thriller Jet Boat	41 tickets
Surfing Lesson	75 tickets
Dolphin Watch	12 tickets
Banana Boat Rides	8 tickets

Party Yacht Cruises	7 two hour cruises x \$600/cruise = \$4200 March 3 <sup>rd</sup> week
Party Yacht Cruises	18 two hour cruises x \$600/cruise = \$10800 March 17 <sup>th</sup> week

**Other “immeasurable” Economic Benefits:**

- Rooms/condos booked not with inertia Tours
- Restaurants used not on Inertia meal plan
- Bar / Liquor revenues by nightclub & bar venues
- Convenience store revenues
- Local shop revenues including souvenirs, trinkets, tee shirts, etc

With exit surveys on Inertia clients, our students indicate they average a “spend” onsite (not including what they have paid Inertia Tours) of \$600 per student.

Based on the travel numbers, this indicates a spend of 2180 students shoulder weeks x \$600 = \$1.308 million DIRECT spend on South Padre Island.

**CITY OF SOUTH PADRE ISLAND  
CVA BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** May 9, 2012

**NAME & TITLE:** Connie Ledbetter, Senior Sales Manager

**DEPARTMENT:** CVB

**ITEM**

Discussion and action regarding the recommendations and selections of Trade Shows to attend for fiscal year 2012/2013

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

# TradeShows 2012-2013

Market: Austin, Dallas, Houston and San Antonio					Connie Ledbetter	
Tradeshows	Where	Date	Cost	Travel Budget		
Southwest Showcase	Austin, TX	January 1, 2013	4,900.00	700.00	Exhibit /show to apporoximately 300 Austin Meeting Planners that are looking for future meeting destinations.	
So. TX Motorcycle Show	San Antonio, TX	March 1, 2013	400.00	735.00	Promote Bike Rallies here on South Padre Island	
TSAE Event	Austin, TX	June 1, 2013	500.00	700.00	Annual Golf Tournament hole sponsor. Great opportunity to network with planners during golf outing.	
Plan your Meeting	Austin, TX	February 1, 2013	225.00	600.00	Plan Your Meeting Live event targeting Austin Meeting Planners. This is a small scale show of about 25-30 planners. Great one on one time.	
Plan your Meeting	Dallas, TX	March 1, 2013	225.00	800.00	Plan Your Meeting Live event targeting Dallas Meeting Planners. This is a small scale show of about 25-30 planners. Great one on one time.	
Plan your Meeting	San Antonio, TX	May 1, 2013	225.00	600.00	Plan Your Meeting Live event targeting San Antonio Meeting Planners. This is a small scale show of about 25-30 planners. Great one on one time.	
Collaberate	*TBD	April, 2013	2,495.00	1,754.70	This is a show that we have never done before. I will join Team Texas to test the waters. The current participants feel that it is a really worthwhile show, with one on one appts. with planners.	
Plan Your Meetings	Houston	October 1, 2012	225.00	1,000.00	Plan Your Meeting Live event targeting Houston Meeting Planners. This is a small scale show of about 25-30 planners. Great one on one time.	
*Connect	*TBD	August 1, 2013	2,495.00	1,318.00	This is a brand newshow that we have never done before. I will join Team Texas to test the waters. The current participants feel that it is a really worthwhile show, with one on one appts. with planners.	
			11,690.00	8,207.70		



# Lili De Rousie

Tradeshows	Where	Date	Cost	Travel Budget:	Pro
Oct-12					
Nov-12					
Dallas Travel and Adventure Show	Dallas, TX.	November, 2012	3,475.00	1,350.00	New Show- SPI Partners?
State of TX Wine & Food Expo	Toronto, Canada	November, 2012	500.00	1,800.00	Coop with State of Texas.
Jan-13					
International Travel Show	McAllen, TX.	January, 2013	500.00	400.00	Promote our winter events among Canadian, US & RGV.

<b>Mar-13</b>							
Houston Fishing Show	Houston, TX.	March 6-10, 2013	590.00	1,500.00	Consumer show - <b>Will also solicit partners</b>		
Women's Show	Ottawa, Canada	March 16-18, 2013	1,450.00	1,250.00	Consumer, affluent attendees.		
<b>Apr-13</b>							
Texas Travel Counselors	Texas	April, 2013	360.00	900.00	Exhibitor		
<b>May-13</b>							
Art Car/Sponsor Car	Houston, TX.	May-7-2013	350.00	700.00	Coop w/ Team Texas		
International Pow Wow	Las Vegas, NV.	June, 8-12-2013	2,000.00	1,200.00	Promoting to the International Market		
<b>Jun-13</b>							
<b>Jul-13</b>							
AARP	USA- TBD	Aug/Sept. 2013	675.00	1,200.00	Baby Boomers and 55+		
Calgary Stampede	Calgary, Canada	July, 2013	500.00	1,400.00	Coop w/ State of Texas		
<b>Agu-13</b>			10,400.00	11,700.00			
<b>Sep-12</b>							
<b>TOTAL TRADESHOW BUDGET:</b>			22,090.00	20,407.70			



**CITY OF SOUTH PADRE ISLAND  
CVA BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** May 19, 2012

**NAME & TITLE:** Mary K. Hancock, Special Events Manager

**DEPARTMENT:** Special Events

**ITEM**

Discussion & action regarding special event focus group's progress for  
Fiscal year budget 2012/2013

**ITEM BACKGROUND**

Staff is seeking direction regarding what market segment the CVA wishes to attract for future events as well as what additional enhancements to existing events might be pursued in order to effectively apply the special events marketing budget.

**BUDGET/FINANCIAL SUMMARY**

Special Events Marketing 593

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

**Minutes regarding funding from Dec. and March CVA will be available o site for review if needed**

## CVA Special Events Focus Group

Members: Lynne Tate, Joy Hartung, Daniel Salazar, Rene Valdez, Pam Romer

Staff: Mary K. Hancock

Tuesday May 1, 2012

Members met to discuss recommendations for special events that have the potential to generate hotel/motel tax, as they pertain to the 2012/13 budget.

Events that should be encouraged to expand with possible enhancement by funding or in kind services are as follows:

- SPI Kitefest (Feb.) Night time event to hold Winter Texan crowd over
- UB Captain Kayak Tournament (April)
- SPI Sand Crab Night Run (April)
- Jailbreak Beach Escape (May)
- King of the Causeway (Cycling & Triathlon) (Sept)
- SPI Bikefest (Oct.) Thursday Night event
- 

October 6-8, 2013

- 3 day Columbus weekend event
- Food event/Chili Cookoff / Contact established circuits to find a fit for SPI

November

- Corporately sponsored Beach Event/ (Thanksgiving weekend) (Sept-Nov.)Isla Grand
- EVP Volleyball Tour or similar tour (Mid August-Sept 2013/14) Beach front ? Isla Grand
- Family Fishing Tournament in conjunction with SCDays or 2<sup>nd</sup> weekend in June
- Children's events in conjunction with SCDays or 2<sup>nd</sup> weekend in June) Define events and promoters for this market segment

Other

- Red Bull Air Races (research cost to bring to bay venue in partnership with CCounty airport
- Christian Retreats (based on available venue) Ex: Joel Osteen
- October Fest or Pirate Days/Community Events (need defining as they pertain to hotel/motel)

**CITY OF SOUTH PADRE ISLAND  
CVA BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** Wednesday, May 9, 2012

**NAME & TITLE:** Ahadi, DeeOnda Welcome Center Manager

**DEPARTMENT:** CVB/WFSPIWC

**ITEM**

**ITEM BACKGROUND**

Update on the fulfillment process after meeting with Scott McGehee.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

Continue to market the island to target populations-locally, regionally, and nationally.

