

**\*\*REVISED\*\***

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

**WEDNESDAY, OCTOBER 28, 2020  
9:00 AM AT THE MUNICIPAL BUILDING  
CITY COUNCIL CHAMBERS, 2ND 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 Board 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 September 23, 2020 workshop. (Salazar)

4.2. Approve the meeting minutes for the September 23, 2020 regular meeting. (Salazar)

**5. Regular Agenda**

5.1. Presentation on the Coronavirus Travel Sentiment Index Study. (Caum/Francis-Cummings)

5.2. Update on the SPI Birding and Nature Center expansion study. (Caum/Lapeyre)

5.3. Discussion and action to approve the following special events funding applications: (Amaya)

1.) SPI Triathlon in March 2021

2.) JJ Zapata Fishing Tournament in September 2021

3.) Ladies King Fish Tournament (LKT) in August 2021

4.) Fiesta Padre in April/May 2021

5.) Lighted Boat Parade in December 2020

6.) **\*\*Holiday Sandcastle Village 2020\*\***

Agenda: OCTOBER 28, 2020



- 5.4. Discussion and recommendation to City Council to move \$215,000 in excess reserves to be used for in-house marketing spends (594). (Caum)
- 5.5. Presentation and discussion regarding the Director's Report and the following topics. (Caum)
- 1.) Marketing in-house buys:
    - \* Channel 5
    - \* Channel 4
    - \* Lamar digital billboards
    - \* Adspasure Ft. Worth-new proposal
    - \* Inter-Space/Clear Channel-VIA
    - \* Crossover Marketing/HEB Co-Op
    - \* Threshold 360
    - \* DTN
  - 2.) Social Media update
  - 3.) Visitors Center
  - 4.) Website update-Simpleview
  - 5.) Research and Analytics
- 5.6. Update on Convention and Group Sales. (Caum)
- \*Groups and Meetings
  - \*Cvent
  - \*Connect Texas
  - \*Southwest Showcase
  - \*Worth International PreVue Visionary
  - \*Meeting Planners International (MPI)
  - \*Helmsbrisco
  - \*UTRGV Basketball
- 5.7. Discussion and possible action concerning new meeting date for November 2020. (Salazar)

## 6. Adjourn

### NOTE:

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

Agenda: OCTOBER 28, 2020 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board



DATED THIS DAY OCTOBER 23, 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 FRIDAY, OCTOBER 23, 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.



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

**MEETING DATE:** October 28, 2020

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the September 23, 2020 workshop. (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:**



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|---|
| <p style="text-align: center;"><b>MEETING MINUTES</b><br/><b>CONVENTION AND VISITOR ADVISORY BOARD WORKSHOP</b><br/><b>CITY OF SOUTH PADRE ISLAND</b></p> |
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**WEDNESDAY, SEPTEMBER 23, 2020**

**I. CALL TO ORDER**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a workshop on Wednesday, September 23, 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 9:00 a.m. A full quorum was present: Vice Chairman Tom Goodman, Board Members Bob Friedman, Arnie Crenin, Pamela Romer, Chad Hart, and Bryan Pinkerton and Ex-Officio Jose Mulet.

City Officials: City Manager Randy Smith, Council Members Ken Medders were present.

CVB Staff: CVB Director Ed Caum, Office Manager/Accountant Lori Moore, Event Development and Packaging Manager Marisa Amaya, Sales and Events Assistant April Romero, Marketing and Communications Specialist Matthew Lee, and Administrative Assistant Linette Hernandez were present.

**II. PLEDGE OF ALLEGIANCE**

Chairman Daniel Salazar led the Pledge of Allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS**

Andy Hancock, the owner of Sandcastle Lessons, spoke at the podium and asked several rhetorical questions related to marketing and communication. He spoke about the budget for in house marketing as it pertains to having enough marketing specialists on staff and the proper equipment. He suggested there be more involvement between local businesses and South Padre Island's social media pages. He asked if South Padre Island will be launching a YouTube channel and whether there would be more marketing to draw visitors to the new Visitors Center at the multi-modal building.

**IV. APPROVE CONSENT AGENDA**

There were no items to approve.

**V. REGULAR AGENDA**

5.1. Discussion of future marketing efforts.

\*SWOT Analysis

\*Focus Forward/Next Step questions

CVB Director Ed Caum started the discussion by asking the board to participate by answering the following questions, “What is the best business or personal news in the last 90 days, and what are your expectations for the day?” Vice Chairman Tom Goodman stated that South Padre Island’s natural resources had been a strength during the COVID pandemic. The beach, destination location, and being able to social distance on South Padre Island were all positive factors. Board Member Pamela Romer agreed, stating that most of her hotel guests were visiting the island looking to get fresh air and were comfortable staying on the island knowing that the hotels were following health protocols by keeping their hotels safe and clean. She stated that the island did a great job of communicating with visitors to let them know that we were open. Board Member Bryan Pinkerton said that being able to social distance on the island was a positive factor for his business. Visitor inquiries have been steady even during the off-season. He would like to see more soft advertising to visitors, letting them know that we are here when they are ready. Board Member Bob Friedman stated that his business has been doing well and that he has had plenty of customers, the majority of them not being from the valley. He mentioned that he is looking forward to marketing to out-of-town visitors with the work from the beach campaign. Chairman Daniel Salzar stated that the majority of his guests for the month of June were from Dallas. Board Member Arnie Crenin gave kudos to the City Council, City Manager, and Mayor for not closing the city beaches. Board Member Chad Hart stated that he would like to see the island market to Houston and Dallas and that there is a window of opportunity to bring in visitors from further away now that more people are working and schooling from home. There was discussion regarding Spring Break and marketing more to families instead of college students. The group also discussed lowering room rates during Spring Break.

CVB Office Manager Lori Moore and Event Development and Packaging Manager provided a SWOT analysis handout for the board to complete. Lori Moore went over some of the strengths, weaknesses, opportunities and threats that had already been discussed and asked the CVB Board to provide more examples.

**Strengths:** South Padre Island’s natural resources, fresh air, being safe and clean, curbside pickup, being safe and open, hospitality mix and variety, easy to work on South Padre Island and no traffic. Valley International Airport (VIA) Director and Ex-officio Jose Mulet spoke at the podium and mentioned accessibility of incoming flights to the island as a strength.

**Weaknesses:** Difference of opinions, communication between different internal entities, distance to reach our destination, not currently being able to use the funding for marketing, lack of marketing for island partners (co-ops).

**Opportunities:** Being able to market to the professionals working from home with higher income, marketing to families during winter break, marketing to church groups. Andy

Hancock, the owner of Sandcastle Lessons, spoke at the podium and suggested having an open beach event.

**Threats:** COVID-19 during Spring Break, several colleges have cancelled Spring Break for 2021, the possibility of not having as many Winter Texans and Spring Break students visiting, and having less visitors from the valley during COVID-19 due to county restrictions. Other threats included similar destination competitors, such as Galveston, Corpus Christi, and Port Aransas who will be using similar marketing strategies and have the budget to do so. VIA Director and Ex-Officio Jose Mulet spoke at the podium and mentioned not having contracted transportation in place from VIA to the island as a threat.

Office Manager and Accountant Lori Moore shared a handout of the CVB S.W.O.T from FY 2017/2018 that was created for a DMAIC as an example for the board. Event Development & Packaging Manager Marisa Amaya presented at the podium and asked the board to answer several focus forward questions and documented the responses on a flip chart.

Fast Forward Questions discussed:

**What are some of the things that went well marketing wise in the last quarter?**

**Responses:** Social media went well, avoided backlash, organic engagement, soft-sell.

**What made the last quarter go well?**

**Responses:** Safety and ability to social distance outside on the beach, good weather, coastal distancing.

**What is our objective over the next two quarters?**

**Responses:** Back in the people's eye, regain voice, market to Winter Texans with a specific campaign for them, market to first time visitors.

**What are the benefits in moving forward in these areas?**

**Responses:** Increase in business.

**Is there anything else we need to consider or do to move closer to our goals?**

**Responses:** Household income, who do we market to? Drive Market vs. Fly Market. VIA Director Jose Mulet spoke at the podium with an update on the new Southwest Austin flights coming up in November 2020. The airlines are using larger aircrafts for more seating with less available flights.

- 5.2. Presentation of the South Padre Island marketing proposal for FY 2020-2021. CVB Director Ed Caum shared a PowerPoint presentation with the board and provided an update on various CVB topics. Topics discussed included tourism and the economic impact to the island, website visitor analytics, staffing, budget for marketing, CVB website changes, social media, internal and incremental media plans and the fall marketing campaigns.
- 5.3. Discussion on establishing goals for the first and second quarter in FY 2020-2021. CVB Director Ed Caum asked the board to provide a list of goals for the second quarter in FY 2020-2021 and to rank the goals from most important/prime objectives to least. After a brief discussion the board members created several goals. Event Development and Packaging Manager Marisa Amaya listed the goals that were provided by the board on a flip chart. Color coded labels, number 1-3 for level of importance, were provided to the board members so they could prioritize the goals by placing their labels on the flip chart near their goals of choice.

Goals for the CVAB established were ranked by importance in the following order below.

1. Distinguish In-House vs. Outsourced Marketing for the next six months.
  2. Campaign Targeting-Find Specific KPIs for each campaign:
    - \* Work from the Beach
    - \* Road Trip
    - \* Winter Texan
    - \* December Winter Break
    - \* RGV
    - \* Mexico
  3. Analytics
  4. TAG-Better Dashboard
- 5.4 Discussion regarding marketing for South Padre Island for FY 2020-2021. There was insufficient time for this item to be discussed at the workshop. Meeting was adjourned in order for a regular CVA Board meeting to be held at 11:00am on Sept 23, 2020.
- 5.5. Discussion regarding CVA Board personal commitments and conclusion. There was insufficient time for this item to be discussed at the workshop. Meeting was adjourned in order for a regular CVA Board meeting to be held at 11:00am on Sept 23, 2020.

## **VI. ADJOURN**

There being no further discussion, CVAB Chairman Daniel Salzar adjourned the meeting at 10:58am

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Linette Hernandez, CVB Administrative Assistant

Meeting Minutes-: SEPTEMBER 23, 2020-CVAB Workshop

Approved by:

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Daniel Salazar, CVAB Chairman

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

**MEETING DATE:** October 28, 2020

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the September 23, 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:**

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| <p style="text-align: center;"><b>MEETING MINUTES</b><br/><b>CONVENTION AND VISITOR ADVISORY BOARD MEETING</b><br/><b>CITY OF SOUTH PADRE ISLAND</b></p> |
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**WEDNESDAY, SEPTEMBER 23, 2020**

**I. CALL TO ORDER**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a workshop on Wednesday, September 23, 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 11:00 a.m. A full quorum was present: Vice Chairman Tom Goodman, Board Members Bob Friedman, Arnie Crenin, Pamela Romer, Chad Hart, and Bryan Pinkerton and Ex-Officio Jose Mulet.

City Officials: Council Members Ken Medders was present.

CVB Staff: CVB Director Ed Caum, Office Manager/Accountant Lori Moore, Event Development and Packaging Manager Marisa Amaya, Sales and Events Assistant April Romero, Marketing and Communications Specialist Matthew Lee, and Administrative Assistant Linette Hernandez were present.

**II. PLEDGE OF ALLEGIANCE**

Chairman Daniel Salazar led the Pledge of Allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS**

CVB Director Ed Caum presented his Director's Report for the period of 8/15-9/15, 2020. He updated the board on organic social media, hotel occupancy, paid media, ADR, and research and analytics.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the meeting minutes for the August 26, 2020 regular meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Bob Friedman. Motion carried.
- 4.2. Approve the meeting minutes for the September 2, 2020 special meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Bob Friedman. Motion carried.
- 4.3. Approve the excused absences for Chairman Daniel Salazar and Board Members Bob Friedman and Arnie Crenin for the August 26, 2020 regular meeting. Board Member Bryan Pinkerton made the motion to approve, seconded by Board Member Chad Hart. Motion carried.

- 4.4. Approve the excused absences for Board Members Pamela Romer, Chad Hart, and Bryan Pinkerton for the September 2, 2020 special meeting. Board Member Arnie Crenin made the motion to approve, seconded by Board Member Bob Friedman. Motion carried.

## **V. REGULAR AGENDA**

- 5.1. Discussion and recommendation to City Council to approve the Fall marketing campaigns for FY 2020-2021. There was discussion and clarification between the board on which campaigns would be completed by The Atkins Group for the fall marketing plan. The campaigns included Work from the Beach, School from the Beach, Road Trip, Nature Tourism, and Spring Break. The board discussed the option of being able to review the marketing campaigns in advance to allow time for suggestions and changes to be made before the campaigns are finalized. It was agreed that the board would be given the opportunity to have more input on the campaigns before giving final approval. CVB Director Ed Caum explained that the board would need to make a recommendation to the City Council to approve the estimated cost for each campaign. City Council Member Ken Medders spoke at the podium and asked the CVAB to confirm whether or not items recommended to City Council by the CVAB, have all been reviewed by the CVAB. Chairman Daniel Salazar assured Council Member Ken Medders that all items sent forward have been reviewed by the CVAB. After much discussion, Board Member Bryan Pinkerton made the motion to approve the total cost of \$830,237.00 for the fall marketing campaigns for FY 2020-2021, with the option for flexibility to make any changes to the campaign content or messaging, seconded by Board Member Chad Hart. Motion carried unanimously.

## **VI. ADJOURN**

There being no further business, Chairman Daniel Salazar adjourned the meeting at 11:49am.

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Linette Hernandez, CVB Administrative Assistant

Approved by:

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Daniel Salazar, CVAB Chairman



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

**MEETING DATE:** October 28, 2020

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Presentation on the Coronavirus Travel Sentiment Index Study. (Caum/Francis-Cummings)

**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:** October 28, 2020

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Update on the SPI Birding and Nature Center expansion study. (Caum/Lapeyre)

**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:**

## Summary of Business Plan to Expand the South Padre Island Birding and Nature Center

The South Padre Island (SPI) Economic Development Corporation, SPI Convention and Visitors Bureau and SPI Birding and Nature Center (SPIBNC) have proposed a facility and operating expansion of the SPI Birding and Nature Center including two new major attractions—an aquarium and a butterfly house—plus a new restaurant and additional parking. These would:

- ◆ Enhance the visitor experience to attract more visitors from both the tourist and resident markets throughout the year and in all seasons.
- ◆ Increase repeat visitation from both the tourist and resident markets.
- ◆ Increase shoulder season visitation to South Padre Island and provide a “rainy day” or “heat of the day” activity.
- ◆ Provide on-site refreshments and dining to visitors and the general public.
- ◆ Increase length of stay on-site and increase the value provided to visitors that will translate to higher ticket prices.
- ◆ Provide needed additional parking.
- ◆ Provide positive economic benefits and tax revenues to South Padre Island and Cameron County as a whole.

### Aquarium

A freestanding aquarium would interpret the Laguna Madre Lagoon ecosystem, the near shore environment, and Gulf of Mexico offshore areas.

Features species include:

- ◆ Seatrout
- ◆ Snook
- ◆ Red Drum
- ◆ Barracuda
- ◆ Grouper
- ◆ Red Snapper
- ◆ Sandbar sharks
- ◆ Atlantic Stingray
- ◆ Jellyfish
- ◆ Seahorses
- ◆ Crustaceans
- ◆ Mollusks
- ◆ *And many others!*



*Gulf of Mexico Tank at the Sea Center Texas, Lake Jackson, TX*

## Aquarium Tanks

Aquarium tanks would include a large ocean tank, two mid-size tanks, jellyfish and sea horse tanks, two large “touch tanks” and a variety of smaller “jewel tanks.” The initial size of the aquarium is proposed to be 5,350 SF and would include public circulation spaces, aquarium tank footprint, back of house and life support systems, staff offices and storage.



*Touch Tank at the New England Aquarium, Boston, MA*

## Butterfly House

The Rio Grande Valley is a major butterfly habitat with over 300 identified species. The butterfly house would showcase the abundant local butterfly species and local flora. A butterfly house would be extremely



*Niagara Parks Butterfly Conservatory, Niagara Falls, Ontario*

popular – they are proven audience attractors throughout the U.S. and the world because of the appeal of the butterflies and the lush butterfly habitat plants and gardens. The initial size of the butterfly house is proposed at 1,750 SF and would include public circulation spaces, indoor butterfly habitat “gardens”, back of house areas and storage. This would be a secure and air-conditioned area that would maintain optimum conditions for its fauna and flora. The butterfly house could be an add-on ticketed experience.

## Restaurant and Amenities

SPIBNC has identified a need for food service on site to improve the visitor experience and length of stay. A restaurant with bar service would create new net revenue source. An experienced local restaurateur would operate the restaurant through a lease. The plan includes 750 SF of indoor dining room / bar, 360 SF of deck seating, and 500 SF kitchen. In addition, restrooms and an entry to the expansion would add 340 SF.

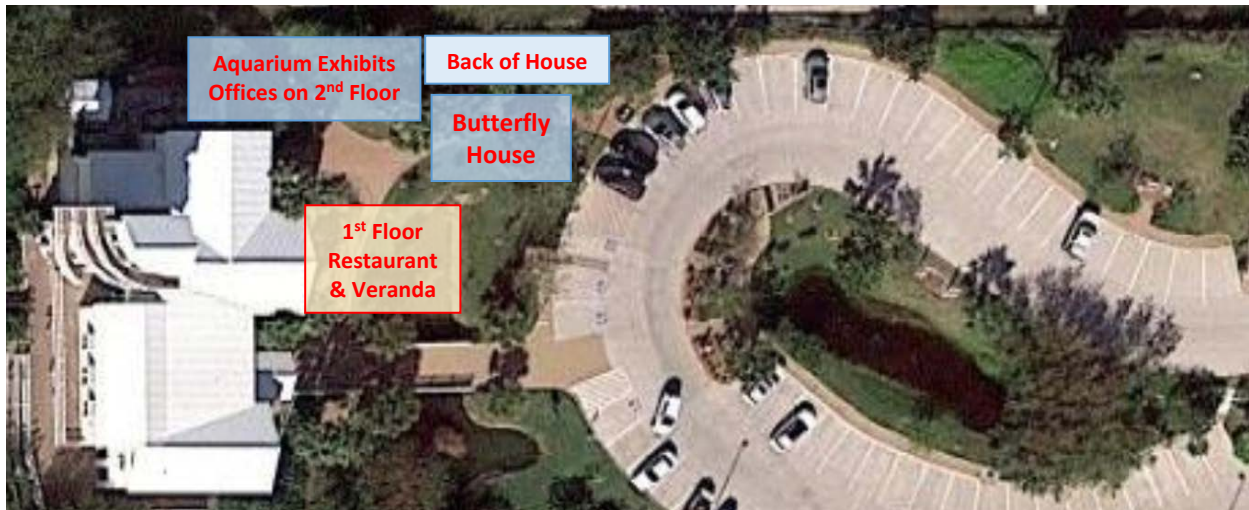
## Parking

The plan includes 100 new surface parking spaces to create the capacity to support the increased attendance due to the new onsite attractions and longer length of visits.

## Capital Project Budget

A preliminary project budget of \$6.0 million has been established, based on the proposed plan, types of space, and order-of-magnitude estimates of construction costs. These costs are illustrative and conceptual in nature and subject to future interpretive planning, architectural design and cost estimating. Regardless, this budget reflects the potential to develop highly impactful attractions to the SPIBNC campus.

### Preliminary Site Development and Expansion Plan South Padre Island Birding and Nature Center



Note: Size, shape and location of expansion elements as illustrated are for initial planning purposes only and are not to scale. Source: Google Earth and ConsultEcon, Inc.

## Attendance Potential

Based on the conceptual expansion plan for the expanded and improved SPIBNC, the preliminary attendance potential is estimated to range from 85,000 to 142,000, with a mid-range of 114,000 in a stable year of operation. The mid-range attendance is used as a planning factor to project revenues, expenses, and economic impacts.

## Earned Revenue Potential

The expanded SPIBNC has capacity to generate substantially higher earned revenues based on higher attendance, higher ticket prices, and new revenue sources such as butterfly house tickets and the restaurant. The earned revenue potential is estimated at \$1.85 million in current dollars in a stable year, an 133% increase over current earned revenue.

## Operating Expenses

Operating the expanded facility will require additional personnel and higher operating costs because the aquarium and butterfly house are more complicated operations than current operations. Marketing, event rentals, and other activities will expand. Annual operating expenses are estimated at \$1.7 million in current dollars in a future stable year.



## Operating Profile

The earned revenues are very close to the proposed operating budget and would likely cover annual operating expenses. Contributed revenue and other non-earned support will be very important for long-term sustainability as they will be an operating cushion and a source for future reinvestment in the visitor experience and for education and conservation activities.

