

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

NOTICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A REGULAR MEETING ON:

WEDNESDAY, OCTOBER 24, 2018
9:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. **Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns.** (Note: State law will not permit the Advisory Board 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 Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
 - a. Approval of minutes for September 26, 2018 regular meeting.
 - b. Approval of minutes for October 2, 2018 special meeting.
 - c. Approve excused absence for Board Members George Block and Jimmy Hawkinson for October 2, 2018 special board meeting.
- 5) Discussion and action to approve funding and contract amendment for the 2019 College Roadshow TAG Digital Retargeting Campaign. (Flores)
- 6) Discussion and possible action to approve funding and contract amendment for the 2018 Gulf Coast supplemental digital marketing buy. (Flores)
- 7) Update and discussion of the Director's Dashboard Report. (Arnold)
 - HOT
 - Economic Impact
 - Mixed Beverage Tax
 - Awareness
 - Engagement
 - Conversions
 - Director's Notes
 - Project Status Updates
 - * Air Service Enhancement
 - * Booking Engine and Packaging Program Development
 - * Austin Sales Mission Progress
- 8) Update and discussion of marketing research and analytics report. (Flores)

- Arrivalist POI
- Origin Markets
- Expedia Heat Map

9) Discussion and action to reschedule or cancel holiday Board Meetings for November and December 2018.

10) Adjournment.

DATED THIS THE 19th DAY OF OCTOBER 2018.



Rosa Zapata
Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR THE CONVENTION VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON October 19, 2018, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Rosa Zapata
Rosa Zapata, CVB Executive Services Specialist

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.

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

<p>CITY OF SOUTH PADRE ISLAND ADVISORY BOARD CONSENT AGENDA</p>
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MEETING DATE: October 24, 2018

<p>ITEM DESCRIPTION</p>

NOTE: All matters listed under Consent Agenda are considered routine by the Advisory Board of the City of South Padre Island and will be enacted by one motion. There will not be separate discussion of these items, unless discussion is desired, in which case that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

- a. Approval of minutes for September 26, 2018 regular meeting.
- b. Approval of minutes for October 2, 2018 special meeting.
- c. Approve excused absence for Board Members George Block and Jimmy Hawkinson for October 2, 2018 special board meeting.

<p>RECOMMENDATIONS/COMMENTS</p>
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Approve Consent Agenda

MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
REGULAR MEETING

WEDNESDAY, SEPTEMBER 26, 2018

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, September 26, 2018 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A quorum was present: Vice-Chairman Paul Curtin, CVA Board Members Jimmy Hawkinson, and Daniel Salazar. Also present was Ex-officio Jose Mulet. Absent was Tom Goodman, George Block, Arnie Creinin, and Ex-officio Bryant Walker.

City Council: Mayor Dennis Stahl

Staff: CVB Director Keith Arnold, Executive Services Specialist Rosa Zapata, Director of Marketing Research and Analytics Michael Flores, and Account 1/Office Manager Lori Moore.

II. PLEDGE OF ALLEGIANCE:

Chairman Jones led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments were given at this time.

IV. CONSENT AGENDA:

Vice-Chairman Curtin made the motion, seconded by Board Member Salazar to approve the Consent Agenda. Motion carried unanimously by those present.

- a. Approval of minutes for August 29, 2018 regular meeting.
- b. Approve excused absence for Vice-Chairman Paul Curtin for August 29, 2018 regular board meeting.

V. DISCUSSION AND ACTION TO APPROVE A BUDGET AMENDMENT FROM EXCESS RESERVES IN THE AMOUNT OF \$200,000 TO BE UTILIZED AS RESERVE FOR AIRLIFT IMPROVEMENT IN THE MARKETING BUDGET TO PROVIDE INCENTIVE FOR AIRLINES TO BRING NEW FLIGHTS TO OUR REGION WITH RECOMMENDATION TO CITY COUNCIL FOR APPROVAL.

Mayor Dennis Stahl recommended the budget amendment from excess reserves be increased from \$200,000 to \$400,000 and gave an explanation regarding the increase. Discussion and questions ensued.

Board Member Salazar made the motion, seconded by Chairman Jones to approve the budget amendment from excess reserves in the amount of \$400,000 and recommend to City Council for approval. Motion carried by those present.

VI. DISCUSSION AND ACTION TO APPROVE A BUDGET AMENDMENT FROM EXCESS RESERVES IN THE AMOUNT OF \$130,000 TO BE UTILIZED FOR FRONTIER/VIA - DENVER/CHICAGO DIRECT SPENDING FOR MARKETING EFFORTS AS PROPOSED BY THE CVB, AND TO RECOMMEND TO CITY COUNCIL FOR APPROVAL.

Presentation was given by CVB Director Keith Arnold. Chairman Jones made the motion, seconded by Board Member Hawkinson to approve the budget amendment from excess reserves in the amount of \$130,000 and recommend to City Council for approval. Motion carried unanimously by those present.

VII. DISCUSSION AND ACTION TO APPROVE A BUDGET AMENDMENT FROM EXCESS RESERVES IN THE AMOUNT OF \$300,000 TO BE UTILIZED FOR THE FALL MARKETING ENHANCEMENT BUY TARGETING RGV, STATE OF TEXAS AND OTHER TOP CITIES OF ORIGIN AND TO RECOMMEND TO CITY COUNCIL FOR APPROVAL.

Presentation was given by CVB Director Keith Arnold. Board Member Salazar made the motion, seconded by Vice-Chairman Curtin to approve the budget amendment from excess reserves in the amount of \$300,000 to be utilized for the fall marketing enhancement and recommend to City Council for approval. A lengthy discussion ensued. Motion carried unanimously by those present.

VIII. UPDATE AND DISCUSSION OF THE DIRECTOR'S REPORT - 1ST GENERATION DASHBOARD.

Presentation was given by CVB Director Keith Arnold. Discussion and questions ensued regarding STR and Expedia.com reports.

- HOT
- Economic Impact
- Mixed Beverage Tax
- Awareness
- Engagement
- Conversions
- Director's Notes
- Project Status Updates
 - * Air Service Enhancement
 - * Booking Engine and Packaging Program Development
 - * Austin Sales Mission Progress

IX. UPDATE AND DISCUSSION OF MARKETING RESEARCH AND ANALYTICS REPORT.

Presentation was given by Director of Marketing Research and Analytics Michael Flores. Discussion and questions ensued.

- Visa Vue ROI
- Arrivalist new cities
- Arrivalist points of interest
- Arrivalist travel paths

X. DISCUSSION AND ACTION TO SET NEW MEETING FOR OCTOBER 2018.

New meeting date was set for Wednesday, October 24, 2018.

XI. ADJOURNMENT

There being no further business, Chairman Jones adjourned the meeting at 11:08 a.m.

Approved this 26 day of September, 2018.

Wally Jones, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist

MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
SPECIAL MEETING

TUESDAY, OCTOBER 2, 2018

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Tuesday, October 2, 2018 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 3:00 p.m. A quorum was present: Vice-Chairman Paul Curtin, CVA Board Members Arnie Creinin, Daniel Salazar, Tom Goodman, Absent was Board Members George Block and Jimmy Hawkinson.

Staff: City Manager, Susan Guthrie, CVB Director Keith Arnold, Executive Services Specialist Rosa Zapata, Director of Marketing Research & Analytics Michael Flores, Office Manager/Accountant Lori Moore, Senior Marketing and Communications Manager Alisha Workman.

II. PLEDGE OF ALLEGIANCE:

Chairman Jones led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments and announcements were given at this time.

IV. DISCUSSION AND ACTION TO APPROVE FY 19 PROPOSED MEDIA MARKET FLOWCHART AND EXPENDITURES FOR THE CONVENTION AND VISITORS BUREAU WITH THE ATKINS GROUP.

Board Member Goodman Jones made the motion to approve FY 19 proposed media market flowchart and expenditures for the Convention and Visitors Bureau with the Atkins Group, seconded by Board Member Salazar. Motion carried unanimously by those present.

XIII. ADJOURNMENT

There being no further business, Chairman Jones adjourned the meeting at 3:05 p.m.

Approved this 2nd day of October, 2018.

Wally Jones, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist

Minutes: October 2, 2018 CVA Board Special Meeting

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

MEETING DATE: October 24, 2018

NAME & TITLE: Michael Flores, Director of Marketing Research & Analytics

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve funding and contract amendment for the 2019 College Roadshow TAG Digital Retargeting Campaign.

ITEM BACKGROUND

The College Roadshow, in-person marketing efforts of 2018 should be sustained in 2019. Utilizing VisaVue Travel and Arrivalist data TAG & the CVB have worked with each vendor to establish a high quality school list to digitally target and enhance our collective efforts.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Marketing

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: X

Approved by Legal: YES: _____ NO: X

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding and contract amendment.