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO:   X  

Approved by Legal: YES: \_\_\_\_\_ NO:   X  

Comments:

**RECOMMENDATIONS/COMMENTS**

**Please see attached for notes from the meeting.**

#### The Current Fulfillment Process:

1. Information is received from the interested readers of the periodicals where we advertise.
2. The information is retrieved/received through the Atkins Group in an excel spreadsheet and forwarded to the fulfillment house.
3. The data is processed into the necessary format then it is put through address verification software. This software will kick out undeliverable addresses. Less than 6% of the addresses are undeliverable. Duplicate addresses are also removed.
4. The envelopes are then laser printed and held for mailing.
5. In order to get the lowest postage rate possible of .72 there must be at least 200 pieces of mail, so the mail is sent once a week.

#### Reports:

Reports are sent to the CVB broken down three different ways:

1. By the publication
2. By the state
3. By email addresses

Historically once the CVB had received the information it had been filed away.

#### Fees:

1. These are flat fees:
  - a. Administrative...\$100
  - b. Storage onsite.... \$ 75
  - c. Storage offsite....\$ 75
  - d. Data processing \$160
2. Envelopes per piece and processing .36
3. DVDs .279 and visitors guides .72-.76

**CITY OF SOUTH PADRE ISLAND  
CVA BOARD MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** May 9, 2012

**NAME & TITLE:** Steve Atkins

**DEPARTMENT:** The Atkins Group

**ITEM**

Discussion and action concerning advertising, including recent and planned ad placements, web usage statistics and recent public relations efforts.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**



**Project:** SPI CVB - CVA Meeting  
**Date:** May 9th, 2012

## Report

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### Media Overview and Update April – June

#### Online –

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

#### Television –

Journey TV – SA, DFW, Austin, RGV;  
All other US markets  
SA Cable: 4/9-4/29, 5/7-5/27, 6/11-  
6/24, 8/13-8/26, 9/10-9/23

#### Outdoor –

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

#### Mexico –

Isla del Padre Sur – Ads and Summer  
Vacation 6/22 Insert  
El Norte – Ads and Summer Vacation  
6/22 Insert

#### Print –

TTIA See Texas First – Spring  
Good Housekeeping, Redbook and  
Women's Day – April/May  
AARP – April/May-June/July  
Conde Nast Traveler, The New Yorkers,  
Vanity Fair and Architectural Digest –  
April  
Ladies Home Journal, More – April  
Family Circle, Parents – May  
Midwest Living – April  
Best of the Midwest – May/June  
SA Magazine – April  
Southern Living – May  
Southwest Airlines – April  
TX Highways – May  
Texas Monthly – April/May  
TX Town and City – April  
TX Meetings & Events – Spring  
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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THE ATKINS GROUP  
SOUTH PADRE ISLAND PUBLIC RELATIONS TEAM  
WORK DESCRIPTION/ EFFORT AND RESULTS

April 2012

**RESEARCH & PLANNING**

- Updated and expanded the Travel publications media list.
- Researching and discussing media fam opportunities and different kinds of structures to maximize efficiency in future fam planning.

**PITCHES, NEWS RELEASES AND OTHER WRITTEN MATERIALS**

- Draft and distributed "What's New on South Padre Island" press release. Distributed this to over 120 travel publications, state and regional magazines and major Texas dailies.
- Drafted and distributed Travel Study Tour Awards press release. Distributed this to major Texas dailies and Rio Grande Valley media.

**FAMS**

- Canadian-based freelance writer **Remy Scalza** visited the Island on assignment for **Canadian Geographic Traveler** magazine. TAG assisted DeeOnda Ahadi in the coordination of his itinerary, April 9 - 12. TAG working with Texas State Economic Development & Tourism office to assist with any needed follow-up on the story.
- TAG assisted in responding to a fam request from the Texas State Economic Development & Tourism office for **Chris Haslam**, writing for the **London Times** and visiting the Island April 28-30.
- TAG assisted in reviewing and assessing a fam opportunity for **Melissa Mayntz**, birding writer for About.com. Mayntz visited the Island April 30 - May 2.

**MEDIA CONTACTS**

- Provided information and images to **San Antonio Express-News** writer Jeanette McNamee for the newspaper's "Summer Fun Guide." They asked for very high-res version of one of our sandcastle photos for consideration for the cover of this publication.
- Provided information and images to **San Antonio Express-News** for its upcoming Coastal Bend travel section.
- Followed up with **H Texas Magazine** editor **Laurette Veres** to confirm when the South Padre Island feature by writer Sarah Van Hoose will run. It is scheduled for the summer 2012 issue. Laurette informed us that she will be visiting SPI on June 16-17 and would like to meet up with DeeOnda while she is there.
- Provided editorial information on "Must-Do" activities, as well as lodging and dining options to



**Sonya Stimmer, editor of the Spirit of the West magazine** for their special Texas issue. Spirit of the West is distributed in Germany and several other European countries and is read by aficionados of all things American, especially as they relate to the American West.

- Provided information on South Padre Island family-friendly activities and attractions, to **Linda Hadfield, editor of Destinations Travel magazine** for a feature on family vacation destinations.
- Followed up with **Cory Bordanaro, editor at Southern Living** to confirm when their feature, "Best Southern Beaches" is scheduled to run. Bordonaro gathered information last fall on South Padre Island for inclusion in this feature. She is checking and will let us know.
- Sent pitches regarding news and updates to the following writers:
  - **Kendra Strey**, features editor of AAA Texas Journeys
  - **Dan Oko**, Houston-based freelance writer
  - **Becca Hensley**, travel editor of San Antonio & Austin magazines
  - **Beth Harpaz**, AP Travel Editor
  - **Melissa Gaskill**, freelance writer
  - **Melissa Ward Aguilar**, assistant managing features editor at Houston Chronicle
  - **Kristin Finan**, travel editor at Houston Chronicle
  - **Lori Moffatt**, senior editor at Texas Highways

#### **CLIPS & HITS**

**Southwest Airlines Spirit magazine**, April 2012. "Destination Texas." TAG provided copy points and images for this promotional opportunity.