## Potential Economic and Fiscal Impacts

SPIBNC's operations and the spending of its visitors associated with their visit generates direct economic benefits and creates "multiplier" economic activity as money is re-spent in the local and regional economies. Economic and fiscal impacts are in current dollars.

- ◆ **Cameron County Economic Impacts** – The net direct economic activity due to future SPIBNC operations and its visitors' spending generates estimated total annual direct, indirect, and induced impacts of \$13.7 million in expenditures, of which \$4.1 million is wages and salaries supporting 147 full-time and part-time jobs in Cameron County.
- ◆ **Tax Revenues** – The economic activity generated taxes of \$239,000 to South Padre Island, \$8,000 to Cameron County and \$347,000 to the State of Texas. This includes direct taxes and taxes due to the multiplier effects.

## Community and Economic Benefits

The community and economic development benefits of the expanded and improved SPIBNC, are expected to have the most profound and long-lasting impacts on the community.

- ◆ **Expansion of the Visitor Economy and Infrastructure** – The expanded SPIBNC will greatly enhance its current tourism benefits. It will bring additional tourists to the community and extend visitor stays. When combined with existing attractions and events on South Padre Island, a larger "critical mass" of visitor attractions is created to support the primary tourism drivers - beaches and outdoor recreation. SPIBNC as an indoor attraction will address seasonality and offer a "rainy day" and "heat of the day" activity. It will be an imageable feature for marketing and tourism promotion.
- ◆ **Contribute to General Economic Development** – The expanded SPIBNC will expand business opportunities, wages and jobs which will provide direct benefits to South Padre Island households through opportunities for economic advancement.
- ◆ **Expand Educational Opportunities** – SPIBNC provides education services for students in Cameron County and beyond. These educational benefits will lead to greater stewardship of the natural environment and advancement of science-based application in a real world, practical setting. For many local residents, the education opportunities at SPIBNC greatly enrich their lives and support the decision to live there year-round or as seasonal residents. The offerings with the expanded SPIBNC as proposed will be greatly expanded and thus enhance these benefits.
- ◆ **Quality of Life** – The expanded SPIBNC will further enhance South Padre Island as a great place to live, work and recreate, thus improving all aspects of the local economy and community.

A copy of complete Business Plan Report available upon request. SPI Economic Development Corporation.

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

**MEETING DATE:** October 28, 2020

**NAME & TITLE:** Marisa Amaya, Events Development & Packaging Manager

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the following special events funding applications: (Amaya)

- 1.) SPI Triathlon in March 2021
- 2.) JJ Zapata Fishing Tournament in September 2021
- 3.) Ladies King Fish Tournament (LKT) in August 2021
- 4.) Fiesta Padre in April/May 2021
- 5.) Lighted Boat Parade in December 2020
- 6.) Holiday Sandcastle Village 2020

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

02-593-8099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

## APPLICATION FOR INITIAL FUNDING

Today's Date: October 1, 2020

### ORGANIZATION INFORMATION

Name of Organization: PowerWatt Coaching, LLC

Address: 258 Beach Blvd

City, State, Zip: Laguna Vista, Texas 78578

Contact Name: Karen M. Watt Contact Email: docwatt@powerwattcoaching.com

Contact Office Phone Number: 956-778-5997

Contact Cell Phone Number: 956-778-5997

Website Address for Event or Sponsoring Entity: www.powerwattcoaching.com

Non-Profit or For-Profit status: Tax Exempt Tax ID #: 821767576

Entity's Creation Date: 06-06-2017

#### Purpose of your organization:

PowerWatt Coaching LLC provides triathlon coaching, master's swimming instruction and events and clinics related to multisports such as triathlon, duathlon, aquathlon, and aquabike. More importantly, PowerWatt Coaching LLC strives to create a more healthy and fit community through education, events, and training.

### EVENT INFORMATION

Name of Event: SPI Sprint Triathlon and NCAA Regional Race

Date(s) of Event: Saturday, March 27 (registration on March 26, 2021)

Primary Location of Event: Parrot Eyes Watersports and Restaurant

Amount Requested: \$10,000

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

The primary purpose of the funded activity is to hold a spectator friendly triathlon (swim, bike, run) for age group triathletes and NCAA collegiate competitors from across the state, nation, and from Northern Mexico. This will be a first annual competition for the collegiate teams.

The event also allows athletes to participate in a triathlon of an "open-water" nature, offered nowhere else in South Texas.



Hotel tax funds will be used directly in helping promote participation in the event. Monies will be expended to help improve marketing for the event to increase the number of participants, including the collegiate athletes, and spectators. Additional safety equipment and signage will also be purchased.

\_\_\_\_\_ 35% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

\_\_\_\_\_ Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

\_\_\_\_\_ Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

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

We ask for the city to help provide an EMS unit in case of an emergency as well as police officers to help with traffic control for the duration of the event. We will also need lifeguards as this is a requirement for the USA Triathlon event.

It is required that we have 1 lifeguard for every 35 swimmers in open water.

- 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: \$ 3,500.00
- 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: \$ 6,500.00

How many attendees are expected to come to the sporting related event? 250

How many of the attendees are expected to be from more than 75 miles away? 175

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

The triathlon will help bring business to hotels and restaurants in the area from the athletes and their families spending time there throughout the weekend.

In 2019, of the 193 participants, 17% were from Mexico or from other states. Fifty-eight percent were from McAllen, Brownsville or Ednburg and

35% were from Texas cities outside of the Rio Grande Valley. We anticipate attracting more out-of-town participants in 2021 because colleges will send their teams.

- 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: \$ n/a**

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: \$ n/a**

What tourist attractions will be the subject of the signs?

## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 8 Years

Expected Attendance: 250

How many people attending the Event will use South Padre Island lodging establishments? 100-150

How many nights do you anticipate the majority of the tourists will stay? 1.5

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

**Where and how many rooms will be blocked?**

We had a room block at Schlitterbahn Beach Resort in 2019. We plan to use this venue again and block 50 rooms.

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 |
|-----------------|-------------------|----------------------------|
| September/2017  | \$3,500           | 35                         |
| September/2018  | \$3,500           | 35                         |
| September/2019  | \$3,500           | 35                         |

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 use survey data collected from athletes upon their arrival at our event packet-pickup as well as occupant data

collected from the host hotel.

Please list other organization, government entities, and grants that have offered financial support to your project: collected from the host hotel.

Will the event charge admission? Yes. If so, what is the cost per person? \$90

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?

Because I am unaware of the net profit from previous years, I am anticipating a net profit of \$2,000. In 2019, we donated \$1,000

of proceeds to Sea Turtle, Inc. We plan to do the same in 2020, with either Sea Turtle, Inc. or other non-profit. Other proceeds will go back into the event for 2022.

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
- Radio: \$ 500
- TV: \$ 500
- Website, Social Media: \$ 1,200.00
- Other Paid Advertising: \$ 300

Anticipated Number of Press Releases to Media: 1

Anticipated Number Direct Emails to out-of-town recipients: 275

Other Promotions: Will e-mail all past participants.

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 post the hotel link on our online registration platform, on social media, and in our e-mails to participants.

**Who is your target audience?** Adult and collegiate triathletes ages 18-75.

**What geographic region(s) are you marketing to?**

We market to triathletes in Texas and Mexico, as well as in other states. The event will have a collegiate division so we will market to the NCAA teams across the nation.

**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:**

The United States of America Triathlon organization offers insurance for all athletes participating in our event. The carrier is

Insurance Office of America and the amount is \$10,000,000 each occurrence.

*[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

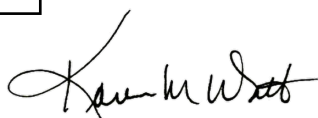
South Padre Island Triathlon

January 21, 2019

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

10/5/2020

Date

Karen M. Watt

Print Name

## SPI Sprint Triathlon Schedule of Activities

Spring 2021

### **PACKET PICKUP** [\[EDIT\]](#)

**Friday, March 26, 2021** : 5:00 PM - 7:00 PM; Parrot Eyes Restaurant, SPI

**Saturday, March 27, 2021** : 6:00-6:30 AM; Parrot Eyes Restaurant, SPI  
5801 Padre Blvd, South Padre Island, TX 78597

### **COURSE** [\[EDIT\]](#)

Sprint Distance  
750m Swim/ 20k Bike / 5k Run

### **RACE DAY SCHEDULE** [\[EDIT\]](#)

06:15 AM - Transition Opens  
07:00 AM - transition closes  
07:00 AM – Athlete Meeting  
07:15 AM - Wave starts by division  
10:00 AM - Awards

### **ENTRY FEES** [\[EDIT\]](#)

Early Bird Special (Until February 15)  
\$75 - Sprint

February 16-March 15 pricing  
\$90 - Sprint

March 16 – March 25 at noon  
\$100 - Sprint

Cash Only Pricing on March 26 at late registration and packet pick up  
\$115 - Sprint

There are NO refunds or transfers.

### **AWARD CATEGORIES** [\[EDIT\]](#)

Sprint Individual

Overall Male/Female

Top 3 Male/Female in age groups:

1-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-99

### **CONTACT INFO** [\[EDIT\]](#)

Karen Watt, [Docwatt@powerwattcoaching.com](mailto:Docwatt@powerwattcoaching.com)

## **Budget**

### **South Padre Sprint Triathlon 2021**

Tentative budget for our event.

|   |               |
|---|---------------|
| <b>Poster, Banners, Flyers:</b>                 | <b>\$1250</b> |
| <b>Magazine and Television:</b>                 | <b>\$1500</b> |
| <b>Social Media</b>                             | <b>\$250</b>  |
| <b>Event Shirts with logos</b>                  | <b>\$2000</b> |
| <b>Venue Rental</b>                             | <b>\$1000</b> |
| <b>Food and Drinks:</b>                         | <b>\$1500</b> |
| <b>Awards</b>                                   | <b>\$750</b>  |
| <b>Medals</b>                                   | <b>\$750</b>  |
| <b>Goody Bags with fillers:</b>                 | <b>\$250</b>  |
| <b>Water for water stations (donated)</b>       |               |
| <b>Volunteer shirts (donated)</b>               |               |
| <b>Transition area barricades</b>               | <b>\$3000</b> |
| <b>Swim buoys</b>                               | <b>\$250</b>  |
| <b>Lifeguards</b>                               |               |
| <b>EMS</b>                                      |               |
| <b>Police/Fire</b>                              |               |
| <b>Cups for water stations (donated)</b>        |               |
| <b>Spray paint for course marking (donated)</b> |               |

# **Marketing Plan**

**2021 South Padre Sprint Triathlon  
Benefiting Sea Turtle Inc**

As in past years, we plan on creating posters, banners, and flyers we can place at local businesses to promote our event. We also use social media blasts (and ad boosts) on Facebook and Instagram to reach athletes all over Texas, Mexico and even beyond. Every year we purchase event shirts and Goody Bags to give to all participants which will not only have event information but also the South Padre Island logo. We provide food and beverages at our registration events along with the event itself. The event also gives out door prizes and trophies to winners and everyone receives a finisher medal. This past year we marketed the participant shirts, medals and awards with sponsor logos on them via social media.





To business owners and all community investors we are happy to announce the First Annual South Padre Sprint Triathlon on March 27, 2021. This event will also serve as an NCAA regional championship. A portion of the proceeds will benefit Sea Turtle Inc. on South Padre Island.

In saying that, we're excited to offer you 3 new sponsorship levels.

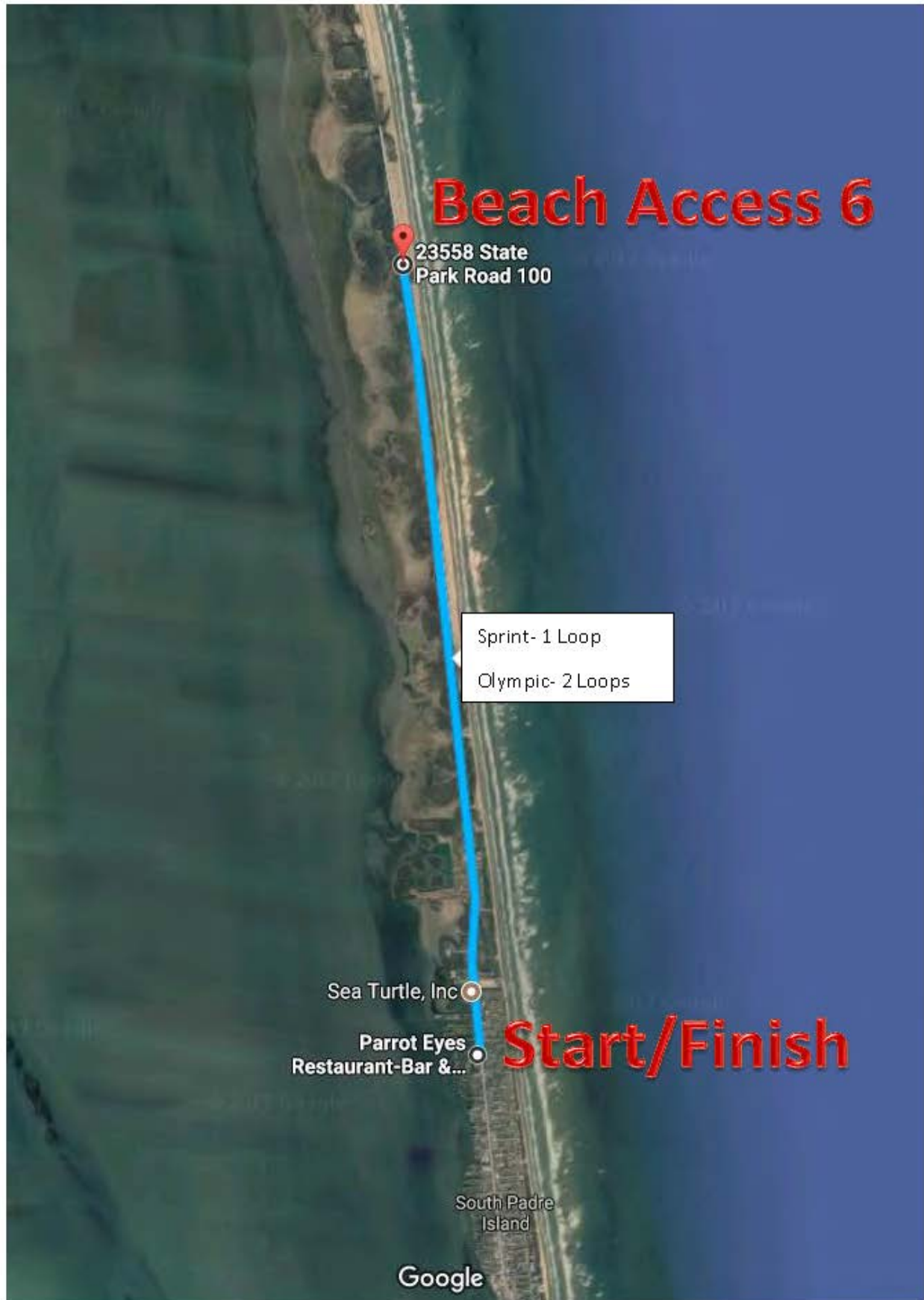
- **Finish Line Sponsor**- your company banner (provided by your company) will be displayed at finish line, and you will be one of only 5 sponsors allowed on this year's new SPI TRI Top. You will also receive prominent display on event shirt, materials allowed in swag bag.  
**\$2,500.00 (One Spot available only)**
- **Swim Course Sponsor**- your company logo will go on all participant swim caps and you will be one of only 5 sponsors allowed on this year's new SPI TRI top. You will also receive prominent display on event shirt.  
**\$1,500.00 (One Spot available only)**
- **Bike Course Sponsor**- same as above except swim cap is replaced with water bottle.  
**\$1,500.00 (One Spot available only)**
- **Run Course Sponsor**- same as above except swim cap is replaced with towel.  
**\$1,500.00 (One Spot available only)**
- **T-Shirt Sponsor**- you will receive prominent display on event shirt  
**\$500.00**

**Please sign and designate which sponsorship level you would like and please email or call me. Make checks payable to PowerWatt Coaching LLC.**

**Sponsorship Level Desired** \_\_\_\_\_

**Signature** \_\_\_\_\_

## BIKE COURSE





-  = Start
-  = Finish
-  = Water Station



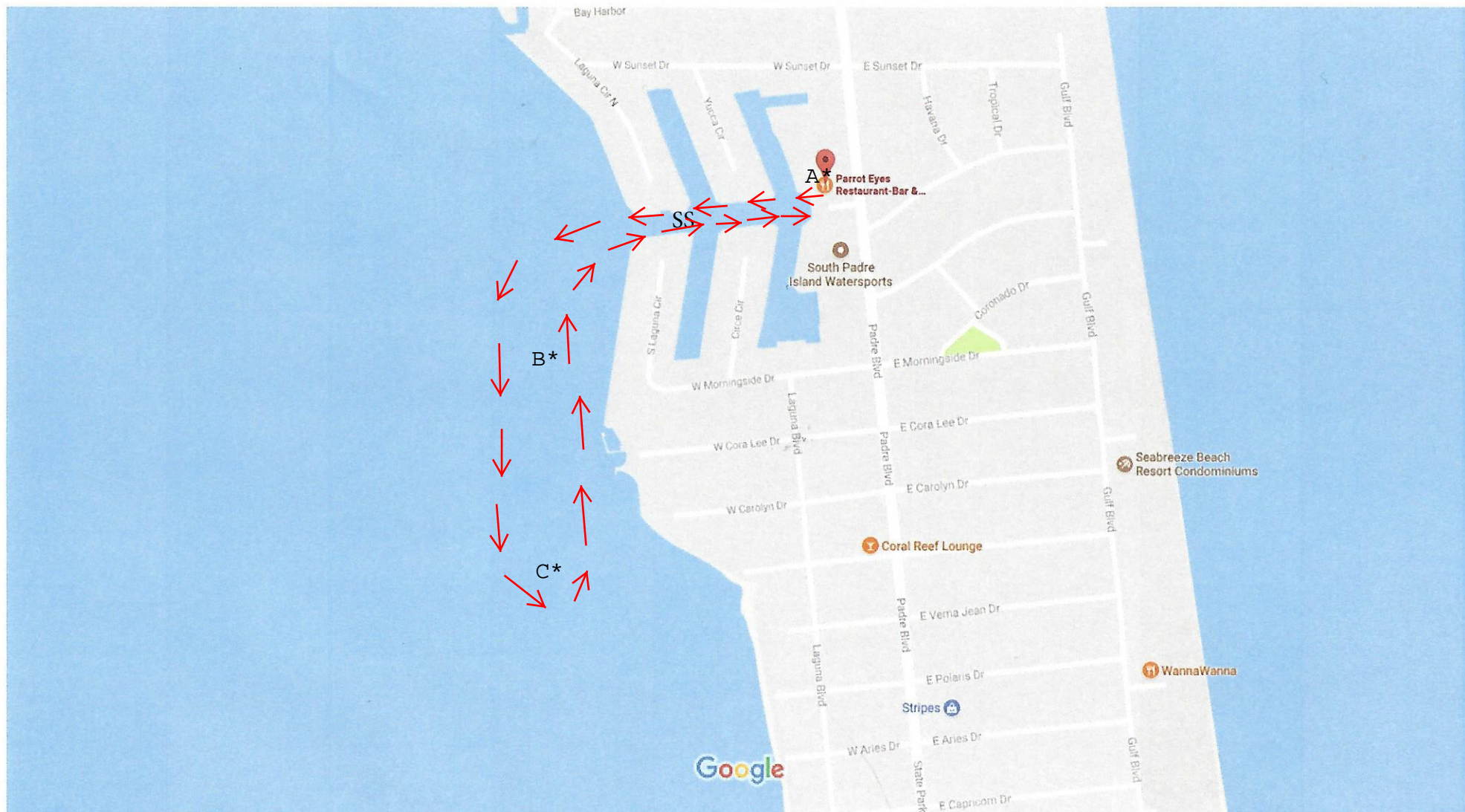
Beach Access #21

Sprint – Will run the course 1 x  
Olympic – will run course 2x

Beach Access #13



Google Maps Parrot Eyes Restaurant-Bar & Water Sports  
5801 Padre Blvd, South Padre Island, Tx 78597



