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, MARCH 27, 2019 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:
 - a. Approve meeting minutes for February 27, 2019 regular meeting.
 - b. Approve excused absence for Board Members Chad Hart and Bryan Pinkerton for February 13, 2019 special meeting.
- 5) Discussion and possible action to approve the following special events funding applications:
 - a. Texas International Fishing Tournament (TIFT)
 - b. Ladies Kingfish Tournament (LKT)
 - c. Jailbreak Obstacle Course Race
 - d. Knights of Columbus Bay Challenge Fishing Tournament
- 6) Discussion and possible action to deny funding and cancel the following events:
 - a. MOF Ninja Warrior
 - b. Tailgate Weekend
 - c. FAMFest
- 7) Discussion and possible action to renegotiate the Xpogo contract. (Amaya/Flores)
- 8) Presentation and discussion update on Valley International Airport Operations. (Mulet)
- 9) Discussion and possible action regarding proposed Special Event Subcommittee Policy and recommend to City Council for approval. (Till/Salazar)
- 10) Discussion and possible action regarding request to City Council to dissolve the current Special Events Committee and allow the CVA Board to reform this committee as a subcommittee. (Till/Salazar)
- 11) Presentation and discussion regarding February 2019 Director's Report. (Caum/Flores)

- 12) Presentation and discussion regarding Semana Santa marketing campaign and Q2 Impact Partner Report. (Caum/Flores)
- 13) Presentation and discussion regarding initial analytics for the \$100K Spring Break marketing push. (Caum/Flores)
- 14) Update and discussion regarding Sopadre Website. (Caum/Workman)
- 15) Discussion and possible action to approve a budget enhancement in the amount of \$35,000 from CVB excess reserves for the 2019 Johnson feasibility study and recommend to City Council for approval. (Flores)
- 16) Adjournment.

DATED THIS THE 22nd DAY OF MARCH 2019.

Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON <u>March 22, 2019</u>, at/or before <u>5:00 P.M.</u> AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Rosa Zapata, CVB Executive Services Specialist

THERE MAY BE ONE OR MORE MEMBERS OF THE SOUTH PADRE ISLAND CITY COUNCIL AND THE SPECIAL EVENTS COMMITTEE 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.

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD CONSENT AGENDA

MEETING DATE: March 27, 2019

ITEM DESCRIPTION

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 February 27, 2019 regular meeting.
- b. Approval of excused absence for Board Members Chad Hart and Bryan Pinkerton for February 13, 2019 special meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

WEDNESDAY, FEBRUARY 27, 2019

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, February 27, 2019 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 9:00 a.m. A full quorum was present: Vice-Chairman Tom Goodman, CVA Board Members Arnie Creinin, Bryan Pinkerton, Pamela Romer, Chad Hart and Bob Friedman. Also present was Ex-officio Bryant Walker and Jose Mulet.

City Council Member: Ken Medders.

Staff: Interim City Manager Randy Smith, Interim CVB Director Michael Flores, Executive Services Specialist Rosa Zapata, Accountant 1/Office Manager Lori Moore, Events & Packaging Manager Marisa Amaya, Senior Marketing and Communications Manager Alisha Workman.

II. PLEDGE OF ALLEGIANCE.

Board Member Salazar led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments were given at this time.

IV. CONSENT AGENDA:

a. Approval of minutes for January 23, 2019 regular meeting and February 5, 2019 workshop.

Vice-Chairman Goodman made the motion, seconded by Board Member Hart to approve the meeting minutes for January 23, 2019 Regular Meeting and February 5, 2019 Workshop. Motion carried unanimously.

- b. Approval of proposed special events schedule and funding.
 - b.1 National Tropical Weather (April 2019) \$35,000
 - b.2 Sand Crab Run (April 2019) -\$7,500
 - b.3 Splash (April 2019) \$12,500
 - b.4 Winter Outdoor Wildlife Expo WOWE (January 2019) \$2,000

Vice-Chairman Goodman made the motion, seconded by Board Member Friedman to approve the proposed special events schedule and funding. Motion carried unanimously.

V. DISCUSSION AND ACTION TO DISCUSS THE CRM POP UP ON SOPADRE.COM.

Discussion held-no action taken.

VI. DISCUSSION AND ACTION REGARDING LEAD FORMS FOR SPRING BREAK ON SOPADRE.COM.

Discussion held-no action taken.

VII. DISCUSSION AND ACTION PERTAINING TO SPECIAL EVENTS FUNDING ACCEPTANCE OF APPLICATIONS.

Discussion held-no action taken.

VIII. DISCUSSION AND ACTION PERTAINING TO BLACKOUT DATES FOR SPECIAL EVENTS FUNDING.

Discussion held-no action taken.

IX. DISCUSSION AND ACTION TO REVISE CITY POLICY FOR SPECIAL EVENTS FUNDING APPLICATION.

Board Member Pinkerton made the motion, seconded by Board Member Creinin for the Special Events Committee to revise the City Policy regarding the Special Events Funding Application. Motion carried unanimously by those present.

X. DISCUSSION AND ACTION REGARDING RECOMMENDATION TO CITY COUNCIL TO ADOPT A RESOLUTION TO DISSOLVE THE SPECIAL EVENTS COMMITTEE EFFECTIVE MARCH 6, 2019.

Vice-Chairman Goodman made the motion, seconded by Board Member Romer for the members of the Special Events Committee and CVB staff to discuss how to effectively dissolve the Special Events Committee and create guidelines for them to become a subcommittee. Discussion was held. Motion carried unanimously by those present.

XI. UPDATE AND DISCUSSION OF THE DIRECTOR'S REPORT.

Director's Report was given by Interim CVB Director Michael Flores.

XII. DISCUSSION AND POSSIBLE ACTION REGARDING MARKETING SUBCOMMITTEE:

- a. Reallocating marketing funds.
- b. Billboards in the Rio Grande Valley to promote South Padre Island and Special Events.

Discussion was held regarding the lodging spent from visitors of the Rio Grande Valley on South Padre Island. A recommendation was made to request stats from Lamar Company concerning digital billboards. No action was taken.

XIII. DISCUSSION AND POSSIBLE ACTION CONCERNING SETTING NEW MEETING DATE FOR MARCH 2019.

Vice-Chairman Goodman made the motion, seconded by Board Member Creinin to set a new meeting date for Wednesday, March 27, 2019. Motion carried unanimously by those present.

XIV. ADJOURNMENT.

MI V. MIDO CHA WILLIAM
There being no further business, Chairman Jones adjourned the meeting at 10:20 a.m.
Approved this27 day ofFebruary, 2019.
Daniel Salazar, CVA Chairman Attest:
Rosa Zapata, CVB Executive Services Specialist

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE:	March 27, 2019			
NAME & TITLE:	Michael Flores, Dir	ector of Mark	eting, Research & A	Analytics
DEPARTMENT:	Convention and Vis	sitors Bureau		
ITEM				
Discussion and possil	ble action to approve	the following	special events fund	ling applications:
b. Ladies King c. Jailbreak O	national Fishing Tou gfish Tournament (L bstacle Course Race Columbus Bay Chall	KT)		
ITEM BACKGROUND				
	the funding reque	sts for the S	pecial Events liste	Wednesday, March 6, ed above. They also the funding requests.
BUDGET/FINANCIAL	SUMMARY			
02-593-8099 Special	Events Budget.			
COMPREHENSIVE PL	AN GOAL			
LEGAL REVIEW				
Sent to Legal:	YES:		NO:	
Approved by Legal:	YES:		NO:	<u></u>
Comments:				
RECOMMENDATION	S/COMMENTS			

Approve the funding requests listed above.

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

MEETING DATE:	March 27, 2019
NAME & TITLE:	Michael Flores, Director of Marketing, Research & Analytics
DEPARTMENT:	Convention and Visitors Bureau
ITEM	
Discussion and action (TIFT).	n to approve funding request for Texas International Fishing Tournament
ITEM BACKGROUND	
The Special Events C 2019 recommended for	ed for August 2019. The funding request is in the amount of \$15,000. Committee at their regular committee meeting held on Wednesday, March 6, unding request for \$25,000. The SEC also recommended the Convention and ard approve the funding request.
BUDGET/FINANCIAL	SUMMARY
	l in 2018/19 FY. (In Kind of CVB: \$15,000) l in 2017/18 FY. (In Kind of CVB: \$15,000) Events Budget
COMPREHENSIVE PL	AN GOAL
LEGAL REVIEW	
Sent to Legal:	YES: NO:
Approved by Legal:	YES: NO:
Comments:	

RECOMMENDATIONS/COMMENTS
Approve the funding amount of \$25,000

APPLICATION FOR INITIAL FUNDING

Today's Date:	
ORGANIZATON INFORMATION	
Name of Organization:	
Address:	
City, State, Zip:	
Contact Name:	Contact Office Phone Number:
Contact Cell Phone Number:	
Web Site Address for Event or Sponsoring Entity _	
Non-Profit or For-Profit status:	Tax ID #:
Entity's Creation Date:	
Purpose of your organization:	
EVENT INFORMATION	
Name of Events or Project:	
Date of Event or Project:	
Primary Location of Event or Project:	
Amount Requested: \$	



Primary Purpose of Funded Activity/Facility:
How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)
Percentage of Hotel Tax Support of Related Costs
Percentage of Total Event Costs Covered by Hotel Occupancy Tax
Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event
Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event
If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities%
Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:



Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

a)	Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$
b)	Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$
c)	Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$
d)	Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$
e)	Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$
f)	Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$
Hov	v many attendees are expected to come to the sporting related event?
	v many of the attendees at the sporting related event are expected to be from another city or nty?
	antify how the sporting related event will substantially increase economic activity at hotels within city or its vicinity?



g)	any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.
	Amount requested under this category: \$
Amount requested under this category: \$ What sites or attractions will tourists be taken to by this transportation? Will members of the general public (non-tourists) be riding on this transportation? What percentage of the ridership will be local citizens? h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ What tourist attractions will be the subject of the signs?	
Will	members of the general public (non-tourists) be riding on this transportation?
Wha	at percentage of the ridership will be local citizens?
h)	Signage directing tourists to sights and attractions that are visited frequently by hotel
	guests in the municipality.
	Amount requested under this category: \$
Wha	Il members of the general public (non-tourists) be riding on this transportation? In members of the general public (non-tourists) be riding on this transportation? In at percentage of the ridership will be local citizens? Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many people attending establishments?	the Event or Project will use So	outh Padre Island lodging
establishments?	-	
now many nights do you anti	cipate the majority of the tour	ists will stay:
which hotels:		and if so, for how many rooms and at
List other years (over the last		sted your Event or Project with amount
Month/Year Held	Assistance Amount	
	pact of your event on area hoto	el activity (e.g.; room block usage
		ants that have offered financial
Will the event charge admissi	on?	
Do you anticipate a net profit	from the event?	
		how will it be used?



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

ivewspaper.	⊅
• Radio:	
• TV:	\$
Website, Social Media:	<u> </u>
 Other Paid Advertising: 	\$
Anticipated Number of Press Releas	ses to Media:
Anticipated Number Direct Mailings	s to out-of-town recipients:
Other Promotions:	
Will you negotiate a special rate or	hotel/event package to attract overnight stays?
[If we have a tour operator, we will re	quire them to use that service.]
What other marketing initiatives are this event?	you planning to promote hotel and convention activity for
What geographic areas does your e	Asocial Media: Said Advertising: Social Media: Social Media: So
If the funding requested is related t	o a permanent facility (e.g. museum, visitor center):
Expected Visitation by Touri	sts Monthly/Annually:
	% (use a visitor log that asks them to check a box if they are



What amount of event insurance do you have for your event and who is the carrier:		
[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]		
Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply? □ Yes □ No		
Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.		
SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:		
Along with the application, please submit the following:		
Proposed Marketing Plan for Funded Event		
Schedule of Activities or Events Relating to the Funded Project		
Complete budget for the Funded Project		
Room night projections, with back-up, for the Funded Event		
Submit to complete applications to:		
Marisa Amaya Event Development & Packaging Manager Convention and Visitors Advisory Board C/O City of South Padre Island Convention and Visitors Bureau 7355 Padre Blvd.		

Phone: (956) 761-3834 Email: marisa@sopadre.com

South Padre Island, TX 78597



POST EVENT REPORT FORM HOTEL OCCUPANCY TAX FUNDING

Post Event Report Form

Date: January 5, 2018

Organization Information

Name of Organization: <u>TEXAS INTERNATIONAL FISHING TOURNAMENT INC.</u>

Address: <u>P.O. BOX 2715</u>

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

Contact Name: KRISTI L. COLLIER, TOURNAMENT DIRECTOR

Contact Phone Number: 956-943-TIFT

Contact Cell Phone Number: 956-802-3475

Event Information

Name of Event or Project: 79TH ANNUAL TEXAS INTERNATIONAL FISHING TOURNAMENT

Date of Event or Project: AUGUST 1-5, 2018

Primary Location of Event or Project: **SOUTH PADRE ISLAND CONVENTION CENTER**

Amount Requested: \$15,000

Amount Received: \$15,000

How were the tax funds used:(attach list of hotel tax funded expenses and receipts showing payment)

Funds were used for Playday. Playday is an event that is open to the public, regardless of registration in the tournament. It is a family friendly event specifically for children of all ages.

We transform the Exhibit Hall into a playground, with educational opportunities to learn about fishing and the importance of conservation.

How many years have you held this Event or Program: 79 years

Event Funding Information

- 1. Actual percentage of funded event costs covered by hotel occupancy tax: Playday: 100%
- 2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 41%
- 3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): 0%
- 4. If staff costs were covered, estimate of actual hours staff spent on funded event: N/A
- 5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?

The tournament has a registration fee that varies by age. Funds raised from the tournament are given out as scholarships. This year, the tournament was able to fund twenty-two \$2000 scholarships.

6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses. **SEE ATTACHED**

Event Attendance Information

- 1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): **1043 registered anglers**
- 2. What would you estimate as the actual attendance at the event?: 2500+
- 3. How many room nights did you estimate in your application would be generated by attendees of this event or program? **200** +
- **4.** How many room nights do you estimate were actually generated by attendees of this event? _ **600+**
- 5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?

This Year <u>625+</u> Last Year **2 1 1**

6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels {e.g.; room block usage information, survey of hoteliers, total attendance formula, zipcode information,etc.)? <u>UTRGV held a survey and estimated that</u> we generated approximately 625+ room nights.

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

Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper: \$3500

Radio: N/A

TV: **\$3500**

Other Paid Advertising: \$500 (Facebook Promotion)

Number of Press Releases to Media <u>10</u> Number Direct Mailings to out-of-town recipients 2

Other Promotions **E-blasts**, facebook, participation in the Hunters Expo (McAllen)

- 2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? **YES**
- 3. Did you negotiate a special rate or hotel/event package to attract overnight stays? YES
- 4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

Participation in the Hunter's Expo in McAllen. Facebook Promotion, live feeds, partnership with local media outlets (AIM Media/KRGV).

- 5. Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign. **See attached.**
- 6. Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized. **See attached.**
- 7. Please note any other success indicators of your event:

 We have streamlined our registration process to 100% online registration. This system allows

 us to better capture our angler demographic information, track angler history and improve

 communications. We also utilized a digital leaderboard at the dock which allows us to better

 highlight our sponsors.

Sporting Related Events

- 1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? **1043**
- 2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? Excluding SPI, Port Isabel and Laguna Vista: approximately 900
- 3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

Additional Event Information

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

Louie's Backyard, Grapevine Café, Alex Avalos Printing, Blue Marlin

Supermarket, Dirty Al's, Russo's, Tropical Smoothie Café, First National

Bank SPI, South Padre Island off duty police officers, Pearl South Padre,

Holiday Inn Express, La Quinta

Texas International Fishing Tournament

BUDGET VS. ACTUALS: FY2018 - FY18 P&L

January - December 2018

	TOTAL				
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	
Income					
Bucket Auction	12,650.00	14,000.00	-1,350.00	90.36 %	
Challenge Donations	37,314.00	37,000.00	314.00	100.85 %	
Corporate Sponsor Income	84,050.00	110,000.00	-25,950.00	76.41 %	
Advertising Income	12,000.00		12,000.00		
Boat/Team Sponsor Income	21,500.00		21,500.00		
Total Corporate Sponsor Income	117,550.00	110,000.00	7,550.00	106.86 %	
Merchandise Income	43,745.82	45,000.00	-1,254.18	97.21 %	
Miscellaneous Income	60.00	100.00	-40.00	60.00 %	
Registration Fees	85,245.00	80,000.00	5,245.00	106.56 %	
Trophy Income	21,175.00	20,000.00	1,175.00	105.88 %	
Total Income	\$317,739.82	\$306,100.00	\$11,639.82	103.80 %	
GROSS PROFIT	\$317,739.82	\$306,100.00	\$11,639.82	103.80 %	
Expenses					
Advertising	2,566.68		2,566.68		
Bank Service Charges	3,054.83	2,500.00	554.83	122.19 %	
Bonus	13,980.00	15,000.00	-1,020.00	93.20 %	
Challenge Expense	873.83		873.83		
Challenge Labor	4,900.00	5,300.00	-400.00	92.45 %	
Challenge Office Supplies	289.90	500.00	-210.10	57.98 %	
Challenge Printing	990.91	1,200.00	-209.09	82.58 %	
Total Challenge Expense	7,054.64	7,000.00	54.64	100.78 %	
Charitable Contributions	3,100.00	2,000.00	1,100.00	155.00 %	
Contract Labor	44,355.07	45,000.00	-644.93	98.57 %	
Data Processing	10,156.37	12,000.00	-1,843.63	84.64 %	
Dock Supplies	25,185.42	30,000.00	-4,814.58	83.95 %	
Dues and Subscriptions	1,422.28	1,500.00	-77.72	94.82 %	
Equipment Rental	3,500.00	5,000.00	-1,500.00	70.00 %	
Insurance	3,595.51	4,000.00	-404.49	89.89 %	
Meetings & Entertainment	5,569.34	5,000.00	569.34	111.39 %	
Merchandise Expense	31,691.04	35,000.00	-3,308.96	90.55 %	
Miscellaneous	1,002.27	2,000.00	-997.73	50.11 %	
Office Supplies	1,434.13	1,500.00	-65.87	95.61 %	
Photography	3,000.00	3,000.00	0.00	100.00 %	
Playday	4,441.57	5,000.00	-558.43	88.83 %	
Postage and Delivery	1,136.58	1,000.00	136.58	113.66 %	
Printing and Reproduction	10,608.77	14,000.00	-3,391.23	75.78 %	
Professional Fees	900.00	1,000.00	-100.00	90.00 %	
Registration Expense	47,246.06	46,000.00	1,246.06	102.71 %	
Rent	17,897.14	15,000.00	2,897.14	119.31 %	
Repairs					
Computer Repairs	7,740.33		7,740.33		

		TOTAL		
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total Repairs	7,740.33		7,740.33	
Security	9,840.00	10,000.00	-160.00	98.40 %
Sponsorship Expense	13,187.38	22,500.00	-9,312.62	58.61 %
Taxes		4,500.00	-4,500.00	
State	3,475.18		3,475.18	
Total Taxes	3,475.18	4,500.00	-1,024.82	77.23 %
Telephone	1,721.29	1,500.00	221.29	114.75 %
Trophy	14,519.25	15,000.00	-480.75	96.80 %
Volunteer Expense	5,659.58	7,000.00	-1,340.42	80.85 %
Total Expenses	\$299,040.71	\$313,000.00	\$ -13,959.29	95.54 %
NET OPERATING INCOME	\$18,699.11	\$ -6,900.00	\$25,599.11	-271.00 %
Other Income				
Interest Income	392.10		392.10	
Total Other Income	\$392.10	\$0.00	\$392.10	0.00%
NET OTHER INCOME	\$392.10	\$0.00	\$392.10	0.00%
NET INCOME	\$19,091.21	\$ -6,900.00	\$25,991.21	-276.68 %

TIFT 2018

Division Sum of # of Anglers

Bay	577
Fly Fishing	9
Non-Angler	21
Offshore	427
Tarpon	9
Grand Total	1043

















CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE:	March 27, 2019		
NAME & TITLE:	Michael Flores, Dir	rector of Marketing, Research & Analytics	
DEPARTMENT:	Convention and Vis	sitors Bureau	
ITEM			
Discussion and action	to approve funding	request for Ladies Kingfish Tournament (LKT).	
ITEM BACKGROUND			
The Special Events C	committee at their regunding request for \$2	The funding request is in the amount of \$5,000. gular committee meeting held on Wednesday, March 6, 5,000. The SEC also recommended the Convention and ling request.	
BUDGET/FINANCIAL	SUMMARY		
\$5,000 was awarded in \$5,000 was awarded in 02-593-8099 Special	in 2017/18 FY. (In K		
COMPREHENSIVE PLAN GOAL			
LEGAL REVIEW			
Sent to Legal:	YES:	NO:	
Approved by Legal:	YES:	NO:	
Comments:			

RECOMMENDATIONS/COMMENTS
Approve the funding amount of \$5,000

APPLICATION FOR INITIAL FUNDING

Today's Date: 06/13/2018	
ORGANIZATON INFORMATION	
Name of Organization: South Padre Island Ch	amber of Commerce
Address: 610 Padre Blvd.	
City, State, Zip: South Padre Island, TX 78597	7
Contact Name: Roxanne M. Ray	Contact Office Phone Number: $\frac{956-761-4412}{1}$
Contact Cell Phone Number: 956-545-4379	
Web Site Address for Event or Sponsoring Entit	spichamber.com
Non-Profit or For-Profit status: 501 (c) 6	Tax ID #: 74-2572775
Entity's Creation Date: February 1989	
Purpose of your organization: Membership based non profit business organ	nized to advance business interests of our member
South Padre Island a premier location to live,	work, vacation, and to do business. To fulfill our m
we facilitate programs, events, services, advo	ocacy and promotional and networking opportunitie
EVENT INFORMATION	
Name of Events or Project: 38th Annual 2019 I	Ladies Kingfish Tournament
Date of Event or Project: August 9, 10, 11, 20	19
	vention Centre for Registration(Friday) & Awards Lun
Amount Requested: \$\frac{5,000.00}{}	



Primary Purpose of Funded Activity/Facility: Ladies Kingfish Tournament is held annually to promote South Padre Island as a premier fishing an leisure travel des
targeting the Texas fishing community, particularly female anglers and their families. With our tournament being held
period, it is always our intention to contribute to booked lodging nights as well as retail and restaurant sales. Addition
promote fishing charters (boats and Captains) and other marine related businesses and activities.
How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)
Financial support will be expended for marketing purposes only. In 2018, with the funding we were awarded we have
targeting fishing/outdoors community on the upper Texas Coast and South Texas. We anxiously await our August 20
if we attract more anglers. If successful we will mirror our 2018 ad campaign in 2019.
Percentage of Hotel Tax Support of Related Costs
Percentage of Total Event Costs Covered by Hotel Occupancy Tax
65% Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event
0% Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event
If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities%
Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:
We are requesting the use of the Convention Centre facilities for Thursday event setup; Friday registration and oper activities; Saturday no activities, holdover only; Sunday awards luncheon and other event activities. 2018 contract lis
as \$9,100.



Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

a)	Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$
b)	Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$
c)	Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: $$ \frac{5,000}{} $
d)	Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$
e)	Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$
f)	Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$
Hov	v many attendees are expected to come to the sporting related event?
	v many of the attendees at the sporting related event are expected to be from another city or nty?
	antify how the sporting related event will substantially increase economic activity at hotels within city or its vicinity?



g)	any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.
	Amount requested under this category: \$
Wha	at sites or attractions will tourists be taken to by this transportation?
Will	members of the general public (non-tourists) be riding on this transportation?
Wha	at percentage of the ridership will be local citizens?
h)	Signage directing tourists to sights and attractions that are visited frequently by hotel
	guests in the municipality.
	Amount requested under this category: \$
Wha	at tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:			
Expected Attendance: 475 - Friday at registration and opening; 550 - Saturday for weigh in; 230 - for awards lunc			
How many people attending to establishments? Conservatively	the Event or Project will use Sout 45%	th Padre Island lodging	
How many nights do you antic	cipate the majority of the tourist	s will stay: 2	
which hotels:		nd if so, for how many rooms and at m websites. We do not reserve room bloc	
		lont want our hotels to discount their rates	
	I choose the lodging properties who a		
-	three years) that you have hoste and the number of hotel rooms Assistance Amount	d your Event or Project with amount used: Number of Hotel Rooms Used	
August 2018	\$5000		
August 2017	\$2000		
August 2016	\$2000		
information, survey of hotelie		activity (e.g.; room block usage	
delivered to the CVB following our	event. They compile and analyze the	e information.	
Please list other organization, support to your project: Our in	, government entities, and grant ncome streams include event & trophy	s that have offered financial sponsors and comprise approximately 45% of	
Will the event charge admission	Anglers, captains and all others	on the boa	
Do you anticipate a net profit	from the event? Yes		
<u>-</u>	the anticipated amount and hoper profit of approximately \$30,000 which	w will it be used? goes into the SPI Chamber (501(c) 6) ope	
budget and provides us the resour	ces needed to sustain daily operation	s and to carry out our fishing tournament e	



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

Newspaper:	\$ <u>870.00</u>
• Radio:	\$_only PSA's
• TV:	\$_Trade; if av
 Website, Social Media: 	\$ <u>2,677.00</u>
 Other Paid Advertising: 	\$ <u>200.00</u>
Anticipated Number of Press Releas	es to Media: 5-10 May, June, July
Anticipated Number Direct Mailings	to out-of-town recipients: In May send mass mailing to approximate
Other Promotions: None of the promot	ions listed here expended monies from the \$5,000 budget. Posters, mailin
booking hotel nights during this eve	on your promotional handouts and in your website for ent. Are you able to comply? Yes No No Notel/event package to attract overnight stays?
No, August is still peak season and we wa	int our hotels to charge their usual rates.
[If we have a tour operator, we will red	quire them to use that service.]
this event? Event listing on the CVB website, page or	you planning to promote hotel and convention activity for the chamber website, Facebook, Chamber emails, Instagram, 2018 Gu networking at other fishing tournaments, posters, marina mailings, street
What geographic areas does your ever Primarily Texas, with the largest numbers	vent reach? form the Rio Grande Valley. Anglers have come from Dallas, Houston, §
Mexico. With the expanded marketing we	are doing this year, we are hopingfor more participants from the upper
earlier school start dates in some school	districts. However a recent phone/online search of the area school district
Expected Visitation by Touris	•
_	it the facility who indicate they are staying at area% (use a visitor log that asks them to check a box if they are acility)



What amount of event insurance do you have for your event and who is the carrier: \$1,000,000 General Liability with Accord through Briskey & Perez Insurance, 5 Cove Circle, Brownsville, TX. with South padre Island. A certificate of coverage naming the City of South Padre Island and Sear at Southpoint as additional insured has already been issued for 2018 and will be provided each [Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes

No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

Proposed Marketing Plan for Funded Event

Schedule of Activities or Events Relating to the Funded Project

Complete budget for the Funded Project

Room night projections, with back-up, for the Funded Event

Submit to complete applications to:

Marisa Amaya
Event Development & Packaging Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834 Email: marisa@sopadre.com



2018 SPONSORS

37th Annual Ladies Kingfish Tournament, August 10-12, 2018

Sponsor Contact Information Type Sponsor, Amount Payment Status

Solicitor Comments

TITLE SPONSOR

1	La Copa/La Quinta/Hilton Garden Inn Barry Patel 350 Padre Blvd. South Padre Island, TX 78597 (956) 761-6000	Title \$2500 Paid LC 5/29/18 #11387 - LQ 5/29/18 #13077 - HGI 5/29/18 #7417	Barry Patel - 3/23/18 - Roxanne
2	Rio Grande LNG James Markham-Hill 3 Waterway Square Place, Suite 400 The Woodlands, TX 77380 832403-3041	Title \$2500 <i>Paid 5/24/18 - #2831</i>	Karla Parker - 5/3/18 - Roxanne
3	Shallow Sport Boats/The Sportsman Christi Romero 1985 W. Highway 77 San Benito, TX 78586 956-399-5123	Title \$2500 Invoiced 5/11/18	Christi Romero & Kyra Hudson - 3/23/18 - Roxanne
4	South Padre Island CVB Keith Arnold 7355 Padre Blvd. South Padre Island, TX 78597 (956) 761-3000	Title \$5000 Paid \$3,750 - #140519 2/8/18	\$5,000 Trade in Facility Services/\$5,000 cash for promotions - Roxanne
5	Valley Crossing Pipeline Amanda Saldana 1508 S. Lone Star Way, Unit 1 Edinburg, TX 78539 956603-2228	Title \$2500 <i>Paid 5/4/18 - CC</i>	Amanda Saldana - 5/4/18 - Roxanne

GOLD SPONSOR

1	Rental World Lisa Miller 404 E. 4th St. Weslaco, TX 78596 956968-7508	Gold \$0 N/A	Trade \$2,500 in Dock Equipment - Roxanne
2	Sea Ranch II at SouthPoint Debbie Christian P.O. Box 2910 South Padre Island, TX 78597 (956) 761-7777	Gold \$0 <i>N/A</i>	Trade \$2,500 in Dock Weigh-In Facility - Roxanne

BRONZE SPONSOR

1	Louie's Backyard Dan Stanton 2305 Laguna Blvd. South Padre Island, TX 78597 (956) 761-6406	Bronze Paid 6/1/18 - #30826	\$1500	Dan Stanton - 4/27/18 - Roxanne
2	Palms Resort & Café on the Beach Theresa Metty 3616 Gulf Blvd. South Padre Island, TX 78597 (956) 761-1316	Bronze Paid 6/8/18 - #1282	\$1500	Katherine Nowak - 6/5/18 - Roxanne

2018 SPONSORS

37th Annual Ladies Kingfish Tournament, August 10-12, 2018

Sponsor Contact Information Type Sponsor, Amount Payment Status

Solicitor Comments

AWARDS LUNCH SPONSOR

1	Furcron Inc., REALTORS and Property	Awards Lunch \$1000	Joy Hartung - 2/6/18 -
	Mgmt. Co.	Invoiced 5/11/18	Roxanne
	Joy Hartung		
	4800 Padre Blvd. South Padre Island, TX 78597		
99	(956) 761-6961		·

FRIEND SPONSOR

1		l		T = 1 = 1 = 2.22
	A Clean Portoco Erica Taylor P.O. Box 531607 Hartingen, TX 78552	Friend N/A	\$0	Erica Taylor - 5/29/18 - Roxanne
2	Anglers Marine Center Lupe Zurita 121 Queen Isabella Blvd. Port Isabel, TX 78578 (956) 433-5425	Friend Invoiced 5/11/18	\$600	Lupe Zurita - 5/10/18 - Roxanne
3	Blackbeards' Cindy Steenbock P.O. Box 2367 South Padre Island, TX 78597 (956) 761-2962	Friend Paid 5/24/18 - #107571	\$600	Cindy Steenbock - 5/10/18 - Roxanne
4	Blue Marlin Supermarket Gary Meschi 2912 Padre Blvd. South Padre Island, TX 78597 (956) 761-4966	Friend Paid 5/18/18 - #38503	\$600	
5	Cameron County Insurance Center, Inc. Debbie Camacho 302 E. Queen Isabella Blvd., Ste. A Port Isabel, TX 78578 (956) 943-6481	Friend Paid 5/29/18 - #16166	\$600	Debbie Camacho - 3/26/18 - Roxanne
6	Central Texas Concealed Bobby Vanzant 5800 Padre Blvd., #107 South Padre Island, TX 78597 (956) 499-6192	Friend Invoiced 5/11/18	\$600	Bobby Vanzant - 5/10/18 - Roxanne
7	Core Business Solutions Roel Saenz 4014 N. Jackson Rd. Pharr, TX 78577 956627-1519	Friend N/A	\$0	Trade for printing reg. forms, rules & posters
8	First National Bank-SPI Charles Rogan P.O. Box 3640 South Padre Island, TX 78597 (956) 761-7958	Friend Paid 5/21/18 - #33105	\$600	Charles Rogan - 4/24/18 - Roxanne
9	Padre Island Brewing Co., Inc. Mark Hagenmiller P.O. Box 3837 South Padre Island, TX 78597 (956) 761-9585	Friend Paid 6/5/18 - #21526	\$600	Mark Haggenmiller - 4/18/18 - Roxanne
10	Pirate's Landing Fishing Pier Scott Friedman 501 E. Maxan St. Port Isabel, TX 78578 (956) 943-7437	Friend Paid 6/11/18 - #25392	\$600	Scott Friedman - 4/27/18 - Roxanne
11	Rio Grande Valley Premium Outlets Emie Arredondo 5001 E. Exp. 83, Suite 750 Mercedes, TX 78570 (956) 565-3900	Friend Invoiced 5/11/18	\$600	Ernie Arredondo - 5/11/18 - Roxanne

2018 SPONSORS 37th Annual Ladies Kingfish Tournament, August 10-12, 2018

	Sponsor Contact Information	Type Sponsor, Amount Payment Status		Solicitor Comments
12	Salinas, Allen & Schmitt, LLP Carol Schmitt 314 Nolana McAllen, TX 78504 (956) 686-2359	Friend Invoiced 5/8/18	\$600	Carol Schmitt - 5/7/18 - Roxanne
13	Schlitterbahn Beach Resort Mike Bigelow 33261 State Park Rd. 100 South Padre Island, TX 78597 (956_ 772-7873	Friend Invoiced 5/29/18	\$600	Mike Bigelow - 5/29/18 - Roxanne
14	Sea Ranch Restaurant Bob Friedman 501 E. Maxan St. Port Isabel, TX 78578 (956) 761-1314	Friend Invoiced 5/11/18	\$600	Bob Friedman - 4/19/18 - Roxanne
15	Tequila Sunset Dan Stanton 2305 Laguna Blvd. South Padre Island, TX 78597 (956) 761-6406	Friend Paid 5/24/18 - #14986	\$600	Dan Stanton - 4/27/18 - Roxanne

TROPHY SPONSOR

1	American Diving Tim O'Leary 33256 State Park Rd. 100, #104 South Padre Island, TX	Trophy Invoiced 5/11/18	\$100	4th Place Kingfish - Roxane 4/17/18
2	78597 (956) 761-2030 Captain Bryan Ray Fishing Adventures Bryan Ray 47 Laguna Madre Dr. Laguna Vista, TX 78578 956-433-6469	Trophy Invoiced 5/11/18	\$100	4th Place Blackfin - Roxanne 3/26/18
3	Coral Reef Lounge Colleen Buemel P.O. Box 2957 South Padre Island, TX 78597 (956) 761-1813	Trophy Paid 5/14/18 - #19341	\$125	3rd Place Blackfin - Roxanne 4/18/18
4	First Community Bank - SPI John Reed 2701 Padre Blvd. South Padre Island, TX 78597 (956) 761-8589	Trophy Invoiced 5/11/18	\$325	Grand Champion Bay - Roxanne 3/26/18
5	Fudge Consulting, PLLC Bob Fudge 5293 Arlington Ln. Traverse City, MI 49685 (956) 433-9001	Trophy Paid 5/15/18 - #1046	\$155	1st Place Bonito - Roxanne 3/26/18
6	Furcron, Inc., REALTORS and Property Management Co. Joy Hartung 4800 Padre Blvd. South Padre Island, TX 78597 (956) 761-6961	Trophy Invoiced 5/11/18	\$125	3rd Place Redfish - Rxoanne 3/26/18
7	Gabriella's Italian Grill & Pizzeria Jon Creinin 700 Padre Blvd., Ste. E South Padre Island, TX 78597 (956) 761-6111	Trophy Paid 6/7/18 - #1762	\$125	3rd Place Bonito - Roxanne 4/19/18
8	Harbor Street Laser Wash Mike Tidwell P.O. Box 220 Olmito, TX 78575 (956) 371-0599	Trophy Paid 5/16/18 - #2931	\$155	1st Place Founder - Roxanne 4/27/18