**SmartMoney.com**, April 26. "7 Bargain Summer Destinations."

<http://www.smartmoney.com/spend/travel/7-bargain-summer-destinations-1335493841949/>

**KGBT-TV Channel 4**, April 26. "Feathers ruffled over destroyed nests."

<http://www.valleycentral.com/news/story.aspx?id=746844>

**USA Today**, April 26. "Diving on South Padre Island."

<http://traveltips.usatoday.com/diving-south-padre-island-texas-5106.html>

**USA Today**, April 26. "Family Beach Vacations in Texas."

<http://traveltips.usatoday.com/family-beach-vacations-texas-14000.html>

**KGBT-TV Channel 4**, April 25. "Nature Report: Peregrine Migration."

<http://www.valleycentral.com/news/story.aspx?list=195034&id=746033>

**Southern Hospitality Magazine Traveler**, April 24. "Best Beaches for Beach Burns."

[http://traveler.southernhospitalitymagazine.com/places\\_story.php?id=13](http://traveler.southernhospitalitymagazine.com/places_story.php?id=13)

**KGBT-TV Channel 4**, April 23. "Nature Report: Birding Mecca."

<http://www.valleycentral.com/news/money/story.aspx?list=327713&id=745224>

**Valley Morning Star**, April 21. "CBP Marine unit dedicated."

<http://www.valleymorningstar.com/news/-99263--.html>

**Zachary Plainsman-News (La.)**, April 20. "New Tabasco packaging to ask for donations for Wetlands."  
[http://www.zacharytoday.com/view/full\\_story/18294664/article-New-Worldwide-Tabasco-packaging-to-ask-for-donations-for-Wetlands?instance=secondary\\_news\\_left\\_column](http://www.zacharytoday.com/view/full_story/18294664/article-New-Worldwide-Tabasco-packaging-to-ask-for-donations-for-Wetlands?instance=secondary_news_left_column)

**Brownsville Herald**, April 19. "Marine unit upgraded in fight against smugglers."  
<http://www.brownsvilleherald.com/articles/border-139300-assistant-michael.html>

**KGBT-TV Channel 4**, April 19. "Haz Mat team called to South Padre Island beach."  
<http://www.valleycentral.com/news/story.aspx?list=195030&id=744173>

**TheMonitor.com**, April 19. "CBP renovates marine office in Brownsville."  
<http://www.themonitor.com/news/office-60255-port-brownsville.html>

**Valley Morning Star**, April 16. "Sea turtle hatchlings expected to increase."  
<http://www.valleymorningstar.com/news/island-99180-padre-sea.html>

**Brownsville Herald**, April 16. "Sea turtle group expects record nesting year."  
<http://www.brownsvilleherald.com/articles/sea-139184-turtle-record.html>

**KVEO News Center 23**, April 16. "SPI economy on the rise."  
[http://www.yourvalleyvoice.com/news/destinations/article\\_5b1069ec-859e-11e1-b9b4-0019bb2963f4.html](http://www.yourvalleyvoice.com/news/destinations/article_5b1069ec-859e-11e1-b9b4-0019bb2963f4.html)

**San Antonio Express-News/MySanAntonio.com**, April 15. "Coast, rivers, lakes offer escape."  
<http://www.mysanantonio.com/life/travel/article/Coast-rivers-lakes-offer-escape-3478270.php>

**American Press (La.)**, April 13. "Editorial: We must save state's unique treasures in coastal wetlands."  
<http://www.americanpress.com/AP-Editorial-4-16-12>

**Your Valley Voice**, April 13. "South Padre garners five 'best' awards from Texas Travel Industry Assn."  
[http://www.yourvalleyvoice.com/news/destinations/article\\_5b1069ec-859e-11e1-b9b4-0019bb2963f4.html](http://www.yourvalleyvoice.com/news/destinations/article_5b1069ec-859e-11e1-b9b4-0019bb2963f4.html)

**Port Isabel/South Padre Island Press**, "South Padre Island Garners Top Tourism Award," April 2012.  
<http://portisabelsouthpadre.com/?p=4578>

**USA Today**, April 13. "Travel Tips: Getaways in Texas."  
<http://traveltips.usatoday.com/getaways-texas-40923.html>

**TheMonitor.com**, April 6. "Protect & Preserve: Cameron County working to fight beach erosion."  
<http://www.themonitor.com/news/protect-59932--.html>

**Austin/Round Rock/San Marcos - Your News Network (Time Warner Cable)** April 5. "Wilde About Texas: Saving Texas' sea turtles."  
<http://austin.vnn.com/content/living/284017/wilde-about-texas---saving-texas--sea-turtles>

**Brownsville Herald**, April 5. "County develops plan to fight beach erosion."  
<http://www.brownsvilleherald.com/news/padre-138795-erosion-plan.html>

**Valley Morning Star**, April 5. "Protect & Preserve: County working to fight beach erosion."  
<http://www.valleymorningstar.com/articles/protect-98986--.html>

**Brownsville Herald**, Mar. 31. "Brownsville, Island prepare for Holy Week shoppers."

<http://www.brownsvilleherald.com/news/island-138613-week-brownsville.html>

**Austin American-Statesman.com**, Mar. 31. "Travel Matters: Looking ahead to Savannah, Bonnaroo, Telluride." <http://www.statesman.com/life/travel/travel-matters-looking-ahead-to-savannah-bonnaroo-telluride-2229394.html>

**The Hamilton Spectator** (Ontario, Canada), Mar. 30. "South Texas, unique attractions, bargain prices." This article is a result of the CVB participation in the fam for John and Sandra Nowlan, Canadian travel writers. <http://www.thespec.com/living/travel/article/693874--south-texas-unique-attractions-bargain-prices>

**Baptist Standard**, Mar. 30. "DBU students minister during spring break trips."

[http://www.baptiststandard.com/index.php?option=com\\_content&task=view&id=13650&Itemid=53](http://www.baptiststandard.com/index.php?option=com_content&task=view&id=13650&Itemid=53)

**KABB Fox San Antonio**, Mar. 30. "Goodwill Trip Giveaway." (Clip no longer available online.)

#### **SPRING BREAK BEATING VICTIM COVERAGE:**

**Valley Morning Star**, April 26. "Most Wanted: 3 set free, fugitive sought in SPI stabbing."

<http://www.valleymorningstar.com/articles/-99362--.html>

**Brownsville Herald**, April 26. "Police release 3 Men in Island stabbing case."

<http://www.brownsvilleherald.com/news/padre-139575-released-island.html>

**KGBT-TV Channel 4**, April 26. "SPI stabbing suspect makes Texas 'Most Wanted.'"

<http://www.valleycentral.com/news/story.aspx?id=746877>

**Wilson County News**, April 26. "San Antonio man added to most wanted fugitive list."

<http://www.wilsoncountynews.com/article.php?id=42814&n=breaking-news-san-antonio-man-added-to-most-wanted-fugitive-list>

