

**NOTICE OF CONVENTION AND VISITOR ADVISORY BOARD MEETING  
CITY OF SOUTH PADRE ISLAND**

**WEDNESDAY, JUNE 24, 2020**  
9:00 AM AT THE MUNICIPAL BUILDING  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> FLOOR  
4601 PADRE BLVD, SOUTH PADRE ISLAND, TEXAS

1. Call to Order

2. Pledge of Allegiance

3. Public Comments and Announcements

*This is an opportunity for citizens to speak to the Board relating to agenda or non-agenda items. Speakers are required to address the Board at the podium and give their name before addressing their concerns. [Note: State law will not permit the Convention and Visitors Bureau to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to City Staff or may be placed on the agenda of a future Convention and Visitors Bureau meeting]*

4. Approve Consent Agenda

- 4.1. Approve the meeting minutes for the May 20, 2020 regular meeting.
- 4.2. Approve the excused absences for Board Members Arnie Crenin, Bryan Pinkerton, and Bob Friedman for the May 20, 2020 regular meeting. ( Salazar)

5. Regular Agenda

- 5.1. Discussion and recommendation to City Council to approve FY 2020-2021 draft budget for Events Marketing (593) and Marketing (594). (Caum)
- 5.2. Discussion and recommendation to City Council to approve The Atkins Group contract extension for FY 2020/2021. (Caum)
- 5.3. Discussion, presentation and possible action to approve the marketing plan for August and September 2020. (Caum)
- 5.4. Discussion and action to approved the funding request for Sandcastle Days October 2020. (Amaya)
- 5.5. Discussion and action to approve the funding request for SPI Kite Fest February 2021. (Amaya)
- 5.6. Discussion and action to approve the funding request for Ride to Rotary October 2020. (Amaya)



- 5.7. Presentation and discussion regarding the Directors' Report and the following topics. (Caum)
- \*Marketing and Communications
  - \*Social Media
  - \*Research and Analytics
- 5.8. Discussion and update regarding South Padre Island's hotel/VRM's booking numbers for Summer 2020 and factors to watch for going into Fall and Winter 2020. (Salazar)
- 5.9. Discussion and possible action concerning new meeting date for July 2020. (Salazar)

6. Adjourn

NOTE:

*One or more members of the City of South Padre Island City Council and Special Events Committee may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.*

DATED THIS DAY THE 19<sup>TH</sup> OF JUNE 2020

  
Linette Hernandez, CVB Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF 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 CITY HALL/MUNICIPAL BUILDING ON JUNE 19, 2020, AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

  
Linette Hernandez, CVB Administrative Assistant

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, BELINDA TARVER AT (956)761-8103.



Agenda: JUNE 24, 2020 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board

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

**MEETING DATE:** June 24, 2020

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the May 20, 2020 regular meeting.

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

**MEETING MINUTES  
CONVENTION AND VISITOR ADVISORY BOARD MEETING  
CITY OF SOUTH PADRE ISLAND**

**WEDNESDAY, MAY 20, 2020**

**I. CALL TO ORDER**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Meeting on Wednesday, May 20, 2020 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 10:00 a.m. A quorum was present: Tom Goodman, Pamela Romer, and Chad Hart. Absent were Arnie Crenin, Bryan Pinkerton, and Bob Friedman.

City Officials: City Manager, Randy Smith

Staff: CVB Director Ed Caum, Office Manager/Accountant Lori Moore, Administrative Assistant Linette Hernandez, Marketing and Communications Specialist Matthew Lee.

**II. PLEDGE OF ALLEGIANCE**

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS:**

Ed Caum CVB Director made a public comment regarding the upcoming Memorial Day weekend and acknowledged first responders during the pandemic.

**IV. CONSENT AGENDA**

- 4.1. Approve the meeting minutes for February 26, 2020 regular meeting. Board Member Tom Goodman made the motion, seconded by Board Member Chad Hart. Motion Carried unanimously.
- 4.2. Approve the meeting minutes for May 4, 2020 regular meeting. Board Member Chad Hart made the motion, seconded by Board Member Tom Goodman. Pamela Romer abstained. Motion Carried.
- 4.3. Approve excused absence for Chairman Daniel Salazar for February 26, 2020 regular meeting. Board Member Tom Goodman made the motion, seconded by Board Member Chad Hart. Motion Carried unanimously.
- 4.4. Approve excused absence for Pamela Romer and Bryan Pinkerton for May 4, 2020 regular meeting. Board Member Tom Goodman made the motion, seconded by Board Member Chad Hart. Motion Carried.

## V. REGULAR AGENDA

- 5.1. Presentation on Texas Travel Alliance Recovery. CVB Director Ed Caum to the podium to present a PowerPoint that was done as a webinar for the Texas Association of Convention and Visitors Bureaus. The presentation focused on marketing to the Texas drive market. CEO Steve Atkins, of the Atkins group, spoke at the podium regarding the marketing recovery plan.
- 5.2. Update and discussion regarding the Directors' Report and the following COVID-19 response topics.
  - \* Current fiscal year budget cuts 2019-2020
  - \* Financial recap report
  - \* Recovery marketing plan
  - \* Budget reduction of upcoming fiscal year 2020-2021
  - \* Convention Centre update
  - \* Group business update
- 5.3. Discussion and Recommendation to City Council to move \$300,000 from March's HOT collections to marketing (594) to create a funding source for a weekly in-house digital marketing spend of up to \$3,000. After a brief discussion, Board Member Tom Goodman, made a motion to recommend to the City Council that the \$300,000 from March's HOT collection be moved into the marketing budget. Board Member, Pamela Romer, seconded motion. Motion carried unanimously.
- 5.4. Discussion and Recommendation to City Council to implement a Digital Marketing Discussion Group made up of one CVA Board Member, one City Council Member and up to four digital marketing experts. Analytics will be reviewed every Monday and recommendations will be given to the CVB Director on digital placement and redirection of campaigns not driving conversions. After a brief discussion, Board Member Tom Goodman made a motion to not recommend formation of a Digital Marketing Discussion Group to City Council, seconded by Pamela Romer. SEC Committee Member Doyle Wells to the podium with further comments regarding formation of a new group. Motion carried unanimously.
- 5.5. TIFT funding, discussion and recommendation to City Council. CVB Director Ed Caum provided an update on the Special Events Committee recommendation to the City Council

to fund TIFT by the full amount budgeted for their event in the amount of \$25,000. SEC Member Doyle Wells to the podium to elaborate on the SEC decision to provide full funding to TIFT. Board Member Chad Hart made the motion to approve, seconded by Board Member Tom Goodman. Motion Carried unanimously.

- 5.6. Discussion and possible action concerning new meeting date for June 2020. New meeting was scheduled for June 24, 2020.

## **VI .ADJOURN**

There being no further business, Chairman Salazar adjourned the meeting at 11:47 am.

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Linette Hernandez, CVB Administrative Assistant

APPROVED:

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Mr. Daniel Salazar, CVA Chairman

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

**MEETING DATE:** June 24, 2020

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the excused absences for Board Members Arnie Crenin, Bryan Pinkerton, and Bob Friedman for the May 20, 2020 regular meeting. ( Salazar)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** June 24, 2020

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and recommendation to City Council to approve FY 2020-2021 draft budget for Events Marketing (593) and Marketing (594). ( Caum)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N /A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



# Incremental Marketing Budget by Quarter

October 2020 – September 2021

## 1<sup>st</sup> Quarter - October – December 2019

No Spending – Projected Hot Collections \$900,000

## 2<sup>nd</sup> Quarter – January – March

Family Spring Break -	\$100,000
Christian Spring Break -	\$100,000
Airport Airlift Advertising RGV -	\$100,000

## 3<sup>rd</sup> Quarter – April – June

Family Vacation (SA/Austin, DFW. Houston)	\$100,000
Vacation Rentals Campaign	\$100,000
Outdoor Experiences	\$100,000

## 4<sup>th</sup> Quarter – July – September

Island for the Holidays Campaign (Texas)	\$100,000
Snow for Sand (Northern Cities) Campaign	\$100,000
Family Spring Break Deals 2022 Kick-Off Campaign	\$100,000

## Agency Support

- 1. Creative & Content Services \$25,000  
 Agency creative services, production and traffic management includes all time associated with determining the best creative strategies for print, collateral, broadcast, digital and other online marketing outreach, including the development of written and video social media content, as well as producing all campaign materials and assets needed to fulfill the brand campaign, various creative projects and the media plan. This includes concept development, art direction, design, layout and production management, as well as digital strategy and development for projects associated with overall brand campaign and to fulfill creative assets as per the media plan. Content development involves creative work like copywriting or graphics and run in parallel with the brand campaign. Our content strategy and implementation plan will cross all owned publishing.

**2. Account Services** **\$20,000**  
As an extension of your staff, the account service team provides day-to-day management to maintain a clear understanding of your objectives, strategic direction, brand growth and maintenance requirements. This team will maintain ongoing communications, participate in planning meetings, assists with board/staff communication and others when appropriate and on an ongoing basis, prepare and submit to you for advance approval estimates of costs for recommended projects and programs, report and coordinate projects, keeping you informed of schedules, changes to scope and any other relevant information.

**3. Production & Editing** **\$35,000**  
This production budget allocation will be used for any costs associated with production of campaign materials including photography, video/audio production, talent usage rights, VO/music, editing, printing, etc. We negotiate hard with vendor partners to get the most favorable quotes, while maintaining the quality level the South Padre Island brand deserves.

**4. Advanced Analytics & Reporting** **\$20,000**  
TAG will provide high levels of analytics that use detailed data from digital tracking, media impressions, public relations and other forms of research to develop insightful reports that paint a clear picture of not only what's been done, but how it is performing by campaign by objective. Moreover, this monitoring and analysis is being done on an ongoing basis so that mid-month course corrections are possible, allowing content to adjust and tune to perform at optimal levels. The result of our Advanced Analytics and Reporting is greater utilization of resources and improved program performance. Monthly summary reports are rolled into quarterly full reports, formatted to present to all necessary stakeholders in City leadership.

**Total Incremental Spend 2021** **\$1,000,000**

593

5.1

02 -HOTEL/MOTEL TAX FUND  
 EVENTS MARKETING  
 DEPARTMENT EXPENDITURES

		TWO YEARS	ONE YEAR	----- CURRENT YEAR -----		PROPOSED	INCREASE
		PRIOR	PRIOR	ACTUAL	Y-T-D	BUDGET	(DECREASE)
		ACTUAL	ACTUAL	BUDGET	ACTUAL		
593-0540	ADVERTISING	0.00	0.00	0.00	0.00	0.00	0.00
593-0550	TRAVEL	6,724.37	9,287.85	3,611.00	2,933.47	3,611.00	0.00
593-0551	DUES & MEMBERSHIPS	2,259.00	1,257.93	3,590.00	3,100.90	3,590.00	0.00
	NASC ASSOC OF SPORTS CO 1	1,100.00				1,100.00	
	SOCIETY OF AMERICA TRVL 1	340.00				340.00	
	INTER FILM COMMISSION 1	1,150.00				1,150.00	
	TX ASSOC OF FILM COMMS 1	1,000.00				1,000.00	
*** CATEGORY TOTAL ***		14,959.32	10,773.04	31,081.00	10,557.27	21,081.00	0.00
<u>EQUIPMNT &gt; \$5,000 OUTLAY</u>							
593-1001	BUILDINGS & STRUCTURES	22,350.00	0.00	0.00	0.00	0.00	0.00
593-1006	LAND ACQUISITION	0.00	0.00	0.00	0.00	0.00	0.00
593-1007	MOTOR VEHICLES	0.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		22,350.00	0.00	0.00	0.00	0.00	0.00
<u>SPRING BREAK</u>							
593-7010	HOSTING COSTS	0.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		0.00	0.00	0.00	0.00	0.00	0.00
<u>TOURISM AND CULTURAL</u>							
593-8015	TEXAS POLICE GAMES	0.00	0.00	0.00	0.00	0.00	0.00
593-8030	FIREWORKS	80,000.00	80,000.00	80,000.00	20,000.00	80,000.00	0.00
593-8045	KITE BOARDING RODEO	0.00	0.00	0.00	0.00	0.00	0.00
593-8060	ENTRANCE SIGNS	7,587.00	10,227.36	10,000.00	5,330.00	10,000.00	0.00
593-8068	KITEFEST	0.00	0.00	0.00	0.00	0.00	0.00
593-8070	BEACH AND BIKERFEST	0.00	0.00	0.00	0.00	0.00	0.00
593-8071	SPI MARATHON	0.00	0.00	0.00	0.00	0.00	0.00
593-8074	SPRING BREAK	5,896.69	7,043.92	10,000.00	4,894.98	8,000.00	( 2,000.00)
593-8075	SAND CASTLE DAYS/SUMMER CON	0.00	0.00	0.00	0.00	0.00	0.00
593-8077	MEMORIAL DAY CONCERT	0.00	0.00	0.00	0.00	0.00	0.00
593-8080	NCAA BASKETBALL	0.00	0.00	0.00	0.00	5,000.00	5,000.00
593-8081	NBA D LEAGUE	0.00	0.00	0.00	0.00	0.00	0.00
593-8084	SPI Bikerfest	0.00	0.00	0.00	0.00	0.00	0.00
593-8086	TIFT	0.00	0.00	0.00	0.00	0.00	0.00
593-8088	LKT	0.00	0.00	0.00	0.00	0.00	0.00
593-8099	HISC. SPONSORSHIPS	621,248.98	673,388.95	395,987.00	283,410.65	450,000.00	54,013.00
*** CATEGORY TOTAL ***		714,732.67	770,660.23	495,987.00	313,635.63	553,000.00	57,013.00

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CITY OF SOUTH PADRE ISLAND  
 PROPOSED BUDGET WORKSHEET  
 AS OF: JUNE 30TH, 2020

02 -HOTEL/HOTEL TAX FUND  
 EVENTS MARKETING  
 DEPARTMENT EXPENDITURES

	TWO YEARS	ONE YEAR	----- CURRENT YEAR -----		PROPOSED BUDGET	INCREASE (DECREASE)
	PRIOR ACTUAL	PRIOR ACTUAL	ACTUAL BUDGET	Y-T-D ACTUAL		

TOURISM AND CULTURAL

593-8101	ECOTOURISM SPONSORSHIPS	25,423.10	3,340.60	50,000.00	50,000.00	50,000.00	0.00
593-8115	HIGH SCHOOL BASKETBALL	0.00	0.00	0.00	0.00	0.00	0.00
593-8118	FALL CONCERT SERIES	0.00	0.00	0.00	0.00	0.00	0.00
593-8131	KING OF THE CAUSEWAY	0.00	0.00	0.00	0.00	0.00	0.00
593-8142	JAILBREAK	0.00	0.00	0.00	0.00	0.00	0.00
593-8143	SAND CRAB RUN	0.00	0.00	0.00	0.00	0.00	0.00
593-8144	SPRING BREAK SPONSORSHIP	0.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		25,423.10	3,340.60	50,000.00	50,000.00	50,000.00	0.00

INTERFUND TRANSFERS

593-9471	TSF TO GF - SPRINGBREAK	332,565.00	319,317.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		332,565.00	319,317.00	0.00	0.00	0.00	0.00

MISC ADJUSTMENTS

593-9999	MISC DEPT ADJ	15,000.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		15,000.00	0.00	0.00	0.00	0.00	0.00

*** DEPARTMENT TOTAL ***		1,198,244.12	1,200,616.14	637,097.60	428,111.51	695,355.00	58,257.40
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CITY OF SOUTH PADRE ISLAND  
 PROPOSED BUDGET WORKSHEET  
 AS OF: JUNE 30TH, 2020

02 -HOTEL/HOTEL TAX FUND  
 MARKETING  
 DEPARTMENT EXPENDITURES

	TWO YEARS		ONE YEAR		----- CURRENT YEAR -----		PROPOSED BUDGET	INCREASE (DECREASE)
	PRIOR ACTUAL	PRIOR ACTUAL	ACTUAL BUDGET	Y-T-D ACTUAL				
594-0554 FREIGHT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
594-0559 CONTENT DEVELOPMENT	58,642.85	63,916.15	60,000.00	57,598.98	60,000.00	60,000.00	0.00	
TAG WEBSITE MAINT & DIG 1	60,000.00					60,000.00		
*** CATEGORY TOTAL ***	3,891,830.44	4,089,040.09	3,712,553.00	2,229,253.71	3,597,500.00	( 115,053.00)		
*** DEPARTMENT TOTAL ***	3,891,830.44	4,089,040.09	3,712,553.00	2,229,253.71	3,597,500.00	( 115,053.00)		

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

**MEETING DATE:** June 24, 2020

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and recommendation to City Council to approve The Atkins Group contract extension for FY 2020/2021.  
(Caum)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

# Agreement

Between  
City of South Padre Island  
and  
The Atkins Group

The Atkins Group (referred to as TAG) with offices located at 501 Soledad Street, San Antonio, TX 78205, hereby agrees to serve as marketing communications agency for the City of South Padre Island (referred to City) with offices located at 4601 Padre Boulevard, South Padre Island, TX 78597, in accordance with and subject to the following terms:

1. During the term of this Agreement, the City appoints TAG as the primary agency for the City of South Padre Island, with the only exception being direct placement by the City. TAG will be charged with the responsibility of strategic planning and stewardship, brand campaign concept development and maintenance, digital services, public relations and social media strategy/management, and preparing and placing advertising/marketing communications for the City.
2. Charges not to exceed the annual costs outlined below per year for the term of the contract: October 1, 2020 – September 30, 2021.