BUDGET AMENDMENT TO
ADVERTISING AGENCY SERVICES AGREEMENT

Between
City of South Padre Island
and
The Atkins Group

This second amendment to advertising agency services agreement is made as of October 23rd, 2018 by and among the City of South Padre Island and The Atkins Group.

The intent of this Amendment is to amend the Original Agreement by
Adding Purchase Orders for:

Spring Break College Road Show Media Support (\$49,999)

This amendment changes the overall budget of the contract by \$49,999.

This Agreement is effective as of October 23rd, 2018.

The Atkins Group
Steve Atkins, President

Date

City of South Padre Island
Susan Guthrie, City Manager

Date

FLIGHT PERIOD: 10/22/18-3/17/18
DATE PREPARED: 10/15/2018
JOB #: 18-SPI-1018

Budget Total:

Client _____

revised 10/15/2018

the **atkins** group

SOUTH PADRE ISLAND FY19 SPRING BREAK INCREMENTAL



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SPRING BREAK – DEVICE ID TARGETING

► Utilizing Device ID Targeting for Spring Break

► Identify Specific Universities in Target Locations

► Mobile and tablet

► 5.7MM impressions

► Once the device is identified, the ad is served and follows the device

► Influenced Location Visit Rate (iLVR):

► Number of visitors attributed to a campaign

► Location True Lift Study:

► Determine incremental lift by comparing those consumers exposed to an ad vs. those not exposed, who then visited after the ad was served

► Proposed Run Dates: 10/22/18-3/17/19

► Campaign Budget: \$49,999

► This campaign will run in conjunction with our current proposed Spring Break plan running from 10/22/18-3/17/18 which includes SEM, Paid Social, Re-targeting and Device ID.



TARGET SCHOOL LIST

Student City	Student Population	2019 Spring B	Arrivals in 2018	Dates on Cam
Michigan State University, East Lansing, Michigan	39,090	3/3/-3/10	Yes	10/22-10/28
University of Michigan, Ann Arbor, Michigan	28,983	3/2-3/10	Yes	10/22-10/28
Ball State University, Muncie, Indiana	17,011	3/2-3/10	Yes	10/29-11/4
Grand Valley State University, Allendale, Michigan	22,209	3/2-3/10	Yes	10/22-10/28
Minnesota State University, Mankato, Minnesota	13,192	3/2-3/10	Yes	11/5-11/10
St. Cloud State University, St. Cloud, Minnesota	13,878	3/2-3/10	Yes	11/5-11/10
University of South Dakota, Vermillion, South Dakota	7,500	3/2-3/10	Yes	11/11-11/13
University of Toledo, Toledo, Ohio	16,223	3/2-3/10	Yes	10/29-11/4
Illinois State University, Normal, Illinois	18,643	3/9-3/17	Yes	10/15-10/21
Western Illinois University, Macomb, Illinois	8,543	3/9-3/17	Yes	10/15-10/21
Eastern Illinois University, Charleston, Illinois	5,957	3/9-3/17	Yes	10/15-10/21
University of Iowa, Iowa City, Iowa	24,476	3/16-3/24	Yes	11/22-11/24
University of Nebraska-Nebraska, Lincoln, Nebraska	20,833	3/16-3/24	Yes	11/22-11/24
University of Kansas, Lawrence, Kansas	19,262	3/9-3/17	Yes	11/15-11/21
Kansas State University, Manhattan, Kansas	19,472	3/9-3/17	Yes	11/15-11/21
Missouri State University, Springfield, Missouri	20,316	3/9-3/17	Yes	11/15-11/21
University of Illinois at Urbana-Champaign, Champaign, Illinois	33,932	3/16-3/24	Yes	10/15-10/21
University of Wisconsin-Madison, Madison, Wisconsin	30,958	3/16-3/24	Yes	10/22-10/28

TARGET SCHOOL LIST

Inertia Tours	Student Population	2019 Spring	Arrivals in 2011	Dates on Campus
Central Michigan University, Mount Pleasant, Michigan	19,877	3/2-3/10	Yes	11/16-11/20
Ferris State University, Big Rapids, Michigan	12,866	3/9-3/17	Yes	11/16-11/20
Western Michigan University, Kalamazoo, Michigan	18,313	3/2-3/10	Yes	11/16-11/20
Ball State University, Muncie, Indiana	17,011	3/2-3/10	Yes	11/16-11/20
Purdue University, West Lafayette, Indiana	31,105	3/9-3/17	Yes	11/25-12/02
Indiana University Bloomington, Bloomington, Indiana	39,184	3/9-3/17	Yes	11/25-12/02
University of Illinois at Urbana-Champaign, Champaign, Illinois	33,932	3/16-3/24	Yes	11/25-12/02
Eastern Illinois University, Charleston, Illinois	5,957	3/9-3/17	Yes	12/3-12/10
Illinois State University, Normal, Illinois	18,643	3/9-3/17	Yes	12/3-12/10
Bradley University, Peoria, Illinois	4,473	3/16-3/24	Yes	12/3-12/10
University of Iowa, Iowa City, Iowa	24,476	3/16-3/24	Yes	12/3-12/10
University of Northern Iowa, Cedar Falls, Iowa	10,104	3/16-3/24	Yes	12/11-12-18
University of Wisconsin-Madison, Madison, Wisconsin	30,598	3/16-3/24	Yes	10/5-10/8
Winona State University, Winona, Minnesota	7,661	3/9-3/17	Yes	9-Oct
St. Cloud State University, St. Cloud, Minnesota	13,878	3/2-3/10	Yes	10-Oct
Minnesota State University, Mankato, Minnesota	13,192	3/2-3/10	Yes	10/11-10/12
University of South Dakota, Vermillion, South Dakota	7,500	3/2-3/10	Yes	13-Oct
South Dakota State University, Brookings, South Dakota	10,946	3/2-3/10	Yes	14-Oct
University of Nebraska-Lincoln, Lincoln, Nebraska	20,833	3/16-3/24	Yes	10/15-10/16
Iowa State University, Ames, Iowa	30,671	3/16-3/24	Yes	10/17-10/18
Northwest Missouri State University	5,628	3/23-3/31	Yes	10/18-10/25
University of Central Missouri, Warrensburg, Missouri	9,786	3/16-3/24	Yes	10/18-10/25
University of Missouri - Mizzou, Columbia, Missouri	25,877	3/23-3/31	Yes	10/18-10/25
Missouri University of Science and Technology, Rolla, Missouri	6,906	3/14-3/24	Yes	10/18-10/25
Southeast Missouri State University - SEMO, Cape Girardeau	10,693	3/9-3/17	Yes	10/18-10/25
University of Kansas, Lawrence, Kansas	19,262	3/9-3/17	Yes	10/25-10/31
Kansas State University, Manhattan, Kansas	19,472	3/9-3/17	Yes	10/25-10/31
Emporia State University, Emporia, Kansas	3,730	?	Yes	10/25-10/31
Wichita State University, Wichita, Kansas	11,585	3/9-3/17	Yes	10/25-10/31
University of Arkansas, Fayetteville, Arkansas	22,548	3/16-3/24	Yes	11/1-11/8
University of Central Arkansas, Conway, Arkansas	9,616	3/16-3/24	Yes	11/1-11/8
Oklahoma State University-Stillwater, Stillwater, Oklahoma	21,101	3/16-3/24	Yes	11/1-11/8
University of Central Oklahoma, Edmond, Oklahoma	14,612	3/16-3/24	Yes	11/1-11/8
University of Tulsa, Tulsa, Oklahoma	3,406	3/16-3/24	Yes	11/1-11/8
University of Oklahoma, Norman, Oklahoma	21,609	3/16-3/24	Yes	11/8-11/15
Texas A&M University, College Station, Texas	50,735	3/9-3/17	Yes	11/8-11/15
Texas State University, San Marcos, Texas	34,244	3/16-3/24	Yes	11/8-11/15

the **atkins** group

THANK YOU



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

MEETING DATE: October 24, 2018

NAME & TITLE: Michael Flores, Director of Marketing Research & Analytics

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve funding and contract amendment for the 2018 Gulf Coast supplemental digital marketing buy.

ITEM BACKGROUND

An opportunity has arisen which provides a unique marketing option to target potential Gulf Coast visitors from several US regions. We will utilize Arrivalist and Visa Vue Travel data to ensure maximum marketing effectiveness and return on investment for our entry into these new markets.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Marketing

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: X

Approved by Legal: YES: _____ NO: X

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding and contract amendment.

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

MEETING DATE: October 24, 2018

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update and discussion of the Director's Dashboard Report.