**KXXV-TV News Channel 25** (Waco/Killeen/Temple), April 26. "Man with ties to Mexican Mafia added to most wanted list."

<http://www.kxxv.com/story/17794870/man-with-ties-to-the-texas-mexican-mafia-added-to-most-wanted-list>

**Your Houston News**, April 26. "San Antonio man added to DPS 'Most Wanted'"

[http://www.yourhoustonnews.com/lake\\_houston/news/san-antonio-man-added-to-dps-most-wanted/article\\_f6a6bbf1-de86-5a24-8d0f-af261c2bdab5.html](http://www.yourhoustonnews.com/lake_houston/news/san-antonio-man-added-to-dps-most-wanted/article_f6a6bbf1-de86-5a24-8d0f-af261c2bdab5.html)

**TheMonitor.com**, April 26. "3 Spring Break stabbing suspects released."

<http://www.themonitor.com/articles/released-60416-padre-island.html>

**Dallas Morning News**, April 17. "Dallas student who was beaten in spring break attack withdraws from Brookhaven but vows to return to studies."

<http://www.dallasnews.com/news/community-news/carrollton-farmers-branch/headlines/20120417-dallas-student-who-was-beaten-in-spring-break-attack-withdraws-from-brookhaven-but-vows-to-return-to-studies.ece>



**University Business Magazine**, April 17. "Brookhaven College welcomes Dallas student who was beaten, stabbed in spring break attack."

<http://www.universitybusiness.com/news/brookhaven-college-welcomes-dallas-student-who-was-beaten-stabbed-spring-break-attack>

**CBS Dallas/Fort Worth**, April 17. "Student attacked in South Padre visits local college."

<http://dfw.cbslocal.com/2012/04/17/student-attacked-in-south-padre-visits-local-college/>

**KVUE.com**, April 17. "Spring break victim withdraws from school."

<http://www.kvue.com/news/state/147790505.html>

**Dallas Morning News**, April 5. "Alleged Mexican Mafia members arrested in South Padre stabbing of Dallas student." <http://www.dallasnews.com/news/crime/headlines/20120405-alleged-mexican-mafia-members-arrested-in-south-padre-stabbing-of-dallas-student.ece>

**KSAT.com** (San Antonio), April 5. "11 Mexican Mafia members arrested."

<http://www.ksat.com/news/11-Mexican-Mafia-members-arrested/-/478452/10269682/-/15r4i62/-/index.html>

**KVEO News Center 23** (Brownsville), April 5. "News Center 23 Morning Update."

<http://www.kveo.com/news/april-5-2012-news-center-23-morning-update>

**KVEO News Center 23**, April 5. Mexican Mafia members arrested in spring break stabbing."

<http://www.kveo.com/news/mexican-mafia-members-arrested-spring-break-stabbing>

**NBC Dallas-Fort Worth**, April 4. "9 more arrested in South Padre beating."

<http://www.nbcdfw.com/news/local/9-More-Arrested-in-South-Padre-Beating-146378065.html>

**NBC 33 TV** (La.), April 5. "Texas Mexican gang members arrested in connection with brutal Spring Break attack." <http://www.nbc33tv.com/news/national-news/texas-mexican-gang-members-arrested-in-connection-with-brutal-spring-break-attack>

**San Antonio Express-News, MySanAntonio.com**, April 4. "Police raid gang tied to South Padre stabbing."

[http://www.mysanantonio.com/news/local\\_news/article/Police-raid-gang-tied-to-S-Padre-stabbing-3460337.php](http://www.mysanantonio.com/news/local_news/article/Police-raid-gang-tied-to-S-Padre-stabbing-3460337.php)

**Valley Morning Star**, April 4. "Suspected Mexican Mafia members charged in SPI stabbing."

<http://www.valleymorningstar.com/articles/mexican-98967-padre-charged.html>

**Brownsville Herald**, April 4. "Alleged Mexican Mafia members charged in stabbing."

<http://www.brownsvilleherald.com/articles/members-138759-mexican-stabbing.html>

**My Fox Dallas**, April 4. "More arrests for spring break attack." (Clip no longer available online.)

**KLTV 7 News**, April 4. "DPS campaign nets 11 Mexican Mafia arrests."

<http://www.kltv.com/story/17336206/dps-campaign-nets-11-mexican-mafia-arrests>

**KGBT-TV Channel 4**, April 4. "DPS arrests Mexican Mafia members for spring break stabbing."

<http://www.valleycentral.com/news/story.aspx?id=738182>

**Wilson County News**, April 4. "DPS and other agencies collaborate on Mexican Mafia arrests."  
<http://www.wilsoncountynews.com/article.php?id=42376&n=top-stories-dps-and-other-agencies-collaborate-on-mexican-mafia-arrests>

**Brownsville Herald**, April 4. "DPS: Mexican Mafia members accused of spring break stabbing."  
<http://www.brownsvilleherald.com/news/mafia-138755-members-mexican.html>

**TheMonitor.com**, April 4. "Alleged Mexican Mafia members arrested for spring break stabbing."  
<http://www.themonitor.com/articles/mexican-59899-arrested-spring.html>

**Kens5.com** (San Antonio), Mar. 30. "Texas college student attacked at South Padre comes home."  
<http://www.kens5.com/news/Texas-college-student-attacked-at-South-Padre-Island-comes-home-145170845.html>

**KHOU.com** (Houston), Mar. 30. "College student attacked on South Padre Island returns home after 2-week hospital stay." <http://www.khou.com/news/texas-news/College-student-attacked-at-South-Padre-Island-comes-home-145159105.html>

**CBS Dallas/Fort Worth**, Mar. 29. "Dallas student wants to move on from his beating on the beach."  
<http://dfw.cbslocal.com/2012/03/29/dallas-student-wants-to-move-on-from-his-beating-on-the-beach/>

**My Fox Dallas**, Mar. 29. "Spring break victim returns to North Texas." (Clip no longer available online)

#### **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 - From Oct. – April, we are up +34.94% over last year.**

**4/1 – 4/30**

Total Visits: 85,162/LY: 60,857

Avg. Time: 3:47

Source: Referring 10.29%, Direct 15.83%, Search 73.88%

Countries: US, Mexico, Canada

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

Cities: Houston, SA, Dallas, McAllen, Austin, Brownsville, Ft. Worth, Harlingen, Corpus Christi, El Paso

**3/1 – 3/31**

Total Visits: 110,802/LY: 76,540

Avg. Time: 3:16

Source: Referring 9.75%, Direct 13.98%, Search 76.28%

Countries: US, Mexico, Canada

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

Cities: Houston, SA, Dallas, Austin, McAllen, Brownsville, Ft. Worth, SPI, Harlingen, Killeen