2018 SPONSORS 37th Annual Ladies Kingfish Tournament, August 10-12, 2018

	Sponsor Contact Information	Type Sponsor, Amount Payment Status		Solicitor Comments
9	Inertia Tours Chad Hart P.O. Box 40095 South Padre Island, TX 78597 800-821-2176	Trophy Paid 4/23/18 - #649	\$100	4th Place Dolphin - Roxanne 4/18/18
10	Isla Grand Beach Resort Bill Donahue 500 Padre Blvd. South Padre Island, TX 78597 (956) 761-6511	Trophy Paid 5/15/18 - #110898	\$155	1st Place Blackfin - Roxanne 4/18/18
11	Island Cinema Courtney Hayden 4700 Padre Blvd. South Padre Island, TX 78597 (956) 761-7839	Trophy Invoiced 5/11/18	\$100	4th Place Redfish - Roxanne 4/27/18
12	Jordan Luera Jordan Luera 15244 Hall Rd. Cat Spring, TX 78933 979-551-5190	Trophy Invoiced 5/11/18	\$250	Angler Annie - Roxanne - 5/4/18
13	Kay Young Ezeli - RE/MAX 1st Choice Kay Young Ezeli P.O. Box 2035 South Padre Island, TX 78597 956433-9719	Trophy Paid 5/29/18 - #1271	\$140	2nd Place Redfish - Roxanne 4/27/18
14	Laguna BOB Tom and Penny Gatreau 501 E. Maxan St. Port Isabel, TX 78578 956-433-5499	Trophy Invoiced 5/11/18	\$325	Grand Champion Offshore - Roxanne 4/17/18
15	Louie's Backyard Dan Stanton 2305 Laguna Blvd. South Padre Island, TX 78597 (956) 761-6406	Trophy Paid 6/1/18 - #30826	\$140	2nd Place Kingfish - Roxanne 4/27/18
16	Lynne & Gary Tate Lynne Tate 2200 Padre Blvd. South Padre Island, TX 78597 (956) 761-1400	Trophy Paid 5/29/18 - #15634	\$100	4th Place Flounder - Roxanne 4/18/18
17	Mike and Patty Johnson Mike and Patty Johnson 245 Port Rd. Port Isabel, TX 78578 (956) 943-1845	Trophy Invoiced 5/11/18	\$140	2nd Place Blackfin - Roxanne 3/26/18
18	Padre Elite Team - RE/MAX Elite Gayle Hood 103 S. García St. Port Isabel, TX 78578 (956) 433-5648	Trophy Invoiced 5/11/18	\$140	2nd Place Flounder - Roxanne 4/17/18
19	Padre Island Brewing Co., Inc. Mark Hagenmiller P.O. Box 3837 South Padre Island, TX 78597 (956) 761-9585	Trophy Paid 6/5/18 - #21526	\$125	3rd Place Kingfish - Roxanne 4/17/18
20	PI/SPI Guides Association Joy Hartung P.O. Box 3858 South Padre Island, TX 78597	Trophy Invoiced 5/11/18	\$140	2nd Place Trout - Roxanne 3/26/18
21	Red Mango South Padre Island Jared Schmidt 414 E. Hickman Ave. Port Isabel, TX 78578 (956) 299-4921	Trophy Paid 5/4/18 - #1170	\$100	4th Place Trout - Roxanne 5/4/18
22	Renee's of South Padre Tomas Martin 700 Padre Blvd., Suite L South Padre Island, TX 78597 956-761-9600	Trophy Invoiced 5/11/18	\$155	1st Place Redfish - Roxanne 4/27/18

2018 SPONSORS 37th Annual Ladies Kingfish Tournament, August 10-12, 2018

	Sponsor	Type Sponsor, Amount		Solicitor
	Contact Information	Payment Status		Comments
23	Rio Grande Valley Abstract Jacqui Dempsey 5800 Padre Blvd., Ste. 115 South Padre Island, TX 78597 956-761-2116	Trophy \$ Paid 5/29/18 - #11026	5125	3rd Place Dolphin - Roxanne 4/17/18
24	Sea Ranch Restaurant Bob Friedman 501 E. Maxan St. Port Isabel, TX 78578 (956) 761-1314	Trophy \$ Invoiced 5/11/18	140	2nd Place Dolphin - Roxanne 4/18/18
25	Shallow Sport Boats Kyra Hudson 41146 Schafer Rd. Los Fresnos, TX 78566 (956) 233-9489	Trophy \$ Paid 6/7/18 - #48724	5155	1st Place Kingfish - Roxanne 3/26/18
26	Sharon Taylor Sharon Taylor 120 Sea Grape Lane Laguna Vista, TX 78578 956943-7390	Trophy \$ Paid 4/23/18 - Check #3386	100	4th Place Bonito - Roxanne 4/17/18
27	Ship Shape Liz Money / Diane Denson 5208A Padre Blvd. South Padre Island, TX 78597 (956) 761-2111	Trophy \$ Paid 6/11/18 - #10566	155	1st Place Dolphin - Roxanne 3/27/18
28	South Padre Marine Ervin Skloss 33256 State Park Rd. 100, Ste. 103 South Padre Island, TX 78597 956-761-3993	Trophy \$ Invoiced 5/11/18	5140	2nd Place Bonito - Roxanne 4/17/18
29	Tequila Sunset Dan Stanton P.O. Box 2568 South Padre Island, TX 78597 (956) 761-6198	Trophy \$ Paid 5/24/18 - #14986	125	3rd Place Trout - Roxanne 4/27/18
30	White Lumber Jason White P.O. Box Q Port Isabel, TX 78578 (956) 943-5523	Trophy \$ Invoiced 5/11/18	5155	1st Place Trout - Roxanne 4/17/18
31	Yummies Bistro Ernie Del Rio P.O. Box 40193 South Padre Island, TX 78597 (956) 761-2526	Trophy \$ Invoiced 5/11/18	5125	3rd Place Flounder - Roxanne 4/27/18

BAG STUFFER

1	Central Texas Concealed, LLC Bobby Vanzant 5800 Padre Blvd., #107 South Padre Island, TX 78597 (956) 499-6192	Bag Stuffer	\$	
2	Furcron, Inc., REALTORS® and Property Management Co. Joy Hartung 4800 Padre Blvd. South Padre Island, TX 78597 (956) 761-6961	Bag Stuffer At Chamber	\$150	Monarch Butterfly Flower Garden Seeds
3	Hilton Garden Inn/La Copa/La Quinta Alina Rivera 7010 Padre Blvd. South Padre Island, TX 78597 956761-8700	Bag Stuffer Will deliver	\$325	150 koozies and 175 sunglasses

2018 SPONSORS 37th Annual Ladies Kingfish Tournament, August 10-12, 2018

	Sponsor Contact Information	Type Sponsor, Amount Payment Status		Solicitor Comments
4	Lynne & Gary Tate Lynne and Gary Tate 2200 Padre Blvd. South Padre Island, TX 78597 (956) 761-1400	Bag Stuffer Will deliver	\$300	M & M's
5	Massage & Healing Arts Center Dolores Ferrentino 2100 Padre Blvd., Suite 3 South Padre Island, TX 78597 956761-1814	Bag Stuffer Need to pick-up	\$150	Bio-Freeze samples
6	Padre Elite Team - RE/MAX Elite Alta Monroe & Gayle Hood 103 S. Garcia St. Port Isabel, TX 78578 (956) 433-5648	Bag Stuffer At Chamber	\$550	Phone Wallets
7	Salinas, Allen & Schmitt, LLP Carol Schmitt 314 Nolana McAllen, TX 78504 (956) 686-2359	Bag Stuffer Will deliver	\$325	First Aid Kits
8	Shallow Sport Boats Kyra Hudson 41146 Schafer Rd. Los Fresnos, TX 78566 (956) 233-9489	Bag Stuffer Will deliver	\$450	Event Koozies
9	SPI Chamber of Commerce Roxanne Ray 610 Padre Blvd. South Padre Island, TX 78597 956761-4412	Bag Stuffer Chamber has	\$0	Chamber Member Restaurant List
10	SPI Chamber of Commerce Roxanne Ray 610 Padre Blvd. South Padre Island, TX 78597 956761-4412	Bag Stuffer Chamber has	\$0	Guide to South Padre Island
11	SPI Chamber of Commerce Roxanne Ray 610 Padre Blvd. South Padre Island, TX 78597 956761-4412	Bag Stuffer Chamber has	\$0	LKT Rules Sheet
12	SPI Convention Centre Keith Amold 7355 Padre Blvd. South Padre Island, TX 78597 (956) 761-3000	Bag Stuffer Will deliver	\$325	Lip Balm
13	The Sportsman Christi Romero 1985 W. Highway 77 San Benito, TX 78586 (956) 399-5123	Bag Stuffer Will call when ready to P	\$0 U	Business Flyer

RAFFLE

1	Laguna Lifestyle Mary Ramirez 4810 N. Raul Longoria, Ste. 7 San Juan, TX 78589 (956) 929-1212	Raffle Will deliver	\$	
2	Padre Elite Team - RE/MAX Elite Alta Monroe & Gayle Hood 103 S. Garcia St. Port Isabel, TX 78578 (956) 433-5648	Raffle At Chamber	\$100	Fillet Knife

2018 SPONSORS 37th Annual Ladies Kingfish Tournament, August 10-12, 2018

	Sponsor Contact Information	Type Sponsor, Amount Payment Status		Solicitor Comments
3	Shabby FuFu Arlene Stelzer P.O. Box 3961 South Padre Island, TX 78597 (956) 761-9451	Raffle Will deliver	\$	
4	SPI Chamber Roxanne Ray 610 Padre Blvd. South Padre Island, TX 78597 (956) 761-4412	Raffle \$1 Will deliver	500	Original Event Artwork
5	SPI Leather Sue Warner 2216 Padre Blvd., #B-#101 South Padre Island, TX 78597 956312-6383	Raffle Will deliver	\$	Leather Accessory
6	The Rustic Roost Delores Garza 1312 W. Mile 10 North Weslaco, TX 78599 956463-1093	Raffle \$ Will deliver	100	Antique white rustic wood island with cross
7	The Sportsman Christi Romero 1985 W. Highway 77 San Benito, TX 78586 (956) 399-5123	Raffle Will call when ready to PU	\$	
8	Walk for Women Mary Jo Camp P.O. Box 2698 South Padre Island, TX 78597 (956) 639-5572	Raffle \$ Will deliver	100	Gift Basket

VENDOR

Dinah Bowman Studio & Gallery Dinah Bowman 312 5th St. Portland, TX 78374 (361) 643-4922	Vendor N/A	\$0	
Laguna Lifestyle Mary Ramirez 4810 N. Raul Longoria, Ste. 7 San Juan, TX 78589 (956) 929-1212	Vendor N/A	\$0	
Shabby FuFu Arlene Stelzer P.O. Box 3961 South Padre Island, TX 78597 (956) 761-9451	Vendor N/A	\$0	Jewelry and Accessories
SPI Leather Sue Warner 2216 Padre Blvd., #B-#101 South Padre Island, TX 78597 956312-6383	Vendor N/A	\$0	Handmade leather goods
The Rustic Roost Delores Garza 1312 W. Mile 10 North Weslaco, TX 78599 956463-1093	Vendor N/A	\$0	Rustic home décor, metal artwork & wood signs
The Sportsman Christi Romero 1985 W. Highway 77 San Benito, TX 78586 (956) 399-5123	Vendor N/A	\$0	Boat on display inside

2018 SPONSORS 37th Annual Ladies Kingfish Tournament, August 10-12, 2018

	Sponsor	Type Sponsor, Amount	Solicitor
	Contact Information	Payment Status	Comments
7	Walk for Women Mary Jo Camp P.O. Box 2698 South Padre Island, TX 78597 (956) 639-5572	Vendor \$0 N/A	Walk for Women merchandise & information

OTHER

1	Ami Kids Rio Grande Valley Javier Ibarra P.O. Box 309 Bayview, TX 78566 (956) 254-5000	Other N/A	\$0	Volunteers on Dock confirmed by Javier Garza
2	Quik Stop Calvin Byrd P.O. Box 126 Port Isabel, TX 78578 (956) 943-1159	Other At Chamber	\$0	\$300 Gift Certificates
3	Raul Cerda Raul Cerda 2719 W. Exp. 83 Mission, TX 78572 956240-2259	Other N/A	\$0	Fish collector

South Padre Island Chamber of Commerce 2018 Ladies Kingfish Tournament October 2017 through September 2018

	Oct '17 - Sep 18
Ordinary Income/Expense	
Income	
450000 · Ladies Kingfish Tournament -	
411050 · Reg. Fees	25,000.00
412050 · Sponsorship	26,000.00
413050 · Event promo items	2,500.00
429050 · Miscellaneous	4,000.00
Total 450000 · Ladies Kingfish Tournam	57,500.00
Total Income	57,500.00
Gross Profit	57,500.00
Expense	
620000 · Ladies Kingfish Tournament	
500050 · Promotion - LKT	3,000.00
502050 · Awards/Prizes/Tropies - LKT	6,000.00
522050 · Food/Drink - LKT	4,500.00
562050 · Misc LKT	6,000.00
576050 · Printing - LKT	250.00
606050 · Supplies - LKT	200.00
618050 · T-Shirts/logo items - LKT	3,500.00
619050 · Event Bags - LKT	2,500.00
Total 620000 · Ladies Kingfish Tournam	25,950.00
Total Expense	25,950.00
Net Ordinary Income	31,550.00
Net Income	31,550.00

2018 Ladies Kingfish Tournament Media Plan

Lone Star Outdoors: - \$500 (online) (artwork emailed 5/3/18)

\$250 - ad on website homepage in June

\$250 - ad on website homepage in July

Texas Saltwater Fishing Magazine - \$1,005 (print and online) (artwork emailed 5/7/18)

\$645 - ½ page full-color ad in July printed magazine

\$360 - large banner ad on website homepage in June

PI/SPI Guides Association Website - \$250 (online) (artwork emailed 5/2/18)

Ad on website homepage that links to our event page for one year

Texas Sportsman Magazine - \$710 (online) (artwork emailed 5/7/18)

Full page color ad in June/July online magazine. Will shoot video during tournament to be aired 2 weeks following the tournament on Texas Sportsman and Texas Outdoor Lifestyles TV shows, provide footage to Chamber to be used on event web page and Facebook throughout the year, and a Full Page ad in Texas Sportsman Tracking Outdoors Magazine to be used at our discretion.

Gulf Coast Mariner Magazine - \$595 (online) (banner artwork emailed 5/7/18)

(all other emailed 5/10/18)

E-blast to over 5,000 contacts, event posted on homepage under Fishing and Fishing Events, 3 Facebook posts, 2 Twitter posts, and 1 Instagram post, and banner on website for two months with click to event page

Saltwater Angler Magazine - \$500 (online) (artwork emailed 5/7/18)

\$250 - banner on website homepage in June

\$250 - banner on website homepage in July

On the Water Lifestyle - \$147 (online) (artwork for spot in e-newsletter emailed 4/13/18)

Spot in e-newsletter, 2 featured stories in Texas Coastal Wave email, event page on website - fee covers one year

Street Banner - \$200 (artwork done by Toucan and approved 5/7/18)

In median on Padre Blvd. minimum July 31 - August 12

Parade/Press - \$160 (print)

Meet us on the dock ½ page color ad in August

Coastal Current - \$209 (print)

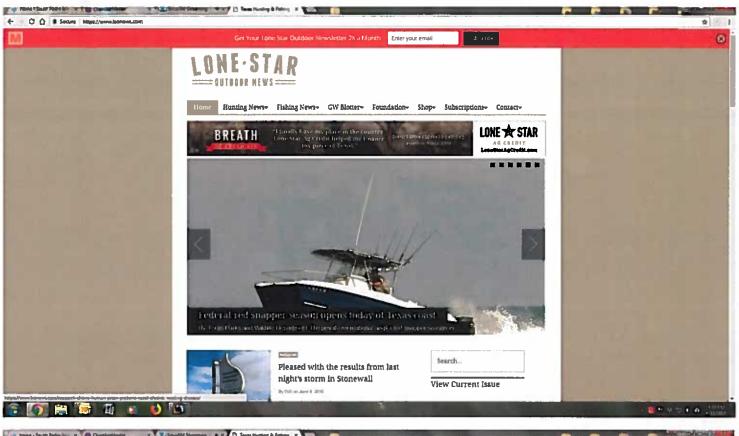
Meet us on the dock ½ page color ad in August

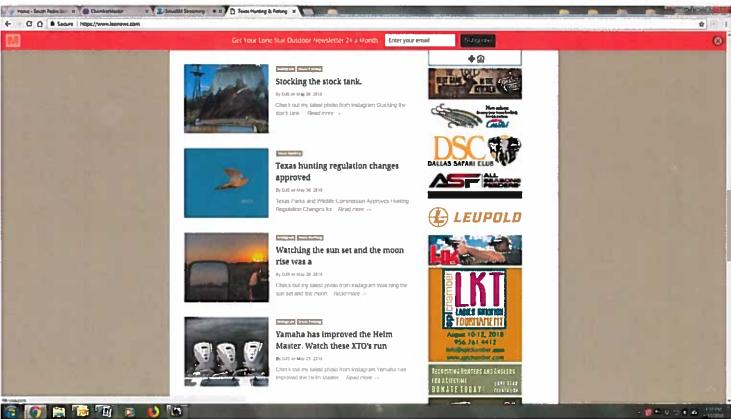
Parade/Press - \$285 (print)

Full page black/white thank you ad in August

Coastal Current - \$388 (print)

Full page color thank you ad in August

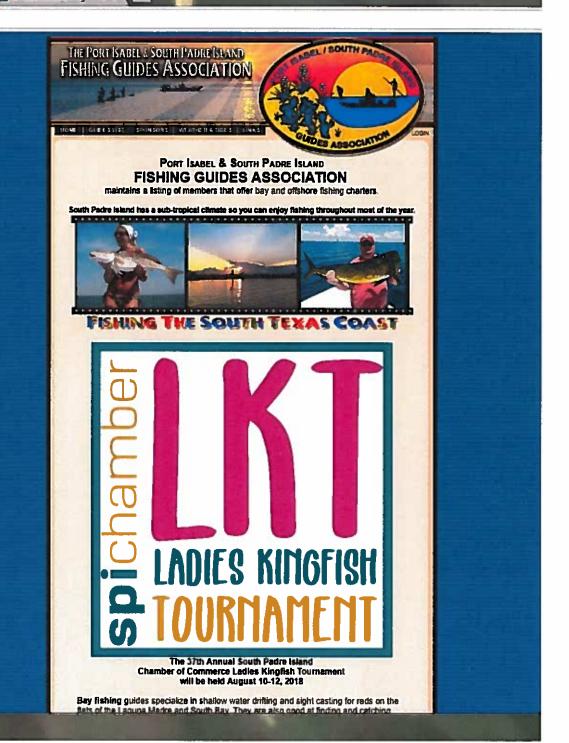




Homepage placement June + July Click thru to event page

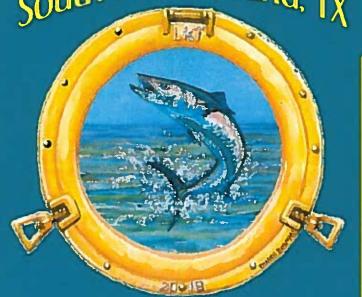


Homepage placement June! Allek Hrue to swent page!



Home page Placement - 14ear w/ click thru-to event page

Ladies Kingfish Tournament August 10-12, 2018 South Padre Island, TX





Download Registration Form and Rules at

www.spichamber.com

Follow Us On Facebook

Facebook.com/ FadiesKingfishTournament

2018 Title Sponsors











Celebrating 37 years of tradition! The first all women's fishing tournament in the State of Texas.



Ladies Kingfish Tournament

August 10 - 12, 2018 in South Padre Island, Texas



Texas Women Anglers Tournament

August 24 - 26, 2018 in Port Aransas, Texas





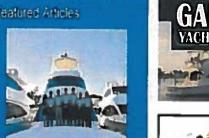
Current Issues

Guif Coast Mariner - May/June 2018



Gulf Coast Mariner - March/April 2018







Read More

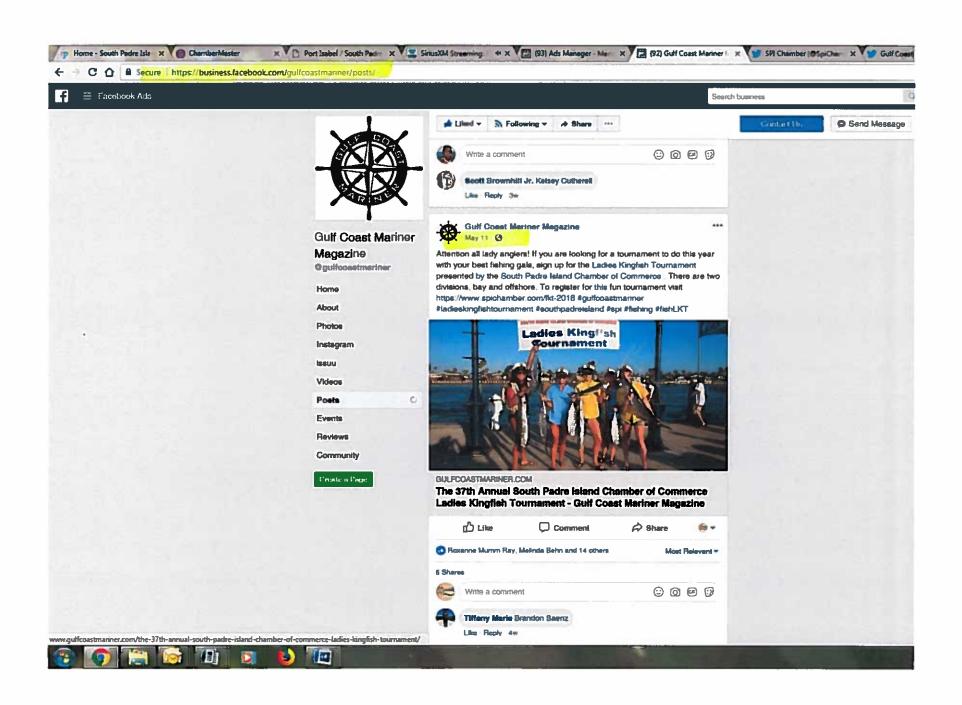


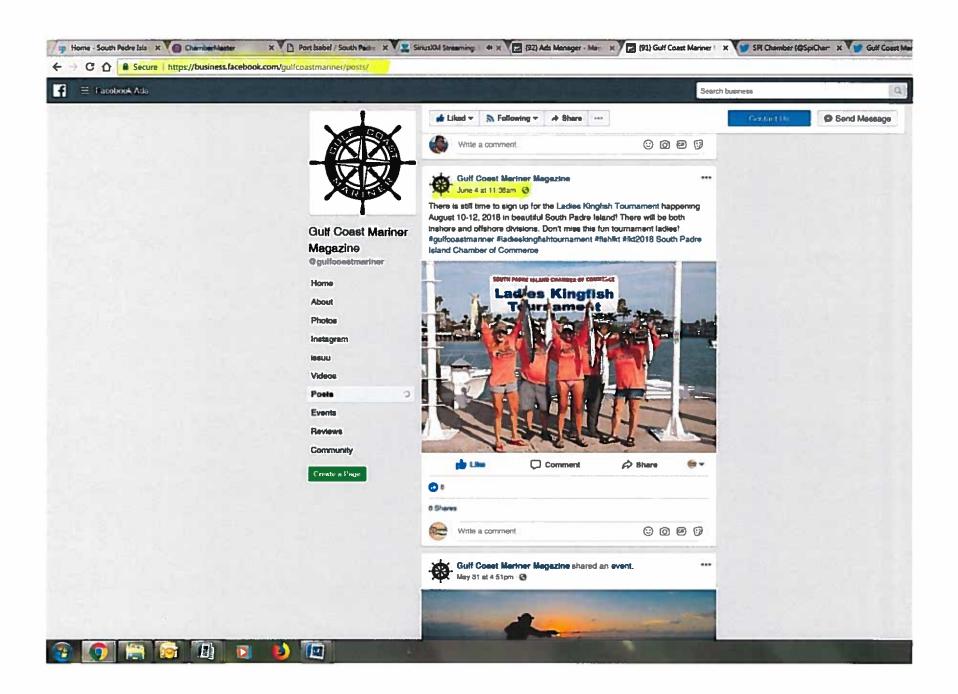


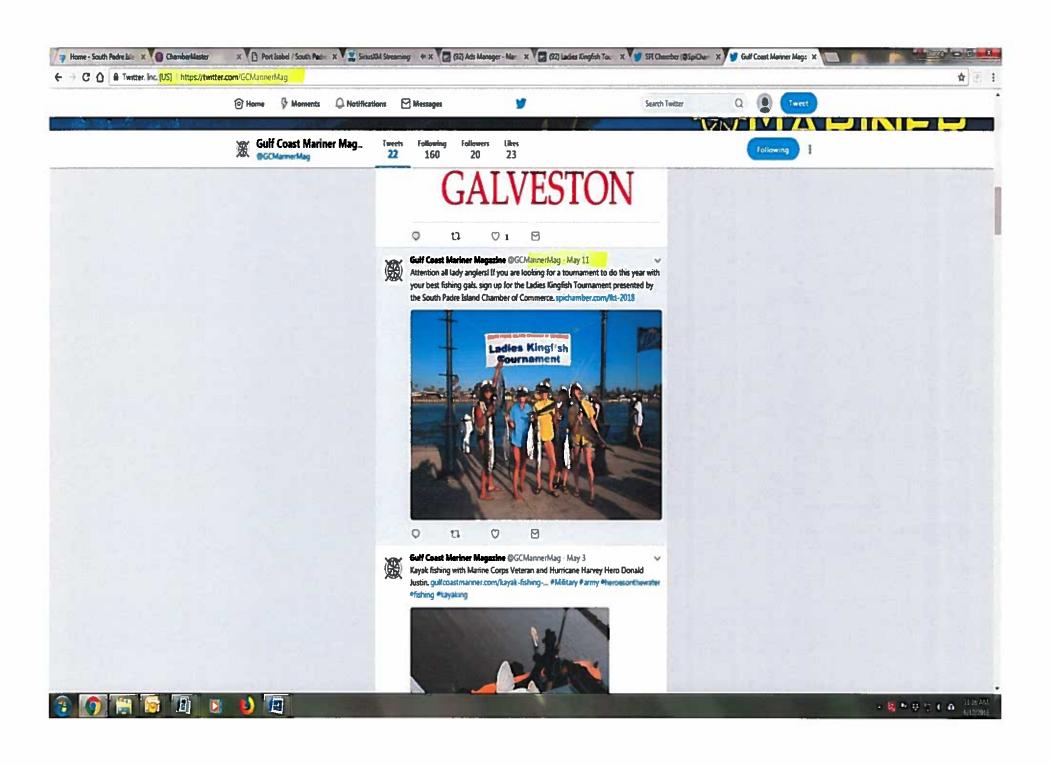


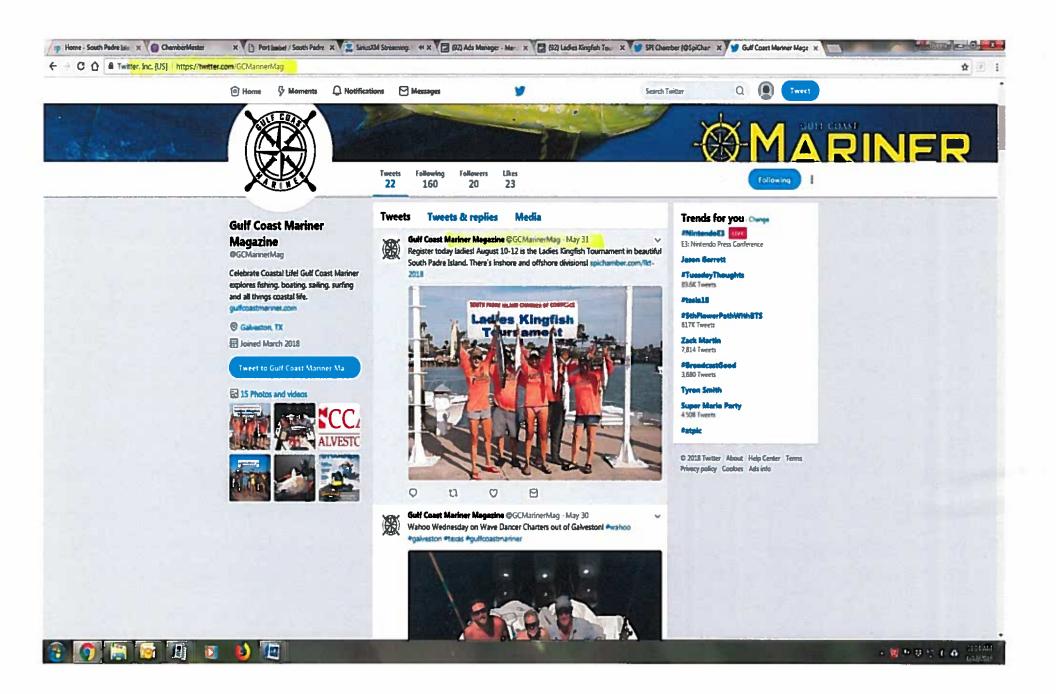


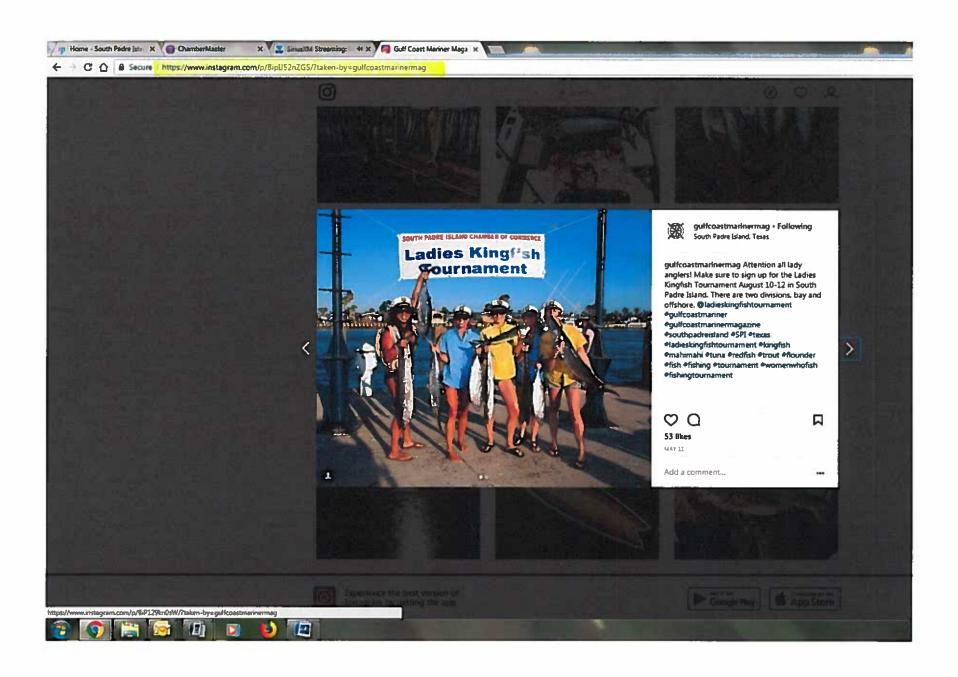














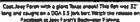
SALEWATER Angue. Free Saltwater Fishing & Knyak Magazines for the Coastal Angler

HOME OUR WRITERS SUBSCRIPTIONS PICKUPLOCATIONS IMAGAZINES ADVERTISING STORE PISHING REPORTS

On the Cover

Capt. Jury Parah Glant Texas Snook











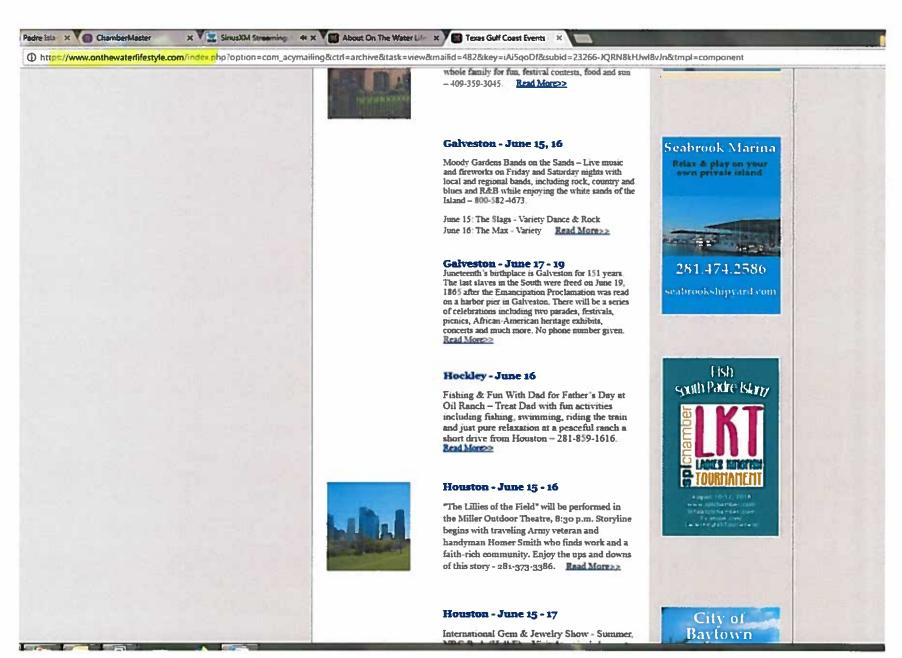
Signup for the Saltwater Angler Email Blast

Get the latest fishing magazines, specials from our advertisers, and more right in your Indox

Enet Dar't work on most store your information found our Printing Policy for more offi-



Home page hommer June + July w/ Click thru to event page



Home page Pranner - weekly /4100



LKT SPONSORSHIP INVITATION

The 37th Annual South Padre Island Chamber of Commerce Ladies Kingfish Tournament is scheduled for August 10 - 12, 2018. Three hundred lady anglers are expected to dominate the waterways as they compete for top honors. We would like to invite you to consider sponsorship in 2018.

LKT sponsorship is a unique opportunity to showcase your company while supporting a long-running popular sporting event. To accommodate businesses of all sizes, the Tournament offers a variety of sponsorship opportunities. The benefits and cost of each tier are explained on page 4. Additional opportunities are detailed on page 6.