- HOT
- Economic Impact
- Mixed Beverage Tax
- Awareness
- Engagement
- Conversions
- Director's Notes
- Project Status Updates
 - * Air Service Enhancement
 - * Booking Engine and Packaging Program Development
 - * Austin Sales Mission Progress

ITEM BACKGROUND

Per CVA Board request, the dashboard report includes Convention Sales, Social Media, FY17 Average Daily Rate, HOT Revenue Report, Sales Tax, Website Analytics, and Smith Travel Accommodations Report (STAR).

BUDGET/FINANCIAL SUMMARY

No financial action.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: X

Approved by Legal: YES: _____ NO: X

Comments:

RECOMMENDATIONS/COMMENTS



SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU

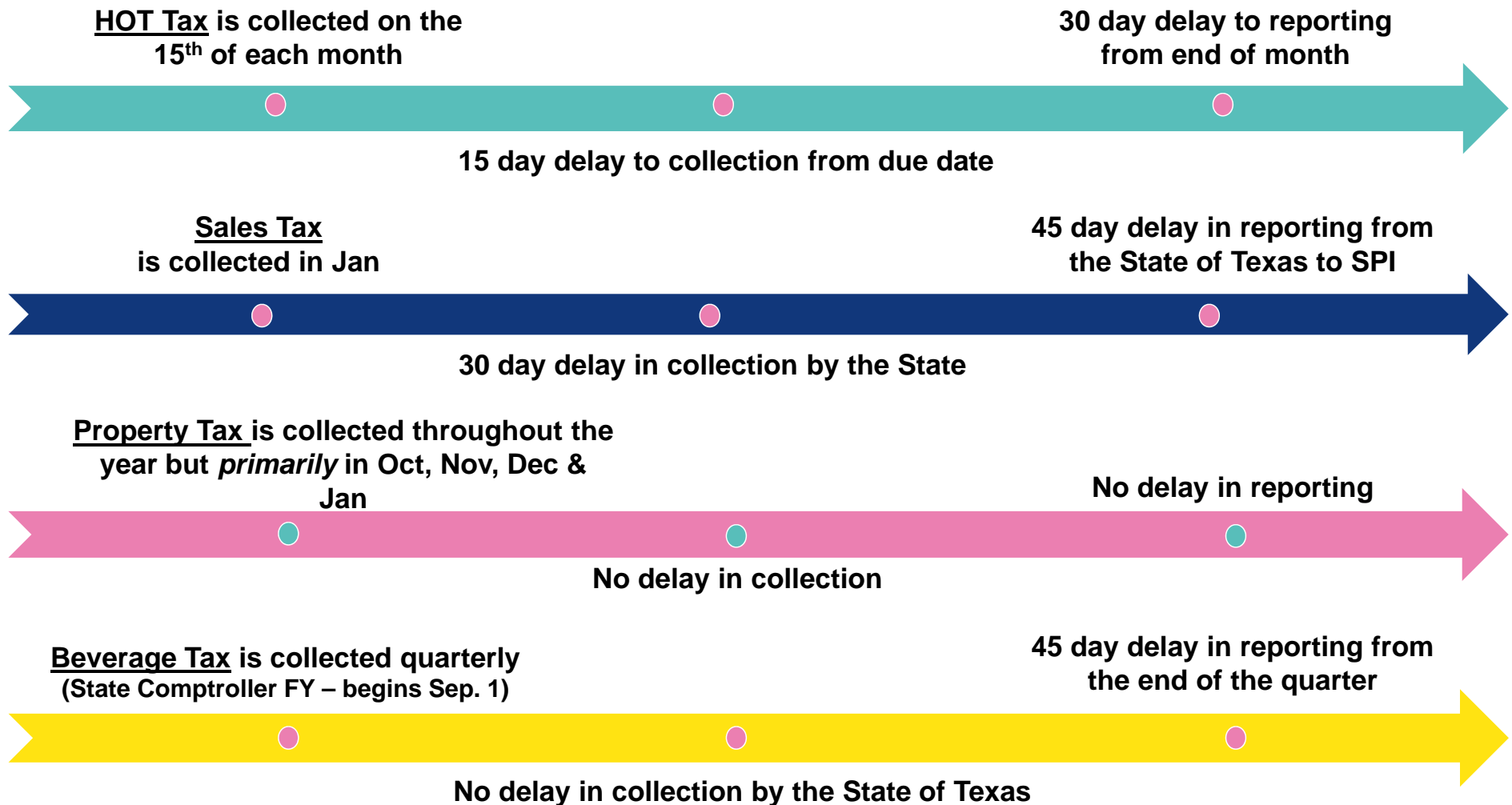
CVB DASHBOARD

OCTOBER 2018



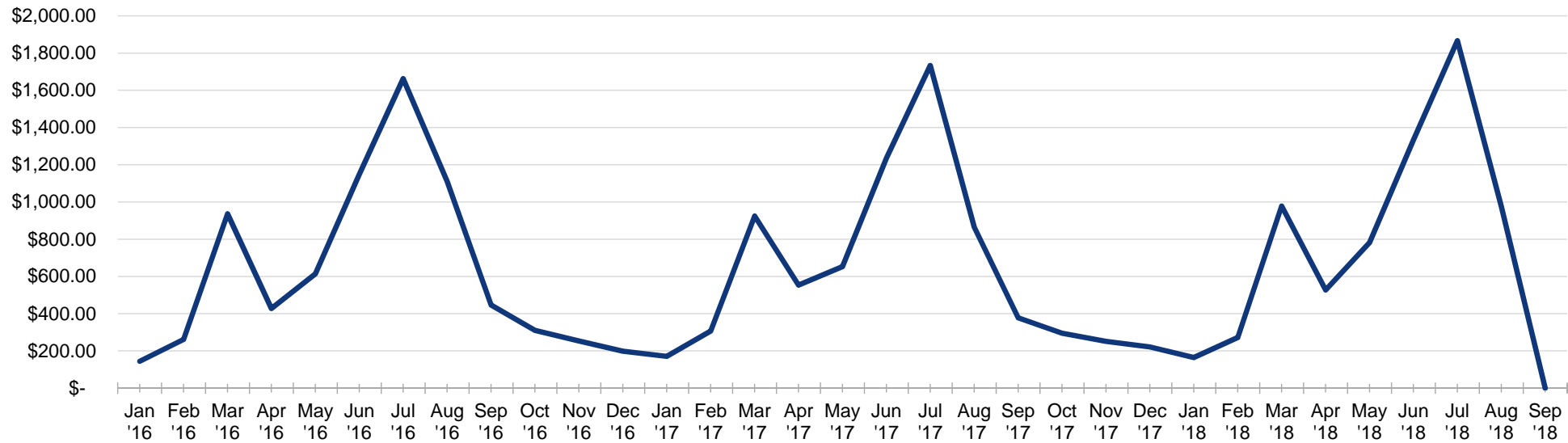
HOTEL OCCUPANCY TAX (HOT)

Tax Collections Timeline, By Type

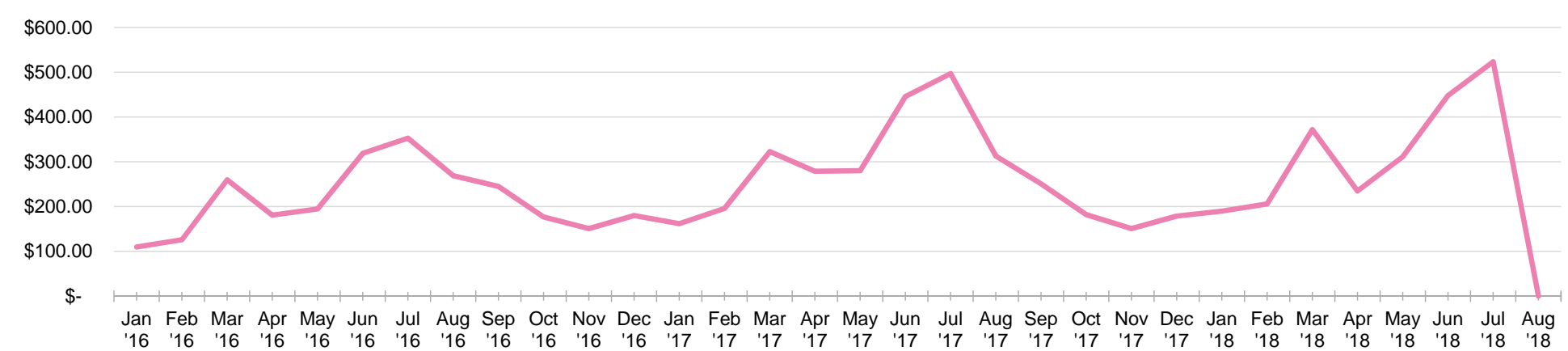


ECONOMIC IMPACT

Hotel Occupancy Tax (in 00,\$)