Creative and Content Services	\$183,000
Account Services	\$162,000
Production & Editing	\$150,000
Advanced Analytics & Reporting	\$24,000
Public Relations & Social Media Strategy	\$96,000
Website & Digital Development	\$60,000
Media Research, Planning and Placement	\$2,025,000
<b>TOTAL:</b>	<b>\$2,700,000</b>

3. The City may, however, wish to assign additional projects, products, or services to TAG beyond the budget outline shown above. TAG agrees to accept such assignments upon written authorization from both the South Padre Island Convention & Visitors Bureau Director and Convention & Visitors Advisory Board.
4. TAG shall perform the above services as defined in Detail A (Scope of Work) and Detail B (Digital Development), attached hereto and incorporated for all purposes, in connection with the planning, preparing and placing of advertising/community outreach/promotions and other marketing communications to sell the overall experience of South Padre Island and to stimulate overnight lodging. TAG will be compensated for services rendered in accordance with Detail A (Scope of Work).
5. TAG will present cost estimates for individual projects over \$1,500 for the City's review and approval prior to beginning work on projects. These estimates detail all costs and reflect a plus or minus 10% contingency factor in addition to any specifically stated contingency. If changes and/or additional unforeseen services/costs are necessary to



complete a job, a change order will be issued to the City's for review and approval.

6. All purchases of production materials, locations fees and engagement of talent with respect to the advertising of the City's products shall be subject to prior approval. If the City should direct TAG to cancel and/or terminate any previously authorized purchase or project, the City will pay TAG for services rendered and for hard costs associated with current projects or media vendors in alignment with industry standard cancellation payment periods.
7. TAG warrants and represents to the City that in purchasing any materials or services for your account, we shall exercise due care in selecting suppliers and make every effort to obtain the lowest price for the desired quality of materials or services. In every circumstance appropriate, TAG shall obtain multiple competitive bids.
8. It is the intention of the City that proceeds from the hotel occupancy tax are available to pay for the work reflected in this Agreement. If during a fiscal year, hotel occupancy tax collections vary more than ten percent from the expectations on which the applicable budget of this Agreement is based, the City shall send TAG written notice of how the City proposes to adjust the budget and Agreement accordingly. If TAG agrees with the proposed adjustments, TAG will adjust budget levels in a reasonable time period not withstanding all fees incurred at the time of notice. It is not intended that the Agreement should be adjusted if there are adequate funds available in the reserve fund to continue to pay for the work; provided, however, that once the available tax collections and any available money in such reserve funds have been spent, then no further money shall be available or paid by the City.
9. The term of this Agreement shall commence on October 1, 2020 for a period of one year and may be renewed annually thereafter for three additional one-year periods based on performance review. City will provide written notice of intent to renew at least 90 days prior to the end of each renewal period. This Agreement may be terminated by either party at any time without cause upon written notice of such intention given ninety (90) days in advance. Notices shall be deemed given on the day of mailing or in case of notice by fax or email, on the day it is transmitted. The rights, duties and responsibilities of TAG shall continue in full force during the period of notice, including the ordering and billing of advertising in print media whose closing dates fall within such period and the ordering and billing of advertising in broadcast media where the air dates fall within such period.
10. Any advertising, merchandising, packaging and similar plans and ideas prepared by TAG and submitted to the City (whether submitted separately or in conjunction with or as part of other material) but not used by the City, shall remain the City's property provided that TAG is compensated for its development. The City agrees to return to TAG any copy, art work, files or any other physical embodiment of the creative work relating to such ideas or plans, (which may be in the City's possession upon termination) that have not been paid for at that time.
11. TAG is authorized to purchase media on the City's behalf, with advance approval.

Compensation for services, terms of payment and responsibility for payment are found in Detail A (Scope of Work). Provided TAG has been paid the full amount for a specific media contract by the City, TAG will be responsible for payment to the Media Provider. However, in the event the City has not paid TAG for a specific media contract or contracts, payments due for those services entered into on behalf of the City by TAG are guaranteed by the City and will be paid by the City.

- 12. TAG may list any work done on behalf of the City that is publicly available and not confidential in nature, whether online or in print or any other media. Listing may include one or more images of the creative work, website or website page, a description of services provided and/or summary of features implemented by TAG, as well as hyperlinks to and/or web address for the listed website or website page.
- 13. Upon termination of this contract, TAG shall transfer, assign and make available to the City, all property and materials in TAG's possession or control belonging to and paid for by the City, to be carried to completion by TAG and paid for by you under rates found in Detail A (Scope of Work). Furthermore, the City recognizes that talent contracts with members of certain labor unions or guilds generally cannot be assigned except to signatories to the collective bargaining agreements governing the services rendered by such talent. Upon termination, no rights or liabilities shall arise out of this relationship, regardless of any plans which may have been made for future advertising, except that any non-cancelable contracts made on the City's authorization and still existing at termination hereof, which contracts were not paid or could not be assigned by TAG to the City or someone designated by the City, shall be carried to completion by TAG and paid for by the City in the manner described in Detail A (Scope of Work).

For purposes of this section, Work Product means all service, materials, reports and other products, including the following:

- a. website content code, photos, and videos; and
- b. creative materials, including ads, collateral materials, brochures, flyers, photography; and
- c. all copy including public relations, blogs, advertising, scripts, photography; and
- d. all databases and content including all CRM contact lead database; and
- e. all other work product or work materials produced for the City as described in Detail A and Detail B.

- 14. TAG shall maintain general liability insurance, including "personal and advertising injury" with minimum limits of \$1,000,000 per occurrence, \$2,000,000 annual aggregate, during the term of this Agreement.
- 15. All notices given under this Agreement will be sent by certified mail to the following:

As to: City of South Padre Island  
 Randy Smith, City Manager  
 4601 Padre Blvd  
 South Padre Island, TX 78597

As to: The Atkins Group  
 Steve Atkins, President  
 501 Soledad Street  
 San Antonio, TX 78205

956-761-6456  
FAX: 956-761-3888

210-444-2500  
FAX: 210-824-8326

And copy to: City of South Padre Island  
Executive Director - Convention and Visitors Bureau  
7355 Padre Blvd  
South Padre Island, TX 78597

16. The Atkins Group is an independent contractor. Nothing in this Agreement is intended, nor should be construed to create a relationship of principal and agent, joint venture, partnership, or any relationship other than that of independent contractors, contracting with each other solely with respect to the performance of those services, which are the subject matter of this Agreement.
17. This Agreement, which includes Detail A and B attached hereto and incorporated herein by reference for all purposes, supersedes any and all other agreements, either oral or in writing, between the parties hereto with respect to the subject matter hereof, and no other agreement, statement, or promise relating to the subject matter of this Agreement, which is not contained herein shall be valid or binding. The parties agree that this Agreement and its attachments constitute the entire understanding of the parties. In the event of conflict between the Agreement and Proposal, the Agreement shall control.
18. Except as limited herein, the terms and provisions of this Agreement shall be binding upon an inure to the benefits of the parties hereto and their respective heirs, devisees, personal and legal representatives, successors and assigns. Neither party shall have the right to assign that party's interest in this Agreement without the prior written consent of the other party.
19. The validity of this Agreement, any of its terms or provisions, as well as, the rights and duties of the parties hereunder, shall be governed by the laws of the State of Texas. The parties agree that it is performable in Texas and that exclusive venue shall be in Cameron County, Texas.
20. This Agreement is entered into subject to the charter and ordinances of the City as they may be amended from time to time, and is subject to and is to be construed, governed and enforced under all applicable federal and state laws. TAG shall make any and all reports required in accordance with federal, state or local law, including but not limited to proper reporting to the Internal Revenue Service as required in accordance with TAG's income.
21. In case any one or more of the provisions contained in this Agreement shall for any reason be held invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision thereof and; this Agreement shall be construed as if such invalid, illegal, or unenforceable provision had never been contained herein.
22. TAG acknowledges and represents it is aware of the laws, City Charter, and City Code of

Conduct regarding prohibited interest and that the existence of a prohibited interest at any time will render the Agreement voidable. At the time of executing this Agreement, a representative of TAG will execute the Conflict's Disclosure Statement.

- 23. Nothing in this Agreement shall be as a waiver of the City's governmental immunities. In accordance with Texas Government Chapter 2270, by signing the Contract, Contractor verifies that it does not boycott Israel and will not boycott Israel during the term of the contract.

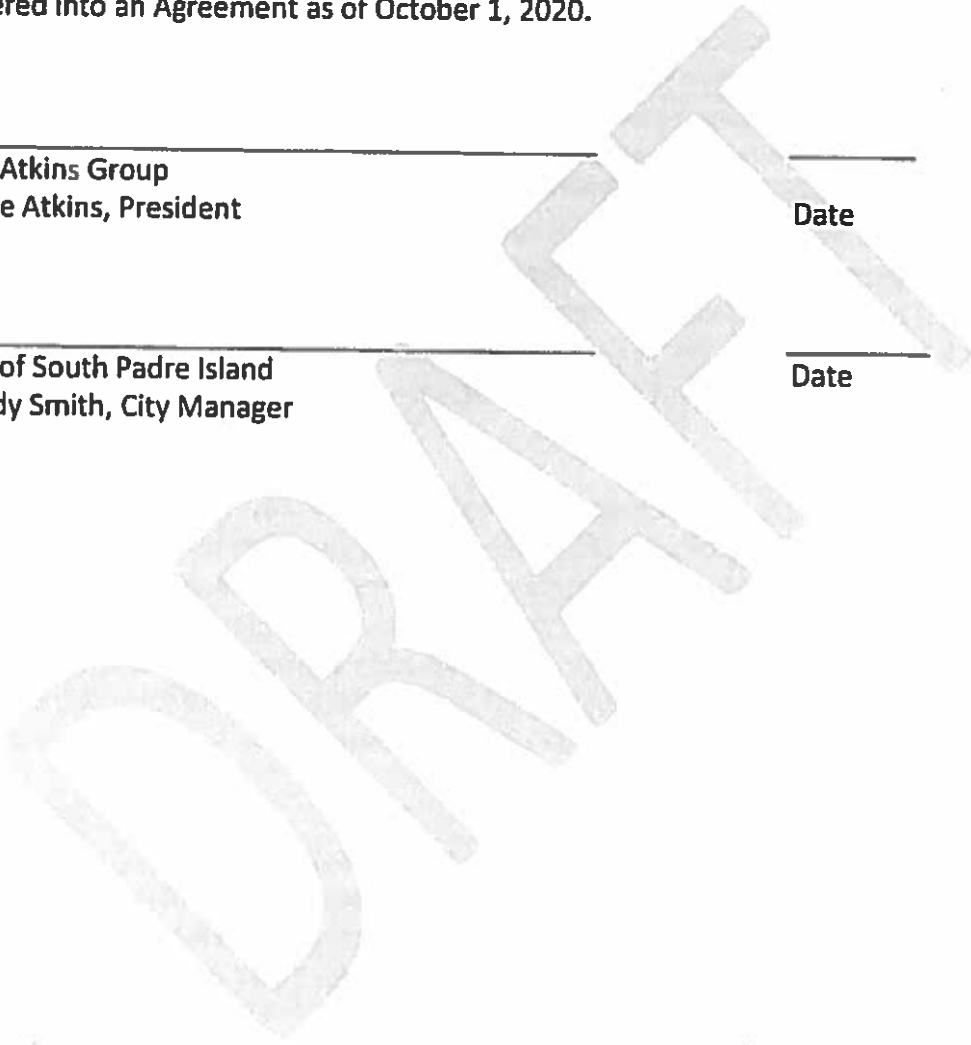
Entered into an Agreement as of October 1, 2020.

\_\_\_\_\_  
 The Atkins Group  
 Steve Atkins, President

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 City of South Padre Island  
 Randy Smith, City Manager

\_\_\_\_\_  
 Date



**Detail A - Scope of Work  
Between the City of South Padre Island and The Atkins Group**

We have formed an Agreement that gives us the opportunity to work with you to help shape your brand, enhance your reputation and grow your business based upon your goals.

This Agreement is detailed by the elements of the scope of work listed below. These apply to the year of service covering FY 2020/2021. Subsequent years will be further defined and mutually agreed on an annual or other basis:

- 1. Creative & Content Services** **\$183,000**  
Agency creative services, production and traffic management includes all time associated with determining the best creative strategies for print, collateral, broadcast, digital and other online marketing outreach, including the development of written and video social media content, as well as producing all campaign materials and assets needed to fulfill the brand campaign, various creative projects and the media plan. This includes concept development, art direction, design, layout and production management, as well as digital strategy and development for projects associated with overall brand campaign and to fulfill creative assets as per the media plan. Content development involves creative work like copywriting or graphics and run in parallel with the brand campaign. Our content strategy and implementation plan will cross all owned publishing.
- 2. Account Services** **\$162,000**  
As an extension of your staff, the account service team provides day-to-day management to maintain a clear understanding of your objectives, strategic direction, brand growth and maintenance requirements. This team will maintain ongoing communications, participate in planning meetings, assists with board/staff communication and others when appropriate and on an ongoing basis, prepare and submit to you for advance approval estimates of costs for recommended projects and programs, report and coordinate projects, keeping you informed of schedules, changes to scope and any other relevant information.
- 3. Production & Editing** **\$150,000**  
This production budget allocation will be used for any costs associated with production of campaign materials including photography, video/audio production, talent usage rights, VO/music, editing, printing, etc. We negotiate hard with vendor partners to get the most favorable quotes, while maintaining the quality level the South Padre Island brand deserves.
- 4. Advanced Analytics & Reporting** **\$24,000**  
TAG will provide high levels of analytics that use detailed data from digital tracking, media impressions, public relations and other forms of research to develop insightful reports that paint a clear picture of not only what's been done, but how it is performing by campaign by objective. Moreover, this monitoring and analysis is being done on an ongoing basis so that mid-month course corrections are possible, allowing content to adjust and tune to perform at optimal levels. The result of our Advanced Analytics and Reporting is greater utilization of resources and improved program performance. Monthly summary reports are rolled into quarterly full reports, formatted to present to all necessary stakeholders in City leadership.

- 5. Public Relations & Social Media Strategy \$96,000**  
 Ongoing public relations and social media management will include a cohesive connection of your inbound and outbound PR efforts. From owned channels (social and web) to earned (media and influencers) to in house, PR must not only use media as a megaphone, but arm your staff and customers so they can amplify messages as well. It requires channel specific strategy to maximize results. This program involves: News Media Relations, Social Media Strategy, Social Amplification, Edu-tainment through Blogs, Influencers, etc.
- 6. Website Maintenance & Digital Development \$60,000**  
 Through our managed services program, we'll assist with ongoing training and support to your team, as well as assist with ongoing feature and functionality development and general website maintenance and platform updates. Our technology services will support this effort to continually evolve the marketing platforms we've built together. This includes website hosting through WP Engine, Hot Jar analytics tools, WPML service, Timely Event Management service, Googlemaps API, and the Active Campaign email automation service. Additionally, we'll provide periodic SEO optimizations to ensure the website and its content are performing at peak opportunity.
- 7. Media Research, Planning & Placement \$2,025,000**  
 The paid channels team works on an ongoing basis to understand the audiences, reach and budget objectives for each assignment, and through the use of media research tools, an approach and plan will be developed using a variety of paid channels. This includes creation of an annual plan noting key seasonal shifts and targeting the leisure and groups/meetings audiences, and ongoing research and evaluation of various media opportunities. We will negotiate on your behalf, using our experience and buying leverage, to yield the best rates and value-added possible, and order the space, time or other means to be used for your advertisements. This includes invoice reconciliation and reporting. Media is paid by the commission for media placed with 12.5% yield (this is calculated using the advertising industry standard multiplier of 1.1429 to yield 12.5% margin on the net media cost). Media is billed to you when the media is placed, meaning the time when the outlet has reserved the media for your use.

**Hourly Costs by Job Function**

The following hourly costs for each job description were utilized to form the overall budget plan as outlined in contract item #2. The budget line items as defined previously contain all costs within the defined budget plan total. The only application of additional hourly charges will come if new projects are defined and authorized from both the South Padre Island Convention & Visitors Bureau Director and Convention & Visitors Advisory Board.

Concept and Design	\$175
Copywriting	\$150
Art Direction	\$125
Production Art	\$95
Traffic	\$95
Account Supervision	\$150
Account Coordination	\$125

Analytics Supervision	\$150
Analytics Coordination	\$125
Public Relations Director	\$150
Public Relations Writing	\$125
Media Planning	\$175
Media Buying	\$150
Media Coordination	\$95
Social Media	\$150
Digital Design/Senior Programming	\$150
Programming	\$125
Account Supervision – principal	\$195
Strategic Planning – principal	\$225

**Travel Reimbursement**

Travel costs will be approved in advance and are not to exceed \$10,000 per calendar year unless authorized by The City.

TAG will submit approved travel dates for any business-related meetings, production activities, event promotion activities, etc. Time will be billed to the City at one half the hourly cost for the individuals involved. Travel Expenses and Per Diem will be charged as follows:

**Automobile Transportation**

Travel by company or private automobile will be reimbursed at the then-allowable IRS rate. Mileage, as well as any parking, tolls or other travel-related expenses will be reimbursed.

**Commercial Carrier Travel (out of town)**

Every effort will be made to secure the most time and cost-efficient mode of travel. TAG will purchase at the lowest fares available within the planning timetable. If schedule changes are required by client, any adjustment to the fare will be added. If travel is cancelled and TAG is able to reuse funds on a previously purchased ticket, that cost will be credited to the City, less any anticipated change fees. If it is a non-refundable/non-reusable ticket, the City will be billed for the fare. Commercial Carrier Travel receipts will be provided for reimbursement with no markup.

**Rental Vehicles**

Every effort will be made to secure the lowest rate possible for comfortable and secure transportation, including utilizing an available corporate rate available through TAG or the City when available. Actual rental car receipts along with parking, toll and fuel receipts will be provided for reimbursement with no markup.

**Lodging**

Every effort will be made to secure the lowest rate possible for comfortable and secure lodging, including utilizing an available corporate rate available through TAG or the City when available. Actual hotel receipts (including parking fees, if necessary), will be provided for reimbursement with no markup.

