# 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<br>9:00 A.M. AT THE MUNICIPAL BUILDING, CITY COUNCIL CHAMBERS, $2^{\text {ND }}$ FLOOR<br>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 $\$ 100 \mathrm{~K}$ 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.


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 March 22, 2019, at/or before 5:00 P.M. AND REMAINED SO POSTED Conf 1


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.

## Item No. 4

## 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 <br> 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.

There being no further business, Chairman Jones adjourned the meeting at 10:20 a.m.
Approved this $\qquad$ day of ___February, 2019.

## Daniel Salazar, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist

## Item No. 5

## 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 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

## ITEM BACKGROUND

The Special Events Committee held their regular committee meeting on Wednesday, March 6, 2019 and approved the funding requests for the Special Events listed above. They also recommended for the Convention and Visitors Advisory Board to approve the funding requests.

## BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW
Sent to Legal:
YES: $\qquad$ NO: $\qquad$
Approved by Legal:
YES: $\qquad$
$\qquad$
Comments:

RECOMMENDATIONS/COMMENTS
Approve the funding requests listed above.

## Item No. 5a

## 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


Discussion and action to approve funding request for Texas International Fishing Tournament (TIFT).

## ITEM BACKGROUND

This event is scheduled for August 2019. The funding request is in the amount of $\$ 15,000$. The Special Events Committee at their regular committee meeting held on Wednesday, March 6, 2019 recommended funding request for $\$ 25,000$. The SEC also recommended the Convention and Visitors Advisory Board approve the funding request.

BUDGET/FINANCIAL SUMMARY
\$12,500 was awarded in 2018/19 FY. (In Kind of CVB: \$15,000)
\$15,000 was awarded in 2017/18 FY. (In Kind of CVB: \$15,000)
02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

## LEGAL REVIEW

Sent to Legal:
YES: $\qquad$
$\qquad$
Approved by Legal:
YES: $\qquad$
$\qquad$
Comments:

## RECOMMENDATIONS/COMMENTS

Approve the funding amount of $\$ 25,000$

## APPLICATION FOR INITIAL FUNDING

Today's Date: 6/29/2018

## ORGANIZATON INFORMATION

Name of Organization: Texas International Fishing Tournament, Inc.

## Address: <br> PO Box 2715

City, State, Zip: South Padre Island, TX 78597
Contact Name: Kristi Collier Contact Office Phone Number: ${ }^{956-943-8438}$
Contact Cell Phone Number: 956-802-3475
Web Site Address for Event or Sponsoring Entity www.tift.org
Non-Profit or For-Profit status: 501C4 Tax ID \#: 74-1853713
Entity's Creation Date: 1934
Purpose of your organization:
The Texas International Fishing Tournament was created in 1943 by communtity leaders in Port Isabel as a way to let the rest of the country know that south Texas was still on the map. In 1933, a series of hurricanes and storms hit the Laguna Madre area, one of them especially devastating and threated to undo several decades of proactive tourism outreach. Missouri Pacific Railway and city fathers partnered to create what was then known as the Tarpon Rodeo and started about the task of letting the nation know that the fish were biting, and they took the bait.

## EVENT INFORMATION

Name of Events or Project: 79th Annual Texas International Fishing Tournament
Date of Event or Project: July 31-August 4, 2019
Primary Location of Event or Project: South Padre Island Convention Center
Amount Requested: \$15,000

## Primary Purpose of Funded Activity/Facility:

Playday Title Sponsorship, Playday is an annual tradition that is held at the South Padre Island Convention Center. There is no cost for attendees and is a family friendly event designed to capture the heart of the young anglers and instill the love for the tournament at a young age.
$\qquad$
$\qquad$

## How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)

Funds will be specifically used to promote and provide activities for Playday which encourages anglers to bring their children and families
to the tournament. Inflatables, games and a fishing tank are brought in, including an awards ceremony for the participants.
$\qquad$
$\qquad$
$\qquad$
$\qquad$

## Percentage of Hotel Tax Support of Related Costs

$4 \quad$ Percentage of Total Event Costs Covered by Hotel Occupancy Tax
100 Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event
33 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 75 \%

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:
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## 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: \$ $\qquad$
b) Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ $\qquad$
c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$ $\qquad$
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: \$ $\qquad$
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: \$ $\qquad$
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: $\$ 15,000$
How many attendees are expected to come to the sporting related event? $1200++$
How many of the attendees at the sporting related event are expected to be from another city or county? 65\%

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?
The tournament not only brings in anglers to the event, but friends, family, vendors and spectators travel from all over the country
for the event. Since the event is a five day event, many utilize this time as their summer vacation.
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: \$ $\qquad$

What sites or attractions will tourists be taken to by this transportation?
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

Will members of the general public (non-tourists) be riding on this transportation? $\qquad$
What percentage of the ridership will be local citizens? $\qquad$
h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Amount requested under this category: \$ $\qquad$
What tourist attractions will be the subject of the signs?
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

How many years have you held this Event or Project: TIFT was established in 1934. This will be the 80th annual event

Expected Attendance: 2000++

How many people attending the Event or Project will use South Padre Island lodging establishments? Unsure

How many nights do you anticipate the majority of the tourists will stay: 3-5

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:
For the 2018 event we worked with Pearl South Padre and they were kind enough to offer a great rate and do a courtesy hold.

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

| Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
| :---: | :---: | :---: |
| 2016 | \$15,000 | 211 |
| 2015 | \$15,000 | 195 |

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

Please list other organization, government entities, and grants that have offered financial support to your project: City of South Padre Island, City of Port Isabel \& Port Isabel EDC

Will the event charge admission? Yes. Fees vary by age.

Do you anticipate a net profit from the event? Yes

If there is a net profit, what is the anticipated amount and how will it be used?
All profits fund scholarships.
$\qquad$
$\qquad$

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:
\$ 3500
\$
$\$ 3500$
\$ 2000
\$
$\qquad$

Anticipated Number of Press Releases to Media: 10
Anticipated Number Direct Mailings to out-of-town recipients: 3
Other Promotions: Participation in Trade Shows.

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? $\square$ Yes $\square$ No

Will you negotiate a special rate or hotel/event package to attract overnight stays?
[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 are eager to add to our marketing mix to include partnership with other tournaments, retailers and organizations that cater to our target demographics.

What geographic areas does your event reach?
The State of Texas.

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: $\qquad$
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: $\qquad$ \% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

South Padre Island Convention \& Visitors Bureau I 7355 Padre Blvd. I South Padre Island, Texas 78597

What amount of event insurance do you have for your event and who is the carrier: $\$ 1,000,000$ Scottsdale Insurance Company
[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?



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:
$\qquad$ Proposed Marketing Plan for Funded Event
$\qquad$ Schedule of Activities or Events Relating to the Funded Project
$\qquad$ Complete budget for the Funded Project
$\qquad$ 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

# POST EVENT REPORT FORM HOTEL OCCUPANCY TAX FUNDING 

Post Event Report Form
Date: January 5, 2018
Organization Information
Name of Organization: TEXAS INTERNATIONAL FISHING TOURNAMENT INC.
Address: ..... P.O. BOX 2715
City,State,Zip: SOUTH PADRE ISLAND, TEXAS 78597
Contact Name: KRISTI L. COLLIER, TOURNAMENT DIRECTOR
Contact Phone Number: $\quad \underline{\text { 956-943-TIFT }}$
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): $\underline{41 \%}$
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): $\underline{\mathbf{0 \%}}$
4. If staff costs were covered, estimate of actual hours staff spent on funded event: $\mathbf{N} / \mathbf{A}$
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?: $\mathbf{2 5 0 0 +}$
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? $\underline{\mathbf{2 0 0} \boldsymbol{+}}$
4. How many room nights do you estimate were actually generated by attendees of this event? $\underline{600+}$
5. If this Eventhas 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 625+
Last Year 211
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.)? UTRGV held a survey and estimated that 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:

$$
\text { Newspaper: } \quad \$ 3500
$$

Radio: N/A
TV: $\quad \$ 3500$
Other Paid Advertising: $\quad \$ 500$ (Facebook Promotion)
Number of Press Releases to Media 10
Number Direct Mailings to out-of-town recipients $\underline{\mathbf{2}}$
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? $\mathbf{1 0 4 3}$
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

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

## 79th Annual



## Portlstbe]

South Padrelshand]
AugustD- 5.2018


Formore informationon Texas International Fishing Tournament pleasecall956=943Gifir

# 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


Discussion and action to approve funding request for Ladies Kingfish Tournament (LKT).

## ITEM BACKGROUND

This event is scheduled for August 2019. 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

\$5,000 was awarded in 2018/19 FY. (In Kind of CVB: \$9,100)
$\$ 5,000$ was awarded in 2017/18 FY. (In Kind of CVB: \$9,100)
02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal:
YES: $\qquad$ NO: $\qquad$
Approved by Legal:
YES: $\qquad$
$\qquad$
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 Chamber of Commerce
Address: 610 Padre Blvd.
City, State, Zip: South Padre Island, TX 78597

Contact Cell Phone Number: 956-545-4379
Web Site Address for Event or Sponsoring Entity spichamber.com
Non-Profit or For-Profit status: 501 (c) $6 \quad$ Tax ID \#: 74-2572775
Entity's Creation Date: February 1989
Purpose of your organization:
Membership based non profit business organized 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, advocacy and promotional and networking opportunitie
$\qquad$
$\qquad$
$\qquad$

## EVENT INFORMATION

Name of Events or Project: 38th Annual 2019 Ladies Kingfish Tournament
Date of Event or Project: August 9, 10, 11, 2019
Primary Location of Event or Project: SPI Convention Centre for Registration(Friday) \& Awards Lun
Amount Requested: $\$ \underline{5,000.00}$

## 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
$\qquad$
$\qquad$
$\qquad$

## Percentage of Hotel Tax Support of Related Costs

20\% 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 $\qquad$ \%

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 open activities; Saturday no activities, holdover only; Sunday awards luncheon and other event activities. 2018 contract lis as $\$ 9,100$.
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## 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: \$ $\qquad$
b) Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ $\qquad$
c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$ 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: \$ $\qquad$
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: \$ $\qquad$
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: \$ $\qquad$
How many attendees are expected to come to the sporting related event? $\qquad$

How many of the attendees at the sporting related event are expected to be from another city or county? $\qquad$
Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?
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: \$ $\qquad$

What sites or attractions will tourists be taken to by this transportation?
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

Will members of the general public (non-tourists) be riding on this transportation? $\qquad$
What percentage of the ridership will be local citizens? $\qquad$
h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Amount requested under this category: \$ $\qquad$
What tourist attractions will be the subject of the signs?
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: $\qquad$

Expected Attendance: 475-Friday at registration and opening; 550 - Saturday for weigh in; 230 - for awards lunc

How many people attending the Event or Project will use South Padre Island lodging establishments? Conservatively 45\%

How many nights do you anticipate the majority of the tourists will stay: 2

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:
We direct our event participants to the sopadre.com and spichamber.com websites. We do not reserve room bloc
Two reasons - as a chamber it would be difficult to choose; second we dont want our hotels to discount their rates summer season. Many anglers will choose the lodging properties who are event sponsors for LKT.

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

| Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
| :---: | :---: | :---: |
| August 2018 | \$5000 |  |
| August 2017 | \$2000 |  |
| August 2016 | \$2000 |  |
| How will you measure information, survey of Our event registration form | act of your event on area rs, etc.)? <br> s a lodging survey block at the | ivity (e.g.; room block usage <br> f the form. Completed forms are gat |

Please list other organization, government entities, and grants that have offered financial support to your project: Our income streams include event \& trophy sponsors and comprise approximately $45 \%$ of

Will the event charge admission? Anglers, captains and all others on the bo:

Do you anticipate a net profit from the event? Yes

If there is a net profit, what is the anticipated amount and how will it be used?
Our event historically makes a net profit of approximately $\$ 30,000$ which goes into the SPI Chamber (501 (c) 6) opi
budget and provides us the resources needed to sustain daily operations and to carry out our fishing tournament $\epsilon$

South Padre Island Convention \& Visitors Bureaul 7355 Padre Blvd. I South Padre Island, Texas 78597

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:
$\$ 870.00$
$\$$ only PSA's
$\$$ Trade; if av
$\$ 2,677.00$
$\$ 200.00$

Anticipated Number of Press Releases 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 promotions listed here expended monies from the $\$ 5,000$ budget. Posters, mailin

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? $\square \boldsymbol{\checkmark}$ Yes $\square$ No

Will you negotiate a special rate or hotel/event package to attract overnight stays? No, August is still peak season and we want our hotels to charge their usual rates.
[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?
Event listing on the CVB website, page on the chamber website, Facebook, Chamber emails, Instagram, 2018 Gu
South Padre Island ad ( print and digital), networking at other fishing tournaments, posters, marina mailings, street

What geographic areas does your event reach?
Primarily Texas, with the largest numbers form the Rio Grande Valley. Anglers have come from Dallas, Houston, $\subseteq$
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

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: $\qquad$
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: $\qquad$ \% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

South Padre Island Convention \& Visitors Bureau I 7355 Padre Blvd. I South Padre Island, Texas 78597 (800) 767-2373 | (956) 761-3000 | (956) 761-3024 Fax I SoPadre.com

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 eact
[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?