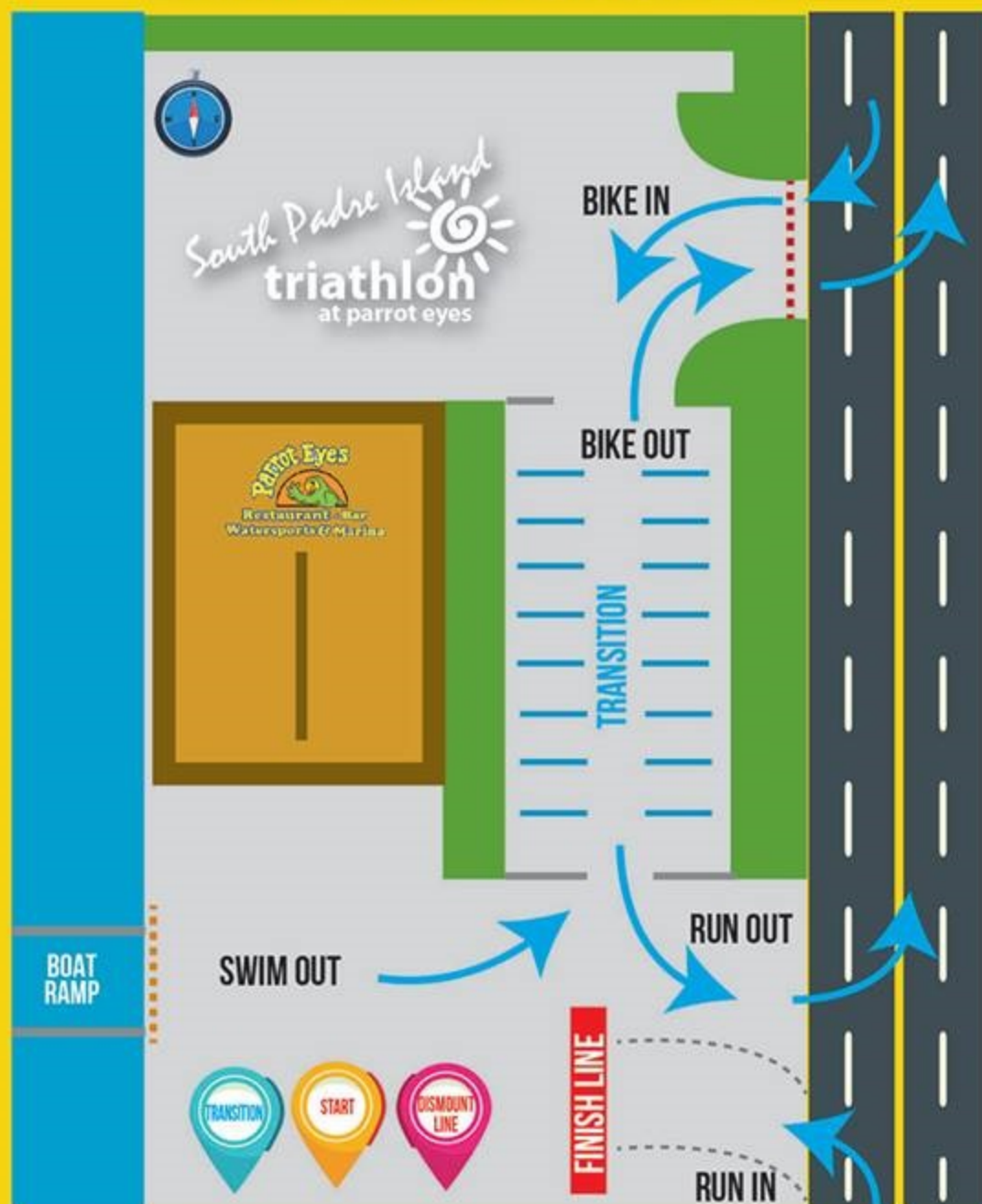
Swim Course

Map data ©2017 Google, INEGI United States 200 ft

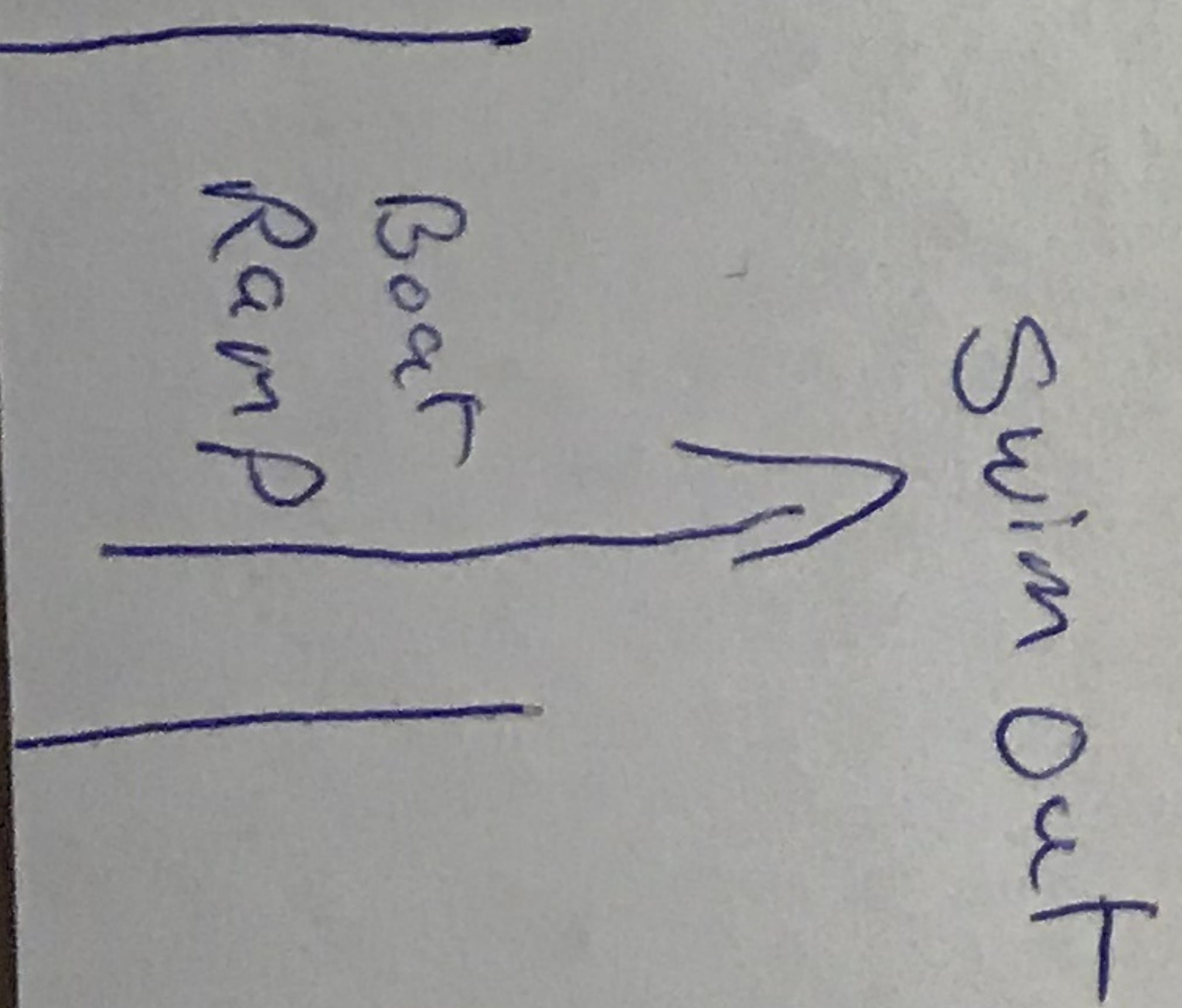
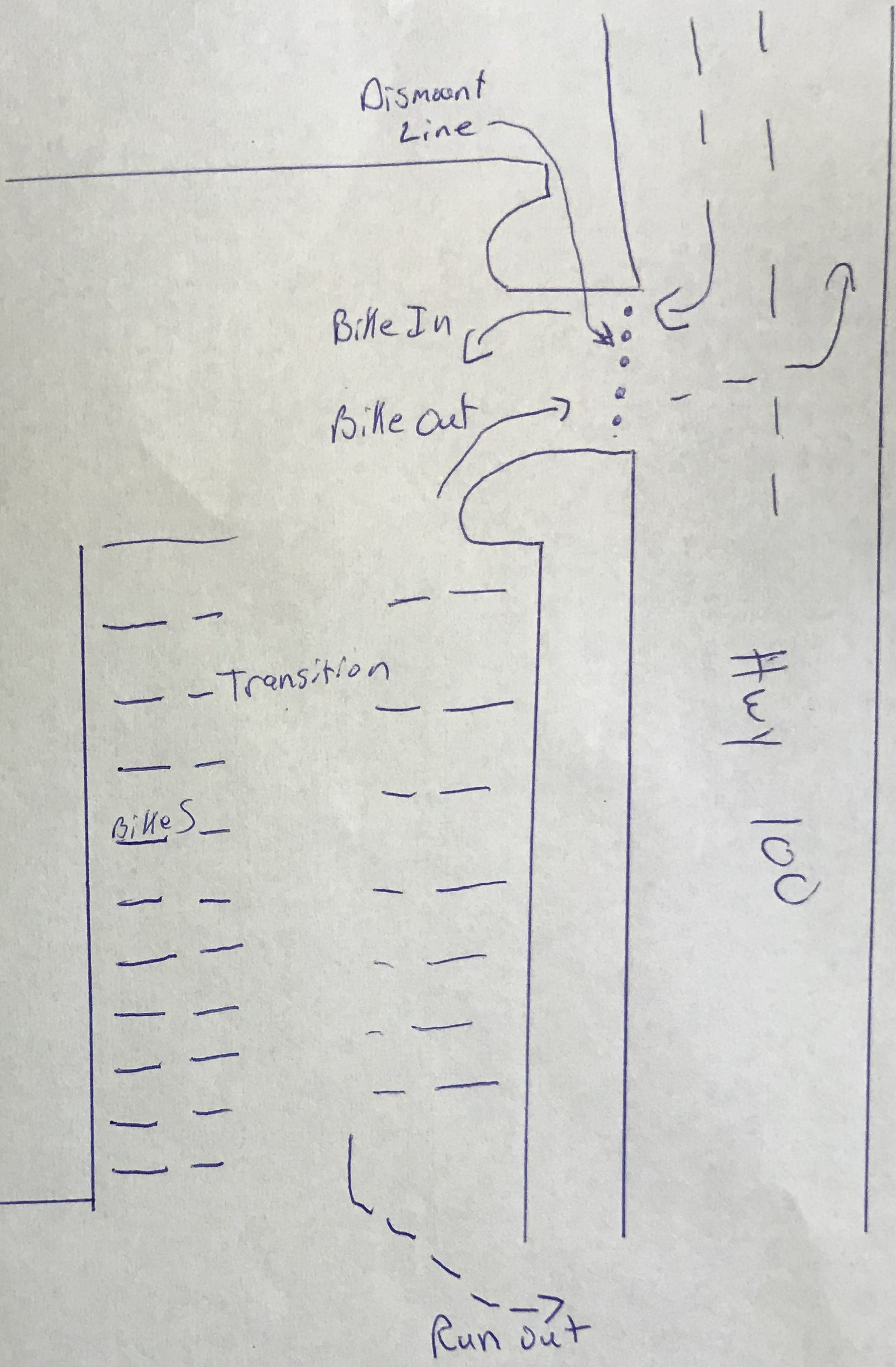
- A. Start & Finish @ Parrot Eyes
- B. Sprint Turn Around
- C. Olympic Turn Around

# SPI TRI

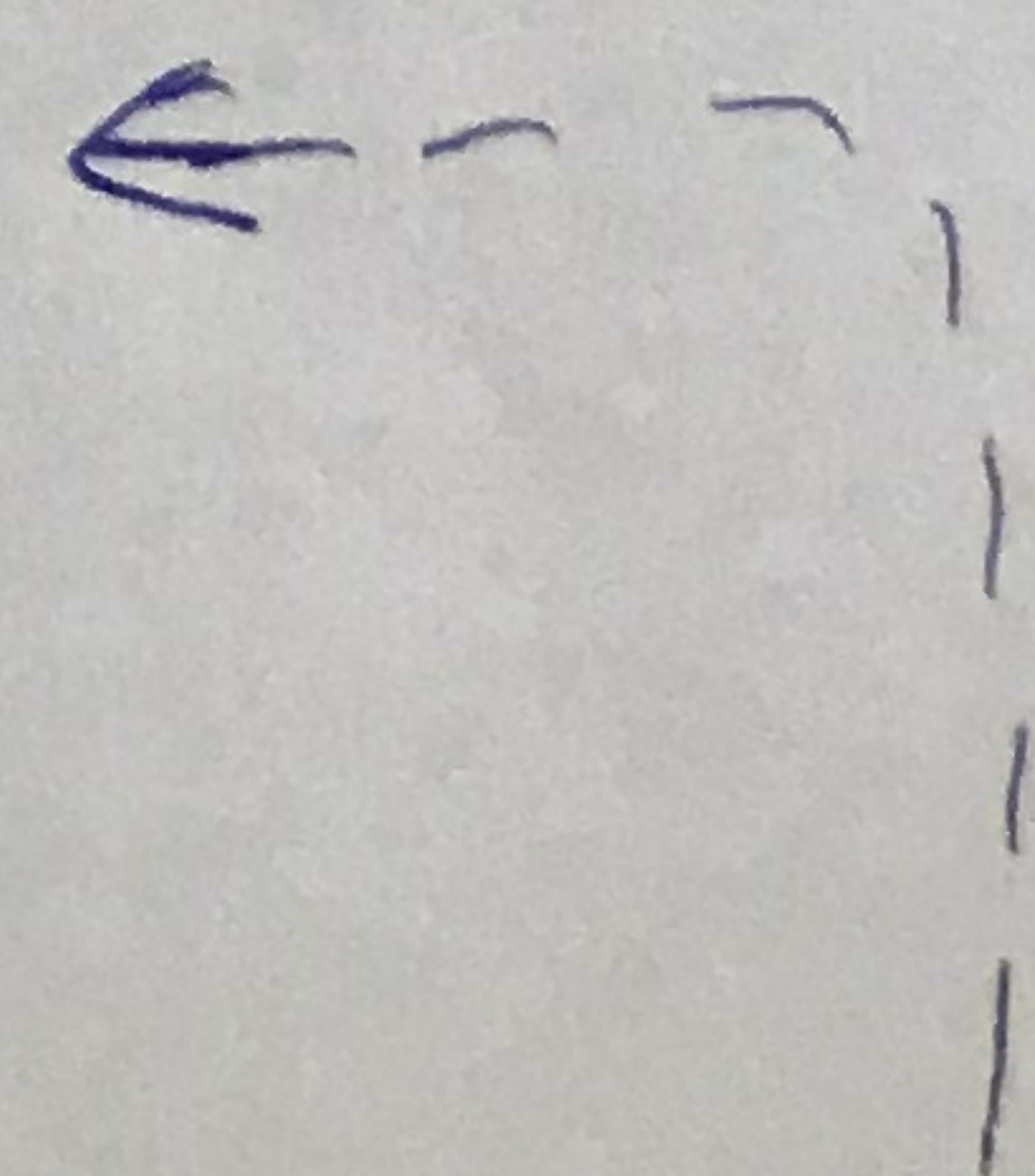
## TRANSITION AREA







Finish Line



North ↑



Blank Page

## APPLICATION FOR INITIAL FUNDING

Today's Date: September 1, 2020

### ORGANIZATION INFORMATION

Name of Organization: Jaime Jorge Zapata Foundation

Address: P.O.Box 423

City, State, Zip: Port Isabel, TX 78578

Contact Name: Betty Wells

Contact Email: fish@alpha5195.com

Contact Office Phone Number: 956.561.1052

Contact Cell Phone Number: 956.561.1052

Website Address for Event or Sponsoring Entity: www.alpha5195.com

Non-Profit or For-Profit status: Non-Profit

Tax ID #: 45-2018488

Entity's Creation Date: April 26, 2011

Purpose of your organization:

To develop and distribute resources to be used to further law enforcement and public justice careers, especially among underprivileged youth, through scholarships and other support.

### EVENT INFORMATION

Name of Event: Jaime Jorge Zapata Fishing Tournament

Date(s) of Event: September 10-11, 2021

Primary Location of Event: Louie's Backyard, South Padre Island

Amount Requested: \$5,000

Primary Purpose of Funded Activity/Facility:

To host a one-day fishing tournament with proceeds to be utilized for scholarship awards.



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

Advertising & Marketing for the event & gold level sponsorship for the CVB.

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

10 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

0 Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

0 Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the 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:

No

**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: \$ 0
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ 0
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: \$ 5,000
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ 0
- 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: \$ 0
- 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: \$ 0

How many attendees are expected to come to the sporting related event? 400+

How many of the attendees are expected to be from more than 75 miles away? 50%

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

### Create room nights and consumer activity during the slow season.

- 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: \$** N/A

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

How many years have you held this Event? 3

Expected Attendance: 400

How many people attending the Event will use South Padre Island lodging establishments? 50%

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

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

Where and how many rooms will be blocked?

50 rooms. The CVB will assist in setting up a courtesy block for the anglers at participating sponsor hotels.

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

| Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
|-----------------|-------------------|----------------------------|
| September 2017  | \$5,000           | 20+                        |
| September 2018  | \$5,000           | 30+                        |
| September 2019  | \$5,000           | 65                         |

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

Please see attached 2019 Sponsor List

Please list other organization, government entities, and grants that have offered financial support to your project: Please see attached 2019 Sponsor List

Will the event charge admission? yes If so, what is the cost per person? \$100/pp; \$400/team

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?

\$5-10,000 to be used for scholarships & planning next years event.

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: \$ 1,400- In kind
- Radio: \$ 1,500- In kind
- TV: \$ 5,000- In-kind
- Website, Social Media: \$5,000
- Other Paid Advertising: \$5,000

Anticipated Number of Press Releases to Media: 3

Anticipated Number Direct Emails to out-of-town recipients: 2

Other Promotions: Posters, brochures, full color programs, Facebook

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, Courtesy Rate

*[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?

Emails, website links, networking with law enforcement agencies

Who is your target audience? Anglers of all ages

What geographic region(s) are you marketing to?

Houston, San Antonio, Laredo, Corpus Christi and the Rio Grande Valley

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

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

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

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

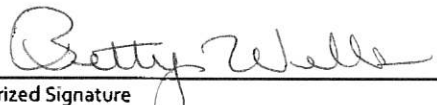
Jaime Jorge Zapata Fishing Tournament

9/1/2020

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

September 1, 2020

Date

Betty Wells

Print Name

# SPONSORED IN PART BY:

## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS



P. O. Box 423  
Port Isabel, Tx 78578

3RD ANNUAL



# JAIME J. ZAPATA FISHING TOURNAMENT



SEPT. 13TH - 14TH, 2019



## YOU'RE INVITED:

Join us for the 3rd Annual Jaime J. Zapata Fishing Tournament, scheduled to be held Sept. 13-14 on South Padre Island.

The tournament is a tribute to fallen Special ICE Agent Jaime J. Zapata, who was killed in the line of duty while on special assignment to the Embassy in Mexico City in 2011. It celebrates the brotherhood that exists between those who protect and serve and the brotherhood of fishermen around the country. The tournament is sponsored by the Jaime Jorge Zapata Foundation, a 501 (c) (3) corporation. Proceeds from the tournament are used to award scholarships.

## TOURNAMENT DETAILS

This one-day open bay fishing tournament is a boat/team tournament which strives to bring anglers and their friends together. It will be held at Louie's Backyard on South Padre Island with late registration on Friday, Sept. 13. Fishing starts at 6:30 am on Saturday with weigh in at Louie's followed by an evening awards dinner.

Boat/teams will be restricted to weighing in the single heaviest redfish, trout and flounder per boat. Teams will consist of a maximum of four anglers. Teams may hire guides, but the guides will not be eligible to fish. Custom awards by renowned artist Don Breeden will be presented Saturday night at the awards dinner.

For more information or to download the registration form, visit our website at [www.alpha5195.com](http://www.alpha5195.com) or contact Tournament Director Betty Wells at (956) 561-1052

P.O. Box 423 / Port Isabel, Tx 78578  
(956) 561-1052 / FAX: (956) 943-4001  
Email: [fish@alpha5195.com](mailto:fish@alpha5195.com)  
[www.alpha5195.com](http://www.alpha5195.com)



## SCHEDULE OF EVENTS



### REGISTRATION FEES

\$400 per Boat/Team\* Maximum of four Anglers  
\$100 Discount for Any Team with a Law Enforcement Member  
**Social Only: \$50 per person**

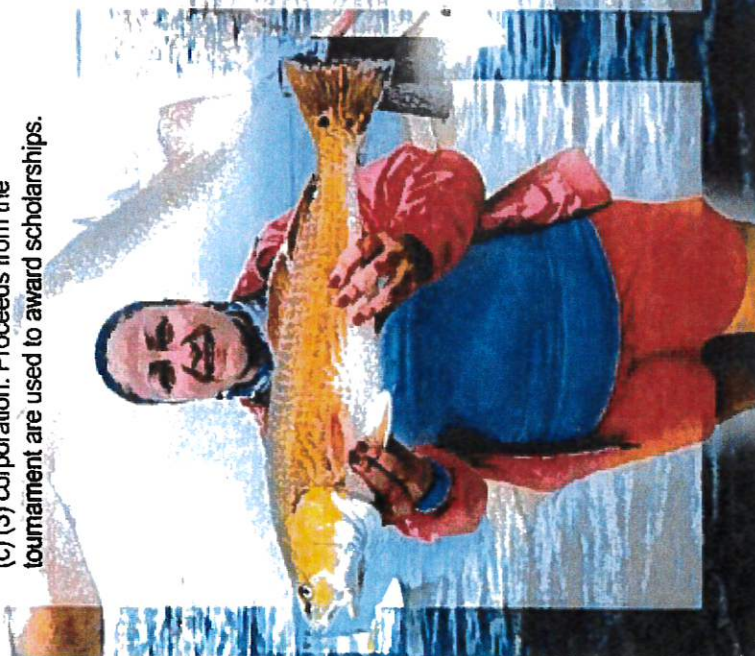
\*Registration and social fees include tournament Hat, T-shirt, Tournament Goodie Bags and Meals.