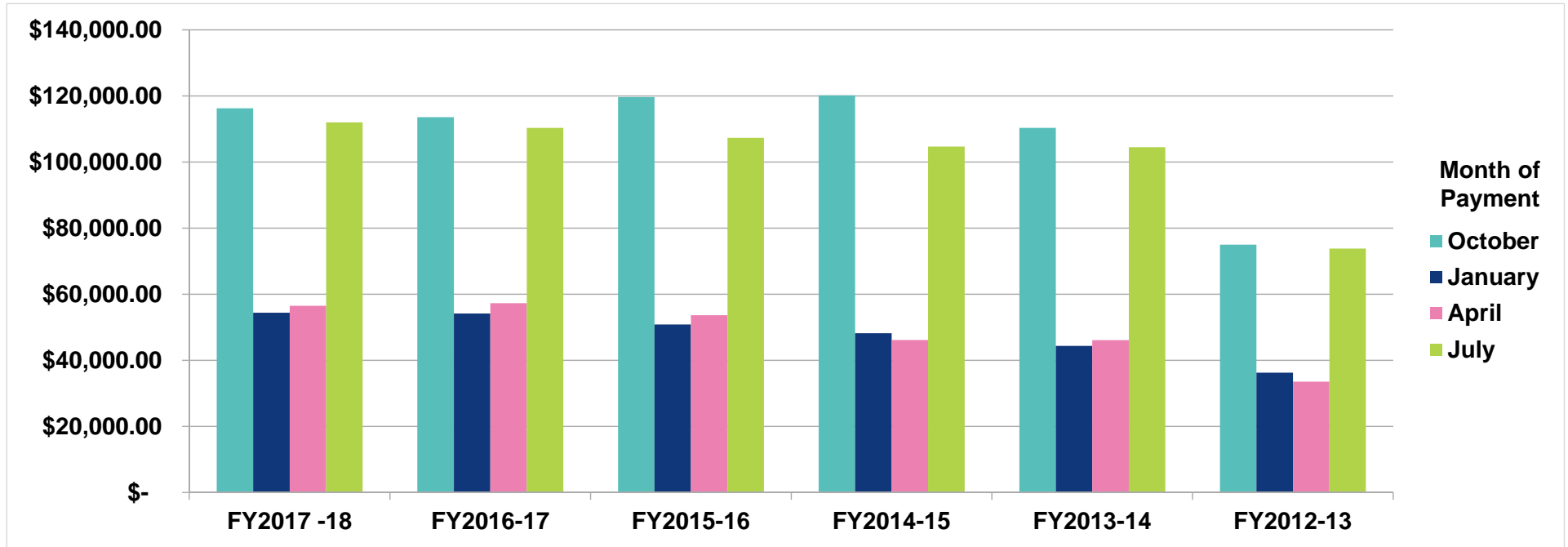


Sales Tax (in 100K,\$)



ECONOMIC IMPACT

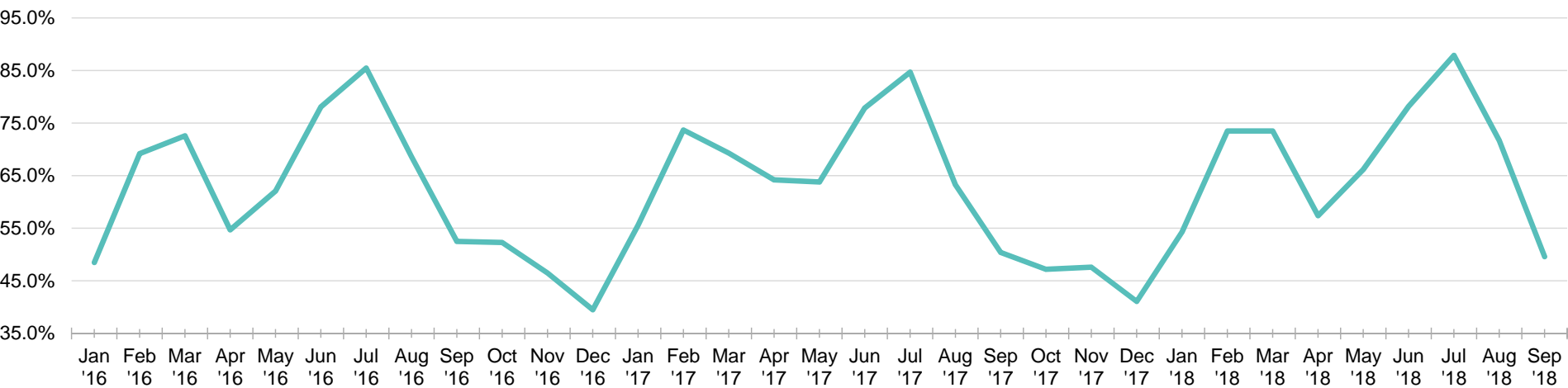
Mixed Beverage Tax



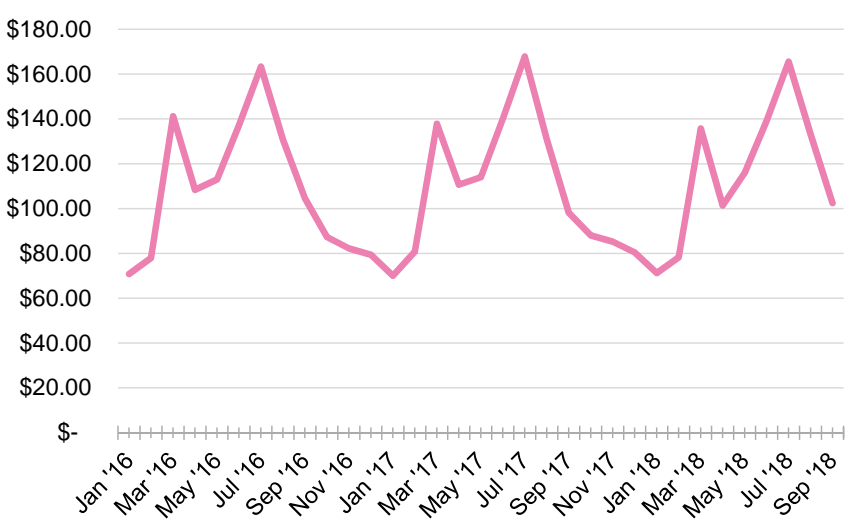
Month of Payment	Months Reported	FY 2017-18	FY 2016-17	FY 2015-16	FY 2014-15	FY 2013-14	FY 2012-13
October	Jun/ Jul/ Aug	\$116,263.73	\$113,583.54	\$119,689.50	\$120,182.68	\$110,335.73	\$75,021.74
January	Sept/ Oct/ Nov	\$54,403.20	\$54,183.63	\$50,872.08	\$48,216.13	\$44,381.48	\$36,262.66
April	Dec/ Jan/ Feb	\$56,500.33	\$57,300.10	\$53,660.35	\$46,148.41	\$46,128.34	\$33,533.70
July	Mar/ Apr/ May	\$112,002.24	\$110,354.83	\$107,354.93	\$104,711.89	\$104,505.64	\$73,839.37
Total		\$339,169.50	\$335,422.10	\$331,576.86	\$319,259.11	\$305,351.19	\$218,657.47

ECONOMIC IMPACT

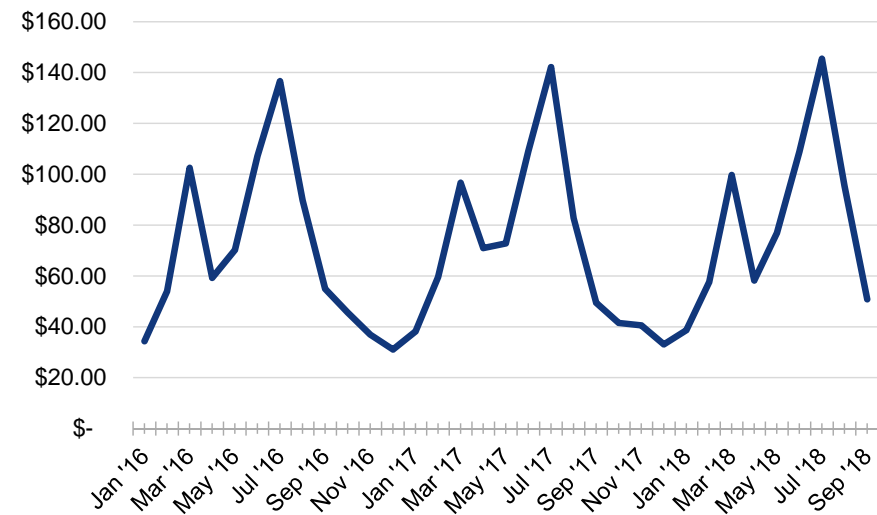
Occupancy



Average Daily Rate (ADR)