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:


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

South Padre Island Convention \& Visitors Bureau I 7355 Padre Blvd. I South Padre Island, Texas 78597

## 2018 SPONSORS

37th Annual Ladies Kingfish Tournament, August 10-12, 2018
Sponsor
Contact Information
Type Sponsor, Amount
Solicitor
Payment Status
Comments

## TITLE SPONSOR

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

## GOLD SPONSOR

\(\left.$$
\begin{array}{|l|l|l|l|}\hline 1 & \begin{array}{l}\text { Rental World } \\
\text { Lisa Miller } \\
\text { 404 E. 4th St. Weslaco, TX 78596 } \\
956968.7508\end{array} & \begin{array}{l}\text { Gold } \\
\text { N/A }\end{array} & \text { \$0 }\end{array}
$$ \begin{array}{l}Trade S2,500 in Dock <br>

Equipment - Roxanne\end{array}\right]\)| Sea Ranch II at SouthPoint |
| :--- |
| Debbie Christian <br> P. 0. Box 2910 South Padre Island, TX 78597 <br> (956) $761-7777$ |

## BRONZE SPONSOR

\(\left.$$
\begin{array}{|l|l|l|l|}\hline 1 & \begin{array}{l}\text { Louie's Backyard } \\
\text { Dan Stanton } \\
2305 \text { Laguna Blvd. South Padre Island, TX 78597 } \\
\text { (956) 761-6406 }\end{array} & \begin{array}{l}\text { Bronze } \\
\text { Paid 6/1/18-\#30826 }\end{array} & \$ 1500\end{array}
$$ \begin{array}{l}Dan Stanton -4/27/18- <br>

Roxanne\end{array}\right]\)| Palms Resort \& Café on the Beach |
| :--- |
| Theresa Metty <br> 3616 Gulf Blvd. South Padre Island, TX 78597 <br> (956) $761-1316$ |

Sponsor
Contact Information

## AWARDS LUNCH SPONSOR

Type Sponsor, Amount
Payment Status

Solicitor
Comments
$\left.\begin{array}{|l|l|l|}\hline \begin{array}{l}\text { Furcron Inc., REALTORS and Property } \\ \text { Mgmt. Co. } \\ \text { Joy Hartung } \\ \text { 4800 Padre Blvd. South Padre Island, TX } 78597 \\ \text { (956) 761-6961 }\end{array} & \begin{array}{l}\text { Awards Lunch } \\ \text { Invoiced 5/11/18 }\end{array} & \$ 1000\end{array} \begin{array}{l}\text { Joy Hartung }-2 / 6 / 18 \text { - } \\ \text { Roxanne }\end{array}\right]$

FRIEND SPONSOR

| 1 | A Clean Portoco <br> Erica Taylor <br> P.0. Box 531607 Harlingen, TX 78552 | Friend N/A | \$0 | Erica Taylor - 5/29/18 Roxanne |
| :---: | :---: | :---: | :---: | :---: |
| 2 | Anglers Marine Center <br> Lupe Zurita <br> 121 Queen Isabella Blvd. Port Isabel, TX 78578 $\text { (956) } 433-5425$ | Friend Invoiced 5/11/18 | \$600 | Lupe Zurita - 5/10/18Roxanne |
| 3 | Blackbeards' <br> Cindy Steenbock <br> P.O. Box 2367 South Padre Island, TX 78597 (956) 761-2962 | Friend <br> Paid 5/24/18-\#107571 | \$600 | Cindy Steenbock - 5/10/18 Roxanne |
| 4 | Blue Marlin Supermarket <br> Gary Meschi <br> 2912 Padre Blvd. South Padre Island, TX 78597 <br> (956) 761-4966 | Friend <br> Paid 5/18/18 - \#38503 | \$600 |  |
| 5 | Cameron County Insurance Center, Inc. <br> Debbie Camacho <br> 302 E. Queen Isabella Blvi., Ste. A Port Isabel, TX 78578 $\text { (956) } 943 \cdot 6481$ | Friend <br> Paid 5/29/18-\#16166 | \$600 | Debble Camacho - 3/26/18 Roxanne |
| 6 | Central Texas Concealed <br> Bobby Vanzant <br> 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 <br> Roel Saenz <br> 4014 N. Jackson Rd. Pharr, TX 78577 <br> 956627-1519 | Friend N/A | \$0 | Trade for printing reg. forms, rules \& posters |
| 8 | First National Bank-SPI <br> Charles Rogan <br> P.O. Box 3640 South Padre Island, TX 78597 $\text { (956) } 761-7958$ | Friend <br> Paid 5/21/18-\#33105 | \$600 | Charles Rogan - 4/24/18 Roxanne |
| 9 | Padre Island Brewing Co., Inc. <br> Mark Hagenmiller <br> P.O. Box 3837 South Padre island, TX 78597 $\text { (956) } 761-9585$ | Friend <br> Paid 6/5/18-\#21526 | \$600 | Mark Haggenmiller - 4/18/18 Roxanne |
| 10 | Pirate's Landing Fishing Pier Scott Friedman <br> 501 E. Maxan St. Port Isabel, TX 78578 <br> (956) 943 -7437 | Friend <br> Paid 6/11/18 - \#25392 | \$600 | Scott Friedman - 4/27/18Roxanne |
| 11 | Rio Grande Valley Premium Outlets <br> Emie Arredondo <br> 5001 E. Exp. 83, Suite 750 Mercedes, TX 78570 $\text { (956) } 565-3900$ | 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 <br> Carol Schmitt <br> 314 Nolana McAllen, TX 78504 <br> (956) 686-2359 | Friend Invoiced 5/8/18 | \$600 | Carol Schmitt - 5/7/18 Roxanne |
| :---: | :---: | :---: | :---: | :---: |
| 13 | Schlitterbahn Beach Resort <br> Mike Bigelow <br> 33261 State Park Rd. 100 South Padre Island, TX 78597 1956_772-7873 | Friend Invoiced 5/29/18 | \$600 | Mike Bigelow - 5/29/18 Roxanne |
| 14 | Sea Ranch Restaurant <br> Bob Friedman <br> 501 E. Maxan St. Port Isabel, TX 78578 <br> (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 <br> Paid 5/24/18-\#14986 | \$600 | Dan Stanton-4/27/18Roxanne |

## TROPHY SPONSOR

| 1 | American Diving <br> Tim O'Leary <br> 33256 State Park Rd. 100, 104 South Padre Island, TX 78597 <br> (956) 761-2030 | Trophy Invoiced 5/11/18 | \$100 | 4th Place Kingfish - Roxane 4/17/18 |
| :---: | :---: | :---: | :---: | :---: |
| 2 | Captain Bryan Ray Fishing Adventures Bryan Ray <br> 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 <br> Colleen Buemel <br> P.O. Box 2957 South Padre Island, TX 78597 (956) 761-1813 | Trophy <br> Paid 5/14/18 - \#19341 | \$125 | 3rd Place Blackfin - Roxanne 4/18/18 |
| 4 | First Community Bank - SPI <br> John Reed <br> 2701 Padre Blvd. South Padre Island, TX 78597 <br> (956) 761-8589 | Trophy Invoiced 5/11/18 | \$325 | Grand Champion Bay - Roxanne 3/26/18 |
| 5 | Fudge Consulting, PLLC Bob Fudge 5293 Arlíngton Ln. Traverse City, MI 49685 (956) 433-9001 | Trophy <br> Paid 5/15/18- \#1046 | \$155 | 1st Place Bonito - Roxanne 3/26/18 |
| 6 | Furcron, Inc., REALTORS and Property Management Co. <br> Joy Hartung <br> 4800 Padre Blvd. South Padre Island, TX 78597 $\text { (956) } 761 \text {-6961 }$ | Trophy Invoiced 5/11/18 | \$125 | 3rd Place Redfish - Rxoanne 3/26/18 |
| 7 | Gabriella's Italian Grill \& Pizzeria <br> Jon Creinin <br> 700 Padre Blvd., Ste. E 5outh Padre Island, TX 78597 <br> (956) 761-6111 | Trophy <br> Paid 6/7/18-\#1762 | \$125 | 3rd Place Bonito - Roxanne 4/19/18 |
| 8 | Harbor Street Laser Wash Mike Tidwell <br> 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
9

| 9 | Inertia Tours Chad Hart P.O. Box 40995 South Padre Island, TX 78597 800-821-2176 | Trophy <br> Paid 4/23/18 - \#649 | \$100 | 4th Place Dolphin - Roxanne 4/18/18 |
| :---: | :---: | :---: | :---: | :---: |
| 10 | Isla Grand Beach Resort Bill Donahue <br> 500 Padre Blvd. South Padre Island, TX 78597 <br> (956) 761.6511 | Trophy <br> 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 Ezell - RE/MAX 1st Choice Kay Young Ezell <br> P.O. Box 2035 South Padre Island, TX 78597 <br> 956433-9719 | Trophy <br> Poid 5/29/18-\#1271 | \$140 | 2nd Place Redfish - Roxanne $4 / 27 / 18$ |
| 14 | Laguna BOB <br> Tom and Penny Gatreau <br> 501 E. Maxan St. Port Isabel, TX 78578 <br> 956-433-5499 | Trophy Invoiced 5/11/18 | \$325 | Grand Champion Offshore Roxanne 4/17/18 |
| 15 | $\begin{aligned} & \text { Louie's Backyard } \\ & \text { Dan Stanton } \\ & 2335 \text { Laguna Blvd. South Padre Island, TX } 78597 \\ & \text { (956) } 761 \cdot 6406 \\ & \hline \end{aligned}$ | Trophy <br> Paid 6/1/18-\#30826 | \$140 | 2nd Place Kingfish - Roxanne 4/27/18 |
| 16 | Lynne $\mathrm{E}_{\mathrm{G}}$ Gary Tate Lynne Tate <br> 2200 Padre Blvd. South Padre Island, TX 78597 <br> (956) $761 \cdot 1400$ | Trophy <br> 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 <br> 103 5. Garcia St. Port Isabel, TX 78578 <br> (1956) 433 -5648 | Trophy Invoiced 5/11/18 | \$140 | 2nd Place Flounder - Roxanne 4/17/18 |
| 19 | Padre Island Brewing Co., Inc. Mark Hagenmiller <br> P.O. Box 3837 South Padre Island, TX 78597 <br> (956) 761-9585 | Trophy <br> Paid 6/5/18-\#21526 | \$125 | 3rd Place Kingfish - Roxanne 4/17/18 |
| 20 | PI/SPI Guides Association Joy Hartung <br> 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 <br> 414 E. Hickman Ave. Port Isabel, TX 78578 <br> (956) 299-4921 | Trophy <br> Paid 5/4/18 - \#1170 | \$100 | 4th Place Trout - Roxanne 5/4/18 |
| 22 | Renee's of South Padre <br> Tomas Martin <br> 700 Padre Blyd., Suite L South Padre Island, TX 78597 <br> $956 \cdot 761 \cdot 9600$ | 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
Contact Information


## BAG STUFFER

| 1 | Central Texas Concealed, LLLC <br> Bobby Vanzant <br> 5800 Padre Blvd., \#107 South Padre Island, TX 78597 <br> (956) 499.6192 | Bag Stuffer | \$ |  |
| :---: | :---: | :---: | :---: | :---: |
| 2 | Furcron, Inc., REALTORS@ and Property Management Co. <br> Joy Hartung <br> 4800 Padre Blvd. South Padre Island, TX 78597 <br> (956) 761-6961 | Bag Stuffer At Chamber | \$150 | Monarch Butterfly Flower Garden Seeds |
| 3 | Hilton Garden Inn/La Copa/La Quinta Alina Rivera <br> 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, 2018Sponsor
Contact Information