### SCHEDULE OF EVENTS

Friday, Sept. 13, 5 pm,  
Louie's Backyard, Upstairs

Late Registration, 5-8 pm  
Mandatory Captains' Meeting, 7:00 pm  
Optional Boat Pots, 5-9 pm  
Complimentary hors d'oeuvres, Cash bar

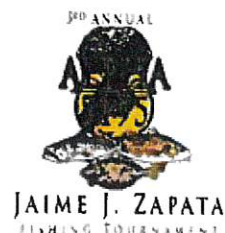
**Saturday, Sept. 14, Louie's Backyard**  
Fishing starts at 6:30 am  
Weigh Dock Open, 1-3 pm  
Awards Ceremony & Prime Rib & Seafood Buffet Dinner, 6 pm at Louie's Backyard





# Entry Form

The 3<sup>rd</sup> annual Jaime J. Zapata Fishing Tournament benefiting the Jaime Jorge Zapata Foundation will be held on September 13-14, 2019 at Louie's Backyard on South Padre Island.



| Entry Fees/Registration  | Cost  | QTY                  | Total |
|--|---|----------------------|-------|
| <b>Boat/Team</b><br><i>*Maximum 4 Anglers</i>                        | \$400.00  |                      |       |
| <b>Boat/Team*</b><br><i>*Maximum 4 Anglers</i>                       | \$300.00<br><small>With at least one law enforcement member (ID Required)</small> |                      |       |
| <b>Social</b><br><small>* For Guides and Non-Anglers</small>         | \$50.00   |                      |       |
| <b>Donation Only</b><br><small>* For those who cannot attend</small> |   | <b>Grand Total--</b> |       |

Team Name: \_\_\_\_\_

Method of Payment: \_\_\_\_\_

\* Includes T-shirt, hat, goodie bag, & all meals.

Angler 1: \_\_\_\_\_ (T-shirt Size, circle one) SM MED LG XL 2XL  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Signature\*: \_\_\_\_\_

Angler 2: \_\_\_\_\_ (T-shirt Size, circle one) SM MED LG XL 2XL  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Signature\*: \_\_\_\_\_

Angler 3: \_\_\_\_\_ (T-shirt Size, circle one) SM MED LG XL 2XL  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Signature\*: \_\_\_\_\_

Angler 4: \_\_\_\_\_ (T-shirt Size, circle one) SM MED LG XL 2XL  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Signature\*: \_\_\_\_\_

Mail payment and registration form to:  
 Jaime J. Zapata Fishing Tournament  
 P.O. Box 423  
 Port Isabel, TX 78578

For any questions contact:  
 Betty Wells  
 Tournament Director at  
 956-561-1052 or email fish@alpha5195.com  
 Fax completed forms to 956-943-4001

\*By signing, all participants acknowledge reading, understanding, and agreeing to abide by all tournament rules.  
 All anglers must sign the entry form to be eligible to compete. Guides will not be eligible to fish.  
 Jaime J. Zapata Fishing Tournament is a 501(c)3 non-profit organization and all donations are tax-deductible.  
 Federal EIN#45-2018488



# JAIME J. ZAPATA FISHING TOURNAMENT

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## ACKNOWLEDGEMENT, HOLD HARMLESS AGREEMENT AND GENERAL RELEASE OF ANGLER

As with any recreational activity, participation in the Jaime Jorge Zapata Foundation and the Jaime J. Zapata Fishing Tournament presents a certain degree of risk of personal injury. By electing to participate in the tournament, each participant agrees to assume such risk. In consideration of being permitted to participate in the tournament, and by so participating, each participant additionally agrees, individually and for such participant's heirs, executors, administrators, successors and assignees, that he/she shall hold harmless and indemnify fully, and does thereby release, acquit and forever discharge the Jaime Jorge Zapata Foundation and the Jaime J. Zapata Fishing Tournament committee, employees and sponsors from any and all claims, causes of action, demands, rights, damages and losses which may accrue on account of, or in any way arise from, his/her participation in said tournament, even if caused by the acts or omissions of others. By signing, I attest and agree that I have read all the rules and regulations, hold harmless and acknowledgement form. General release form must be signed by each member of each team. Anglers under the age of 18 must have a parent also sign and consent.

**Team Name:** \_\_\_\_\_

**Angler 1 Printed Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Angler 2 Printed Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Angler 3 Printed Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Angler 4 Printed Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Website Address for Event or Sponsoring Entity: \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

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

Purpose of your organization:

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## EVENT INFORMATION

Name of Event: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_

Primary Location of Event: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

Primary Purpose of Funded Activity/Facility:

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

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#### Percentage of Hotel Tax Support of Related Costs

\_\_\_\_\_ Percentage of Total Event Costs Covered by Hotel Occupancy Tax

\_\_\_\_\_ Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

\_\_\_\_\_ Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

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

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

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- 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: \$ \_\_\_\_\_

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

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

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

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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?

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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? \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

How many people attending the Event will use South Padre Island lodging establishments? \_\_\_\_\_

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

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

Where and how many rooms will be blocked?

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

| Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
|-----------------|-------------------|----------------------------|
| _____           | _____             | _____                      |
| _____           | _____             | _____                      |
| _____           | _____             | _____                      |

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

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

Will the event charge admission? \_\_\_\_\_ If so, what is the cost per person? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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

- Newspaper: \$ \_\_\_\_\_
- Radio: \$ \_\_\_\_\_
- TV: \$ \_\_\_\_\_
- Website, Social Media: \$ \_\_\_\_\_
- Other Paid Advertising: \$ \_\_\_\_\_

Anticipated Number of Press Releases to Media: \_\_\_\_\_

Anticipated Number Direct Emails to out-of-town recipients: \_\_\_\_\_

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?

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*[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?

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Who is your target audience? \_\_\_\_\_

What geographic region(s) are you marketing to?

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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:

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*[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

SPI Chamber of Commerce Ladies Kingfish Tournament

10/6/2020

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

Roxanne M. Ray

Print Name

October 6, 2020

Date

## 2021 Ladies Kingfish Tournament – Activities Overview

### Wednesday – at SPI Convention Centre

Move in our tournament related supplies, trophies, merchandise, raffle items, angler bags.  
Deliver sponsor banners to CVB staff for hanging. Check final layout and arrangements.

### Thursday – at SPI Convention Centre

Setup merchandise booth; trophy displays, stage decorations, raffle display, bring in boat/car  
check vendor booth layout, review banner placements; setup easels/signage

### Friday – at SPI Convention Centre

Final setup registration, bag pickup, onsite registration, raffle, merchandise, vendors arrive to  
setup 9 to 3, bars setup, volunteers arrive 3:30 to 4:00.

Event opens at 4 p.m. and registration ends at 7:00 p.m. Guests may enjoy a drink from the bar  
while completing their registration, shopping our merchandise and vendors booths, viewing  
trophy displays, purchasing raffle tickets, entering angler challenge, visiting with friends, old and  
new. Event is open to the public. The room is wrapped in sponsor banners, we usually have  
some sort of music. We purposely do not serve food as we like to encourage people to eat at  
local restaurants.

### Saturday – at South Point Marina in Port Isabel

Registrants are out fishing in the Laguna Madre Bay and in the Gulf of Mexico. Weigh in is from  
2:00 p.m. to 7:00 p.m. There is covered seating for spectators. Lots of photo ops during an  
exciting weigh in! From 7:00 to 10:00 results are audited and final winners determined.

### Sunday – at the SPI Convention Centre

Final day of festivities. Convention Hall opens at 10:00 a.m. to the public. Those with luncheon  
tickets can enjoy a buffet lunch. There is a cash bar for refreshments. Guests may shop our  
merchandise, vendor booths and purchase raffle tickets. Trophies are on display. Winners are  
announced and awarded trophies, their photos are taken. Our announcer does all of the  
expected and appropriate sponsor and donor announcements. Dignitaries and special guests are  
recognized. Raffle drawings are completed and the Angler's Challenge winners announced.  
Event ends by 1:00 p.m. Break down takes an additional one to two hours.



**South Padre Island Chamber of Commerce  
2021 Ladies Kingfish Tournament  
Actual/Budget**

|  | <u>Oct '20 - Sep 21</u> | <u>Budget</u>           |
|--|-------------------------|-------------------------|
| <b>Ordinary Income/Expense</b>                     |                         |                         |
| <b>Income</b>                                      |                         |                         |
| <b>450000 · Ladies Kingfish Tournament -</b>       |                         |                         |
| 411050 · Reg. Fees                                 | 0.00                    | 21,000.00               |
| 412050 · Sponsorship                               | 3,600.00                | 30,000.00               |
| 413050 · Event promo items                         | 0.00                    | 2,500.00                |
| 429050 · Miscellaneous                             | 0.00                    | 4,000.00                |
| <b>Total 450000 · Ladies Kingfish Tournament -</b> | <u>3,600.00</u>         | <u>57,500.00</u>        |
| <b>Total Income</b>                                | <u>3,600.00</u>         | <u>57,500.00</u>        |
| <b>Gross Profit</b>                                | 3,600.00                | 57,500.00               |
| <b>Expense</b>                                     |                         |                         |
| <b>620000 · Ladies Kingfish Tournament</b>         |                         |                         |
| 500050 · Promotion                                 | 0.00                    | 5,000.00                |
| 502050 · Awards/Prizes/Tropies                     | 0.00                    | 1,200.00                |
| 522050 · Food/Drink                                | 0.00                    | 4,300.00                |
| 562050 · Misc.                                     | 0.00                    | 4,500.00                |
| 576050 · Printing                                  | 0.00                    | 250.00                  |
| 606050 · Supplies                                  | 0.00                    | 200.00                  |
| 618050 · T-Shirts/logo items                       | 0.00                    | 1,700.00                |
| 619050 · Event Bags                                | 0.00                    | 1,200.00                |
| <b>Total 620000 · Ladies Kingfish Tournament</b>   | <u>0.00</u>             | <u>18,350.00</u>        |
| <b>Total Expense</b>                               | <u>0.00</u>             | <u>18,350.00</u>        |
| <b>Net Ordinary Income</b>                         | <u>3,600.00</u>         | <u>39,150.00</u>        |
| <b>Net Income</b>                                  | <u><u>3,600.00</u></u>  | <u><u>39,150.00</u></u> |

## 2021 Ladies Kingfish Tournament Media Plan

### Lone Star Outdoors: - \$500 (online)

\$250 per month - ad on website homepage in June and July

### Texas Saltwater Fishing Magazine - \$1,005 (print and online)

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

\$360 - large banner ad on website homepage in June (will upload upon receipt and will run thru tournament)

### Saltwater Angler Magazine - \$1,400 (print and online)

\$250 per month - banner on website homepage in June and July

\$225 per issue - ¼ page ad in print and online magazine (4 issues)

### Street Banner - \$220

### Sponsor Pop-up Banner - \$200

### Texas Sportsman Magazine – FREE (Print)

Full page ad in June/July magazine in exchange for filming previous tournament and comp angler/captain fees

### Facebook Ads - \$1,675 (May 1 – August 6 | Targeted to Texas)

|                           |             |
|---------------------------|-------------|
| Marketing Budget -        | \$5,000.00  |
| Digital and Print Above - | \$2,905.00  |
| Facebook Ads -            | \$ 1,675.00 |
| Banners -                 | \$ 420.00   |

**Minimum of two social posts are made to the LKT and SPI Chamber social media pages and then shared with the following groups.**

### SOCIAL MEDIA – FISHING GROUPS JOINED (167,538+ total members)

|                                      |  |
|--------------------------------------|--|
| 361 Fishing – 42,000 members         | Fishing Tournaments: South Padre Island, TX (SPI) – 76 members |
| Fishing Texas – 28,000 members       | Texas Fishing Group – 8,300 members                            |
| RGV Fishing Fanatics – 3,100 members | SPI Fishing: The Jetties – 662 members                         |
| Texas Fishing – 1,600 members        | Texas Flats Fishing – 2,200 members                            |
| 210 Fishing – 41,000 members         | South Texas Fish’Aholics – 37,000                              |
| South Texas Bay Fishing – 3,600      |  |

### SOCIAL MEDIA – OTHER GROUPS JOINED (63,255+ total members)

|  |  |
|--|--|
| The Buzz: South Padre Island, TX – 308 members   | WOW South Padre Island – 2,405 members             |
| Classifieds: South Padre Island, TX – 899 member | Post It: South Padre Island – 248 members          |
| South Padre Island Concierge – 42,363 members    | Market Place: South Padre Island – 355 members     |
| South Padre Island Concierge II – 9,625 members  | South Texas-RGV-Calendar of Events – 4,170 members |
| Community Connection: SPI – 606 members          | Events: SPI – 515 members                          |
| Brownsville Concierge – 881 members              | Brownsville Concierge - 881                        |

#### 2021 Ladies Kingfish Tournament – Room night estimate

Based on our 2019 angler demographics 50% of our registrants were from outside 50 miles from South Padre Island.

Using an estimate of 200 anglers, and a conservative 45% from outside 50 miles, that would give us 90 individuals who might book hotel rooms. Assuming each angler comes with her husband or children, let's double the 90 to 180 persons, 2 per room, 90 room nights/one night. We would expect most to stay two night for 180 room nights.



610 Padre Blvd.  
South Padre Island, TX  
956.761.4412  
[info@spichamber.com](mailto:info@spichamber.com)  
[www.spichamber.com](http://www.spichamber.com)

July 13, 2020

Ed Caum, Executive Director  
South Padre Island Convention and Visitors Bureau  
Special Events Committee

Re: Ladies Kingfish Tournament 2020 – Post Event Report

Dear Ed, Special Events Committee and CVB Staff,

Thank you for your support of our 2020 Ladies Kingfish Tournament. While we worked hard to adapt and adjust, and feel we had pulled together a tournament that followed CDC guidelines and all government mandates to ensure the safety of our staff, volunteers, anglers, captains and crew, circumstances beyond our control required us to cancel our 39<sup>th</sup> annual tournament.

At the time of cancellation, all media placements had occurred, with the exception of a few Facebook ad boosts. We had a fabulous media plan in place, utilizing the financial support (\$3750) we received from the CVA for promotional activities. Included with this letter is our completed media plan and our Quickbooks documentation of expenditures. If you need additional information please let me know.

We look forward to our 2021 Ladies Kingfish Tournament. It will be our 40<sup>th</sup> Anniversary event! (NO we will not repeat 39!). Thank you again!!

Sincere regards,

A handwritten signature in dark ink, appearing to read 'Roxanne M. Ray'.

Roxanne M. Ray  
President/CEO

## 2020 Ladies Kingfish Tournament Media Plan

**Lone Star Outdoors: - \$500 (online) – contract w/payment and artwork emailed 5/2/20**

\$250 per month - ad on website homepage in June and July

**Texas Saltwater Fishing Magazine - \$1,005 (print and online) – Emailed Contract 5/12/20 – Emailed Artwork 5/13/20**

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

\$360 - large banner ad on website homepage in June (will upload upon receipt and will run thru tournament)

**Saltwater Angler Magazine - \$1,400 (print and online) – Emailed Contract and Artwork 5/13/20**

\$250 per month - banner on website homepage in June and July

\$225 per issue - ¼ page ad in print and online magazine June 12, June 26, July 10 and July 24

**Street Banner - \$220 – Proofed and ordered from Adrian at Toucan on 5/12/20**

**Parade Ad - \$150 (print) – Emailed Artwork 6/1/20**

1/8 page ad in July issue

**Texas Sportsman Magazine – FREE (Print) – Emailed Artwork 6/2/20**

Full page ad in June/July magazine in exchange for filming last year's tournament and comp angler/captain fees

**Facebook Ads - \$450 in automated ads at \$7.00 per day for 65 days (thru end of July) – Directed to Texas only.**

|                           |  |
|---------------------------|--|
| Marketing Budget -        | \$3,750.00                                   |
| Digital and Print Above - | \$3,275.00                                   |
| Facebook Ads (Actual) -   | \$ 297.14 (stopped ads when event cancelled) |
| Sponsor Pop-up Banner -   | \$ 86.59                                     |
| Remaining -               | \$ 91.27                                     |

**NOTE: Gulf Coast Mariner Magazine – closed down January 1, 2020. Kelly Groce now with Saltwater Angler Magazine.**

### SOCIAL MEDIA – FISHING GROUPS JOINED (167,538 total members)

|                                      |  |
|--------------------------------------|--|
| 361 Fishing – 42,000 members         | Fishing Tournaments: South Padre Island, TX (SPI) – 76 members |
| Fishing Texas – 28,000 members       | Texas Fishing Group – 8,300 members                            |
| RGV Fishing Fanatics – 3,100 members | SPI Fishing: The Jetties – 662 members                         |
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| 210 Fishing – 41,000 members         | South Texas Fish'Aholics – 37,000                              |
| South Texas Bay Fishing – 3,600      |  |

### SOCIAL MEDIA – OTHER GROUPS JOINED (63,255 total members)

|  |  |
|--|--|
| The Buzz: South Padre Island, TX – 308 members   | WOW South Padre Island – 2,405 members             |
| Classifieds: South Padre Island, TX – 899 member | Post It: South Padre Island – 248 members          |
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| Community Connection: SPI – 606 members          | Events: SPI – 515 members                          |
| Brownsville Concierge – 881 members              | Brownsville Concierge - 881                        |

10:55 AM

08/11/20

Cash Basis

**South Padre Island Chamber of Commerce**  
**Transaction Detail By Account**  
**October 2019 through September 2020**

| Type                                       | Date       | Num   | Name                 | Memo                           | Paid Amo...     | Balance         |
|--|------------|-------|----------------------|--------------------------------|-----------------|-----------------|
| <b>620000 · Ladies Kingfish Tournament</b> |            |       |                      |                                |                 |                 |
| <b>500050 · Promotion</b>                  |            |       |                      |                                |                 |                 |
| Check                                      | 05/19/2020 | 14304 | Toucan Graphics      | Street Banner                  | 220.00          | 220.00          |
| Check                                      | 06/03/2020 | 14312 | Lonestar Coastal ... | half page horizontal July 2... | 645.00          | 865.00          |
| Check                                      | 06/03/2020 | 14313 | Lone Star Coasta...  | Website ad 1300w x 160h ...    | 360.00          | 1,225.00        |
| Check                                      | 06/08/2020 | 14316 | Saltwater Angler ... | Saltwater Angler Mag Jun...    | 900.00          | 2,125.00        |
| Check                                      | 06/08/2020 | 14316 | Saltwater Angler ... | Saltwater Angler Online b...   | 500.00          | 2,625.00        |
| Check                                      | 07/06/2020 | 14340 | Port Isabel Press    | LKT ad in Parade Magazine      | 150.00          | 2,775.00        |
| Check                                      | 07/09/2020 | 14342 | Card Services        | FB ad boost LKT                | 102.54          | 2,877.54        |
| Check                                      | 07/09/2020 | 14342 | Card Services        | Lone Star Outdoors LKT         | 250.00          | 3,127.54        |
| Check                                      | 07/31/2020 | 14390 | Dianna S. Harvill    | Pop up banner for LKT lob...   | 86.59           | 3,214.13        |
| Check                                      | 08/05/2020 | 14392 | Card Services        | Lone Star Outdoor              | 250.00          | 3,464.13        |
| Check                                      | 08/05/2020 | 14392 | Card Services        | FB ad boost LKT                | 149.06          | 3,613.19        |
| Total 500050 · Promotion                   |            |       |                      |                                | 3,613.19        | 3,613.19        |
| Total 620000 · Ladies Kingfish Tournament  |            |       |                      |                                | 3,613.19        | 3,613.19        |
| <b>TOTAL</b>                               |            |       |                      |                                | <b>3,613.19</b> | <b>3,613.19</b> |

*Outstanding / Payable  
(see attached)*

|                       |                       |
|-----------------------|-----------------------|
| <i>+ 24,31</i>        | <i>+ 24.31</i>        |
| <u><i>3637.50</i></u> | <u><i>3637.50</i></u> |

## Receipt for Dianna Stewart Harvill

Account ID: 109851889



Invoice/Payment Date  
Aug 4, 2020, 12:00 AM

Payment Method  
MasterCard\*0005  
Reference Number: KY2NNVJYU2

Transaction ID  
3192091427574393-6154582

Product Type  
Facebook

Paid

**\$45.54 USD**

Ad spend since Jul 19, 2020.