Our 2017 Major Sponsors were Wille Sponsors: LaCopa Inn & Suites/LaQuinta Inn & Suites/Hilton Garden Inn, Shallow Sport of Texas/The Sponsors: LaCopa Inn & Suites/LaQuinta Inn & Suites/Hilton Garden Inn, Shallow Sponsors: Rental World, and Sea Ranch II at SouthPoint; Bronze Sponsors: First National Bank-SPI, KVEO-TV News Channel 23, Louie's Backyard, Palms Resort & Café on the Beach, and Rio Grande LNG, LLC; Friend Sponsors: A Clean Portoco, Anglers Marine, Blackbeards', Blue Marlin Supermarket, Central Texas Concealed, Leslie Blasing — Leslie Presents!, Nevill Document Solutions, Padre Island Brewing Co., Pirate's Landing Fishing Pier, Port Isabel South Padre Island Press, Republic Services, Salinas, Allen & Schmitt, LLP, Schlitterbahn Beach Resort, Sea Ranch Restaurant, SPI Equestrian Centre & Polo Club, and Tequila Sunset and Awards Landin Sponsor was Furcron, Inc. Realtors® and Property Mgmt. Co.

The 2018 tournament will be divided into two divisions, Bay and Offshore. Prizes will be awarded to the first four places in each category, as well as Grand Champion Bay and Grand Champion Offshore. 2017 Tournament statistics are provided on page 3.

If you have any questions or would like more information about the South Padre Island Chamber of Commerce and the Ladies Kingfish Tournament, please feel free to contact the South Padre Island Chamber of Commerce at 956.761.4412.

Thank You.



AUGUST 10-12, 2018 SOUTH PADRE ISLAND

south padre island, texas

The LKT has been a popular Island tradition for over 35 years. It started when a group of lady anglers, who had frequented the area for years fishing other tournaments, got together and decided they wanted a tournament of their own. The tournament was originally named the "Yellow Rose of Texas."

After two years, the name was changed to the "Ladies Kingfish Tournament," and a new Island tradition was born. In 1993 the South Padre Island Chamber of Commerce was asked to take over the coordination of the growing event. An event that started with 20 lady anglers continues to grow and bring in anglers, captains, and their families and crews.

2017 LKT STATISTICS OVERALL

	Registered Anglers	Registered Boats	Anglers Weighed-In
Offshore Anglers	63	35	31
Bay Anglers	145	68	66
Totals	208	103	97

Where they live		% of Total
South Padre Island	29	10.74%
Port Isabel / Laguna Vista / Bayview / Los Fresnos	27	10.00%
Brownsville	20	7.41%
Harlingen	25	9.26%
McAllen / Mission	15	5.56%
Other Cities in Rio Grande Valley	27	10.00%
Other Cities	65	24.07%
	208	100.00%

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

MEETING DATE:	MEETING DATE: March 27, 2019				
NAME & TITLE:	Michael Flores, Director of Marketing, Research & Analytics				
DEPARTMENT:	DEPARTMENT: Convention and Visitors Bureau				
ITEM					
Discussion and action	to approve funding r	equest for Jailbre	eak Obstacle Course F	Race.	
ITEM BACKGROUND					
This event is schedule The Special Events C 2019 recommended for Visitors Advisory Box	ommittee at their regulation of the committee at their regularity and ingreduced the committee at their regularity.	ular committee m 0,000. The SEC a	neeting held on Wedn	nesday, March 6,	
BUDGET/FINANCIAL	SUMMARY				
\$30,000 was awarded \$30,000 was awarded 02-593-8099 Special	in 2017/18 FY. (In K		· ·		
COMPREHENSIVE PL	AN GOAL				
LEGAL REVIEW					
Sent to Legal:	YES:		NO:		
Approved by Legal:	YES:		NO:		
Comments:					

RECOMMENDATIONS/COMMENTS
Approve the funding amount of \$30,000

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/29/18	
ORGANIZATON INFORMATION	
Name of Organization: Jailbreak Race Events	
15080 fm 156	
City, State, Zip: Justin, TX, 76247	
Contact Name: Tim Scrivner	Contact Office Phone Number: 940-453-623
Contact Cell Phone Number: 940-453-6231	
Web Site Address for Event or Sponsoring Entity	RunTheJailbreak.com
Non-Profit or For-Profit status:	
Entity's Creation Date: 2/10	
Purpose of your organization: Inspire, Delight, Educate and Motivate peop	ole to Live a Better Story, A Healthier Story
EVENT INFORMATION	
Name of Events or Project: Jailbreak Beach Es	scape
Date of Event or Project: 5/4/19	



Primary Location of Event or Project: Claytons Beach Bar to Beach Access #5				
Amount Requested:	\$\$30,000			
Primary Purpose of F 5k obstacle run on	unded Activity/Facility: the beach			
	x funds be used: (please attach a list of the hotel tax funded expenditures) sting, Lodging and Transportation			
•	Tax Support of Related Costs			
	otal Event Costs Covered by Hotel Occupancy Tax			
$\frac{0}{}$ Percentage of T o	otal Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event			
Λ	nnual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event			
If staff costs are covere event(s) compared to o	ed, estimate percentage of time staff spends annually on the funded other activities na%			
Are you asking for any and explain:	cost reductions for city facility rentals or city services, and if so, please quantify			
no				
1987				



Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

a)	repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$
b)	Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$
c)	Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$
d)	Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$
e)	Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$
f)	Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$ 30,000
How	many attendees are expected to come to the sporting related event? 6K+
our:	many of the attendees at the sporting related event are expected to be from another city or nty? 90%+
he (ntify how the sporting related event will substantially increase economic activity at hotels within city or its vicinity? Susands of runners, their friends and family, make a weekend out of the Jaiklbreak B
Γhe	ey stay on the island and purchase food and beverages.



9)	any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.			
	Amount requested under this category: \$			
Wha	hat sites or attractions will tourists be taken to by this transportation?			
_				
_				
	members of the general public (non-tourists) be riding on this transportation?at percentage of the ridership will be local citizens?			
	Signage directing tourists to sights and attractions that are visited frequently by hotel			
,	guests in the municipality.			
	Amount requested under this category: \$			
Wha	at tourist attractions will be the subject of the signs?			
_				
_				



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

7		
xpected Attendance: 6k+	-	
low many people attendir	ng the Event or Project will use S	outh Padre Island lodging
stablishments? 47%		
low many nights do you a	nticipate the majority of the tou	rists will stav: 1.6
ov many mgma ao you a	mainty of the tou	nata wiii atay.
o you reserve a room blo hich hotels:	ck for this event at an area hote	el and if so, for how many rooms and at
0		
f assistance given from H	ast three years) that you have ho OT and the number of hotel roo	sted your Event or Project with amount ms used:
Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
month, real field	· · · · · · · · · · · · · · · · · · ·	
18	\$30,000	1000+
18 17 16	\$30,000 \$5,000 \$15,000	1000+ 1,000+ 1,000+



Please list other organization, government entities, and grants that have offered financial		
support to your project:		
-		
Will the event charge admission? y	es	
Do you anticipate a net profit from	the event? Yes	
If there is a net profit, what is the a	nticipated amount and how will it be used?	
•	nduct year-round operations and for early marketing.	
TEO, OCC. 1 TORICO GIO GOOG TO GOT	iduot your round operations and for early marketing.	
37.7.20		
All marketing and promotions will b	e coordinated through the CVA's agency, unless exempted from	
	irector, in which case all creative must be pre-approved by the	
	payments will be on a reimbursement basis. Please list all	
promotion efforts your organization	is planning and the amount estimated for each media outlet:	
Newspaper:	\$	
• Radio:	\$ 5,000	
• TV:	\$ 3,000-5,000	
Website, Social Media:	\$ 15,000	
Other Paid Advertising:	\$	
Anticipated Number of Press Releas	es to Media: 5-7	
Anticipated Number Direct Mailings		
Other Promotions:	•	
	- 314	



A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply? Yes No
Will you negotiate a special rate or hotel/event package to attract overnight stays? we will promote anything negotiated by the CVA
[If we have a tour operator, we will require them to use that service.]
What other marketing initiatives are you planning to promote hotel and convention activity for this event?
What geographic areas does your event reach? RGV, Austin, San Antonio, Houston, DFW, El Paso
If the funding requested is related to a permanent facility (e.g. museum, visitor center): • Expected Visitation by Tourists Monthly/Annually:
 Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities:% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)
What amount of event insurance do you have for your event and who is the carrier: \$1 mil/\$2 mil RRCA
[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]
Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply? Yes No



Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:		
Proposed Marketing Plan for Funded Event		
Schedule of Activities or Events Relating to the Funded Project		
Complete budget for the Funded Project		
Room night projections, with back-up, for the Funded Event		

Submit to complete applications to:

Marisa Amaya
Event Development & Packaging Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834 Email: marisa@sopadre.com



Jailbreak South Padre 2019 Proposed

Profit & Loss

Income	
Sales	95,000.00
Sponsorship	35,000,00
Total Income	130,000.00
Expense	
Advertising and Promotion	.32,000.00
Property/Permitting	1,260.00
Charitable Contributions	1,200.00
Equipment Rental	2,200.00
Event expense	54,640.00
Obstacle expense	8,200.00
Professional Fees	1,600.00
Travel expense	8,900,00
Total Expense	00.000,011
Net Income	20.000.00

Jailbreak Beach Escape 2019 Marketing Plan

The 8th annual Jailbreak Beach Escape will be held on May 4th. The route will begin at Andie Bowie park and extend north to Beach Access #5, while registration, packet pickup and post-race festivities will be at Claytons Beach Bar. Our main marketing emphasis will be towards our existing database from past Jailbreak events, this includes more than 60k on Facebook and an email database of over 45k.

Additionally, we will work with RGV media partners such as: IHeartRadio, CBS RGV, R Communications and RGV Life Magazine.

Timeline:

Now-Event: Social media and Email marketing

March-April: Radio, TV

Jailbreak Beach Escape Schedule of Activities

Dec-Event: Marketing/Promotion

May 3rd:

3pm-8pm: Early Packet Pick-up

May 4th:

7am: packet pick-up/late registration opens

8:30am: Dirty Rascals 1 mile run 8:45am: Border Patrol Wave Begins

9am-12pm: waves of 300-350 runners begin every 30min

Expected Room Nights

1000+

This is based upon previous years post event survey.

*note: last year's event totals do not reflect condo or house rental



Padre Jailbreak Beach Escape 2018



Event Attendance

3,810 attendees
1,685 households
1,057 room nights
7.3% change in event day
YoY occupancy



DEMOGRAPHICS

Average age 35 Average Income: 60.5% \$50,000 or more \$30,000

CVB investment

\$627,070

Total Spending

\$372

Average spent per household

City tax share



10.5% Lodging = \$24,027 2% F&B sales tax = \$2,387

2% Other sales tax = \$4,252

Total = \$30,666

2.26 visitors per household

1.02 nights on SPI

Total tax ROI = 2.2%

Lodging only ROI = -19.9%



SPI Experience

NET PROMOTER SCORE

likely to recommend South Padre Island

90.7%

90.5

Likely to return

97.9%

Satisfied with SPI

93.5%

Satisfied with event



May 5, 2018

Event Economic Impact Report

Prepared for

City of South Padre Island Convention and Visitors Bureau

Prepared by

Business and Tourism Research Center The University of Texas Rio Grande Valley

Research Team Leaders

Dr. Penny Simpson, Professor of Marketing and Director Dr. Sharon Schembri, Assistant Professor of Marketing Oscar Ramos Chacon, Project Manager

The University of Texas Rio Grande Valley Robert C. Vackar College of Business and Entrepreneurship 1201 West University Drive Edinburg, TX 78539-2999 USA Tel: 956-665-2829 Cell: 956.240.0627 penny.simpson@utrgv.edu





Executive Summary and Survey Highlights

This report details the measured economic impact of the 2018 Padre Jailbreak Beach Escape held on Saturday morning, May 5th. Promoted by RunTheJailbreak.com with \$30,000 funding support from the SPI Convention and Visitors Bureau (CVB), organizers reported expecting about 8,000 people with about 47% of them spending the night on South Padre Island, although past Jailbreak events had experienced 2,000+ attendees. To examine the spending of the Padre Jailbreak participants on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted. The survey was administered onsite to 348 contacts resulting in 322 useable responses from unique households on the Island specifically for Padre Jailbreak.

Demographically, the Padre Jailbreak study sample had an average age of 35 years, was predominately female (62.6%), many were married (49.5%), with at least some college education (88.5%), works full-time (85.2%) and was primarily Hispanic (87.3%). In terms of household income, 60.5% of the survey sample reported an income above \$50,000. Survey respondents were primarily from the US (93.8%) with 5.9% from Mexico. On average, survey participants traveled an average of 86 miles with an average of 2.26 people and spent 1.02 nights on SPI during the event. A large percentage (91.8%) of survey respondents are considered promoters of the Island to others, resulting in an excellent net promoter score of 90.5 and are likely to return to SPI for a future vacation (90.7%). Most respondents were satisfied with their SPI stay experience (97.9%) and with the event (93.5%).

Importantly, the survey analysis found that the 1,685 household groups attended the Padre Jailbreak event and spent an estimated average of \$349 per household while on the Island for a total spending of \$588,169. This total spending resulted in \$61,400 in total sales tax revenue with the city's share of taxes amounting to \$23,248. This means that the 2018 Padre Jailbreak Beach Escape resulted in a 44.6% loss on the City's share of HOT and a 22.5% loss on the City's share of all taxes (-\$6,752) on the \$30,000 cash invested by the CVB in the event.



Separately, lodging is the highest per household expenditure category with 62% of study respondents spending at least one night on the Island and staying an average of 1.02 nights. This resulted in about 1,057 total room nights, most of which were in hotels (47.8%) and condominiums or beach houses (25.6%). With the average weighted lodging expenditure of \$136 per household that spent the night on the Island, revenue from lodging was a total of \$228,826. Of the total lodging expenditure, 17% or \$33,248 was for the Hotel Occupancy Tax (HOT), and half of that, or about \$16,624, goes toward the 8.5% City (HOT). Moreover, the estimated total spending on food and beverage of \$129,188 resulted in about \$10,121 in taxes at the 8.5% rate or \$2,381 at the City 2% tax rate. The combined City's share of all the HOT, food and beverage taxes and taxes on all other expenditures is \$23,248, which represents a deficit of \$6,752 or a 22.5% loss on the City's share of all taxes (44.6% loss on the City's share of HOT) on the \$30,000 cash investment provided to the Padre Jailbreak organizer.



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Padre Jailbreak Beach Escape: Economic Impact

Introduction

The Padre Jailbreak Beach Escape was held on the SPI beach on Saturday morning, May 5, 2018 at Clayton's Beach Bar on South Padre Island. The Jailbreak is a 5K run on the beach with 20 obstacles and is billed as "a Texas sized beach party!" The race course is shown in Figure 1. The run begins and ends at Clayton's and race participants could pick up their race packets on race day at Clayton's beginning at 7:30am. The race start times were to proceed in waves of 30 minute increments beginning at 9:00am and ending with the last wave at 12noon.

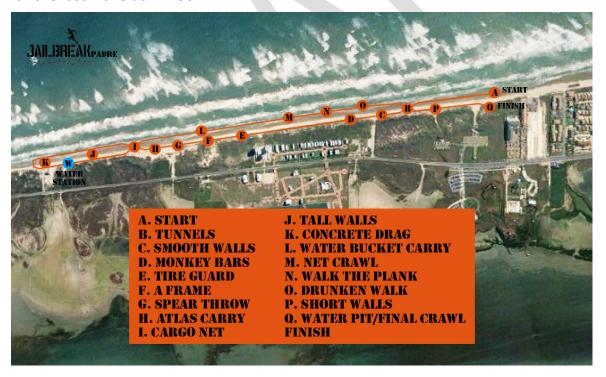
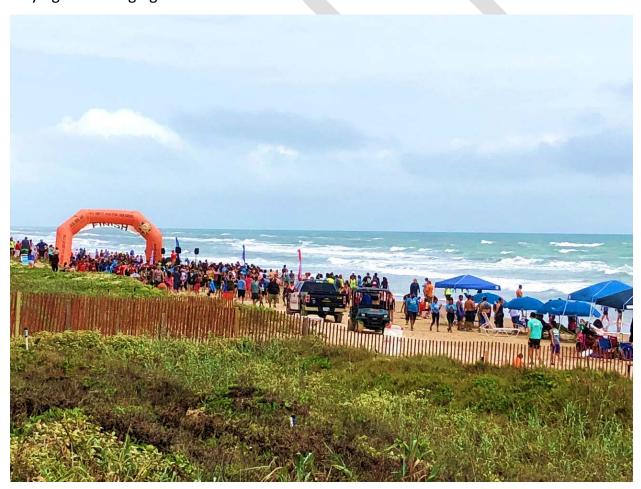


FIGURE 1. PADRE JAILBREAK ESCAPE COURSE MAP

The Jailbreak was organized by Tim Scrivner who received \$30,000 to help fund the event. The sponsor expected to create five to seven press releases, spend \$5,000 on radio, \$3,000 to \$5,000 on TV and \$20,000 plus on website and social media. Marketing efforts were expected to reach Texas residents, primarily in the Rio Grande Valley, San Antonio, Austin, Houston, Dallas-Fort Worth and Corpus Christi areas.

According to the sponsor, past Jailbreak events yielded for 2015, 2016 and 2017 an estimated 2,000+, 2,000+ and 2,300 hotel rooms, respectively. For this year's event, the organizer expected to attract more than 8,000 attendees with about 47% of those staying in SPI lodging.





Method

To estimate the economic impact of the 2018 Padre Jailbreak Beach Escape, UTRGV researchers conducted a survey (see Appendix A) among Jailbreak attendees on SPI on May, 5th during registration and during the race from 8:00pm to noon. As an incentive, survey respondents were offered a chance to win two nights at Schlitterbahn Beach Resort and were also offered other promotional products which substantially helped to recruit respondents. Respondents were asked to complete the survey by paper on clipboards although event participants were also given note cards (see Figure 2) inviting online survey participation as they entered the registration area.

UTRio Grande Valley

Padre Jailbreak Beach Escape

For a chance to win 2 nights at Schlitterbahn Beach Resort, complete a short survey at www.utrgv.edu/PadreJailbreak



Or scan the QR code to access

Deadline May 8th.

Note: The *one* person most able to report on spending for all people in your household at the event should complete this survey.

FIGURE 2. HARD COPY NOTE CARDS USED TO ENCOURAGE ONLINE SURVEY COMPLETIONS

Interviews

A total of nine trained interviewers, the project manager, a supervisor, and a drone operator attended the Padre Jailbreak Beach Escape held at the Clayton's Beach Bar beginning at 8:00am. All interviewers were highly visible by wearing bright orange t-shirts and visors. Interviewers randomly approached potential respondents in a professional manner and administered the paper survey on



clipboards to facilitate survey administration then later were to enter data into the online link. Event attendees were also given a note card (1,000 were distributed) with a link to the online survey as shown in Figure 2. This methodology yielded 348 responses with 20 of them online.

However, 26 questionnaires were discarded for being completed by multiple households, for not being on the Island for the event or for being under 18. The result is 322 useable questionnaires for analysis.



Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. Accordingly, the event organizer provided a listing of the names and zip codes event registrants. The listing included 3,193 names, however the organizer noted that an additional 40 registered onsite and 51 kids registered for a total number of 3,284 registered event participants. Additionally, drone pictures were taken of the race start and finish line at



FIGURE 3. DRONE PHOTOS OF START AND FINISH LINES

about 30 minute intervals to correspond with 30 minutes race start waves from 8:00am to 12noon. As shown above, the average count was 465 people with a range of 406 to 532 at the peak time with a total race count of almost 2,800 people.

Finally, the interview team counted 4,000 people entering Clayton's Beach Bar deck where event participants checked in between the hours of 8:00am and 12:00noon. However, some of those counts were duplicates—people who left then returned-according to the people counter.



Using the organizer's report of 3,284 registered participants and applying the distribution of attendee participant types found in the survey (Figure 4), the number of people who specifically attended Padre Jailbreak Beach Escape is estimated at 3,810. As Figure 4 shows, 85.7% of respondents indicated being a registered runner, 10.9% were spectators, 2.5% were event volunteers or staff and the .06% were not at Clayton's Beach Bar for the Jailbreak event.

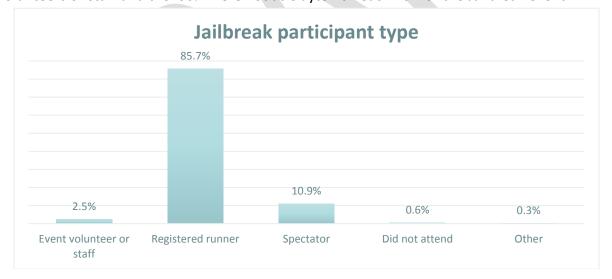


FIGURE 4. EVENT PARTICIPANT TYPE

To determine the number of **households** at the event, the total number of attendees (3,810) is divided by the average number of household as found in the survey (2.26, see Figure 5, p7). Therefore, the total number of households is estimated at 1,685.



Results

In all, the onsite interview team completed 323 questionnaires and 20 questionnaires were completed online. After deleting 26 responses as from duplicate households, for age, or for not being on the Island for the event, 322 responses were included in the analysis. Given the estimate in this study of 1,685 households attending the Padre Jailbreak, the interview response rate was 20.6%, which is sufficient to be at least 95% confident that the results vary by plus or minus 5.0%.

Survey participants and SPI stay characteristics

The following results are for all 322 unduplicated survey respondents who specifically came to SPI specifically to attend the Padre Jailbreak Escape event

Miles traveled, group size and stay characteristics

Survey respondents were asked to indicate the number of miles traveled to the event, how many people were in their household, how many nights they spent on SPI, and where they

spent the night while at Padre
Jailbreak. Data featured in
Figure 5 shows that, on average,
study participants traveled 86
miles to attend the event,
although distances traveled
ranged from 1 to 1,300 miles.
Figure 5 also shows that the
average household size was
2.26 people although the



FIGURE 5. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

number per household ranged from 1 to 11. The average number of nights spent on SPI for Jailbreak is 1.02 nights with a range of 0 to 7 nights.



Figure 6 breaks down the number of nights spent on SPI and shows that most respondents spent one (29.4%) or two (27.4%) nights on the Island and that 38.3% did not spend the night on the Island for Padre Jailbreak.

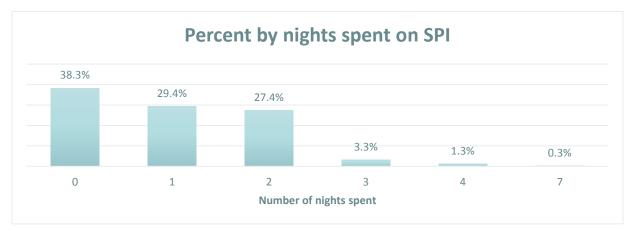


FIGURE 6. PERCENTAGE SPENDING THE NIGHT ON SPI

For those respondents who spent the night on the Island, Figure 7 shows the types of lodging used. Most of the Island stayers spent the night in a hotel/motel room (47.8%), while 25.6% rented a condominium or beach house, 5.9% rented a room and 6.4% stayed at their own SPI residence.

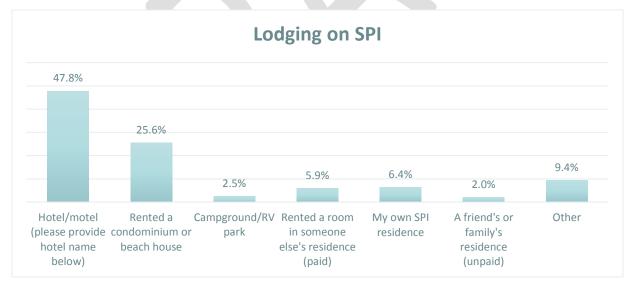


FIGURE 7. TYPE OF LODGING

Estimated spending

Study respondents were asked to identify how much money they spent in various expenditure categories. The total average reported expenditure by category was then multiplied by the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category. For example, the results, shown in Table 1, indicate that the average amount spent on lodging for the stay duration was \$220 with a weighted average of \$136 when considering that 62% of respondent households spent money on lodging. Average spending on food and beverages was \$89 with a weighted average of \$77. In total, Jailbreak attendees spent a total average of \$588,169 with the sum of the weighted average of spending at \$349 per household for the time they were on South Padre Island for the 2018 Padre Jailbreak Beach Escape.

The total spending on South Padre Island that is specifically attributable to Padre Jailbreak is determined by multiplying the 1,685 identifiable households (see p6) by the total weighted \$349 per household spending while on South Padre. The result is a total, direct spending by Padre Jailbreak attendees of \$588,169 on South Padre Island (see Table 1).

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending	Total spending per household
Food & Beverages	\$ 89	0.86	\$ 77	\$ 129,188
Night life	\$ 79	0.36	\$ 29	\$ 48,238
Lodging	\$220	0.62	\$136	\$ 228,826
Attraction entertainment	\$ 90	0.20	\$ 18	\$ 29,808
Retail	\$ 64	0.29	\$ 18	\$ 30,928
Transportation	\$ 42	0.63	\$ 26	\$ 44,511
Parking	\$ 22	0.07	\$2	\$ 2,669
Admission fees	\$ 45	0.11	\$ 5	\$ 7,992
Clothing	\$ 60	0.25	\$ 15	\$ 25,228
Groceries	\$ 64	0.32	\$ 20	\$ 34,273
Other	\$ 57	0.07	\$ 4	\$ 6,506
Total	\$831		\$349	\$ 588,169

The estimated direct spending on South Padre Island as attributed to the 2018 *Padre Jailbreak Beach Escape* is \$588,169 within a confidence interval of plus or minus \$29,400 given the assumptions of a random sample selection. This spending resulted in total taxes of about \$61,400; with \$23,248 as the City's share. With a CVB investment of \$30,000 in the event, this represents a \$6,752 loss (-22.5%) on all City taxes derived from the event and a 44.6% loss on the City's share of HOT attributable to Padre Jailbreak.

Spending on food & beverage and lodging

The survey results indicated 86% of respondents spent an average of \$89 per household for food and beverages (F&B) (see Table 1). This means that Jailbreak attendees spent a total weighted average of \$129,188 on F&B. With an 8.5% tax rate, this amount resulted in about \$10,121 in total sales tax collected from F&B spending, of which \$2,381 is the City's 2% tax rate share.

The survey results also indicated that 62% of respondents spent an average of \$220 for a weighted average spending of \$136 per household on lodging over an average of 1.02 nights (see Figure 5, p7) spent on SPI for Padre Jailbreak. These statistics indicate that the event generated about 1,057 room nights for a total of about \$228,826 spent on lodging. This amount of spending results in total HOT taxes collected of about \$33,248 at a 17% HOT tax rate or \$16,624 to the City of South Padre Island for their 8.5% share of the HOT taxes collected.

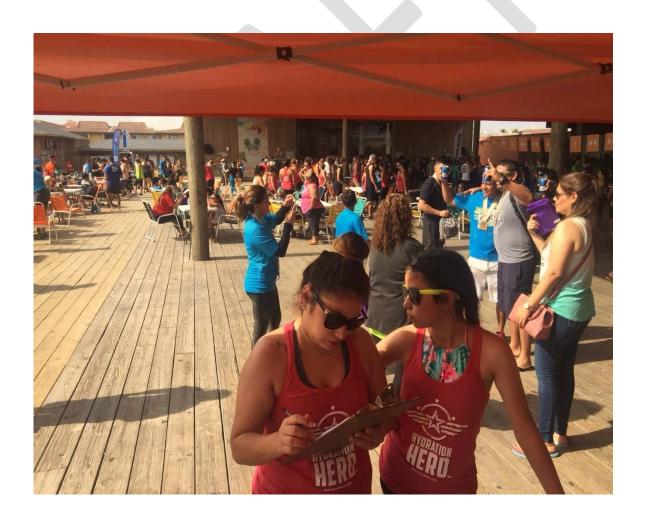
Padre Jailbreak attendees accounted for 1,057 room nights and spent $$228,826 \pm $11,440$ while on the Island for the event.

The CVB provided \$30,000 cash to the Padre Jailbreak Beach Escape organizer. For this investment, the city of South Padre Island should recover 8.5% of the HOT tax or \$16,624,



which represents a 44.6% loss on the investment. Total other spending by event attendee households on the Island of \$359,343 generated total taxes of \$28,151 with the City's return in taxes of 2% or \$6,624. Thus, the total return in taxes to the City as a result of the Padre Jailbreak is estimated at \$23,248; \$6,752 below the \$30,000 invested in the event for a net loss on the investment of 22.5%.

In summary, the taxes accrued to the City of South Padre Island as a result of the 2018 *Padre Jailbreak Beach Escape* is estimated at \$23,248 \pm 5% for a loss on the \$30,000 investment of -\$6,752.





The SPI Experience

The next section of the survey asked Padre Jailbreak respondents about their stay on SPI. In this section, the "net promoter" question was used to determine how likely survey respondents are to recommend SPI as a place to visit to friends or colleagues. The results, shown in Figure 8

respondents (91.8%) are promoters of SPI while only 1.3 are detractors. This yields a net promoter score (NPS) of 90.5, which is excellent. For example, the hotel industry has a NPS of 39



FIGURE 8. NET PROMOTER SCORE

(www.netpromoter.com/compare).

Respondents also indicated how likely they are to return to SPI for a future vacation (Figure 9) and how satisfied overall they were with their SPI experience (Figure 10) and with the event (Figure 11). Most respondents are somewhat likely or extremely likely to return to the Island



FIGURE 9. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

(90.7%) in the future and were extremely or somewhat satisfied (97.9%) with their SPI experience and most were satisfied with the Padre Jailbreak event (93.5%).



FIGURE 10. SATISFACTION WITH THE SPI EXPERIENCE



FIGURE 11. SATISFACTION WITH EVENT

NOTE: Respondents were invited to provide suggestions for improving their stay on SPI. The unedited comments are as follows:

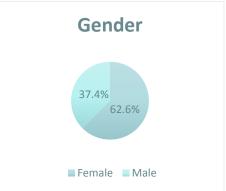
- "More obstacles, more pictures!"
- Add ropes to all wooden walls to traverse so short people can accomplish. Honor/recognize oldest and youngest team participants
- Better obstacles more
- Better parking
- Give a space for spectators
- Less obstacles
- More handicap parking please and enforce tags on violaters
- More obstacles on the jailbreak run
- More obstacles, or bring back some old ones like the foam slide and shower run.
 Distance can be the same
- More obstacles. Pictures to share on web. Lower beer prices
- More Sponsors
- More stuff
- N/A
- Needs more obstacles. More challenging obstacles
- On the climbing obstacles have modified versions for people who aren't as advanced
- Padre needs to start competing price wise with Mexico's beach packages. You spend too
 much and get too little
- Parking
- Tell people to pick up their trash. Not enough trash bins
- They keep taking away obstacles only did it because a group paid and invited me. I'm a trainer and fitness instructor.
- Try evening runs. maybe start at 4pm or so



Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18 + years and the average age of all respondents was 35 years-of-age although ages ranged from 18 to 73. Most respondents were female (62.6%), a plurality were married (49.5%) and most had at least some college (88.5%) as shown in Figures 12 through 14, respectively.



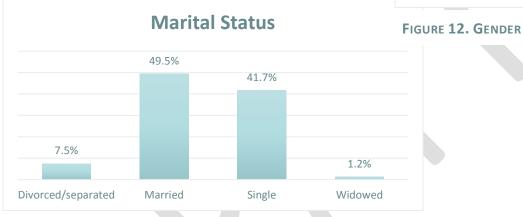


FIGURE 13. MARITAL STATUS

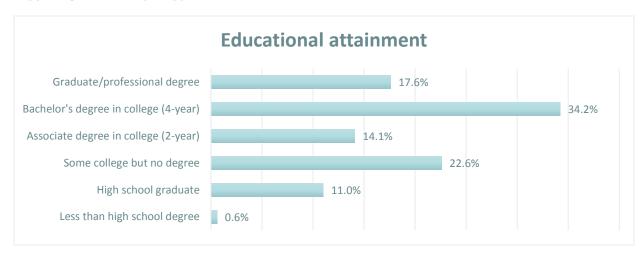


FIGURE 14. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (85.2%), although 8.2% work part-time and almost 2% are retired as seen in Figure 15.



FIGURE 15. EMPLOYMENT STATUS

Most study participants of Padre Jailbreak reported having a higher-than-average household income level; 60.5% indicated an annual household income above \$50,000 (Figure 16).

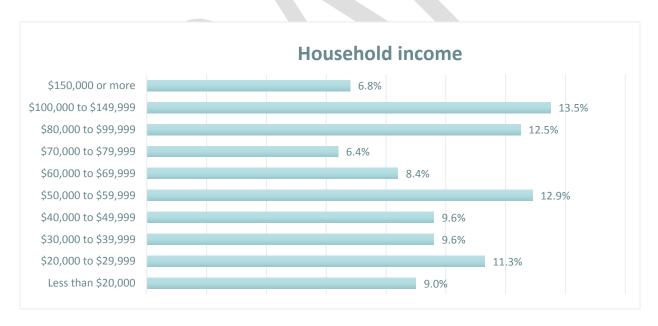


FIGURE 16. HOUSEHOLD INCOME

Respondents were also asked to indicate their ethnicity, but could select as many ethnicities as

appropriate. Results in Figure 17 show that 87.3% of respondents considered themselves Hispanic while 8.9% indicated being white.

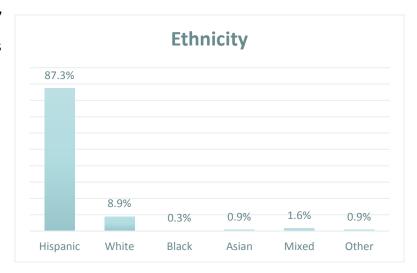


FIGURE 17. ETHNICITY

Finally, respondents were asked to indicate their home country and current residence

zip/postal code. Most respondents reported the United States as their home country (93.8%). About 5.9% indicated being from Mexico and one respondent was from Peru as shown in Figure 18.

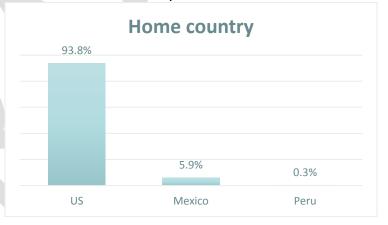


FIGURE 18. HOME COUNTRY

The specific zip or postal codes of event registrants as provided by the event organizer as well as the zip codes of study respondents are listed in Appendices B and C.

Lodging manager's report

An email was sent to a listing of SPI lodging owner/managers, as provided by the SPI CVB. This email requested a response to the questions shown in Table 2 about Padre Jailbreak Beach Escape guests at their facility. In total, nine owner/managers responded to the survey and the results and averages of those reporting statistics are shown in the Table.