Type Sponsor, Amount
Solicitor
Payment Status
Comments

| 4 | Lynne E 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 | Bio-Freeze samples |
| 6 | Padre Elite Team - RE/MAX Elite Alta Monfoe if Gayle Hood 103 S. Garcia St. Port Isabel, TX 78578 (956) 433-5648 | Bag Stuffer At Chamber | Phone Wallets |
| 7 | Salinas, Allen \& Schmitt, LLP Carol Schmitt <br> 314 Nolana McAllen, TX 78504 <br> (956) 686-2359 | Bag Stuffer Will deliver $\quad \$ 325$ | First Aid Kits |
| 8 | Shallow Sport Boats Kyra Hudson 41146 Schafer Rd. Los Fresnos, TX 78566 1956) 233.9489 | Bag Stuffer Will deliver | Event Koozies |
| 9 | SPI Chamber of Commerce Roxanne Ray 610 Padre Blyd. 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 | 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 | LKT Rules Sheet |
| 12 | SPI Convention Centre Keith Amold <br> 7355 Padre Blvd. South Padre Island, TX 78597 <br> (956) 761 -3000 | Bag Stuffer Will deliver | Lip Balm |
| 13 | The Sportsman Christi Romero 1985 W. Highway 77 San Benito, TX 78586 (956) 399.5123 | Bag Stuffer $\$ 0$ Will call when ready to PU | Business Flyer |

## RAFFLE

| 1 | Laguna Lifestyle <br> Mary Ramirez <br> 4810 N. Raul Longoria, Ste. 7 San Juan, TX 78589 <br> (956) 929-1212 | Raffle <br> Will deliver |
| :--- | :--- | :--- |
| Padre Elite Team - RE/MAX Elite <br> Alta Monnoe \& Gayle Hood <br> $1035 . G a r e i a ~ S t . ~ P o r t ~ I s a b e l, ~ T X ~ 78578 ~$ |  |  |
| (956) 433.5648 |  |  |$\quad$| Raffle |
| :--- |

## 2018 SPONSORS

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

## Sponsor <br> Contact Information

Type Sponsor, Amount
Payment Status

Solicitor
Comments

|  | Shabby FuFu <br> Arlene Stelzer <br> P.O. Box 3961 South Padre Island, TX 78597 <br> (956) 761-9451 | Raffle <br> Will deliver |  |
| :---: | :---: | :---: | :---: |
| 4 | SPI Chamber Roxanne Ray 610 Padre Blvd. South Padre Istand, TX 78597 (956) 761-4412 | Raffle Will deliver $\$ \$ 500$ | Original Event Artwork |
| 5 | SPI Leather <br> Sue Wamer <br> 2216 Padre Blvd., \#B-\#101 South Padre Island, TX 78597 <br> 956312-6383 | Raffle <br> Will deliver | Leather Accessory |
| 6 | The Rustic Roost Delores Garza <br> 1312 W. Mile 10 North Weslaco, TX 78599 <br> 956463-1093 | Raffle Will deliver $\$ 100$ | Antique white rustic wood island with cross |
| 7 | The Sportsman Christil Romero 1985 W. Highway 77 San Benito, TX 78586 (956) 399 -5123 | Raffle $\$$ <br> Will call when ready to PU |  |
| 8 | Walk for Women Mary Jo Camp <br> P.O. Box 2698 South Padre Island, TX 78597 <br> (956) 639.5572 | Raffle $\$ 100$ <br> Will deliver  | Gift Basket |

## VENDOR

| 1 | Dinah Bowman Studio \& Gallery <br> Dinah Bowman <br> 312 5th St. Portland, TX 78374 <br> (361) 643-4922 | Vendor N/A | \$0 |  |
| :---: | :---: | :---: | :---: | :---: |
| 2 | Laguna Lifestyle <br> Mary Ramirez <br> 4810 N. Raul Longoria, Ste, 7 San Juan, TX 78589 $\text { (956) } 929.1212$ | Vendor N/A | \$0 |  |
| 3 | Shabby FuFu <br> Artene Stelzer <br> P.O. Box 3961 South Padre Island, TX 78597 <br> (956) 761-9451 | Vendor N/A | \$0 | Jewelry and Accessories |
| 4 | SPI Leather <br> Sue Warner 2216 Padre Blvd., \#B-\#101 South Padre Island, TX 78597 $956312-6383$ | Vendor N/A | \$0 | Handmade leather goods |
| 5 | The Rustic Roost <br> Delores Garza <br> 1312 W. Mile 10 North Weslaco, TX 78599 <br> 956463-1093 | Vendor N/A | \$0 | Rustic home décor, metal artwork \& wood signs |
| 6 | The Sportsman <br> Christi Romero 1985 W. Highway 77 San Benito, TX 78586 (956) 399-5123 | Vendor N/A | \$0 | Boot on display inside |

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

Sponsor
Contact Information

| Walk for Women <br> Mary Jo Camp <br> P.O. Box 2698 South Padre Island, TX 78597 <br> (956) $639-5572$ | Vendor <br> N/A | \$0 | Walk for Women merchandise <br> \& information |
| :--- | :--- | :--- | :--- |

Type Sponsor, Amount
Payment Status
Vendor \$0

Solicitor Comments

## OTHER

| 1 | Ami Kids Rio Grande Valley Javier Ibarra P.O. Box 309 Bayview, TX 7856 (956) 254-5000 | Other <br> N/A | \$0 | Volunteers on Dock confirmed by Javier Garza |
| :---: | :---: | :---: | :---: | :---: |
| 2 | Quik Stop Catvin Byrd P.O. Box 126 Port lsabel, TX 78578 (956) 943-1159 | Other <br> 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 |


|  | Oct '17-Sep 18 |
| :---: | :---: |
| Ordinary Income/Expense |  |
|  |  |
| 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 - Ladles Kingfish Tournament |  |
| 500050 • Promotion - LKT | 3,000.00 |
| 502050 - Awards/Prizes/Troples - 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 Toumament 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 Flshing Magazine - $\$ 1,005$ (pint and online) (artwork emalled 5/7/18)
$\$ 645 \cdot 1 / 2$ page full-color ad in July printed magazine
$\$ 360$ - large banner ad on website homepage in June

PI/SPI Guldes Association Website - $\$ 250$ (onllne) (artwork emailed 5/2/18)
Ad on website homepage that links to our event page for one year
Texas Sportsman Magazine - $\$ 710$ (online) (artwork emalled 5/7/18)
Full page color ad in June/July online magazine. Will shoot video during toumament to be aired 2 weeks following the toumament 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 - $\$ 147$ (onilne) (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 - $\mathbf{\$ 2 0 0}$ (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 $1 / 2$ page color ad in August

## Coastal Current - \$209 (print)

Meet us on the dock $1 / 2$ 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


## Atomeppaae plasement Guns + Guly, Clesth thru to event page



Homepage placement fuel cleat three to event page


Bey Fishing guides special ie in shadow water driving and sight casting for reds on the
fate ot the


# Ladies king Annual August 10-12, 2018 south Padre Island. TX 



Download Repistration I orm and litiles at wwws.spichamber.com

Follow Lis On I Iactbook
Iarelonok.com/ Iadicsking:isishournament

## 2018 Title Sponsors



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







$\leftarrow \rightarrow$ C. © 5ecurt https//wwwtsaltyangler.com


Saltwater Angler
Free sitmaner Afting \& icyat Magainee for the cossmal Angle

On the Cover
Copting Frint

$\xrightarrow{\square}$


Signup for the Saltwater Angler Emali Blast

Mar

Horne pase hamed fine + fuey wi claik thrue to event phe



## 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 Tilde Sponsous: LaCopa Inn \& Suites/LaQuinta Inn \& Suites/ Hilton Garden Inn, Shallow Sport of Texas/The Sportsman and South Padre Island Convention \& Visitors Bureau; Golk Sponsows: Rental World, and Sea Ranch II at SouthPoint; Elonne Sponsovs: First National Bank-SPI, KVEO-TV News Channel 23, Louie's Backyard, Palms Resort \& Café on the Beach, and Rio Grande LNG, LLC; Fitiend Sponsers: 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 Abravds Eumeth Spronsor was Furcron, Inc. Realtors ${ }^{\oplus}$ 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

Tournament
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

Offshore Anglers
Bay Anglers
Totals

## Requstered Anugters

63
145
208


35
68
103

## Alnglers <br> Weiefthedthe

## 31

66
97

Where they live

| South Padre Island | 29 |
| :--- | :--- |
| Port Isabel / Laguna Vista / Bayview / Los Fresnos | 27 |
| Brownsville | 20 |
| Harlingen | 25 |
| McAllen / Mission | 15 |
| Other Cities in Rio Grande Valley | 27 |
| Other Cities | 65 |

\% of Total
$10.74 \%$
10.00\% 7.41\%
9.26\%
5.56\%
$10.00 \%$
24.07\%
100.00\%

# 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 to approve funding request for Jailbreak Obstacle Course Race.

## ITEM BACKGROUND

This event is scheduled for May 2019. The funding request is in the amount of $\$ 30,000$.
The Special Events Committee at their regular committee meeting held on Wednesday, March 6, 2019 recommended funding request for $\$ 30,000$. The SEC also recommended the Convention and Visitors Advisory Board approve the funding request.

## BUDGET/FINANCIAL SUMMARY

\$30,000 was awarded in 2018/19 FY. (In Kind of CVB: $\$ 400$ - Overflow parking) $\$ 30,000$ was awarded in 2017/18 FY. (In Kind of CVB: $\$ 400$ - Overflow parking) 02-593-8099 Special Events Budget

## COMPREHENSIVE PLAN GOAL

## LEGAL REVIEW

Sent to Legal:

Approved by Legal:
YES: $\qquad$ NO: $\qquad$

NO: $\qquad$
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
Address: 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: Tax ID \#: ${ }^{27-2634042}$

Entity's Creation Date: $2 / 10$
Purpose of your organization:
Inspire, Delight, Educate and Motivate people to Live a Better Story, A Healthier Story

## EVENT INFORMATION

Name of Events or Project: Jailbreak Beach Escape
Date of Event or Project: 5/4/19
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

# Primary Location of Event or Project: Claytons Beach Bar to Beach Access \#5 <br> Amount Requested: $\$ \$ 30,000$ <br> Primary Purpose of Funded Activity/Facility: <br> $5 k$ obstacle run on the beach 

$\qquad$
$\qquad$
$\qquad$
$\qquad$

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures) Advertising, Marketing, Lodging and Transportation

## Percentage of Hotel Tax Support of Related Costs

10\% Percentage of Total Event Costs Covered by Hotel Occupancy Tax
0 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 FundedEvent

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activitiesna \%

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:
no
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
 (300) $767-23731656) 761-3001$ (955) 76i-30245ax 1 Sopacirecom

## 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: \$ $\qquad$
b) Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ $\qquad$
c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$ $\qquad$
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: \$ $\qquad$
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: \$ $\qquad$
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? $6 \mathrm{~K}+$
How many of the attendees at the sporting related event are expected to be from another city or county? $90 \%+$

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity? Thousands of runners, their friends and family, make a weekend out of the Jaiklbreak B4 They stay on the island and purchase food and beverages.
 (800)767-2373 1 (956)764-30001(956)761-3024 Fax / 50Padre com
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: \$ $\qquad$
What sites or attractions will tourists be taken to by this transportation?
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

Will members of the general public (non-tourists) be riding on this transportation? $\qquad$
What percentage of the ridership will be local citizens? $\qquad$
h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Amount requested under this category: \$ $\qquad$
What tourist attractions will be the subject of the signs?
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:
7
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
Expected Attendance: $\mathbf{6 k +}$

How many people attending the Event or Project will use South Padre Island lodging establishments? 47\%

How many nights do you anticipate the majority of the tourists will stay: 1.6
Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:
no

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

| Month/Year Held |  | Assistance Amount <br> $5 / 18$ |
| :--- | :--- | :--- |
| $\$ 30,000$ | Number of Hotel Rooms Used <br> N/17 | $1000+$ <br> 55,000 |

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

## UTRGV survey

$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

Soutn Padre Island Co vention $\mathbb{K}$ Visitors Bunead 17355 Padre Blvet I South Padre Island, Texas 78577


Please list other organization, government entities, and grants that have offered financial support to your project:
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

Will the event charge admission? yes
Do you anticipate a net profit from the event? yes

If there is a net profit, what is the anticipated amount and how will it be used?
$\$ 20,000$. Profits are used to conduct year-round operations and for early marketing.

