

## **REVISED**

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

**WEDNESDAY, FEBRUARY 24, 2021**

**2:00 PM CITY COUNCIL CHAMBERS, 2ND FLOOR  
4601 PADRE BLVD, SOUTH PADRE ISLAND, TX**

**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 Advisory Board meeting]*

**4.Approve Consent Agenda**

- 4.1. Approve the meeting minutes for the January 27, 2021 regular meeting. (Till)
- 4.2. Approve the excused absence for Board Member Bob Friedman for the January 27, 2021 regular meeting. (Till)

**5.Regular Agenda**

- 5.1. Presentation and discussion regarding the Director's Report. ( Caum)
  - 1.) Executive Summary-Travel outlook for the next 3 months
  - 2.) Visitors Center
  - 3.) ADR and Occupancy Reports
  - 4.) Social Media
  - 5.) Website Overview/Research and Analytics
- 5.2. Discussion and action to approve the following in-house marketing buys. (Caum)
  - 1.) Texas Outdoors Lifestyle TV Show-Cooking Segment for FY 2021
  - 2.) Clear Channel Airports-Digital Display at the Chicago O' Hare International Airport for March 2021 at the American Airlines terminal.
- 5.3. Discussion and action to approve the The Atkins Group media plan for FY 2021. (Caum)
- 5.4. Discussion and possible recommendation to City Council to approve the 2021 Marketing RFP. (Caum)



5.5. Discussion and possible recommendation to City Council to approve the extension of The Atkins Group contract for 6 months from April 1, 2021 - September 30, 2021. (Caum)

5.6. Discussion and action concerning new meeting date for March 2021. (Till)

## 6. Adjourn

### NOTE:

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

DATED THIS THE 20TH OF FEBRUARY 20, 2021

  
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 SATURDAY, FEBRUARY 20, 2021, AT/OR BEFORE 7:00 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:** February 24, 2021

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the January 27, 2021 regular meeting. (Till)

**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:**

<p style="text-align: center;"><b>MEETING MINUTES</b> <b>CONVENTION AND VISITOR ADVISORY BOARD MEETING</b> <b>CITY OF SOUTH PADRE ISLAND</b></p>
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**WEDNESDAY, JANUARY 27, 2021**

**I. CALL TO ORDER**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, January 27, 2021 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 9:03 a.m. A quorum was present: Vice Chairman Tom Goodman, Board Members Sean Till, Chad Hart, Arnie Crenin, Bryan Pinkerton and Ex-Officio Jose Mulet. Board member Bob Friedman was absent.

City Officials: City Manager Randy Smith and Council Member Lydia Caballero were present.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Event Development and Packaging Manager Marisa Amaya, Administrative Assistant Linette Hernandez, and Marketing and Communications Specialists' Matthew Lee and April Romero were present.

**II. PLEDGE OF ALLEGIANCE**

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS**

CVB Director Ed Caum announced that the Senior Marketing Manager position had been filled by Teresa Rodriguez, who was present and introduced herself to everyone at the meeting.

CVB Director Ed Caum presented a PowerPoint presentation on Spring Break 2021 that included input from island partners.

Clayton Brashear made a public comment regarding Spring Break 2021 stating that he would like to know who the island will be marketing to so that he can be prepared.

Ex-Officio Jose Mulet gave an update regarding completion of remodeling and new flight availability at the Valley International Airport.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the meeting minutes for the December 9, 2020 meeting. Board Member Chad Hart made the motion to approve, seconded by Board Member Tom Goodman. Board Member Sean Till abstained. Motion carried.

- 4.2. Approve the excused absences for Board Members Arnie Crenin and Bryan Pinkerton for the December 9, 2020 regular meeting. Board Member Chad Hart made the motion to approve, seconded by Board Member Tom Goodman. Motion carried.