TABLE 2. SPI LODGING OWNER/MANAGER RESPONSES

QUESTION	AVERAGE	RANGE	COUNT
To the best of your knowledge, about how many different rooms did you rent to Jailbreak attendees?	54	9 to 30	6
To the best of your knowledge, about how many nights did most Jailbreak attendees stay at your lodging facility?	2.5	1 to 9	6
On average, how many people attending the Jailbreak stayed in one room?	6	2 to 15	6
Please estimate the amount of dollars the average person attending the Jailbreak spent per day at your lodging facility on the following (round to the nearest dollar): - Average room rate per night	\$171	\$125 to \$280	6
Please estimate the amount of dollars the average person attending the Jailbreak spent per day at your lodging facility on the following (round to the nearest dollar): - Food per day	\$352	0 to \$2000	9
Please estimate the amount of dollars the average person attending the Jailbreak spent per day at your lodging facility on the following (round to the nearest dollar): - Beverages	\$181	O to \$75	9
In total, how many rooms does your facility have to rent?	93.9	9 to 216	8

The results indicate that an average of six of the nine responding managers rented rooms to Jailbreak guests. Of those, the average number of rooms rented was 54.8, ranging from nine to 250. The same six managers reported having Jailbreak guests stay for an average of 2.5 nights (most reported one night stays but one had a guest stay for nine nights) with an average room



rate of \$171. The average spending on food and beverages as reported by the same six managers was \$352 and \$181 respectively. Notably, one manager reported food spending of \$2,000 and beverage spending of \$1,000.

The responding lodging managers may not be representative of SPI lodging units. Only nine hotels responded to the survey and, given the small number and uniqueness of responses, no conclusions can be made from the lodging managers' survey results other than that one hotel experienced significant food and beverage expenditures by the event attendees.

Three lodging managers provided comments about the event as follows:

- this particular event draws more day trippers than overnight stays (even when we have been host hotel)
- Good event but mostly locals
- advertise??



STR Report

Additional data to provide evidence about the impact of an event on the SPI economy comes from the STR Destination Report provided to the SPI CVB. STR is a "global data benchmarking, analytics and marketplace insights" firm that gathers, analyzes and reports data from hotel owners/operators for benchmarking purposes. The Report includes data regarding hotel occupancy, average daily rate (ADR), revenue per available room (RevPAR), supply, demand, and revenue as provided by reporting SPI hotel owner/operators for last year as compared to this year. This data may be viewed in two ways. One way is to examine the trends over the past month to determine whether the hotel metrics changed because of Padre Jailbreak as compared to the rest of the month and the other way is to compare the metrics during the event time period to those of the same time period in the previous year.

The following figures show the hotel metrics for each day from April 8th through May 5th (the month trend) for this year as well as for the same time period as last year (the year trend).

The occupancy rate for the Padre Jailbreak evening of Friday, May 4th, the night before the event on Saturday morning is 74.8%. This rate is only slightly lower than last year's rate of 74.9% for the same day last year but is much higher than the month-long occupancy rate of 57.7% for this year and 63.7% for last year as seen in the trends Figure 19.

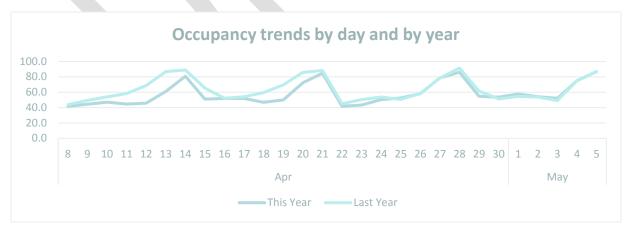


FIGURE 19. STR OCCUPANCY RATES BY DAY AND YEAR



The average daily rate (ADR) of rooms for the Padre Jailbreak night are higher than rates for most days in the month-long period for both this year and last year as shown in Figure 20. The ADR for the night in 2018 averages \$117.09, significantly higher than the ADR average of

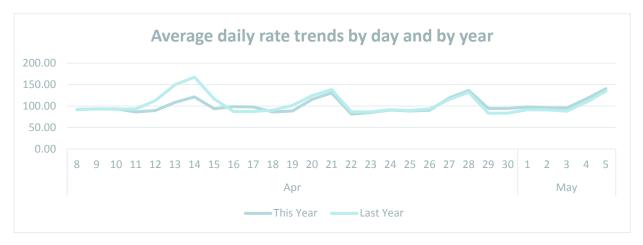


FIGURE 20. ADR TRENDS BY DAY AND YEAR

\$108.97 for the same day last year, higher than the month-long average ADR of \$100.80 this year but not of last years' month-long ADR of \$109.57.

Next, Figure 21 shows the revenue per available room (RevPAR) for the same month-long time period. The average RevPAR for the night before Padre Jailbreak is \$87.61, which is above the average rate of \$81.65 experienced during the same day last year and substantially above the month-to-date rate of \$60.40 for this year and \$69.51 for last year.

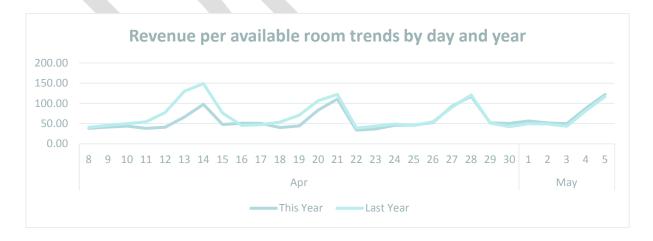


FIGURE 21. REVPAR BY DAY AND YEAR

For the month examined, Figure 22 shows the room demand trend. The average room demand

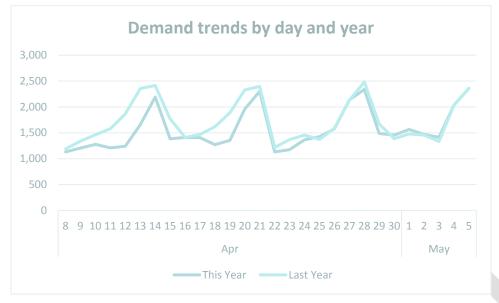


FIGURE 22. DEMAND TRENDS BY DAY AND YEAR

for the night before
Padre Jailbreak is
2,717, which is
almost exactly the
same as the same
day last year. The
room demand for
the night before
Padre Jailbreak
exceeded the
month-long average
daily room demand

of 1,569 and last year's average daily demand rate of 1,729 rooms.

The average lodging revenue during the Padre Jailbreak night was \$238,035, about 7.3% above the average revenue of \$221,756 for the same night last year. Moreover, the revenue for the Friday night before Padre Jailbreak was the second highest Friday night of the month as seen in Figure 23.



FIGURE 23. REVENUE TRENDS BY DAY AND YEAR

Figure 24 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for May 4th, the night Padre Jailbreak participants would have been spending the night on the Island.

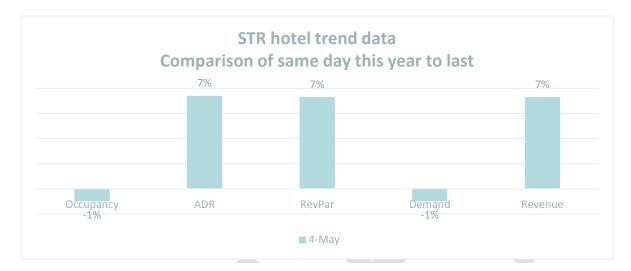


FIGURE 24. STR HOTEL TREND DATA 3-DAY COMPARISON

In summary, while ADR, RevPar and Revenue were all much higher than the same time last year, occupancy and demand rates were slightly lower for the evening before the 2018 Padre Jailbreak Beach Escape. Because of the large attendance of the event, these higher metrics are likely a direct result of Padre Jailbreak although other factors, such as the weather or other events could have played a role in affecting the metrics.

To summarize the STR data, all results indicate an increase in ADR, RevPar, and revenue for Friday, May 4th, the evening before the morning of 2018 Padre Jailbreak Beach Escape.

Note: The STR data is derived from 11 hotel owner/operator reporting data for this year and last year. This represents 35.5% of the census of 31 open hotels listed in the STR Census and 48.4% of the hotel rooms listed, thus all results should be interpreted accordingly without a high degree of assurances of generalizability.



Concluding remarks

This report has detailed the amount of money spent on South Padre Island by people associated with the 2018 Padre Jailbreak Beach Escape held on Saturday, May 5th. The results of the study were obtained by administering a short onsite survey, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 348 completed survey resulted in 322 useable responses for the analysis for about a 20.6% response rate from all estimated event attendee households.

Demographically, the study sample was comprised of predominately married females who were an average of 35 years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, and identify ethnically as Hispanic. Geographically, almost all respondents were from the US (93.8%). The average household came to the event with 2.26 people having traveled an average of 86 of miles. Almost 62% of event attendees spent the night on SPI and spent an average of 1.02 nights.

By combining the actual number of people registered to participate in the Padre Jailbreak with survey results, Padre Jailbreak is estimated to have generated 1,057 SPI room nights. With an average total weighted lodging expenditure per household of \$136, event attendees spent about \$228,826 for lodging in total, resulting in about \$33,248 in total Hotel Tax with half, or \$16,624, the City's share of the Hotel Occupancy Taxes. Moreover, spending on food and beverages also contributed significantly to the taxes generated by the event attendees. The F&B spending estimates of \$129,188 should have yielded \$10,121 in sales tax at the 8.5% rate or \$2,381 for the City at a City tax rate of 2%. Considering only the hotel tax revenue, the loss to the city on their \$30,000 investment is \$13,376 or a net loss of -44.6%. Considering all spending, the City of SPI should have received \$23,248 in taxes for a loss of \$6,752 or a -22.5% return on the \$30,000 cash investment provided to the event organizer.



While it is impossible to know the actual number of lodging rooms booked as a result of Padre Jailbreak, the lodging manager's survey and STR data somewhat support the study's finding that the event did have a considerable effect on the number of rooms booked during the event night and on food and beverage spending.

By far, most Padre Jailbreak survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. While the spending of Padre Jailbreak attendees did not cover the CVB-provided funding, the overall SPI experience of the event attendees will likely result in many event attendees returning to the Island for future vacations.



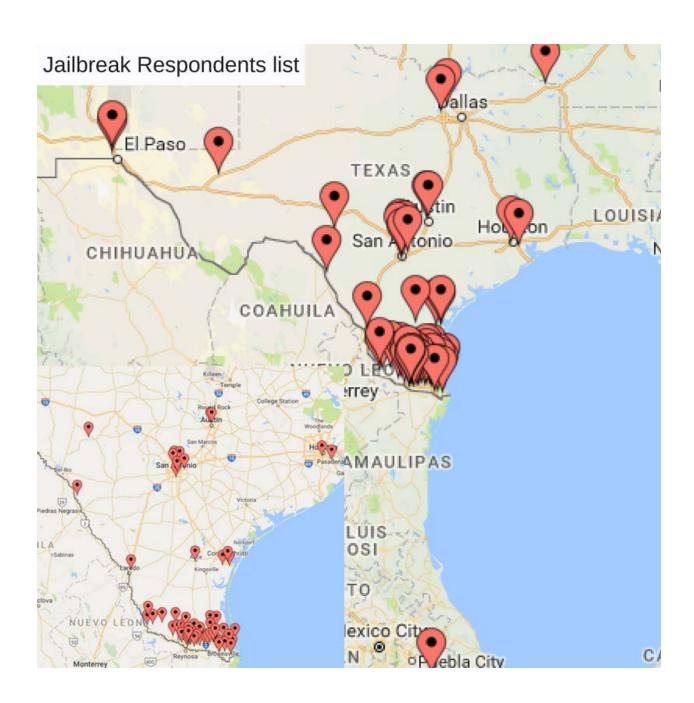
Appendix A: Survey

		n Escape, iviay 5, 2018						
-		g during the Padre Jailbreak Beach Escape. The one person, older						
han 18, best able to report on spending for all people in your household at the Jailbreak should complete this survey. Responses are ery important to planning future events. As a thank you, you may enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort.								
		luded in survey results or shared with others. Contact the Business						
and Tourism Research Center at UTRGV at busines		•						
1. Have you or someone else in your household	l already	10. How likely are you to return to South Padre Island for a						
completed this survey? ☐ Yes ☐ No		vacation at some time in the future?						
If yes, please return this survey. We thank y	ou!	□Extremely likely □ Somewhat likely □ Neutral						
2. Did you come to South Padre Island specifica	Illy for Padre	☐Somewhat unlikely ☐ Extremely unlikely						
Jailbreak? Yes No: If no, return this surv	-	11. How satisfied are you with your overall South Padre Island						
3. About how many miles did you travel to atte	end the Padre	experience?						
Jailbreak Beach Escape?	miles	□Extremely satisfied □ Somewhat satisfied □ Neutral						
		☐Somewhat dissatisfied ☐ Extremely dissatisfied						
4. Which of the following best describes your p the Padre Jailbreak (Check all that apply)?	articipation in	12. How satisfied are you with the Padre Jailbreak Beach Escape?						
☐ Registered participant ☐ Event volunteer,	/staff	☐Extremely satisfied ☐ Somewhat satisfied ☐ Neutral						
☐ Spectator ☐ Did not attend		☐Somewhat dissatisfied ☐ Extremely dissatisfied						
Other		13. What suggestions do you have for improving Padre Jailbreak						
5. Including yourself, how many people from you	our household	or your stay on South Padre Island? (write on back)						
attended Padre Jailbreak? Nun	nber in household	14. What is your home zip or postal code? code						
How many nights did you (or will you) spend	on South Padre	· · · · ——						
Island while attending Padre Jailbreak?	nights	15. What is your home country?						
7. Where are you staying (or did stay) while on	South Padre	□ US □ Mexico □ Canada □ Other						
Island for Padre Jailbreak?		16. What is your age? (years of age)						
☐ Hotel/motel (1) ☐ Rented condo		17. What is your gender? ☐ Male ☐ Female						
□ Campground/RV park (3) □ Rented a roon								
☐ Friend/family's home (5) ☐ My own SPI re		18. What is your marital status?						
Other (please specify) ((□Married □Single □Widowed □Divorced/separated						
 For each of the following types of expenses, pleast estimate of the total amount you and your 		19. What is your highest educational attainment?						
(or will spend) during your entire time on South		□Less than high school □Associate's degree						
Padre Jailbreak. (List only the total dollar amount		☐ High school graduate ☐ Bachelor's degree						
Food & beverages (restaurants, concessions,		□Some college, no degree □Graduate/professional degree						
snacks, etc.)	\$	20. What is your current employment status?						
Night clubs, lounges & bars (cover charges,		☐ Work full-time ☐ Retired within past year ☐ Work part-time ☐ Retired more than 1 year						
drinks, etc.)	\$	Unemployed (looking for a job) Other (Please specify)						
Lodging expenses (hotel, motel, condo, room)	\$	21. What is your combined annual household income?						
Local attractions & entertainment		-						
(fishing, snorkeling, kayaking, etc.)	\$	□less than \$20,000 □\$60K-\$69,999						
Retail shopping (souvenirs, gifts, film, etc.)	\$	□\$20K-\$29,999 □\$70K-\$79,999						
Transportation (gas, oil, taxi, etc.)	\$	□\$30K-\$39,999 □\$80K-\$99,999 □\$40K-\$49,999 □\$100K-\$149,999						
Parking fees	\$	□\$50K-\$59,999 □\$150,000 or more						
SPI Admission fees	\$	22. What is your ethnicity? (Select all that apply)						
Clothing or accessories	\$	□ White □ Hispanic □ Mixed						
Groceries	\$	□ Black □ Asian □ Other						
Other (please specify)	\$							
Total	\$	Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort. Contact information is confidential and will be deleted after the drawing.						
9. On a scale from 0-10, how likely are you to re-	command Court	Name						
Padre Island as a place to visit to a friend or o		Phone number:						
		Email:						
Notat 0 1 2 3 4 5 6 7 8 9	10 Extremely	Winners will be notified no later than 2 weeks after event.						
all likely	likely							
		THANK YOU VERY MUCH!!!						



Appendix B: Respondent's zip or postal code and map

32137	78521	78582
66270	78526	78583
75570	78537	78584
75889	78539	78585
76179	78541	78586
76262	78542	78589
77034	78543	78590
77054	78550	78591
78041	78551	78595
78109	78552	78596
78210	78553	78597
78221	78557	78599
78230	78559	78705
78247	78564	78763
78248	78566	78877
78332	78569	78880
78411	78570	79772
78414	78572	79821
78415	78573	79932
78501	78574	87400
78503	78575	88500
78504	78576	
78505	78577	
78516	78578	
78520	78580	



Appendix C: Padre Jailbreak Beach Escape registrants' current zip or postal codes and map

6070	77377	78227	78363	78501	78501	78501
14424	77381	78229	78363	78501	78501	78501
22401	77471	78229	78363	78501	78501	78501
44262	77471	78230	78380	78501	78501	78501
46268	77479	78240	78408	78501	78501	78501
60013	77515	78240	78411	78501	78501	78501
60326	77530	78240	78411	78501	78501	78501
60326	77531	78240	78412	78501	78501	78501
64790	77581	78244	78413	78501	78501	78501
66270	77591	78245	78413	78501	78501	78501
75056	77954	78245	78413	78501	78501	78501
75063	78013	78245	78414	78501	78501	78502
75063	78022	78245	78414	78501	78501	78502
75080	78023	78249	78414	78501	78501	78503
75081	78026	78250	78414	78501	78501	78503
75701	78041	78250	78414	78501	78501	78503
75701	78041	78251	78414	78501	78501	78503
76006	78043	78251	78414	78501	78501	78503
76179	78045	78251	78414	78501	78501	78503
76248	78045	78254	78414	78501	78501	78503
76262	78045	78254	78414	78501	78501	78503
76310	78045	78254	78415	78501	78501	78503
77025	78045	78254	78418	78501	78501	78503
77030	78045	78254	78418	78501	78501	78503
77034	78045	78258	78418	78501	78501	78503
77034	78045	78258	78501	78501	78501	78503
77076	78046	78258	78501	78501	78501	78503
77080	78109	78332	78501	78501	78501	78503
77080	78130	78332	78501	78501	78501	78503
77080	78210	78332	78501	78501	78501	78503
77081	78210	78332	78501	78501	78501	78503
77099	78216	78332	78501	78501	78501	78503
77099	78217	78363	78501	78501	78501	78503
77318	78218	78363	78501	78501	78501	78503
77365	78227	78363	78501	78501	78501	78503

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7858	6 78589	78589	78596	78596	78599	78741
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7858	6 78589	78592	78596	78599	78599	85283
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7858	6 78589	78593	78596	78599	78610	88680
7858	6 78589	78594	78596	78599	78610	88700
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7858	6 78589	78596	78596	78599	78640	88746
7858	6 78589	78596	78596	78599	78644	88746
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7858	9 78589	78596	78596	78599	78666	
7858	9 78589	78596	78596	78599	78704	
7858	9 78589	78596	78596	78599	78705	





CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE:	March 27, 2019		
NAME & TITLE:	Michael Flores, Dir	rector of Marketing	g, Research & Analytics
DEPARTMENT:	Convention and Vis	sitors Bureau	
ITEM			
Discussion and action Fishing Tournament.	to approve funding	request for Knight	ts of Columbus Bay Challenge
ITEM BACKGROUND			
This event is scheduled for April 2019. This fishing tournament is in its 11 th year, but this will be the first year it is on South Padre Island. The funding request is in the amount of \$5,000. The Special Events Committee at their regular committee meeting held on Wednesday, March 6, 2019 recommended funding request for \$5,000. The SEC also recommended the Convention and Visitors Advisory Board approve the funding request. BUDGET/FINANCIAL SUMMARY 02-593-8099 Special Events Budget COMPREHENSIVE PLAN GOAL			
LEGAL REVIEW			
Sent to Legal:	YES:		NO:
Approved by Legal:	YES:		NO:
Comments:		_	

RECOMMENDATIONS/COMMENTS

Approve the funding amount of \$5,000

APPLICATION FOR INITIAL FUNDING

Today's Date: 01-14-2019

ORGANIZATON INFORMATION	
Name of Organization: Knights of Columbus	Council 2785
Address: 1701 E Harrison Ave	
City, State, Zip: Harlingen Texas 78552	
Contact Name: Robert Zamorano	Contact Office Phone Number:
Contact Cell Phone Number: 056-330-3744	···
Web Site Address for Event or Sponsoring Entity _	The Manager As
Non-Profit or For-Profit status: Non Profit	_{Tax ID} #: <u>741</u> 045474
Entity's Creation Date:	
Purpose of your organization: Non-profit Catholic Organization dedicated to he	Iping our community through charity and unity
EVENT INFORMATION Name of Events or Project: 11th Annual Knights	s of Columbus Bay Challenge Fishing Tour
Date of Event or Project: Saturday April 27, 2	019
(Benefiting Special Olympics)	



Primary Location of Event or Project: Jim's Pier and Open lot next door (The Green)		
Amount Requested: \$5,000.00		
Primary Purpose of Funded Activity/Facility:		
Fishing Tournament (11th Annual) benefiting Special Olympics		
How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)		
Flyer's, Advertising, Banners, Posters, etc:		
Percentage of Hotel Tax Support of Related Costs		
Percentage of Total Event Costs Covered by Hotel Occupancy Tax		
Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event		
Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event		
If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities%		
Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:		



Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

a)	repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$
b)	Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$
c)	Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$
d)	Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$
e)	Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$
f)	Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$
low	many attendees are expected to come to the sporting related event? 350
	many of the attendees at the sporting related event are expected to be from another city or atty?
	ntify how the sporting related event will substantially increase economic activity at hotels within city or its vicinity?
The I	majority of the attendees will stay at hotels, use boat launch, eat at restaurants, and shop at local stores



g)	Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.
	Amount requested under this category: \$
Wha	at sites or attractions will tourists be taken to by this transportation?
_	
_	
200	
_	
Will	members of the general public (non-tourists) be riding on this transportation?
Wha	at percentage of the ridership will be local citizens?
h)	Signage directing tourists to sights and attractions that are visited frequently by hotel
	guests in the municipality.
	Amount requested under this category: \$
Wha	at tourist attractions will be the subject of the signs?
-	
	- 4 - 18
-	



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

This will be our 11th a Annual		
-		
*		
	-	
Expected Attendance: 350-4	00	
5		
How many people attending establishments? about 50-60%	g the Event or Project will use So	outh Padre Island lodging
How many nights do you an	ticipate the majority of the tour	ists will stay: 2 nights
Do you reserve a room bloc which hotels:	k for this event at an area hote	and if so, for how many rooms and at
- 9		
liet athar ware layer the lac		
	t three years) that you have hos T and the number of hotel roor	
		sted your Event or Project with amount ns used: Number of Hotel Rooms Used
of assistance given from HO	T and the number of hotel roor	ns used:
of assistance given from HO Month/Year Held How will you measure the im	Assistance Amount	Number of Hotel Rooms Used
Month/Year Held Month/Year Held How will you measure the information, survey of hoteli	Assistance Amount Assistance Amount pact of your event on area hotelers, etc.)?	Number of Hotel Rooms Used
Month/Year Held Month/Year Held How will you measure the information, survey of hoteli	Assistance Amount Assistance Amount pact of your event on area hotelers, etc.)?	Number of Hotel Rooms Used
Month/Year Held Month/Year Held How will you measure the information, survey of hoteli	Assistance Amount Assistance Amount pact of your event on area hotelers, etc.)?	Number of Hotel Rooms Used
of assistance given from HO Month/Year Held	Assistance Amount Assistance Amount pact of your event on area hotelers, etc.)?	Number of Hotel Rooms Used
of assistance given from HO Month/Year Held How will you measure the information, survey of hoteli	Assistance Amount Assistance Amount pact of your event on area hotelers, etc.)?	Number of Hotel Rooms Used



NI/A	
N/A	
Will the event charge admission? \underline{F}	Registration Fees
Do you anticipate a net profit from	the event? Yes
If there is a net profit, what is the a	nticipated amount and how will it be used?
Special Olympics	
i di	
All marketing and promotions will be	a considerate of the curch the CVA's page on the constant from
- · · · · · · · · · · · · · · · · · · ·	e coordinated through the CVA's agency, unless exempted from
this requirement by the Executive D	e coordinated through the CVA's agency, unless exempted from Director, in which case <u>all creative must be pre-approved by the</u> d payments will be on a reimbursement basis. Please list all
this requirement by the Executive D Executive Director (or designee) and	Director, in which case all creative must be pre-approved by the
this requirement by the Executive DExecutive Director (or designee) and promotion efforts your organization	Director, in which case <u>all creative must be pre-approved by the</u> depayments will be on a reimbursement basis. Please list all in is planning and the amount estimated for each media outlet:
this requirement by the Executive DExecutive Director (or designee) and promotion efforts your organization Newspaper:	Director, in which case all creative must be pre-approved by the d payments will be on a reimbursement basis. Please list all is planning and the amount estimated for each media outlet: \$ 200
this requirement by the Executive D Executive Director (or designee) and promotion efforts your organization Newspaper: Radio:	Director, in which case all creative must be pre-approved by the d payments will be on a reimbursement basis. Please list all is planning and the amount estimated for each media outlet: \$ \frac{200}{\$}
this requirement by the Executive DExecutive Director (or designee) and promotion efforts your organization Newspaper: Radio: TV:	Director, in which case all creative must be pre-approved by the d payments will be on a reimbursement basis. Please list all is planning and the amount estimated for each media outlet: \$ 200
this requirement by the Executive DExecutive Director (or designee) and promotion efforts your organization Newspaper: Radio: TV: Website, Social Media:	Director, in which case all creative must be pre-approved by the d payments will be on a reimbursement basis. Please list all is planning and the amount estimated for each media outlet: \$ \frac{200}{\text{\$}} \] \$ \frac{\text{\$}}{\text{\$}} \]
this requirement by the Executive D Executive Director (or designee) and promotion efforts your organization Newspaper: Radio: TV: Website, Social Media: Other Paid Advertising:	Director, in which case all creative must be pre-approved by the dipayments will be on a reimbursement basis. Please list all in is planning and the amount estimated for each media outlet: \$ 200 \$ \$ Face book (Free) \$ 350-500 Magazine
this requirement by the Executive D Executive Director (or designee) and promotion efforts your organization Newspaper: Radio: TV: Website, Social Media: Other Paid Advertising: Anticipated Number of Press Release	Director, in which case all creative must be pre-approved by the d payments will be on a reimbursement basis. Please list all in is planning and the amount estimated for each media outlet: \$ \frac{200}{\$}\$ \$ Face book (Free) \$ \frac{350-500 Magazine}{\$}\$ Sees to Media: \frac{2}{2}\$
this requirement by the Executive D Executive Director (or designee) and promotion efforts your organization Newspaper: Radio: TV: Website, Social Media: Other Paid Advertising:	Director, in which case all creative must be pre-approved by the d payments will be on a reimbursement basis. Please list all in is planning and the amount estimated for each media outlet: \$ \frac{200}{\$}\$ \$ Face book (Free) \$ \frac{350-500 Magazine}{\$}\$ Sees to Media: \frac{2}{2}\$
this requirement by the Executive D Executive Director (or designee) and promotion efforts your organization Newspaper: Radio: TV: Website, Social Media: Other Paid Advertising: Anticipated Number of Press Release	Director, in which case all creative must be pre-approved by the d payments will be on a reimbursement basis. Please list all in is planning and the amount estimated for each media outlet: \$ \frac{200}{\$}\$ \$ Face book (Free) \$ \frac{350-500 Magazine}{\$}\$ Sees to Media: \frac{2}{2}\$
this requirement by the Executive D Executive Director (or designee) and promotion efforts your organization Newspaper: Radio: TV: Website, Social Media: Other Paid Advertising: Anticipated Number of Press Releas Anticipated Number Direct Mailings Other Promotions:	Director, in which case all creative must be pre-approved by the dipayments will be on a reimbursement basis. Please list all in is planning and the amount estimated for each media outlet: \$ \frac{200}{5}\$ \$ Face book (Free) \$ \frac{350-500 Magazine}{5}\$ Sees to Media: \frac{2}{2}\$



A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply? Yes No
Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes
[If we have a tour operator, we will require them to use that service.]
What other marketing initiatives are you planning to promote hotel and convention activity for this event? Social Media. We also have a per-registration a month before, where we hand out information regarding the event
What geographic areas does your event reach? All coastal cities up to Houston. We have anglers from Corpus Christi, Rockport and Houston who will travel to participate
in our event.
If the funding requested is related to a permanent facility (e.g. museum, visitor center):
Expected Visitation by Tourists Monthly/Annually:
 Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities:% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)
What amount of event insurance do you have for your event and who is the carrier:
[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]
Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply? Yes No



Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the	application, please submit the following:
<u> </u>	Proposed Marketing Plan for Funded Event
-	Schedule of Activities or Events Relating to the Funded Project
	Complete budget for the Funded Project
	Room night projections, with back-up, for the Funded Event

Submit to complete applications to:

Marisa Amaya
Event Development & Packaging Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834 Email: marisa@sopadre.com









Dear Prospective Donor,

The Knights of Columbus is a Catholic Non-Profit organization dedicated to helping our community through charity, unity, fraternity, and patriotism. For the last 10 years we have held an event named "Bay Challenge" which is a fishing tournament to benefit Special Olympics of Texas. Special Olympics of Texas is an organization which helps children with special needs and disabilities to participate in athletic events held all over the state of Texas.

Through this great event we have managed to donate over \$20,000 to the Special Olympics of Texas over the last 10 years. This year on April 27, 2019 our Council is hosting the 11th Annual "Bay Challenge" Fishing Tournament to be held at South Padre Island TX.

We humbly ask for your support with assisting us with hosting this event. We sincerely ask for your organization to make a monetary donation. Make check payable to Knights of Columbus Council #2785 and please add Special Olympics to your memo line.

If you have any questions please feel free to reach out to my Committee Chairs:

Rene Reyna at (956)200-3462 or email renereyna427@gmail.com.

Robert Zamaron at (956)464-1064 or email at Retiredcowboy08@yahoo.com

Sincerely

Patricio Ybarra Grand Knight (956)454-4748 or email me at <u>pdybarra@yahoo.com</u>

Knight of Columbus Council #2785

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE:	March 27, 2019
NAME & TITLE:	Michael Flores, Director of Marketing, Research & Analytics
DEPARTMENT:	Convention and Visitors Bureau
ITEM	
Discussion and possi	ble action to deny funding and cancel the following events:
a. MOF Ninja b. Tailgate W c. FAMFest	a Warrior Kids eekend
ITEM BACKGROUND	
2019 and denied/car	Committee held their regular committee meeting on Wednesday, March 6, neeled the events and funding requests listed above. The Special Event ends for the Convention and Visitors Advisory Board to deny the funding he events.
BUDGET/FINANCIAL	SUMMARY
02-593-8099 Special	Events Budget.
COMPREHENSIVE PI	LAN GOAL
LEGAL REVIEW	
Sent to Legal:	YES: NO:
Approved by Legal:	YES: NO:

Comments:

RECOMMENDATIONS/COMMENTS

Deny the funding requests and cancel the events listed above.

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE: March 27, 2019

NAME & TITLE:	Michael Flores, Di	rector of Mark	eting, Research & A	nalytics
DEPARTMENT:	Convention and V	isitors Bureau		
ITEM				
Discussion and action	n to deny funding an	nd cancel the ev	ent for MOF Ninja	Warrior Kids.
ITEM BACKGROUND				
•	Committee at their red ding request for \$35	egular committe 5,000. The SEC	ee meeting held on V C also recommended	mount of \$35,000. Wednesday, March 6, I the Convention and
BUDGET/FINANCIAL	SUMMARY			
02-593-8099 Special	Events Budget			
COMPREHENSIVE PI	LAN GOAL			
LEGAL REVIEW				
Sent to Legal:	YES:		NO:	
Approved by Legal:	YES:		NO:	_
Comments:				
RECOMMENDATION	S/COMMENTS			
Deny the funding req	uest and cancel the	event.		

APPLICATION FOR INITIAL FUNDING

Today's Date: June 29, 2018 **ORGANIZATON INFORMATION** Name of Organization: MOF Mylo Obstacle Fitness Address: 4600 McKinney Falls Parkway City, State, Zip: Austin, Texas 78744 Contact Name: Mylo Villanueva Contact Office Phone Number: $\frac{512.386.7405}{12.386.7405}$ Contact Cell Phone Number: 512.689.1381 Web Site Address for Event or Sponsoring Entity $\underline{\underline{\quad \text{https://www.mylofitness.com}}}$ Non-Profit or For-Profit status: For Profit Tax ID #: Entity's Creation Date: Jan. 2010 Purpose of your organization: The purpose of our organization is to create a fun/challenging atmosphere for people to be active with their entire family, and inspire fitness for all age groups. **EVENT INFORMATION** Name of Events or Project: MOF - Ninja Warrior Kids Date of Event or Project: ____



Primary Location of Event or Project: South Padre Island Convention Center		
Amount Requested: \$\frac{35,000}{}{}		
Primary Purpose of Funded Activity/Facility:		
Allow children of various age groups test their fitness level in a fun and competitive		
atmosphere. Ninja Warrior kids obstacles will be based on the America Ninja		
Warrior themed obstacles.		
How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures) Hotel tax funds will be used for marketing, labor, materials, and event staff.		
Percentage of Hotel Tax Support of Related Costs		
Percentage of Total Event Costs Covered by Hotel Occupancy Tax		
Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event		
Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event		
If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities%		
Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:		



Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

a)	Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$
b)	Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$
c)	Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$
d)	Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$
e)	Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$
f)	Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$\frac{35,000}{2}\$
Hov	v many attendees are expected to come to the sporting related event? 2,000
	v many of the attendees at the sporting related event are expected to be from another city or nty? $1,700$
the	antify how the sporting related event will substantially increase economic activity at hotels within city or its vicinity? event will be held in a span of 3 days, which should lead to overnight stays. Marketing efforts will be focused in the upper vall
	Antonio, Austin and Dallas Area. This is one of four qualifying rounds to compete in the Ninja Warrior Kids Championship.
	1 7 0 11 11 11 11 11 11 11 11 11 11 11 11 1



	center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.
	Amount requested under this category: \$
Wha	t sites or attractions will tourists be taken to by this transportation?
Will	members of the general public (non-tourists) be riding on this transportation?
Wha	t percentage of the ridership will be local citizens?
h)	Signage directing tourists to sights and attractions that are visited frequently by hotel
	guests in the municipality.
	Amount requested under this category: \$
Wha	t tourist attractions will be the subject of the signs?

g) Funding transportation systems for transporting tourists from hotels to and near the city to



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you he	ld this Event or Project:	
0		
Expected Attendance: 2,000		
How many people attending establishments? 1,000	the Event or Project will use Sc	outh Padre Island lodging
How many nights do you anti	cipate the majority of the touri	ists will stay: 1.5
Do you reserve a room block which hotels:	for this event at an area hotel	and if so, for how many rooms and at
We will make arrangements with	a host hotel that will provide a room	block for participants.
-	three years) that you have hos and the number of hotel roon Assistance Amount	ted your Event or Project with amount ns used: Number of Hotel Rooms Used
How will you measure the im information, survey of hotelie	-	el activity (e.g.; room block usage
We gather information from the ho	ost hotel on the number of rooms us	ed in the block and we also ask runners during
process to indicate their lodging p	lans, including what type of accomm	nodation and how many nights they will stay.