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 bepre-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:
$\$$
$\$$ 5,000
$\$ 3,000-5,000$
\$ 15,000
$\$$ $\qquad$
Anticipated Number of Press Releases to Media: 5-7
Anticipated Number Direct Mailings to out-of-town recipients: 0
Other Promotions:
$\qquad$
$\qquad$
$\qquad$

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?

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?
$\qquad$
$\qquad$

What geographic areas does your event reach? RGV, Austin, San Antonio, Houston, DFW, El Paso
$\qquad$
$\qquad$
$\qquad$
$\qquad$

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: $\qquad$
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: $\qquad$ $\%$ (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: $\$ 1 \mathrm{mi} / \mathrm{\$} 2 \mathrm{mil}$ RRCA

## IInsert 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?


South Padre mand Convention 8 Vishtors Buneat 17355 Farte Blvd I South Padre Ishan, Temas 78597 (800, 767-23731:956) 767-307) (956)767-3024 Fax I Sopadre com

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:
$\qquad$ Proposed Marketing Plan for Funded Event
$\qquad$ Schedule of Activities or Events Relating to the Funded Project
$\qquad$ Complete budget for the Funded Project
$\qquad$ 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 <br> 2019 Proposed Profit \& Loss 

Income
Sales
95,000.00
Sponsorship
Total Income
Expense
Advertising and Promotion 32.000.00
Property/Permitting $\quad 1,260.00$
Charitable Contributions $\quad 1,200.00$
Equipment Rental $\quad 2,200.00$
Event expense 54.640 .00
Obstacle expense $8,200,00$
Professional Fees $\quad 1.600 .00$
Travel expense $\quad 8.900,00$
Total Expense
$110,000.00$
Net Income
20.000 .00

# Jailbreak Beach Escape <br> 2019 Marketing Plan 

The $8^{\text {d }}$ annual Jailbreak Beach Escape will be held on May $4^{\text {th }}$. 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 6ok on Facebook and an email database of over 45 k .

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 $3^{\text {nd }}$ :
3pm-8pm: Early Packet Pick-up
May $4^{\text {in: }}$
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 30 min

## 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

## T TR GT Business \& Tourism Research Center

## Padre Jailbreak

## Beach Escape 2018

## \$30,000

CVB investment

## \$372

Average spent per household
\$627,070
Total Spending

## City tax

 share
## Attendance

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

2.26 visitors per household
1.02 nights on SPI
10.5\% Lodging = \$24,027 2\% F\&B sales tax $=\mathbf{\$ 2 , 3 8 7}$ $2 \%$ Other sales tax $=\$ 4,252$ Total $=\mathbf{\$ 3 0 , 6 6 6}$

Total tax ROI = 2.2\% Lodging only ROI = -19.9\%

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

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

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## Executive Summary and Survey Highlights

This report details the measured economic impact of the 2018 Padre Jailbreak Beach Escape held on Saturday morning, May $5^{\text {th }}$. 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 12 noon.


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, $5^{\text {th }}$ during registration and during the race from $8: 00 \mathrm{pm}$ 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.
UTRioGrande 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 12 noon. 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 $5, \mathrm{p} 7$ ). 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

SPI visit characteristics


Average miles traveled Number in household Nights spent on SPI

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.

## Percent by nights spent on SPI



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.

Lodging on SPI


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 <br> category | Total <br> average | spending <br> in <br> category | Weighted <br> spending | Total <br> spending <br> per <br> 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 <br> 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 | $\$ 2$ | $\$$ |
| Admission fees | $\$ 45$ | 0.11 | $\$ 5$ | $\$$ |
| 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 $\mathbf{\$ 5 8 8 , 1 6 9}$ 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 $\mathbf{\$ 6 1 , 4 0 0 ;}$ with $\mathbf{\$ 2 3 , 2 4 8}$ as the City's share. With a CVB investment of $\mathbf{\$ 3 0 , 0 0 0}$ 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 $\$ \mathbf{3 0}, 000$ investment of $\mathbf{- \$ 6 , 7 5 2}$.


## 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 indicate that most study 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

Net promoter score


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.



## Gender

$\square$ Female Male

Figure 12. Gender

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.

Ethnicity


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.

Home country
93.8\%


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 | $\begin{array}{r} \$ 125 \text { to } \\ \$ 280 \end{array}$ | 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 | $\begin{array}{r} 0 \text { to } \\ \$ 2000 \end{array}$ | 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 $8^{\text {th }}$ through May $5^{\text {th }}$ (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 $4^{\text {th }}$, 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.

Occupancy trends by day and by year


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

## Average daily rate trends by day and by year



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

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.

Revenue per available room trends by day and year


Figure 23. Revenue trends by day and year

Figure 24 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for May $4^{\text {th }}$, 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 $4^{\text {th }}$, 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 5 ${ }^{\text {th }}$. 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

## Padre Jailbreak Beach Escape, May 5, 2018

This survey is to understand your household experience and spending during the Padre Jailbreak Beach Escape. The one person, older than 18 , best able to report on spending for all people in your household at the Jailbreak should complete this survey. Responses are very important to planning future events. As a thank you, you may enter a drawing for a 2 -night stay at the Schlitterbahn Beach Resort. Responses are confidential and individual information will not be included in survey results or shared with others. Contact the Business and Tourism Research Center at UTRGV at businessresearch@utrgv.edu or call 956.665.2829 for questions.

1. Have you or someone else in your household already completed this survey? YYes No
If yes, please return this survey. We thank you!
2. Did you come to South Padre Island specifically for Padre Jailbreak? Yes No: If no, return this survey. Thanks!
3. About how many miles did you travel to attend the Padre Jailbreak Beach Escape? miles
4. Which of the following best describes your participation in the Padre Jailbreak (Check all that apply)?
Registered participant Event volunteer/staff
Spectator
Other
5. Including yourself, how many people from your household attended Padre Jailbreak? - Number in household
6. How many nights did you (or will you) spend on South Padre Island while attending Padre Jailbreak?
nights
7. Where are you staying (or did stay) while on South Padre Island for Padre Jailbreak?

- Hotel/motel (1) Rented condo/beach house (2)
$\square$ Campground/RV park (3) Rented a room (4)
Friend/family's home (5) My own SPI residence (7) Other (please specify) $\qquad$ (6)

8. For each of the following types of expenses, please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for Padre Jailbreak. (List only the total dollar amounts spent on SPI)
Food \& beverages (restaurants, concessions,
snacks, etc.)

| Night clubs, lounges \& bars (cover charges, <br> drinks, etc.) | $\$$ |
| :--- | :--- |
| Lodging expenses (hotel, motel, condo, room) | $\$$ |
| Local attractions \& entertainment <br> (fishing, snorkeling, kayaking, etc.) | $\$$ |
| Retail shopping (souvenirs, gifts, film, etc.) | $\$$ |
| Transportation (gas, oil, taxi, etc.) | $\$$ |
| Parking fees | $\$$ |
| SPI Admission fees | $\$$ |
| Clothing or accessories | $\$$ |
| Groceries | $\$$ |
| Other (please specify) | $\$$ |
| Total | $\$$ |

9. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?
Not at
$\begin{array}{llllllllll}0 & 1 & 2 & 3 & 4 & 5 & 6 & 7 & 8 & 9\end{array}$
$\begin{array}{lllllllllllll}\begin{array}{l}\text { Not at } \\ \text { all likely }\end{array} & 0 & 1 & 2 & 3 & 4 & 5 & 6 & 7 & 8 & 9 & 10 & \begin{array}{c}\text { Extremely } \\ \text { likely }\end{array}\end{array}$
Extremely
10. How likely are you to return to South Padre Island for a vacation at some time in the future?
$\square$ Extremely likely Somewhat likely Neutral $\square$ Somewhat unlikely Extremely unlikely
11. How satisfied are you with your overall South Padre Island experience?
$\square$ Dextremely satisfied somewhat satisfied Neutral Isomewhat dissatisfied Extremely dissatisfied
12. How satisfied are you with the Padre Jailbreak Beach Escape?
$\square$ Extremely satisfied somewhat satisfied Neutral Isomewhat dissatisfied I Extremely dissatisfied
13. What suggestions do you have for improving Padre Jailbreak or your stay on South Padre Island? (write on back)
14. What is your home zip or postal code? $\qquad$ code
15. What is your home country?

IUS Mexico Canada Other
16. What is your age? $\qquad$ (years of age)
17. What is your gender? Male Female
18. What is your marital status?
$\square$ Married DSingle Didowed Divorced/separated
19. What is your highest educational attainment?
DLess than high school $\quad$ Associate's degree

- High school graduate
Q Bachelor's degree college, no degree

20. What is your current employment status?

WWork full-time Retired within past year
-Work part-time Retired more than 1 year
UUnemployed (looking for a job) DOther (Please specify)
21. What is your combined annual household income?

| Dless than $\$ 20,000$ | $\square \$ 60 \mathrm{~K}-\$ 69,999$ |
| :--- | :--- |
| $\square \$ 20 \mathrm{~K}-\$ 29,999$ | $\square \$ 70 \mathrm{~K}-\$ 79,999$ |
| $\square \$ 30 \mathrm{~K}-\$ 39,999$ | $\square \$ 80 \mathrm{~K}-\$ 99,999$ |
| $\square \$ 40 \mathrm{~K}-\$ 49,999$ | $\square \$ 100 \mathrm{~K}-\$ 149,999$ |
| $\square \$ 50 \mathrm{~K}-\$ 59,999$ | $\square 150,000$ or more |

22. What is your ethnicity? (Select all that apply)
$\square$ White Hispanic Mixed
$\square$ Black Asian Other
Enter the drawing for a 2 -night stay at the Schlitterbahn Beach Resort Contact information is confidential and will be deleted after the drawing Name
Phone number:
Email:
Winners will be notified no later than $\mathbf{2}$ weeks after event.

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 |
| 78504 | 78575 | 88500 |
| 78505 | 78576 |  |
| 78516 | 78577 | 78578 |
| 78520 | 78580 |  |
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|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |



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 |


| 78503 | 78504 | 78504 | 78504 | 78516 | 78520 | 78521 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
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| 78503 | 78504 | 78504 | 78504 | 78516 | 78520 | 78521 |
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| 78521 | 78521 | 78526 | 78526 | 78526 | 78537 | 78539 |
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| 78539 | 78541 | 78542 | 78542 | 78550 | 78550 | 78550 |
| 78539 | 78541 | 78542 | 78543 | 78550 | 78550 | 78550 |
| 78539 | 78541 | 78542 | 78543 | 78550 | 78550 | 78551 |
| 78539 | 78541 | 78542 | 78543 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78543 | 78550 | 78550 | 78552 |
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| 78539 | 78541 | 78542 | 78547 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78539 | 78541 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78540 | 78542 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78540 | 78542 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78541 | 78542 | 78542 | 78550 | 78550 | 78550 | 78552 |
| 78541 | 78542 | 78542 | 78550 | 78550 | 78550 | 78552 |


| 78552 | 78552 | 78559 | 78566 | 78570 | 78572 | 78572 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 78552 | 78552 | 78559 | 78566 | 78570 | 78572 | 78572 |
| 78552 | 78552 | 78559 | 78566 | 78570 | 78572 | 78572 |
| 78552 | 78552 | 78559 | 78566 | 78570 | 78572 | 78572 |
| 78552 | 78552 | 78559 | 78566 | 78570 | 78572 | 78572 |
| 78552 | 78552 | 78559 | 78566 | 78570 | 78572 | 78572 |
| 78552 | 78552 | 78559 | 78566 | 78570 | 78572 | 78572 |
| 78552 | 78552 | 78559 | 78566 | 78570 | 78572 | 78572 |
| 78552 | 78552 | 78559 | 78566 | 78570 | 78572 | 78572 |
| 78552 | 78552 | 78559 | 78566 | 78572 | 78572 | 78572 |
| 78552 | 78552 | 78559 | 78566 | 78572 | 78572 | 78572 |
| 78552 | 78553 | 78559 | 78566 | 78572 | 78572 | 78572 |
| 78552 | 78557 | 78559 | 78566 | 78572 | 78572 | 78572 |
| 78552 | 78557 | 78559 | 78566 | 78572 | 78572 | 78572 |
| 78552 | 78557 | 78559 | 78566 | 78572 | 78572 | 78572 |
| 78552 | 78557 | 78559 | 78566 | 78572 | 78572 | 78572 |
| 78552 | 78557 | 78559 | 78566 | 78572 | 78572 | 78572 |
| 78552 | 78557 | 78559 | 78566 | 78572 | 78572 | 78572 |
| 78552 | 78557 | 78559 | 78566 | 78572 | 78572 | 78572 |
| 78552 | 78557 | 78560 | 78566 | 78572 | 78572 | 78573 |
| 78552 | 78557 | 78560 | 78566 | 78572 | 78572 | 78573 |
| 78552 | 78557 | 78560 | 78566 | 78572 | 78572 | 78573 |
| 78552 | 78557 | 78561 | 78566 | 78572 | 78572 | 78573 |
| 78552 | 78557 | 78562 | 78569 | 78572 | 78572 | 78573 |
| 78552 | 78557 | 78563 | 78569 | 78572 | 78572 | 78573 |
| 78552 | 78557 | 78565 | 78569 | 78572 | 78572 | 78573 |
| 78552 | 78557 | 78565 | 78570 | 78572 | 78572 | 78573 |
| 78552 | 78557 | 78565 | 78570 | 78572 | 78572 | 78573 |
| 78552 | 78557 | 78565 | 78570 | 78572 | 78572 | 78573 |
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| 78589 | 78589 | 78596 | 78596 | 78599 | 78704 |  |
| 78589 | 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, Director of Marketing, Research \& Analytics
DEPARTMENT: Convention and Visitors Bureau


Discussion and action to approve funding request for Knights of Columbus Bay Challenge Fishing Tournament.