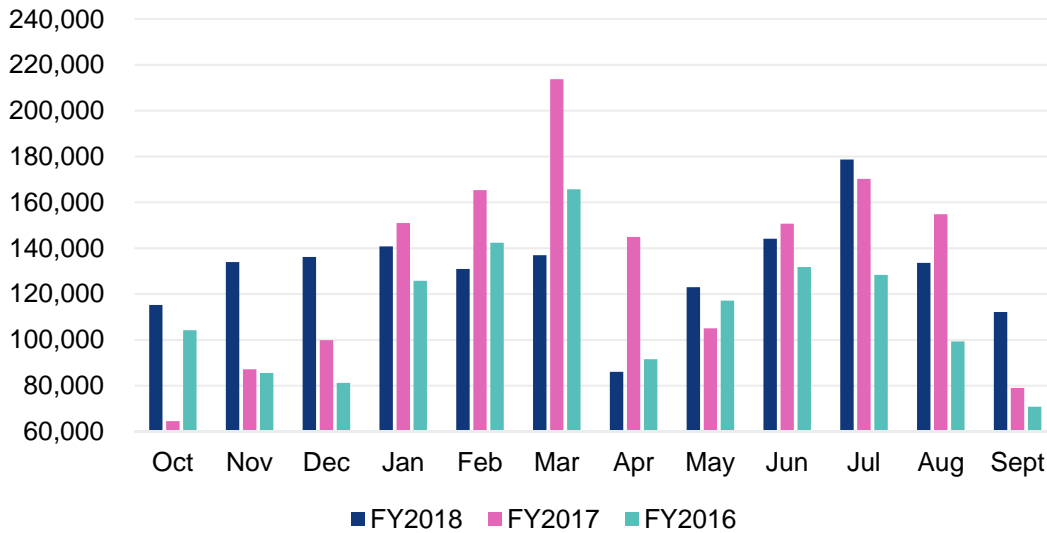


Revenue Per Available Room (RevPAR)