Please list other organization, gove support to your project:	ernment entities, and grants that have offered financial
None	
Will the event charge admission?	Yes
Do you anticipate a net profit from	
Do you anticipate a net pront from	the event:
If there is a net profit, what is the a	anticipated amount and how will it be used?
this requirement by the Executive I	be coordinated through the CVA's agency, unless exempted from Director, in which case all creative must be pre-approved by the ad payments will be on a reimbursement basis. Please list all
_	n is planning and the amount estimated for each media outlet:
 Newspaper: 	\$
• Radio:	\$
• TV:	\$
 Website, Social Media: 	\$
 Other Paid Advertising: 	\$
_	
Anticipated Number of Press Release	
•	s to out-of-town recipients:
Other Promotions:	



booking hotel nights during this event. Are you able to comply? Yes No
Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes
[If we have a tour operator, we will require them to use that service.]
What other marketing initiatives are you planning to promote hotel and convention activity for this event? We will promote the event on running calendars and websites.
We will produce printed materials as needed to promote the event, such as posters and/or rack cards.
Multiple e-blasts.
What geographic areas does your event reach? Our reach extends throughout Texas.
If the funding requested is related to a permanent facility (e.g. museum, visitor center): • Expected Visitation by Tourists Monthly/Annually:
 Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities:% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)
What amount of event insurance do you have for your event and who is the carrier:
General Liability - \$1,000,000;
[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]
Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply? Yes No



Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:
Proposed Marketing Plan for Funded Event
Schedule of Activities or Events Relating to the Funded Project
Complete budget for the Funded Project
Room night projections, with back-up, for the Funded Event

Submit to complete applications to:

Marisa Amaya
Event Development & Packaging Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834 Email: marisa@sopadre.com



CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE: March 27, 2019

NAME & TITLE:	Michael Flores, Director	r of Marketing, Research & A	nalytics
DEPARTMENT:	Convention and Visitors	Bureau	
ITEM			
Discussion and action	to deny funding and can	cel the event for Tailgate Wee	ekend.
ITEM BACKGROUND			
The Special Events C 2019 denied the fund	ommittee at their regular	he funding request is in the are committee meeting held on V. The SEC also recommended test and cancel the event.	Wednesday, March 6,
BUDGET/FINANCIAL	SUMMARY		
02-593-8099 Special	Events Budget		
COMPREHENSIVE PL	AN GOAL		
LEGAL REVIEW			
Sent to Legal:	YES:	NO:	_
Approved by Legal:	YES:	NO:	_
Comments:			
RECOMMENDATIONS	S/COMMENTS		
Deny the funding requ	uest and cancel the event.		

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/30/2018	
ORGANIZATON INFORMATION	
Name of Organization: SPI Tailgate Week	end
Address: 7355 Padre Blvd	
City, State, Zip: South Padre Island, TX 7	78597
Contact Name: Marisa Amaya	Contact Office Phone Number: 956-761-3000
Contact Cell Phone Number: 956-761-3000	<u> </u>
Web Site Address for Event or Sponsoring Entity	
Non-Profit or For-Profit status: Non-Profit	Tax ID #:
Entity's Creation Date: 2018	<u> </u>
Purpose of your organization: Provide entertainment with a focus on A	A&M alumni for out of town/away games.
EVENT INFORMATION	
Name of Events or Project: SPI Tailgate we	ekend A&M
Date of Event or Project: September 2019	
Primary Location of Event or Project: SPI Cor	nvention Center
Amount Requested: \$75,000	



Primary Purpose of Funded Activity/Facility: Generate overnight stays as part of a larger weekend supporting a multi-day football event.
How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures) This request will focus on a September and November UT and A&M (respectively) away games with a target audience of
state wide alumni from both schools. We will supplement the outdoor showing of these games with celebrity events
(spiral toss, etc.), cook off and judging activities along with food vendors.
(cpmm to s), etc.), etc. in an a jurging manner and g
Percentage of Hotel Tax Support of Related Costs
Percentage of Total Event Costs Covered by Hotel Occupancy Tax
Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event
Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event
If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities%
Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:
City to provide EMS/POLICE/TRAFFIC CONTROL.



Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

a)	Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$
b)	Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$
c)	Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$ \frac{75,000}{}
d)	Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$
e)	Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$
f)	Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$
Hov	v many attendees are expected to come to the sporting related event? 1000
	w many of the attendees at the sporting related event are expected to be from another city or nty? $\underline{500}$
the	antify how the sporting related event will substantially increase economic activity at hotels within city or its vicinity? ging business to hotels and restaurants the weekend of the event.



g)	any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.
	Amount requested under this category: \$
Wha	at sites or attractions will tourists be taken to by this transportation?
Will	members of the general public (non-tourists) be riding on this transportation?
Wha	at percentage of the ridership will be local citizens?
h)	Signage directing tourists to sights and attractions that are visited frequently by hotel
	guests in the municipality.
	Amount requested under this category: \$
Wha	at tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

Expected Attendance: 1000		
How many people attendin establishments? 100	g the Event or Project will use S	South Padre Island lodging
How many nights do you ar	ticipate the majority of the tou	rists will stay: 2
Do you reserve a room bloowhich hotels: South Padre Island CVB will packa		el and if so, for how many rooms and at
of assistance given from HC	st three years) that you have ho DT and the number of hotel roo Assistance Amount	ested your Event or Project with amount oms used: Number of Hotel Rooms Used
		Number of Hotel Rooms Used
Month/Year Held		
September 2018	\$75,000	tbd
September 2018	\$75,000 mpact of your event on area horliers, etc.)?	tbd
How will you measure the ininformation, survey of hote Survey and Room block information	\$75,000 mpact of your event on area hording in the second	tbd
How will you measure the information, survey of hote Survey and Room block information.	\$75,000 mpact of your event on area hording in the second	tel activity (e.g.; room block usage
How will you measure the information, survey of hote Survey and Room block information.	\$75,000 mpact of your event on area hoteliers, etc.)? on, government entities, and gradussion?	tel activity (e.g.; room block usage



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

i Newspaper.	⊅
• Radio:	\$
• TV:	\$
 Website, Social Media: 	\$ 5,000
 Other Paid Advertising: 	\$
Anticipated Number of Press Releas	ses to Media: 3
Anticipated Number Direct Mailings	to out-of-town recipients: 2
Other Promotions:	
oooking hotel nights during this eve	on your promotional handouts and in your website for ent. Are you able to comply? Yes No hotel/event package to attract overnight stays?
Yes	
If we have a tour operator, we will red	quire them to use that service.]
What other marketing initiatives are this event?	you planning to promote hotel and convention activity for
What geographic areas does your e The State of Texas	vent reach?
f the funding requested is related to	o a permanent facility (e.g. museum, visitor center):
Expected Visitation by Touris	sts Monthly/Annually:
<u> </u>	it the facility who indicate they are staying at area % (use a visitor log that asks them to check a box if they are acility)



What amount of event insurance do you have for your event and who is the carrier:
[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]
Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply? Yes No
Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.
SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:
Along with the application, please submit the following:
Proposed Marketing Plan for Funded Event
X Schedule of Activities or Events Relating to the Funded Project
X Complete budget for the Funded Project
Room night projections, with back-up, for the Funded Event

Submit to complete applications to:

Marisa Amaya
Event Development & Packaging Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834 Email: marisa@sopadre.com



CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE: March 27, 2019

NAME & TITLE:	Michael Flores, Dire	ector of Marke	eting, Research &	Analytics
DEPARTMENT:	Convention and Visi	itors Bureau		
ITEM				
Discussion and action	n to deny funding and	cancel the ev	ent for FAMfest.	
ITEM BACKGROUND	,			
The Special Events C 2019 denied the fund		gular committe 000. The SEC	ee meeting held of also recommend	amount of \$80,000. n Wednesday, March 6, ded the Convention and
BUDGET/FINANCIAL	SUMMARY			
02-593-8099 Special	Events Budget			
COMPREHENSIVE PI	LAN GOAL			
LEGAL REVIEW				
Sent to Legal:	YES:		NO:	
Approved by Legal:	YES:		NO:	
Comments:				
RECOMMENDATION	S/COMMENTS			
Deny the funding req	quest and cancel the ev	vent.		

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/29/2018	
ORGANIZATON INFORMATION	
Name of Organization: SPI Art & Music Festiv	al - FAMFEST
Address: 7355 Padre Blvd	
City, State, Zip: South Padre Island, TX 78597	7
Contact Name: Marisa Amaya	Contact Office Phone Number: 956-761-3000
Contact Cell Phone Number: 956-761-3000	
Web Site Address for Event or Sponsoring Entit	www.sopadre.com
Non-Profit or For-Profit status: Non-Profit	
Entity's Creation Date: 2018	
Purpose of your organization: Provide family friendly entertainment with a fo	ocus on multi day events
in support of the City s art and music progr	ram.
EVENT INFORMATION	
Name of Events or Project: SPI Art & Music Fe	estival
Date of Event or Project: November 2019	
Primary Location of Event or Project: SPI Conv	vention Center
Amount Requested: \$\frac{80,000.00}{}	



Primary Purpose of Funded Activity/Facility:	
Generate overnight stays as part of a larger weekend supporting a multi-day event.	
How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)	
This request will focus on the creation of a multi-venue, 3 day weekend event in 2018 supporting local and state wide	
(of all visual disciplines) and local and state wide musical performers. We hope to partner with a Jazz and Latin fest	
to help offset the workload of securing a 3 day musical program.	
Percentage of Hotel Tax Support of Related Costs	
100 Percentage of Total Event Costs Covered by Hotel Occupancy Tax	
Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event	
Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event	
Tercentage of Annual Staff Costs Covered by Noter Occupancy Tax for the Funded Event	
If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities%	
Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:	
City of provide EMS/POLICE/TRAFFIC CONTROL.	



Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

	Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$
	Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$
	Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$\frac{80,000}{2}\$
	Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$
	Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$
	Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$
How	many attendees are expected to come to the sporting related event? 2,000
	many of the attendees at the sporting related event are expected to be from another city or ty? $\frac{1,000}{}$
the c	ntify how the sporting related event will substantially increase economic activity at hotels within ity or its vicinity?
Bringi	ing business to hotels and restaurants the weekend of the event.



g)	any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.
	Amount requested under this category: \$
Wha	at sites or attractions will tourists be taken to by this transportation?
Will	members of the general public (non-tourists) be riding on this transportation?
Wha	at percentage of the ridership will be local citizens?
h)	Signage directing tourists to sights and attractions that are visited frequently by hotel
	guests in the municipality.
	Amount requested under this category: \$
Wha	at tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

	held this Event or Project: 1	
Expected Attendance: $\frac{2,0}{2}$	00	
How many people attendiestablishments? 500	ng the Event or Project will use S	South Padre Island lodging
How many nights do you a	inticipate the majority of the tou	rists will stay: 2
vhich hotels:	ackage this event with local hotels.	el and if so, for how many rooms and at
	ast three years) that you have ho IOT and the number of hotel roo Assistance Amount	osted your Event or Project with amount oms used: Number of Hotel Rooms Used
lovember 2018	\$80,000	tbd
How will you measure the nformation, survey of hot Survey and Room block inform	impact of your event on area horeliers, etc.)?	tel activity (e.g.; room block usage
How will you measure the nformation, survey of hot Survey and Room block inform	impact of your event on area horeliers, etc.)? nation ion, government entities, and gr	tel activity (e.g.; room block usage
How will you measure the nformation, survey of hot Survey and Room block inform	impact of your event on area horeliers, etc.)? nation ion, government entities, and gr	tel activity (e.g.; room block usage
How will you measure the information, survey of hot Survey and Room block information and Room block information. Please list other organizate support to your project: Note that the event charge adm	impact of your event on area horeliers, etc.)? nation ion, government entities, and gr	tel activity (e.g.; room block usage



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

 Newspaper: 	>
Radio:	\$
• TV:	\$
 Website, Social Media: 	\$ <u>10,000</u>
 Other Paid Advertising: 	\$
Anticipated Number of Press Relea	ses to Media: 5
Anticipated Number Direct Mailing	s to out-of-town recipients: 5
Other Promotions:	
booking hotel nights during this ev	on your promotional handouts and in your website for ent. Are you able to comply? Yes No hotel/event package to attract overnight stays?
Yes	
[If we have a tour operator, we will re	equire them to use that service.]
What other marketing initiatives are this event?	e you planning to promote hotel and convention activity for
What geographic areas does your e	event reach?
If the funding requested is related t	to a permanent facility (e.g. museum, visitor center):
Expected Visitation by Tour	ists Monthly/Annually:
-	sit the facility who indicate they are staying at area % (use a visitor log that asks them to check a box if they are facility)



What amount of event insurance do you have for your event and who is the carrier:
[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]
Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply? Yes No
Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.
SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:
Along with the application, please submit the following:
Proposed Marketing Plan for Funded Event
X Schedule of Activities or Events Relating to the Funded Project
X Complete budget for the Funded Project
Room night projections, with back-up, for the Funded Event

Submit to complete applications to:

Marisa Amaya
Event Development & Packaging Manager
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7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834 Email: marisa@sopadre.com





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

MEETING DATE: March 27, 2019

	Michael Flores, Director of I Amaya, Event Development		alytics/Marisa
DEPARTMENT:	Convention and Visitors Bur	reau	
ITEM			
Discussion and possibl	e action to renegotiate the X	Kpogo contract.	
ITEM BACKGROUND			
2019 and approved th	ommittee held their Regular e renegotiation of the Xpo rs Advisory Board to renego	ogo contract. They also rec	• • • • • • • • • • • • • • • • • • • •
BUDGET/FINANCIAL S	UMMARY		
02-593-8099 Special E	vents Budget.		
COMPREHENSIVE PLA	AN GOAL		
LEGAL REVIEW			
Sent to Legal:	YES:	NO:	_
Approved by Legal:	YES:	NO:	
Comments:			
RECOMMENDATIONS/	COMMENTS		

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/28/2018	
ORGANIZATON INFORMATION	
Name of Organization: XPogo	
Address: 7355 Padre Blvd	
City, State, Zip: South Padre Island, TX 7859	7_
Contact Name: Michael Flores	Contact Office Phone Number: 956-761-8199
Contact Cell Phone Number: 956-761-8199	
Web Site Address for Event or Sponsoring Entit	tywww.sopadre.com
Non-Profit or For-Profit status: Non-Profit	Tax ID #:
Entity's Creation Date: 2018	
Purpose of your organization: Provide an extra layer of entertainment during	g low occupancy weekends.
EVENT INFORMATION	
Name of Events or Project: XPogo	
Date of Event or Project: 4-5 events in 2019	
Primary Location of Event or Project: South Page	adre Island
Amount Requested: \$\frac{20,000}{}{}	



Primary Purpose of Funded Activity/Facility: Generate overnight stays, and provide family friendly entertainment to SPI visitors.
Generate overlight stays, and provide family mentily entertainment to or 1 visitors.
How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)
Percentage of Hotel Tax Support of Related Costs
Percentage of Total Event Costs Covered by Hotel Occupancy Tax
Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event
Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event
If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities%
Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:



Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

a)	Convention Center or Visitor Information Center: construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$
b)	Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$
c)	Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$
d)	Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$
e)	Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$
f)	Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$
Hov	v many attendees are expected to come to the sporting related event?
	v many of the attendees at the sporting related event are expected to be from another city or nty?
	antify how the sporting related event will substantially increase economic activity at hotels within city or its vicinity?



g)	any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.
	Amount requested under this category: \$
Wha	at sites or attractions will tourists be taken to by this transportation?
Will	members of the general public (non-tourists) be riding on this transportation?
Wha	at percentage of the ridership will be local citizens?
h)	Signage directing tourists to sights and attractions that are visited frequently by hotel
	guests in the municipality.
	Amount requested under this category: \$
Wha	at tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

the Event or Project will use So	
ipate the majority of the tour	ists will stay:
for this event at an area hotel	l and if so, for how many rooms and at
three years) that you have hos and the number of hotel roor	sted your Event or Project with amount ms used:
Assistance Amount	Number of Hotel Rooms Used
pact of your event on area hotors, etc.)?	el activity (e.g.; room block usage
government entities, and gra	ants that have offered financial
on? No	
from the event? No	
	how will it be used?
	three years) that you have host and the number of hotel room. Assistance Amount cact of your event on area hotel rs, etc.)?



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

 Newspaper: 	\$
• Radio:	\$
• TV:	\$
 Website, Social Media: 	\$
 Other Paid Advertising: 	\$
Anticipated Number of Press Relea	ises to Media:
Anticipated Number Direct Mailing	s to out-of-town recipients:
Other Promotions:	
A link to the CVB must be included booking hotel nights during this ev	d on your promotional handouts and in your website for vent. Are you able to comply?
Will you negotiate a special rate or Yes	r hotel/event package to attract overnight stays?
[If we have a tour operator, we will re	equire them to use that service.]
What other marketing initiatives ar this event? SoPadre website, Facebook, Twitter, TA	re you planning to promote hotel and convention activity for
What geographic areas does your o	event reach?
If the funding requested is related	to a permanent facility (e.g. museum, visitor center):
Expected Visitation by Tour	rists Monthly/Annually:
	isit the facility who indicate they are staying at area % (use a visitor log that asks them to check a box if they are facility)



What amount of event insurance do you have for your event and who is the carrier:
[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]
Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply? Yes No
Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.
SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:
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Submit to complete applications to:
Marisa Amaya Event Development & Packaging Manager Convention and Visitors Advisory Board C/O City of South Padre Island Convention and Visitors Bureau

7355 Padre Blvd. South Padre Island, TX 78597

Phone: (956) 761-3834 Email: marisa@sopadre.com





XPOGO LLC STUNT TEAM ENGAGEMENT AGREEMENT

City of South Padre Island, Texas, henceforth known as "Client," agrees to hire The Xpogo Stunt Team, henceforth known as "Xpogo," for 6 days of Xpogo Exhibitions on:

May 24 - 25, 2019, July 5-6, 2019, and August 2-3, 2019

Furthermore, the two parties agree to the following: Xpogo will execute (3) 20-25 Minute Shows per day + Meet-n-Greets and as-needed Media Appearances in South Padre Island, Texas, with (2) professional Xpogo athletes and (1) Emcee.

1. TALENT ENGAGEMENT SPECIFICS

The Xpogo Exhibition will specifically consist of professional Extreme Pogo performances designed for large crowds and consisting of top Extreme Pogo stunts, crowd interaction, and featuring top Xpogo athletes.

2. XPOGO TO PROVIDE

- Athletes
- Pogo Sticks
- Auxiliary Equipment
- Transportation into Market + Ground Transportation + Per Diem
- Show Type "CLASSIC" (see rider)
- Set-Up Type "CLASSIC"

3. CLIENT TO PROVIDE

Setup for the exhibition space will be the responsibility of Client. Specifically the Client will provide:

- An ideal footprint 35' (L) x 25' (W) x 20' (H) for exhibition
- Standard Police/Bike Barricades surrounding Xpogo Footprint for crowd safety and so Xpogo can hang Fence Mesh Banners to create an exciting look/feel of space
- Lodging for the duration of the event. One bed per person required. Room sharing is acceptable and encouraged.
- A standard sound system + (1) Wireless Mic + Aux Cable + Input for Aux Cable
- EMTs on-site or on-call for medical attention, in the case of emergency
- Additional items as relevant from Xpogo Performance Rider (below)

4. FEES AND SALES AND LAW

Client will pay Xpogo a rate of \$17,400 USD as compensation for this exhibition payable via check, credit card, or federal wire according to the following payment plan: Fee must be paid 50% upon receipt of contract and 50% net 15, from May 27, 2018 by mailing a check to Xpogo LLC's PA office [Xpogo LLC | 1256 Franklin Avenue, Pittsburgh, PA 15221] if Xpogo LLC Senior Manager is not present to receive in-hand. Check is not to be handed to an athlete.

Client retains the option of requesting a Certificate of General Liability Insurance from Xpogo LLC and being named as an additional insured, receiving the associated benefits. The City of South Padre Island will be named as an additional insured. If Client does or does not choose to receive additional insured status, to the extent permitted by law, Client shall indemnify, defend, and hold harmless Xpogo LLC and their respective employees and agents, from any and all claims, judgments, or liabilities to which they may be subject through this agreement, beyond the scope of coverage provided by Xpogo LLC's General Liability insurance. To the extent permitted by law, neither Party shall be liable to the other for loss of anticipated profits, business interruption claims, or incidental, punitive or consequential loss or damage of any nature arising from any cause whatsoever in connection with the performance of this Agreement. It is noted that the contract is applied under Pennsylvania State Law, as Xpogo LLC's organizing office is located in Pennsylvania, and all disputes must be adjudicated in PA.



5. PROPERTY LIABILITY WAIVER

If Client, Sponsors, or Partners provide a prop of any type (e.g., a vehicle) for Xpogo athletes to jump over or near to, Xpogo LLC waives all responsibility - and Client, Sponsor, or Partner assumes 100% responsibility - for any accidental or performance-related damages to any such prop.

6. POSTPONEMENT / INDIVIDUAL SHOW DELAY

In the event that the performance environment is deemed unsafe, primarily by Xpogo athletes, along with conversations with the Client (examples include rain, unstable staging, or overcrowding), an <u>individual Xpogo</u> performance (part of a multi-show contract) may be postponed or cancelled in the interest of safety, with no reduction of fee incurred. Reference to the Xpogo Rider will be used to confirm necessary show needs. Xpogo will make every possible effort to ensure that each show occurs and will work with Client to move show times if necessary, to avoid inclement conditions. This applies in the case that an event has not been completely cancelled.

7. CANCELLATION POLICIES

If Client cancels one or more of the weekends' engagement or Xpogo's appearance at the engagement after this agreement is signed but before 24 hours prior to the beginning of athlete travel, the Client must pay Xpogo 50% of fees for those weekend's performances - \$2,900 USD per weekend.

If an event is completely cancelled after the 24-hour mark, due to weather on Event Day, or any other Client Reasons, and through no fault of Xpogo, Client can reschedule Xpogo for a future date within a 3 month period and pay a \$750 Rebooking Fee, or 25% of the Fees, whichever number is higher. If Client cannot reschedule within a 3 month period, and Xpogo has not performed to any degree, Client must pay 50% of Fees; if Xpogo has performed to any degree, Client must pay 100% of Fees.

If Acts of God or 3rd party obstacles (such as border patrol, vehicular malfunction, plane delays, etc.) prevent one or more of the athletes from attending the engagement once they have already begun the travel process, distribution of fees, including changes to engagement fees, will be determined on a case-by-case basis, through fair and non-capricious conversations between Xpogo and Client.

IN WITNESS WHEREOF, the parties have caused their duly authorized representatives to execute this Agreement as of the Effective Date

XPOGO LLC

Name: William Weiner

Title: CEO, Xpogo LLC

Date: 12/28/18

City of South Padre Island, Texas

Name Susan Guthrie

Title: City Manager, City of South Padre Island, TX

Date:



XPOGO LLC TALENT PRODUCTION RIDER

Footprint / Storage Room

- Preferred dimensions of 30' (L) x 25' (W) x 20' (H) (but overall, we are very flexible)
 - Standard Police/Bike Barricades surrounding Xpogo Footprint (if at Fair/Festival) for crowd safety and so Xpogo can hang Fence Mesh Banners, so as to create an exciting look/feel
 - INTIMATE SPACING WILL PROVIDE THE BEST AUDIENCE EXPERIENCE. Larger Spaces will drown out the athletes. The dimensions above, with proper barricading are ideal.
 - Spacing shouldn't be too tight (for safety) or too broad (diluted by dead space)
 - o 30'x25'x20' is the perfect balance of safe and intimate
 - Larger or smaller spaces are <u>okay</u> especially if the show involves props or the space is unique but must be approved through Xpogo first
- Space should be permanent for longer-run events (i.e., not collapsed down each day)
- Ideal set-up is ¾ bleachers or standing audience If in an arena/fair/festival setting.
- Separate Green Room / Dressing Room / Storage area for longer-run bookings

Flooring/Clearance

- Flooring must be <u>extremely durable</u> and <u>not slick</u>. Asphalt, non-slip carpet, unpolished concrete, hard packed dirt, rubberized track, AstroTurf, or tennis-like surface are great. Grass is not approved.
- Deeply supported stage flooring with frequent bracing may be acceptable once approved by Xpogo. NOTE
 that most stages are not durable enough for the pogo sticks each rider will produce 500+ pounds of force
 concentrated into a half-dollar sized area.
- Raised flooring, in general, is not safe unless it is NBA-grade, in which case Xpogo can provide rubber flooring covering that will protect the floor without incident. Any basketball/wood flooring grade that is less-than-professional runs the risk of damage which is assumed by Client and can be mitigated by moving the performance outdoors or onto a non-raised surface. To note: NBA-grade surfaces have been inspected and are safe for use with Xpogo Rubber Matting.
- Marble, polished surfaces, TV studio flooring, arena / professional NBA-grade basketball court flooring, are durable, but slippery and will require flooring covering (carpet runners, etc.) provided by client. Xpogo can provide flooring if needed, additional shipping costs will be applied.
- Lighting or wires lower than 18' above performance space must be removed.

Audio [only if applicable to event type]

- (1-2) Wireless in-hand microphones
- Wireless head microphone
- Basic Amplification System
- Access to 1/8-inch stereo input for Phone access to Phone within performance space (if not possible, a sound technician must be available to change tracks)

Lighting

- Must be clear and consistent lighting on the full footprint of the jumping surface.
- If the event is taking place at night or inside a venue with low lighting, additional lighting must be put in place for the safety of the stunts, until the surface is fully lit.
- Spotlights or direct overhead lighting are preferred for stage and arena settings

Water

Easily accessible water-source or (6) bottled waters for athletes

Medical

On-Site trained EMTs or On-Call Medical





SHOW OPTIONS

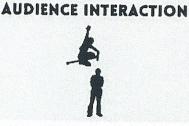
CLASSIC SHOW 15-20 Minute Shows | 500+ Shows Per Year



The best extreme pogo pros in the world throwing down their classic show elements, including:

SYNCHRONIZED POGO





SOLO THROWDOWNS



ATHLETE BATTLE



7 FOOT HIGH JUMP



WORLD FAMOUS FLIP FINALE



20-25 Minute Shows | Exclusively by Request

The Premium Show is top-shelf insanity, designed for clients that want to go all-out. Featuring all of the Classic Show Elements, along with one or more of these heart-pounding stunts:

CAR JUMP



FIRE POGO



9FT HIGH JUMP



FLIP FINALE BATTLE ROYAL



XP060us

Proprietary, Xpogo LLC 2017





SET OPTIONS

NO SET-UP

Just the athletes and their pogo sticks

For clients that simply want to include athletes in an existing environment (e.g., Sports Halftimes, Corporate Ambience)

Client to Provide:

 Speaker System (including speaker, wireless mic. and mixer with ipod hookup)



CLASSIC SET-UP

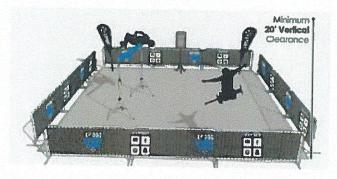


Athletes, Pogo Sticks, High Jump Bar, Banners, and Flags

For clients that want the crowd-drawing classic street show in all its glory

Client to Provide:

- Barricades / Event Fencing (25'x25')
- Speaker System (including speaker, wireless mic, and mixer with Ipod hookup)





PREMIUM SET-UP

Athletes, Poga Sticks, XL High Jump Bar, XL Banners, Flags, Tent, Elevated Jump Boxes, Premium Props

For clients that want absolutely everything on offer, a custom arena thrill show like no other

Client to Provide:

- Barricades / Event Fencing (40'x40')
- Speaker System fincluding speaker wheless mic. and miscr with ipod hookup)
- Dedicated Seating /
 Bleachers
- . "Wow" Prop (ex: Car)





MINUTES

CITY OF SOUTH PADRE ISLAND CONVENTION AND VISITORS ADVISORY REGULAR MEETING

WEDNESDAY, JULY 24, 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, July 24, 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, Daniel Salazar, Tom Goodman, and George Block. Also present was Ex-officio Jose Mulet. Absent was Board Member Arnie Creinin and Ex-Officio Bryant Walker.

City Council: Mayor Dennis Stahl

Staff: City Manager Susan Guthrie, CVB Director Keith Arnold, Executive Services Specialist Rosa Zapata, Office Manager/Accountant I Lori Moore, Senior Marketing and Communications Manager Alisha Workman, and Events Development & Packaging Manager Marisa Amaya.

II. PLEDGE OF ALLEGIANCE:

Chairman Jones led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments were given.

IV. CONSENT AGENDA:

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

- Approval of minutes June 15, 2018 special meeting, June 27, 2018 regular meeting and July 16, 2018 workshop.
- Approve excused absences for Board Member Salazar for June 27, 2018 regular board meeting and Board Member Block for July 16, 2018 workshop.

V. Discussion and action to approve the special events calendar and budget FY 2018-19:

Chairman Jones made the motion, seconded by Board Member Block to approve items 5.1 through 5.33. Motion carried unanimously by those present.

- 5.1 Mariachi Run SPI \$25,000 (Nov 2018)
- 5.2 Christmas Lighting \$20,000 (Dec 2018)
- 5.3 HalloWings \$27,000 (Oct 2018)
- 5.4 Sandcastle Days \$35,000 (Oct 2018)

```
5.5 Holiday Lights over Padre Weekend - $7,000 (Dec 2018)
```

5.6 WOWE - \$2,000 (Jan 2019)

5.7 B&S Kites/SPI Kitefest - \$22,150 (Feb 2019)

5.8 National Tropical Weather Conference - Marketing Budget (April 2019)

5.9 Splash South Padre Island - \$25,000(April 2019)

5.10 Sand Crab Run - \$7,500 (April 2019)

5.11 Open Water Event - \$15,000 (April 2019)

5.12 Obstacle Course Race - \$30,000 (May 2019)

5.13 Shallow Sport Tournament - \$2,500 (May 2019)

5.14 Xpogo - \$20,000 (2019 - 4 different dates)

5.15 MOF Ninja Warrior OCR Kids - \$35,000 (June 2019)

5.16 TIFT - \$12,500 (Aug 2019)

5.17 LKT - \$5,000 (Aug 2019)

5.18 Iron Pigs MC - \$1,500 (Aug 2019)

5.19 Lifestyles MC - \$1,500 (Aug 2019)

5.20 Wahoo Fishing Tournament - \$20,000 (Sept 2019)

5.21 JJ Zapata Fishing Tournament - \$5,000 (Sept 2019)

5.22 Zombie Charge - \$35,000 (Sept 2019)

5.23 Tailgate Weekend - \$75,000 (Sept 2019)

5.24 SPI Triathlon - \$3,500 (Sept 2019)

5.25 Elite Redfish Championship - Marketing Budget (Oct 2019)

5.26 HalloWings - \$27,000 (Oct 2019)

5.27 Mariachi Run SPI - \$25,000 (Nov 2019)

5.28 SPI FAMfest - \$80,000 (Nov 2019)

5.29 Bike Race - \$10,000 (Nov 2019)

5.30 Veterans' Day Weekend - \$20,000 (Nov 2019)

5.31 GoRuck - \$5,000 (Nov 2019)

5.32 BlackLight Race - \$35,000 (Nov 2019)

5.33 Holiday Lights over Padre Weekend - \$7,000 (Dec. 2019)

VI. Discussion and action to recommend to City Council to deny all RFP's regarding SPI 2019 Half Marathon.

Board Member Block made the motion, seconded by Vice-Chairman Curtin to recommend to City Council to deny all RFP's regarding SPI 2019 Half Marathon. Michael Flores, CVB Director of Marketing, Research & Analytics gave the board an update regarding the process. Motion carried unanimously by those present.

VII. UPDATE AND DISCUSSION OF THE CVB 1ST GENERATION DASHBOARD.

Keith Arnold, CVB Director, gave the board an update regarding 1st Generation Dashboard which included subcommittee ongoing DMAIC and project updates.

VIII. MARKETING RESEARCH UPDATE.

Michael Flores, CVB Director of Marketing, Research & Analytics gave the board a summary update regarding STR Reports, UTRGV infographics, Young Strategies, Mindecology, Expedia, Visa Vue Travel, Arrivalist, and United Airlines Chicago to Brownsville case study.

IX. ADJOURNMENT

There being no further business, Chairman Jones adjourned the meeting at 10:01 a.m.
approved this day of July_, 2018.
Vally Jones, CVA Chairman
.ttest:
osa Zapata, CVB Executive Services Specialist





Re: Susan Hill - contract legal review - XPOGO 2019

1 message

Susan Guthrie <sguthrie@myspi.org> To: Michael Flores <michael@sopadre.com>

Tue, Dec 18, 2018 at 4:34 PM

Yes

Sent from my iPhone

On Dec 18, 2018, at 4:29 PM, Michael Flores <michael@sopadre.com> wrote:

Hi Susan, I'm trying to review my status notes on the 2019 XPogo contract and I don't believe I ever asked you to weigh in on the recommendation from our city attorney to change the Pennsylvania dispute clause to the State of Texas. The client has asked to keep this clause but conceded on all other points.

*Are we willing to accept the Pennsylvania vs. Texas clause?

Thanks so much!

Forwarded message -----From: Susan Hill <shill@myspi.org>
Date: Tue, Dec 18, 2018 at 3:19 PM
Subject: Fwd: Susan Hill - contract legal review - XPOGO 2019
To: Michael Flores <michael@sopadre.com>

Michael,

I responded to April, but wanted to touch base with you. According to my notes, you were waiting for a response from Susan G. regarding the Pennsylvania clause. I did not see a response from her - did she respond to you? Also, is the attached document complete with the revisions that were previously mentioned? Let me know how you want to proceed on this. FYI, the Elite Redfish is waiting for Susan G's signature, should be getting that back to you on Thursday.

From: Michael Flores <michael@sopadre.com>

Date: Wed, Nov 7, 2018 at 9:05 AM

Subject: Fwd: Susan Hill - contract legal review - XPOGO 2019

To: Susan Guthrie <sguthrie@myspi.org>

Cc: Susan Hill <shill@myspi.org>, Marisa Amaya <marisa@sopadre.com>

Hi Susan, the company is fine with both changes recommended regarding props and materials but is asking to KEEP the State of Pennsylvania instead of the Texas Law dispute state.

**Would you like to approve their request to keep dispute in Pennsylvania or push back against it?

Thanks!

From: Susan Hill <shill@myspi.org> Date: Tue, Nov 6, 2018 at 10:17 AM

Subject: Fwd: Susan Hill - contract legal review - XPOGO 2019

To: Michael Flores <michael@sopadre.com>

Please see Legal's recommendations below.

From: Cynthia Trevino <cynthia.trevino@rampage-sa.com>
Date: Tue, Nov 6, 2018 at 10:12 AM

Subject: RE: Susan Hill - contract legal review - XPOGO 2019

To: Susan Hill (shill@myspi.org) <shill@myspi.org>

Cc: Susan Guthrie <sguthrie@myspi.org>, Ric J. Navarro <rjnavarro@rampage-rgv.com>, Veronica Duron <vduron@rampage-rgv.com>, Joselin Jimenez <jjimenez@rampage-rgv.com>

Hi Susan.

Attached is the XPogo contract with our recommendations. The biggest concern is that in the event of a dispute, Pennsylvania law will apply to the contract; we recommend that this be revised to Texas Law.

Please let us know if you have any questions or need additional information.