**Meals**

A per diem rate of \$65 per day, per person, will be charged for meals and any incidentals. For billing purposes, a day consists of time away from the corporate office during regular business hours. This will be charged in conjunction with travel and does not necessarily require an overnight stay.

**Fees at Termination**

Upon termination, we will transfer, assign and make available to you, all property and materials in our possession or control belonging to and paid for by you, to be carried to completion by TAG and paid for by City at the then-current Hourly Fee Schedule rates. If requested and reasonably possible, an estimate will be provided prior to starting the services. Payment for services when estimated will be due and payable 50% at commencement and the actual balance prior to delivery of requested materials, releases, etc. If no estimate is requested, we will progress bill at appropriate points in the process, with final balance due prior to delivery of requested materials, releases, etc.

**Miscellaneous Expenses**

You agree to reimburse us for delivery fees and other reasonable and necessary expenses incurred on your behalf.

**Payment terms**

Our monthly billing terms are Net 30 Days. A finance charge of 1.5% per month (18% annually) will be billed on balances 30-days or more past invoice date.



## **Detail B - Digital Development**

### **Between the City of South Padre Island and The Atkins Group**

Creation and modifications of websites (desktop, mobile and responsive), applications and any/all other digital assets involves creation of code and other elements, most of which are created specifically for the need, but some are obtained from other sources. Because these circumstances are specific to digital development, the following apply.

#### **OWNERSHIP OF SOFTWARE AND OTHER CONTENT**

##### **1. *Definitions.***

- a. "Reusable Elements"** means software tools and code, informational content, graphic elements and any other content that we have created or acquired and/or will during the course of the Agreement create, acquire and/or improve that are reusable or are useful for one or more other products, tasks and projects and for which we own all right, title and interest;
- b. "Third Party Elements"** means software tools and code, informational content, graphic elements and any other content under which we do not own the entire right, title and interest; and
- c. "Client Specific Elements"** means software tools and code, informational content, graphic elements and any other content (1) other than specified in subsections 1(a) or 1(b) and (2) specifically identified as such in the particular Project Estimate under which it is created and delivered.

- 2. *Reusable Elements.*** You agree that all Reusable Elements are or will be our exclusive property. Except as otherwise expressly provided in one or more relevant Project Estimates, upon payment of amounts due to us with regard to each Estimate, we will grant to you a non-exclusive, worldwide, perpetual, irrevocable and fully paid up license to use, modify, adapt and otherwise exploit such Reusable Elements solely for use with the deliverables under such Project Estimate and derivatives of such deliverables. Under no circumstance, however, may you sublicense to any third party any right in such Reusable Elements.
- 3. *Third Party Elements.*** Client agrees that all rights of use and ownership in, to and under Third Party Elements shall be governed exclusively by the third party terms of use or other agreement under which such Third Party Elements are acquired.
- 4. *Client Specific Elements.*** Upon payment of all amounts due to us with regard to each Project Estimate, Client Specific Elements under such Estimate will belong to you and will be, to the fullest extent permitted under the U.S. copyright laws, a work-made-for-hire for you. To the extent that any such Client Specific Elements are not a work-made-for-hire, such Client Specific Elements (including, as applicable, the binary code and source code) are hereby assigned to you.
- 5. *Facilitation.*** Each party agrees to provide, at the other party's expense, any documents reasonably necessary or useful to vest in each party its respective intellectual property under this Detail. Additionally, Client hereby grants to us a non-exclusive and non-

transferable license to access and use your computer and network systems and proprietary software and to use any software tools and code, informational content, graphic elements and any other content of your as reasonably required for us to carry out our obligations under this Agreement.

6. **No Other Rights.** Except as expressly stated in this Agreement, each party retains its own rights. No rights are created or transferred by implication.

7. **Warranties and Indemnity**

- a. **Agency Warranties.** We warrant: (a) that it has all required corporate authority to execute and perform this Agreement; and (b) that any original creation by us provided or to be provided under this Agreement does not and will not infringe or violate any valid third party patent right, trademark or service mark right, right of likeness or publicity, right of privacy, copyright or trade secret right in the United States.
- b. **Client's Warranties.** You warrant: (a) that it has all required corporate authority to execute and perform this Agreement; and (b) that any material and/or content furnished or to be furnished under this Agreement, including, without limitation, any third party product or service required for performance by us of Services under any Estimate, does not and will not infringe or violate any valid third party patent right, trademark or service mark right, right of likeness or publicity, right of privacy, copyright or trade secret right in the United States.
- c. **Warranty Exclusion.** EXCEPT AS EXPRESSLY STATED IN THIS AGREEMENT, WE DISCLAIM ALL EXPRESS AND IMPLIED WARRANTIES, INCLUDING IMPLIED WARRANTIES OF NON-INFRINGEMENT, MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

8. **Indemnification.** You shall indemnify us at all times after the effective date of this Agreement against any liability, loss, damages (including punitive damages), claim, settlement payment, cost and expense, interest, award, judgment, diminution in value, fine, fee, penalty or other charge, including reasonable legal fees and the cost of enforcing this indemnity, arising out of or relating to any one or more of the following: (a) breach by you of any warranty set forth in this Agreement; (b) any claim, action, suit or proceeding made or brought by a third party based in whole or in part upon, or arising out of or relating to, performance by us of any Service; or (c) negligence, fraud or willful misconduct of Client.

9. **DISCLAIMER OF DAMAGES AND LIMITATIONS OF LIABILITY**

- a. **The City of South Padre Island is entitled to all remedies available by law.**

**Stale Claims for Quality of Work.** We are not liable in any amount for any claim by you based upon, or arising out of or relating to, any objection by you to the quality of any Service performed or deliverable provided by us unless written notice of the objection is provided by you to us within 60 days following the date of performance or delivery.

- i. **Maximum Liability.** IN NO CASE ARE WE LIABLE TO YOU FOR ANY AMOUNT IN EXCESS OF THE LESSER OF: (a) THE REASONABLE COST OF CORRECTING ANY

***ERROR ATTRIBUTABLE TO US OR (b) THE TOTAL FEES UNDER THE ESTIMATE RELEVANT TO THE LIABILITY THAT WERE PAID BY YOU TO US DURING THE SIX (6) MONTH PERIOD PRIOR TO THE FIRST DATE OF OCCURRENCE GIVING RISE TO THE LIABILITY. THIS LIMITATION APPLIES IN THE AGGREGATE TO ALL CAUSES OF ACTION ARISING FROM THE OCCURRENCE.***

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

**MEETING DATE:** June 24, 2020

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion, presentation and possible action to approve the marketing plan for August and September 2020. (Caum)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

## SPI In-House Media Spend

### August and September 2020 (\$300,000)

#### August

Social Media	\$10,000
Digital Media	\$65,000
Television Ads	\$50,000
Streaming TV Ads	<u>\$25,000</u>
<b>Total</b>	<b>\$150,000</b>

#### September

Social Media	\$10,000
Digital Media	\$65,000
Television Ads	\$50,000
Streaming TV Ads	<u>\$25,000</u>
<b>Total</b>	<b>\$150,000</b>

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

**MEETING DATE:** June 24, 2020

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the funding request for Sandcastle Days October 2020. (Amaya)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax

# Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



# APPLICATION FOR INITIAL FUNDING

Today's Date: 6/11/2020

## ORGANIZATION INFORMATION

Name of Organization: Clayton Brashear, Clayton's

Address: 6900 Padre Blvd.

City, State, Zip: South Padre Island, TX 78597

Contact Name: Clayton Brashear Contact Office Phone Number: 956.761.5900

Contact Cell Phone Number: 956.455.8436

Web Site Address for Event or Sponsoring Entity sandcastledays.com

Non-Profit or For-Profit status: Non-profit Tax ID #: 467-31-8779

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

Promote tourism  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## EVENT INFORMATION

Name of Events or Project: Sandcastle Days 2020

Date of Event or Project: October 15-18 2020

Primary Location of Event or Project: Clayton's

Amount Requested: \$ 35,000.00





**Primary Purpose of Funded Activity/Facility:**

Promote tourism and preserve a long established event held on South Padre Island for over 30 years  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

Please see attached proposed budget for Sandcastle Days 2020  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Percentage of Hotel Tax Support of Related Costs**

51% 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  
31% 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 NA %

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

No, however: request City provide in-kind service of sand hauling as in previous years.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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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: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ 35,000.00
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**  
Amount requested under this category: \$ \_\_\_\_\_

How many attendees are expected to come to the sporting related event? See 2019 UTRGV Report

How many of the attendees at the sporting related event are expected to be from another city or county? 80%

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

See 2019 UTRGV Report

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- 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: \$ \_\_\_\_\_

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? \_\_\_\_\_

What percentage of the ridership will be local citizens? \_\_\_\_\_

- h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

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

What tourist attractions will be the subject of the signs?

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### QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: 8

Expected Attendance: 20,000

How many people attending the Event or Project will use South Padre Island lodging establishments? 80%

How many nights do you anticipate the majority of the tourists will stay: 2-5

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

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	Number of Hotel Rooms Used
<u>October 2019</u>	<u>35,000.00</u>	<u>N/A</u>
<u>October 2018</u>	<u>35,000.00</u>	<u>N/A</u>
<u>October 2017</u>	<u>35,000.00</u>	<u>N/A</u>

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

Survey of hoteliers

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?

N/A



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: \$ 1,000.00
- Radio: \$ \_\_\_\_\_
- TV: \$ 10,000.00
- Website, Social Media: \$ 3,500.00
- Other Paid Advertising: \$ \_\_\_\_\_

Anticipated Number of Press Releases to Media: 10

Anticipated Number Direct Mailings to out-of-town recipients: N/A

Other Promotions: \_\_\_\_\_

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply?  Yes  No

Will you negotiate a special rate or hotel/event package to attract overnight stays?  
Yes

*(If we have a tour operator, we will require them to use that service.)*

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What geographic areas does your event reach?

Texas  
\_\_\_\_\_  
\_\_\_\_\_

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

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



What amount of event insurance do you have for your event and who is the carrier:

1,000,000 per occurrence 2,000,000 aggregate Carrier - Arch Specialty 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?

Yes  No

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

**SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:**

Along with the application, please submit the following:

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

**Submit to complete applications to:**

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

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





(<http://sandcastledays.com/>)



## Sandcastle Days Schedule of Events

✦ ([HTTP://SANDCASTLEDAYS.COM/](http://sandcastledays.com/)) >  
[SANDCASTLE DAYS SCHEDULE OF EVENTS \(HTTP://SANDCASTLEDAYS.COM/SCHEDULE/\)](http://sandcastledays.com/schedule/)

Sandcastle Days brings you 5 full days of family-friendly activities and art on the beach.

Sandcastle Days Mercado Open  
 Thursday – Sunday 10:00 am – Close

Wednesday, October ~~2nd~~ 14th

Doors Open: 9:00 am

- Masters of Sand carve as a group build Sponsors Sculptures. See them work their magic on the group sandcastle.

Thursday, October ~~3rd~~ 15th

Doors Open: 9:00 am

- Official start Masters of Sand Competition
- Join the Masters, listen to music and watch them create Unforgettable Sand Art

## Friday, October ~~4th~~ 16th

Doors Open: 9:00 am

- Masters of Sand continue sculpting
- Registration Open – Amateur competition includes: Kids, Family, Groups, and Singles 1 pm – 5 pm
- T-Shirt Sales Open
- Sandcastle Days Mercado
- Live Bands on Stage At Clayton's

## Saturday, October ~~5th~~ 17th

Doors Open 9:00 am

- Sandcamp – Free Sandcastle Lessons begging at 8:00 am
- Master Sand Sculpting competition final day!
- Sandcastle Days Mercado Open 10:00 am to Close
- Children Water Slides, Bouncer & Bull Riding Open
- Amateur Registration open 8:00 am
- Amateur competition begins at 9:00 am, ends at 3:00 pm / Kids, Family, Group or Singles Castle welcome
- Unlitter Campaign 10th Annual Trashion Show "Straw Wars Theme" at 4:00 pm
- Judging for Amateur and Masters Divisions
- Awards Ceremony for Amateur and Masters Divisions at 4:30 pm
- Live Bands on Stage at Clayton's

## Sunday, October ~~6th~~ 18th

Doors Open: 9:00 am

- Sandcamp – Free Sandcastle Lessons begin at 10:00 am
- Sandcastle Days Mercado
- Children Water Slides, Bouncer & Bull Riding Open
- Enjoy the Sand Monuments, Listen to music and play the day away
- Spread The Word Family Fun For All Ages
- People's Choice Awards at 3:00 pm



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<https://www.facebook.com/sandcastleday>

POWERED BY THE X THEME (<http://theme.co/x/>)

<b><u>INCOME:</u></b>		
CVB Sponsorship	\$	35,000.00
Sponsorships Other	\$	6,000.00
Vendors	\$	3,900.00
Amateur Sand Sculptors	\$	<u>90.00</u>
<b>Total Budgeted Income:</b>	\$	<b>44,990.00</b>
<b><u>EVENT EXPENSES:</u></b>		
Advertising Digital Marketing	\$	3,500.00
Advertising Print	\$	1,000.00
Advertising TV	\$	<u>10,000.00</u>
<b>Total Budgeted Advertising:</b>	\$	<b>14,500.00</b>
Kiddie Rides and Tents	\$	2,720.00
Materials and Supplies	\$	4,000.00
Event MC	\$	1,000.00
Security	\$	1,000.00
Event Staff Management	\$	1,000.00
Event Staff Sand Sculptors	\$	12,000.00
Sand Sculptors Travel Expense	\$	3,000.00
Sculptors Awards	\$	1,750.00
Sand Slaves	\$	<u>2,600.00</u>
<b>Total Budgeted Event Staff:</b>	\$	<b>20,350.00</b>
In-Kind Hotel Rooms	\$	7,000.00
In-Kind Venue Cost	\$	15,000.00
In-Kind Outside Food	\$	<u>4,000.00</u>
<b>Total Budgeted In-Kind Expense:</b>	\$	<b><u>26,000.00</u></b>
<b>Total Budgeted Event Expense:</b>	\$	<b><u>69,570.00</u></b>
<b>Net Profit/Loss</b>	\$	<b>(24,580.00)</b>

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

**MEETING DATE:** June 24, 2020

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approved the funding request for SPI Kite Fest February 2021. (Amaya)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

<b>Application</b>
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Date: 6-4-20**Organization Information**Name of Organization: B&S KitesAddress: 2812 Padre Blvd. Ste. BCity, State, Zip: South Padre Island, Texas 78597Contact Name: Bill Doan Contact Office Phone Number: 761-1248Contact Cell Phone Number: 433-1699Web Site Address for Event or Sponsoring Entity www.spikitefest.comNon-Profit or For-Profit status: For Profit Tax ID #: 43-4372341Entity's Creation Date: 5-2-98

Purpose of your organization: We are a retail kite shop serving the Rio Grande Valley and South Padre Island from 1998 to present. We started, organized & sponsored SPI Kite Fest from 2000 to 2013. We successfully revived SPI Kite Fest in 2016-2020.

**Event Information**Name of Event or Project: SPI Kite Fest 2021Date of Event or Project: Feb. 4th, 5th, & 6th, 2021

Primary Location of Event or Project: Indoor Kite Performances ~ SPI Convention Centre  
Outdoor Kite Festival ~ On the flats beside Convention Centre  
Cameron Co. Park System

Amount Requested: \$ 27,500 (less \$2,500 surplus from 2020)

Primary Purpose of Funded Activity/Facility:

To promote 'wind sports' by bringing thousands of visitors to the island for 3 days to experience colorful skys, amazing show kites, and performances by world renowned kite performers.

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

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(See enclosed proposed budget)

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**Percentage of Hotel Tax Support of Related Costs**

88% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

12% 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:

Approx. \$2,500 for use of CVB Exhibition Hall for Thursday Night Indoor Kite Performances from  
9 a.m. to 10 p.m. ~ Doors open 3 p.m. ~ Performances from 6:00 p.m. to 8:30 p.m. ~ Teardown  
from 8:30 p.m. to 10 p.m.

**Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:**

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: \$
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that

the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ \_\_\_\_\_

e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ \_\_\_\_\_

f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$ \_\_\_\_\_

How many attendees are expected to come to the sporting related event? \_\_\_\_\_

How many of the attendees at the sporting related event are expected to be from another city or county? \_\_\_\_\_

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: \$ \_\_\_\_\_

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

Will members of the general public (non-tourists) be riding on this transportation? \_\_\_\_\_

What percentage of the ridership will be local citizens? \_\_\_\_\_

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Questions for All Funding Request Categories:**

- 1. How many years have you held this Event or Project: Total 18 years 5 (2016-2020) 13 years prior  
2000-2013
- 2. Expected Attendance: 7,000 + (3 days)
- 3. How many people attending the Event or Project will use South Padre Island lodging establishments? 500 + (In 2020 - Minimum rooms accounted for by Indoor Performance Registration was 621)  
How many nights do you anticipate the majority of the tourists will stay: 2-3 nights
- 4. 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 - but several hotels participate by giving a 'kite fest' rate for the event

\_\_\_\_\_  
\_\_\_\_\_

5. 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
<u>Feb. 2018</u>	<u>\$22,150</u>	<u>559 + (room nights)</u>
<u>Feb. 2019</u>	<u>\$22,150</u>	<u>547 + (room nights)</u>
<u>Feb. 2020</u>	<u>\$22,150</u>	<u>621 + (room nights)</u>

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: None ~ In-kind donations of hotel rooms from several SPI hotels

8. Will the event charge admission? Outdoor Event - NO - Cameron Co. will not allow us to  
Indoor Event - YES - Minimum 500 @ \$10 ea.