**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

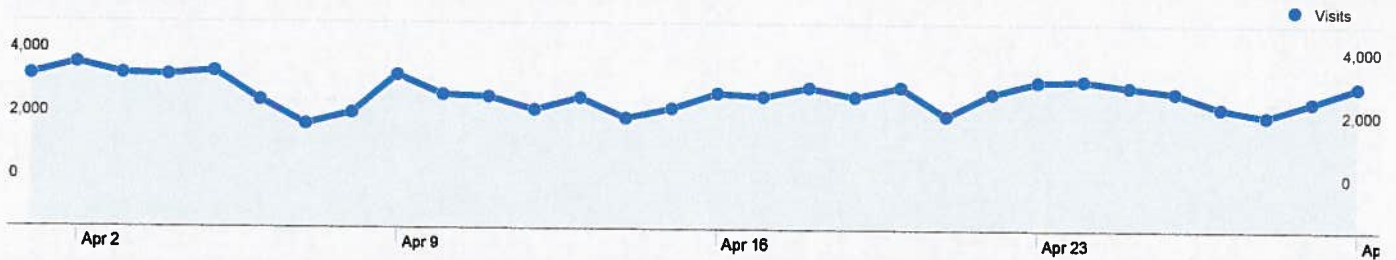
Avg. Time: 3:34

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



## Site Usage

85,162 Visits

42.27% Bounce Rate

350,721 Pageviews

00:03:47 Avg. Time on Site

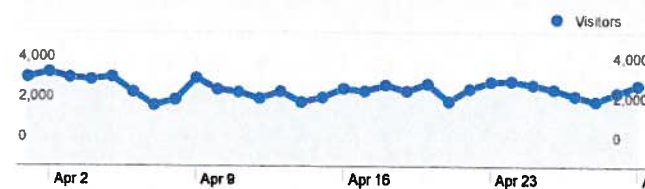
4.12 Pages/Visit

78.60% % New Visits

## Content Overview

Pages	Pageviews	% Pageviews
/island/	70,908	20.22%
/attractions/	25,279	7.21%
/attractions/listing.php?cat=7	12,875	3.67%
/lodging/listing.php?cat=1	11,767	3.36%
/attractions/listing.php?cat=14	7,667	2.19%

## Visitors Overview

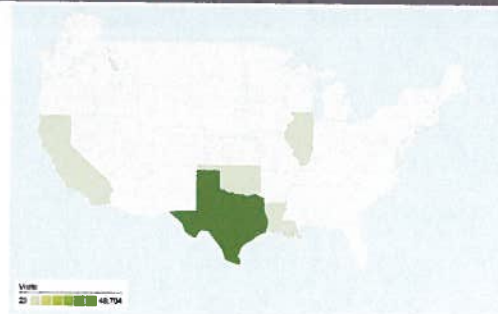


Visitors  
71,140

## Map Overlay



## Country/Territory Detail: United States





## Referring Sites

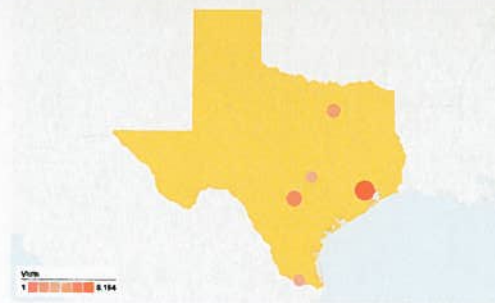
Source	Visits	% visits
clicks.pureleads.com	974	11.11%
facebook.com	382	4.36%
c1.undertonevideo.com	368	4.20%
merriam-webster.com	327	3.73%
google.com	305	3.48%

## Traffic Sources Overview



<span style="color: blue;">■</span>	<b>Search Engines</b> 62,915.00 (73.88%)
<span style="color: green;">■</span>	<b>Direct Traffic</b> 13,479.00 (15.83%)
<span style="color: red;">■</span>	<b>Referring Sites</b> 8,765.00 (10.29%)
<span style="color: grey;">■</span>	<b>Other</b> 3 (> 0.00%)

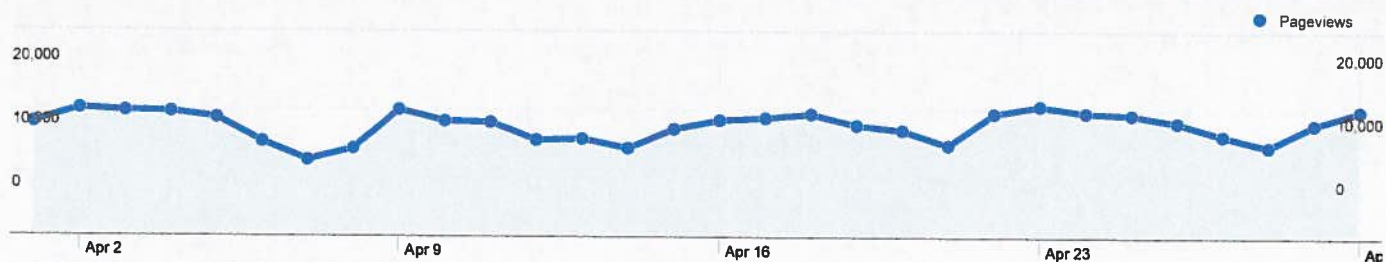
## State Detail: Texas



## Content Overview

Apr 1, 2012 - Apr 30, 2012

Comparing to: Site



Pages on this site were viewed a total of 350,721 times

350,721 Pageviews

266,560 Unique Views

42.27% Bounce Rate

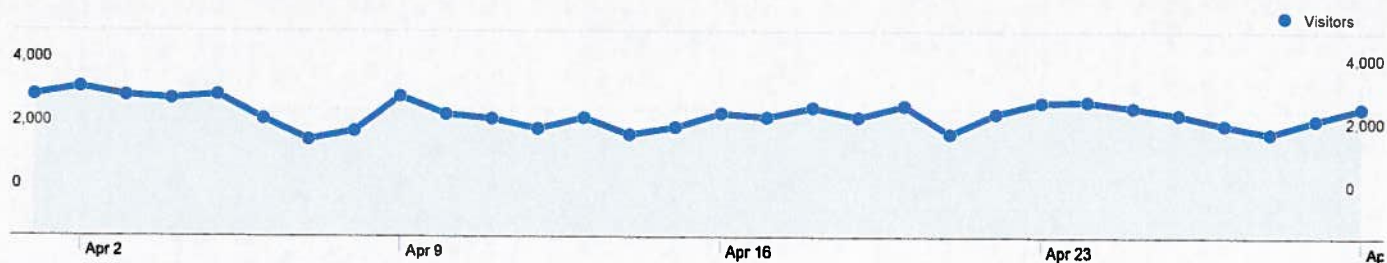
## Top Content

Pages	Pageviews	% Pageviews
/island/	70,908	20.22%
/attractions/	25,279	7.21%
/attractions/listing.php?cat=7	12,875	3.67%
/lodging/listing.php?cat=1	11,767	3.36%
/attractions/listing.php?cat=14	7,667	2.19%