## ITEM BACKGROUND

This event is scheduled for April 2019. This fishing tournament is in its $11^{\text {th }}$ 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: $\qquad$ NO: $\qquad$
Approved by Legal:
YES: $\qquad$
$\qquad$
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: $\qquad$
Contact Cell Phone Number: 056-330-3744
Web Site Address for Event or Sponsoring Entity $\qquad$
Non-Profit or For-Profit status: Non Profit Tax ID \#: 741045474
Entity's Creation Date: $\qquad$
Purpose of your organization:
Non-profit Catholic Organization dedicated to helping our community through charity and unity

## EVENT INFORMATION

Name of Events or Project: 11 th Annual Knights of Columbus Bay Challenge Fishing Tour
Date of Event or Project: Saturday April 27, 2019
(Benefiting Special Olympics)
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

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
$\qquad$
$\qquad$
$\qquad$

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)

Flyer's, Advertising, Banners, Posters, etc:
$\qquad$
$\qquad$
$\qquad$
$\qquad$

## Percentage of Hotel Tax Support of Related Costs

15\%
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:
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

## 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: \$ $\qquad$
b) Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ $\qquad$
c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$ $\qquad$
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: $\$$ $\qquad$
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: \$ $\qquad$
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: $\$$ $\qquad$
How many attendees are expected to come to the sporting related event? 350
How many of the attendees at the sporting related event are expected to be from another city or county? 340

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

The majority of the attendees will stay at hotels, use boat launch, eat at restaurants, and shop at local stores

Souh Padialsiand Conventon \& Visitors Bureat 17355 Padre 6ival. 1 South Pade Island, Texas 78597 (800) 767-23731(956)761-30001 (956)761-3024 Fax I Sopadre.com
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: \$ $\qquad$

What sites or attractions will tourists be taken to by this transportation?
$\qquad$
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$\qquad$

Will members of the general public (non-tourists) be riding on this transportation? $\qquad$
What percentage of the ridership will be local citizens? $\qquad$
h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Amount requested under this category: \$ $\qquad$

What tourist attractions will be the subject of the signs?
$\qquad$
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How many years have you held this Event or Project:
This will be our 11 th a Annual
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
Expected Attendance: 350-400
How many people attending the Event or Project will use South Padre Island lodging establishments? about $50-50 \%$

How many nights do you anticipate the majority of the tourists will stay: 2 nights
Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:
$\qquad$
$\qquad$

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held Assistance Amount Number of Hotel Rooms Used

| Month/Year Held |  |  | Assistance Amount |  |
| :--- | :--- | :--- | :--- | :--- |
|  | $\square$ | $\square$ |  |  |

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

Survey and Room Block infromation
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

Please list other organization, government entities, and grants that have offered financial support to your project:

## N/A

Will the event charge admission? Registration Fees

Do you anticipate a net profit from the event? Yes

If there is a net profit, what is the anticipated amount and how will it be used?
Special Olympics

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 bepre-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:
$\$ 200$
\$ $\qquad$
$\$$
$\$$ Face book (Free)
s 350-500 Magazine

Anticipated Number of Press Releases to Media: 2
Anticipated Number Direct Mailings to out-of-town recipients: 1
Other Promotions:
Facebook, Instagram, Fishing,Boating forms, Flyes, Posters at all local Bait Shops, and Sporting Sales stores, (Bas Pro, Academy, Wal-Mart)

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? $\square$ Yes $\square$ 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
$\qquad$

What geographic areas does your event reach?
All coastal cities up to Houston. We have anglers from Corpus Christi, Rockport and Houston who will ravel to participate
in our event.
$\qquad$
$\qquad$
$\qquad$

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: $\qquad$
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: $\qquad$ \% (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:
$\qquad$
$\qquad$
$\qquad$
$\qquad$
[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?


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:
$\qquad$ Proposed Marketing Plan for Funded Event
$\qquad$ Schedule of Activities or Events Relating to the Funded Project
$\qquad$ Complete budget for the Funded Project
$\qquad$ Room night projections, with back-up, for the Funded Event

## Submit to complete applications to:

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

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

South Padre Island Convention \& Visuors Bureata 7355 Padfe Blvd. I Sowth Padre Island, Texas 78597
(800:767.2373। (956) 761-3000: (956) 761-3024 Fax I 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 $11^{\mathrm{m}}$ 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 pdybarra@yahoo.com
Knight of Columbus Council \$2785

## Item No. 6

# CITY OF SOUTH PADRE ISLAND <br> 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 possible action to deny funding and cancel the following events:
a. MOF Ninja Warrior Kids
b. Tailgate Weekend
c. FAMFest

## ITEM BACKGROUND

The Special Events Committee held their regular committee meeting on Wednesday, March 6, 2019 and denied/canceled the events and funding requests listed above. The Special Event Committee recommends for the Convention and Visitors Advisory Board to deny the funding requests and cancel the events.

BUDGET/FINANCIAL SUMMARY
02-593-8099 Special Events Budget.

COMPREHENSIVE PLAN GOAL

## LEGAL REVIEW

Sent to Legal:
YES: $\qquad$
$\qquad$
Approved by Legal:
YES: $\qquad$
NO: $\qquad$

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, Director of Marketing, Research \& Analytics
DEPARTMENT: Convention and Visitors Bureau


Discussion and action to deny funding and cancel the event for MOF Ninja Warrior Kids.

## ITEM BACKGROUND

This event is scheduled for September 2019. The funding request is in the amount of $\$ 35,000$.
The Special Events Committee at their regular committee meeting held on Wednesday, March 6, 2019 denied the funding request for $\$ 35,000$. The SEC also recommended the Convention and Visitors Advisory Board deny the funding request and cancel the event.

## BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

## LEGAL REVIEW

Sent to Legal:
YES: $\qquad$ NO: $\qquad$
Approved by Legal:
YES: $\qquad$
$\qquad$
Comments:

## RECOMMENDATIONS/COMMENTS

Deny the funding request 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: $5 \underline{\text { 512.386.740 }}$
Contact Cell Phone Number: 512.689.1381
Web Site Address for Event or Sponsoring Entity https://www.mylofitness.com
Non-Profit or For-Profit status: For Profit Tax ID \#: $\qquad$
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.
$\qquad$
$\qquad$

## EVENT INFORMATION

Name of Events or Project: MOF - Ninja Warrior Kids
Date of Event or Project: June 2019
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$\qquad$
$\qquad$
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$\qquad$

# Primary Location of Event or Project: South Padre Island Convention Center 

Amount Requested: $\$ 33,000$
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.
$\qquad$

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.
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## 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:
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## 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: \$ $\qquad$
b) Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ $\qquad$
c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$ $\qquad$
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: \$ $\qquad$
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: \$ $\qquad$
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: $\$ 35,000$
How many attendees are expected to come to the sporting related event? 2,000
How many of the attendees at the sporting related event are expected to be from another city or county? 1,700

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?
This 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
San Antonio, Austin and Dallas Area. This is one of four qualifying rounds to compete in the Ninja Warrior Kids Championship.

South Padre Island Convention \& Visitors Bureau I 7355 Padre Blvd. I South Padre Island, Texas 78597 (800) 767-2373 | (956) 761-3000 I (956) 761-3024 Fax I SoPadre.com
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: \$ $\qquad$

What sites or attractions will tourists be taken to by this transportation?
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Will members of the general public (non-tourists) be riding on this transportation? $\qquad$
What percentage of the ridership will be local citizens? $\qquad$
h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Amount requested under this category: \$ $\qquad$

What tourist attractions will be the subject of the signs?
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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

## How many years have you held this Event or Project:

0
$\qquad$
$\qquad$
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$\qquad$

Expected Attendance: 2,000

How many people attending the Event or Project will use South Padre Island lodging establishments? 1,000

How many nights do you anticipate the majority of the tourists will stay: 1.5
Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

We will make arrangements with a host hotel that will provide a room block for participants.

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held

## Assistance Amount

Number of Hotel Rooms Used
$\qquad$
$\qquad$
How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?

We gather information from the host hotel on the number of rooms used in the block and we also ask runners during process to indicate their lodging plans, including what type of accommodation and how many nights they will stay.
$\qquad$
$\qquad$
$\qquad$

Please list other organization, government entities, and grants that have offered financial support to your project:
None
$\qquad$
$\qquad$
$\qquad$
$\qquad$

Will the event charge admission? Yes
Do you anticipate a net profit from the event? Yes

If there is a net profit, what is the anticipated amount and how will it be used?
$\qquad$
$\qquad$
$\qquad$
$\qquad$

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:
\$ $\qquad$
- TV:
\$ $\qquad$
- Website, Social Media:
\$ $\qquad$
- Other Paid Advertising:
\$ $\qquad$
Anticipated Number of Press Releases to Media: 10
Anticipated Number Direct Mailings to out-of-town recipients: $\qquad$
Other Promotions:
$\qquad$
$\qquad$
$\qquad$

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? $\square$


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.
$\qquad$
$\qquad$
$\qquad$
$\qquad$

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: $\qquad$
- 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?


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:
$\qquad$ Proposed Marketing Plan for Funded Event
$\qquad$ Schedule of Activities or Events Relating to the Funded Project
$\qquad$ Complete budget for the Funded Project
$\qquad$ 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 of Marketing, Research \& Analytics
DEPARTMENT: Convention and Visitors Bureau


Discussion and action to deny funding and cancel the event for Tailgate Weekend.

## ITEM BACKGROUND

This event is scheduled for September 2019. The funding request is in the amount of $\$ 75,000$.
The Special Events Committee at their regular committee meeting held on Wednesday, March 6, 2019 denied the funding request for $\$ 75,000$. The SEC also recommended the Convention and Visitors Advisory Board deny the funding request and cancel the event.

## BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

## LEGAL REVIEW

Sent to Legal:
YES: $\qquad$ NO: $\qquad$
Approved by Legal:
YES: $\qquad$
$\qquad$
Comments:

## RECOMMENDATIONS/COMMENTS

Deny the funding request and cancel the event.

## APPLICATION FOR INITIAL FUNDING

Today's Date: 6/30/2018

## ORGANIZATON INFORMATION

Name of Organization: SPI Tailgate Weekend
Address: 7355 Padre Blvd
City, State, Zip: South Padre Island, TX 78597
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 Entity www.sopadre.com
Non-Profit or For-Profit status: Non-Profit Tax ID \#: $\qquad$
Entity's Creation Date: 2018
Purpose of your organization:
Provide entertainment with a focus on A\&M alumni for out of town/away games.
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

## EVENT INFORMATION

Name of Events or Project: SPI Tailgate weekend A\&M
Date of Event or Project: September 2019
Primary Location of Event or Project: SPI Convention Center
Amount Requested: $\$ 75,000$

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.
$\qquad$
$\qquad$
$\qquad$
$\qquad$

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.
$\qquad$
$\qquad$
$\qquad$

## 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

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.
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## 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: \$ $\qquad$
b) Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ $\qquad$
c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$ 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: \$ $\qquad$
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: \$ $\qquad$
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: \$ $\qquad$
How many attendees are expected to come to the sporting related event? 1000
How many of the attendees at the sporting related event are expected to be from another city or county? 500

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?
Bringing business to hotels and restaurants the weekend of the event.
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: \$ $\qquad$

What sites or attractions will tourists be taken to by this transportation?
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$\qquad$

Will members of the general public (non-tourists) be riding on this transportation? $\qquad$
What percentage of the ridership will be local citizens? $\qquad$
h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Amount requested under this category: \$ $\qquad$
What tourist attractions will be the subject of the signs?
$\qquad$
$\qquad$
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$\qquad$

How many years have you held this Event or Project: 1

Expected Attendance: 1000

How many people attending the Event or Project will use South Padre Island lodging establishments? 100

How many nights do you anticipate the majority of the tourists will stay: $\underline{2}$
Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:
South Padre Island CVB will package this event with local hotels.