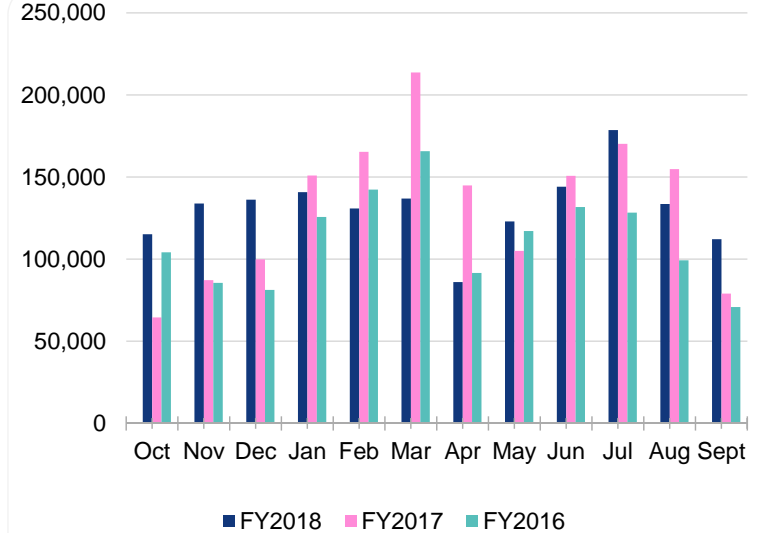


AWARENESS

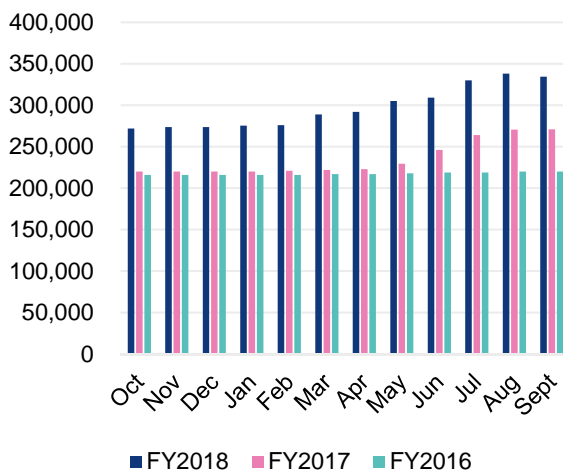
Web Visits



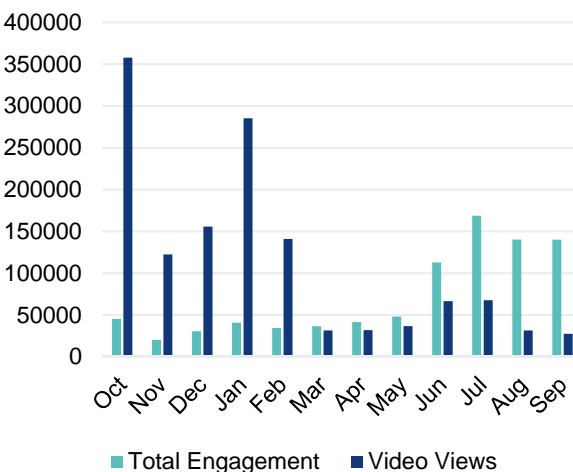
Total Web Sessions



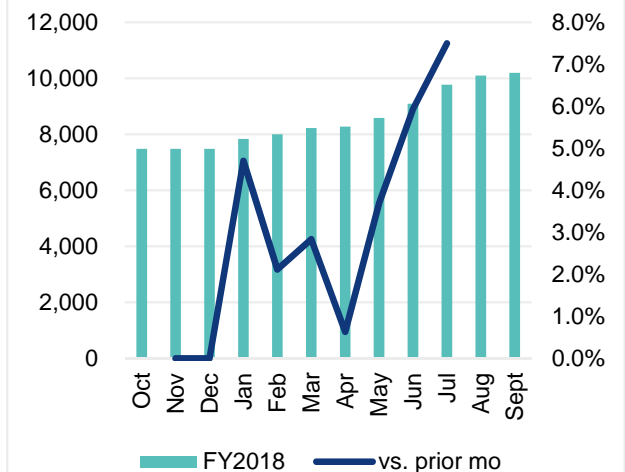
Facebook Likes/ Followers



Facebook Engagement

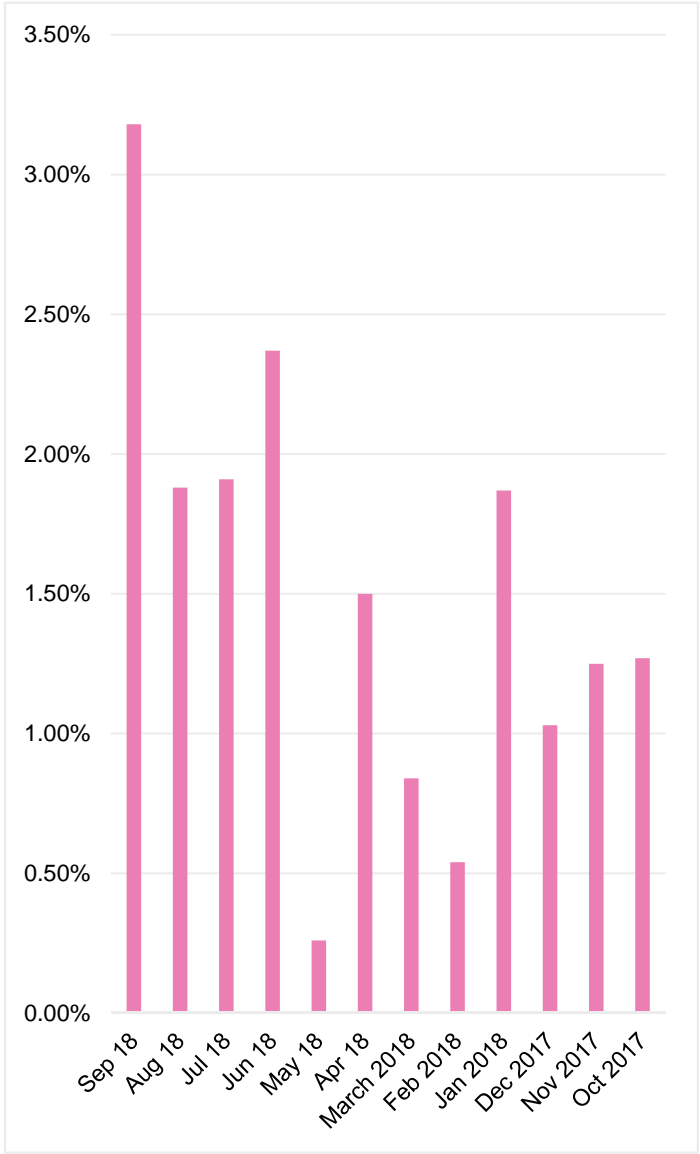


Instagram Followers

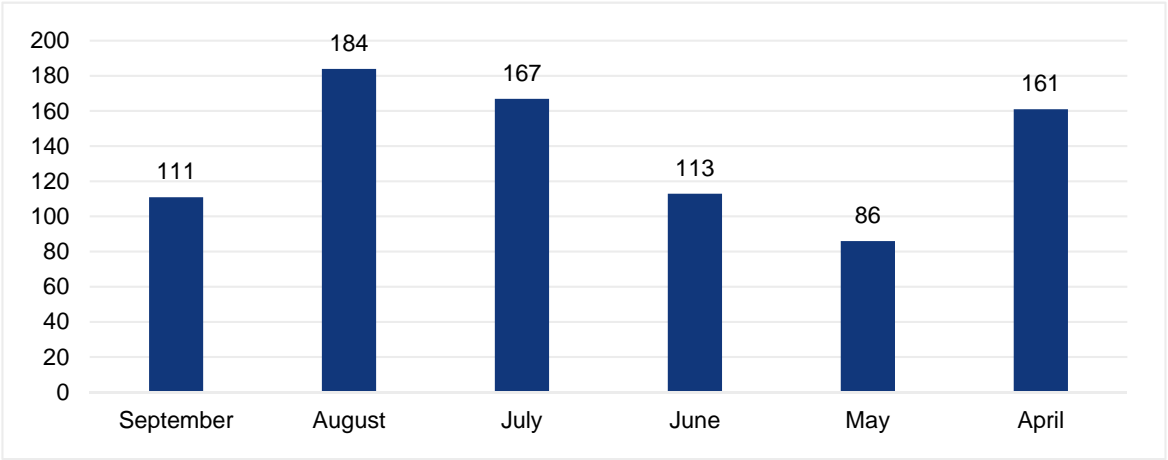


ENGAGEMENT

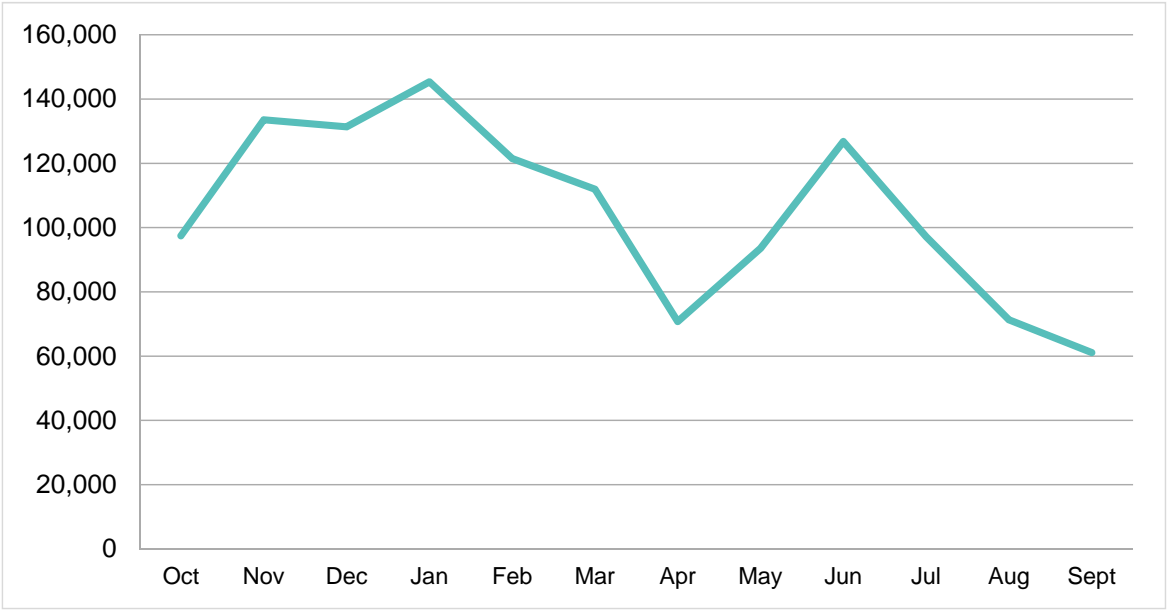
Website Click Through Rate (%)



PR Engagement

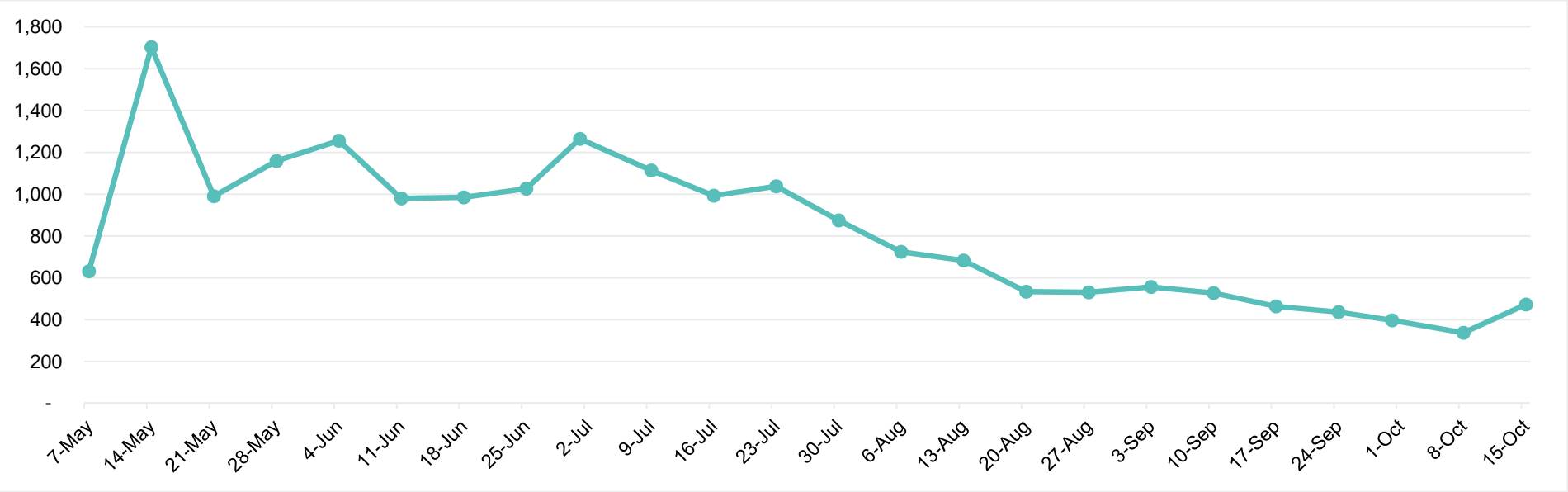


Key Website Content

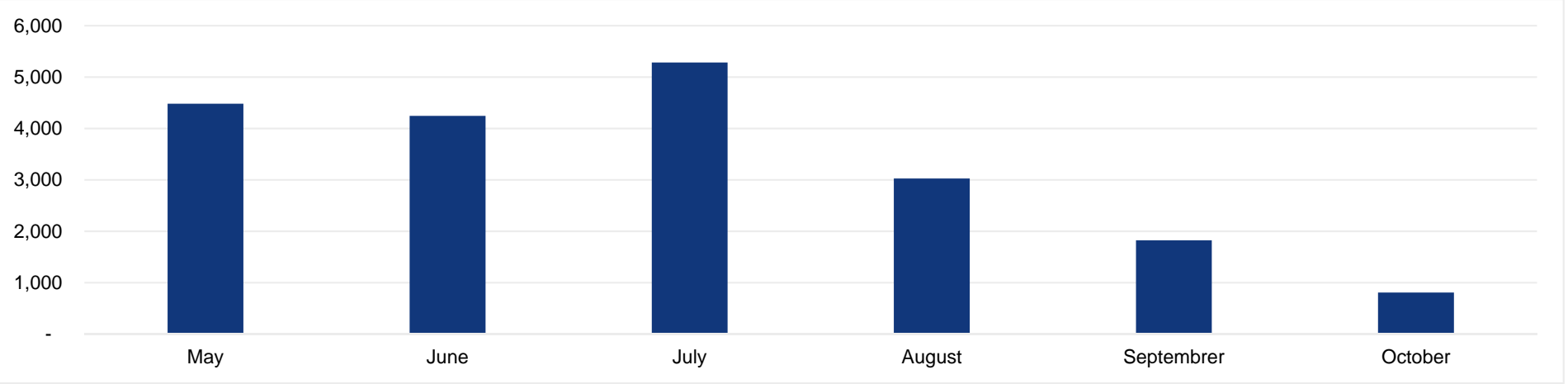


ENGAGEMENT

AgileCRM: New Email Sign Up (Per Week)