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**Campaigns**

|  |                |
|--|----------------|
| <b>Ongoing Website Promotion <a href="https://www.spichamber.com/ladies-kingfish-tournament/">https://www.spichamber.com/ladies-kingfish-tournament/</a></b>     |                |
| From Jul 19, 2020, 12:00 AM to Jul 22, 2020, 11:59 PM  | <b>\$21.23</b> |
| <hr/>  |                |
| Ongoing Website Promotion <a href="https://www.spichamber.com/ladies-kingfish-to...">https://www.spichamber.com/ladies-kingfish-to...</a> 7,560 Impressions      | <b>\$21.23</b> |
| <hr/>  |                |
| <b>[07/20/2020] Promoting <a href="https://www.spichamber.com/ladies-kingfish-tournament/">https://www.spichamber.com/ladies-kingfish-tournament/</a></b>        |                |
| From Jul 19, 2020, 12:00 AM to Jul 22, 2020, 11:59 PM  | <b>\$24.31</b> |
| <hr/>  |                |
| [07/20/2020] Promoting <a href="https://www.spichamber.com/ladies-kingfish-tourna...">https://www.spichamber.com/ladies-kingfish-tourna...</a> 7,343 Impressions | <b>\$24.31</b> |

# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Website Address for Event or Sponsoring Entity: \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

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

Purpose of your organization:

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## EVENT INFORMATION

Name of Event: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_

Primary Location of Event: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

Primary Purpose of Funded Activity/Facility:

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

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#### Percentage of Hotel Tax Support of Related Costs

\_\_\_\_\_ Percentage of Total Event Costs Covered by Hotel Occupancy Tax

\_\_\_\_\_ Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

\_\_\_\_\_ Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

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

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

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- 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: \$ \_\_\_\_\_

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

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

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

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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?

---

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? \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

How many people attending the Event will use South Padre Island lodging establishments? \_\_\_\_\_

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

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

Where and how many rooms will be blocked?

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

| Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
|-----------------|-------------------|----------------------------|
| _____           | _____             | _____                      |
| _____           | _____             | _____                      |
| _____           | _____             | _____                      |

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

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

Will the event charge admission? \_\_\_\_\_ If so, what is the cost per person? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

---



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

- Newspaper: \$ \_\_\_\_\_
  - Radio: \$ \_\_\_\_\_
  - TV: \$ \_\_\_\_\_
  - Website, Social Media: \$ \_\_\_\_\_
  - Other Paid Advertising: \$ \_\_\_\_\_
- Discussion with CVB about boost potentials across Social Media channels.

Anticipated Number of Press Releases to Media: \_\_\_\_\_

Anticipated Number Direct Emails to out-of-town recipients: \_\_\_\_\_

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?

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*[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?

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Who is your target audience? \_\_\_\_\_

What geographic region(s) are you marketing to?

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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:

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*[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

\_\_\_\_\_  
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

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

# Fiesta Padre 2021 – Family Sandcastle World Championship

## Additional Information

### Description

Fiesta Padre will be an “**OPEN BEACH**” based, “safe” family sandcastle Competition. This event will take place between Sea Vista and Isla Grand since these areas are the widest parts of our beach, and will easily and safely accommodate everyone. For 2021, we will focus on physically distanced spots and target families that would like to spend true family time together.

### Event Overview

- Event will run about 2 months - April and May Running
  - 4 competition weekends - will be live online FB/ISTGM/YT and on CVB media
  - Weekday Free Lessons, special events, and media opportunities to involve other island participants/partners
- Free comprehensive Lessons including a Cheat sheet! There will be guidance run by pros and experienced builders.
- Online judging with top three announcement for each category
  - **People's choice VOTE title champions**
  - **Overall points champions**

All participants will receive a medal to feel welcome and chosen. Hotels will provide prizes – family vacations and such! We will also schedule special hotel based events (Speed Carve) and evenings for participants only (PP). Let's cement our reputation as the **Sandcastle Capital of the World!**

## Marketing and Promotion Plan

There are approximately 900 rooms available on this part of the beach to promote. We plan to:

- Use Current media to promote directly to 20,000 sandcastle lesson online followers on Youtube, FB, IG and Pinterest
- Use existing 100K+ email list of people who want further information on South Padre Island – The eblast list could be used to inform people of new lodging opportunities and promotions for the event using existing hotel booking systems to produce accurate analytics – all bookings could then be accurately correlated with cooperating hotels and VRMs
- Use FB/Instagram event page sticker promotion to attract some of SPI 600K followers
- Use hotel information databases to ask customers if they wish to come back (warm)(e-blast list)
- Use existing Beach and sandcastle building followers (2K) if they wish to compete
- Use physical marketing for a planned run up and continued strategy over the month of competition
- Ask all properties via FB Concierge pages whether they wish to be involved – it's their choice
- Coordinate Press Releases with City and CVB
- Hotels and condo rental agencies will be invited to participate – **MUST** engage correct analytical set up

## Budget

Please see separate attached budget.

### Matched In-kind funding

Will be provided by:

- SandcastleLessons.com: Free lessons, event staff, media production, beach info collection.
- Participating hotels – Hosting, food and Prize packages
- Participating restaurants – food deals and prizes

### Room night Projections

Room nights will be measured through every attendee within the two month timeframe. If the attendee shows proof of a 3-night stay, they will be allowed to enter for FREE.

### Previous Event History

First, this is NOT the same format, model or delivery as Sand Castle Days. This is a stand alone event that runs over the course of two months. In 2013, this started as a small local event. It proved very popular with visitors who came across it for the weekend, had fun, bought a t-shirt and went home. In 2015, we saw the first ever gated event move to the Pearl South Padre. This is where the largest ever beach sculpture in Texas was created “The Alamo”.

This provided opportunities for school groups, visitors and people staying at the non-event hotels. We know that 500+ room nights were in attendance and 78 room nights were generated by the hotel's limited event. The event was only limited by the 2nd largest inland storm in Texas history!

We have 25 years of promotion and marketing experience dealing with tourists and beach visitors. Beach based ideas and events include:

- North American Championships in Ft Myers Winner, and peoples choice, and Crew!
- Crew on Siesta Key beach event as well as participant (2yrs) in Sandbash
- Ft Myers beach event crew
- Sandcastle Days sandcastle lessons provider & People's choice winner
- Sandfest Port Aransas, Crew and participant,
- Crystal Beach, Texas: First ever Sandcastles for a day – lesson provider,
- Mid Wales – First ever month long Lessons on the beach – held in Welshpool small market town
- 18 yrs beach time experience on South Padre Island.

We know how Beach events work. We have run them every day working alongside Island Partners and hotels for the past 15 years including Spring break, promotional events, TV shows, bloggers, schools, colleges, corporate groups, churches, CVB travel writers, international visitors and, of course, many thousands of families. I meet visitors every day and hear directly what they think. People ask these questions:

- “What else is there to do here? – what would you do?”
- “Where is the best place to eat?” Usually Seafood is the request
- “Which is the best Bar to get a cocktail?”

When everyone shares information – things go a lot more smoothly

## Event Synopsis

This will be a safe, family Open Beach amateur event – suiting current conditions and unknown future. Event entry will be directly linked to room night production. Properties committed to marketing the event so far include:

1. Isla Grand
2. Pearl South Padre
3. P.I. Rentals
4. SPI Rentals
5. Island Services
6. Holiday Inn
7. The Inn at South Padre

Long event publicity “Run Up” – Digital and Hard Copy

## Marketing to include:

1. Lodging eblast: list information to be used by Participating Hotels and Condo Rental Companies to encourage easier vacation planning and fast start for event
2. Event page link for Facebook, Instagram, Tripadvisor and SoPadre.com. This will link directly to lodging partners who wish to participate
3. Targeting Families with more vacation opportunities & more disposable income using current Sandcastle customer databases directly
4. Links to Other Island Highlights – Turtle Art Trail, Sandcastle Village, Sandcastle Trail, Sea Turtle, Fishing, Birding Center
5. Foot traffic tracking via wristbands for discounts at participating Venues/Businesses only
6. City Support means easier sell to Sponsors – If we don’t invest, Why would they? But we have Sponsors – the very hotels who want to fill rooms, restaurants that want to bring people through their doors and local businesses who want to show South Padre island at its best.

## **Value for Money – Initial hard costs covered year 1 so decreasing city support**

## Event hooks

1. Hotel and condo rental packages specific to the event designed to make this event a success
2. Free Sandcastle lessons for your whole stay - #1 thing to do on a Texas beach with your family! Trip Advisor
3. Prize packages worth winning – Hotel vacations, Mini stays, restaurant gift certificates, etc
4. Competitors being welcomed by participating local businesses with discounts – value for money to spend extra nights on the island!
5. An Excuse to come to Padre – how many of us have heard over the last couple of years “we’ve never been here before and thought we’d try it”...?



# Fiesta Padre

2021 EVENT

| Description                      |  | Budget Total:      |
|----------------------------------|--|--------------------|
| <b>OPERATIONAL</b>               |  | <b>\$11,210.00</b> |
| Gallon Buckets                   | 2,5,10,20,55   |                    |
| Shovels                          | Mini, Long handle                                    |                    |
| Full Toolkits                    |  |                    |
| Water buckets                    | 5 gallon   |                    |
| Beach Carts                      |  |                    |
| Storage Beach Boxes              |  |                    |
| City Permits                     |  |                    |
| <b>Marketing and Advertising</b> |  | <b>\$13,790</b>    |
| Content Creation                 |  |                    |
| Banners                          | Hotel, Lobby, Beach                                  |                    |
| Barrel Wraps                     |  |                    |
| Eblasts                          |  |                    |
| Social media marketing           | Facebook, Instagram, Pinterest, Trip advisor, Google |                    |
| <b>Total:</b>                    |  | <b>\$25,000.00</b> |

# Fiesta Padre SWOT ANALYSIS

## Strengths

- Location
- Experience & Reputation
- Multi-Event weekends
- Sustainable
- Entire Island benefits
- SPI Database of existing clients & followers
- Hotel marketing power

## Weaknesses

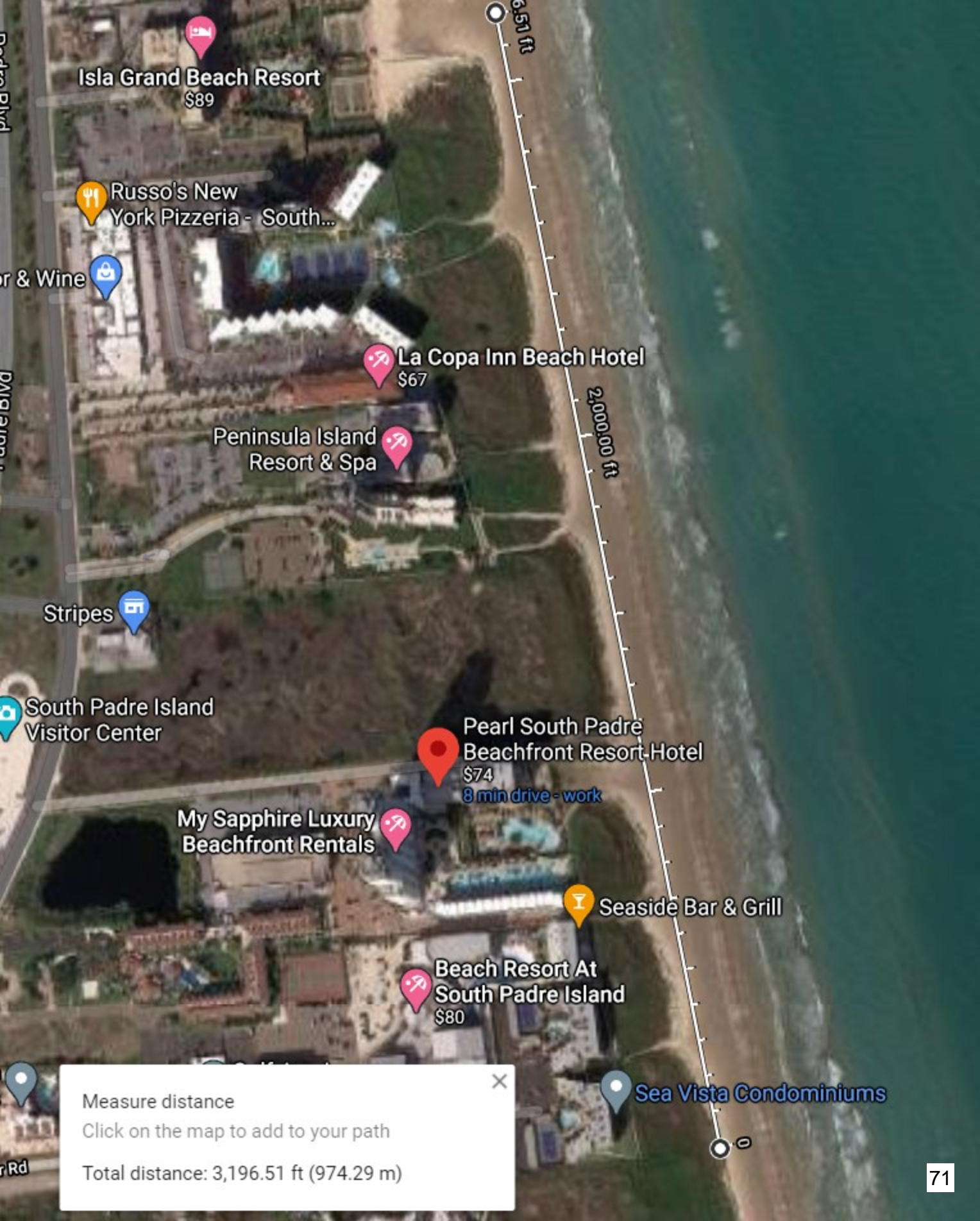
- Weather
- Ongoing database support
- Lack of City support staff
- Tradition
- Want

## Opportunities

- Room nights
- New Family exposure
- Early hotel bookings
- Employment
- Opens up Sponsorship pool
- Change event model for better analytics
- Communication
- Need

## Threats

- Other beachside locations
- Event timing
- Pandemic



Isla Grand Beach Resort

\$89



Russo's New  
York Pizzeria - South...

or & Wine



Padre Blvd



La Copa Inn Beach Hotel

\$67

Peninsula Island  
Resort & Spa



Stripes



South Padre Island  
Visitor Center

Pearl South Padre  
Beachfront Resort Hotel

\$74

8 min drive - work

My Sapphire Luxury  
Beachfront Rentals



Seaside Bar & Grill

Beach Resort At  
South Padre Island

\$80

Sea Vista Condominiums

Measure distance

Click on the map to add to your path

Total distance: 3,196.51 ft (974.29 m)

# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Website Address for Event or Sponsoring Entity: \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

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

Purpose of your organization:

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## EVENT INFORMATION

Name of Event: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_

Primary Location of Event: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

Primary Purpose of Funded Activity/Facility:

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

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#### Percentage of Hotel Tax Support of Related Costs

\_\_\_\_\_ Percentage of Total Event Costs Covered by Hotel Occupancy Tax

\_\_\_\_\_ Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

\_\_\_\_\_ Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

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

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

---

---

---

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.  
Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
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How many attendees are expected to come to the sporting related event? \_\_\_\_\_

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

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

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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?

---

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

How many years have you held this Event? \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

How many people attending the Event will use South Padre Island lodging establishments? \_\_\_\_\_

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

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

Where and how many rooms will be blocked?

---

---

---

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 |
|-----------------|-------------------|----------------------------|
| <hr/>           | <hr/>             | <hr/>                      |
| <hr/>           | <hr/>             | <hr/>                      |
| <hr/>           | <hr/>             | <hr/>                      |

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

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---

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

---

Will the event charge admission? 

---

 If so, what is the cost per person? 

---

Do you anticipate a net profit from the event? 

---

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

---

---

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

- Newspaper: \$ 

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- Radio: \$ 

---
- TV: \$ 

---
- Website, Social Media: \$ 

---
- Other Paid Advertising: \$ 

---

Anticipated Number of Press Releases to Media: 

---

Anticipated Number Direct Emails to out-of-town recipients: 

---

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?

*[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?

---

---

Who is your target audience? \_\_\_\_\_

What geographic region(s) are you marketing to?

---

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

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

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

---

---

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

\_\_\_\_\_  
Name of Event

\_\_\_\_\_  
Date Submitted

- ☐ Received and understood the separate **Special Events Policy**
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- ☐ 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

\_\_\_\_\_  
Date



\_\_\_\_\_  
Print Name



## Lighted Boat Parade-2020

| Expenses               | Details  | Budget     |
|------------------------|--|------------|
| Boat Numbers           | 2 reflective banners for numbers 1-30          | \$725.00   |
| Social Media Marketing | Other marketing is already budgeted in         | \$500.00   |
| Print Ad - Marketing   | Insert in all RGV Newspapers                   | \$2,000.00 |
| Operations expenses    |  | \$500.00   |
| Outdoor Screen         | To ensure event is Coastal distancing Friendly | \$2,500.00 |
| Awards                 |  | \$500.00   |
| TOTAL                  |  | \$6,725.00 |

# Route for Lighted Boat Parade

-  -Starting point for all Boats
-  -Judging area & End of the Parade



## **Lighted Boat Parade**

**Saturday, December 5, 2020**

### **Schedule of Events:**

- **A MUST ATTEND MEETING** prior to the event of **ALL BOAT CAPTAINS** or their designated representatives will be held at **Breakaway Cruises at 2:00 p.m.**
- Boat Numbers and instructions will be given out.
- Boats will gather a **Marina on Saturday at 5:30 p.m.**
- Parade begins at **Marina in at 6:00 p.m.**
  - Designated viewing locations throughout the route will offer public viewing.
  - See map for visual route.
- Parade continues through the channel by the “Entertainment District”.
- Judging will take place near The Greens/Jim’s Pier/Painted Marlin.
- Captains will dock their boats.

*Schedule is tentative.*

*In the event of inclement weather, the parade will be postponed to  
Saturday, December 12, 2020.*

## APPLICATION FOR INITIAL FUNDING

Today's Date: 10/5/2020

### ORGANIZATION INFORMATION

Name of Organization: City of South Padre Island

Address: 7355 Padre Blvd.

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

Contact Name: Marisa Amaya Contact Email: marisa@sopadre.com

Contact Office Phone Number: 956.761.3834

Contact Cell Phone Number: \_\_\_\_\_

Website Address for Event or Sponsoring Entity: sopadre.com

Non-Profit or For-Profit status: Non-profit Tax ID #: \_\_\_\_\_

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

Purpose of your organization:

Provide family friendly entertainment and increase foot traffic on South Padre Island during an off-season time.

### EVENT INFORMATION

Name of Event: Holiday Sand Castle Village

Date(s) of Event: after Thanksgiving through early February 2021

Primary Location of Event: Entertainment District

Amount Requested: \$25,000

Primary Purpose of Funded Activity/Facility:

Support the holiday by providing an 8-10 week long family-friendly event

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

This request will focus on the sand castle village, building expo, and Holiday Light show.

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

70% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

\_\_\_\_\_ Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

\_\_\_\_\_ Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

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

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

We are hoping for support on cost for permitting fees.

**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: \$ 25,000
- 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? n/a

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

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

n/a

- 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

How many years have you held this Event? 3

Expected Attendance: 38,000+

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

How many nights do you anticipate the majority of the tourists will stay? 1 over multiple weekends

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

Where and how many rooms will be blocked?

SPI CVB will package the event with local hotels and VRMs.



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 |
|-----------------|-------------------|----------------------------|
| December 2018   | \$20,000          | N/A                        |
| December 2019   | \$32,000          | N/A                        |

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

The holiday sandcastle village will be open for at least 2 months long.

## Local Businesses, Hotels and VRMS

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

Will the event charge admission? No If so, what is the cost per person? \_\_\_\_\_

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?

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: \$ 1,000.00
- Other Paid Advertising: \$ 1,000.00

Anticipated Number of Press Releases to Media: 5-10

Anticipated Number Direct Emails to out-of-town recipients: 1,000+

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?

Will work with the SPI CVB to package this event with local hotels and VRMs.

*[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?

Last year, we received publicity from the Rio Grande Valley and central Texas.

SoPadre website, other social media

Who is your target audience? Families

What geographic region(s) are you marketing to?