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held
September 2018

## Assistance Amount

\$75,000

Number of Hotel Rooms Used tbd information, survey of hoteliers, etc.)?
Survey and Room block information

Please list other organization, government entities, and grants that have offered financial support to your project: N/A

Will the event charge admission? No
Do you anticipate a net profit from the event? No

If there is a net profit, what is the anticipated amount and how will it be used?
Event fees will be consistent year over year.
$\qquad$
$\qquad$

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:
\$
\$
\$
\$ 5,000
\$

Anticipated Number of Press Releases to Media: 3
Anticipated Number Direct Mailings to out-of-town recipients: 2
Other Promotions: $\qquad$

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?


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?

What geographic areas does your event reach?
The State of Texas

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: $\qquad$
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: $\qquad$ \% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

South Padre Island Convention \& Visitors Bureau I 7355 Padre Blvd. I South Padre Island, Texas 78597

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?



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 <br> 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

South Padre Island Convention \& Visitors Bureau I 7355 Padre Blvd. I South Padre Island, Texas 78597

# 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


Discussion and action to deny funding and cancel the event for FAMfest.

## ITEM BACKGROUND

This event is scheduled for November 2019. The funding request is in the amount of $\$ 80,000$.
The Special Events Committee at their regular committee meeting held on Wednesday, March 6, 2019 denied the funding requests for $\$ 80,000$. The SEC also recommended the Convention and Visitors Advisory Board deny the funding request and cancel the event.

## BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

## LEGAL REVIEW

Sent to Legal:
YES: $\qquad$ NO: $\qquad$
Approved by Legal:
YES: $\qquad$ NO: $\qquad$

Comments:

## RECOMMENDATIONS/COMMENTS

Deny the funding request and cancel the event.

## APPLICATION FOR INITIAL FUNDING

Today's Date: 6/29/2018

## ORGANIZATON INFORMATION

Name of Organization: SPI Art \& Music Festival - FAMFEST
Address: 7355 Padre Blvd
City, State, Zip: South Padre Island, TX 78597
Contact Name: Marisa Amaya Contact Office Phone Number: 956-761-300(
Contact Cell Phone Number: 956-761-3000
Web Site Address for Event or Sponsoring Entity www.sopadre.com
Non-Profit or For-Profit status: Non-Profit Tax ID \#: $\qquad$
Entity's Creation Date: 2018
Purpose of your organization:
Provide family friendly entertainment with a focus on multi day events
in support of the City s art and music program.
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$\qquad$
$\qquad$
$\qquad$

## EVENT INFORMATION

Name of Events or Project: $\underline{\text { SPI Art \& Music Festival }}$
Date of Event or Project: $\frac{\text { November } 2019}{\text { Primary Location of Event or Project: SPI Convention Center }}$

Amount Requested: $\$ \underline{80,000.00}$

## Primary Purpose of Funded Activity/Facility:

Generate overnight stays as part of a larger weekend supporting a multi-day event.
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$\qquad$
$\qquad$
$\qquad$

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 $k$ to help offset the workload of securing a 3 day musical program.
$\qquad$
$\qquad$
$\qquad$

## 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
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.
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## 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: \$ $\qquad$
b) Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ $\qquad$
c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$ 80,000
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: \$ $\qquad$
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: \$ $\qquad$
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: \$ $\qquad$
How many attendees are expected to come to the sporting related event? 2,000
How many of the attendees at the sporting related event are expected to be from another city or county? 1,000

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?
Bringing business to hotels and restaurants the weekend of the event.
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: \$ $\qquad$

What sites or attractions will tourists be taken to by this transportation?
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$\qquad$
$\qquad$

Will members of the general public (non-tourists) be riding on this transportation? $\qquad$
What percentage of the ridership will be local citizens? $\qquad$
h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Amount requested under this category: \$ $\qquad$
What tourist attractions will be the subject of the signs?
$\qquad$
$\qquad$
$\qquad$
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$\qquad$
$\qquad$

How many years have you held this Event or Project: 1
Expected Attendance: 2,000

How many people attending the Event or Project will use South Padre Island lodging establishments? 500

How many nights do you anticipate the majority of the tourists will stay: $\underline{2}$
Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:
South Padre Island CVB will package this event with local hotels.

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held
November 2018

Assistance Amount
\$80,000

Number of Hotel Rooms Used tbd
$\qquad$
$\qquad$
How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?
Survey and Room block information

Please list other organization, government entities, and grants that have offered financial support to your project: N/A

Will the event charge admission? Yes
Do you anticipate a net profit from the event? No

If there is a net profit, what is the anticipated amount and how will it be used?
Event fees will be consistent year over year.
$\qquad$
$\qquad$

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:
\$
\$
\$
\$ 10,000
\$ $\qquad$

Anticipated Number of Press Releases to Media: 5
Anticipated Number Direct Mailings to out-of-town recipients: 5
Other Promotions: $\qquad$

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? $\square \checkmark$ Yes $\square$ 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?

What geographic areas does your event reach?

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: $\qquad$
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: $\qquad$ \% (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?



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:


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

South Padre Island Convention \& Visitors Bureaul 7355 Padre Blvd. I South Padre Island, Texas 78597

## SaVe the date



FILM * ART \& MUSIC
FRIDAY SATURDAY \& SUNOAY NOVEMBER 16 -18, 2018

We are looking for venues that would like to participate in hosting a local artist to display and sell their artwork during our SPI Film Art and Music Weekend.

What Do You Get In Return?
Generate more foot traffic into your business and give back to the local artists within our community.

How to Participate as an Event Host
Name of Location - Address
Contact Person Name, Phone Number and Email Square footage of the area that will be designated to Artist Permission to display a flag outside venue promoting event Provide Artist with refreshments (Water/ Soda/ Snacks)

FOR MORE INFORMATION
If you are interested in participating, please contact Marisa Amaya, Events Development \& Packaging Manager (956) 761-3834 or email marisa@sopadre.com

## Item No. 7

# 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/Marisa Amaya, Event Development \& Packaging Manager

DEPARTMENT: Convention and Visitors Bureau
$\square$
ITEM

Discussion and possible action to renegotiate the Xpogo contract.

## ITEM BACKGROUND

The Special Events Committee held their Regular Committee Meeting on Wednesday, March 6, 2019 and approved the renegotiation of the Xpogo contract. They also recommended for the Convention and Visitors Advisory Board to renegotiate the Xpogo contract.

## BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget.

## COMPREHENSIVE PLAN GOAL

## LEGAL REVIEW

Sent to Legal:
YES: $\qquad$
NO: $\qquad$

Approved by Legal:
YES: $\qquad$
$\qquad$
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 78597_
Contact Name: Michael Flores Contact Office Phone Number: 956-761-819؛
Contact Cell Phone Number: 956-761-8199
Web Site Address for Event or Sponsoring Entity www.sopadre.com
Non-Profit or For-Profit status: Non-Profit Tax ID \#: $\qquad$
Entity's Creation Date: 2018
Purpose of your organization:
Provide an extra layer of entertainment during low occupancy weekends.
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$\qquad$

## 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 Padre Island
Amount Requested: $\$ \underline{20,000}$

## Primary Purpose of Funded Activity/Facility:

Generate overnight stays, and provide family friendly entertainment to SPI visitors.
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$\qquad$

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)
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## 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
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:
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## 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: \$ $\qquad$
b) Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ $\qquad$
c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$ $\qquad$
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: \$ $\qquad$
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: \$ $\qquad$
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: \$ $\qquad$
How many attendees are expected to come to the sporting related event? $\qquad$

How many of the attendees at the sporting related event are expected to be from another city or county? $\qquad$
Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?
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: \$ $\qquad$

What sites or attractions will tourists be taken to by this transportation?
$\qquad$
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$\qquad$
$\qquad$

Will members of the general public (non-tourists) be riding on this transportation? $\qquad$
What percentage of the ridership will be local citizens? $\qquad$
h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Amount requested under this category: \$ $\qquad$
What tourist attractions will be the subject of the signs?
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

How many years have you held this Event or Project: $\qquad$
Expected Attendance: 500

How many people attending the Event or Project will use South Padre Island lodging establishments? 100

How many nights do you anticipate the majority of the tourists will stay: $\qquad$
Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held

## Assistance Amount

Number of Hotel Rooms Used

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

Please list other organization, government entities, and grants that have offered financial support to your project: N/A

Will the event charge admission? No
Do you anticipate a net profit from the event? No

If there is a net profit, what is the anticipated amount and how will it be used?
Event fees will be consistent year over year.
$\qquad$
$\qquad$

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:
\$
\$
\$
\$
\$
$\qquad$

Anticipated Number of Press Releases to Media: $\qquad$
Anticipated Number Direct Mailings to out-of-town recipients: $\qquad$
Other Promotions: $\qquad$

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? $\square \checkmark$ Yes $\square$ No

Will you negotiate a special rate or hotel/event package to attract overnight stays?
[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?
SoPadre website, Facebook, Twitter, TAG

What geographic areas does your event reach?

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: $\qquad$
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: $\qquad$ \% (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?



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:
$\qquad$ Proposed Marketing Plan for Funded Event
$\qquad$ Schedule of Activities or Events Relating to the Funded Project
$\qquad$ Complete budget for the Funded Project
$\qquad$ 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

South Padre Island Convention \& Visitors Bureaul7355 Padre Blvd. I South Padre Island, Texas 78597

## - XPOGO

## 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 $35^{\prime}(\mathrm{L}) \times 25^{\prime}(\mathrm{W}) \times 20^{\prime}(\mathrm{H})$ 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.

Proprietary, Xpogo LLC 2017

## (3) XPOGOLI

## 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 individual Xpogo 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 $3^{\text {rd }}$ 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 noncapricious 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

By:


Name: William Weiner
Title: CEO, Xpogo LLC
Date: 12/28/18


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

## XPOGO LLC TALENT PRODUCTION RIDER

## Footprint / Storage Room

- Preferred dimensions of $30^{\prime}(L) \times 25^{\prime}(W) \times 20^{\prime}(H)$ (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)
- $30^{\prime} \times 25^{\prime} \times 20^{\prime}$ is the perfect balance of safe and intimate
- Larger or smaller spaces are okay - 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 $3 / 4$ 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 extremely durable and not slick. 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-thanprofessional 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 <br> 15-20 Minule Shows | 500 + Shows Per Year 

## MOST <br> pOPULAR

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


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:

( $\mathrm{xP0BO}$ u:
Proprietary, Xpogo LLC 2017

## XPOGO

## SET OPTIONS

## NO SET-UP

## Just the aftiefes and their pogo sticks <br> For clients that simply want to include athletes in an

 existing environment (e.g.. Sports Halftimes, Corporate Ambience)Client to Provide:

- Speaker System
lincluding speaker, wireless mic. and mixer with ipod hookup)

CLASSIC SET-UP


## Athlefes, Pogo Sticks, High Jump Bar, Banners, and Flags

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

Client to Provide:

- Barricados / Evenl Foncing $\left(25^{\prime} \times 25^{\prime}\right)$
- Speaker System (including speaker, wireless mic. and mixer wilh hood hookupl



## PREMIUM SET-UP

## Athleies, Pogo Sticks, XL High Jump Bar, XL Banners, Flags, Tenf, Elevaied 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'×40')
- Speaker System
finclucting speaker wisetes
mic ond mixer withipod hookuol
- Dedicaled Seating /

Bleachers
" "Wow" Prop lox: Carl


## MIINUTES

## CITY OF SOUTH PADRE ISLAND

 CONVENTION AND VISITORS ADVISORY REGULAR MEETING
## WEDNESDAY, JULY 24, 2018

## 1. 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.
a. Approval of minutes June 15, 2018 special meeting, June 27, 2018 regular meeting and July 16, 2018 workshop.
b. 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 - \(\mathbf{\$ 1 , 5 0 0 ~ ( A u g ~ 2 0 1 9 ) ~}\)
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 IST GENERATION DASHBOARD.