## **V. REGULAR AGENDA**

- 5.1. Discussion and action concerning the election of officers for the 2021 calendar year-Board Chair, Board Vice-Chairman. Chairman Daniel Salazar nominated Sean Till to the CVAB Chairman position, seconded by Vice Chairman Tom Goodman. Motion carried unanimously. Chairman Sean Till nominated Tom Goodman as Vice-Chairman, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.2. Presentation on Mindecology reporting services for FY 2021. Darren Drewitz of Mindecology virtually presented a PowerPoint presentation on their data collection and reporting services.
- 5.3. Update on the SPI Birding and Nature Center expansion study. Richard Franke spoke at the podium and provided a summary of the business plan for expansion of the SPI Birding and Nature Center. New features include an aquarium, touch tanks for educational purposes, a butterfly garden, a restaurant and bar, and an additional paid parking area.
- 5.4. Discussion and action to approve the special events funding application for South Padre Island Beach Soccer Tournament in May 2021. Event Development and Packaging Manager Marisa Amaya gave a brief summary of the event and introduced local sports event planner, Lupe Metzger, who answered questions from the board and provided more details regarding the event. Vice Chairman Tom Goodman made the motion to approve the event for full funding in the amount of \$14,000, seconded by Board Member Arnie Crenin. There was further discussion regarding possible dates for the event, future planning, and long term goals. Motion carried unanimously.
- 5.5. Discussion and action to approve the following in-house marketing buys.
  - 1.) **Texas Outdoors Lifestyle TV Show- Cooking Segment for FY 2021.** CVB Director Ed Caum spoke at the podium and introduced Vicki Chryselr of Texas Outdoors Lifestyle TV Show. CVB Staff recommendation was to do a cooking segment package, \$500 per segment. Vice Chairman Tom Goodman made the motion to approve the cooking segment package at \$500 per segment for 12 months, seconded by Chairman Arnie Crenin. After a brief discussion, the motion was amended by Board Member Daniel Salzar to approve the \$500 per segment cooking package and to include an advertisement and/or feature of a lodging property per segment. After further discussion, Board Member Daniel Salazar

made a new motion to table the item to allow more time for details to be provided on the marketing buy, seconded by Board Member Arnie Crenin. Motion carried unanimously.

**2.) National Tropical Hurricane Conference in April 2021.** CVB Director Ed Caum provided details on the history of the event and informed the board that the event was submitted as a special event but would be treated as a marketing buy. Vice Chairman Tom Goodman made a motion to approve the funding request of \$20,000, motion failed. Daniel Salazar Chairman made a motion to approve \$5,000 in funding for the conference, seconded by Board Member Bryan Pinkerton. Motion carried on a 5 to 1 vote, with Vice Chairman Tom Goodman casting a nay vote.

**3.) Texas Monthly Print Magazine Advertorial for March 2021.** CVB Director Ed Caum provided details on the ad that has been designed for Texas Monthly. Chairman Sean Till made the motion to approve the ad for Texas Monthly of \$14,000, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.

**4.) Clear Channel Airports- Digital Display at the Chicago O'Hare International Airport for March 2021 at the American Airlines terminal.** CVB Director Ed Caum explained that there was no CVB staff recommendation on the item, but that it was open for discussion, recommendation, and action by the board. There was a brief discussion on options, and Senior Marketing Manager Teresa Rodriguez spoke at the podium and recommended coming up with a plan to move forward with the opportunity and partnering with Clear Channel Airports. Chairman Sean Till made the motion to table the item, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.

5.6. Discussion and action to approve the following marketing buys with The Atkins Group.

- \* Q2-Q3 Marketing Campaigns
- \* Space X Webpage
- \* Digital Media Plan

CVB Director Ed Caum spoke at the podium and explained that these buys can not be done in-house and would need to be completed by a marketing agency. The board reviewed the estimates provided by the Atkins Group. Board Member Daniel Salzar made the motion to approve the marketing buys with The Atkins Group, seconded by Board Member Arnie Crenin. Motion carried unanimously.

5.7. Update regarding the marketing buy for Rio Sports Live for February-July 2021. CVB Director Ed Caum provided an update and shared information on viewer data and possible changes that could occur due to COVID-19. Event has already been approved by CVAB.

5.8. Presentation and discussion regarding the Director's Report.  
1.) Executive Summary-Travel outlook for the next 3 months

- 2.) Visitors Center
- 3.) ADR and Occupancy Reports
- 4.) Special Events
- 5.) Social Media
- 6.) Website Overview/Research and Analytics

- 5.9. Discussion and action concerning new meeting date for February 2021. The next CVAB meeting was scheduled for February 24, 2020.

## **VI. ADJOURN**

There being no further business, Chairman Sean Till adjourned the meeting at 11:35am.