Rio Grande Valley and central 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:

Will be determined at a later date

*[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

Holiday Sand Castle Village

10/1/2020

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)

Marisa Amaya

10/6/2020

Authorized Signature

Date

Marisa Amaya

Print Name

# Holiday Sandcastle Village

2020 EVENT

| Vendor/ Other Expenses       | Description  | Budget:     |          |             |
|------------------------------|--|-------------|----------|-------------|
| OPERATIONS                   |  | Amount      | Quantity | Total:      |
| Sculptors                    | Sand Sculptors -   | \$14,500.00 | 1        | \$14,500.00 |
| Holiday SC Village           | Decorations and lights   | \$1,000.00  | 1        | \$1,000.00  |
| City of SPI Shoreline - Sand | Truck loads - \$200 Per TL   | \$200.00    | 4        | \$800.00    |
| Art Services                 | Signs for Sand Castles   | \$500.00    | 1        | \$500.00    |
| Coastal Event Rentals        | 40x60 tent for sand castles  | \$1,000.00  | 1        | \$1,000.00  |
| Pounder                      | Jason.mendez@texasfirstrentals.com   | \$530.00    | 1        | \$530.00    |
| Security Services            | Security - by week   | \$1,400.00  | 3        | \$4,200.00  |
| Marketing and Advertising    | Fencing  | \$2,000.00  | 1        | \$2,000.00  |
| Misc. Expenses               | minor expenses for glue, doubleheaded nails, straps, etc. plus ice and cold drinks for the workers | \$500.00    | 1        | \$500.00    |
|                              |  |             |          |             |
| Hotel Stays                  |  |             |          |             |
| Meals                        |  |             |          |             |
| Golf Carts                   |  |             |          |             |
| Forms, hoses and hose parts  | Donation from Clayton's  |             |          |             |

**\$25,030.00**



## 2019 HOLIDAY SANDCASTLE VILLAGE

### TOTAL MENTIONS

2019 Holiday Sandcastle Village received 27 total mentions from some of the following locations:

- Lower RGV
- Mcallen
- Austin
- Houston,
- Sherman, TX
- Ada, Oklahoma

### NUMBER OF VISITORS



**39k+** visitors  
over 7 weeks

### TOTAL PUBLICITY VALUE

**\$220.2k**

Houston Chronicle had the highest publicity value with **\$178k** and a reach of **1.1 million**

### TOTAL REACH

**5.6** million  
total reach

Austin Chronicle had the highest reach with **1.7 million**

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

**MEETING DATE:** October 28, 2020

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and recommendation to City Council to move \$215,000 in excess reserves to be used for in-house marketing spends (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:**

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

**MEETING DATE:** October 28, 2020

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Presentation and discussion regarding the Director's Report and the following topics. (Caum)

1.) Marketing in-house buys:

- \* Channel 5
- \* Channel 4
- \* Lamar digital billboards
- \* Adspasure Ft. Worth-new proposal
- \* Inter-Space/Clear Channel-VIA
- \* Crossover Marketing/HEB Co-Op
- \* Threshold 360
- \* DTN

2.) Social Media update

3.) Visitors Center

4.) Website update-Simpleview

5.) Research and Analytics

**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:**



An aerial photograph of a landscaped area featuring several tall palm trees and a brick wall with a sign that reads "South Padre Island, Texas". The sign also features three colorful umbrellas (yellow, pink, and blue). The area is surrounded by a paved road and a grassy field. In the background, there are several high-rise buildings and a body of water under a sunset sky.

# CVB Regular Meeting

## Director's Report

October 2020



# Executive Summary

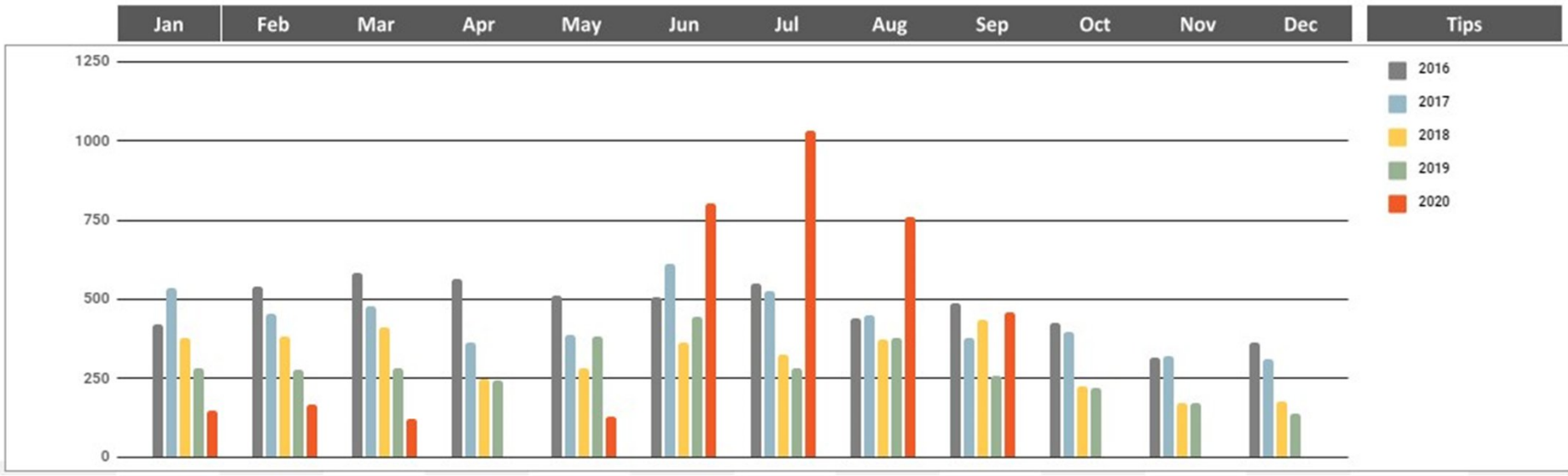


- Call in continues to be the top mechanism for contacting the Visitor's Center.
- September was an excellent month for Hotels. We exceed last years Occ. +12%, ADR +5%, RevPar +18%.
- Occupancy for VRMs is above 2019 levels by 8% ADR continues to be strong compared to year over year numbers and RevPar is up 2% according to Key Data.
- Organic social media continues to be our #1 tool for engagement; Numbers are down a bit, but this time of year that's normal.
- Website and social have moved in-house. We are transitioning the website onto SimpleView's CRM. That migration will be completed in December.

# Visitor Center Monthly Reports



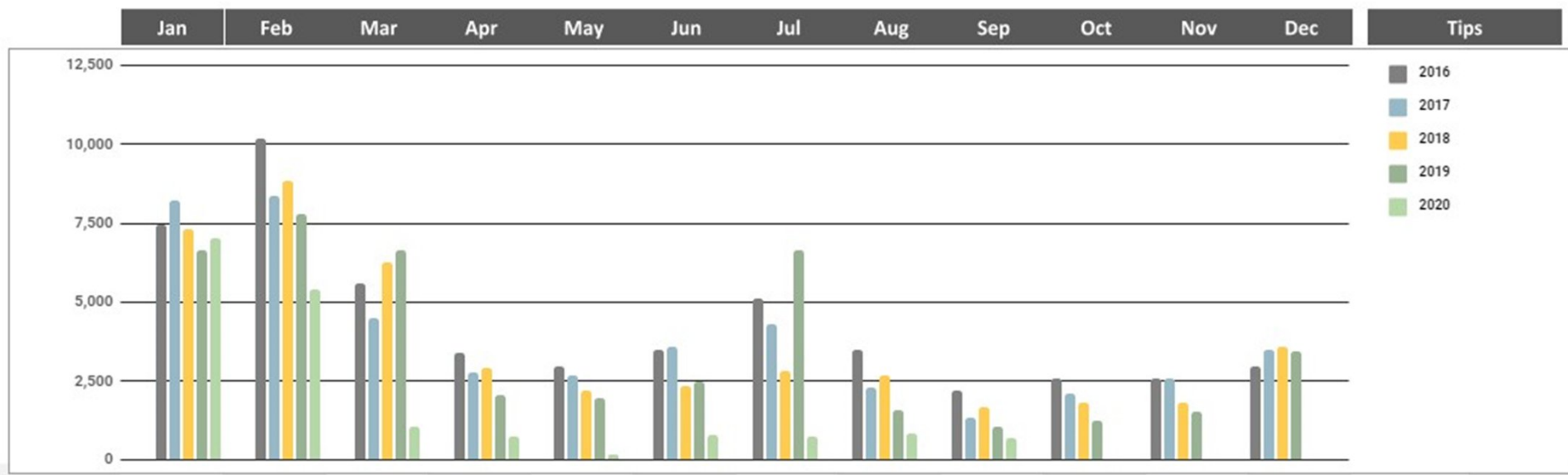
## Monthly Calls Report 5 Year History



# Visitor Center Monthly Reports



## Monthly Walk-in Report 5 Year History



# Occupancy% - VRMs vs. Hotel



(STR vs. KeyData)



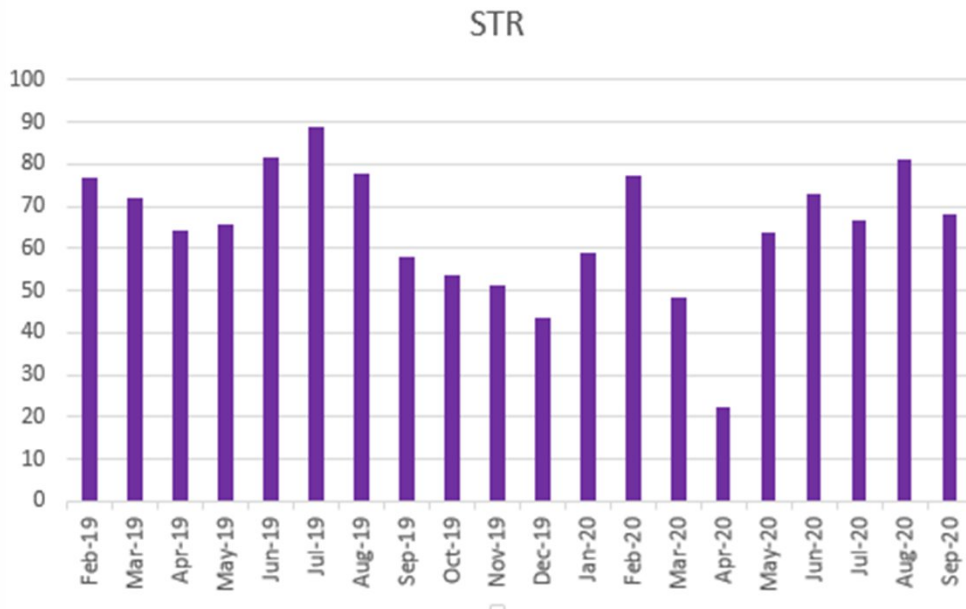
Source: STR Report & Key Data

# Occupancy %- VRMs vs. Hotel

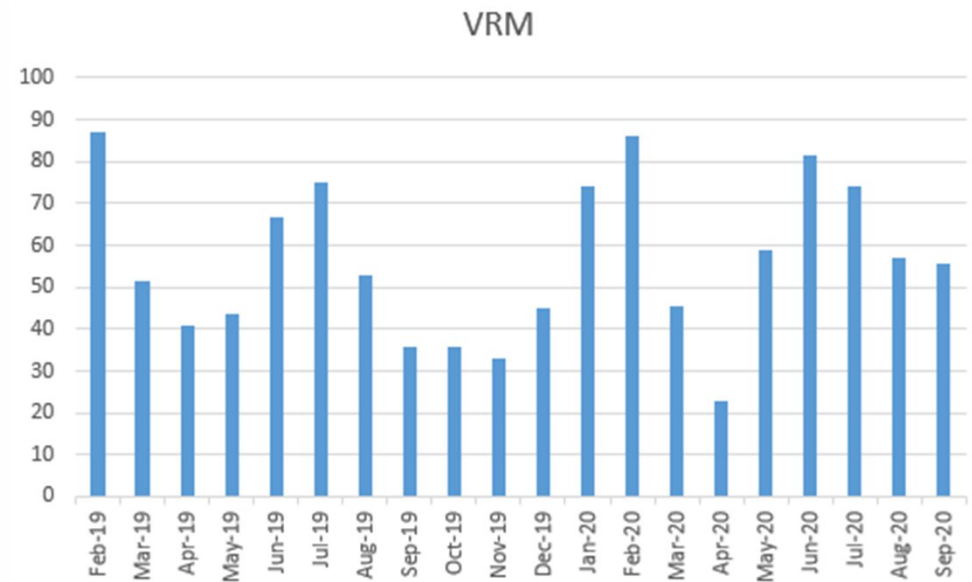


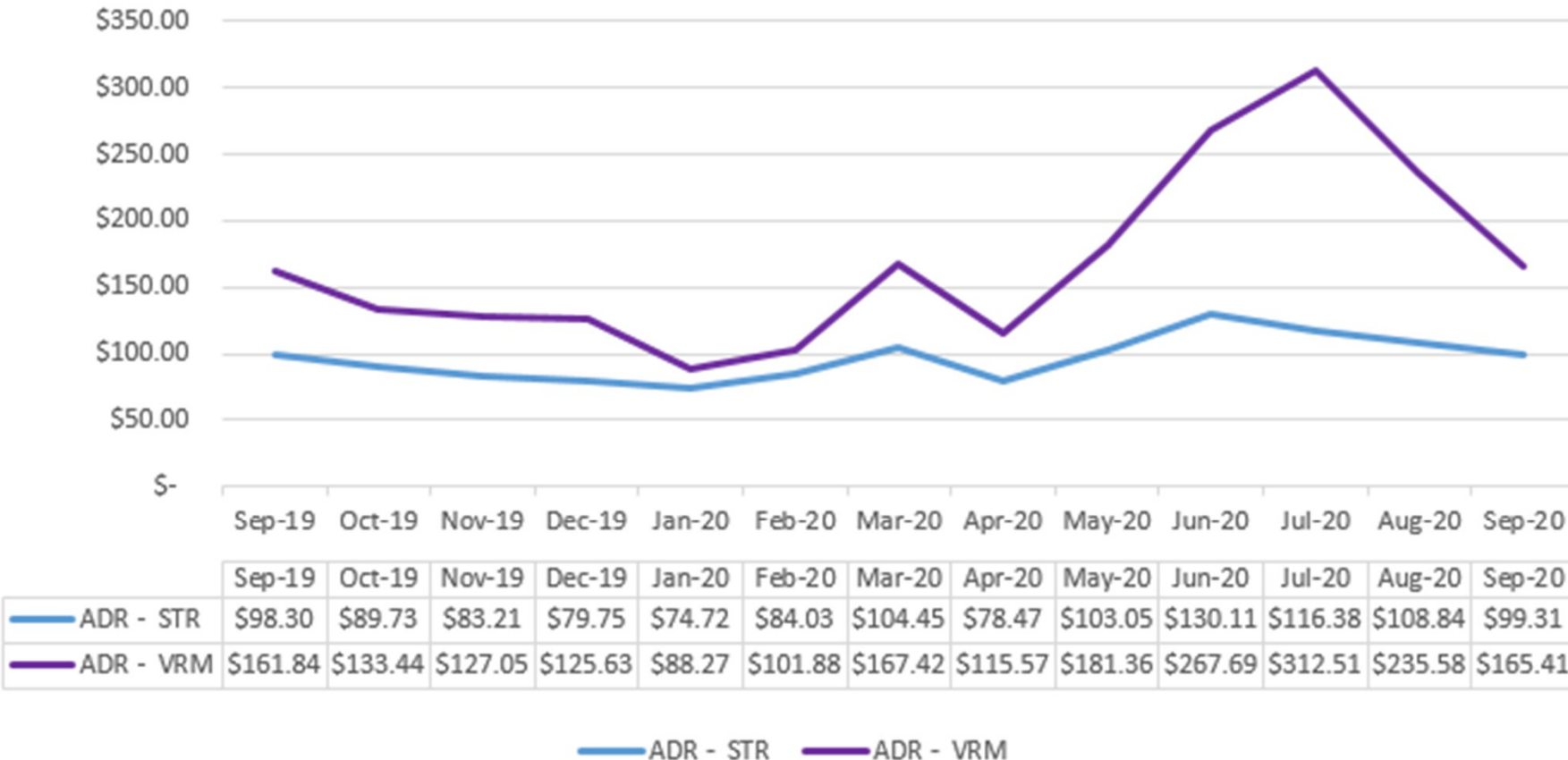
(STR vs. KeyData)

Hotel Occupancy % (STR)



VRM Occupancy % (KeyData)







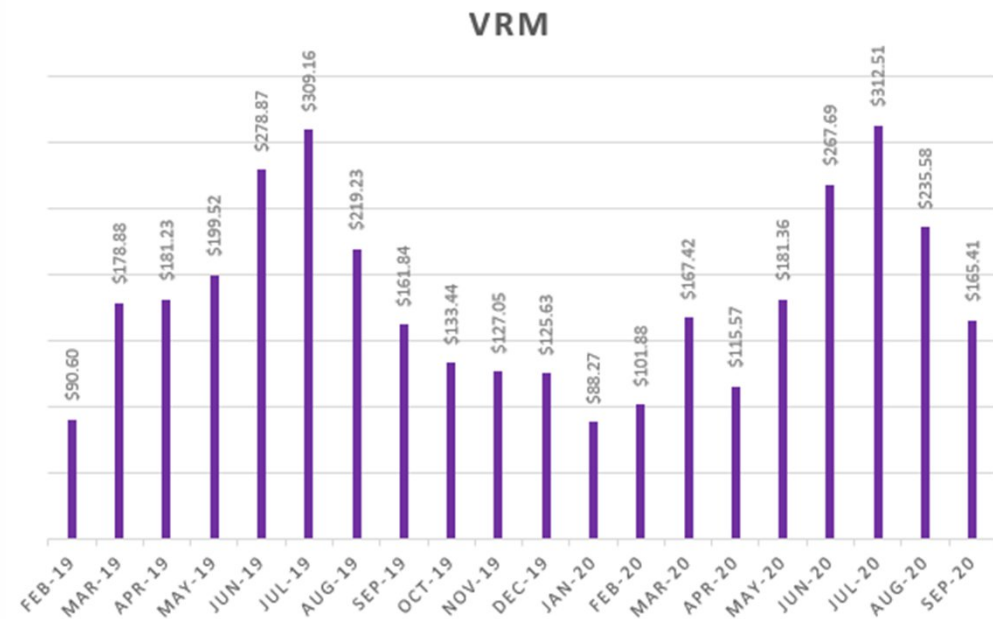
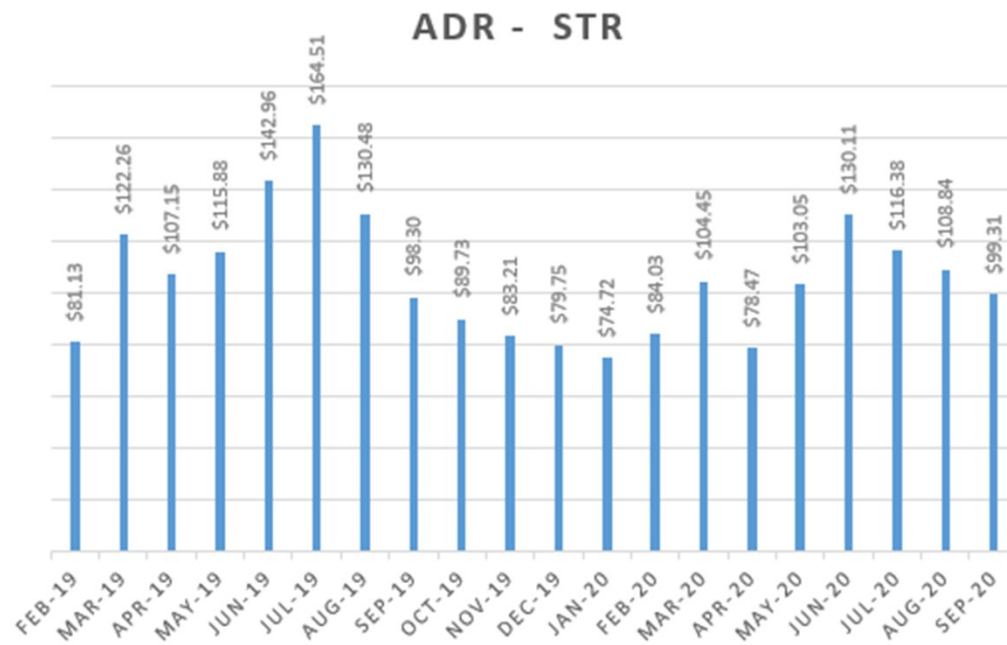
# ADR - VRMs vs. Hotel



(STR vs. KeyData)