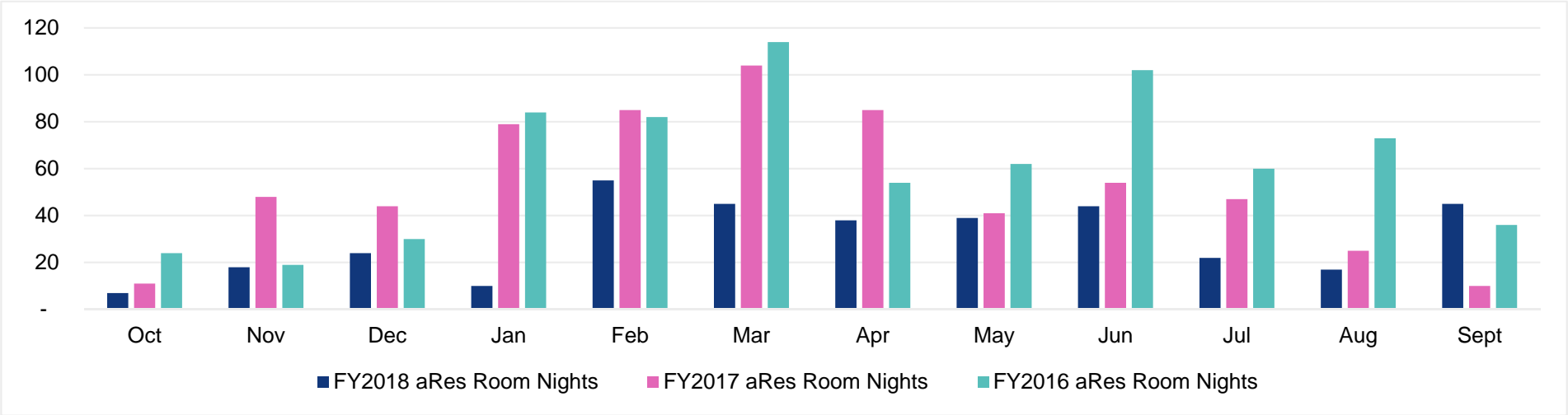


Total Emails

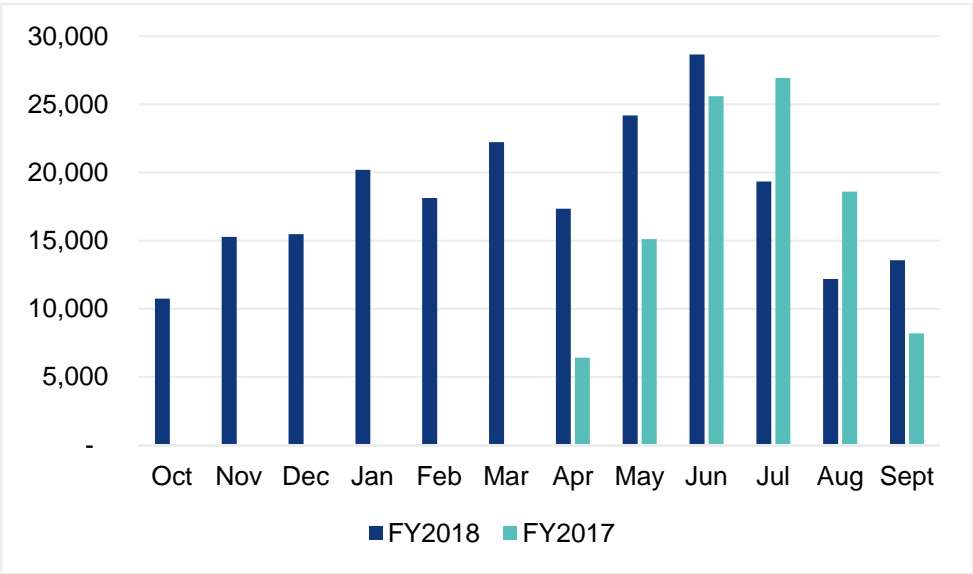


CONVERSION

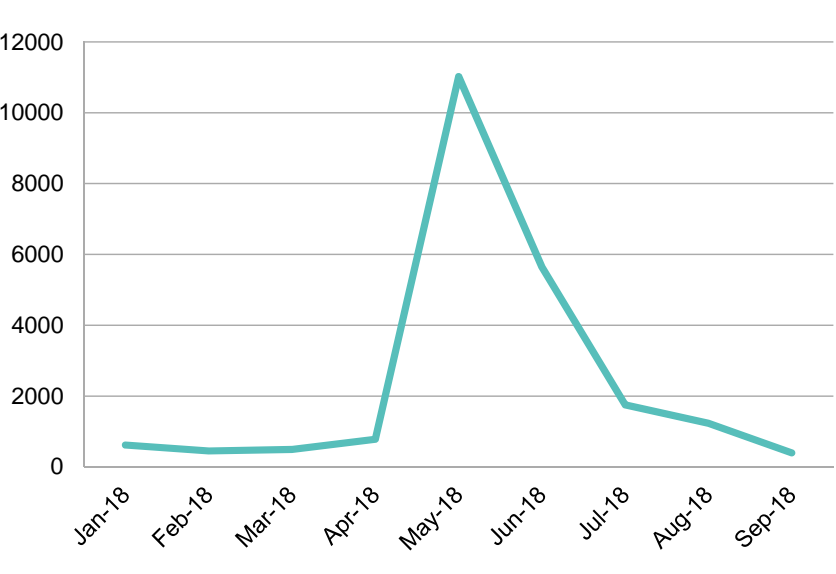
aRes Room Night Conversions



Outbound Partner Links

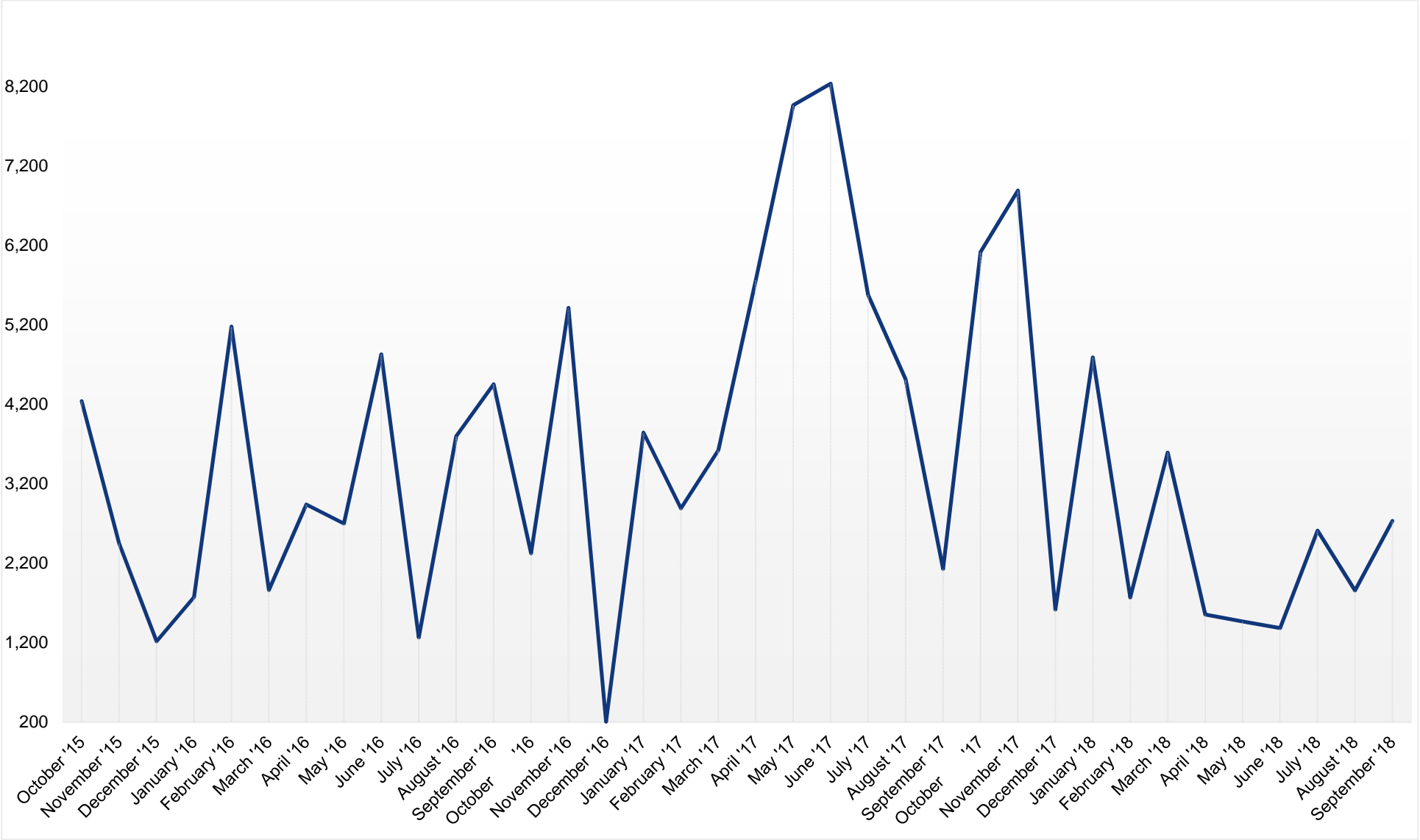


Visitor Guides Requests (Fulfillment House)