9. Do you anticipate a net profit from the event? No

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

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: & Printed Advertising \$ 1,713  
Radio: \$ \_\_\_\_\_  
TV: \$ \_\_\_\_\_  
Website, Social Media: \$ 1,301  
Other Paid Advertising: \$ 2,681

Past Years ~ Free TV coverage  
Daytime at 9 - Fox 38 Corpus Christi & CBS 4 RGV  
San Antonio Chief Meterologist Alex Garcia  
KRGV Weather - Tim Smith  
Con Mi Gente - Rick Diaz  
KGBT Weather - Bryan Hale

Anticipated Number of Press Releases to Media 46 Newspapers & Kite Clubs

Anticipated Number Direct Mailings to out-of-town recipients 206 Valley RV Parks

Other Promotions Festival Flyer ~ American Kitefliers Assn. Calendar of Events  
Central US Kite Calendar ~ Multiple On-line Calendar of Events

12. Will 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? No - but we do provide direct links to all sponsoring hotels on the event website

13. Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes - and the hotels reservation websites will be linked to the kitefest website

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?



Contact Kite Clubs in Texas & surrounding states

Contact RV Parks in the Rio Grande Valley

Note: Having the Indoor Performances on Thurs. evening has statistically increased overnight stays

15. What geographic areas does your marketing, advertising and promotion reach:

Texas ~ RGV, San Antonio, Austin, Houston, Dallas/Fort Worth, Lubbock as well as Oklahoma, Oregon, Washington, North Carolina, New Jersey, Rhode Island, Florida, Michigan & Victoria and Vancouver, BC, Canada

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 10,000 + (each media source ought to be able to quantify this number for applicants)

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

Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: \_\_\_\_\_% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

18. What amount of event insurance do you have for your event and who is the carrier:

\$1,000,000 K&K Insurance Group (American Kitefliers Assn.)

- a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)

19. 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 submitted with at least \_\_\_\_\_ weeks advance notice for approval by the South Padre Island CVB.
20. 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.

Submit to: Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitor's Bureau  
7355 Padre Blvd., South Padre Island, Texas 78597  
(956) 761-3000 Phone (956) 761-3024 Fax

# POST EVENT REPORT

Today's Date: **March 11, 2020**

To be reimbursed, please submit the following within 10 days post event:

- 1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
- 2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

- 1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
- 2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
- 3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

## Organization Information

Name of Organization: **SPB Key**

Address: **2012 Padre Blvd. B 7 B**

City, State, Zip: **South Padre Island, Texas 78597**

Contact Name: **B. Boon** Contact email: **bboon@hotmail.com**

Contact Cell Phone Number: **956-493-1699 Work 761-4248**

## Event Information

Name of Event or Project: **SPB Key P&E**

Date(s) of Event or Project: **Jan. 30, Feb. 1st & 2nd, 2020**

Primary Location of Event or Project: **Indoor - SPB Convention Center Outdoor - "The Place"**

Amount Requested: \$ **22,150**

Amount Received: \$ **22,150**

How many years have you held this Event or Program: **18 2018-2020 2000-2018**



### Event Funding Information

- Actual percentage of funded event costs covered by hotel occupancy tax: **55%**
  - Actual percentage of facility costs covered by hotel occupancy tax (if applicable): **In-Kind**
  - Actual percentage of staff costs covered by hotel occupancy tax (if applicable): **In-Kind**
  - If staff costs were covered, estimate of actual hours staff spent on funded event: **In-Kind**
  - 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? **Indoor-Yes Outdoor-No**  
**Net Profit \$2,500 - Amount will be applied to 2021 Proposed Kite Fest Budget**
- 
- Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

### Event Attendance Information

- How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): **8,000**
- What was the actual attendance at the event? **Approx 7,400**
- How many room nights did you estimate in your application would be generated by attendees of this event or program? **500+**
- How many room nights did you actually generated by attendees of this event? **621**
- If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
  - This Year: **621**
  - Last Year: **547**
  - Two Years Ago: **669**
  - Three Years Ago: **482**
- 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, zip code information, etc.)? **Prior to - being when tickets were picked up prior to event**  
**Prior to - being when tickets were picked up prior to event**
- Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? **No** If the room block did not fill, how many rooms were picked up?



### Event Promotion Information

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

- Newspaper: \$ 630
- Radio: \$
- TV: \$ -0- Cori M. Genta - Rick Diaz - KRGV Channel 5
- Other Paid Advertising: \$ 2,667.17 Festival Shirts, Buttons, Magnets
- Number of Press Releases to Media: 48
- Number emails to out-of-town recipients: 206
- Other Promotions \$ 2,207.60 Festival Flyers, Facebook, Website

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? Direct links on website to all sponsoring hotels

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? The indoor is held in the evening (5:30 to 6:30 p.m.) to encourage spectators to stay overnight in local hotels

Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

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.

5. Please note any other success indicators of your event: The indoor Kite Performance grew from 828 spectators last year (2019) to 1222 spectators this year (2020). An INCREASE of 47%. The increase is due to the introduction of indoor Kite Flyers that were able to bring to SPI Kite Fest each year



### 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? **Kiting event - 107 kite flyers**
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? **All - from TX, OR, WA, MI, MD, DC, British Columbia, United Kingdom, etc**
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? **The economic activity is from the thousands of spectators that come to watch the kite performances & show kites**

### Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? **Mike Grand (pencils), SPIDesigns (printing chairs), Friends of Animal Rescue (parking), Gift for Addio (sound), Flor 19 (food), Green Boyz (food), Stipes, Abu Hardware, Dollar General and S.G.S.**
2. What was the weather like during the event? **Fields were wet due to three night showers. Friday was 54 with NW winds @ 24, Saturday warm & sunny, winds NW @ 12, then E @ 6**
3. Were there any other facts that may have affected on the event? **Extra set of risers provided this year - more seating for indoor Kite Performances - attendance up 47% over 2019.**

*William A. Dean*  
 Signature

8-11-20  
 Date

### Submit to complete applications to:

Marisa Amaya  
 Event Development Manager  
 Convention and Visitors Advisory Board  
 C/O City of South Padre Island Convention & Visitors Bureau  
 7355 Padre Blvd., South Padre Island, TX 78597  
 Phone: (956) 761-3834  
 Email: marisa@sopadre.com



**SPI Kite Fest**  
**Feb. 4<sup>th</sup>, 5<sup>th</sup> & 6<sup>th</sup>, 2021**  
**w/ Thursday Night Indoor Kite Performances**

**Proposed Budget**

<b>Demonstration Expense (<u>Airfare &amp; Travel</u>)</b>	<b>\$15,031.00</b>
Team Kitelife – Portland, OR - <u>\$5034</u>	
John Barresi, Eli & Sara Russell, Brett Marchel, Sari Becker	
1 - Portland, OR 2 - Medford, OR 1 - Detroit, MI 1 – Bellingham, WA	
Airfares \$3934 ~ Car/Gas/Food \$1100	
Team Rev Riders ~ Baltimore, MD - <u>\$3304</u>	
Scott Weider, Jim Cosca, James Fletcher, Paul Lamasters	
1 – Portland, OR 1 – Ft. Washington, DC 2 - Baltimore, MD	
Airfares \$2694 ~ Car/Gas/Food \$610	
Spence Watson ~ Seattle, WA ~ <u>\$1117</u>	
Airfare \$715 ~ Car/Gas/Food \$402	
Paul deBakker ~ Seattle, WA ~ <u>\$1117</u>	
Airfare \$715 ~ Car/Gas/Food \$402	
Steve deRooy ~ Victoria, BC – <u>\$950</u>	
Airfare \$875 ~ Car/Gas/Food – \$75	
Mario DiLucca ~ Victoria, BC ~ <u>\$1277</u>	
Airfares \$875 ~ Car/Gas/Food \$402	
Amy & Connor Doran ~ Seattle, WA ~ <u>\$1832</u>	
Airfares \$1430 ~ Car/Gas/Food \$402	
Phil & Barb Burks ~ Portland, OR - <u>\$400</u>	
Travel Reimbursement \$400	
<b>Demonstration Expense (<u>In-state Travel</u>)</b>	<b>\$ 250.00</b>
Team EOL – Austin, TX - <u>\$250</u>	
Jim Cox, Michael Boswell, Ben Gray, Lori Ramos	
<b>Demonstration Expense (<u>Hotels</u>)</b>	<b>\$16,588.00</b>
Isla Grand ~ 2 Condos, 9 Nights - \$5314	
The Inn @ SPI ~ 3 Rooms, 4 Nights - \$1109	
The Pearl ~ 2 Rooms, 4 Nights - \$1702	
La Quinta ~ 2 Rooms, 4 Nights - \$1490	
Ramada ~ 2 Room, 3 Nights - \$1755	
Hilton ~ 1 Rooms, 4 Nights - \$959	
Holiday Inn Express ~ 1 Room, 3 Nights - \$547	
La Copa Inn ~ 2 Rooms, 3 Nights - \$1288	
Beach Resort @ SPI ~ 2 Rooms, 4 Nights ~ \$2424	
<b>Demonstration Expense (<u>Hotels – NOT COMPED</u>)</b>	<b>\$ 1,501.00</b>
The Pearl ~ 1 Room, 4 Nights - \$851	
The Pearl ~ 1 Room, 3 Nights - \$650	
<b>Demonstration Expense – (<u>Freight on Show Kites</u>)</b>	<b>\$ 1,100.00</b>
<b>Demonstration Expense – (<u>Indoor Venue</u>)</b>	<b>\$ 2,500.00</b>
<b>Demonstration Expense – (<u>Indoor Special Effects/Programs</u>)</b>	<b>\$ 1,250.00</b>
<b>Demonstration Expense – (<u>Banquet</u>)</b>	<b>\$ 1,980.00</b>
<b>Advertising and Promotion</b>	<b>\$ 5,751.00</b>
Website Design & Monitoring - \$850	
Facebook Setup, Monitoring & Live Feed - \$450	
Draft & Submit Press Releases (33) - \$400	
Flyers & Posters – Design, printing, delivery - \$500	

Newspaper Ads - \$630	
Festival Shirts (372) – Design & printing - \$2319	
Festival Buttons - \$129	
Banners - Float Christmas Parade \$223	
Median Banner - \$250	
Sound & Announcing – Photography/Videography	\$ 1,300.00
Parking	\$ 1,000.00
Porta Potties / Insurance / Fee for Flats	\$ 3,656.00
Miscellaneous	\$ 1,201.00
Toilet Paper, Gas, Field Crew, Kite Parts, Indoor Tickets, etc.	
Festival Management/Production/Over-runs	<u>\$ 4,043.00</u>
TOTAL Projected Expense	\$57,151.00

### Projected Income & Pledges

In-Kind Services (Hotel)	\$16,588.00
Isla Grand ~ 2 Condos, 9 Nights - \$5314	
The Inn @ SPI ~ 3 Rooms, 4 Nights - \$1109	
The Pearl ~ 2 Rooms, 4 Nights - \$1702	
La Quinta ~ 2 Rooms, 4 Nights - \$1490	
Ramada ~ 2 Room, 3 Nights - \$1755	
Hilton ~ 1 Rooms, 4 Nights - \$959	
Holiday Inn Express ~ 1 Room, 3 Nights - \$547	
La Copa Inn ~ 2 Rooms, 3 Nights - \$1288	
Beach Resort @ SPI ~ 2 Rooms, 4 Nights ~ \$2424	
<u>In-Kind Service</u> – Convention Center	\$ 2,500.00
<u>Festival Income</u> ~ Projected	\$13,413.00
Festival Shirts – 256 @ \$13.86/\$16.63 = \$3,753	
Banquet Tickets – 58 @ \$20 = \$1,160	
Indoor Tickets – 850 @ \$10.00 = \$8,500	
TOTAL Projected Income	<u>\$32,501.00</u>
Outstanding Balance ~	\$24,650.00
<u>Less Overage</u> from Kite Fest 2020	<u>- 2,500.00</u>
Requested Amount w/ <u>Thursday Night Indoor</u>	<u>\$22,150.00</u>

### Additional In-Kind Services Request

Convention Centre ~ Thurs. Night Indoor ~ Feb. 4<sup>th</sup>, 2021 (Access ALL Day)  
3 Rooms for 3 Nights @ La Quinta (or other SPI Hotel)  
 Public Works ~ Parking Cones, Trash Cans, Trash Pick-up  
 Police ~ Traffic Control ~ Sat. & Sun. @ 2 p.m. To 4 p.m.

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

**MEETING DATE:** June 24, 2020

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approved the funding request for Ride to Rotary October 2020. (Amaya)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

N/A



South Padre Island Convention & Visitors Bureau

# **South Padre Island Tax**

## **Funding Application**

Hotel Occupancy Tax Use Guidelines Under Texas State Law

## APPLICATION FOR INITIAL FUNDING

Today's Date: 02/03/20

### ORGANIZATION INFORMATION

Name of Organization: Rotary Club of Historic Brownsville

Address: 4745 Lakeway Drive

City, State, Zip: Brownsville, Texas

Contact Name: Robert Hibyan Contact Email: hibyr@aol.com

Contact Office Phone Number: n/a

Contact Cell Phone Number: (956) 490-5378

Website Address for Event or Sponsoring Entity: Facebook (Ride for Rotary Causeway Cross) and Rotary Club Runner Website

Non-Profit or For-Profit status: 501(c)(3) Tax ID #: 81-3474234

Entity's Creation Date: February 1996

**Purpose of your organization:**

We are a Rotary Club that sponsors service projects both in the greater Brownsville area and internationally.

### EVENT INFORMATION

Name of Event: Ride For Rotary - Queen Isabella Cross 2020

Date(s) of Event: October 04, 2020

Primary Location of Event: Brownsville Events Center to Louie's Backyard

Amount Requested: \$3,000

**Primary Purpose of Funded Activity/Facility:**

Our planned bicycling event is meant to be a fund-raiser to help us fund our annual service projects. However, our event serves as a great recreational activity for cyclists both young and old alike.

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

We will use grant funds to advertise this event. We will be contracting with the consulting firm 26 Point 2 Consulting, LLC to

market our event to cyclists living in the greater South Texas region.

**Percentage of Hotel Tax Support of Related Costs**

20% 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 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:

If possible we would like to have the city's event registration fee waived.

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ 3,000

How many attendees are expected to come to the sporting related event? 700

How many of the attendees are expected to be from more than 75 miles away? 200

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

We expect to include hotel advertising links on our website.  
\_\_\_\_\_  
\_\_\_\_\_

- 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: \$ \_\_\_\_\_

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

Will members of the general public (non-tourists) be riding on this transportation?  
\_\_\_\_\_

What percentage of the ridership will be local citizens? \_\_\_\_\_

- h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?  
We expect to have the CVB banner advertising our event placed on the island median directed at incoming traffic onto the island.  
\_\_\_\_\_

**QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES**

How many years have you held this Event? 16 yrs.

Expected Attendance: 700

How many people attending the Event will use South Padre Island lodging establishments? 75 (estimated)

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

Will you reserve a room block for this Event at an area hotel(s)? Possibly

Where and how many rooms will be blocked?  
Participants wishing to stay on the island will book their own accommodations directly. However, if we can assist individual hotels by promoting event specials we will.  
\_\_\_\_\_  
\_\_\_\_\_

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
October 2019	\$1,500	27
_____	_____	_____
_____	_____	_____

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

We will ask participants to indicate whether they intend to stay on the island before or after our event and for how

We tend to receive paid sponsorships from Brownsville business owners.

Please list other organization, government entities, and grants that have offered financial support to your project: We tend to receive paid sponsorships from Brownsville business owners.

Will the event charge admission? Yes If so, what is the cost per person? \$40

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?

We are hoping to raise \$10,000 which will be used to fund our service projects such as free eye clinic for low-income public school students, scholarships, and feeding homeless people among other projects.

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: \$ 7,000
- Other Paid Advertising: \$ 650

Anticipated Number of Press Releases to Media: 3 releases

Anticipated Number Direct Emails to out-of-town recipients: 300m+

Other Promotions: We will place posters around the RGV and distribute handbills to riders at other cycling events.

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply?  Yes  No

Will you negotiate a special rate or hotel/event package to attract overnight stays?

Yes

*[If we have a tour operator, we will require them to use that service.]*

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

We will promote an activity like Sand Castle Days if it is to be held over the weekend of our event this year.

Who is your target audience? Cyclists

What geographic region(s) are you marketing to?

The greater RGV and south Texas.

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

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

What amount of event insurance do you have for your event and who is the carrier:

Approx \$4,000,000

*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an additionally insured]*

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

Yes  No

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

Submit to complete applications to:

Marisa Amaya  
 Event Development Manager  
 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](mailto:marisa@sopadre.com)

# South Padre Island Convention & Visitors Bureau Special Event Applicant Checklist

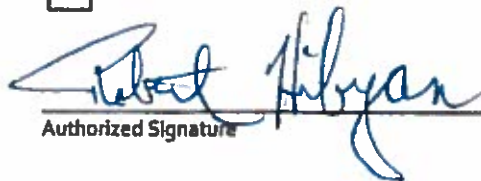
THIS FORM MUST BE COMPLETED BY APPLICANT

Ride For Rotary Causeway Cross 2020

Name of Event

Date Submitted

- Received and understood the separate Special Events Policy
- Received and understood the separate HOT Funding Guidelines
- Completed the South Padre Island Hotel Tax Funding Application form
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a sponsor list (categorized by "confirmed" and "pending")
- Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- Enclosed an event map
- Enclosed security/safety plans
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- Enclosed copies of promotional materials (if available)
- Enclosed a summary of previous special event experience of organizer(s)
- Enclosed a history of event (if previously produced)
- Indicated the type(s) of assistance requested
- In Room night projections, with back-up, for the Funded Event (REQUIRED)
- Indicated the amount of financial support (if requested)



Authorized Signature

02/03/2020

Date

Robert Hibyan, on behalf of Rotary Club of Historic Bville

Print Name

# Ride For Rotary-Queen Isabella Causeway Cross 2020

October 04, 2020

The Brownsville Event Center • 1 Event Ct Brownsville, TX 78526

Organized by **ROTARY CLUB OF HISTORIC BROWNSVILLE**

[Register Now](#)

## Categories

Event Reminder

<b>Cycling-Half Century - Individual Age group/open</b>	<b>in 50 days \$40.00</b>	<b>\$35.00</b>	<a href="#">Register</a>
<b>Cycling-33 miles - Individual Age group/open</b>	<b>in 50 days \$40.00</b>	<b>\$35.00</b>	<a href="#">Register</a>

Save on this event with ACTIVE Advantage

Members save up to \$10 on registration fees and more!