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

## VIF. MARHETHNG RESEARCK 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. APBOURNMENT

There being no further business, Chairman Jones adjourned the meeting at 10:01 a.m.
Approved this 24 day of July 2018.

Wally Jones, CVA Chairman
Attest:

Rosa Zapata, CVB Executive Services Specialist

## Re: Susan Hill - contract legal review - XPOGO 2019 <br> 1 message

## Susan Guthrie [sguthrie@myspi.org](mailto:sguthrie@myspi.org)

To: Michael Flores [michael@sopadre.com](mailto: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](mailto: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 $\qquad$
From: Susan Hill [shill@myspi.org](mailto: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](mailto: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.

-.-.-.-. Forwarded message
$\qquad$

From: Michael Flores [michael@sopadre.com](mailto: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](mailto:sguthrie@myspi.org)
Cc: Susan Hill [shill@myspi.org](mailto:shill@myspi.org), Marisa Amaya [marisa@sopadre.com](mailto: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!
F-_ Forwarded message
From: Susan Hill [shill@myspi.org](mailto: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](mailto:michael@sopadre.com)

Please see Legal's recommendations below.

## ------ Forwarded message

From: Cynthia Trevino [cynthia.trevino@rampage-sa.com](mailto: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](mailto:shill@myspi.org)

Cc: Susan Guthrie [sguthrie@myspi.org](mailto:sguthrie@myspi.org), Ric J. Navarro [rinavarro@rampage-rgv.com](mailto:rinavarro@rampage-rgv.com), Veronica Duron [vduron@rampage-rgv.com](mailto:vduron@rampage-rgv.com), Joselin Jimenez [jjimenez@rampage-rgv.com](mailto: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](mailto:cynthia.trevino@rampage-sa.com); Ric J. Navarro[rjnavarro@rampage-rgv.com](mailto:rjnavarro@rampage-rgv.com); Veronica Duron [vduron@rampage-rgv.com](mailto:vduron@rampage-rgv.com); Joselin Jimenez [jijimenez@rampage-rgv.com](mailto:jijimenez@rampage-rgv.com); Susan Guthrie [sguthrie@myspi.org](mailto: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!
---- Forwarded message
From: Michael Flores [michael@sopadre.com](mailto: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](mailto:shill@myspi.org)
Cc: Susan Guthrie [sguthrie@myspi.org](mailto:sguthrie@myspi.org), Marisa Amaya [marisa@sopadre.com](mailto:marisa@sopadre.com), Rosa Zapata [rosa@sopadre.com](mailto: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.

> The information transmitted, including attachments, is intended onily for the person(s) or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in rellance upon this information by persons or entities other than the intencted recipient is prohibited. If you received this in error, please contact the sender and destroy any copies of this information.

## 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
E-mail: SHill@MySPI.org www MySPL org
How did I do? Please take our Customer Service Survey by clicking here.

The information transmitted, including attachments, is intended only for the person(s) or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or takng of any action in reliance upon this information by persons or entities other than the inlended recipient is prohibited. If you received this in error, please contact the sender and destroy any copies of this information.

## 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 <br> 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 discussion update on the Valley International Airport Operations.

## ITEM BACKGROUND

The CVA Board had requested for an update from Valley International Airport regarding ongoing projects.

BUDGET/FINANCIAL SUMMARY
No financial action.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

| Sent to Legal: | YES: | NO: |
| :--- | :--- | :--- |
| Approved by Legal: | YES: |  |

Comments:

RECOMMENDATIONS/COMMENTS

VIA INTERNATIONAL AIRPORT

## The Valley's Airport

Destinations Delivered.



## The Valley's Airport

## 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!

## The Valley's Airport

## Upcoming Projects

1. New Terrazzo Floors $2^{\text {nd }}$ floor
2. Extend runway to $9,400 \mathrm{ft}$.
3. Add new passenger boarding bridge to Gate 1 \& Gate 3 (possibility)

$4^{\text {th }}$ Qtr. 2019 All 7 gates will be active

VIA

## Upcoming Projects

1. New Terrazzo Floors $2^{\text {nd }}$ floor
2. Extend runway to $9,400 \mathrm{ft}$.
3. Add new passenger boarding bridge to Gate 1 \& Gate 3 (possibility)

## The Valley's Airport



VIA

## Upcoming Projects

1. New Terrazzo Floors $2^{\text {nd }}$ floor
2. Extend runway to $9,400 \mathrm{ft}$.
3. Add new passenger boarding bridge to Gate 1 \& Gate 3 (possibility)



LEALMEDIA
LED VIDEO WALL SIZE: 6' 6" $\mathrm{X} 44^{\prime}$

VIA AIRPORT

HARLINGEN, TEXAS

Project Scope:


## 8. Director's Report

Reconstruction of Apron and TWY H:
Project Total: \$15,550,000
Spent to date: $\$ 1,558,147$

## VIA

HARLINGEN, TEXAS


## 8. Director's Report



## $\sqrt{\text { A }} \begin{aligned} & \text { VALLEY } \\ & \text { INTERNA }\end{aligned}$ AIRPORT <br> HARLINGEN, TEXAS

## 8. Director's Report

Lobby Roof Replacement:


## 8. Director's Report

HARLINGEN, TEXAS


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

VIA
HARLINGEN, TEXAS


## 8. Director's Report

Terminal updates:
$>$ Wine and Coffee Bar improvements;
> Baggage display monitors.


## The Valley's Airport

## Nonstop Service

## Southwestis



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**
American Airlines

## ERONTIER

AIRLINES
suncountryairlines.

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

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
o \$500-\$229 Per Person
o 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

## Air Cargo

VIA Ranked \＃77 in the nation
－VIA－ 263 Million LBS
－ 10 Daily Flights
－Largest Aircraft

Southwest．
FedEx
Cargo

## Expanding Operations



## The Valley＇s Airport

Jobs FedEx recently added

Ramp agents－幅
Managerial－侕
Transport drivers－
（\＄18．97 to \＄29．31 per hour）


Handlers－
（\＄13．80 to \＄19．03 per hour）

骍种种种种

VALLEY
INTERNATIONAL AIRPORT

## 5d. Reports - Progress Report

HARLINGEN, TEXAS


## - $\sqrt{\text { A } \begin{array}{l}\text { VALLEY } \\ \text { INTERNA }\end{array}}$ <br> INTERNATIONAL <br> AIRPORT

HARLINGEN, TEXAS


## - $\sqrt{\text { Q } \begin{array}{l}\text { VALLEY } \\ \text { INTERNA }\end{array}}$ <br> INTERNATIONAL <br> AIRPORT <br> HARLINGEN, TEXAS



$$
?
$$

## Item No 9

## 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 possible action regarding proposed Special Event Subcommittee Policy and recommend to City Council for approval.

## ITEM BACKGROUND

The Special Event Committee made recommendations at their regular meeting held on March 6, 2019 to create a Special Events Subcommittee Policy and for City Council to approve.

BUDGET/FINANCIAL SUMMARY

No financial action.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

| Sent to Legal: | YES: | NO: __X |
| :--- | :--- | :--- |
| Approved by Legal: | YES: |  |

Comments:

## RECOMMENDATIONS/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 Board Chairman
DEPARTMENT: Convention and Visitors Advisory Board


Discussion and possible action regarding request to City Council to dissolve the current Special Event Committee and allow the CVA Board to reform this committee as a subcommittee.

## ITEM BACKGROUND

After the Joint Workshop on Tuesday, February 19, 2019 a strong recommendation from several members to re-establish a sub-committee was discussed.

On February 27, 2019 at the CVA Board regular meeting, 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.

## BUDGET/FINANCIAL SUMMARY

No financial action needed.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal:
YES: $\qquad$
NO: $\qquad$

Approved by Legal:
YES: $\qquad$
NO: $\qquad$

Comments:

## RECOMMENDATIONS/COMMENTS

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

Item No. 11

## 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
$\square$
ITEM

Presentation and discussion regarding February 2019 Director's Report.

## ITEM BACKGROUND

CVA Board recommended for a monthly update to be given at the regular CVA Board Meetings.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal:
YES: $\qquad$ NO: __x
Approved by Legal:
YES: $\qquad$
NO: $\qquad$

Comments:

RECOMMENDATIONS/COMMENTS


SOUTH PADRE ISLAND CONVENTION \& VISITORS BUREAU

# CVB DASHBOARD 

MARCH 2019

Nake it yours.

## HOTEL OCCUPANCY TAX (HOT)

## Tax Collections Timeline, By Type

HOT Tax is collected on the $15^{\text {th }}$ of each month

30 day delay to reporting from end of month

15 day delay to collection from due date


Property Tax is collected throughout the
year but primarily in Oct, Nov, Dec \& Jan

No delay in reporting

No delay in collection

Beverage Tax is collected quarterly (State Comptroller FY - begins Sep. 1)

45 day delay in reporting from the end of the quarter

No delay in collection by the State of Texas

## ECONOMIC IMPACT

## Hotel Occupancy Tax (in 00,\$)



## Sales Tax (in 100K,\$)

$\$ 600.00$


## ECONOMIC IMPACT

## Mixed Beverage Tax



| Month of <br> Payment | Months <br> 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 |  |  | $\$ 339,169.50$ | $\$ 335,422.10$ | $\$ 331,576.86$ | $\$ 319,259.11$ | $\$ 305,351.19$ | $\$ 218,657.47$ |

## ECONOMIC IMPACT

## Occupancy



Feb Mar Apr May Jun Jul AugSep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb


## Revenue Per Available Room (RevPAR)



Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul AugSep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct NovDec Jan Feb


## ECONOMIC IMPACT

## Average Daily Rate (ADR)

$\$ 180.00$


## AWARENESS

## Web Visits



Sources of Website Traffic


## AWARENESS



Instagram Followers


## ENGAGEMENT

## PR Engagement

600


## 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 = <br> 3,622 new emails

NEW EMAIL SIGN UP
Per Week


Total New Emails Collected

6,000
5,000
4,000
3,000
2,000
1,000

Total current active emails

$$
=108,412
$$



## ENGAGEMENT

## Open Rate of CRM Weekly Email Blasts



## CONVERSION

## Outbound Partner Links



Visitor Guides Requests (Fulfillment House)


## 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.

Item No. 12

## 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 discussion regarding Semana Santa marketing campaign and Q2 Impact Partner Report.

## ITEM BACKGROUND

CVA Board requested an update regarding Semana Santa campaign at their regular board meeting held Wednesday, February 27, 2019.

## BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal:
YES: $\qquad$
NO: $\qquad$

Approved by Legal:
YES: $\qquad$
NO: __x

Comments:

RECOMMENDATIONS/COMMENTS

# IMPACT THAT MATtERS QUARTERLY REPORT 



## DATE ISSUED <br> -

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 a Communications
Managen
Jamie Wells, MBA
Marketing a Communications Specialist
Marisa Amaya
Event Development a Packaging Manager

## SALES/MEETINGS \& GROUPS

Gene Rios
Group Business Development Director
Elizabeth Rivera
Sales Manager, RGV
Maypa Nunez
CVB Sales a Services Coordinator
Dixie Rowell
Facilities Booking Coordinator

## VISITORS CENTER

Lilia DeRousie
Visitons Center Manager
Yolanda Davila
Information Counselor
Luis Reyes
Information Counselor

## CONVENTION CENTRE

## Joey Rodriguez

Operations Manager

## WHO WE ARE

The South Padre Island Convention and Visitors Bureau (SPICVB), 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 onganization 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.

## GONTENTS

Message from the Direetor ..... 3
Director's Notes ..... 4
Research \& Analytios ..... 5
Meetings if Conventions ..... 7
Travel â Tradeshow Galendar ..... 8
Marketing a tommunieations ..... 9
Speeial Events ..... 11

SOUTH PADRE ISLAND CONVENTION AND VISITORS BUREAU

## 7355 Padre Boulevand

South Padpe Island, TX 78597

> (956) 761-3000
www.sopadpe.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 <br> GONVENTION \& VISITORS ADVISORY BOARD 

## daniel salazar

Chairman
ISLa GRand beach resort

TOM GOODMAN
Vice Chairman
padre island rentals

## bryant waluer

Ex-Officio Member
BROWNSVILLE/SOUTH PADRE ISLAND AIRPORT
JOSE MULET
Ex-Officio Member
Valley INTERNatIoNal AIRPORT

BOARD MEMBERS

ARNIE CREININ
coastal llfestyles

## bob friedman

sea ranch restaurant
chad hart
inertia tours

## bryan PInverton

ISLAND SERVICES
pamela romer
inn at South padre

## MARKETING COMMITIEE

## daNIEL Salazar

TOM GOODMAN
special events committee
Sean till
Chairman
doyle wells
Vice Chairman

## alenandra brotiman

lisa graves
cody pace
tommy safnl
sean slovisiy

## 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 coopenative marketing efforts has been deployed in support of the Frontier Airlines, Denver-Harlingen flights. This campaign is focused on families and budget travelens 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 manketing efforts will be the focus of this effort. This will be an all digital campaign.