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Linette Hernandez, CVB Administrative Assistant

Approved by:

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Sean Till, CVA Chairman

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

**MEETING DATE:** February 24, 2021

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the excused absence for Board Member Bob Friedman for the January 27, 2021 regular meeting. (Till)

**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:** February 24, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

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

- 1.) Executive Summary-Travel outlook for the next 3 months
- 2.) Visitors Center
- 3.) ADR and Occupancy Reports
- 4.) Social Media
- 5.) Website Overview/Research and Analytics

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

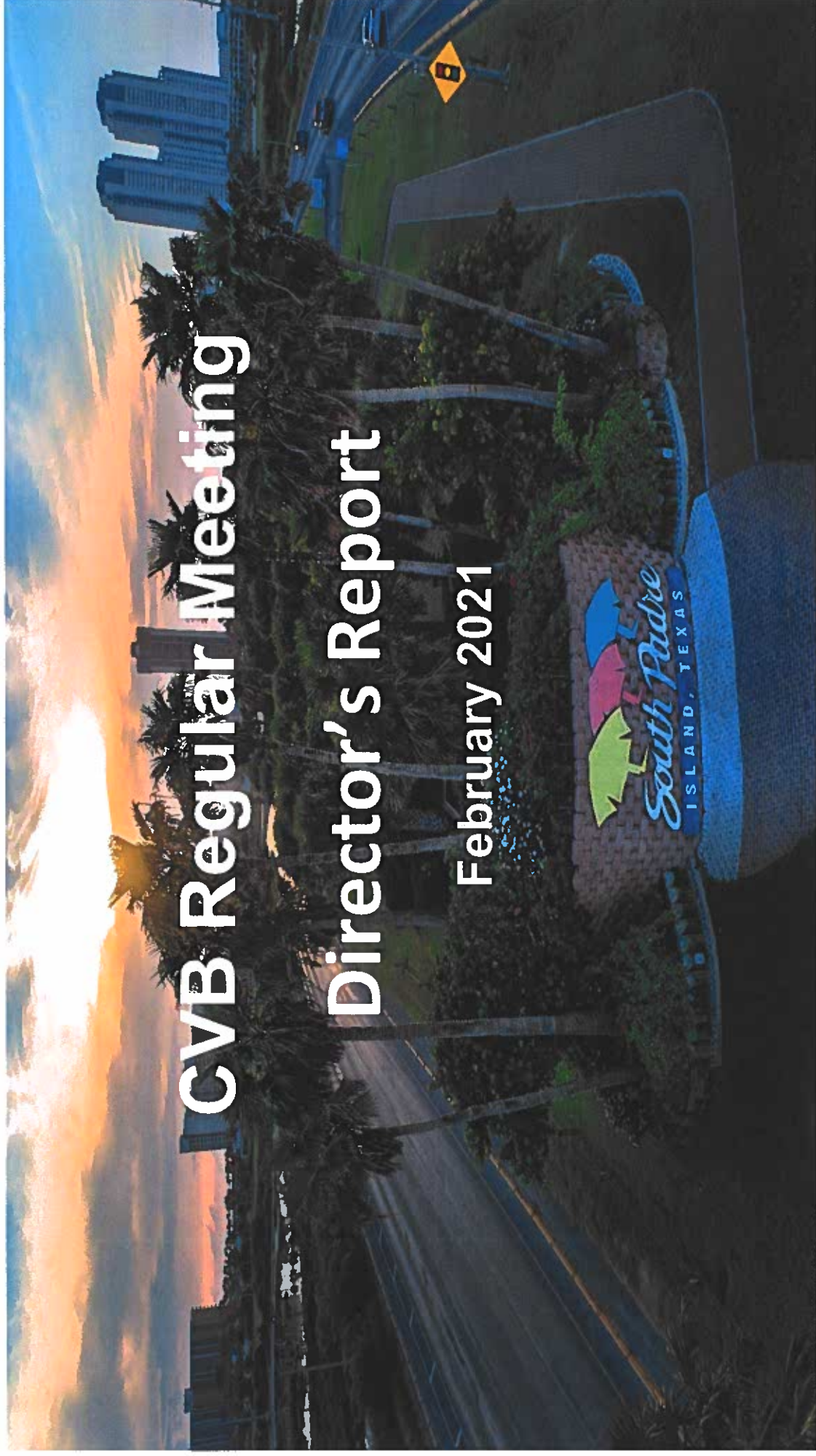
Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

# CVB Regular Meeting

## Director's Report

February 2021



# Executive Summary



## Travel Outlook:

- Americans' anxiety about the pandemic—from both the financial and health impact perspectives—continues to decline. Now a record 39.3% of Americans feel the situation will get better in the next month.
- These better feelings translate to travel. Perceptions of travel and leisure activities as unsafe has fallen to an average of 46.2% —a record low since the start of the pandemic. About 60% of American travelers feel at least somewhat confident they can travel safely in the current environment, and those who would have travel guilt has declined to 44.0% from a recent peak of 54.6% the week of December 14th. Now 58.5% are in a travel readiness state of mind.
- Vaccines continue to keep optimism up among a majority of American travelers. Nearly 6-in-10 travelers say COVID-19 vaccines make them more optimistic about life returning to normal in the next six months and 52.9% say it makes them more optimistic about the ability to travel safely in that same time.