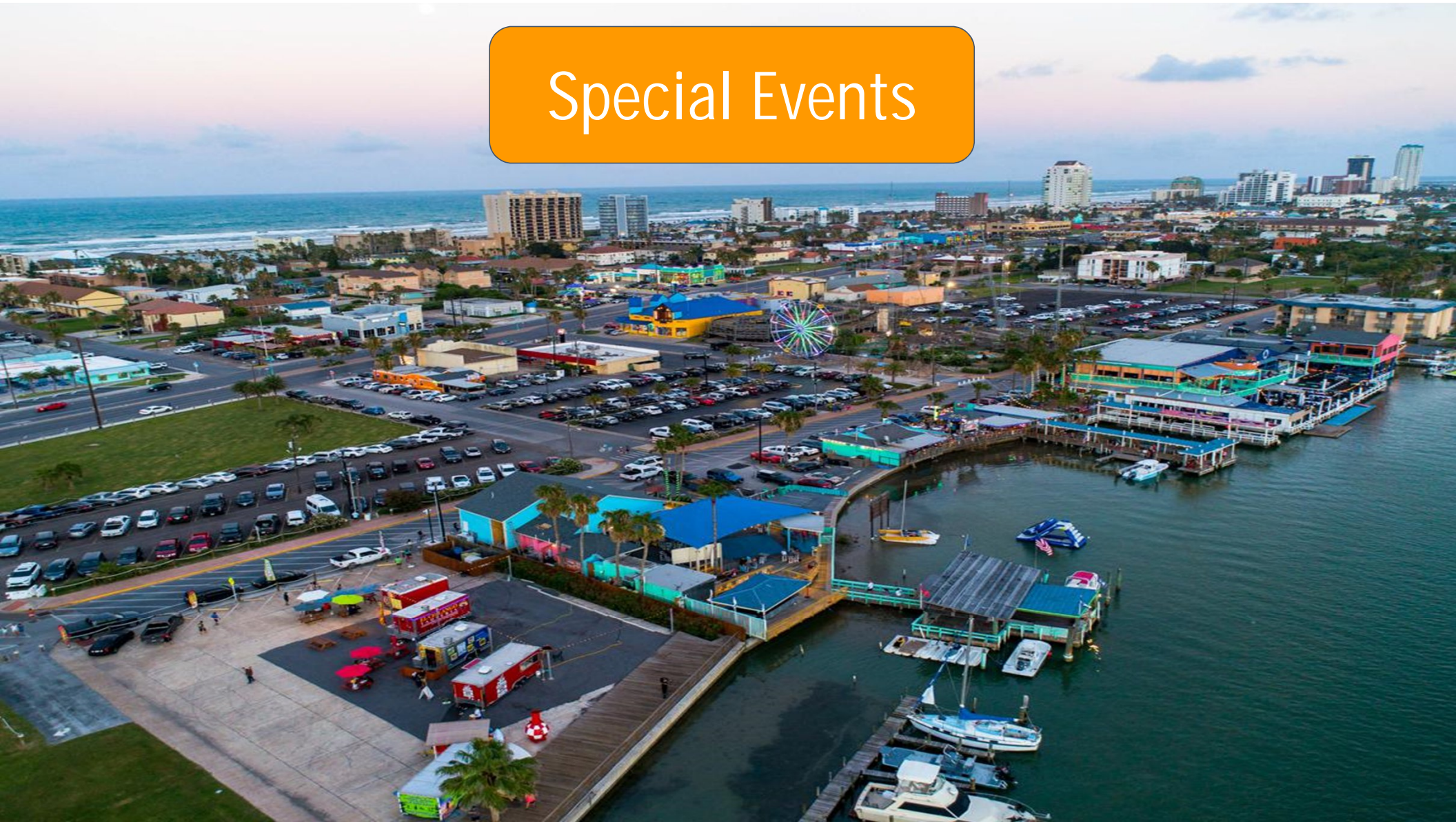
Hotel ADR (STR)

VRM ADR (KeyData)





# Special Events



# 2021 Events Scheduled



## January

Polar Bear Dip  
Longest Causeway Run/Walk

## February

SPI Kitefest  
W4W Chili Cook Off

## March

Spring Break Car Jam  
**SPI Triathlon - NCAA Regional Race**  
**Fiesta Padre**

## April

**Fiesta Padre**  
National Tropical Weather Conference  
AJGA  
SPLASH  
Ride for Rotary  
Sand Crab Run

## May

Jailbreak  
Pedal to Padre  
Shallow Sport Fishing Tournament

## June

ProWater Cross  
Longest Causeway Run/Walk  
Knights of Columbus Fishing Tournament  
Texas Police Games

## July

Texas International Fishing Tournament (TIFT)

## August

**Ladies Kingfish Tournament (LKT)**  
USLA National Championship  
API Fishing Tournament

## September

Shallow Stalker Fishing Tournament  
**JJ Zapata Fishing Tournament**  
SPI Triathlon  
SPI 13.1 Beach Run

## October

Spartan  
SandCastle Ball  
SandCastle Days  
Walk For Women Fishing Tournament

## November

Muzicians Run  
Food Truck Festival

## December

Holiday Sandcastle Village  
Holiday Light Show  
Christmas Parade  
Lighted Boat Parade  
Breakfast with Santa

## Special Event Manager Notes

### Upcoming Events

We are currently working with Ms. Debbie Huffman to come up with #coastaldistancing friendly events for December.

- Instagrammable Scenes
- Lighted Boat Parade

Working with the Group Sales department to help coordinate UTRGV NCAA Basketball tournament in December.





# ORGANIC SOCIAL MEDIA OVERVIEW



## Facebook Performance Summary

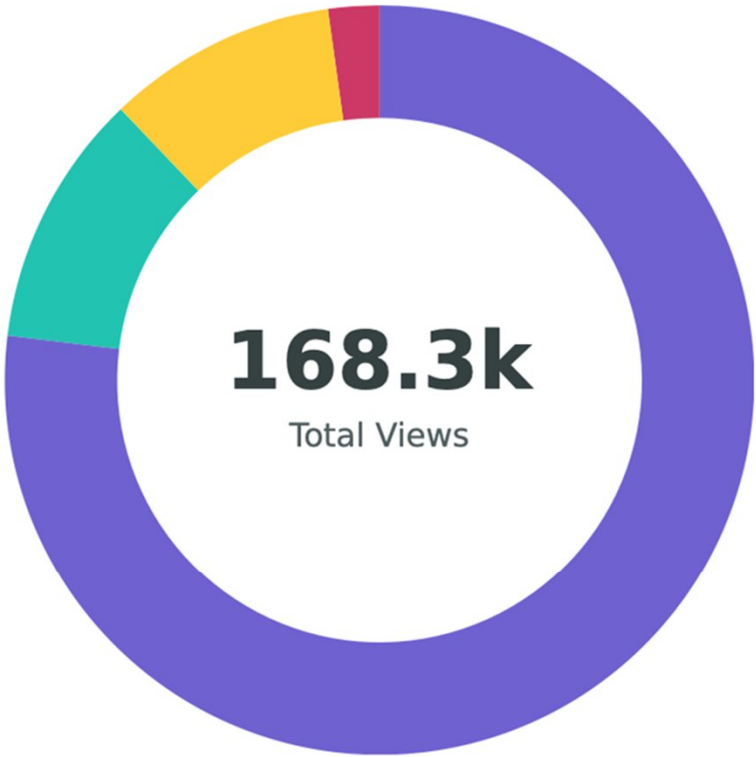
**Reach:** Over 1,380,000 profiles reached from September 15<sup>th</sup> - October 15<sup>th</sup>  
This shows how many unique accounts your content reached through organic efforts. It affects every other metric you can track: engagement rate, likes, reactions, comments, shares, and clicks.

**Engagement Rate:** Over 95,000  
This shows how actively involved with your content your audience is. Engaged consumers interact with brands through “likes”, comments, and sharing. It is a metric used to analyze the efficiency of content. People who spend time interacting with your content are more likely to turn into paying customers.

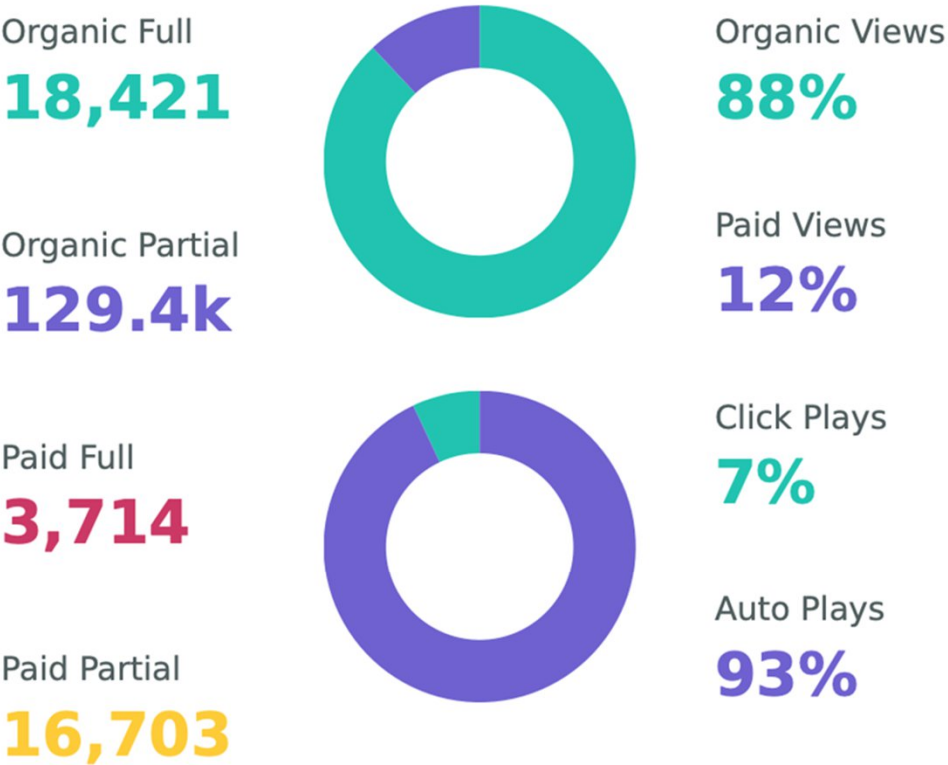
# Facebook Video Performance



## View Metrics



## Viewing Breakdown



# Facebook Top Posts



**South Padre Isl...**  
Mon 9/28/2020 5:27 am ...

We're here to help you start your Monday off right! Grab a cup of coffee, sit back, and



**Total Engagements 7,630**

Reactions **2,060**

Comments **283**

Shares **184**

Post Link Clicks **6**

Other Post Clicks **5,097**



**South Padre Isl...**  
Wed 9/23/2020 2:09 pm ...

Fall has started on **#TexasBestBeach**. ☀️ Join us to see what's changing on



**Total Engagements 5,793**

Reactions **1,378**

Comments **236**

Shares **90**

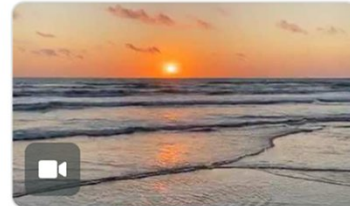
Post Link Clicks **3**

Other Post Clicks **4,086**



**South Padre Isl...**  
Mon 10/12/2020 5:26 a...

The vibrant colors, peaceful sounds of waves crashing, and imagining the sand between



**Total Engagements 5,736**

Reactions **1,532**

Comments **255**

Shares **151**

Post Link Clicks **5**

Other Post Clicks **3,793**



## Instagram Performance Summary

**Reach:** Over 460,000 profiles reached from September 15<sup>th</sup> - October 15<sup>th</sup>  
This shows how many unique accounts your content reached through organic efforts. It affects every other metric you can track: engagement rate, likes, comments, profile shares, story saves/shares, and profile clicks.

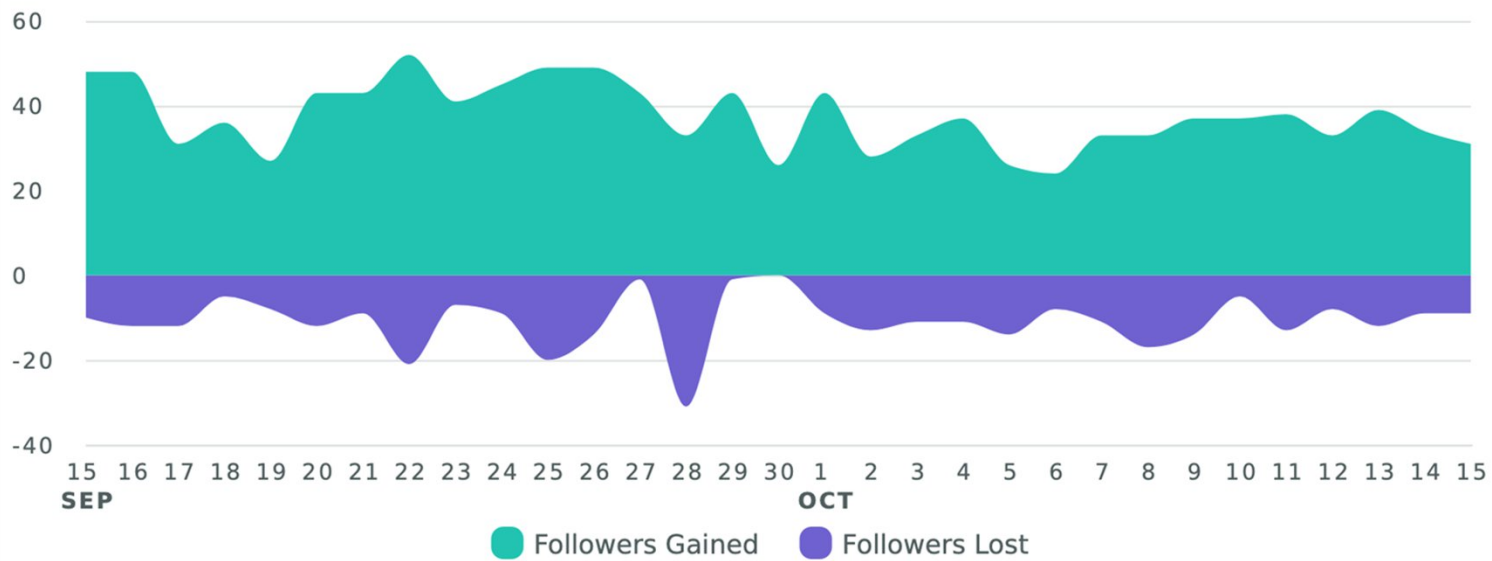
**Impressions:** Over 460,000  
This is the number of times your content, story or post, was shown to users. This is the total number of times your content could have been seen across users. Since your Impression Rate is higher than your Reach, it means people are coming back to your profile after viewing one piece of content.



# Instagram Audience Growth



Net Follower Growth Breakdown, by Day



Audience Metrics

Totals

% Change

**Followers**

**34,026**

**↗2.49%**



# Instagram Hashtag Performance



## Most Used Hashtags

|                          |           |
|--------------------------|-----------|
| <b>#SoPadre</b>          | <b>22</b> |
| <b>#southpadreisland</b> | <b>22</b> |
| <b>#spi</b>              | <b>22</b> |
| <b>#spitx</b>            | <b>22</b> |
| <b>#padreparadise</b>    | <b>21</b> |
| <b>#southpadre</b>       | <b>21</b> |
| <b>#igtexas</b>          | <b>13</b> |
| <b>#texastodo</b>        | <b>10</b> |
| <b>#igtravel</b>         | <b>9</b>  |
| <b>#sopadre</b>          | <b>9</b>  |

## Top Hashtags by Lifetime Engagements

|                          |               |
|--------------------------|---------------|
| <b>#southpadreisland</b> | <b>15,416</b> |
| <b>#spi</b>              | <b>15,416</b> |
| <b>#spitx</b>            | <b>15,416</b> |
| <b>#southpadre</b>       | <b>14,825</b> |
| <b>#padreparadise</b>    | <b>14,743</b> |
| <b>#SoPadre</b>          | <b>14,361</b> |
| <b>#igtexas</b>          | <b>8,904</b>  |
| <b>#texastodo</b>        | <b>6,797</b>  |
| <b>#texasbestbeach</b>   | <b>6,485</b>  |
| <b>#igtravel</b>         | <b>6,273</b>  |

# Instagram Top Posts



 **visitsouthpadr...**  
Wed 9/23/2020 9:20 am ...

This is what "fall" looks like on South Padre Island. 🍂😂  
#SoPadre



**Total Engagements 1,670**

|          |              |
|----------|--------------|
| Likes    | <b>1,610</b> |
| Comments | <b>33</b>    |
| Saves    | <b>27</b>    |



 **visitsouthpadr...**  
Wed 9/30/2020 9:51 am ...

What would you be doing if you were here? Let us know with an emoji! #SoPadre



**Total Engagements 1,015**

|          |            |
|----------|------------|
| Likes    | <b>882</b> |
| Comments | <b>113</b> |
| Saves    | <b>20</b>  |



 **visitsouthpadr...**  
Mon 9/28/2020 12:24 p...

Today's sunrise was a special one (well, they're all pretty special). #sopadre The link is



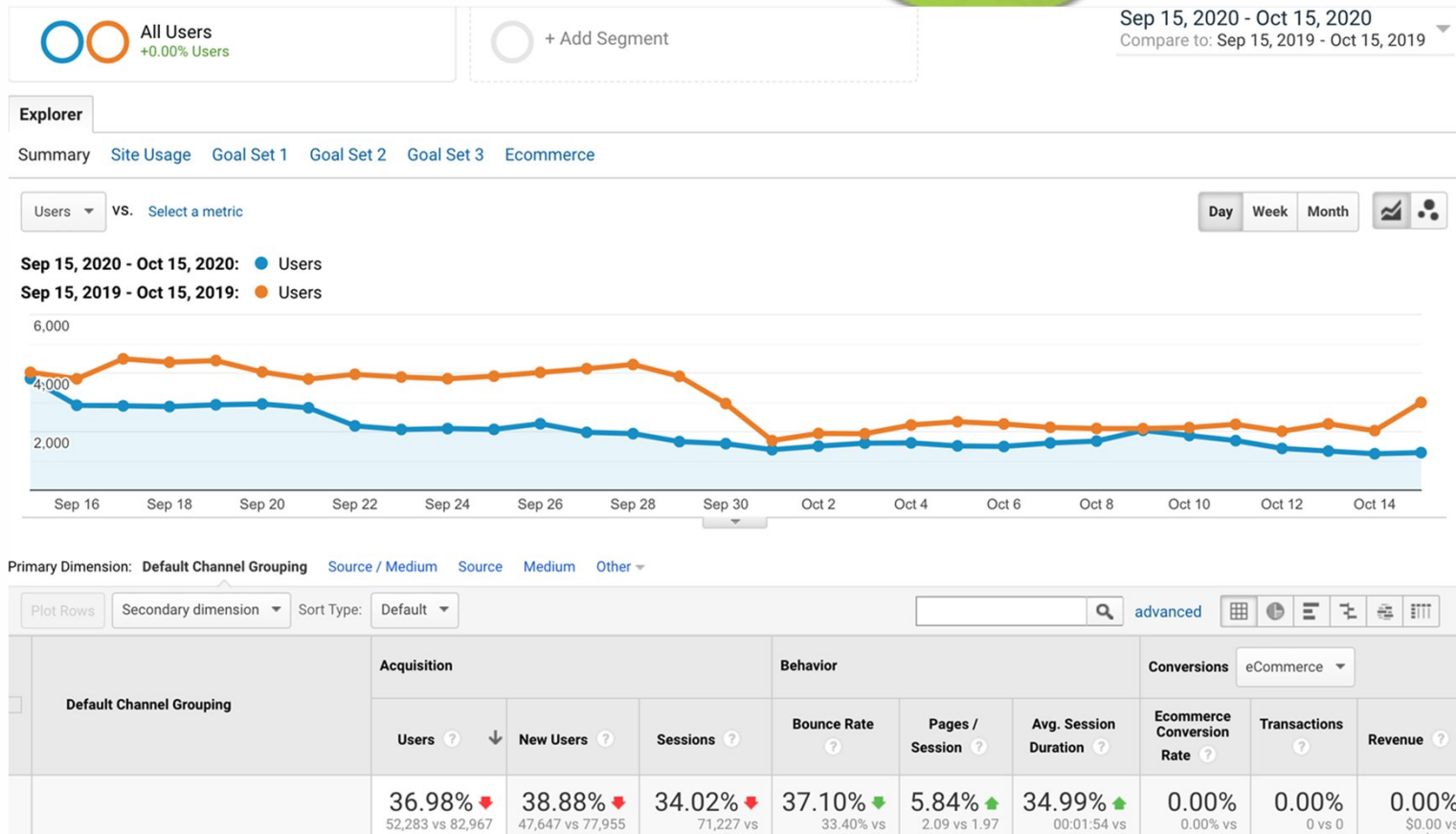
**Total Engagements 1,002**

|          |            |
|----------|------------|
| Likes    | <b>978</b> |
| Comments | <b>10</b>  |
| Saves    | <b>14</b>  |



# WEBSITE OVERVIEW

# Website Analytics



Website YOY suffered a loss of 36.98% by users, but Pages/Session and Avg. Session Duration have increased.