[Get up to \\$10 off](#)

[Learn More](#)

## Media 11 Photos and Videos



## About this event

October 04, 2020

Sunday

The Brownsville Event Center

1 Event Ct Brownsville, TX 78526



The Rotary Club of Historic Brownsville will host it's Annual Ride for Rotary-Queen Isabella Causeway Cross Benefit Ride on October 4, 2020. The ride will end at Louies's Backyard. The ride draws participation from cyclists of all levels and ages. Last year, we had participants from Brownsville, Weslaco, Harlingen, San Benito, South Padre Island, McAllen, Corpus Christi, San Antonio, Matamoros, and Reynosa.

All proceeds raised by the event will be used to support Rotary's local projects, which include providing free eye exams and eyeglasses to children, hosting Rotary's Annual Heart Gallery (an adoption awareness event), funding scholarships for local students, providing Christmas gifts to nursing home residents, and funding for other Rotary International humanitarian projects.

**Event details and schedule**

**Event Date: October 6, 2019 (Sunday) at Brownsville Event Center**

**Registration Price: \$45 (Kids 12 & under free) Free t-shirts to first 200 riders**

Tour Start Time	Tour Distance in Miles	Minimum Average Speed Required	Maximum Clock Finish
7:00 a.m.	33	8-17 mph	10:00 a.m.
7:00 a.m.	50	17-25 MPH	10:00 a.m.

**Packet pickup: McARTHYS's Irish PUB-1425 Ruben M Torres Blvd Brownsville TX from 10:00 a.m. to 2:00 p.m. on October 3, 2020. Or on the day of the event.**

If you have any questions, please contact Erick Lucio 956-648-5857 or Diego Garza at 956-455-4243

**All Riders must wear helmets. All riders must meet at Pelican Station by 10:30 a.m. The causeway cross will take place by 10:45 a.m. NO rider is allowed on the causeway, until we all cross at the same time. All riders must have BIBS on there shirts at the start of**

the ride. **NO RIDERS WILL BE ALLOWED TO CROSS WITHOUT A BIB ON THERE SHIRT  
(NO EXCEPTIONS)**



South Padre Island Convention & Visitors Bureau  
**Post Event Report**



# POST EVENT REPORT

Today's Date: 10/31/2019

To be reimbursed, please submit the following within 10 days post event:

- 1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
- 2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

- 1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
- 2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
- 3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

## Organization Information

Name of Organization: Rotary Club of Pecos Brownsville

Address: 4745 Lakeway Drive

City, State, Zip: Brownsville, TX 78520

Contact Name: Robert Bryan      Contact email: rby7@cpel.com

Contact Cell Phone Number: (956) 496-6978

## Event Information

Name of Event or Project: Fede for Rotary Causeway Cross

Date(s) of Event or Project: October 6, 2019

Primary Location of Event or Project: Roadway from Brownsville Events Center to Lulu's Backyard

Amount Requested: \$ 5,000.00

Amount Received: \$ 1,500.00

How many years have you held this Event or Program: 3 years



## Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 11.5%
  2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): None
  3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): None
  4. If staff costs were covered, estimate of actual hours staff spent on funded event: None
  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? Av. Charge \$40, \$8,848 incl. HOT tax; money to be used to fund club's social service projects (free eye glasses, food for homeless, heart gallery)
- 
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

## Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 700
2. What was the actual attendance at the event? 288
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 100
4. How many room nights did you actually generated by attendees of this event? 27+
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
  - This Year: 27+
  - Last Year: n/a
  - Two Years Ago: n/a
  - Three Years Ago: n/a
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, zip code information, etc.)? Surveys  
Surveys
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? 27

### Event Promotion Information

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

- Newspaper: \$ [REDACTED]
- Radio: \$ [REDACTED]
- TV: \$ [REDACTED]
- Other Paid Advertising: \$ 2,548 (Posters and Social Media)
- Number of Press Releases to Media: 1 Coastal Current
- Number emails to out-of-town recipients: 158,395
- Other Promotions: Posters and advertising inserts at cycling events

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 [REDACTED]

3. Did you negotiate a special rate or hotel/event package to attract overnight stays? Yes [REDACTED]

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?  
We used Facebook and other social media sources  
[REDACTED]

Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

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.

5. Please note any other success indicators of your event: [REDACTED]  
We increased our ridership this year over last year by 64%  
[REDACTED]



### 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? [Redacted]
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? [Redacted]
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? [Redacted]

### Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? [Redacted]
2. What was the weather like during the event? [Redacted]
3. Were there any other facts that may have affected on the event? [Redacted]

[Redacted Signature Line]

Signature

[Redacted Date Line]

Date

Submit to complete applications to:

**Marisa Amaya**  
 Event Development Manager  
 Convention and Visitors Advisory Board  
 C/O City of South Padre Island Convention & Visitors Bureau  
 7355 Padre Blvd., South Padre Island, TX 78597  
 Phone: (956) 761-3834  
 Email: marisa@sopadre.com



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

**MEETING DATE:** June 24, 2020

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and presentation of the Directors' Report. (Caum)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

N/A





## CVAB Agenda 6/24/20

### 5. Regular Agenda

- 5.1. Discussion and recommendation to City Council to approve FY 2020-2021 draft budget for Events Marketing (593) and Marketing (594). (Caum)
- 5.2. Discussion and recommendation to City Council to approve The Atkins Group contract extension for FY 2020/2021. (Caum)
- 5.3. Discussion, presentation and possible action to approve the marketing plan for August and September 2020. (Caum)
- 5.4. Discussion and action to approve the funding request for Sandcastle Days October 2020. (Amaya)
- 5.5. Discussion and action to approve the funding request for SPI Kite Fest February 2021. (Amaya)
- 5.6. Discussion and action to approve the funding request for Ride to Rotary October 2020. (Amaya)



## CVAB Agenda 6/24/20 (Continued)

- 5.7. Presentation and discussion regarding the Directors' Report and the following topics.  
(Caum)
  - \*Marketing and Communications
  - \*Social Media
  - \*Research and Analytics
- 5.8. Discussion and update regarding South Padre Island's hotel/VRM's booking numbers for Summer 2020 and factors to watch for going into Fall and Winter 2020. (Salazar)
- 5.9. Discussion and possible action concerning new meeting date for July 2020. (Salazar)



5.1.

## Incremental Marketing Budget by Quarter October 2020 – September 2021

<b>1<sup>st</sup> Quarter - October – December 2019</b>	<b>3<sup>rd</sup> Quarter – April – June</b>	
No Spending – Projected Hot Collections	<b>\$900,000</b>	Family Vacation (SA/Austin, DFW, Houston) \$100,000
		Vacation Rentals Campaign \$100,000
		Outdoor Experiences \$100,000
<b>2<sup>nd</sup> Quarter – January – March</b>		
Family Spring Break -	\$100,000	
Christian Spring Break -	\$100,000	<b>4<sup>th</sup> Quarter – July – September</b>
Airport Airlift Advertising RGV -	\$100,000	Island for the Holidays Campaign (Texas) \$100,000
		Snow for Sand (Northern Cities) Campaign \$100,000
		Family Spring Break 2022 Campaign <u>\$100,000</u>
		<b>\$900,000</b>



5.1.

## Agency Support

Creative & Content Services	\$25,000
Account Services	\$20,000
Production & Editing	\$35,000
Advanced Analytics & Reporting	<u>\$20,000</u>
	<b>\$100,000</b>
<b>Total Incremental Spend 2021</b>	<b>\$1,000,000</b>



5.3.

## SPI In-House Media Spend

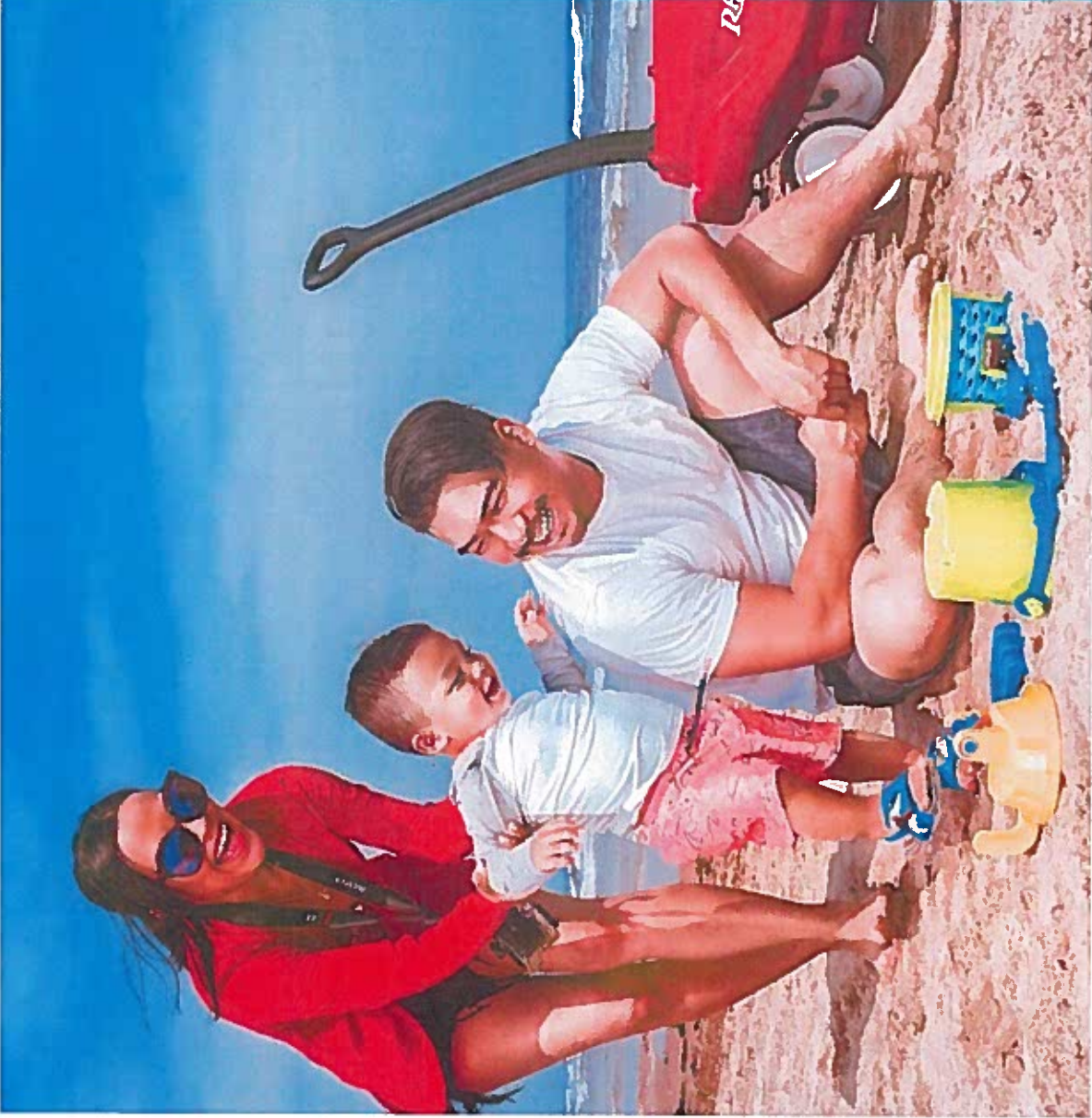
August and September 2020 (\$300,000)

### August

Social Media	\$10,000
Digital Media	\$65,000
Television Ads	\$50,000
Streaming TV Ads	<u>\$25,000</u>
<b>Total</b>	<b>\$150,000</b>

### September

Social Media	\$10,000
Digital Media	\$65,000
Television Ads	\$50,000
Streaming TV Ads	<u>\$25,000</u>
<b>Total</b>	<b>\$150,000</b>



# Director's Report For the Period of 5/15 - 6/15 June 24, 2020



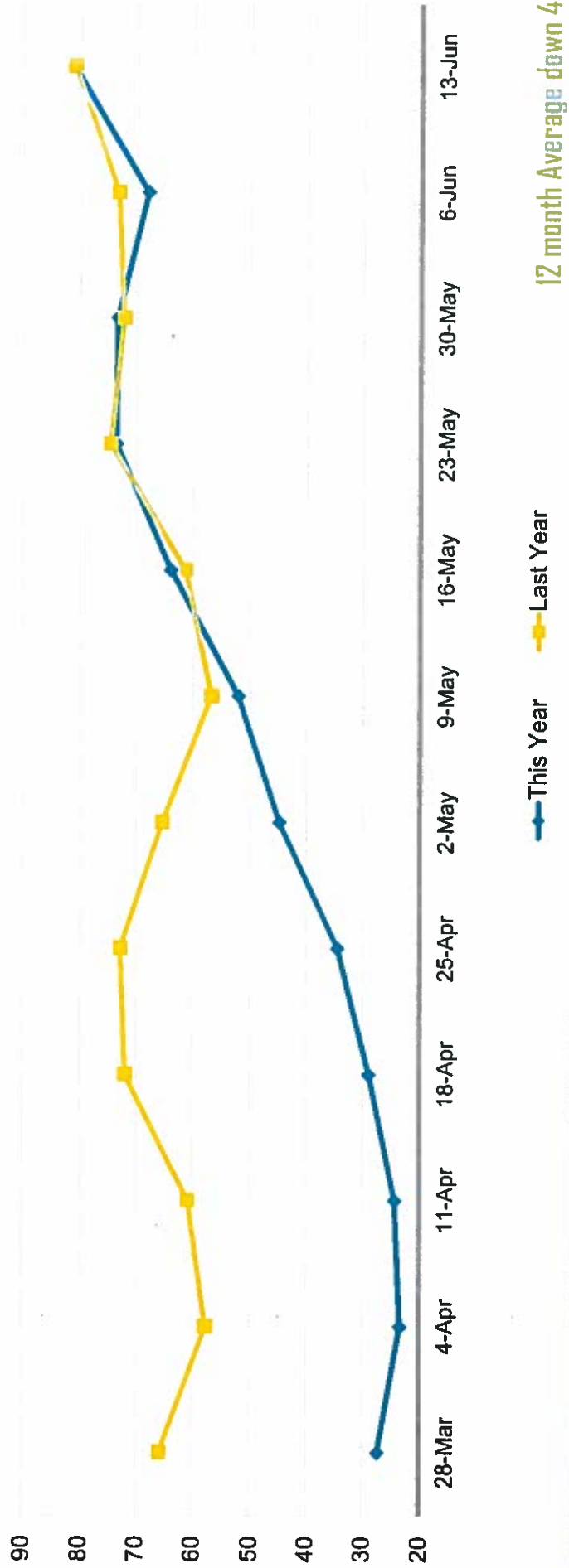


## Executive Summary

- Occupancy continues to trend on par with last year. Some projections show YOY increases
- ADR is down, but rising back to last year's levels
- Competitively, SPI is fairing better on Occupancy levels and on par with ADR levels
- Overall KPI performance is down, largely due to the March/April pause
- Organic social media continues to generate excellent engagement from our audiences, with a solid content strategy driving traffic
- Paid media is performing well. San Antonio and Austin are trending well. Dallas is performing better than expected



## Weekly Occupancy %

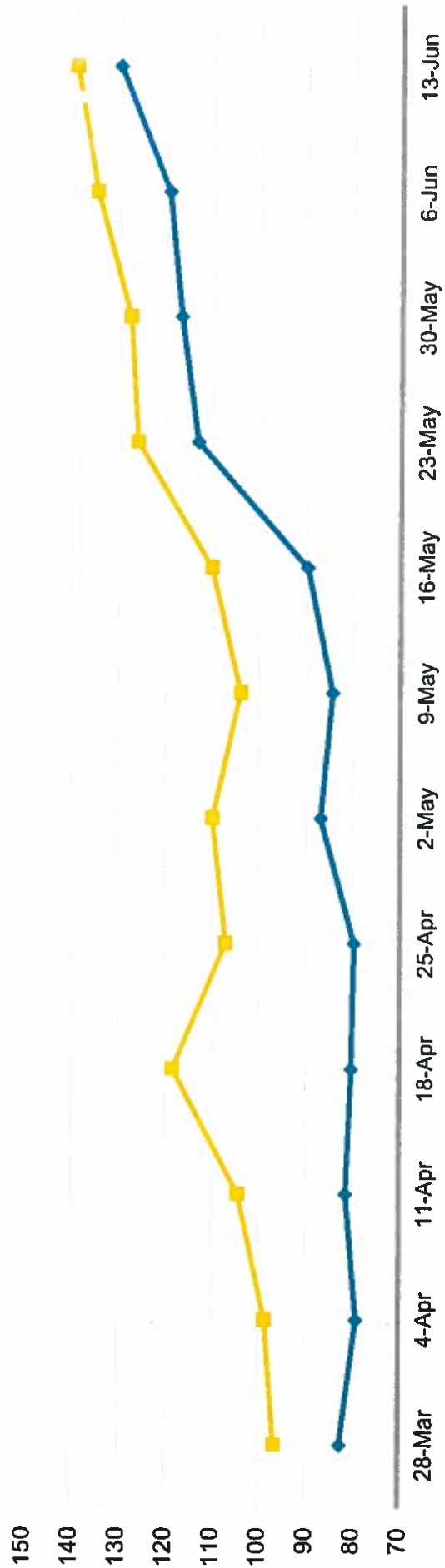


Source: STR Report





## Weekly ADR



—◆— This Year —■— Last Year

12 month Average down 3.5%

Source: STR Report



### Competitive Analysis - May

	SPI	Galveston	Corpus
Occupancy	64% (↓ 5% YOY)	49.3% (↓ 18.8% YOY)	50.9% (↓ 22.1% YOY)
ADR	\$103.05 (↓ 11.1% YOY)	\$131.34 (↓ 6.9% YOY)	\$89.11 (↓ 12.6% YOY)
RevPar	\$65.94 (↓ 13.7% YOY)	\$64.74 (↓ 24.3% YOY)	\$45.39 (↓ 31.9% YOY)

Source: STR Report



## KPI Updates

- We monitor 7 key KPIs:
  - OCC
  - ADR
  - REVPAR
  - SALES TAX
  - HOT TAX
  - MIXED BEVERAGE TAX
  - TOTAL LODGING REVENUE

Occupancy YTD has been significantly impacted, particularly during the months of Mar and April. But we are seeing tremendous growth in May and June.