Best regards,

Cynthia Trevino

Associate Attorney

<image001.jpg>

2517 North Main Avenue

San Antonio, Texas 78212

(210) 227-3243 (office)

(210) 225-4481 (fax)

Cynthia.Trevino@rampage-sa.com

www.rampagelaw.com

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From: Susan Hill [mailto:shill@myspi.org] Sent: Friday, November 02, 2018 8:55 AM

To: Cynthia Trevino <cynthia.trevino@rampage-sa.com>; Ric J. Navarro <rjnavarro@rampage-rgv.com>; Veronica Duron <vduron@rampage-rgv.com>; Joselin Jimenez <jjimenez@rampage-rgv.com>; Susan Guthrie <sguthrie@myspi.org>

Subject: Fwd: Susan Hill - contract legal review - XPOGO 2019

Please review and advise on the attached contract for XPOGO 2019. Thank you!

From: Michael Flores <michael@sopadre.com>

Date: Fri, Nov 2, 2018 at 8:53 AM

Subject: Susan Hill - contract legal review - XPOGO 2019

To: Susan Hill <shill@myspi.org>

Cc: Susan Guthrie <sguthrie@myspi.org>, Marisa Amaya <marisa@sopadre.com>, Rosa Zapata <rosa@sopadre.com>

Happy Friday, Susan!

Would you kindly submit this draft contract for the (3) XPogo Stunt Shows in 2019 for legal review?

Once I receive the comments and edits we will route all the supporting documents through staff to be signed by the City Manager. This event was approved by the CVA Board in July of this year and funding has been allocated.

Thank you, ma'am.

Best Wishes, Mike

Michael Flores | Director of Marketing, Research and Analytics

City of South Padre Island Convention & Visitors Bureau 7355 Padre Blvd. South Padre Island, Texas 78597

Office: 956-761-8199 | Cell: 956-207-9972 | Fax: 956-761-3024

E-mail: Michael@SoPadre.com www.SoPadre.com

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

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Susan Hill | City Secretary

City of South Padre Island |City Managers Office 4601 Padre Blvd. South Padre Island, Texas 78597 Office: 955-751, 9100 | Fam. 955, 754, 9300 |

Office: 956-761-8109 | Fax: 956-761-3888 | Mobile: 956-433-9138

E-mail: SHill@MySPLorg www.MySPLorg

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



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Susan Hill | City Secretary City of South Padre Island |City Managers Office 4601 Padre Blvd. South Padre Island, Texas 78597 Office: 956-761-8109 | Fax: 956-761-3888 | Mobile: 956-433-9138



CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE:	March 27, 2019
NAME & TITLE:	Jose Mulet, Valley International Airport
DEPARTMENT:	Convention and Visitors Advisory Board Ex-Officio
ITEM	
Presentation and disc	ussion update on the Valley International Airport Operations.
ITEM BACKGROUND	
The CVA Board ha ongoing projects.	d requested for an update from Valley International Airport regarding
BUDGET/FINANCIAL	SUMMARY
No financial action.	
COMPREHENSIVE PLAN GOAL	
LEGAL REVIEW	
Sent to Legal:	YES: NO:
Approved by Legal:	YES: NO:
Comments:	
RECOMMENDATIONS/COMMENTS	





VIA nine member Airport Board

Chairman



Nicholas Consiglio

Chairman Pro-Tem



Rolando Rubiano

Members



Ricky Leal



Vicki Moore



Craig Lonon



Robert R. Ferris



Tito Resendez



Julie Ezell-Perez



Richard Franke



Mayor Boswell Ex-officio



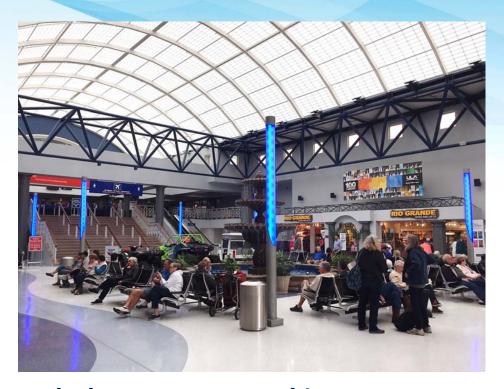
Dan Serna Ex-officio



Upgrades & Renovations

12 Million in Upgrades & Renovations

- 1. New aircraft fire & Rescue facility.
- 2. Updated Electrical Grid
- 3. LED runway lights
- 4. Updated HVAC System
- 5. Replace Dome Roof Panels
- 6. New Terrazzo Floors
- 7. Expand Runway System

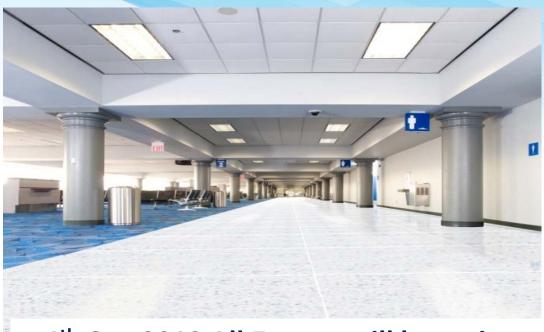


Funded over 6 years taking on NO DEBT!



Upcoming Projects

- 1. New Terrazzo Floors 2nd floor
- 2. Extend runway to 9,400 ft.
- 3. Add new passenger boarding bridge to Gate 1 & Gate 3 (possibility)

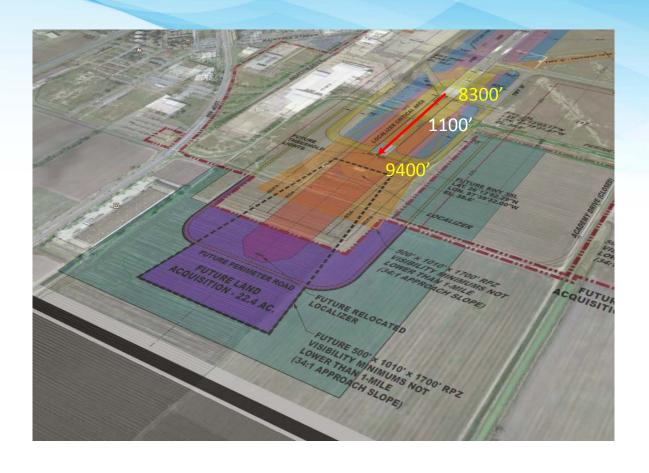


4th Qtr. 2019 All 7 gates will be active



Upcoming Projects

- 1. New Terrazzo Floors 2nd floor
- 2. Extend runway to 9,400 ft.
- 3. Add new passenger boarding bridge to Gate 1 & Gate 3 (possibility)



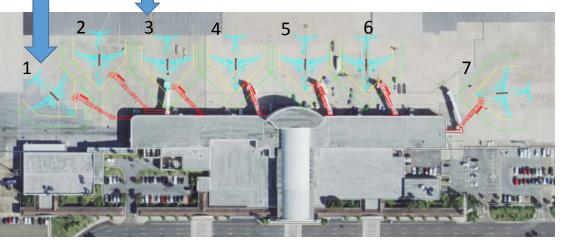


Upcoming Projects

- 1. New Terrazzo Floors 2nd floor
- 2. Extend runway to 9,400 ft.
- Add new passenger boarding bridge to Gate 1 & Gate 3 (possibility)

New











8. Director's Report

Project Scope:



Reconstruction of Apron and TWY H:

Project Total: \$15,550,000 Spent to date: \$1,558,147



8. Director's Report







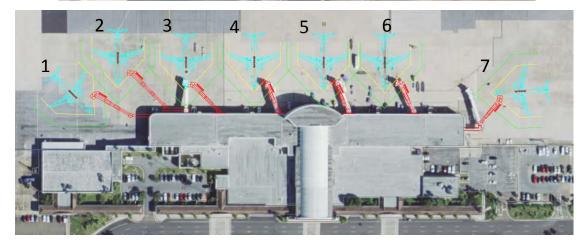
8. Director's Report Lobby Roof Replacement:





8. Director's Report





Terminal Passenger Boarding Bridge Project:

Project Total: \$2,000,000

Spent to date: \$0

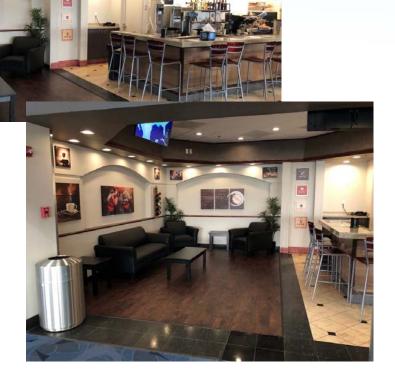
- ➤ This project is part of the airports PFC application # 6 which was approved by the FAA in October of 2018 and the application collections start on March 1, 2019.
- ➤ The terminal has two bridges that have outlived their useful life and it is time to replace them. Also, due to the additions of two new airlines and the peak times that are coming, there will be a few days a week that every passenger boarding bridge will be in use all at the same time with the airports current configuration.
- ➤ So we have started design on replacing two of our current bridges and then also adding 2 additional bridges to the airport terminal configuration. This will bring the passenger boarding bridge count from 5 to 7 at Valley International Airport



8. Director's Report

Terminal updates:

- Wine and Coffee Bar improvements;
- Baggage display monitors.









Nonstop Service

Southwest's

Southwest: Austin Daily x Sat Houston/Hobby – Daily UNITED

United: Houston/Bush- Daily

American: Dallas - Daily - NEW!

Frontier: Chicago 2X & Denver 3X – Non-stop – NEW!

Sun Country: Minneapolis & St. Paul – 3-5X per Week*

Delta: Minneapolis & St. Paul Non-stop - Daily x Tue**

* Seasonal (Nov-May) ** Seasonal (Dec-Apr)

American Airlines







VIA offers flights to both airports in Dallas, Houston and now Chicago

VIA offers the most airlines, nonstops and connections in the RGV!



The Valley's Airport

Casino Charter Service

Great Value!

- Packages: Double Occupancy
 \$500 \$229 Per Person
 Includes Airfare & Hotel
- 3 Nights / 4 Days
- Nonstop Flight
- 150+ Passengers per flight

Passenger Average Age: 40+

Sun Country: Laughlin NV



Harrah's Resort 3-5 Annual



Riverside Resort 3-5 Annual



3 Casinos & Resorts 3-4 Annual

Passenger County: Cameron, Hidalgo, Nueces, Starr, Willacy



The Valley's Airport

Air Cargo

VIA Ranked #77 in the nation

- VIA 263 Million LBS
- 10 Daily Flights
- Largest Aircraft







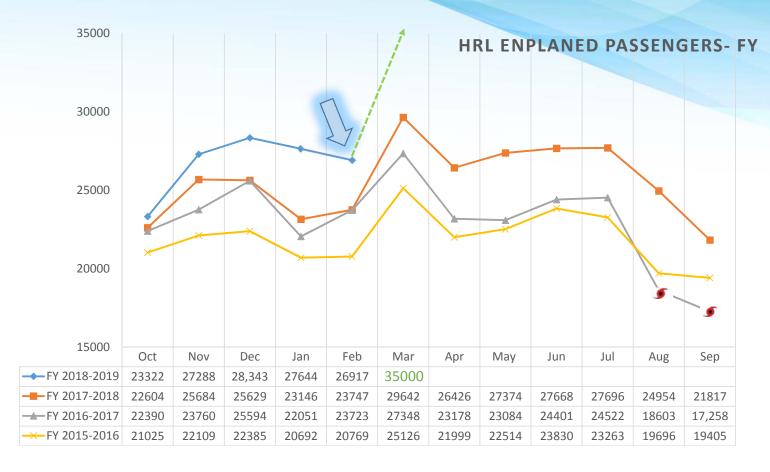




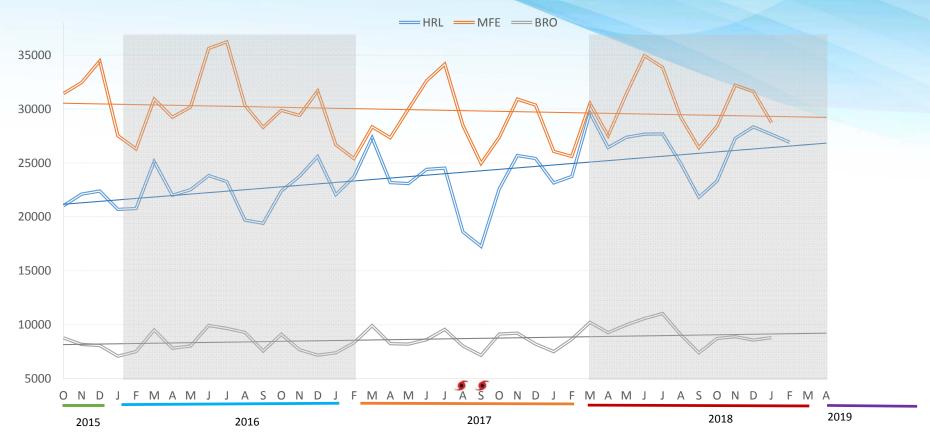


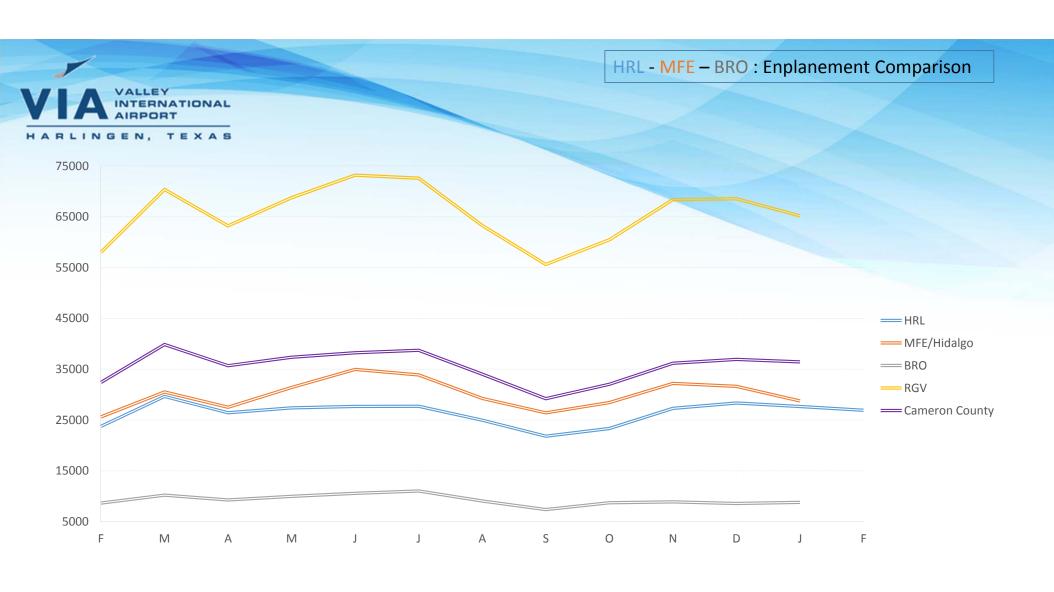


5d. Reports – Progress Report













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

MEETING DATE:	March 27, 2019
NAME & TITLE:	Daniel Salazar, CVA Board Chairman and Sean Till, Special Events Committee Chairman
DEPARTMENT:	South Padre Island Convention and Visitors Advisory Board/Special Events Committee
ITEM	
Discussion and possii Council for approval.	ble action regarding proposed Special Event Subcommittee Policy and recommend to City
ITEM BACKGROUND	
	ommittee made recommendations at their regular meeting held on March 6, 2019 to create committee Policy and for City Council to approve.
BUDGET/FINANCIAL	SUMMARY
No financial action.	
COMPREHENSIVE PI	AN GOAL
LEGAL REVIEW	
Sent to Legal:	YES: NO:X
Approved by Legal:	YES: NO:X
Comments:	
RECOMMENDATION	S/COMMENTS

Approve recommendation to City Council regarding Special Event Subcommittee Policy.

Proposed South Padre Island Special Events Subcommittee Policy

Introduction:

The City of South Padre Island is committed to facilitating a wide range of special events that highlight the diverse communities within the city. In order to ensure that all events are conducted in a safe and orderly fashion, weighing the social and economic benefit of the event with the general public's well being, oversight for all Special Events is the responsibility of the Special Events Subcommittee. This subcommittee is made up of various individuals with a vested interest in the success of South Padre Island's Tourism Industry, and are appointed by the South Padre Island Convention & Visitors Advisory Board.

Transparency:

- Formation of Agendas and Discussion/Action Items by Special Events Subcommittee members and/or CVB Staff will be included in CVA Board Meeting Packets.
- Votes will be called for Action Items.
 - CVB Staff will annotate vote count, by name, along with reasons for abstentions.
 Votes may be cast in-person, by phone, or electronically. A majority vote on recommendation items will be presented to CVA Board and included in their Meeting Packets.
- Monthly meetings will be scheduled and held at Convention Center with CVB Staff.
 These meetings will allow for City Staff, the Public, City Council, CVA Board, Special
 Event Promoters, Special Event Funding Applicants, and Stakeholders to attend these
 regularly scheduled meetings.
 - Agendas for these recurring monthly meetings will be developed 72 hrs in advance and will be made available to the public upon request.
- Public meetings will include discussion items and presentations only. Possible Special
 Events Subcommittee recommendation items will take place during private sessions and
 through communications with CVB Staff. All votes and abstentions on recommendations
 to CVA Board will be made available to the public by their inclusion in CVA Board
 Meeting Packets.

Goals:

- Utilize South Padre Island's Special Events Marketing Budget to assist the CVA with achieving their overall goal of at least a 10% increase in year over year HOT increases.
- Streamline the Special Events Funding Application Process.
- Streamline the Special Events Permitting Process.
- Streamline the Special Events Marketing Budget based on event funding categorizations.

Recommendations to CVA Board on the following items:

- Special Events Funding Guidelines Adjustments
- Development of Special Event Categorizations e.g. "Signature Events"
- Special Events Permitting Process Adjustments (through City department coordination)
- Special Events Funding Requests Approvals & Dismissals
- Marketing Budget & Special Events Marketing Budget Adjustments

Solicitation of Special Events on South Padre Island:

 Special Events Subcommittee members will be tasked with the solicitation of professional event promoters to develop events on South Padre Island that match the "South Padre Island Brand Experience."

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE:	March 27, 2019			
NAME & TITLE:	Daniel Salazar, CVA	A Board Chairm	ıan	
DEPARTMENT:	Convention and Visi	itors Advisory I	Board	
ITEM				
-		•	Council to dissolve the current Spector spector committee as a subcommittee.	cial
ITEM BACKGROUND				
After the Joint Works members to re-establi	-	•	a strong recommendation from se	veral
motion, seconded by I CVB staff to discuss	Board Member Romes how to effectively	r for the member dissolve the S	ng, Vice-Chairman Goodman maders of the Special Events Committe Special Events Committee and committ	e and create
BUDGET/FINANCIAL	SUMMARY			
No financial action ne	eeded.			
COMPREHENSIVE PL	AN GOAL			
LEGAL REVIEW				
Sent to Legal:	YES:		NO: <u>x</u>	
Approved by Legal:	YES:		NO: <u>x</u>	
Comments:				

RECOMMENDATIONS/COMMENTS

Approve recommendation to City Council to adopt a resolution to dissolve the Special Events Committee.

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE:	March 27, 2019
NAME & TITLE:	Ed Caum, CVB Director
DEPARTMENT:	South Padre Island Convention and Visitors Bureau
ITEM	
Presentation and disc	ussion regarding February 2019 Director's Report.
ITEM BACKGROUND	
CVA Board recomme	ended for a monthly update to be given at the regular CVA Board Meetings.
BUDGET/FINANCIAL	SUMMARY
COMPREHENSIVE PI	AN GOAL
LEGAL REVIEW	
Sent to Legal:	YES: NO:x
Approved by Legal:	YES: NO:x
Comments:	
RECOMMENDATION	S/COMMENTS



SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU

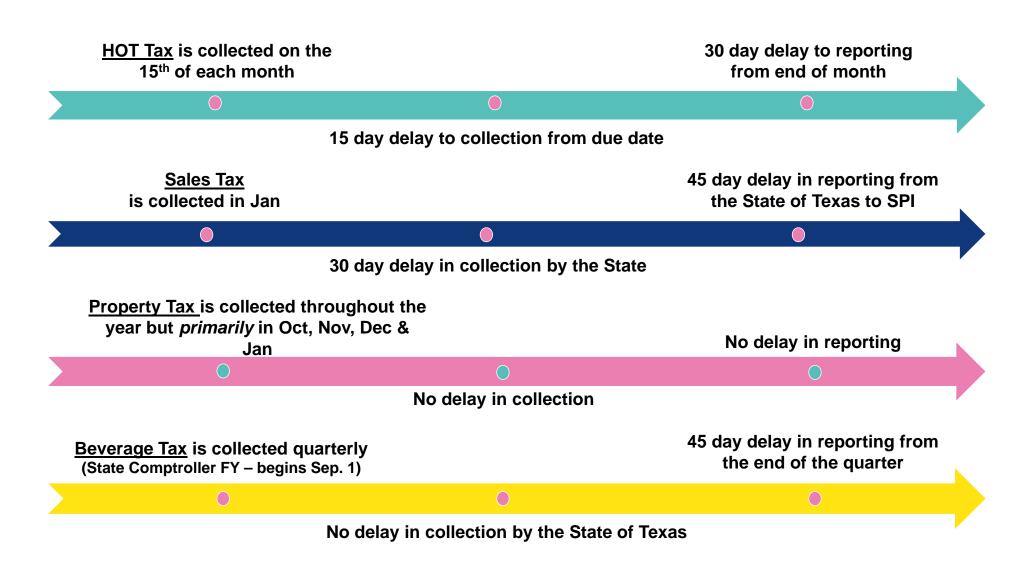
CVB DASHBOARD

MARCH 2019

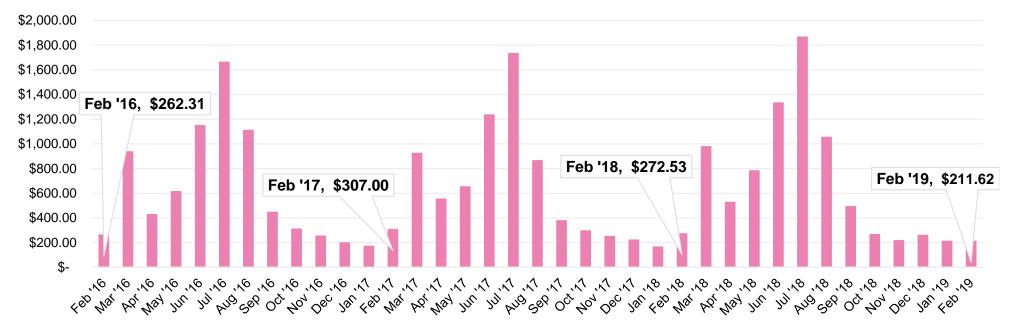


HOTEL OCCUPANCY TAX (HOT)

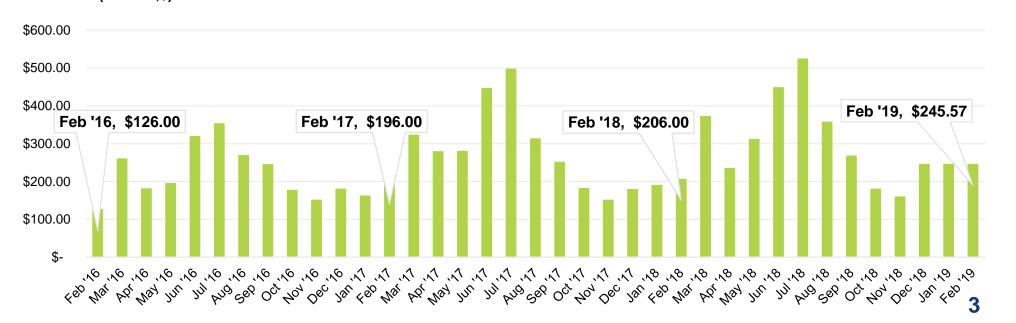
Tax Collections Timeline, By Type



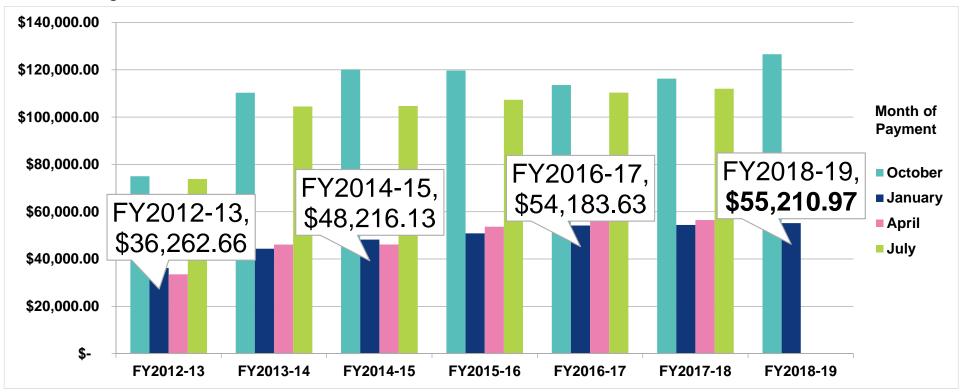
Hotel Occupancy Tax (in 00,\$)



Sales Tax (in 100K,\$)

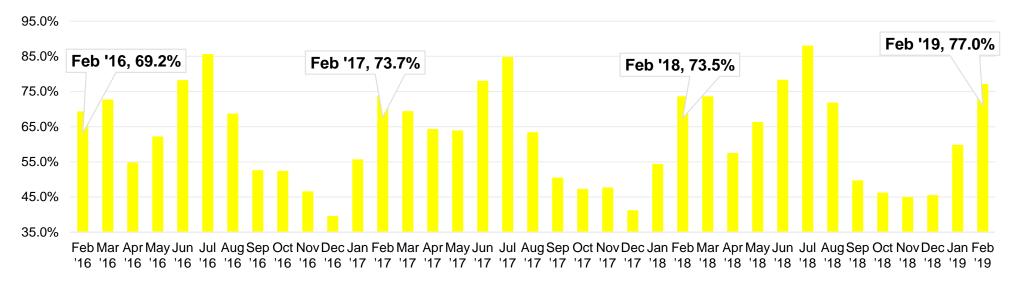


Mixed Beverage Tax

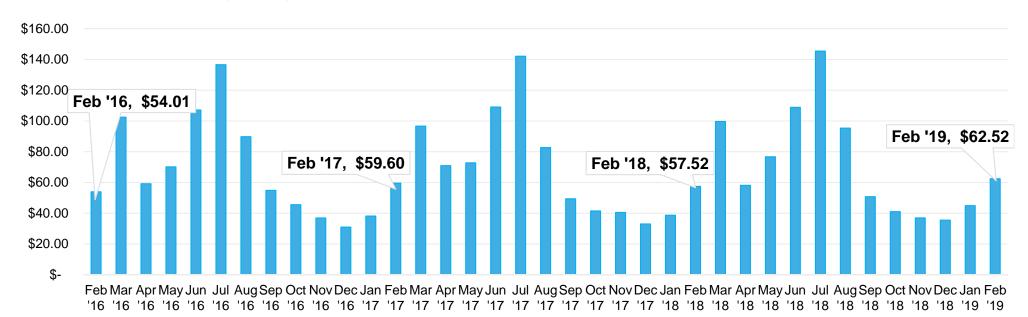


Month of Payment	Months Reported	FY 2018-19	FY 2017-18	FY 2016-17	FY 2015-16	FY 2014-15	FY 2013-14	FY 2012-13
October	Jun/ Jul/ Aug	\$126,584.28	\$116,263.73	\$113,583.54	\$119,689.50	\$120,182.68	\$110,335.73	\$75,021.74
January	Sept/ Oct/ Nov	\$55,210.97	\$54,403.20	\$54,183.63	\$50,872.08	\$48,216.13	\$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

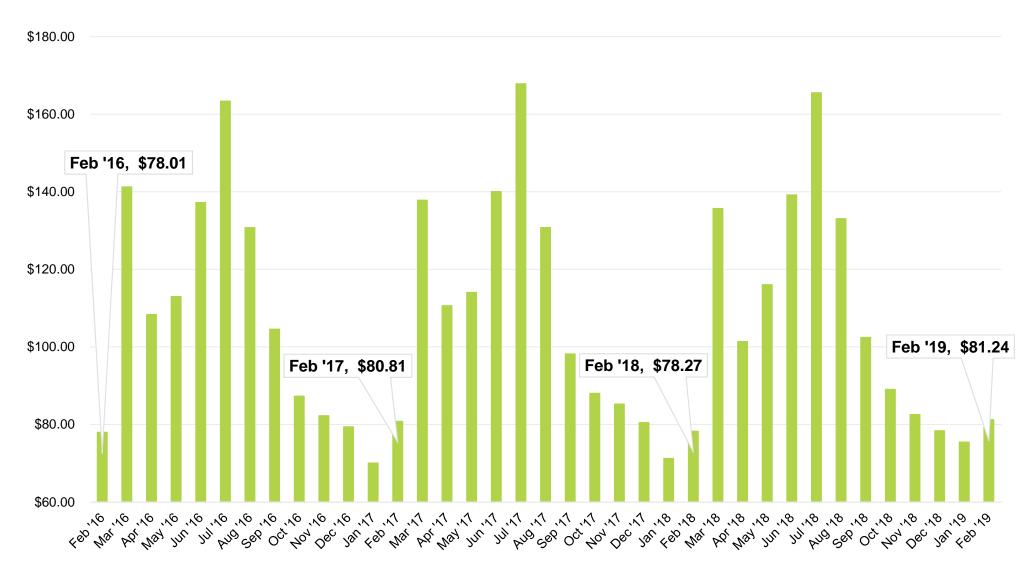
Occupancy



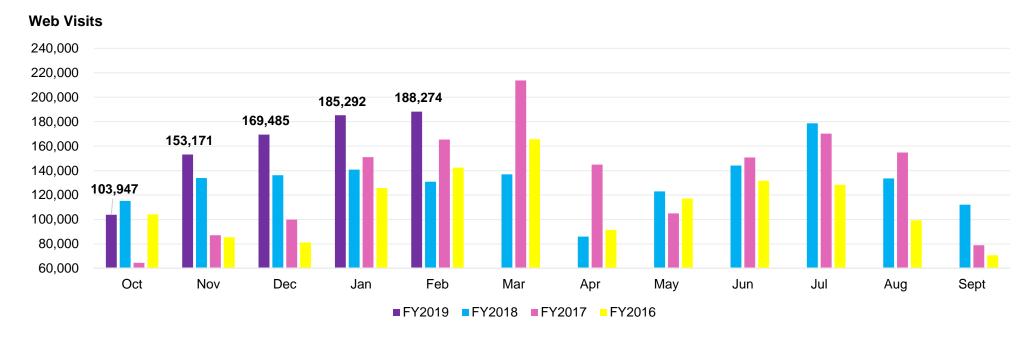
Revenue Per Available Room (RevPAR)



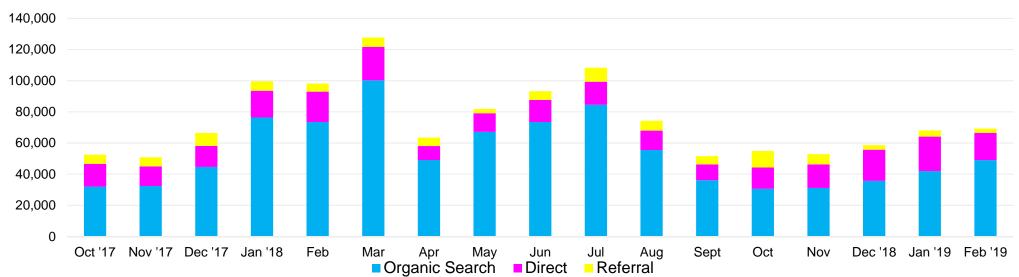
Average Daily Rate (ADR)