## Visitors Overview

Apr 1, 2012 - Apr 30, 2012

Comparing to: Site



71,140 people visited this site

85,162 Visits

71,140 Absolute Unique Visitors

350,721 Pageviews

4.12 Average Pageviews

00:03:47 Time on Site

42.27% Bounce Rate

78.60% New Visits

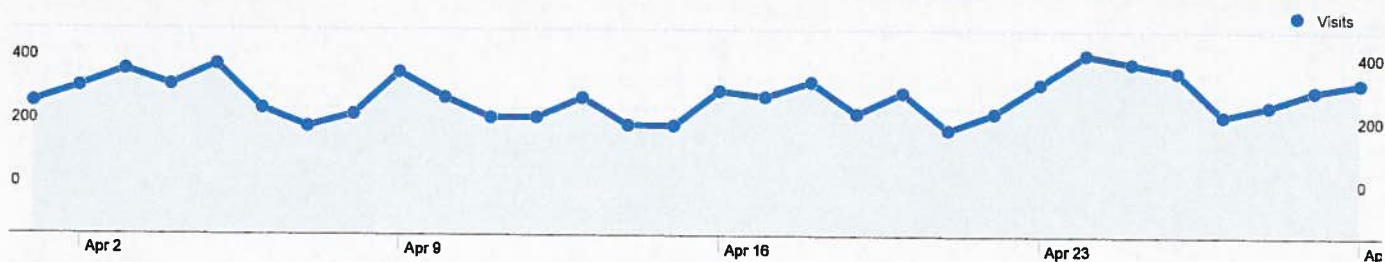
## Technical Profile

Browser	Visits	% visits
Internet Explorer	39,070	45.88%
Safari	17,594	20.66%
Chrome	10,226	12.01%
Firefox	9,608	11.28%
Android Browser	6,787	7.97%

## Referring Sites

Apr 1, 2012 - Apr 30, 2012

Comparing to: Site



Referring sites sent 8,765 visits via 806 sources

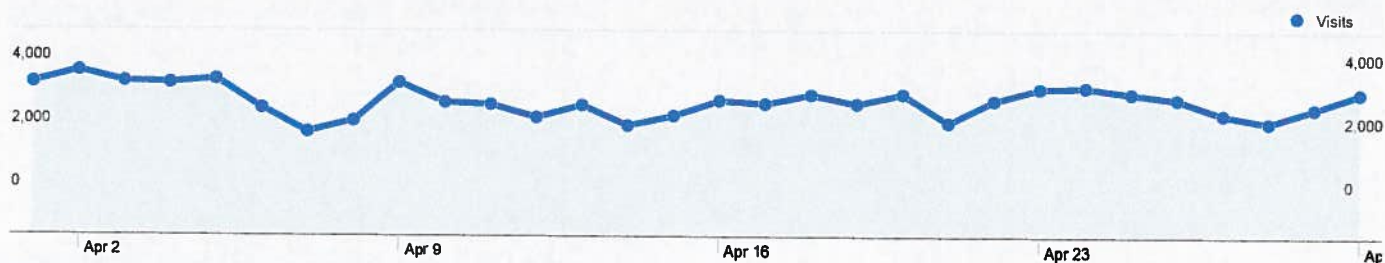
## Site Usage

<b>Visits</b> <b>8,765</b> % of Site Total: 10.29%	<b>Pages/Visit</b> <b>2.72</b> Site Avg: 4.12 (-33.89%)	<b>Avg. Time on Site</b> <b>00:02:13</b> Site Avg: 00:03:47 (-41.25%)	<b>% New Visits</b> <b>83.99%</b> Site Avg: 78.60% (6.86%)	<b>Bounce Rate</b> <b>62.07%</b> Site Avg: 42.27% (46.83%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
clicks.pureleads.com	974	1.74	00:00:42	98.97%	77.82%
facebook.com	382	3.09	00:02:19	75.65%	49.21%
c1.undertonevideo.com	368	1.11	00:00:08	99.46%	92.66%
merriam-webster.com	327	1.17	00:00:17	93.27%	90.21%
google.com	305	2.35	00:01:24	83.61%	54.10%
a1.interclick.com	254	1.41	00:00:21	93.70%	81.89%
blogtalkradio.com	211	1.11	00:00:17	78.67%	92.89%
flybrownsville.com	210	3.78	00:03:33	76.19%	44.29%
m.facebook.com	204	1.81	00:01:18	86.76%	71.08%
myspi.org	191	5.83	00:07:15	56.02%	28.80%
1 - 10 of 806					

# Traffic Sources Overview

Apr 1, 2012 - Apr 30, 2012

Comparing to: Site



All traffic sources sent a total of 85,162 visits

15.83% Direct Traffic

10.29% Referring Sites

73.88% Search Engines



**Search Engines**  
62,915.00 (73.88%)

**Direct Traffic**  
13,479.00 (15.83%)

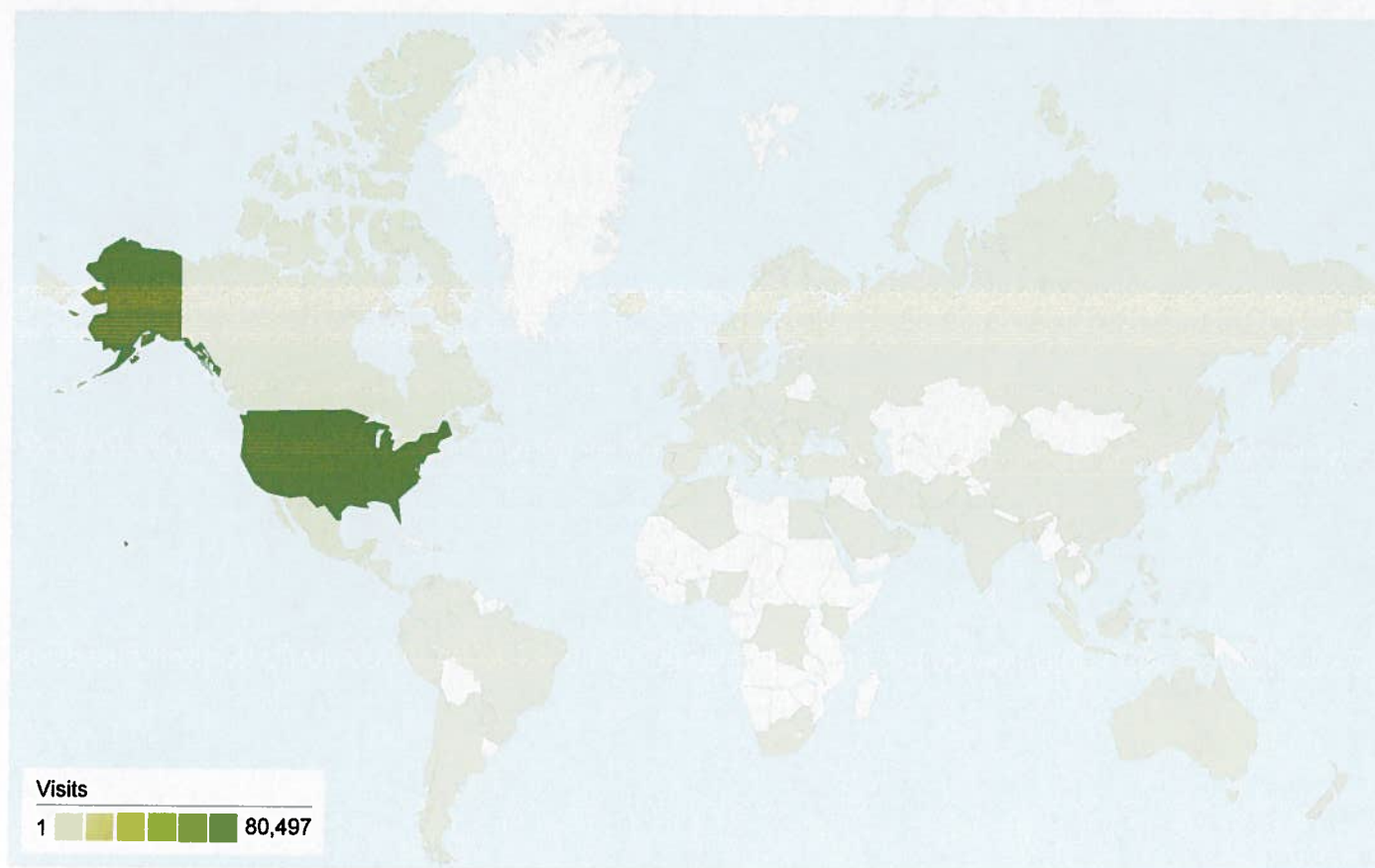
**Referring Sites**  
8,765.00 (10.29%)