## UNITED AIRINES

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, ovenhead 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.


## IMPaCTING REVENUE

## RESEARCH \& ANALYTICS

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

## ahrivalist

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

* fach dot represents the onigin city of an actual visiton to south padre Island.


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

## Young Strategies, Inc

Helps south Padre Island understand and predict visition behavior and provide the tools to act on that information.

## Mey Data

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

## STR

Provides premium data benchmanking, analytics and manketplace insights to dnive 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 benchmanking data to enhance our fiscol year

International Visitors (Households) by Month


International Visitors Total Direct Spending by Month


Top 11 Origin Countries by Total Spend

| Origin Country | NetCardholder Count | Total Sales <br> Amount | Average receipttotal per spender | Lodging spend <br> ONIY | Total HOT collected by the City (10.5\%) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Mexico | 13,572 | \$2,331,189 | \$86.28 | \$1,27,571 | \$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 |
| Saudiafabia | 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 | \$6,77 | \$57.92 | \$3,230 | \$339 |
| Totals | 15,718 | \$2,901,860 | \$88.64 | \$1,54,004 | \$162,220 |

Source: VisaVue Travel International Data, 2017


VisaVuee 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

## IMPaCTINE 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 neinitiating many of the Mexico-based tradeshows, state wide and nationwide coopenative prognams 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

Febpuary 2019


Group Business Booked

## 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 | Type |
| :---: | :---: | :---: | :---: |
| MPI TX Hill Country Chapter <br> Education Conference <br> TSAE Celebration Luncheon <br> Meeting Planner Happy Hour <br> MPI Jingle Mingle | November 1, 2018 | December 13, 2018 | Austin | Social/Tradeshow

## IMPaCTING ENGAGEMENT

## MARKETING \& COMMUNICATIONS

The Marketing a Communications team supports the SPI CVB and the South Padre Island Convention Centre by promoting South Padne Island through innovative marketing, adventising, 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.

PUBLIC RELatIONS
COVERAGE ANALYSIS
February 2019

## SOCIAL MEDIA INFIUENCER

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 "takeoven" 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 familianization tour July/August 2019. This media tour will feature journalists from Los Angeles and Seattle from a variety of ententainment, food and travel publications and websites.


Total Reach


Total Publicity Value


Source: CISION

## DICHITAL ASSET LIBRARY

Do you need destination images for manketing and promotional purposes? We offer a selection of digital assets for download on Barberstook, our digital asset libpary.

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


## PAID MEDIA

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

## SPRING 2018 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 manketing efforts ane well underway to support a stnong 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 "Suhmit Event"

## SHARE YOUR FACEBOON 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.

## CONNECT WITH US

Website: www.SoPadre.com \| Email: info@SoPadre.com
f
Facebook
@sopadpe

Twitter
@visitsouthpadre
0
Instagram
@visitsouthpadreisland

Pinterest @visitsopadreislandtx

## IMPACTING NETWORIIS

## CALENDAR OF EVENTS | 2019

JANUARY
January1
Polar BEAR DIP
www.Claytonsbeachbar.com
Take a plunge in the Gulf of Mexico! Event features live
music and costume contests.

January 12
Spllonefit causway 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 WIIDLIFF EXPO (W.O.W.E)
www.spibinding.com
Five-day exposition covering a variety of coastal outdoon and nature topics.

## January 25-27 <br> 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 KIITEFES INDOOR Peprormance
www.spikitefest.com
Indoor kite performance, Thursday featuring an annay
of internationally-known kitefliens.

## ONGONTG EVENTS

## March 30 - September 28

BANDSON THE BEAH//LVEMUSIG FIREWOAKS
www.claytonsboachbor.com
Fniday/ Saturdays/Holidays
June- Iabon Day
FIREWORKS OVERTHE BAV
www.lbyspi.com
Every Thunsday \& fritay at $9: 15 \mathrm{p} . \mathrm{m}$.

## FEBRUARY

February1\&2
SPI IIIfefst
www.spikitefest.com
Outdoon penformance featuring "show kites" that will be on display throughout the day.

## February 9

SPICE CHILI COOKOFF
www.spiwalkforwomen.ong
Annual fundraising event featuring chili and bean cookoff, music and supporting a great cause.

## February 15 \& 16 <br> REV QUIIT QUILDEXPO <br> www.rggqg.com

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

## February 22-24 <br> spImarket days

Featuring handorafted jewerly, clothing, cosmetics and frangrances, rare arts and crafts, gourmet tneats, exclusive home decon items and more.

## MARCH

March2\&3
SPRING BREAK JAM
A can, truck, motorcyle show with a Tattoo Expo featuring some of the finest tattoo antists in Texas.

## March6-13

BEACH BASH
www.padnemaniac.com/rock-stan-beach
A series of concents during Texas Week hosted at Rockstar Beach.

## March 11-17

SPRING BEEAK: texas Week
www.sopadre.com/springbreak
A tropical oasis dedicated to the expenience that never sleeps, stops, or slows down.

## APRIL

## April3-6

National tropical weather conferene
www.hunricanecentenlive.com
Two-day conference for professional training in hunricane preparedness for media and business.

## April $25-28$

SPLASH SOUTH PADRE
www.splashsouthpadre.com
LGBT friends, family and supportens elcome you to a weekend of so of the best enentainment you've ever experienced.

## April27

## 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 Tuntle, Inc.

## MAY

## May 4

RUNTHE Jallbrean
www.runthejailbreak.com
Conquer the 5 K course covering 20 challenging obstacles on the sun-drenced beaches of South Padre Island.

## May 5

PEDAL TOPADRE
www.pedaltopadneinc.com
Tangeted towards a wide range of niders at varying experience levels, the primary tour is 30 miles and the expert route for advanced riders is a $50+$ mile tour.

## May 17818

SHALLOW SPORT FISHNG TOURNAMENT
www.shallowsportboats.com
Anglens compete to nab the langest redrum, trout and flounder.

## Мау 26

MEMORIAL DAY FIREWORKS
(Rain Date: May 27)

## JUNE

June 1
SplIoNefit causeway Run/Walk
www.portisabelchamben.com
Follows a 6.2 mile (10K) course with awards ceremonies and lunch following the race/walk.

## May 31 - June 2

DAREEL BOAT OWNERS FISHING TOURNAMENT
www.dargelboats.com
A spot tounnament-- 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 IISHING TOURNAMENT (IIFT) www.tif.ong

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

## AUCUST

August 9-11
Ladifs kingerlih Tounnament (Lit)
www.spichamber.com.
The firstall Ildies tounnament in Texas divided into two divisions --bay and offshore.

## SEPTEMBER

## September 1

LaBOR DAY FIREWORHS
(Rain Date: September 2)
September 6\&7
Shallow stalker boats owners fishing tournament
www.baysidemarinaooline.com
Adult and junion divisions compete for the heaviest red
drum, tour, flounder and more!

## September 13 \& 14

J.J.ZAPata fishlng tounnament
www.alpha5195.com
An invitational fishing tournament in memoriam of Jaime J. Zapata.

September 13-15
SPI WAHOO CLLASSIC
Fishing tournament awarding cash prizes to the top three fish (Wahoo, Dorado and Blackfin Tuna.

## September 29 <br> SPI TRIATHON

www.spitriathlon.com
Olympic and Sprint distance courses for the seasoned veteran on 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 suppontens elcome you to a weekend of so of the best enertainment you've ever experienced.

## October 11-13 <br> 1GTH ANNUAL WALLK FOR WOMEN

www.spiwalkforwomen.ong
Annual fundraising event with the mission to paise 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 dealens, gear and mone!

## October 25

hallowings gala
www.spibinding.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.

[^0]
## October 25-27 <br> HALLOWINGS ACROSS SOUTH PADRE ISLAND <br> www.spibinding.com

Three-day event in celebration of the fall migration of the Monarch butterfly. Childnen's activities, live ententainment, 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 <br> holiday Sand castle village

Celebrate the spinit 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.chnistmasparade.myspi.ong
Kick off the holiday season and watch as beautifully deconated floats pass by on Padne Boulevard.

## December 6

SPI TREE LIGHTING CEREMONY
(Rain Date: December 13)
Annual lighting of the Christmas tree.

## December 7

LIIGHited 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.


Item No. 13

## 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 discussion regarding initial analytics for the $\$ 100 \mathrm{~K}$ Spring Break marketing push.

```
ITEM BACKGROUND
```

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal:
Approved by Legal:
YES: $\qquad$
Comments:

RECOMMENDATIONS/COMMENTS

Overview ALL Im pressions

impressions
Clicks
CTR

Overview ALL Impressions


Social Channels Overview



SPI-South Padre Island - Master Dash for South Padre Island
From Nov01, 2018 to Mar 17, 2019 Created On Mar 21, 2019

## Pinterest Performance

| Board <br> Name | ミ | Creator | Pins | Saves | Likes <br> (Deprecated) | Comments | Collaborators |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| South |  |  |  |  |  |  |  |
| Padre |  | ATD | 37 | 67 | 0 | 0 | 0 |
| Island |  | Partners |  |  |  |  |  |
| FY19 |  |  |  |  |  |  |  |

## Facebook Overview



## Device ID Overview



Snapchat Overview

$$
\underset{\substack{\text { IMPRESSIONS }}}{4,056,347} \underset{\text { SWIPES }}{53,555} \quad \begin{gathered}
1.24 \% \\
\text { SWIPE UP PERCENT }
\end{gathered}
$$

## PreRoll Video Performance



Instagram Overview


Twitter Performance


Retargeting Perform ance


SPI-South Padre Island - Master Dash for South Padre Island
From Nov01, 2018 to Mar 17, 2019 Created On Mar 21, 2019

## op 10 Performing Keyword

| 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



Total ©

Instagram Story - SB New 12/11

## Facebook Carousel 1 - Copy

Facebook Carousel 1

Instagram_1200x628_Spring Break-CMG Student City 2.jpg - Copy 3

Instagram_1200x628_Spring Break-CMG Student City 2.jpg - Copy 4

Desktop Preview


| Impressions | Clicks | CTR | Link Clicks |
| :--- | :--- | :--- | :--- | Landing Page Views

## Facebook \& Instagram Campaign Breakdown

| Campaign | ミ | Impressions | Clicks | CTR | Page Likes | Post <br> Engagement | Link Clicks | Landing Page Views | CTR(Link Click-Through Rate) | Video 3-Second Views |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total 3 |  | 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 |

SPI-South Padre Island - Master Dash for South Padre Island

Spring Break Page

$\square$ Pageviews Sessions $\square$ Avg. Time on Page

CURRENT LVRREPORT

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



# 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 regarding Sopadre Website.

ITEM BACKGROUND

CVA Board requested for updates regarding Sopadre website to be given at their regular board meetings.

## BUDGET/FINANCIAL SUMMARY

## COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

## Sent to Legal:

YES: $\qquad$
NO: $\qquad$

Approved by Legal:
YES: $\qquad$
NO: $\qquad$

Comments:

RECOMMENDATIONS/COMMENTS


## Status Update

## SoPadre.com Refresh Website

Marketing \& Communications SPICVB | March 2019

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

## 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, Director of Marketing, Research and Analytics
DEPARTMENT: South Padre Island Convention and Visitors Bureau
$\square$
ITEM

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.

## ITEM BACKGROUND

CVA Board requested an updated feasibility study to be done for possible expansion of the Convention Centre.

## BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

## LEGAL REVIEW

Sent to Legal:
Approved by Legal:
YES: $\qquad$
NO: $\qquad$

YES: $\qquad$
NO: $\qquad$

Comments:

## RECOMMENDATIONS/COMMENTS

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

# SOUTH PADRE ISLAND CONVENTION CENTER EXPANSION FEASIBILITY STUDY UPDATE 

SUBMITTED TO

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 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 Team will review and analyze recentstatistics 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


OVERNIGHT OTHER VISITORS*

DAY-TRIP OTHER VISITORS*

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


[^0]:    All events are subject to change. Vvents with an asterick are tentative. For more information visit www.SoPadre.com.