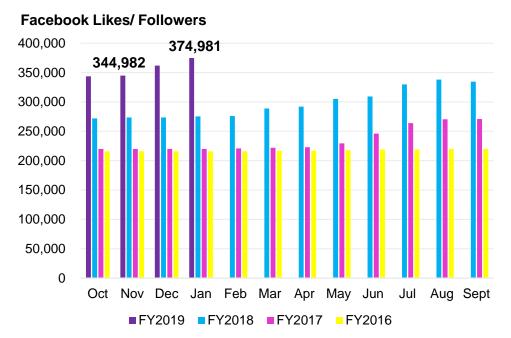
AWARENESS

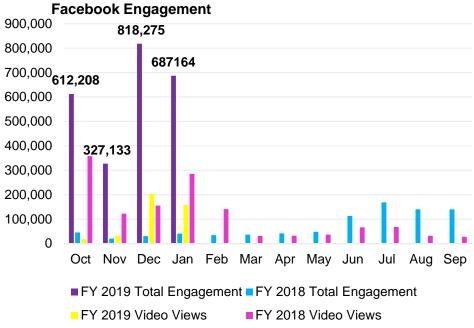


Sources of Website Traffic

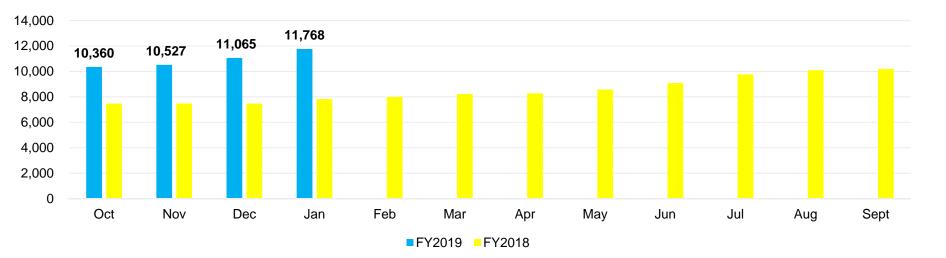


AWARENESS



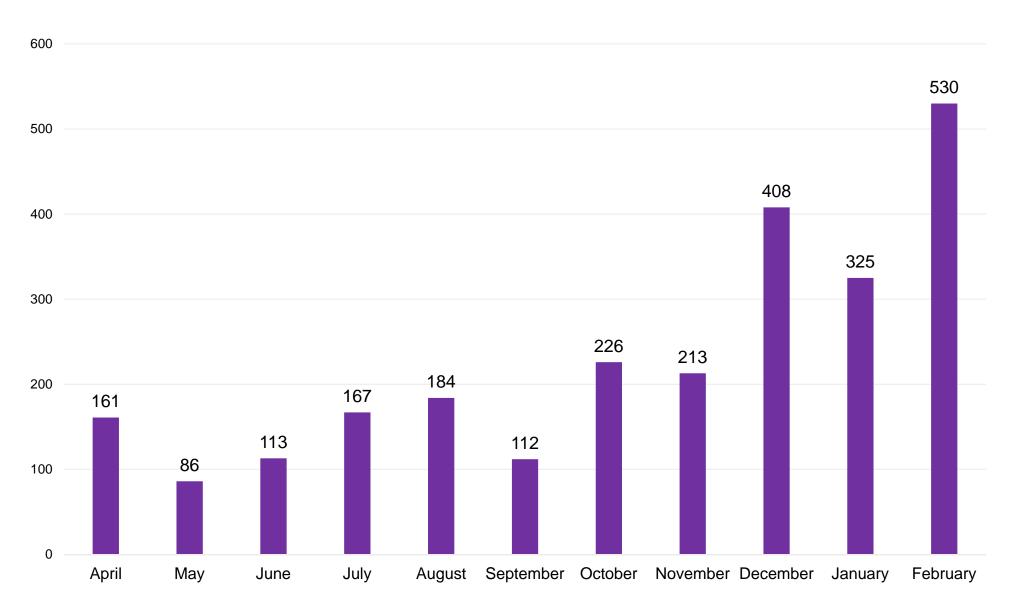


Instagram Followers



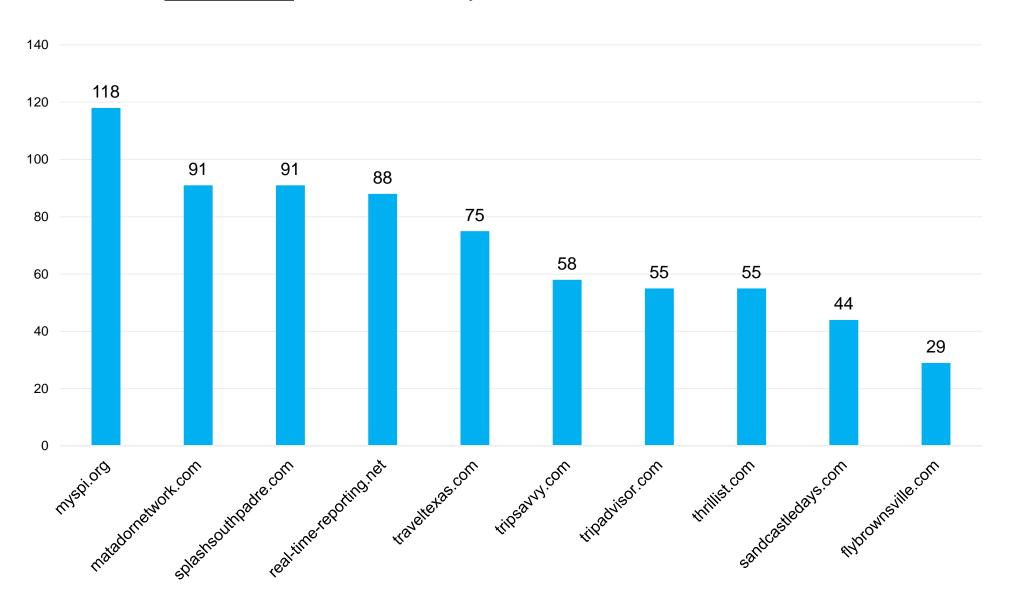
ENGAGEMENT

PR Engagement



REFERRAL SOURCES

Referral sources to www.sopadre.com for the month of February 2019

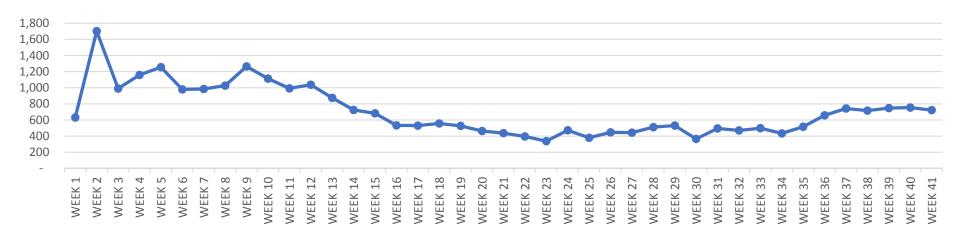


ENGAGEMENT

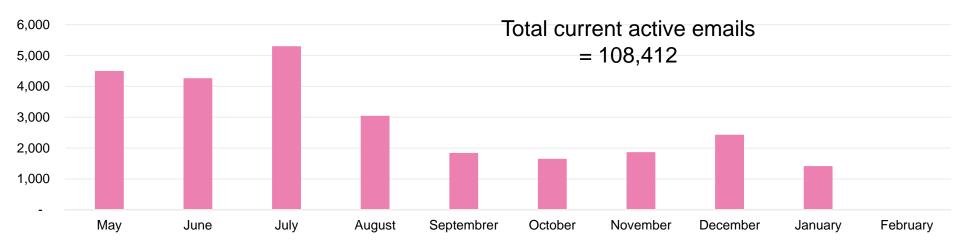
AgileCRM: New Email Sign Up (Per Week)

Month of February = 3,622 new emails

NEW EMAIL SIGN UP Per Week

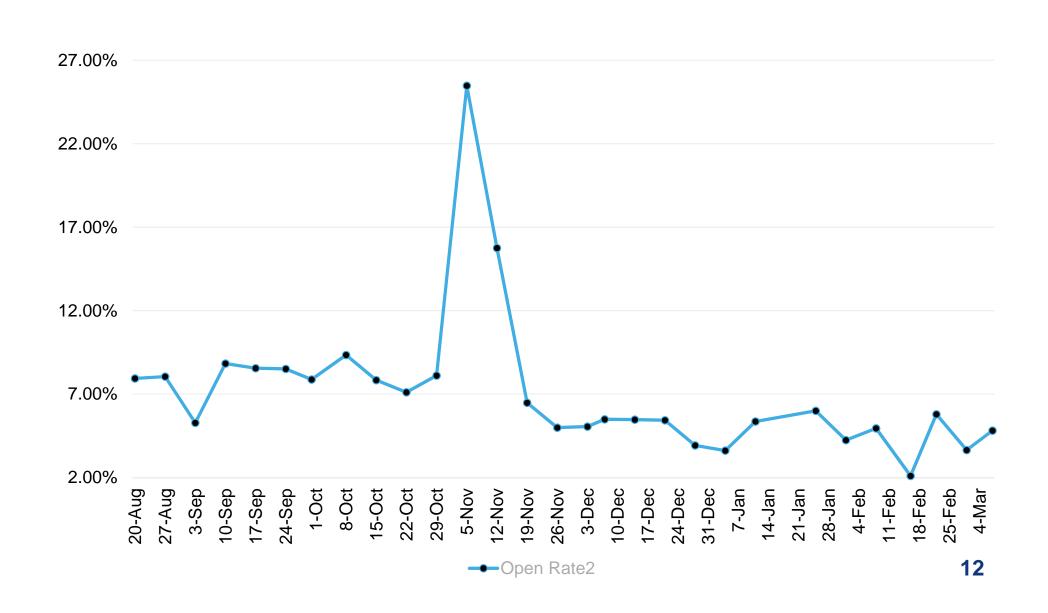


Total New Emails Collected



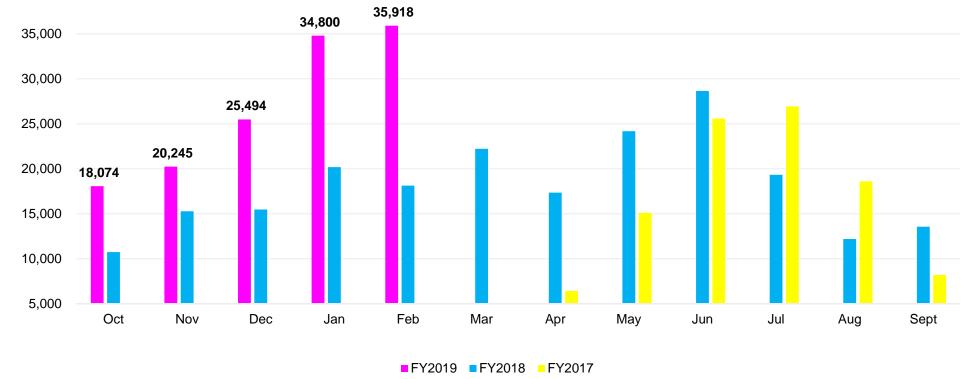
ENGAGEMENT

Open Rate of CRM Weekly Email Blasts

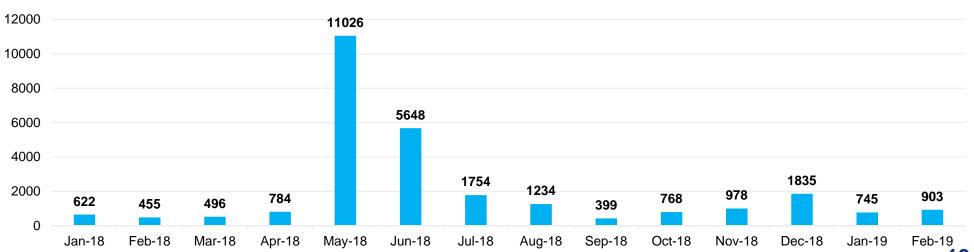


CONVERSION

Outbound Partner Links



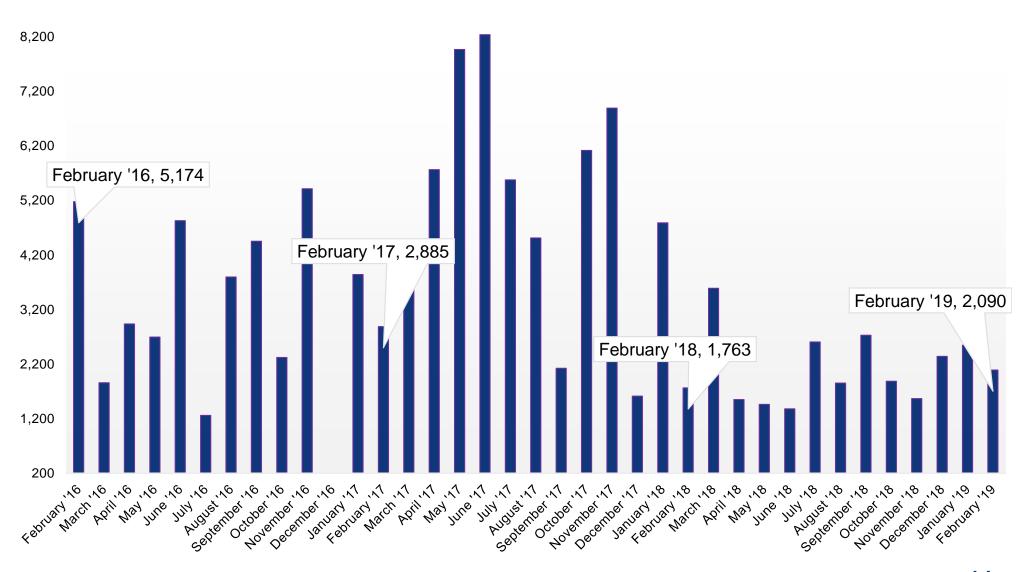
Visitor Guides Requests (Fulfillment House)



13

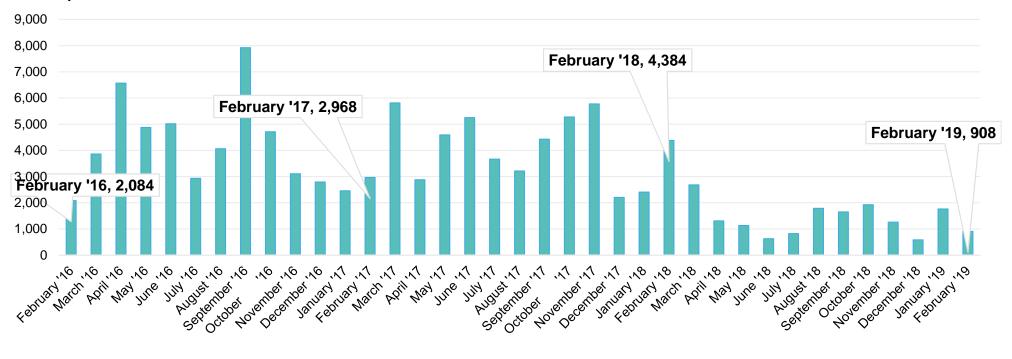
CONVERSION

Group Leads Sent



CONVERSION

Group Business Booked



BOOKED BUSINESS

National Wildlife Rehabilitators Association 2019 Mid-winter Board Meeting (48) National Wildlife Rehabilitators Association 2020 Annual Symposium (860)

TOTAL 908

() Indicates Number of Room Nights Booked

Director's Notes

Mexico Tradeshow Strategy

Lili will be attending the ARLAG tradeshow with Travel Texas (Asociados Representantes de Lineas Aereas de Guadalajara). This show attracts tour operators, travel agents, airlines, media representatives and consumers from Guadalajara and Western Mexico May 14-17, 2019. TAG continues to market, year round, to Mexico through digital, TV, radio and print.

Summer Family Marketing

Customized international and inter/intra-state marketing efforts are well underway to support a strong Summer 2019 campaign effort.

Group Sales

New hire during the month of February for our RGV Sales Manager opening - Elizabeth Rivera, comes with experience on the island from both retail, restaurant, hotel and CVB experience. A lifelong resident of the Valley, Elizabeth will bring a wealth of knowledge of the Valley to assist her in maintaining and growing our account base.

Gene and Michael attended the TACVB Sales Symposium in Houston to present the Island to all members in hopes of boosting attendance for the 2020 TACVB Annual Conference on SPI.

Gene also attended the Connect Chicago Tradeshow in Itasca, Illinois at the Eaglewood Resort and met with 26 qualified meeting planners that expressed interest in the Island for their events. The two-day show provided the first opportunity for the CVB to market the Island, as well as provide information regarding the extra 94,000 seats with direct flights to and from Harlingen and Brownsville. We are waiting to receive 5 RFPs from clients who attended the tradeshow.

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE: March 27, 2019

NAME & TITLE:	Ed Caum, CVB Director/Michael Flores, Director of Marketing, Research & Analytics
DEPARTMENT:	South Padre Island Convention and Visitors Bureau
ITEM	
Presentation and disc Report.	ussion regarding Semana Santa marketing campaign and Q2 Impact Partner
ITEM BACKGROUND	
CVA Board requested held Wednesday, Feb	d an update regarding Semana Santa campaign at their regular board meeting bruary 27, 2019.
BUDGET/FINANCIAL	SUMMARY
COMPREHENSIVE PI	LAN GOAL
LEGAL REVIEW	
Sent to Legal:	YES: NO:x
Approved by Legal:	YES: NO:x
Comments:	
RECOMMENDATION	S/COMMENTS



IMPACT THAT MATTERS

QUARTERLY REPORT



DATE ISSUED

MARCH 2019

SOUTH PADRE ISLAND CONVENTION AND VISITORS BUREAU

STAFF

ADMINISTRATION

Michael Flores, MBA Interim CVB Director

Rosa Zapata Executive Services Specialist

Lori Moore Office Manager/Accountant

MARKETING & COMMUNICATIONS

Alisha Workman, MBA, CTE Senior Marketing & Communications Manager

Jamie Wells, MBA Marketing & Communications Specialist

Marisa Amaya Event Development & Packaging Manager

CONVENTION CENTRE

Joey Rodriguez Operations Manager

SALES/MEETINGS & GROUPS

Gene Rios

Group Business Development Director

Elizabeth Rivera Sales Manager, RGV

Mayra Nunez

CVB Sales & Services Coordinator

Dixie Rowell

Facilities Booking Coordinator

VISITORS CENTER

Lilia DeRousie Visitors Center Manager

Yolanda Davila Information Counselor

Luis Reyes Information Counselor

WHO WE ARE

The South Padre Island Convention and Visitors Bureau (**\$PI**CVB), a division of the City of South Padre Island, is the official destination marketing organization for the Island globally, and the primary sales and marketing organization for the South Padre Island Convention Centre.

WHAT WE DO

Our mission is to generate economic impact and job growth by increasing the Island's hotel occupancy and revenues, while positvely affecting other diverse segments of the hospitality industry. We promote to attract diverse regional, state, and national convention and leisure visitors through creative sales, marketing and communications efforts.

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Meetings & Conventions	7
Travel & Tradeshow Calendar	8
Marketing & Communications	9
Special Events	11



SOUTH PADRE ISLAND CONVENTION AND VISITORS BUREAU

7355 Padre Boulevard South Padre Island, TX 78597 (956) 761-3000 www.sopadre.com

IMPACTING DIRECTION

As the new year takes off in full swing and hotel occupancy tax (HOT) revenue collections are up, year-over-year to date, the South Padre Island Convention and Visitors Bureau would like to communicate just a few of the many projects that are underway. Your destination marketing team is currently close to being fully staffed, and we are well underway to begin our 2019/2020 marketing and budgeting efforts throughout the Rio Grande Valley, the State of Texas, Mexico and the United States as a whole.

We continue to value the input, guidance and perspective offered from our stellar business and industry stakeholders, and would like to especially thank the efforts of the Convention and Visitors Advisory Board and our Special Events Committee. If you have any insight or suggestions on improving how we attract visitors to South Padre Island, please do not hesitate to reach out to the team.

Michael Flores, MBA Interim CVB Director



2018-2019

CONVENTION & VISITORS ADVISORY BOARD

DANIEL SALAZAR

Chairman ISIA GRAND BFACH RESORT

TOM GOODMAN

Vice Chairman

PADRE ISLAND RENTALS

BRYANT WALKER

Ex-Officio Member Brownsville/South Padre Island Airport

JOSE MULET

Ex-Officio Member
VALLEY INTERNATIONAL AIRPORT

BOARD MEMBERS

ARNIE CREININ Coastal lifestyles

BOB FRIEDMAN

SEA RANCH RESTAURANT

CHAD HART

INERTIA TOURS

BRYAN PINKERTON

ISLAND SERVICES

PAMELA ROMER

INN AT SOUTH PADRE

MARKETING COMMITTEE

DANIEL SALAZAR TOM GOODMAN

SPECIAL EVENTS COMMITTEE

SEAN TILL

Chairman

DOYLE WELLS

Vice Chairman

ALEXANDRA BROTZMAN LISA GRAVES CODY PAGE TOMMY SAENZ SEAN SLOVISKY

MARCH 2018 IMPACT THAT MATTERS

IMPACTING DIRECTION

DIRECTORS NOTES

CVB WELCOMES NEW STAFF

It's a busy time here at the CVB as we roll out the welcome mat to new staff. If you happen to see them, please say hello and welcome them to the CVB family.



GENE RIOS

With over 30 years experience, Gene Rios joins the CVB Sales team as the **Group Business Development**Director who will enhance the client experience through excellent customer service before, during and after their conference or meeting.



ELIZABETH RIVERA

With over 10 years experience, Elizabeth Rivera joins the CVB Sales team as the Rio Grande Valley (RGV) Sales Manager who will spearhead all ongoing efforts to continue and build new events, conference and group meeting business.

FRONTIER AIRLINES

Denver-Harlingen marketing campaign and hotel partner cooperative marketing efforts has been deployed in support of the Frontier Airlines, Denver-Harlingen flights. This campaign is focused on families and budget travelers over the next months.

AMERICAN AIRLINES

Dallas-Harlingen marketing campaign in in the planning phase with Harlingen's marketing team and CVB staff. Amplifying mid to lower level funnel conversion marketing efforts will be the focus of this effort. This will be an all digital campaign.

UNITED AIRLINES

Dallas-Brownsville marketing campaign to support the new Denver-Brownsville flight is in the early stages of planning and implementation. This campaign should deply within the next 30 days.

VISITORS CENTER

Small updates to equipment are taking place; AC, overhead lighting, carpeting, restroom, indoor/outdoor painting.
Kiosks and touch screens in the lobby are being evaluated and priced for the best possible user experience. Staff is researching the many options available for a mobile VC. City Council has asked that this project be ready by Summer 2019 and be comprised of full interactive components.

SPECIAL EVENTS COMMITTEE

A regular meeting, joint workshop and one-on-one with committee members have been executed with the seven new special events committee members.



SPI CVB

IMPACTING REVENUE

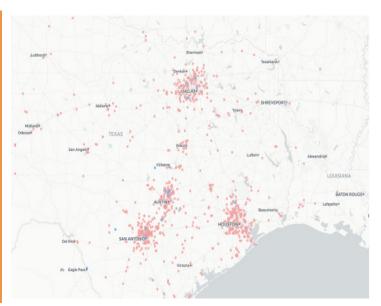
RESEARCH & ANALYTICS

The South Padre Island Convention and Visitors Bureau has strived to become a more data-driven destination marketing organization.

ARRIVALIST

Uses a proprietary and statistically compelling panel methodology with data from over 120 million monthly active consumers—who mirror the general adult population—and then applies rigorous analysis and technology to produce broad and relevant insights regarding consumers' visitation behaviors. Arrivalist helps the South Padre Island CVB better understand the in-market movement patterns of both our current and prospective consumers - even those of competitors.

t Each dot represents the origin city of an actual visitor to South Padre Island



EAGLERASS CORRUS CHRISTI NUEVO LARGOO MALANGROS MALANGROS MALANGROS

Source: Arrivalist / Late Spring-Early Summer (April 1 - May 31, 2018)

Young Strategies, Inc

Helps South Padre Island understand and predict visitor behavior and provide the tools to act on that information

Key Data

Reporting and analytics tool that provides the industry's first access to direct source vacation rental data in a real-time dashbard.

STR

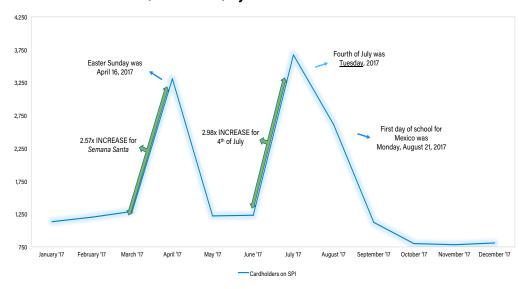
Provides premium data benchmarking, analytics and marketplace insights to drive industry standards and to encourage evolved thinking about data.

BE INFORMED WITH DATA

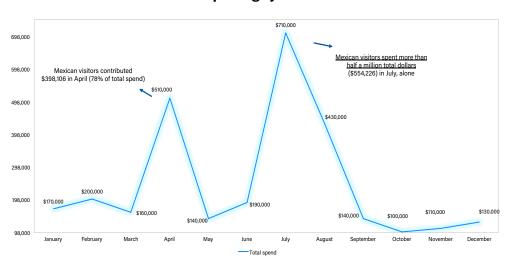
With the help of data tools like **VisaVue**, **Young Strategies**, **STR**, and more, we are able to gather powerful insights and benchmarking data to enhance our fiscal year

MARCH 2018 IMPACT THAT MATTERS

International Visitors (Households) by Month



International Visitors Total Direct Spending by Month



Top 11 Origin Countries by Total Spend

Origin Country	Net Cardholder Count	Total Sales Amount	Average receipt total per spender	Lodging spend ONLY	Total HOT collected by the City (10.5%)
Mexico	13,572	\$2,331,189	\$86.28	\$1,275,571	\$133,934
Canada	1,914	\$438,202	\$77.37	\$194,567	\$20,429
United Kingdom	183	\$40,288	\$87.77	\$24,865	\$2,610
Germany	143	\$25,089	\$69.12	\$14,257	\$1,496
Switzerland	34	\$14,268	\$104.14	\$6,652	\$698
China	48	\$10,846	\$119.19	\$5,848	\$614
South Korea	66	\$10,133	\$91.29	\$6,105	\$641
Saudi Arabia	31	\$8,504	\$157.48	\$6,195	\$650
France	59	\$8,488	\$62.88	\$4,420	\$464
Spain	67	\$8,077	\$61.65	\$3,294	\$345
Brazil	40	\$6,777	\$57.92	\$3,230	\$339
Totals	15,718	\$2,901,860	\$88.64	\$1,545,004	\$162,220

Source: VisaVue Travel International Data, 2017



VisaVue® Online (VVO) puts our latest transaction and benchmarking data from the world's largest retail electronic payments network* in our hands.

VisaVue provides the CVB team with powerful insights into our portfolio by gathering transactional data, then interpreting and transforming it into easy-to-understand reports.

* Based upon payments volume, total volume, number of transactions and number of cards in circulation



11 countries account for 97% of all international spending on South Padre Island.

Mexico and **Canada** account for 95% of all international spending.

Top 3 Visitors Who Spend the Most on South Padre Island

- 1. Saudi Arabia
- 2. China
- 3. Switzerland

6 SPI CVB

IMPACTING FUTURE BUSINESS

MEETINGS & CONVENTIONS

Our experienced sales team focuses on booking meetings, conventions, tradeshows and events into the South Padre Island Convention Centre, Island hotels and off-site venues. Attendees stay overnight, dine in restaurants, visit our beach and bayside attractions, and more.

THE CONVENTION AND GROUP SEGEMENT DRIVES BOTTOM-LINE RESULTS FROM SOUTH PADRE ISLAND HOTELS

GROUP SALES

Gene Rios attended **Southwest Showcase** with our Island Partners, Ms. Teri Murphy (Isla Grand Beach Resort); Jimmy Navarro (Pearl Beach Resort); and Mike Bigelow (Schlitterbahn Beach Resort).

This tradeshow is attended by Association executives and meeting planners statewide who participate in educational workshops and a luncheon, and concludes with a supplier tradeshow to familiarize attendees with new destinations and other vendors that they may utilize in planning their conferences. We were able to capture three (3) leads from the show and had fifty-two (52) visits to our booth. These leads totaled approximately 850 room nights and included ample food and beverage requests.

We also had clients ask about the convention center expansion as they have been interested in South Padre Island for their annual convention but, at this time, the Convention Centre is not large enough to handle their meeting space requirements.

MEXICO TRADESHOW STRATEGY

Staff was asked to look into the possibility of reinitiating many of the Mexico-based tradeshows, state wide and nationwide cooperative programs with other destination marketing organizations, as well as marketing in our most lucrative regions. Currently, staff is evaluating some of the past functions in which we participated, as well as marketing opportunities available to South Padre Island for the remainder of the year.

BOOKED BUSINESS HELD
AT THE SOUTH PADRE ISLAND
CONVENTION CENTRE

February 2019

2,546 (



1,765
Group Business Booked



MARCH 2018 IMPACT THAT MATTERS

TRAVEL & CONSUMER TRAVEL TRADESHOW CALENDAR

Each year, the CVB Sales team attends several trade shows to promote South Padre Island and the South Padre Island Convention Centre to meeting and convention planners. In addition, each year South Padre Island is represented at consumer trade shows throughout country.

Name	Date	Location	Туре
MPI TX Hill Country Chapter Education Conference	November 1, 2018	Austin	Social/Tradeshow
TSAE Celebration Luncheon	December 13, 2018	Austin	Social/Tradeshow
Meeting Planner Happy Hour	December 13, 2018	Austin	Social/Tradeshow
MPI Jingle Mingle	December 19, 2018	Austin	Social/Tradeshow
Southwest Showcase	January 23, 2019	Austin	Tradeshow
TACVB Houston Sales Blitz	February 11-13, 2019	Houston	Training
TTIA Unity Dinner	February 20 & 21, 2019	Austin	Social
CONNECT Chicago	February 25 & 26, 2019	Chicago	Tradeshow
Dallas Travel Show	March 30 & 31, 2019	Dallas	Tradeshow
UTRGV Campus Blitz	April 1 & 2, 2019	RGV	Sales Blitz
Valley Baptist Blitz	April 3 & 4, 2019	RGV	Sales Blitz
DFWAE A Day 2019	April 29, 2019	Dallas	Social/Tradeshow
TSAE Open	May 15, 2019	Austin	Tradeshow
PYM Live	May 16, 2019	Austin	Tradeshow
Texas Home School Coalition (THSC) Annual Convention	May 30 - June 1, 2019	The Woodlands	Tradeshow
Student Youth Travel Association	August 9-13, 2019	Birmingham, AL	Tradeshow
TSAE New Ideas Conference	September 15-17, 2019	Galveston	Social/Tradeshow
PYM Live	October 2, 2019	Dallas	Tradeshow
CONNECT Texas	October 2, 2019	Grapevine	Tradeshow
CONNECT Familization Tour	October 2019	South Padre Island	Media Tour
PYM Live	November 14, 2019	Houston	Tradeshow
Team Texas National Tour Association (NTA)	December 8-12, 2019	Fort Worth	Tradeshow
Destination Texas	December 10-12, 2019	Dallas	Tradeshow
DFWAE Annual Holiday Luncheon	December 2019	Dallas	Tradeshow

SPI CVB

IMPACTING ENGAGEMENT

MARKETING & COMMUNICATIONS

The Marketing & Communications team supports the SPI CVB and the South Padre Island Convention Centre by promoting South Padre Island through innovative marketing, advertising, public relations, social media, digital communications and comprehensive website.

Our efforts target meeting and convention planners, influencers, convention attendees, domestic group tour operators and overseas leisure travelers and travel trade professionals.

EARNED MEDIA

Through public relations and media relations efforts, we secure priceless exposure for South Padre Island as a top travel destination and a premier place to hold a convention or event.

SOCIAL MEDIA INFLUENCER

In an effort to increase our engagement with top social media influencers, staff is currently identifying opportunities to partner and develop an itinerary/travel guide and social media push based on a variety of audience segments and themes.

This project will include a social media "takeover" enhanced with with paid boosts behind key Instagram and Facebook content.

SPRING 2019 MEDIA FAM

South Padre Island will host media on a Spring familiarization tour May 14-17, 2019.

SUMMER 2019 MEDIA FAM

South Padre Island will host media on a Summer familiarization tour July/August 2019. This media tour will feature journalists from Los Angeles and Seattle from a variety of entertainment, food and travel publications and websites.

PUBLIC RELATIONS COVERAGE ANALYSIS

February 2019

530 Total Mentions



517.7M

Intal Roach



\$422.2K

Total Publicity Value



Source: CISION

DIGITAL ASSET LIBRARY

Do you need destination images for marketing and promotional purposes? We offer a selection of digital assets for download on Barberstock, our digital asset library.

Preview the gallery, and register for an account. You will be able to download the content once we approve your request, which occurs Monday through Friday, within 72 hours.



MARCH 2018 IMPACT THAT MATTERS

PAID MEDIA

Leverages a variety of paid media channels, including convention trade publications and websites, search engine marketing, digital display and social media advertising.

SPRING 2019 MEDIA FAM

In an effort to support Spring Break lodging partners and capture students who have not finalized Spring Break plans, an additional spend of \$100K was requested from City Council to purchase additional media for the collegiate audience.

SEMANTA SANTA

Customized international and inter/intra-state marketing efforts are well underway to support a strong Easter and Holy Week packaging effort.

WEBSITE REFRESH

Currently underway with improvements that include a transactional "look and book" concept to enhance the visitors experience. New features include a robust event calendar, 360 video, streamlined business listings, enhanced blog layout, and more. Expected completion is April 1.

SUBMIT YOUR EVENT ON SOPADRE.COM

Share your event our the Island's official tourism website and provide us with your event details! Once we review your submission, which occurs Monday through Friday, within 24 hours, your event will be displayed on the website.

- 1. Go to sopadre.com/events/community/add
- 2. Fill out all of the required fields
- 3. Upload image to be displayed on event listing
- 4. Hit "Submit Event"

SHARE YOUR FACEBOOK EVENTS

Send us your Facebook event link through **Facebook Messenger**. Here, the CVB posts news and events to keep our community and visitors updated on South Padre Island tourism information. Additionally, you can keep your calendar up to date when you share events from our event calendar.

OWNED MEDIA

Communicates with key audiences directly through social media, publications, e-communications, our website and more.



CONNECT WITH US

Website: www.SoPadre.com | Email: info@SoPadre.com







Instagram @visitsouthpadreisland



10 SPI CVB

IMPACTING NETWORKS

CALENDAR OF EVENTS | 2019

JANUARY

January 1 Polar Bear Dip

www.claytonsbeachbar.com

Take a plunge in the Gulf of Mexico! Event features live music and costume contests.

January 12 SPI LONGEST CAUSEWAY RUN/WALK

www.portisabelchamber.com

Follows a 6.2 mile (10K) course with awards ceremonies and lunch following the race/walk.

January 22-26 WINTER OUTDOOR WILDLIFE EXPO (W.O.W.E)

www.spibirding.com

Five-day exposition covering a variety of coastal outdoor and nature topics.

January 25-27 SPI MARKET DAYS

Featuring handcrafted jewerly, clothing, cosmetics and frangrances, rare arts and crafts, gourmet treats, exclusive home decor items and more.

January 31

SPI KITEFEST INDOOR PERFORMANCE

www.spikitefest.com

Indoor kite performance, Thursday featuring an array of internationally- known kitefliers.

ONGOING EVENTS

March 30 - September 29
BANDS ON THE BEACH/ LIVE MUSIC & FIREWORKS
www.claytonsbeachbar.com

Friday/Saturdays/Holidays

June - Labor Day FIREWORKS OVER THE BAY www.lbyspi.com

Every Thursday & Friday at 9:15 p.m.

FEBRUARY

February 1 & 2 SPI KITEFEST

www.spikitefest.com

Outdoor performance featuring "show kites" that will be on display throughout the day.

February 9 SPICE CHILI COOKOFF

www.spiwalkforwomen.org

Annual fundraising event featuring chili and bean cookoff, music and supporting a great cause.

February 15 & 16 RGV QUILT GUILD EXPO

www.rgvqg.com

Enjoy speakers, vendors, demonstrations, door prizes and quilted items on display.

February 22 - 24 SPI MARKET DAYS

Featuring handcrafted jewerly, clothing, cosmetics and frangrances, rare arts and crafts, gourmet treats, exclusive home decor items and more.

MARCH

March 2 & 3 Spring Break Jam

A car, truck, motorcyle show with a Tattoo Expo featuring some of the finest tattoo artists in Texas.

March 6-13 BEACH BASH

www.padremaniac.com/rock-star-beach

A series of concerts during Texas Week hosted at Rockstar Beach.

March 11-17

SPRING BREAK: TEXAS WEEK

www.sopadre.com/springbreak

A tropical oasis dedicated to the experience that never sleeps, stops, or slows down.

APRIL

April 3-6

NATIONAL TROPICAL WEATHER CONFERENCE

www.hurricanecenterlive.com

Two-day conference for professional training in hurricane preparedness for media and business.

April 25-28

SPLASH SOUTH PADRE

www.splashsouthpadre.com

LGBT friends, family and supporters elcome you to a weekend of so of the best enertainment you've ever experienced.

April 27

SAND CRAB RUN

www.runintexas.com

Run entirely on sand and in the evening, join others for a little exercise under the stars. This event benefits Sea Turtle, Inc.

ΜΔΥ

May 4

RUN THE JAILBREAK

www.runthejailbreak.com

Conquer the 5K course covering 20 challenging obstacles on the sun-drenced beaches of South Padre Island.

May 5

PEDAL TO PADRE

www.pedaltopadreinc.com

Targeted towards a wide range of riders at varying experience levels, the primary tour is 30 miles and the expert route for advanced riders is a 50+ mile tour.

May 17 & 18

SHALLOW SPORT FISHING TOURNAMENT

www.shallowsportboats.com

Anglers compete to nab the largest redrum, trout and flounder.

MARCH 2018 IMPACT THAT MATTERS 11

May 26

MEMORIAL DAY FIREWORKS

(Rain Date: May 27)

JUNE

June 1

SPI LONGEST CAUSEWAY RUN/WALK

www.portisabelchamber.com

Follows a 6.2 mile (10K) course with awards ceremonies and lunch following the race/walk.