**Other**  
3 (> 0.00%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	50,240	58.99%	south padre island	25,456	40.46%
(direct) ((none))	13,479	15.83%	(not provided)	7,203	11.45%
yahoo (organic)	6,609	7.76%	padre island	2,158	3.43%
bing (organic)	4,735	5.56%	south padre	1,855	2.95%
clicks.pureleads.com (referral)	974	1.14%	south padre island texas	1,025	1.63%





## 85,162 visits came from 104 countries/territories

### Site Usage

Visits 85,162 % of Site Total: 100.00%	Pages/Visit 4.12 Site Avg: 4.12 (0.00%)	Avg. Time on Site 00:03:47 Site Avg: 00:03:47 (0.00%)	% New Visits 78.71% Site Avg: 78.60% (0.14%)	Bounce Rate 42.27% Site Avg: 42.27% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	80,497	4.15	00:03:48	78.62%	41.98%
Mexico	2,378	4.13	00:04:07	76.11%	44.49%
Canada	985	3.40	00:02:40	83.25%	44.87%
(not set)	220	3.60	00:03:54	80.91%	50.00%
United Kingdom	188	2.93	00:02:26	90.96%	51.60%
Germany	83	4.73	00:03:31	90.36%	42.17%
India	82	2.68	00:02:13	82.93%	58.54%
Australia	43	1.86	00:01:47	86.05%	62.79%
France	38	2.87	00:01:41	89.47%	52.63%

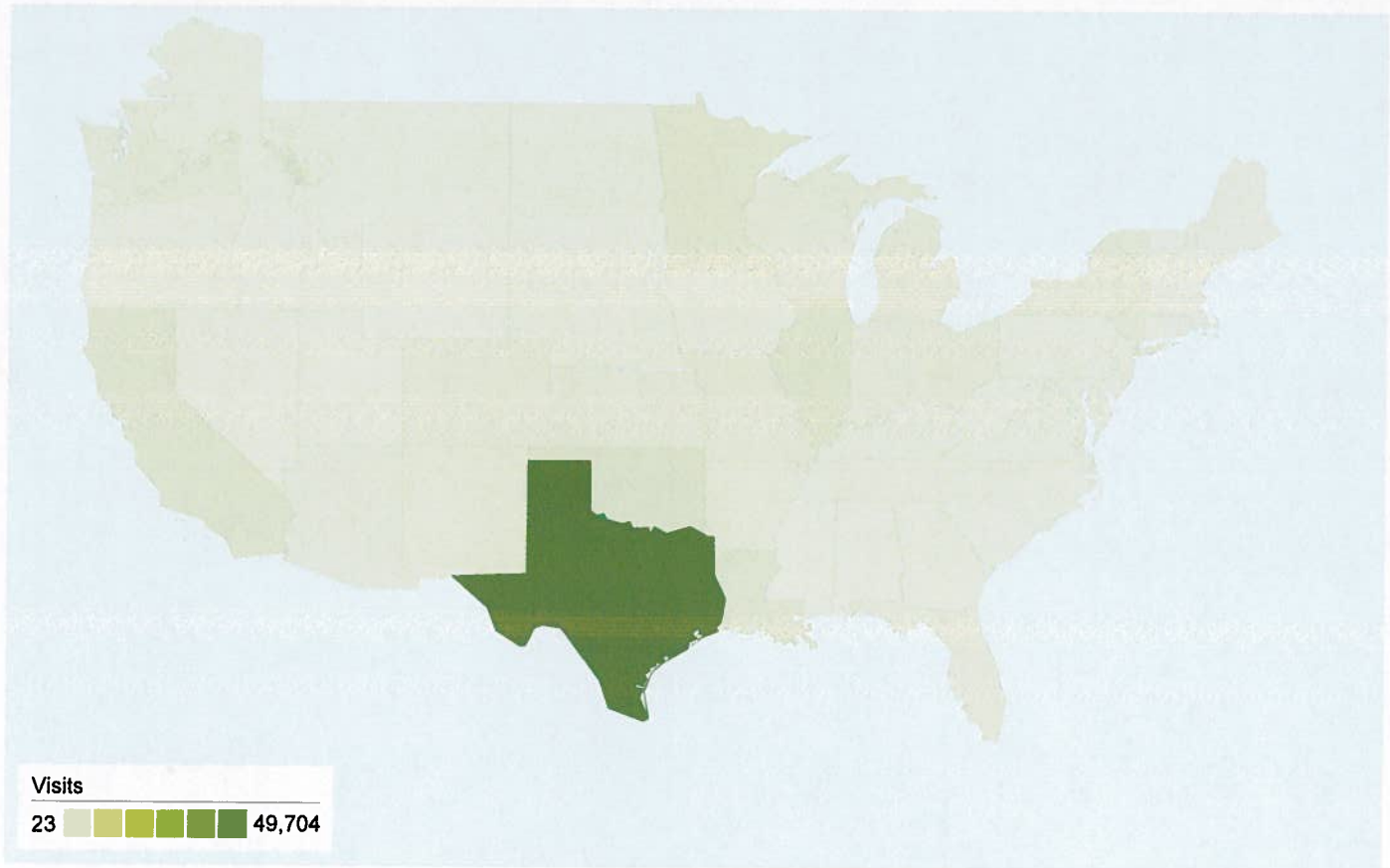
Italy	27	2.30	00:01:33	85.19%	55.56%
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## Country/Territory Detail:

United States

Apr 1, 2012 - Apr 30, 2012

Comparing to: Site



This country/territory sent 80,497 visits via 52 regions

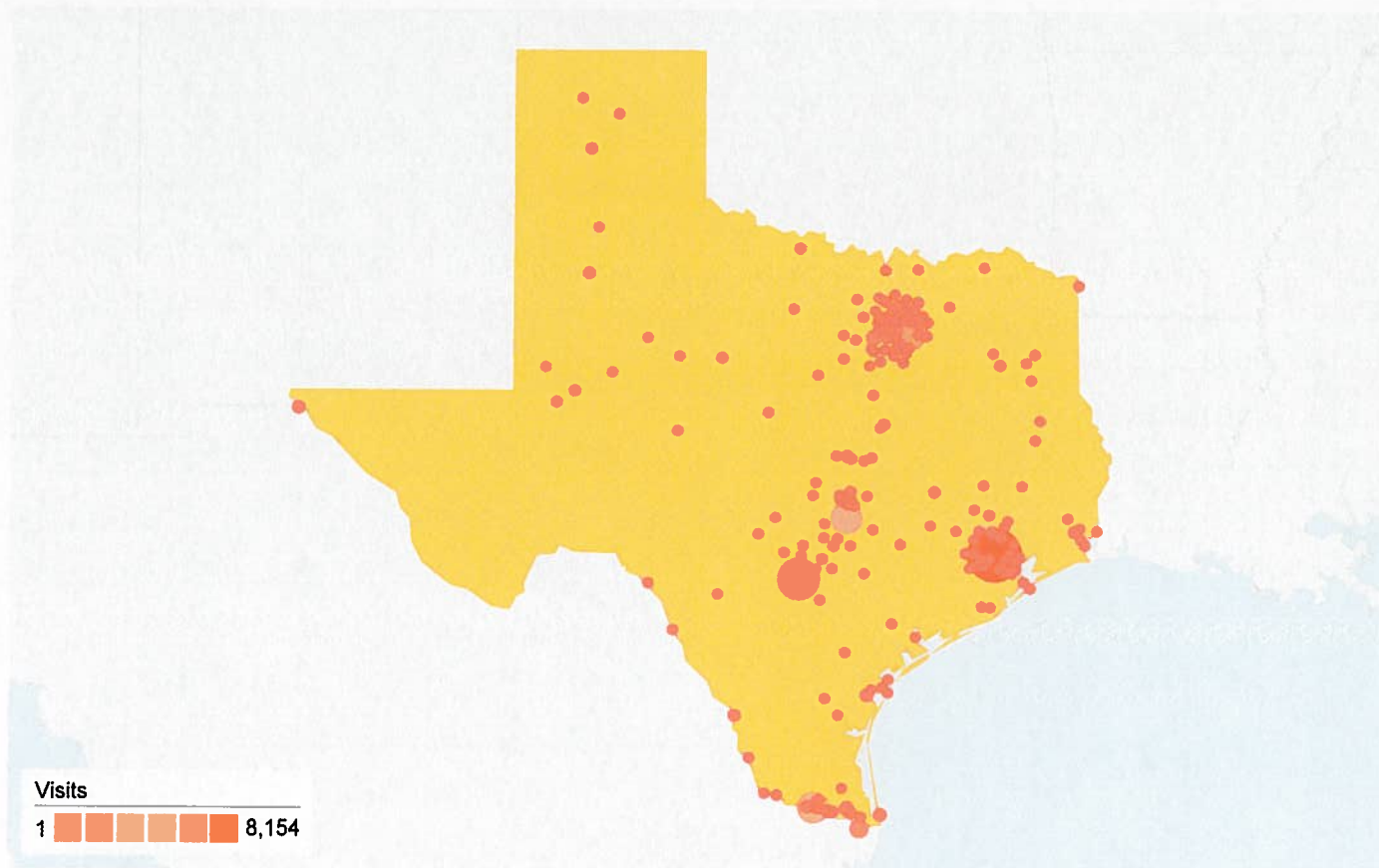
## Site Usage

<b>Visits</b> <b>80,497</b> % of Site Total: <b>94.52%</b>	<b>Pages/Visit</b> <b>4.15</b> Site Avg: <b>4.12 (0.65%)</b>	<b>Avg. Time on Site</b> <b>00:03:48</b> Site Avg: <b>00:03:47 (0.55%)</b>	<b>% New Visits</b> <b>78.62%</b> Site Avg: <b>78.60% (0.03%)</b>	<b>Bounce Rate</b> <b>41.98%</b> Site Avg: <b>42.27% (-0.69%)</b>	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Texas	49,704	4.40	00:04:08	76.36%	40.19%
Oklahoma	2,308	4.60	00:04:26	77.95%	41.68%
Illinois	2,295	3.73	00:03:29	82.05%	41.39%
California	2,065	3.27	00:02:51	84.41%	47.31%
Louisiana	1,978	2.67	00:02:02	86.40%	59.76%
Minnesota	1,860	3.38	00:02:40	79.09%	50.16%
New York	1,412	3.34	00:03:07	83.64%	44.69%
Missouri	1,306	4.51	00:04:24	81.16%	36.98%
Colorado	1,289	4.21	00:03:36	77.27%	35.38%



Ohio	1,272	3.33	00:02:47	87.11%	51.18%
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This state sent 49,704 visits via 445 cities

Site Usage

<b>Visits</b> <b>49,704</b> % of Site Total: 58.36%	<b>Pages/Visit</b> <b>4.40</b> Site Avg: 4.12 (6.84%)	<b>Avg. Time on Site</b> <b>00:04:08</b> Site Avg: 00:03:47 (9.47%)	<b>% New Visits</b> <b>76.36%</b> Site Avg: 78.60% (-2.85%)	<b>Bounce Rate</b> <b>40.19%</b> Site Avg: 42.27% (-4.91%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Houston	8,154	4.40	00:04:19	79.05%	39.75%
San Antonio	5,928	4.82	00:04:45	75.47%	36.96%
Dallas	5,006	3.71	00:03:41	74.99%	43.77%
Mcallen	3,853	3.98	00:04:07	68.31%	41.86%
Austin	3,777	4.17	00:03:46	77.63%	41.59%
Brownsville	1,440	3.63	00:03:14	74.44%	46.53%
Ft Worth	890	5.25	00:04:39	78.76%	37.08%
Harlingen	766	3.54	00:02:59	70.89%	46.61%
Corpus Christi	535	4.11	00:03:48	78.13%	43.74%

El Paso	532	4.65	00:04:23	81.20%	41.54%
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