TRUE KPI:	OCCUPANCY
YTD (Oct - May)	-10.98%
YTD (Oct - May)   INTERNAL GOAL	-16.02%
TRUE KPI:	HOT TAX
YTD (Oct - Apr)	-30.78%
YTD (Oct - Apr)   INTERNAL GOAL	-34.08%



## Key Data Top Cities

County/City	Guest Check Ins	Percent of Guest Checkins	Rent	Revenue per guest	Percent of Rent	Avg. Daily Rate
San Antonio	269	12.40%	\$253,567	\$943	12.00%	\$264
Austin	184	8.50%	\$204,942	\$1,114	9.70%	\$251
Houston	89	4.10%	\$90,066	\$1,012	4.30%	\$253
Brownsville	99	4.60%	\$78,274	\$791	3.70%	\$242
Greenleaf	99	4.60%	\$69,683	\$704	3.30%	\$214
Mcallen	64	2.90%	\$50,187	\$784	2.40%	\$236
Harlingen	45	2.10%	\$40,516	\$900	1.90%	\$265
Mission	46	2.10%	\$39,761	\$864	1.90%	\$292
Round Rock	29	1.30%	\$37,858	\$1,305	1.80%	\$211
Fort Worth	33	1.50%	\$34,743	\$1,053	1.60%	\$233

Independently San Antonio and Austin represent the two top markets for VRM check ins.

Austin, Houston, Round Rock and Fort Worth represent the largest revenue per guest points of origin.

Source: Key Data; date range 5/15 – 6/15



# ORGANIC SOCIAL MEDIA OVERVIEW



## Facebook Performance Summary

Impressions

**6,259,227** ↗83.4%

Engagements

**225,398** ↗47.2%

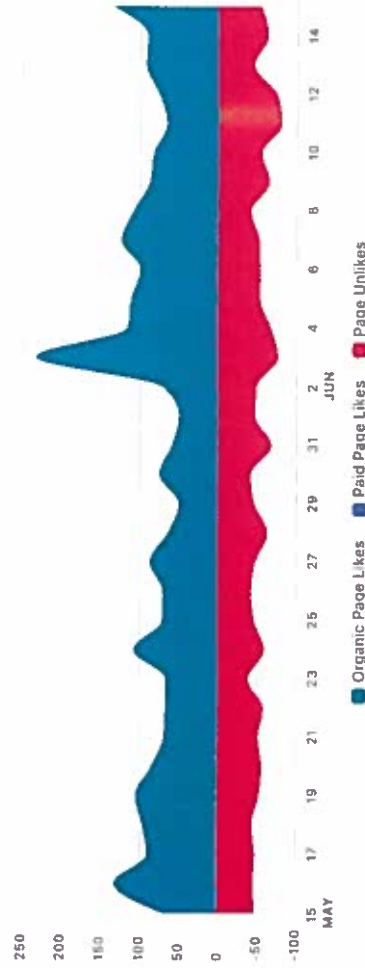
Post Link Clicks

**13,035** ↗27.5%



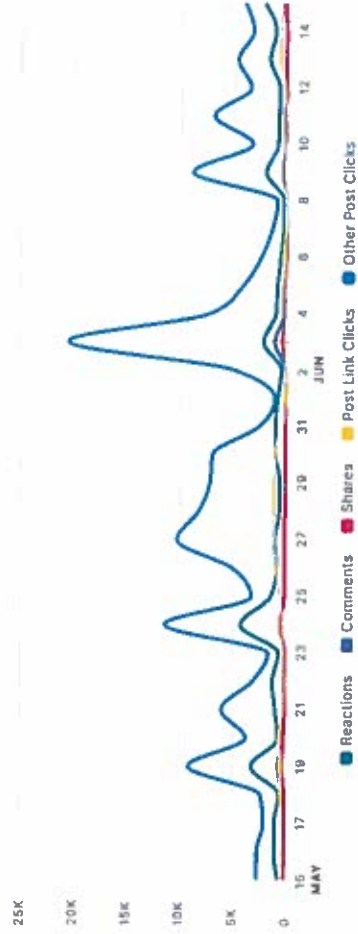
## Facebook Audience Growth

Net Page Likes Breakdown, by Day



## Facebook Engagement

Engagements Comparison, by Day



Engagement Metrics

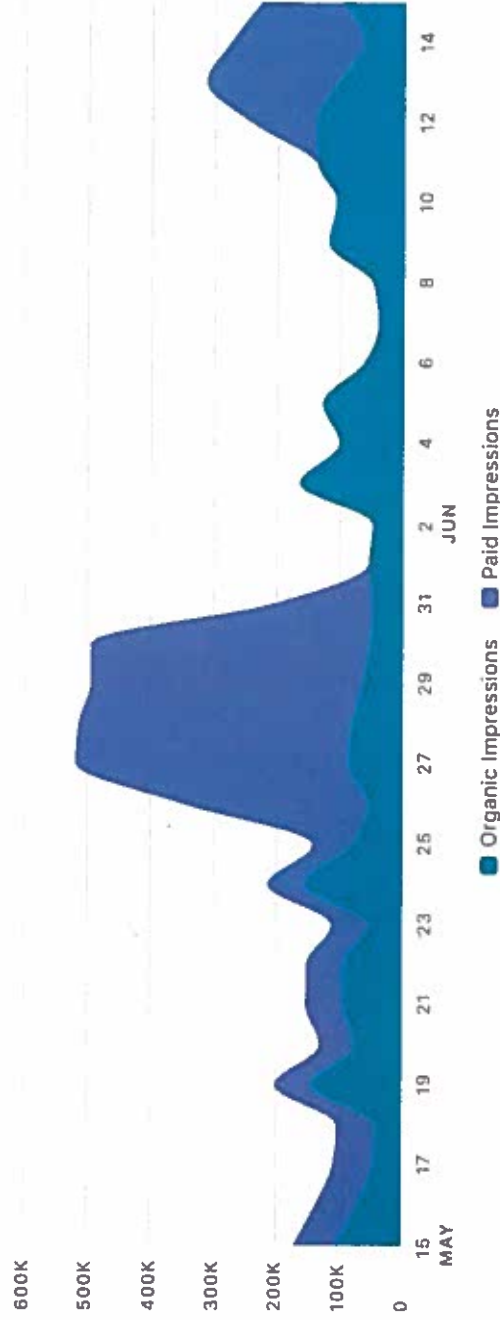
Category	Totals	% Change
<b>Total Engagements</b>	<b>225,398</b>	<b>↗ 47.21%</b>
Reactions	38,821	↗ 76.03%
Comments	6,783	↘ 21.65%
Shares	4,337	↗ 9.88%
Post Link Clicks	13,035	↗ 27.52%
Other Post Clicks	164,442	↗ 60.00%
<b>Engagement Rate (per Impression)</b>	<b>3.6%</b>	<b>↘ 19.74%</b>

Audience Metrics

Category	Totals	% Change
<b>Fans</b>	<b>517,738</b>	<b>↗ 0.18%</b>
<b>Net Page Likes</b>	<b>1,125</b>	<b>↘ 13.13%</b>
Organic Page Likes	2,880	↗ 7.62%
Paid Page Likes	0	→ 0.00%
Page Unlikes	1,755	↗ 27.54%



# Facebook Impressions



### Impression Metrics

Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>6,259,227</b>	<b>↑ 83.42%</b>
Organic Impressions	2,731,623	↑ 65.75%
Paid Impressions	3,502,019	↑ 100.64%
<b>Average Daily Impressions per Page</b>	<b>195,600.84</b>	<b>↑ 83.42%</b>
<b>Average Daily Reach per Page</b>	<b>121,853.91</b>	<b>↑ 84.20%</b>





## Facebook Top Posts


**South Padre Island Tr...**  
 Wed 6/3/2020 9:04 am PDT

Take a ride on the Rio Adventura and the Rapids with us! 🌊 Beach Park South Padre Island opened last



<b>Total Engagements</b>	<b>28,101</b>
Reactions	2,480
Comments	1,341
Shares	473
Post Link Clicks	7
Other Post Clicks	23,800


**South Padre Island Tr...**  
 Sun 5/24/2020 7:15 pm PDT

Happy Memorial Day! We hope you enjoy the fireworks over the bay presented by the South Padre Isl...



<b>Total Engagements</b>	<b>17,993</b>
Reactions	4,606
Comments	462
Shares	544
Post Link Clicks	3
Other Post Clicks	12,378


**South Padre Island Tr...**  
 Tue 6/9/2020 7:08 pm PDT

Live music 🎵 and fireworks over the bay. Tuesday is the best night to hang out at Louie's Backyard 🍷

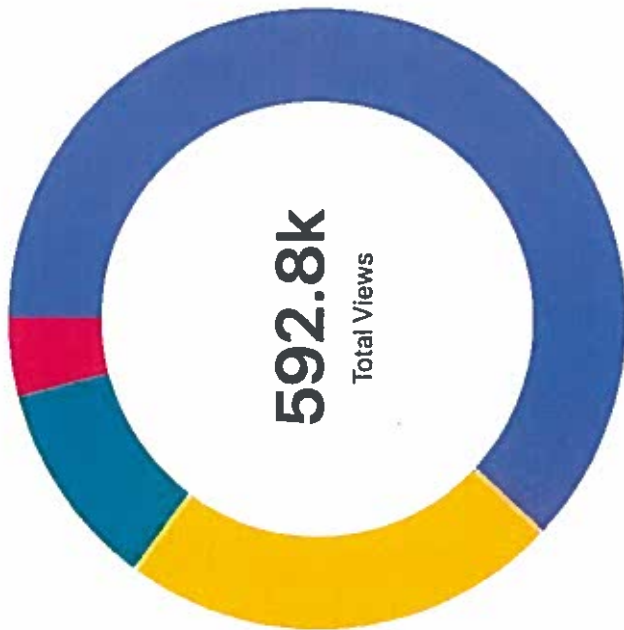


<b>Total Engagements</b>	<b>12,927</b>
Reactions	2,253
Comments	465
Shares	227
Post Link Clicks	-
Other Post Clicks	9,982

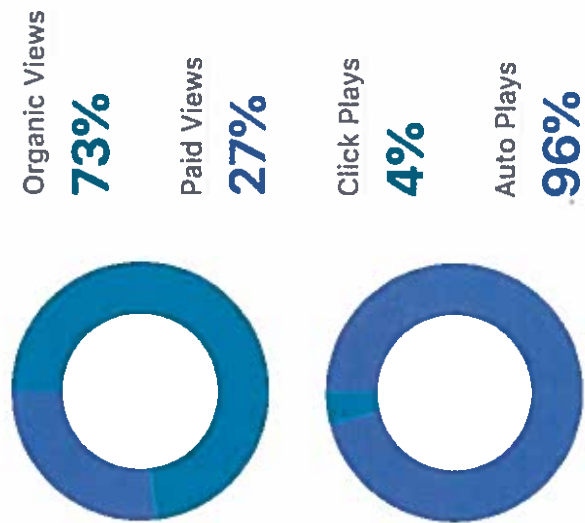


## Facebook Video Performance

### View Metrics



### Viewing Breakdown





## Instagram Performance Summary

Impressions

**2,026,668** ↗107%

Engagements

**19,913** ↗76.2%

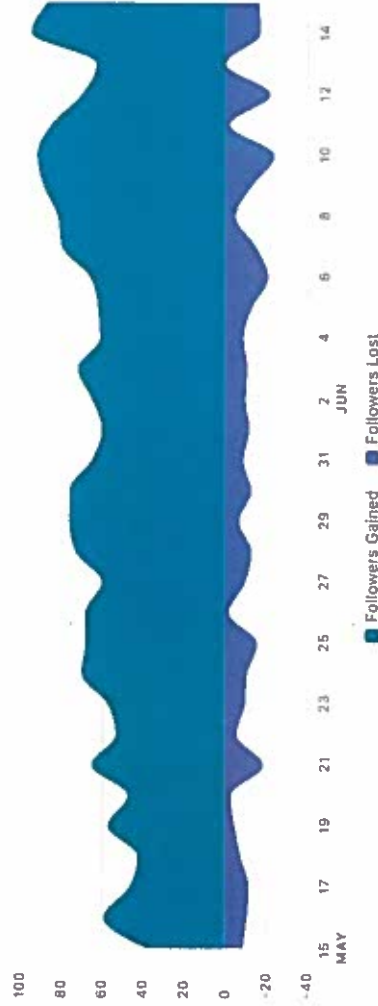
Profile Actions

**637** ↗36.1%



## Instagram Audience Growth

Net Follower Growth Breakdown, by Day



Audience Metrics

### Followers

### Net Follower Growth

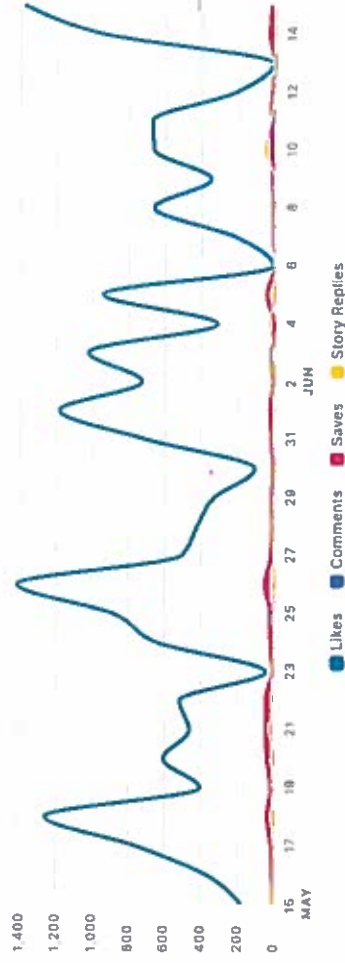
Followers Gained

Followers Lost

Metric	Total	% Change
Followers	28,711	↗ 6.67%
Net Follower Growth	1,795	↗ 307.95%
Followers Gained	2,149	↗ 215.10%
Followers Lost	354	↗ 48.28%

## Instagram Engagement

Engagements Comparison, by Day



Engagement Metrics

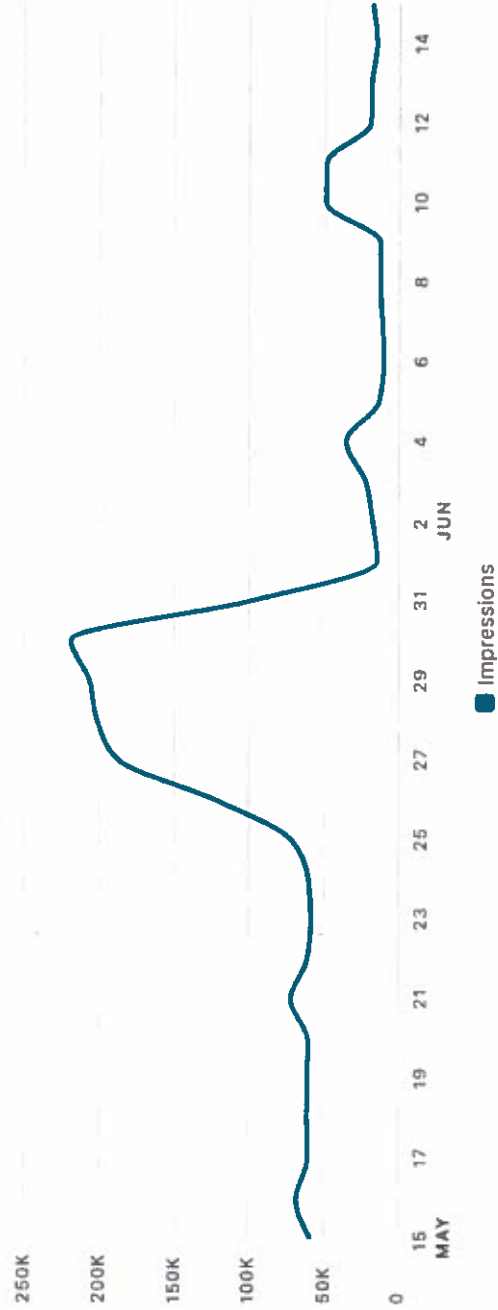
### Total Engagements

Metric	Total	% Change
Total Engagements	19,913	↗ 76.19%
Likes	18,800	↗ 75.75%
Comments	410	↗ 51.29%
Saves	531	↗ 68.57%
Story Replies	172	↗ 805.26%
Engagement Rate (per Impression)	1%	↘ 14.65%



# Instagram Impressions

Impressions, by Day



## Impression Metrics

Impression Metrics	Totals	% Change
<b>Impressions</b>	<b>2,026,668</b>	<b>↗ 107%</b>
Average Daily Impressions per Profile	63,333.38	↗ 107%
Average Daily Reach per Profile	37,964.25	↗ 80.5%



## Instagram Top Posts



 **visitsouthpadreisland**  
Mon 5/25/2020 9:31 am PDT

Not sure what to make for dinner tonight? Head over to the link in our bio to check out a current list of