# Website Analytics



| City                        | Session |
|-----------------------------|---------|
| <b>San Antonio</b>          |         |
| Sep 15, 2020 - Oct 15, 2020 | 9,586   |
| Sep 15, 2019 - Oct 15, 2019 | 5,040   |
| % Change                    | 90.20%  |
| <b>Austin</b>               |         |
| Sep 15, 2020 - Oct 15, 2020 | 6,819   |
| Sep 15, 2019 - Oct 15, 2019 | 13,140  |
| % Change                    | -48.11% |
| <b>Houston</b>              |         |
| Sep 15, 2020 - Oct 15, 2020 | 5,544   |
| Sep 15, 2019 - Oct 15, 2019 | 7,303   |
| % Change                    | -24.09% |
| <b>South Padre Island</b>   |         |
| Sep 15, 2020 - Oct 15, 2020 | 3,522   |
| Sep 15, 2019 - Oct 15, 2019 | 2,663   |
| % Change                    | 32.26%  |
| <b>Dallas</b>               |         |
| Sep 15, 2020 - Oct 15, 2020 | 3,120   |
| Sep 15, 2019 - Oct 15, 2019 | 5,751   |
| % Change                    | -45.75% |
| <b>Brownsville</b>          |         |
| Sep 15, 2020 - Oct 15, 2020 | 1,740   |
| Sep 15, 2019 - Oct 15, 2019 | 1,580   |
| % Change                    | 10.13%  |



During this time frame there has been tremendous growth to the site from our San Antonio market.

The top leaders during this time frame were:

- SAN ANTONIO (STILL EXPERIENCING THE LARGEST % GROWTH)
- SOUTH PADRE ISLAND
- BROWNSVILLE
- Despite Austin Losing 48% YOY it remains in the top 2 spot.



## Campaign Objective



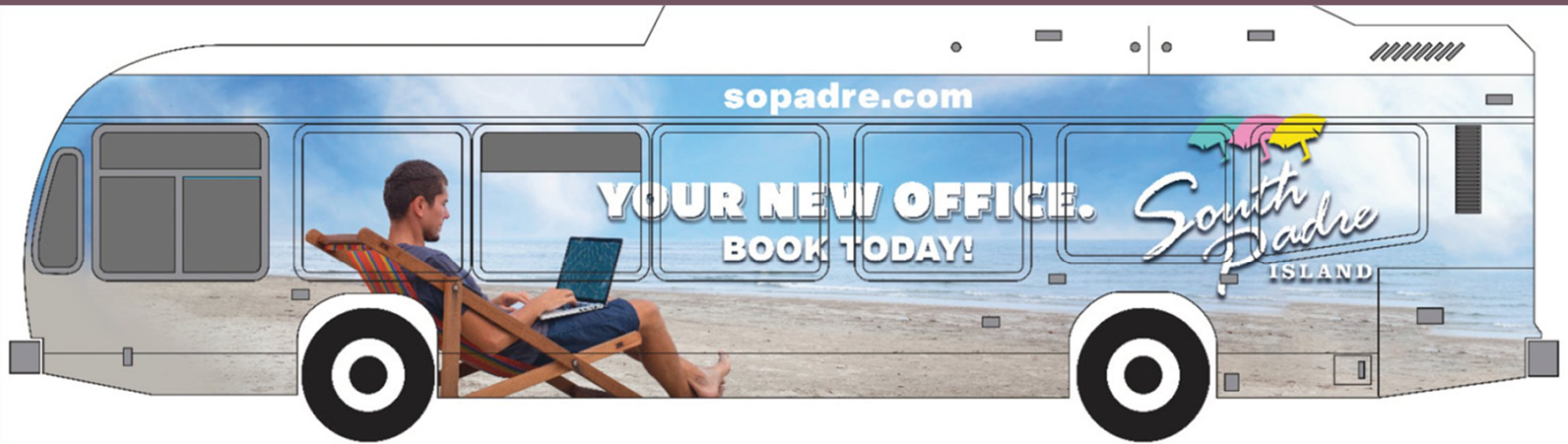
Create more brand awareness for SPI in the Fort Worth market and establish it as a work from “home” destination



The bus routes chosen will cover the entire city. By adding the bus benches we are reinforcing your bus advertising across the city, and the bus advertising will increase your unique impressions. This gives us a complete and excellent campaign strategy.

Campaign Dates November 2, 2020 – January 24, 2021

|                |                |
|----------------|----------------|
| \$47,800       | \$36,800       |
| 2 Full Sides   | 2 Full Sides   |
| 7 King Kongs   | 5 King Kongs   |
| 20 Bus Benches | 10 Bus Benches |
| 10 Bus Tails   | 5 Bus Tails    |



FULL SIDE SPEC

# AD EXAMPLES

---





FULL SIDE SPEC

# AD EXAMPLES

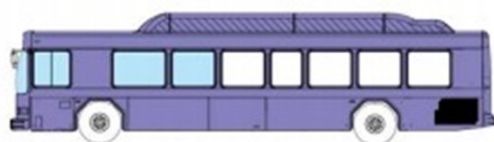
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### Full Wrap



### Full Side

Driver only



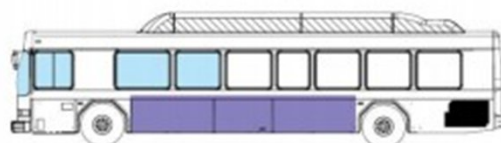
### King Kong

Driver only



### Kong

223" X 36"  
Driver only



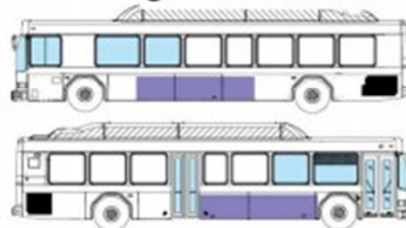
### Mini King Kong

118" X 96"  
Passenger only



### King

144" X 30"



### Queen

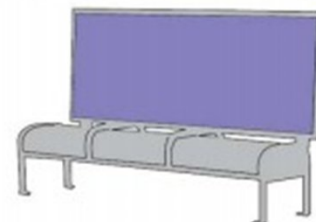
88" X 30"

Passenger only unless manager approved



### Bench

83.5" X 29.5"



### Interior Card

28" X 11"



### Access Kong

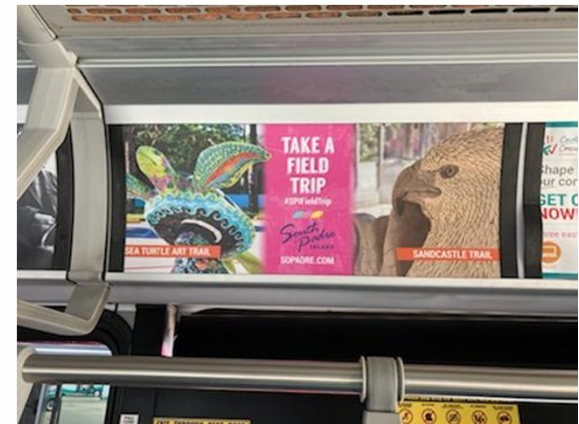
155" X 20"







San Antonio Wraps

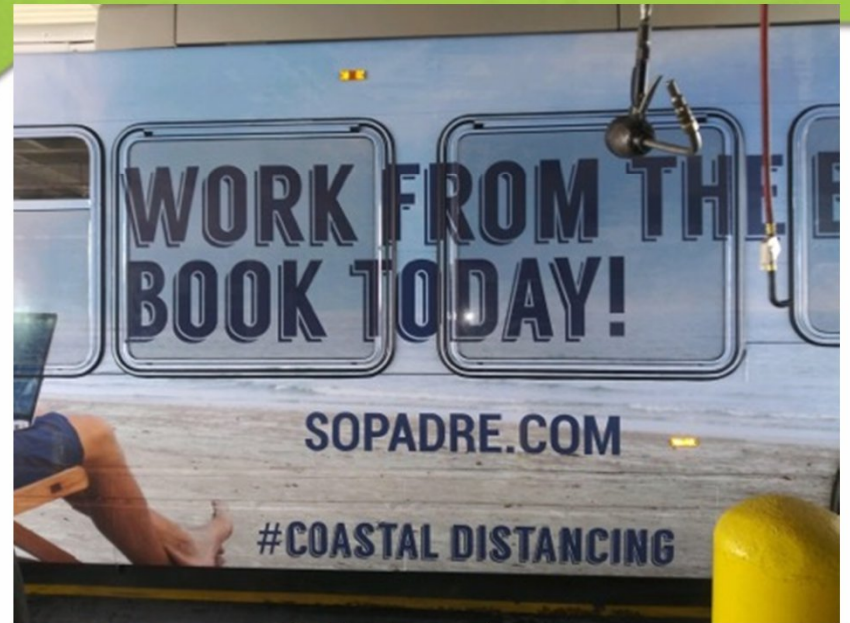
















Thank You





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

**MEETING DATE:** October 28, 2020

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Update on Convention and Group Sales. (Caum)

\*Groups and Meetings

\*Cvent

\*Connect Texas

\*Southwest Showcase

\*Worth International PreVue Visionary

\*Meeting Planners International (MPI)

\*Helmsbrisco

\*UTRGV Basketball

**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:**

## 5.6 Update on Convention & Group Sales

### Groups & Meetings

#### Phased Recovery Plan

- I. **Pause: Postpone no Cancellations: Communicate, Reschedule, Rebook**
  - a. All 2020 events have been rescheduled to 2021
  - b. 2<sup>nd</sup> Quarter of FY, 1<sup>st</sup> Quarter of 2021, 1 events has rescheduled 2022
  - c. 5 New Events to Island due to new trend of smaller regional meetings
  - d. Sporting Events: UTRGV Womens Classic; hoping to do 3 year contract, RGV Volleyfest, Rio Sports All Star Basketball + 7 Cheerleading Events
- II. **Reopening: Guidelines & Training: Implement, Prepare, Engage**
- III. **Execute: Sales Efforts: Maximize Presence, 24 Hour Response, Go Hybrid-Go Virtual**
  - A.) **Meeting Planner Portals**

**CVent:** Destination Guide Redesign + Microsite  
Increased our listing level, provided links to each and every Island Partner thru the portal site with visible photos.

**Helmsbriscoe:** Increased our level to Valued which includes our listing on their landing page, partner level recognition, several featured articles on Partner Buzz E-Letter, Reports on comp. sets.

**WeddingPro (The Knot & Wedding Wire):** Increased membership level and developed site to include all Island Partners. Revamped wedding guide and portal storefront.
  - B.) **Meeting Planner Marketing**

**Connect:** Meeting Planner Guide + Conference F2F, or Virtual, opportunities to meet on a 1-2-1 meetings with meeting planner

**Worth International DBA=Prevue Meetings+Incentive Platform:** Digital Marketing and Meeting Planner EBlast, F2F Appointment geared event with networking opportunities.
  - C.) **Tradeshows**

**Southwest Showcase:** January event has been rescheduled to May 2021. Educational Sessions and Expo with guaranteed attendance of 100+ meeting planners.

**MPI (Meeting Professionals International):** 3 Live Events in our Texas Main Hubs; Houston, Dallas and Austin. Also include digital marketing + print ad.

**TSAE (Texas Society of Association Executives):** 4 Staple Yearly Events; TSAE Open, TSAE Women's Summit, TSAE New Ideas, TSAE Celebration Luncheon. All events offer either speed dating or appointment with Meeting Planners from the Austin Area. Lead Generating events that also help maintain and rebook rotating Association Conferences.

**Northstar (Destination Texas):** 3 day December hosted buyer event. Lead generating show, appointment geared. Meeting Professionals will be pre-qualified and matched for potential business opportunities.

# SO SAFE.

## SO PADRE

FISHING. SURFING. GOLF.  
BEACH. SUN. SAND.  
COASTAL DISTANCING.

That's what we call a  
well-rounded meeting agenda.  
**So Safe. So Padre.**

The **South Padre Island Convention Centre** was designed to be both aesthetically pleasing and functional, to impress attendees while serving the needs of the event planner. The Centre's 45,000 total square feet of versatile convention and exhibit space ensures great flexibility for all.

**SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU**  
7355 Padre Blvd. South Padre Island, TX 78597  
(956) 761-3000 | [www.sopadre.com](http://www.sopadre.com)

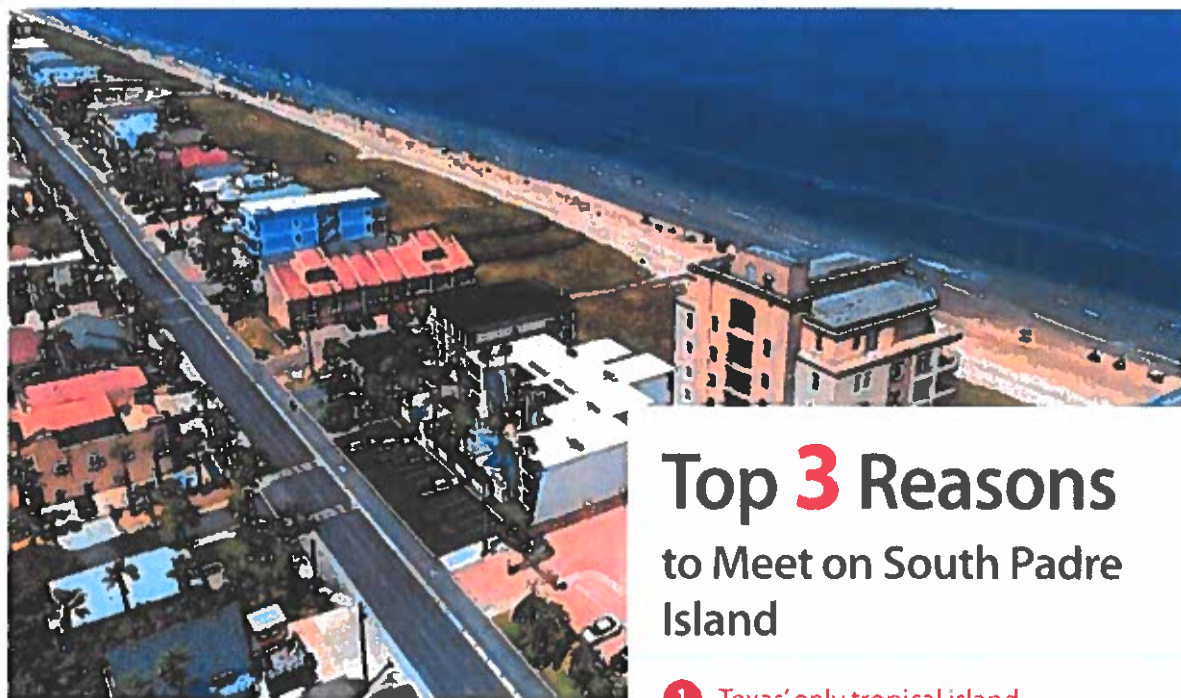
**ELIZABETH MARTINEZ | SALES MANAGER**  
(956) 761-8395 | [elizabeth@sopadre.com](mailto:elizabeth@sopadre.com)





# South Padre Island

## Convention & Visitors Bureau



### So Ready. So Padre.

**S**o Padre is more than just a motto; it's a way of life. On South Padre Island, meeting attendees find the perfect balance between work and play. With 34 miles of pristine shoreline, unique dining, indoor and outdoor activities, innovative venues and excellent hotel options, planning your meeting or conference will feel more like an island getaway. The South Padre Island Convention Centre was designed to be aesthetically pleasing and functional, to impress attendees while serving the needs of the event planner. The South Padre Island Convention & Visitors Bureau is excited to get back to the business of serving clients and is ready to provide you with a safe environment to successfully host your meetings, conferences or trade shows. With a commitment to guest safety, you can rest easy knowing your next meeting will be handled responsibly by our experienced team.



Elizabeth Martinez  
Sales Manager

## Top 3 Reasons to Meet on South Padre Island

- 1 Texas' only tropical island
- 2 A meet, sleep, play meetings approach
- 3 Fresh, locally caught seafood

### DESTINATION DETAILS

Guest Rooms: **5,424**

Total Square Footage of Meeting Space: **121,000**


Hotels: **5** full-service, **24** select service

Airport to Destination: Brownsville, **30** minutes; Harlingen, **45** minutes; McAllen, **1.5** hours

### CONTACT

Elizabeth Martinez, Sales Manager  
(956) 761-8395 • [elizabeth@sopadre.com](mailto:elizabeth@sopadre.com)  
[www.sopadre.com](http://www.sopadre.com)





# HB HELMSBRISCOE PARTNER BUZZ

## SOUTH PADRE ISLAND, TEXAS – WHAT SHOULD YOUR DMO DO FOR YOUR NEXT MEETING?

Your next meeting should be nothing short of a magical experience, especially in **South Padre**. Every meeting has to be better and more successful than the last, and that's not a job you can do alone. What role should your destination play in making your next meeting amazing? How can the destination give you the tools you need to accomplish your herculean task? Success is not just about attendance anymore. You have to worry about satisfaction, networking, team building, and many other things. How can you be sure you get the most out of your partnership with the local convention and visitors bureau (CVB)?

There's no question that location drives attendance to your meetings - people more willingly choose to go to a meeting because it is being held in a place they actually want to go. But your destination's CVB can do more than just identify local caterers, help engage lodging partners, and solve transportation problems. From safety to making your attendees feel welcome in a new city, **these** local experts can deliver game-changing guidance and assistance when it comes to meeting and exceeding your event satisfaction ratings and whatever other metrics you need to achieve to deem your meeting a rousing success.

To read the full article, click [here](#).



DESTINATION  
CONTACT



Ed Caum  
[ed@sopadre.com](mailto:ed@sopadre.com)  
1.956.761.8388

Much-Decried Change Fees Dropped

[View in Browser](#)

# Breakout

*M+I news, tools and trends*

September 3, 2020

**prevue**  
meetings + incentives

MAGAZINE / DESTINATIONS / EXPERIENCES / RESOURCES / WEBINARS / [SUBSCRIBE](#)



## Airlines Drop Change Fees

First United Airlines announced it was eliminating domestic change fees then Delta Air Lines and American Airlines followed suit.

[Read More](#)


## Hotel Industry in Crisis

Consumer travel remains at an all-time low, 40 percent of hotel employees remain unemployed and almost two-thirds of hotels remain at or below 50 percent occupancy.

[Read More](#)


## 10 New Hotel Openings

While COVID-19 is front of mind for planners, there's a roster of new hotel openings that have been happening during the pandemic or are soon to come.

[Read More](#)




The South Padre Island Convention & Visitors Bureau is excited to get back to the business of serving clients, and is ready to provide a safe environment to successfully host meetings, conferences, or trade shows. With a commitment to guest safety, events and meetings will be handled responsibly by our experienced team.

The South Padre Island Convention Centre developed evolving reopening guidelines in accordance with local, state and federal mandates. The guidelines were created with guests, employees, and community safety in mind. The four-step reopening program includes the following: incremental occupancy, safety, health protocols, and prevention support.

The Convention Centre is implementing an incremental occupancy opening based on the recommended occupancy percentage by the state, with adjustments for physical distancing. Centre staff coordinates with each meeting planner to properly access their needs and ensure the safety of their attendees. Extensive safety measures have been implemented to include physical distancing, hand sanitizer stations, specific ingress and egress points, and signage displaying health protocols. Proper entry “no touch” temperature screenings are conducted as guests, vendors, and employees enter the facility. Once entered and screened, each person will receive a wristband indicating they have passed the screening. Centre staff has undergone training specified for the current health status that covered cleaning frequencies, sanitation, PPE procedures, and guest screenings.

The South Padre Island team has the duty to care about the safety of our guests. Although things may be a little different, South Padre Island is and will always be a great destination to meet.

### **About South Padre Island**

South Padre Island is a tropical oasis located off the southern tip of Texas. This barrier island offers the unsurpassed beauty of the Laguna Madre Bay and the Gulf of Mexico and is the ideal year-round destination for visitors seeking a getaway from the daily grind.

**[www.sopadre.com](http://www.sopadre.com)**

**[www.facebook.com/sopadre](https://www.facebook.com/sopadre)**

**[www.instagram.com/visitsouthpadreisland](https://www.instagram.com/visitsouthpadreisland)**

**[www.linkedin.com/company/south-padre-island-convention-and-visitors-bureau](https://www.linkedin.com/company/south-padre-island-convention-and-visitors-bureau)**

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

**MEETING DATE:** October 28, 2020

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action concerning new meeting date for November 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:**