Source: Destination Analytics

## Executive Summary



- This week, 54.0% of American travelers report that they have a friend or relative who has received the vaccine. Seeing people we know get vaccinated against COVID-19 clearly benefits travel sentiment. Those who know others who have already been vaccinated are even more optimistic about their travel future and have begun planning travel specifically in anticipation of a wider vaccine rollout at higher rates than others. They are also more likely to have done any travel dreaming and planning in the last week, and have more trips planned for 2021.
- Right now, 80.2% of Americans have plans for one or more upcoming trips, with July still looking like the peak travel month this year. While nearly a quarter of the next road trips Americans will take will be within the next 3 months, the majority of American travelers still anticipate their very next air trip to be after June.
- More than half of Americans have taken some action towards their very next leisure trip, including researching destinations to visit (26.1%), booking lodging (18.8%) and researching travel activities (14.4%).
- Source: Destination Analytics



## Executive Summary



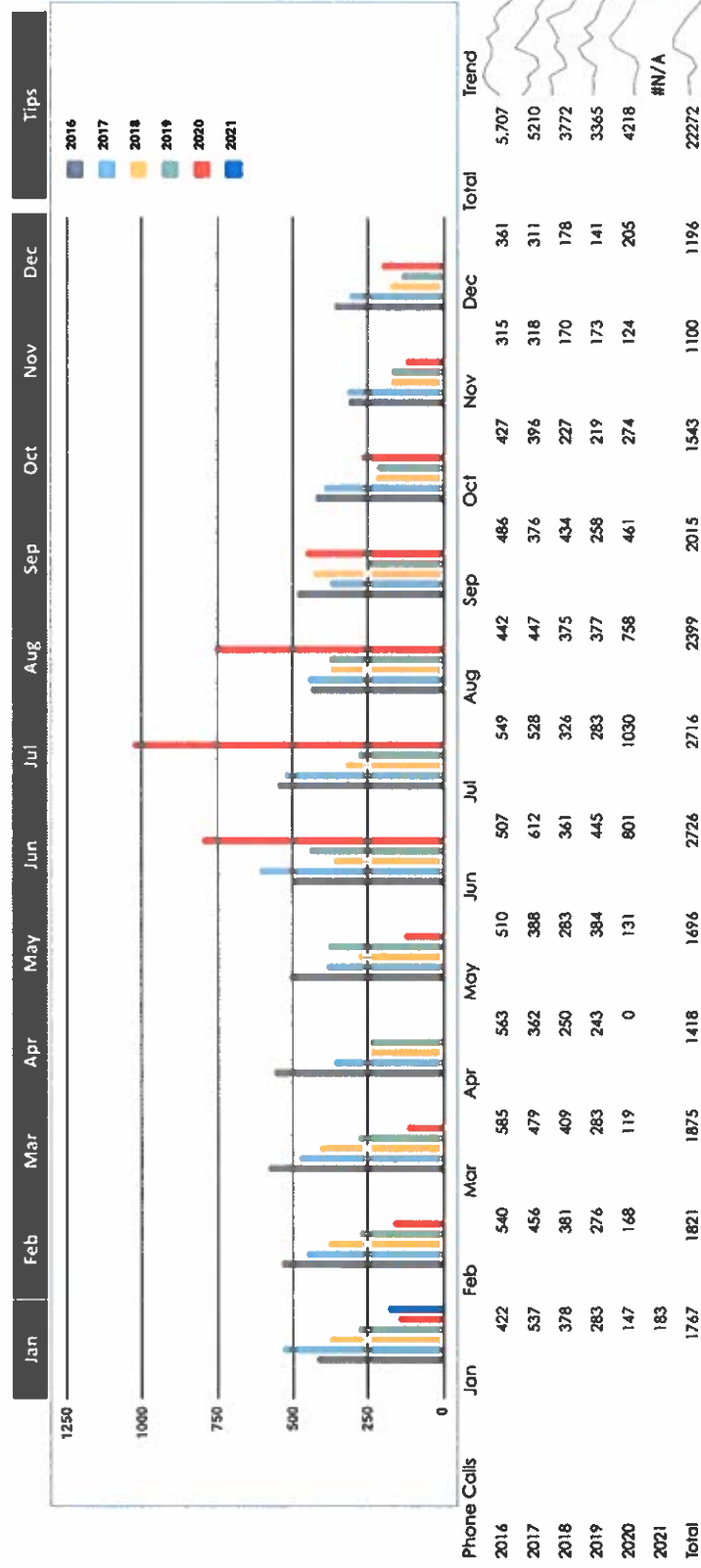
- Advertising certainly plays a role in inspiring more travel. This week, 55.8% report being highly open to travel inspiration. Well over a quarter of all American travelers —and over 35% of those Millennial age or younger —say that an advertisement has specifically motivated them to travel to a destination. In fact, 38.9% say the last travel destination ad they saw made them feel “happy” or “very happy.”
- Where American travelers feel most receptive to travel advertising varies by age, but websites, social media (particularly Facebook), both broadcast and streaming television, and email are common.
- In addition to how they are feeling about traveling, how Americans perceive travel within their own communities is also critical to understanding the travel industry’s recovery. This week 44.3% agree they feel comfortable going out for leisure activities where they live. In addition, a larger proportion of Americans continue to say they would be happy to see their community advertised for tourism (39.1% vs 29.1% who would be unhappy).