**Total Engagements** 1,475

Likes 1,384

Comments 39

Saves 52



 **visitsouthpadreisland**  
Mon 6/15/2020 8:53 am PDT

It's time to check parasailing off of your South Padre Island to-do list. #SoPadre



**Total Engagements** 1,164

Likes 1,134

Comments 17

Saves 13



 **visitsouthpadreisland**  
Sat 6/13/2020 12:01 pm PDT

South Padre views. 🌊 Got any fun plans this weekend? #SoPadre



**Total Engagements** 1,110

Likes 1,061

Comments 15

Saves 34



## Instagram Hashtag Performance

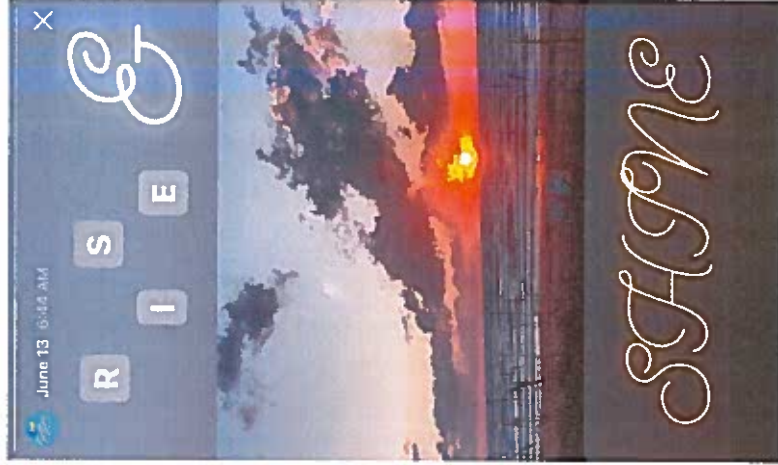
Most Used Hashtags	Top Hashtags by Lifetime Engagements
#padreparadise 26	#padreparadise 17,868
#southpadreisland 26	#southpadreisland 17,868
#spitx 25	#spitx 17,169
#spi 24	#SoPadre 16,966
#SoPadre 23	#spi 16,561
#sopadre 23	#sopadre 15,938
#southpadre 22	#southpadre 15,199
#islandtime 18	#islandtime 12,058
#igtexas 14	#igtexas 9,848
#texastodo 12	#texastodo 7,955

## Instagram Story Performance

Story Metrics	Totals	% Change
<b>Published Stories</b>	<b>71</b>	<b>↗ 446%</b>
Story Replies	172	↗ 805%
Story Taps Back	5,972	↗ 717%
Story Taps Forward	111,746	↗ 832%
Story Exits	6,614	↗ 190%
Story Impressions	143,106	↗ 596%
Average Reach per Story	1,845	↗ 33.5%



### Top Instagram Stories



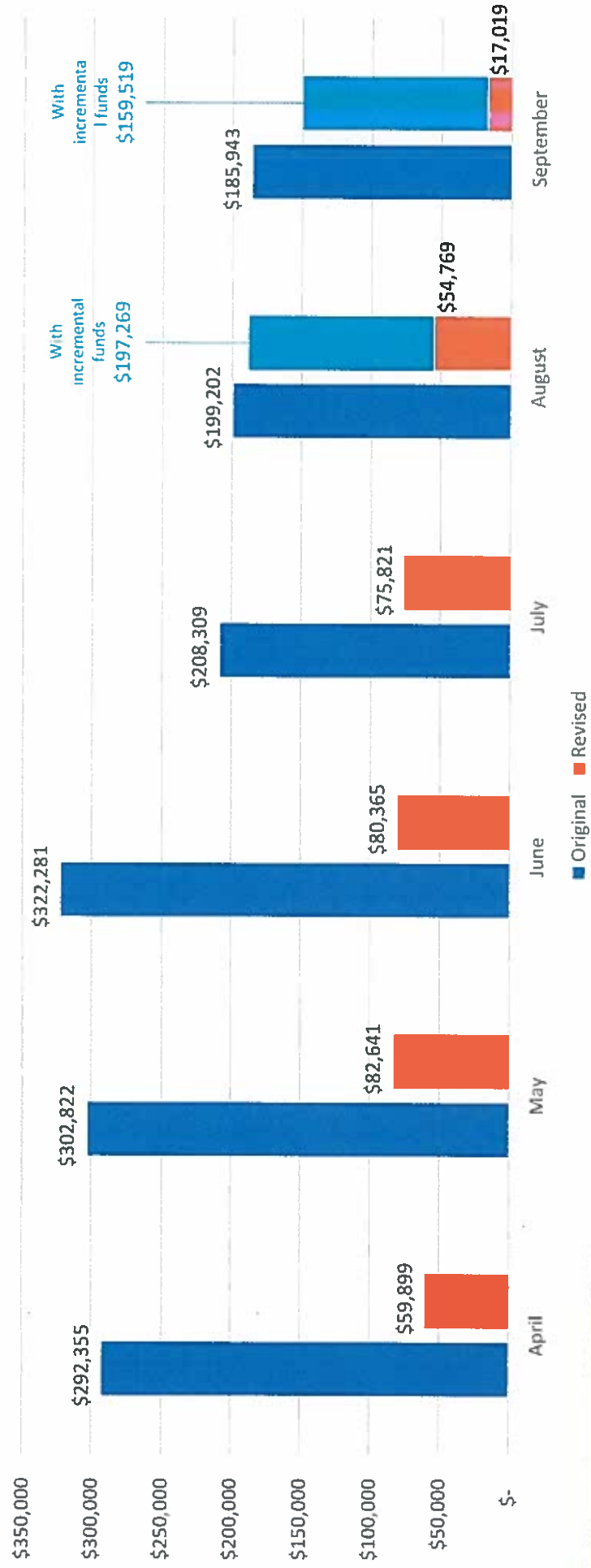




# PAID MEDIA OVERVIEW

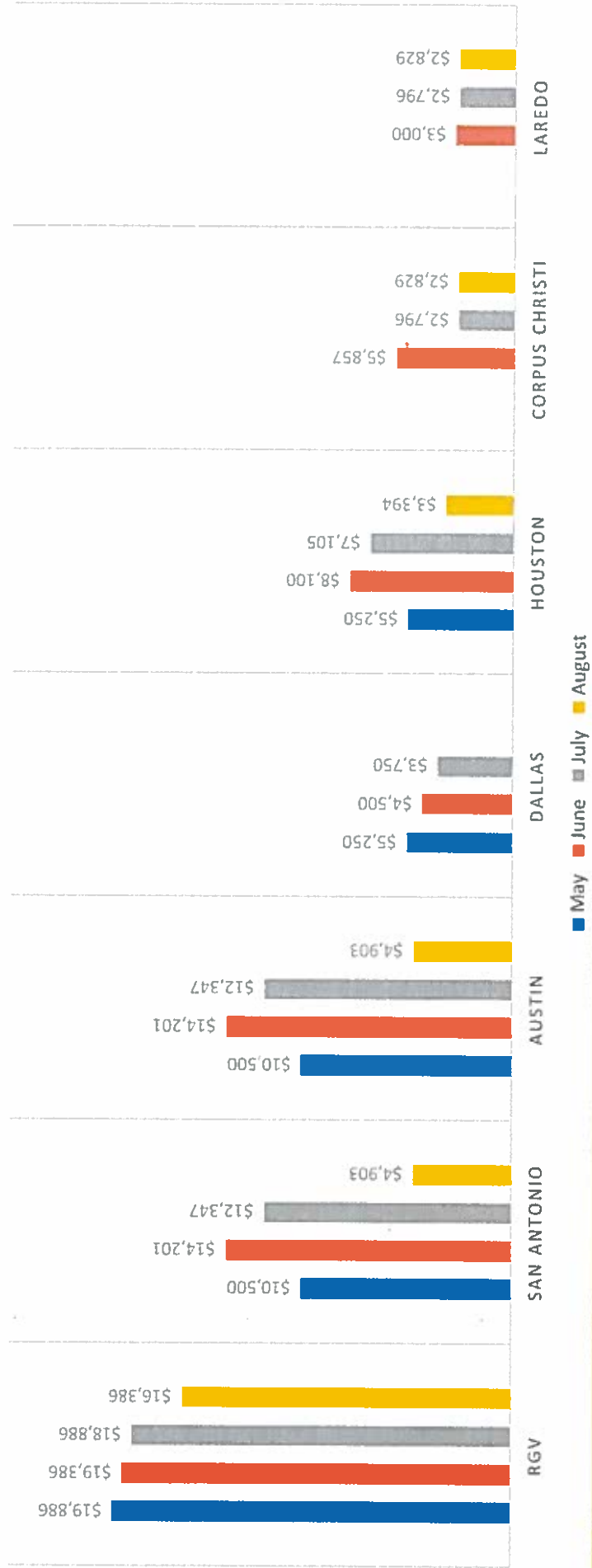


## Original versus Current Media Budgets





## Media Budgets by Geo May - Aug





## Bridge Effort Budget Breakdown

- Targeted Facebook and Instagram Ads (\$71K)
- Display & retargeting (\$33K)
  - 6% RGV
  - 28% San Antonio
  - 28% Austin
  - 9% Dallas
  - 16% Houston
  - 7% Corpus Christi
  - 6% Laredo
- Search Engine Marketing (\$43)
- Magazine (\$35K)

*Does not include in-house RGV spending*



get: Families P25-54 with HHI  
 1K+; HHI \$55K+ in South Texas

	Markets	Creative Units	Q3 (AMJ)							Q4 (JAS)							Total Cost (Gross)																
			April		May			June		July			August			September																	
			30	6	13	20	27	4	11	18	25	1	8	15	22	29		6	13	20	27	3	10	17	24	31	7	14	21				
SITAL	SEM	Text ads																													17,000	\$42,573	
	Facebook	RGV, Laredo, Corpus Christi, San Antonio, Austin, Houston, DFW																													3,926,282	\$35,716	
	Instagram	FB Feed, Instant Articles, Instagram Feed & Stories																													3,353,645	\$35,716	
	Native Display & retargeting	All markets except RGV & DFW																													4,113,923	\$18,069	
	IDEQ: Cross platform & retargeting	:15-:30 Video																													1,038,462	\$15,429	
<b>TOTAL DIGITAL</b>																															<b>12,449,312</b>	<b>\$147,503</b>	
INT	Texas Monthly	FP 4C + eblasts																													5,074,000	\$32,001	
Houston Family Magazine	Houston	1/2P 4C + digital sponsorship																													350,000	\$2,857	
<b>TOTAL DIGITAL</b>																															<b>5,424,000</b>	<b>\$34,858</b>	
<b>TOTAL PLAN</b>																															<b>17,873,312</b>	<b>\$182,361</b>	
		Cost																													\$52,859	\$59,642	\$34,858
		Impressions																													4,700,946	6,092,610	4,560,864

INT reflects clicks; Social reflects impressions



## SPI Bridge Effort

Flight Dates: 5/15/20 –

6/15/20

### SOCIAL

Imps: 3,499,315

Clicks: 11,080

CTR: .32%

### PROGRAMMA

#### TIC & SEM

Imps: 1,179,126

Clicks: 13,323

CTR: 1.13%

Total Imps: 4,678,441

Total Clicks: 24,403

Total CTR: .52%

Total Spend: \$20,948.67

Total CPC: \$0.85

Total Paid Web  
Sessions: 15,031

Total Paid Users:  
12,243

Total Paid Page  
Views: 21,894

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID: .40% | Desktop: .05% | Mobile: .15% | Video: .30% | mail: 0.50%



## SPI Bridge Effort - Social

### FACEBOOK

Imps: 1,347,933

Clicks: 10,046

CTR: .75%

### INSTAGRAM

Imps: 660,374

Clicks: 1,880

CTR: .28%

### FACEBOOK

#### VIDEO

Imps: 893,324

Clicks: 9,025

CTR: 1.01%

### INSTAGRAM

#### VIDEO

Imps: 597,684

Clicks: 1,457

CTR: .24%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: 20% | Twitter: 1.5% | Pinterest: 18% | Spotify: .10% | Device: ID: 40% | Desktop: .05% | Mobile: .15% | Video: .30% | mail: 0.50%



## SPI Bridge Effort – Programmatic & SEM

### NATIVE DISPLAY

Imps: 508,976  
Clicks: 7,539  
CTR: 1.48%

### RETARGETING

Imps: 450,289  
Clicks: 514  
CTR: .11%

### VIDEO RETARGETING

Imps: 89,989  
Clicks: 192  
CTR: .21%

### CROSS PLATFORM VIDEO

Imps: 57,960  
Clicks: 105  
CTR: .18%

### SEM

Imps: 71,912  
Clicks: 4,973  
CTR: 6.92%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID: 40% | Desktop: .05% | Mobile: .15% | Video: .30% | mail: 0.50%





## Facebook Ads

South Padre Island Tropical Travel  
Sponsored

Grab your sun bed, sunscreen, and pack your bag because South Padre Island has plenty of deals for your perfect vacation.

**NOW OPEN!**

SOPADRE.COM  
You're ready, we're ready. Let's Padre.  
Check out these deals!

Book Now

Impressions: 391,691  
Clicks: 1,587  
CTR: 0.41%

South Padre Island Tropical Travel  
Sponsored

Core cabin fever with great beach views like this one. And amazing deals make it even more fun. Book now and you'll have something fun to look forward to!

SOPADRE.COM  
Check out these great deals!  
So Ready, So Padre.

Book Now

Impressions: 428,725  
Clicks: 4,336  
CTR: 1.01%

South Padre Island Tropical Travel  
Sponsored

This view never gets old... but it is better in person. Come see for yourself on South Padre Island.

SOPADRE.COM  
So Ready, So Padre.  
The Waves Are Calling

BOOK NOW

Impressions: 189,851  
Clicks: 1978  
CTR: 1.04%

South Padre Island Tropical Travel  
Sponsored

Your daydreams are ready to become a reality. Come live it on South Padre Island!

SOPADRE.COM  
Beach Dreaming  
So Ready, So Padre.

BOOK NOW

Impressions: 120,854  
Clicks: 802  
CTR: 0.66%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: 10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: 20% | Twitter: 1.5% | Pinterest: 18% | Spotify: 10% | Device ID: 40% | Desktop: 0.5% | Mobile: 15% | Video: 30% | mail: 0.50%



## Facebook Video Ads



Ready for a trip to South Padre Island? Pack your bags and head this way, because there are plenty of deals to save money on [See More](#)

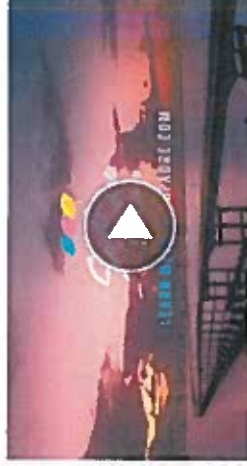


SOPADRE.COM  
**Check out these great deals!**  
So Ready. So Padre. [LEARN MORE](#)

Impressions: 742,817  
Clicks: 7,880  
CTR: 1.06%



You've been waiting for a memorable vacation! Come make memories on South Padre Island.



SOPADRE.COM  
**Paradise Awaits**  
Come experience paradise for your... [BOOK NOW](#)

Impressions: 116,003  
Clicks: 1,145  
CTR: .99%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: 10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: 20% | Twitter: 15% | Pinterest: 18% | Spotify: .10% | Device ID: 40% | Desktop: .05% | Mobile: .15% | Video: .30% | mail: 0.50%



## Instagram Ads

Instagram  
visitsouthpadreisland  
Sponsored

**NOW OPEN!**

Book Now

visitsouthpadreisland Grab your swim suit, sunscreen, and pack your bag because South Padre Island...

Impressions: 116,22  
Clicks: 306  
CTR: 0.26%

Instagram  
visitsouthpadreisland  
Sponsored

Book Now

visitsouthpadreisland Ready for a trip to South Padre Island? Pack your bags and head this way. bec...

Impressions: 201,306  
Clicks: 224  
CTR: 0.11%

Instagram  
visitsouthpadreisland  
Sponsored

Book Now

visitsouthpadreisland Cure cabin fever with great beach views like this one. And amazing deals make it...

Impressions: 22,189  
Clicks: 78  
CTR: 0.35%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: 10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: 2.0% | Twitter: 1.5% | Pinterest: 1.9% | Spotify: 10% | Device ID: 40% | Desktop: 0.5% | Mobile: 1.5% | Video: 30% |



## Instagram Ads

**Instagram**

South Padre Island Tropical Travel  
Sponsored

**Book Now**

♡ 👁 🔍

This view never gets old... but it is better in person. Come see for yourself on South Padre Island. ... more

Impressions: 60,702  
Clicks: 58  
CTR: 0.10%

**Instagram**

South Padre Island Tropical Travel  
Sponsored

**Book Now**

♡ 👁 🔍

Your daydreams are ready to become a reality. Come live it on South Padre Island! #SoPadre

Impressions: 62,718  
Clicks: 267  
CTR: 0.43%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 15% | Pinterest: 18% | Spotify: 10% | Device ID: 40% | Desktop: .05% | Mobile: .15% | Video: .30% | mail: 0.50%



## Instagram Video Ads

Instagram

visitsouthpadreisland Sponsored

**Learn More**

visitsouthpadreisland Ready for a trip to South Padre Island? Pack your bags and head this way. bec... more

Impressions: 501,086  
Clicks: 1,186  
CTR: 0.24%

Instagram

South Padre Island Tropical Travel Sponsored

**Book Now**

You've been waiting for a memorable vacation! Come make memories on South Padre Island.