May 31 - June 2

DARGEL BOAT OWNERS FISHING TOURNAMENT

www.dargelboats.com

A spot tournament -- the slot redfish with the most sports wins.

JULY

July 4

FOURTH OF JULY FIREWORKS

(Rain Date: July 5)

July 31 - August 4

TEXAS INTERNATIONAL FISHING TOURNAMENT (TIFT)

www.tift.org

Texas' largest saltwater fishing tournament competing in one of three divisions: bay, tarpon, and offshore.

AUGUST

August 9 - 11

LADIES KINGFISH TOURNAMENT (LKT)

www.spichamber.com.

The first all ladies tournament in Texas divided into two divisions -- bay and offshore.

SEPTEMBER

September 1

LABOR DAY FIREWORKS

(Rain Date: September 2)

September 6 & 7

SHALLOW STALKER BOATS OWNERS FISHING TOURNAMENT

www.baysidemarinaonline.com

Adult and junior divisions compete for the heaviest red drum, tour, flounder and more!

September 13 & 14

J.J. ZAPATA FISHING TOURNAMENT

www.alpha5195.com

An invitational fishing tournament in memoriam of Jaime J. Zapata.

September 13 - 15

SPI WAHOO CLASSIC

Fishing tournament awarding cash prizes to the top three fish (Wahoo, Dorado and Blackfin Tuna.

September 29

SPI TRIATHLON

www.spitriathlon.com

Olympic and Sprint distance courses for the seasoned veteran or the first timer.

OCTOBER

October 2

SANDCASTLER'S BALL

www.sandcastledays.com

Come to the Ball and meet the artistic geniuses who created the Sand Castle Days masterpieces!

October 3-6

SANDCASTLE DAYS

www.sandcastledays.com

Over 30,000+ fans come to watch the sand come alive as sand artsits qualify for the World Championships of Sand Sculpting.

October 3-6

SPLASH SOUTH PADRE

www.splashsouthpadre.com

LGBT friends, family and supporters elcome you to a weekend of so of the best enertainment you've ever experienced.

October 11-13

16TH ANNUAL WALK FOR WOMEN

www.spiwalkforwomen.org

Annual fundraising event with the mission to raise money to help local women battling breast cancer with financial, prosthetic and diagnostic support.

October 18-20 Spi fishing days

www.spifishingdays.com

Official fishing and boating exposition featuring local boat dealers, gear and more!

October 25

HALLOWINGS GALA

www.spibirding.com

Celebration of the grand migration of the monarch butterfly and support the vital conservation and educational efforts of the SPI Birding and Naure Center.

October 25-27

HALLOWINGS ACROSS SOUTH PADRE ISLAND

www.spibirding.com

Three-day event in celebration of the fall migration of the Monarch butterfly. Children's activities, live entertainment, guided tours and more.

NOVEMBER

November 8-11

VETERANS DAY WEEKEND

A weeklong, family-friendly event to honor and celebrate our Veterans.

DECEMBER

Nov. 25 - January 2020

HOLIDAY SAND CASTLE VILLAGE

Celebrate the spirit of Christmas filled with unique holiday sand scupltures built by talented sand artists.

December 6-8

ELITE REDFISH CHAMPIONSHIP

www.theredfishseries.com

The culmination of the most lucrative, prestigious and professional redfish tournament series in the country.

November 6-8

LIGHTS OVER SOUTH PADRE ISLAND

Weekend holiday celebration.

December 6

SPI CHRISTMAS PARADE

(Rain Date: December 13)

www.christmasparade.myspi.org

Kick off the holiday season and watch as beautifully decorated floats pass by on Padre Boulevard.

December 6

SPITREE LIGHTING CEREMONY

(Rain Date: December 13)

Annual lighting of the Christmas tree.

December 7

LIGHTED BOAT PARADE

(Rain Date: December 14)

Enjoy a cool breeze and watch as boats of all sizes cruise by decorated in their holiday finest.

December 8

BREAKFAST WITH SANTA

(Rain Date: December 15) www.schlitterbahn.com

Enjoy the magical spirit of the holiday season with a visit from Santa and a enjoy breakfast and photos.

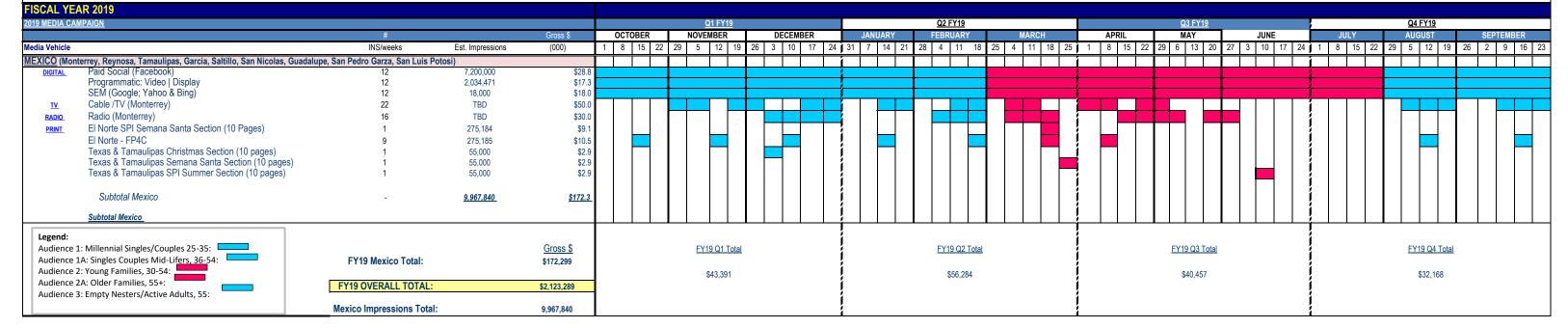
All events are subject to change. Events with an asterick are tentative. For more information visit www.SoPadre.com.

12 SPI CVB



South Padre Island Convention & Visitors Bureau FY19 Mexico Media Plan

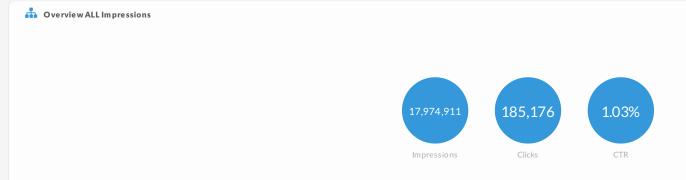
the atkins group

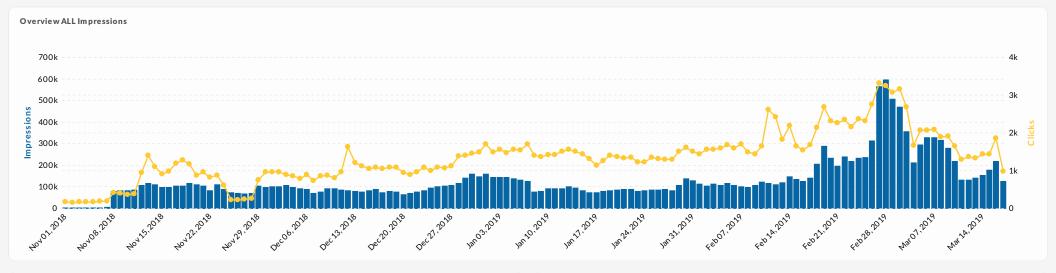


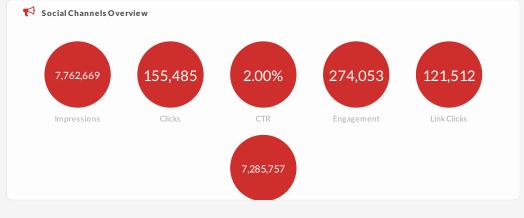
CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE:	March 27, 2019
NAME & TITLE:	Ed Caum, CVB Director/Michael Flores, Director of Marketing, Research & Analytics
DEPARTMENT:	South Padre Island Convention and Visitors Bureau
ITEM	
Presentation and disc push.	cussion regarding initial analytics for the \$100K Spring Break marketing
ITEM BACKGROUND	
BUDGET/FINANCIAL	SUMMARY
COMPREHENSIVE PL	AN GOAL
LEGAL REVIEW	
Sent to Legal:	YES: NO:x
Approved by Legal:	YES: NO:x
Comments:	
RECOMMENDATION	S/COMMENTS







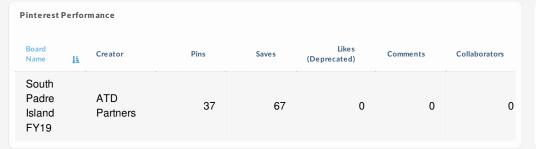






Created On Mar 21, 2019





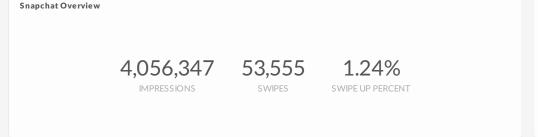
















Top 10 Performing Keywords

Grid contains more rows, but they have been clipped.

Keyword	Impressions	Clicks	CTR	Conversions	Conversion Rate
south padre island	41,912	4,977	11.87%	4,636	93.15%
things to do in south padre island	14,838	1,888	12.72%	1,829	96.89%
san padre island	13,048	1,244	9.53%	871	69.98%
south padre spring break 2019	4,456	1,046	23.47%	987	94.37%
things to do in south padre	9,997	1,036	10.36%	911	87.96%
south padre	9,233	812	8.79%	723	88.98%
south padre island texas hotels	7,282	766	10.52%	571	74.52%
what to do in south padre island	6,739	758	11.25%	731	96.37%
south padre island spring break	6,444	743	11.53%	859	115.55%
south padre island texas	8,299	715	8.62%	559	78.22%



Facebook & Instagram Ad Units						
Ad	Desktop Preview	Impressions	Clicks	CTR	Link Clicks	Landing Page Views
Total 3		5,692,007	126,783	2.23%	104,017	71,847
Instagram Story - SB New 12/11	What is which region below it required in Trivate of the Comment o	1,441,757	5,581	0.39%	4,730	3,193
Facebook Carousel 1 - Copy	Country Section Planed Tropical Travers 1 to the Section of Tropical Travers 1 to the Section of Trav	945,875	38,870	4.11%	33,589	22,063
Facebook Carousel 1	Smalth Paulice Islands Troyaled Travel Once a year, Submit Smalth and over silvens, dispo, or silven down, a primple issuad over face Condition from the property of the paulice of the property of the paulice of the	529,606	25,900	4.89%	21,885	14,737
Instagram_1200x628_Spring Break-CMG Student City 2.jpg - Copy 3	Small A marks related Stragella Francis Control Contro	310,415	2,679	0.86%	1,874	1,555
Instagram_1200x628_Spring Break-CMG Student City 2.jpg - Copy 4	South Prairie Maked Tropical Travel The South Prairie Maked Tropical Travel The Maked Tropical Travel Acid Travel Travel Mail of our fine Maked Mail South Travel Travel Maked Mail Acid Travel The Maked Mail Acid Travel The Maked Mail Acid Travel South Travel The Maked Mail Travel The Mail Travel	272,442	3,474	1.28%	1,787	1,483



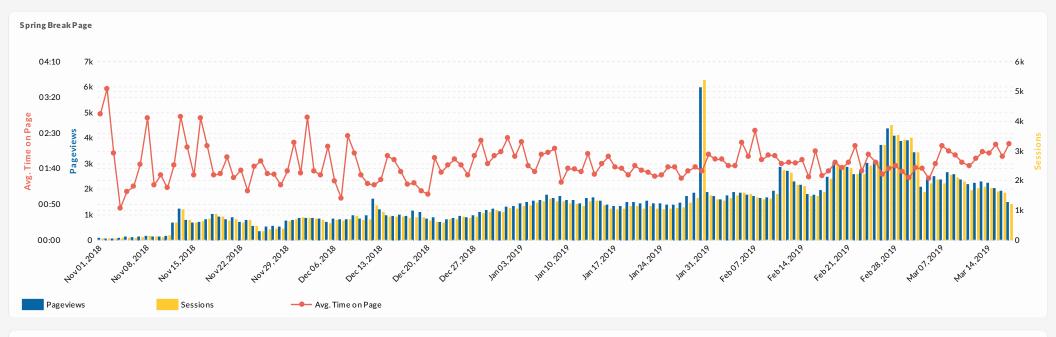


Facebook & Instagram Campaign Breakdown

Campaign	捱	Impressions	Clicks	CTR	Page Likes	Post Engagement	Link Clicks	Landing Page Views	CTR (Link Click-Through Rate)	Video 3-Second Views
Total ②		5,692,007	126,783	2.23%	3	182,933	104,017	71,847	1.83%	70,386
SPI - Spring Break College Facebook - FY19		2,421,732	106,891	4.41%	3	94,025	90,853	62,072	3.75%	0
SPI - Spring Break College Instagram - FY19		3,270,275	19,892	0.61%	0	88,908	13,164	9,775	0.40%	70,386

Spring Break Page		
Page Path	Pageviews	Sessions
Total @	206,848	168,352
/springbreak/	206,848	168,352





CURRENT LVR REPORT

Dates	Impressions	Clicks	CTR	Unique Devices Targeted	Locations	Exposed Visitors
2019-03-01 - 2019-03-17	6,979,572	17,515	0.3%	578,742	South Padre Island	2,382



South Padre Island Convention & Visitors Bureau FY19 \$100k Spring Break Media Push



MEDIA CAMF	IR 2019 PAIGN								Q	2 FY19)				
	ity List + Add Texas Schools & Oklahoma Schools	#		Gross \$		JANU	ARY		_	BRUAR	_		MA	RCH	
Vehicle		INS/weeks	Est. Impressions	(000)	31	7	14	21 2	28 4	11	18	25	4	11	18
NG BREA	<u>K</u>														-
	<u>College</u>	Insertions/Weeks													
IGITAL	**Device ID Targeting	5	1,142,857	\$9.1											
	**Paid Social (Instagram, Snapchat, FB)	5	2,666,667	\$18.3											
	**SEM/PPC	5	6,000 clicks	\$10.3											
	**YouTube Video (:15 or :30)	5	538,462	\$8.0											
	Pre-roll Video (ZIPs :15 or :30)	5	514,077	\$7.6											
	Connected TV/OTT (SA, Austin, Dallas, Houston)	5	625,000	\$26.9											
	E-mail Blast #1 (Texas & Oklahoma College Students)	1	154,882	\$1.2											
	E-mail Blast #2 (To Openers of E-blast #1)	1	TBD	\$0.6											
	Re-blast #3 (To Non-Openers)	1	TBD	Added Value											
	The Daily Texan (UT Austin) Online Rectangle	4	320,000	\$1.9											
	The Daily Texan (UT Austin) Mobile Banner	2	160,000	\$1.1											
	The Daily Texan (UT Austin) E-Newsletter	2	11,400	Added Value											
	The University Star (Texas State) Online - Leaderboard	4	TBD	\$0.6											
	The University Star (Texas State)- Facebook	5	TBD	\$0.3											
	The University Star (Texas State) - Twitter	5	TBD	\$0.3											
ООН	UT Austin Campus Permanent Bulletin (Guadalupe/Nueces)	4	537,128	\$7.4											
	Production Cost			\$0.8											
PRINT	The University Star Newspaper (Texas State) - Front Strip - Spring Break Edition (Tuesday)	1	5,000	\$0.6											
	The Daily Texan Newspaper (UT Austin) - Front Strip - (Various Days)	4	48,000	\$2.1											
	The Daily Texan Newspaper (UT Austin) - SXSW Special Edition	1	12,000	\$0.6											
	The Paisano Newspaper (UTSA) - Front Strip - Tuesday	2	14,000	\$1.1											
TV	UT Austin - Student TV Station (120 :15 spots)	4	1,000,000	\$1.1											
	Spring Break Subtotal		<u>7,749,473</u>	<u>\$100.0</u>											

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE:	March 27, 2019
NAME & TITLE:	Ed Caum, CVB Director/Alisha Workman, Senior Marketing and Communications Manager
DEPARTMENT:	South Padre Island Convention and Visitors Bureau
ITEM	
Update and discussion	n regarding Sopadre Website.
ITEM BACKGROUND	
CVA Board requeste meetings.	d for updates regarding Sopadre website to be given at their regular board
BUDGET/FINANCIAL	SUMMARY
COMPREHENSIVE PL	AN GOAL
LEGAL REVIEW	
Sent to Legal:	YES: NO:x
Approved by Legal:	YES: NO:x
Comments:	
RECOMMENDATION	S/COMMENTS







Status Update

SoPadre.com Refresh Website



Current Progress

Main Hero Image Header Setup

- Final decisions regarding headline, subhead, and body copy fonts, which will be reflected in the final site.
- Ideally, the header image will always be an action shot, where something is happening, but we're currently working within some photography limitations - so this will be an evolving issue as we build up a library of hero images that are designed for this particular setup.
- CTA on the hero image drives to immediate action - Book Now, Plan Your Trip, Start Your Summer, etc...



Current Progress

Subhead Style

- Will include some additional flourishes that help break up the sections and "rough up the corners" so the whole site doesn't look too perfect.
- This style application will require some additional programming and will come online just after site launch

Footer Style

- An additional leaf texture to the footer (you can also see some of this treatment in some of the banner ads, carrying through that design element).
- Like the subhead styles, this will require some additional programming and will come online after official launch.





Schedule/Timeline

March 4	March 4-24	March 5-25	Week of March 27	April 15	April 15
New Website Placed on Development Server Includes migrating all content and listings over	Testing New Features Event Calendar Integration CRM Integration SEO Integration Mobile Response Upgraded Wordpress New images, banners and structure of page content	Approval on Fonts & Banners Continue to build website pages based on template design March 25 SoPadre.com Live Walkthrough #2 March 27 Staff testing and approval of all content	Saff testing and approval of all content Objective is to keep minimum viable product for launch	Website Launch	Additional Programming Subhead style and footer style will take approximately 2 weeks.

Next Steps

Phase II

- Continue to improve website
- Development of curated landing pages for various target audiences
 - Based on the overall design of the home page but with target-specific content
- Complete Spanish Site Translation
- Stylized Map for Trip Planner (homepage)



CITY OF SOUTH PADRE ISLAND ADVISORY BOARD MEETING AGENDA REQUEST FORM

MEETING DATE:	March 27, 2019			
NAME & TITLE:	Michael Flores, Di	rector of Market	ing, Research and	l Analytics
DEPARTMENT:	South Padre Island	Convention and	Visitors Bureau	
ITEM				
				nount of \$35,000 from nd to City Council for
ITEM BACKGROUND				
CVA Board requeste Convention Centre.	ed an updated feasi	bility study to l	pe done for poss	ible expansion of the
BUDGET/FINANCIAL	SUMMARY			
COMPREHENSIVE PL	AN GOAL			
Sent to Legal:	YES:		NO: <u>x</u>	
Approved by Legal:	YES:		NO: <u>x</u>	
Comments:				
RECOMMENDATION	S/COMMENTS			

Approve budget enhancement in the amount of \$35,000 from excess reserves and recommend to City Council for approval.

LETTER OF PROPOSAL

SOUTH PADRE ISLAND CONVENTION CENTER EXPANSION FEASIBILITY STUDY UPDATE

SUBMITTED TO

City of South Padre Island Convention and Visitors Bureau

SUBMITTED BY

Johnson Consulting

DATE

February 18, 2019





February 18, 2019

Mr. Michael Flores Interim CVB Director City of South Padre Island Convention & Visitors Bureau 7355 Padre Blvd South Padre Island, Texas 78597

RE: South Padre Island Convention Center Expansion Feasibility Study Update

Dear Mr. Flores:

Thank you for requesting an update of our 2013 feasibility study and to provide your stakeholders with specific case study examples that show how a destination can enter into new market segments with infrastructure expansion, improved support environments and how expanded and updated facilities can produce the greatest ROI.

Our firm is internationally recognized as one of the most comprehensive advisors on development of public assembly facilities, and has a reputation for quality, integrity, and success among facility owners and operators, developers, and within the meetings industry and public finance community. Our firm works extensively in the area of convention complex business planning, hotel development, event programming development, and maximizing economic return from such venues and has worked extensively throughout the State of Texas and in the South Padre Island market area.

We look forward to the opportunity of serving you and this project.

Sincerely,

C.H. Johnson Consulting, Inc.

Charles Jehnon R

Charles H. Johnson IV, President



SCOPE OF WORK

The Consulting Team will follow a well-developed approach that we have successfully used in conducting similar studies for convention center complexes throughout North America.

TASK 1 - PROJECT ORIENTATION AND INITIAL FIELDWORK

Over an intensive two day data collection and site analysis work session, the Consulting Team will meet with representatives of the CVB and other stakeholders to confirm objectives of the study, develop clear lines of communication, review project methodology, and conduct initial fieldwork. Among the tasks to be performed during this step are:

- Hold a workshop with Client representatives to discuss the proposed project from both a needs and conceptual planning perspective.
- Gather and analyze background information related to the project, including any prior research or analyses that may have been conducted by, or for, the Client.
- Tour the local area, including key business and commercial corridors, and any potential sites identified.
- Review the region's near- and long-term economic development objectives.
- Applicability of the project for state tourism and incentive programs.
- Identify competitive and comparable markets for use in developing case studies regarding innovative facility strategies and development approaches.
- Work with the Chamber, CVB and facility management to discuss their vision and thoughts about potential.
- Identify appropriate contacts and resources necessary to ensure complete review and assessment of issues and specific data.
- Hold various meetings as described in the tasks below.

TASK 2 - ECONOMIC AND DEMOGRAPHIC PROFILE

The Consulting Team will update the economic and demographic characteristics of the market area. This data is very important because in many markets, the local and regional market and its economic clusters provide much of the potential demand. Our analysis will provide a realistic assessment of the market's strengths, weaknesses, opportunities, and threats (SWOT). Among the data to be gathered and analyzed will be:

- Population and demographic trends.
- Income and employment trends, including any major employers expected to enter or leave the market.



- Competitive and complementary venues in the immediate and broader regions.
- Colleges and universities in the area that could utilize the proposed facility.
- Emerging or established business clusters that would benefit, and/ or benefit from, the facility.
- Transportation and access.
- Hotel supply and growth patterns.
- Inventory and review of the support environment around the South Padre Convention Centre.

TASK 3 – INDUSTRY TRENDS AND COMPARABLE CASE STUDIES ON SECTOR PENETRATION AND ASSET DEVELOPMENT FOR INCREASED ROI

The Consulting Teamwill review and analyze recent statistics related to the convention, entertainment, events, and sports industries highlighting the key performance metrics such as growth, meeting planner and event promoter trends, venue selection criteria, and trends for technology, hospitality, tourism, as well as overall industry health, among others. This analysis will be based upon primary and secondary sources of information, such as Convention and Visitors Bureau research files, Destination International (DI, formerly DMAI) data, Meeting and Convention Magazine, Association of Meeting Professionals (AMPS), and the International Association of Venue Managers (IAVM), International Congress and Convention Associations, as well as other publications and resources. This information will allow stakeholders to understand the latest advances in the convention and public assembly venue industry and how they apply to the situation in South Padre Island.

In conjunction with Client representatives and other stakeholders, we will also select several comparable and competitive markets that have performed specific asset developments to maximize a return on investment and expanded the infrastructure to enter new markets. We will then interview facility management and compile statistical data on the size, quality, and performance of these facilities/ markets, including demand and operational information. Case study information on the comparable and competitive facilities will be summarized and analyzed in our report.

TASK 4 - IDENTIFICATION OF USER GROUPS/ SURVEYS & INTERVIEWS

Focusing on the convention market, we will work with Client Representatives to document major corporations, associations, event promoters, organizations, and institutions active in the region and nationally. We will identify past, current, and potential users and interview them regarding the need and desire for an expanded convention center in South Padre Island. We will have similar conversations with regional and national trade and consumer show producers, convention organizers, show promoters, and other relevant industry participants, as well as representatives of events that make the circuit through existing regional facilities.

We will ask specific questions regarding:

Amount, size, and attributes of exhibition space.



- Amount, size and attributes of ballroom space.
- Amount, size and attributes of meeting/breakout space.
- Hotel requirements.
- Technology requirements.
- Pricing requirements and strategies.
- Perceptions of the market and area of the City.
- Support facilities.
- Other criteria necessary to attract their patronage.

We will utilize a combination of interviews, focus groups and a web-based survey tool to gather input from past, current and potential users as well as local businesses and community organizations. This methodology will ensure that we have a clear and accurate understanding of perceptions of the need and desire for an enhanced convention center, the target markets for the venue to pursue, and the impact of potential development projects on facility demand.

TASK 5 - FACILITIES GAP ANALYSIS AND NICHE IDENTIFICATION UPDATE

During this task, we will analyze the findings obtained from the preceding tasks, resulting in a summary by type of existing and proposed facility and the type of event categories they each penetrate and will identify unmet needs and demands in the local area as well as any needs and demands in the broader regional and national markets. If we determine a "gap" exists in the market, we will evaluate the potential of a redeveloped facility and its required types and size of spaces to target the identified market opportunities. This task will conclude by presenting an area of opportunity analysis highlighting the size and quality level of the proposed redeveloped project relative to existing facilities and their sizes and quality levels.

To complete this task, we will update our previous analysis with the following tasks:

- The depth, quality, pricing structure, and market reach of the existing facility.
- Current and historical operations of the convention center in order to assess its demand and financial operating characteristics, advantages and disadvantages, and geographic draw, among other factors.

The market analysis will result in final recommendations regarding the appropriate facility program. Factors to be addressed include:

- Optimum size of the facility components.
- Support space.
- Equipment and operations storage.
- Dining, concessions and other customer related elements.
- Entrance and lobby areas.



- Parking.
- Adjacent land use opportunities.
- Urban Design.
- Other relevant aspects.

TASK 6 - UPDATED DEMAND PROJECTIONS

Based on the market analysis and performance of comparable facilities, the Consulting Team will develop event and demand attendance figures for different types of events that would be held at the expanded facility. This demand projection will specifically address the following:

- Event days by type of event.
- Attendance by event type.
- Special events.
- Achievable pricing levels.
- SMERF and non-sports demand, and
- Total use days.
- Room nights generated.
- Visitor spending.

We will provide demand projections for the proposed facility for a 10-year period.

TASK 7 - FINANCIAL PROJECTION UPDATE

The study will include an updated financial proforma statement for the finalized recommended facilities that summarizes a 10-year projection of revenues, expenses, and net operating income throughout the period of the projections. The Consulting Team will present the financial projection by the following categories (and others specific to this market) of revenues and expenses:

Elements of Pro Forma

Revenue	Expenses
Ticket Sales	Payroll & Related
Space Rentals	Utilities
Concessions	Repairs & Maintenance
Novelties	Advertising & Marketing
Advertising	Building Security
Parking Revenue	Insurance
Premium Seating	Management Expense
Naming Rights	Reserves for Replacement
Other Revenue	Other Expense



As appropriate, we may also offer a specific discussion regarding revenue sources that are available to facilities in Texas, including hotel tax rebates, TIF and other revenue sources.

TASK 8 - ECONOMIC & FISCAL IMPACT ANALYSIS (OPTIONAL)

Based on the Center's projected demand schedule and assumptions regarding origin of attendees, as well as the local and regional tax structure, our Consulting Team will project the economic, social and fiscal impacts that will accrue in the local market as a result of the annual operations at the convention center as well as the one-time construction impacts. The analysis will consider direct spending impacts, and indirect and induced impacts, fiscal impacts, and local employment and income impacts based on standard multipliers of direct impacts that are refined based on local market conditions.

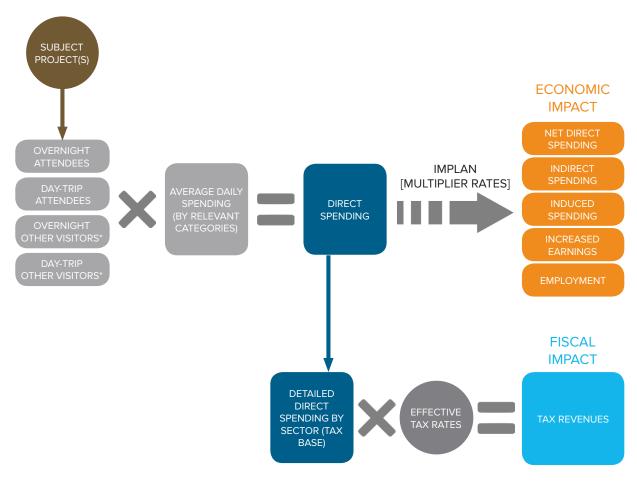
The presentation of our economic and fiscal impact analysis will include the following:

- BASELINE ASSUMPTIONS Our model will develop variables for visitor spending, promoter spending, attendee origin, and other information. From our discussions with event managers and collection of secondary data, our Consulting Team will have the necessary information on event attributes and attendee origin, attendee length of stay, percent of attendees who will likely stay overnight, and other significant variables.
- DIRECT SPENDING ESTIMATES The analysis will estimate the direct spending of attendees, show organizers, and promoters for use in the projections.
- FISCAL IMPACT ANALYSIS The fiscal impact analysis will quantify what the local (City and County) and state governments will receive from the development of the project. If applicable, we will estimate annual tax dollars returned to the state and local governments as a result of increased business activity and personal income associated with the construction and operation of the facility.
- INDUCED ECONOMIC IMPACTS Hotels, restaurants, surrounding businesses, and event organizers want to see what this facility will offer in relation to their existing operations. We will quantify what the facility will mean to these types of businesses if new facilities are developed. The economic impact analysis will also include a refined projection of the incremental number of annual room nights generated by the facility's demand, based on event and attendee characteristics and the projected demand schedules. For indirect and induced spending we use Implan to develop the multiplier rates. Implan is a nationally recognized and generally accepted input-output model that is specific to the subject area's economy.

Definitions and Key Terms used in Economic and Fiscal Impacts:

Economic Impact – is defined as incremental new spending in an economy that is the direct





result of certain activities, facilities, or events. For the purpose of this analysis, impact totals are discussed in terms of Fairbanks economy. The levels of impacts are described as follows:

- Direct Spending is an expression of the spending that occurs as a direct result of the events
 that occur in the facility. For example, a performance attendee's expenditures on hotel rooms,
 shopping, and meals are direct spending.
- Indirect Spending consists of re-spending of the initial or direct expenditures, or, the supply of goods and services resulting from the initial direct spending in the performing arts center. For example, a performance attendee's direct expenditure on a restaurant meal causes the restaurant to purchase food and other items from suppliers. The portion of these restaurant purchases that are within the local, regional, or state economies is counted as an indirect spending.
- Induced Spending represent changes in local consumption due to the personal spending by employees whose incomes are affected by direct and indirect spending. For example, a waiter at the restaurant may have more personal income as a result of the ball game attendee's visit. The amount of the increased income the waiter spends in the local economy is called an induced spending.
- Increased Earnings measures increased employee and worker compensation related to the project being analyzed. This figure represents increased payroll expenditures, including benefits paid to workers locally. It also expressed how the employees of local businesses share



in the increased outputs.

 Employment – measures the number of jobs supported in the study area related to the spending generated as a result of the game and events occurring in the performing arts center.
 Employment impact is stated in a number of full-time equivalent jobs.

REPORTS AND MEETINGS

We are noted for the clarity, simple sophistication, and quality of our reports. The following are deliverable products that we will provide to Client representatives:

- Draft Report: Will be provided to Client representatives at the completion of Task 6. The Draft Report will include fully documented findings and recommendations, and will be accompanied by appropriate graphics and presentation material. Following the issuance of the Draft Report, the Consulting Team will meet with Client representatives to discuss our recommendations and then proceed to develop a site selection analysis, cost estimates and conceptual planning documents that utilize the agreed upon program recommendations.
- **Final Report:** Fully documented Final Report to be provided at the completion of each Phase of the study, addressing all client comments and refinements received throughout the study period. This report can be used in a bond issue.
- Presentation: A PowerPoint presentation detailing our findings and recommendations, to be provided following the issuing of our Final Report. We will also be available to explain the study's findings and recommendations to stakeholders, if desired.
- **Public Support:** We will work with client representatives to devise a process for this effort, defining needed materials for use in this process.

We have budgeted for a minimum of two in-person meeting sessions— at kickoff, and a final workshop to present the findings and recommendations of the feasibility study. If more trips are required we will submit a work plan and budget for client approval. Our staff may also be in the market to conduct fieldwork at other points during the study process. We will be available for meetings and workshops during these fieldwork trips and via conference calls at other times throughout the study period.

SCHEDULE AND FEES

We anticipate that the study will take 8 to 10 weeks to be completed. Fees will be \$30,000. Expenses will be billed in addition to fees and are estimated to be \$3,000. If the optional Economic and Fiscal impact task is desired, the fee estimate for that task is \$5,000.



CONTRACTUAL CONDITIONS

Subject to the actual terms and conditions of any subsequent agreement with you, the following conditions are standard policy for Johnson Consulting and are customary for engagements of this type. Should you have any questions concerning any of these conditions, please feel free to contact us.

The findings and recommendations of our research will reflect analyses of primary and secondary sources of information. Estimates and analyses presented in our report will be based on economic trends, market assumptions, and financial data that are subject to variation. Johnson Consulting will use sources that it deems reliable, but will not guarantee their accuracy. Recommendations will be made from information provided by the analyses, internal databases, and from information provided by management.

It is understood in accepting this proposal that neither fees nor payment thereof is contingent upon the findings of the study. Upon receipt of invoices, payment is to be made within 30 days of receipt unless prior arrangements have been made with management. Additionally, all outstanding invoices must be current prior to the release of any draft and final reports.

Johnson Consulting will have no responsibility to update its report for events and circumstances occurring after the date of its report. If you decide not to proceed with the project, or if it appears that the study will result in a finding that the project cannot achieve its required results, Johnson Consulting would, at your request, terminate its work and would only bill you for fees and expenses incurred to that point in time.

If you require us to attend meetings and make presentations beyond the scope of services, Johnson Consulting will charge separately for its actual hours of professional time incurred in preparing for and attending the meetings. Professional time will be billed at Johnson Consulting's standard hourly rates plus travel and incidental expenses. Billing rates are subject to a minimum five percent increase as of January 1, 2020.

Invoices outstanding after thirty days of receipt shall accrue at the interest rate of one percent per month until paid. If we need to bring action to enforce the terms contained in this letter, you will be responsible to pay our reasonable attorney's fees, costs and expenses.

We commit to delivering the highest quality product within the timeframe we have proposed. If you have any questions, please feel free to call me at 312-447-2001.

Thank you for your interest in our firm. We look forward to the opportunity to serve you.



AUTHORIZATION TO PROCEED

Signature:	
Name:	
Title:	
Date:	

If you wish to wire payments, our wire information is provided below.

Bank: Chase Bank ABA #: 071000013 Acct. #: 807069299

JOHNSON CONSULTING MISSION STATEMENT

Johnson Consulting is committed to providing governments, developers, and not-for-profits with real estate market and financial analysis and project implementation support for urban and destination-oriented projects.

We guide our clients through organizational advancement by way of best-practice advisory services.

We promote the following values through our work: objectivity, independence, economic pragmatism, and social responsibility.



JOHNSON CONSULTING

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