Source: Destination Analytics

# Visitor Center Monthly Reports



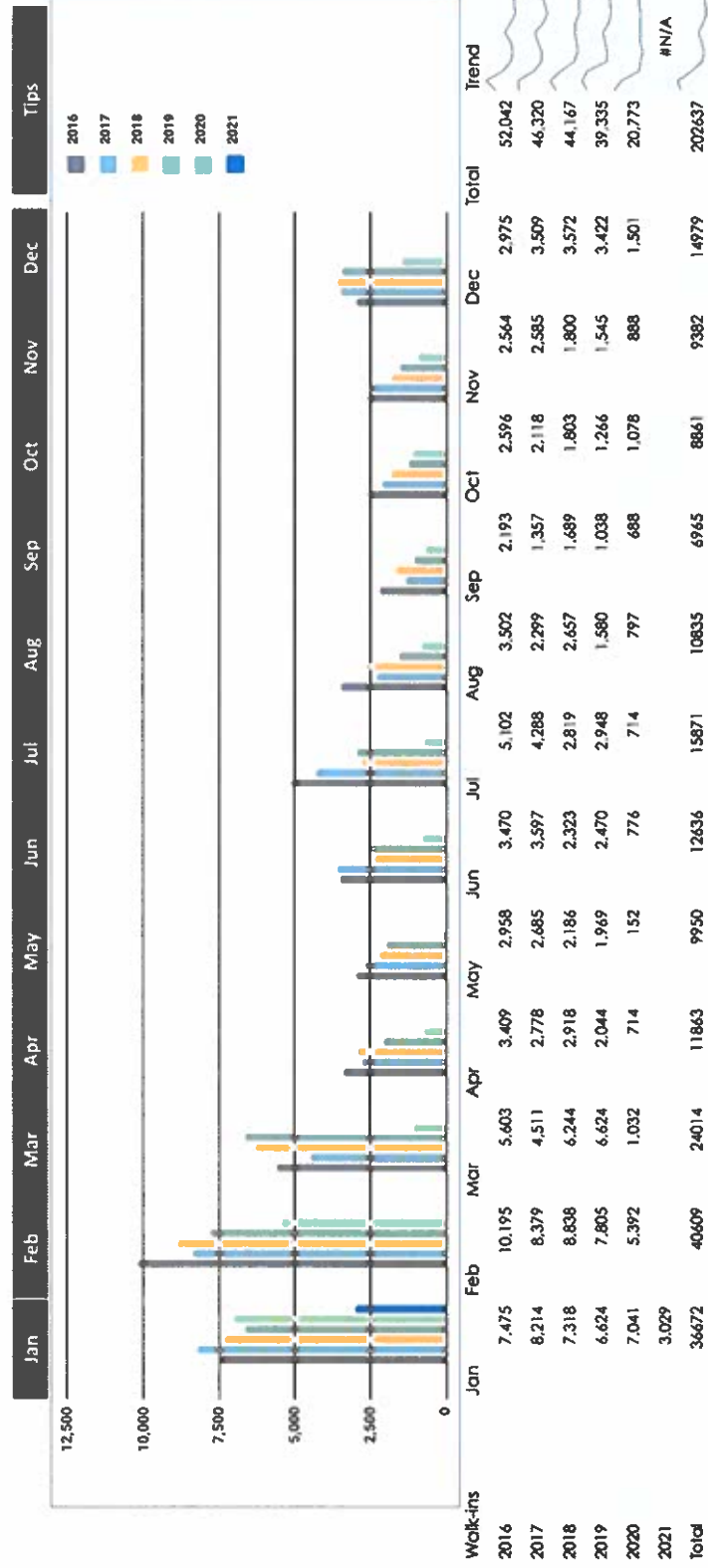
## Monthly Calls Report 5 Year History



# Visitor Center Monthly