Impressions: 63,258  
Clicks: 180  
CTR: 0.28%

Instagram

South Padre Island Tropical Travel Sponsored

**Book Now**

You're so ready to get away, and we're so ready to welcome you. #SoPadre #TexasBestBeach

Impressions: 33,340  
Clicks: 91  
CTR: 0.27%

Industry CTR: Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID: .40% | Desktop: .05% | Mobile: .15% | Video: .30% | mail: 0.50%



## Carousel Ads - Facebook & Instagram

**South Padre Island Tropical Travel**  
Sponsored (demo) ⓘ

Save big on South Padre Island! Check out the Island's unique packages and special offers to save money on a vacation that's just right for you. You're ready, we're ready. Let's Padre.

**You're Ready.** **We're Ready.**

[Book Now](#)

Instagram

visit.southpadre-island.com Sponsored

Save big on South Padre Island! Check out the ... more

Impressions: 80,009  
Clicks: 572  
CTR: 0.71%

Impressions: 197,237  
Clicks: 947  
CTR: 0.48%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: 10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: 2.0% | Twitter: 1.5% | Pinterest: 18% | Spotify: 10% | Device ID: 40% | Desktop: 05% | Mobile: 15% | Video: 30% | mail: 0.50%



## Native Display



**Welcome to South Padre Island**

South Padre Island

Our Island is working every day to keep you safe and happy, and we can't wait to see you.

[OPEN](#)

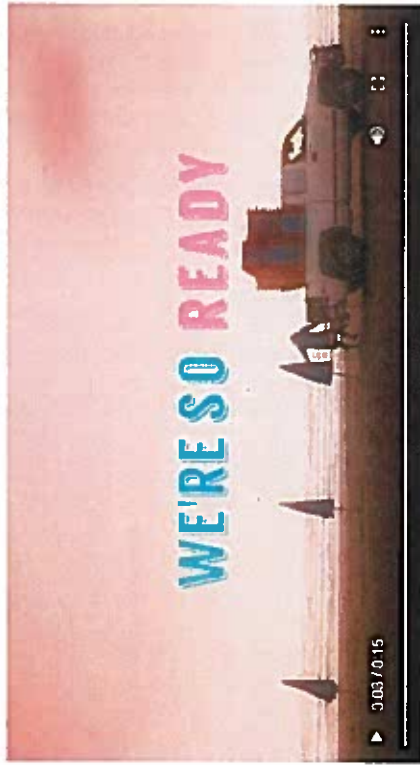


Imps: 508,976  
Clicks: 7,339  
CTR: 1.48%

Industry CTR Benchmarks SEM 2.0% | Retargeting: .10% | Facebook: .12% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .16% | Spotify: .10% | Device ID: .40% | Desktop: .05% | Mobile: .15% | Video: 30% | Email: 0.50%



## Cross Platform Video



"We're So Ready" :15  
Imps: 28,460  
Clicks: 50  
CTR: .18%



"We're So Ready" :30  
Imps: 29,500  
Clicks: 55  
CTR: .19%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID: .40% | Desktop: .05% | Mobile: .15% | Video: .30% | mail: 0.50%





## Retargeting



320x50  
Imps: 96,782  
Clicks: 166  
CTR: .17%



300x50  
Imps: 103,081  
Clicks: 159  
CTR: .15%



728x90  
Imps: 97,286  
Clicks: 107  
CTR: .11%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: .18% | Spotify: .10% | Device ID: .40% | Desktop: .05% | Mobile: .15% | Video: .30% | mail: 0.50%



## Video Retargeting



:30s  
Imps: 45,294  
Clicks: 98  
CTR: .22%



:15s  
Imps: 44,695  
Clicks: 94  
CTR: .21%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: .10% | Facebook: 1.2% | Instagram 0.8% | Snapchat: .20% | Twitter: 1.5% | Pinterest: 18% | Spotify: 10% | Device ID: .40% | Desktop: 05% | Mobile: 15% | Video: .30% |  
mail: 0.50%



## SEM

### Experience Texas' Best Beach | Visit South Padre Island

**[Ad]** www.sopadre.com (877) 767-2373  
 Did you know that South Padre Island is the only tropical island in Texas? South Padre offers endless deals to make your trip so easy and so Padre. Make it yours.  
 Founded in 1759 · Spring Break Family · Vacation Rentals · Nature Tourism  
 Types: Beaches, Fishing, Shopping, Water Sports, Arts and Culture, Spas and Fitness, Dining and Nightli

Things To Do  
 Events  
 Where To Stay  
 Deals

Imps: 40,838  
 Clicks: 4,058  
 CTR: 9.94%

### Visit South Padre Island | Book Now

**[Ad]** www.sopadre.com  
 Find Lodging, Plan Things To Do & Learn About The Island As You Plan Your Trip. Founded in 1759. Spring Break Family Vacation Rentals. Nature Tourism. Types: Beaches, Fishing, Shopping, Water Sports, Arts and Culture, Spas

Things To Do  
 Events  
 Where To Stay  
 Deals

Imps: 1,754  
 Clicks: 160  
 CTR: 9.12%

### Plan. Dream. Book. Save. | Visit South Padre Island

**[Ad]** www.sopadre.com  
 You're so ready to get away and we're so ready to welcome you. Start planning your island escape today! Founded in 1759. Spring Break Family. Vacation Rentals. Nature Tourism. Types: Beaches, Fishing, Shopping, Water Sport

Things To Do  
 Events  
 Where To Stay  
 Deals

Imps: 2,206  
 Clicks: 118  
 CTR: 5.35%

Industry CTR Benchmarks: SEM: 2.0% | Retargeting: 10% | Facebook: 1.2% | Instagram: 0.8% | Snapchat: 2.0% | Twitter: 1.5% | Pinterest: 1.8% | Spotify: 1.0% | Device ID: 40% | Desktop: 0.5% | Mobile: 15% | Video: 30% | mail: 0.50%



# Website Analytics



During this time frame, there has been tremendous growth to the site, actively exceeding YOY by over 50%.

This has been driven by growth across all organic and paid media.



## Website Analytics

During this time frame, there has been tremendous growth to the site, from almost all markets.

The top leaders during this time frame were:

- HOUSTON
- McALLEN
- SAN ANTONIO
- DALLAS
  
- AUSTIN Was the only top market that experienced YOY user loss.

1. Houston			
May 15, 2020 - Jun 15, 2020	23,611 (13.01%)		
May 15, 2019 - Jun 15, 2019	12,018 (9.22%)		
% Change		98.13%	
2. McAllen			
May 15, 2020 - Jun 15, 2020	13,657 (7.46%)		
May 15, 2019 - Jun 15, 2019	1,884 (1.45%)		
% Change		624.89%	
3. San Antonio			
May 15, 2020 - Jun 15, 2020	11,451 (6.26%)		
May 15, 2019 - Jun 15, 2019	7,285 (5.59%)		
% Change		57.19%	
4. Dallas			
May 15, 2020 - Jun 15, 2020	9,349 (5.11%)		
May 15, 2019 - Jun 15, 2019	8,598 (6.60%)		
% Change		8.73%	
5. Austin			
May 15, 2020 - Jun 15, 2020	6,446 (3.52%)		
May 15, 2019 - Jun 15, 2019	17,571 (13.49%)		
% Change		-63.31%	



2020: BLUE  
2019: ORGANGE

## Website Analytics

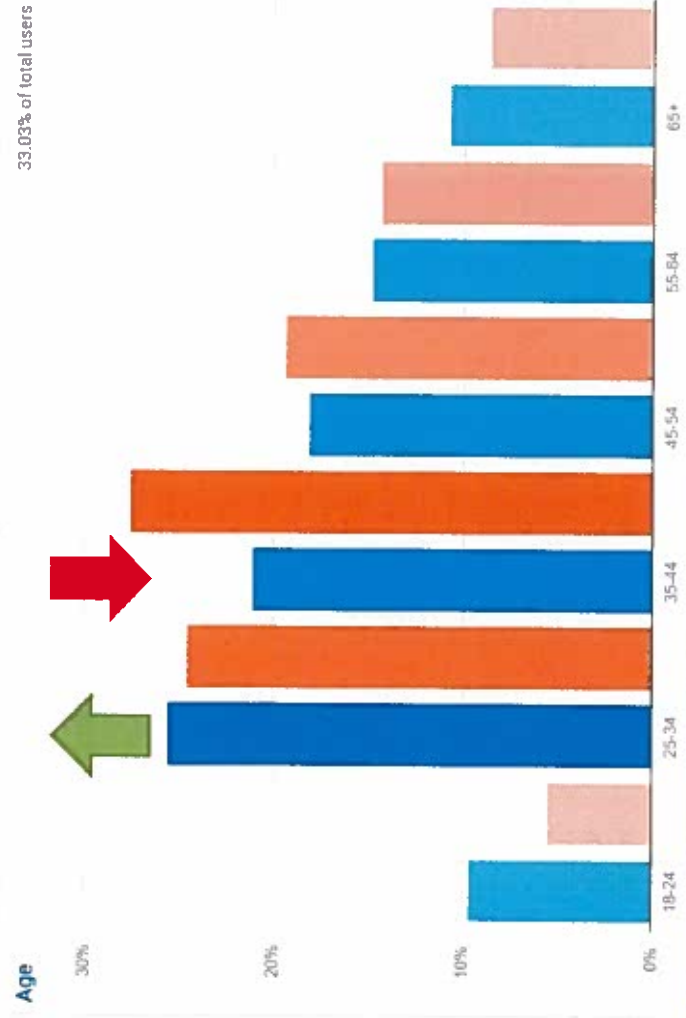
33.03% of total users

During this time frame we experienced changes in age groups visiting the site.

Age group: 35-44 decreased from 27% to 21%  
While Age group: 25-34 slightly increased.

It is also very interesting to see that Age group: 55-64 also saw a slight increase YOY.

Male vs Female percentages remained the same  
YOY.  
With Male 40% and Female 60%





# INCREMENTAL MEDIA PLAN



## Media Strategies

### OBJECTIVE

Drive Fall Travel

### TARGET AUDIENCE

- Families with young kids; homeschooling families
- Fishing enthusiasts

### GEOGRAPHY

- Primary: 90% Austin & San Antonio
- Secondary: 10% Houston & DFW

### TIMING

August - September

### BUDGET

\$285,000 Media  
\$15,000 Creative

### KPIs

- Online engagement (Web Traffic)
- CTR
- Web Goal Completions





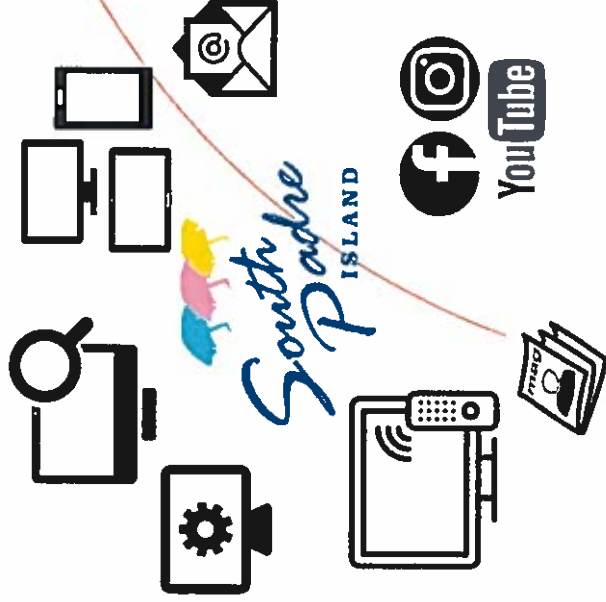
## Media Touchpoints

### DIGITAL

- Google search and retargeting
- Cross platform display & eblasts
- Social through Facebook, Instagram and YouTube

### TRADITIONAL & VIDEO

- Cable & broadcast TV
- Streaming TV
- Magazine

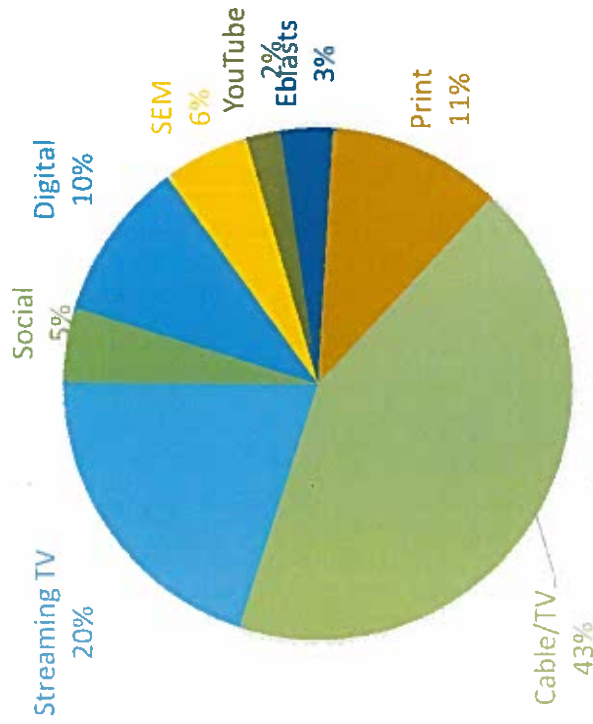


Note: Spotify & YouTube in Mexico only

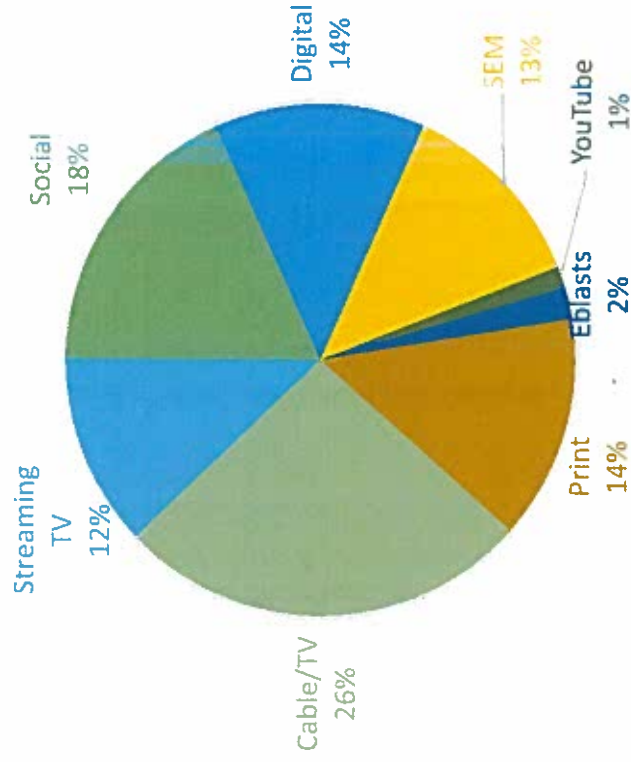


## Media Mix

Fall Plan: Aug-Sept  
\$285K



Full Recovery Plan: May-Sept  
\$467K

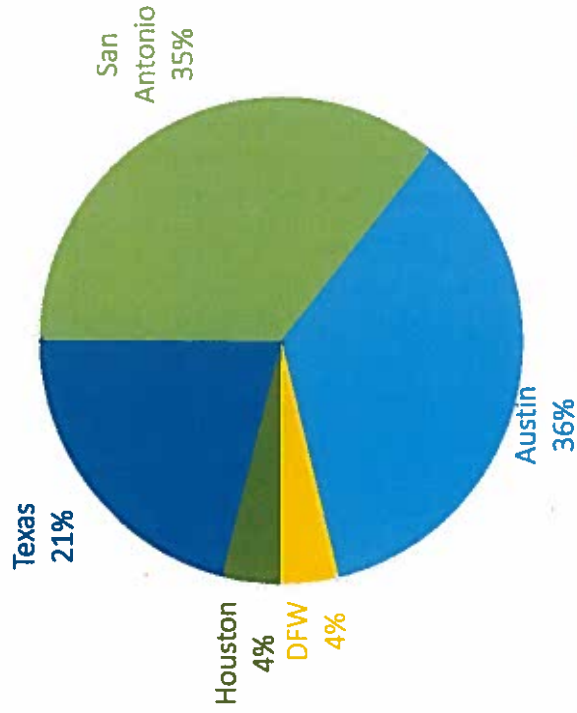


Note: Spotify & YouTube in Mexico only

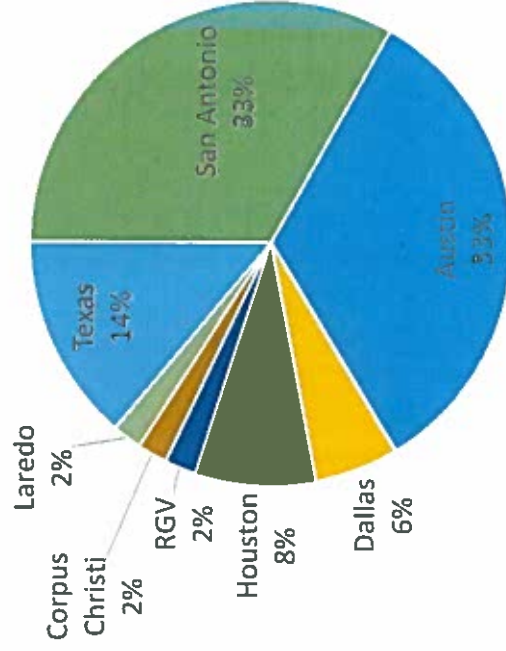


## Market Allocation

Fall Plan: Aug-Sept  
\$285K



Full Recovery Plan: May-Sept  
\$467K



Note: Spotify & YouTube in Mexico only



## Recommended Partners

**AID Partners**  
The e-Reuse Agency Trading Co.



**Spectrum**

**SPOTX**

**TRAVEL+  
LEISURE**



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

**MEETING DATE:** June 24, 2020

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and update regarding South Padre Island's hotel/VRM's booking numbers for Summer 2020 and factors to watch for going into Fall and Winter 2020. (Salazar)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** June 24, 2020

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action concerning new meeting date for July 2020. (Salazar)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

N/A