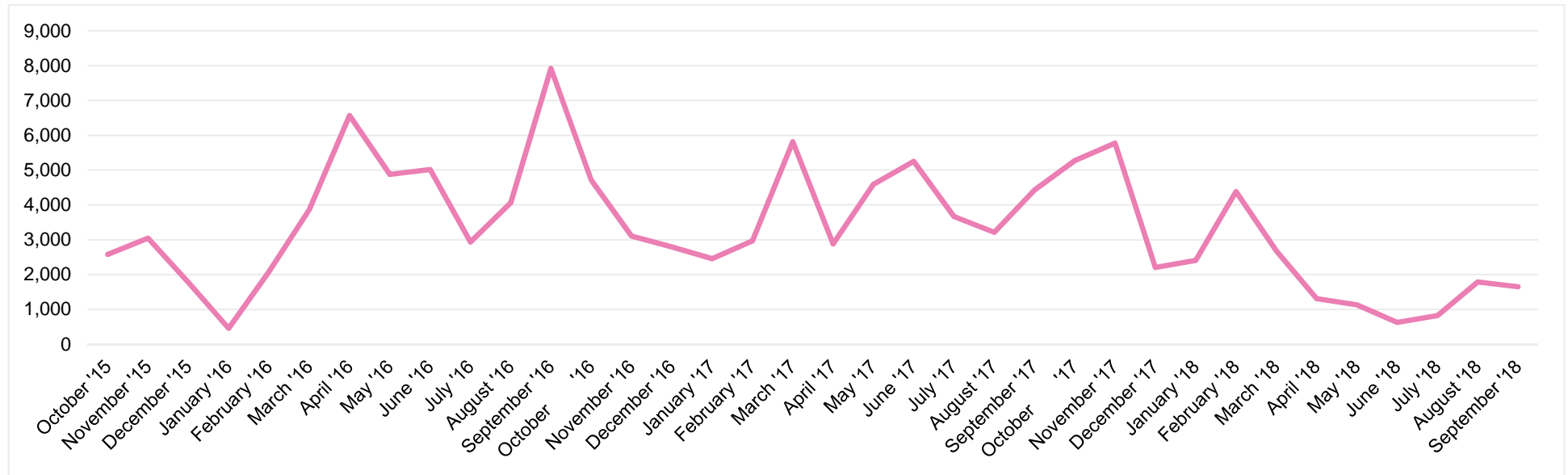
CONVERSION

Group Leads Sent



CONVERSION

Group Business Booked



BOOKED BUSINESS

TX Assoc. of School Personnel Administrators/
TASPA Conference 2018 (30)
Texas Narcotics Officers Association (824)
YM360 / 2019 Generate by YM360 (280)
Ms. Dance & Drill Team TX / 2019 Battleground Nationals
Competition (105)
JJ Zapata Fishing Tournament (20)
2018 Wahoo Classic Fishing Tournament (20)
2018 Sandcastle Days (30)
2018 Hallo Wings (30)
Young Living Essential Oils / YLEO 2018 Rally (16)

US Integrity Touring / 2019 Red Oaks HS Choir (44)
US Integrity Touring / 2019 US Integrity Touring (54)
RGV TABE / 2019 RGV TABE Annual Conference (200)

TOTAL 1653

() Indicates Number of Room Nights Booked

CONVERSION

Special Events

Year	Number of Events
2017	39
2018	56
2019	63
2020	68

Special Events per month from 2017 to 2020
(Sponsored Directly by SPICVB)



CONVERSION

2018 Special Events

January

Polar Bear Dip & Penguin Plunge
Market Days
WOWE
Winterfest

February

SPI Kitefest
W4W Chili Cook Off
Color Me Rad
Market Days

March

Spring Break Car Jam
UME

April

National Tropical Weather Conference
SPLASH South Padre
Sand Crab Run
Open Water Swim

May

Jailbreak
Pedal to Padre
Shallow Sport Fishing Tournament

June

Dargel Fishing Tournament
Longest Causeway Run/Walk
Great TX Catamaran 300

July

Security First Credit Union Fishing Tournament

August

Texas International Fishing Tournament (TIFT)
Iron Pigs Motorcycle Club Weekend
Ladies Kingfish Tournament (LKT)
API Fishing Tournament
Fishing For Hope

September

Shallow Stalker Fishing Tournament
JJ Zapata Fishing Tournament
Wahoo Classic
Zombie Charge
Tailgate Weekend
SPI Triathlon

October

SandCastle Ball
SandCastle Days
SPLASH South Padre
Walk For Women Fishing Tournament
Walk For Women – 5k
Take a Kid Fishing
Elite Redfish Championship
SPI Fishing Days
Hallowings

November

RAGF
Veteran's Day Weekend
Blacklight Run
SPI Film, Art and Music

December

Tree Lighting Ceremony
Christmas Street Parade
Children's Wonderland
Lighted Boat Parade
Breakfast w/Santa
Holiday Sandcastle Village

 **New Event**

Director's Notes

Project Updates

VRM Intel/ Key Data

Program installation is continuing with the 7 VRM's and completion is expected within two weeks

Airlift Enhancement

BRO (United Airlines)

Reports from United continue to be favorable with the tickets sold to date. The marketing program with BRO/TAG is fully engaged.

VIA (Frontier)

CVA Board and City Council approved the \$130,000 committed to marketing to Denver and Chicago with VIA. On 10/18 a conference call was held with CVB Staff, TAG Staff, VIA staff and the Frontier Media Manager to jumpstart the marketing program for both originating airports with an immediate emphasis on Chicago. More updates to follow.

Destination Product

Development Consultants

Holding on RFP development while CM works on acquiring a template for RFP development from a company that she engage with at a conference.

Expedia

Expedia was chosen over Booking.com because it had a significantly larger number of SPI lodging properties on its site than Booking.com. In addition, Expedia now owns two major VRM booking engines. Daniel Salazar from the CVA Board and the Isla Grand participated in the selection.

Director's Notes

Project Updates

Austin Sales Mission

The Austin Sales Mission was conducted October 15-17. 4 Teams called on a combination of appointments and cold calls. Actual number of personal calls was approximately 40, and will be accurately reported when all call reports have been returned to the CVB.

The closing event had more than 26 meeting planners and Association Executives in attendance, and several new leads will be generated from interaction with Sales Mission team members in the next two weeks as a result.

Sales Initiatives

Travis continued to attend several client events to bring awareness to the Austin Market.

MPI- Crafting for a Cause. 3 hours of Team Building exercises between Meeting Planners and CVB.

TSAE - New Ideas Conference. This conference is beneficial because CVBS and hotels attend in order to foster relationships with the lucrative TX Association Market. SPI is an annual sponsor for TSAE and maintaining a presence at this conference is crucial as there are over 550 attendees with the majority being Association Professionals.

PYM- Reverse Tradeshow. This is a one day, appointment-based show with Dallas area planners. There were no RFPs given on the spot but there is some potential for future business to come out of this show through the contacts made and information shared with these Dallas area planners.

Judith conducted several site visits. **New** to South Padre was US Integrity Touring, Music Travel, from Maine. They visited several VRMs. They submitted 3 leads and are now requesting 254 rooms for the month of April 2019 and which will be closing this month. UTRGV, Engineering and Computer Science Department, also visited and sited several hotels for their 2nd International Conference on Data Intelligence. They are looking to contract 120 rooms for the month of June 2019.

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

MEETING DATE: October 24, 2018

NAME & TITLE: Michael Flores, Director of Marketing, Research & Analytics

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update and discussion of marketing research and analytics report.

- Arrivalist POI
- Origin Markets
- Expedia Heat Map

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

No financial action.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: X

Approved by Legal: YES: _____ NO: X

Comments:

RECOMMENDATIONS/COMMENTS