Reports



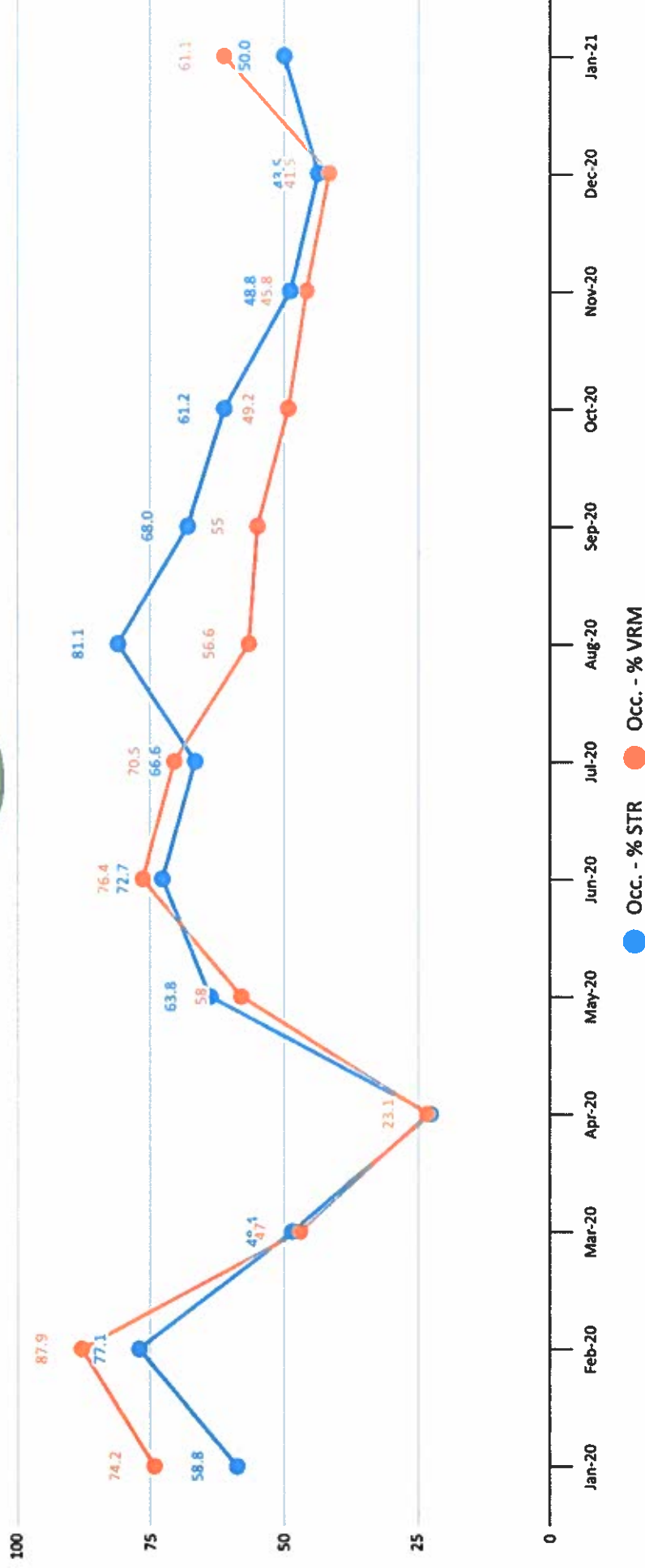
## Monthly Walk-in Report 5 Year History



# Occupancy% - VRMs vs. Hotel



(STR vs. KeyData)



Source: STR Report & Key Data

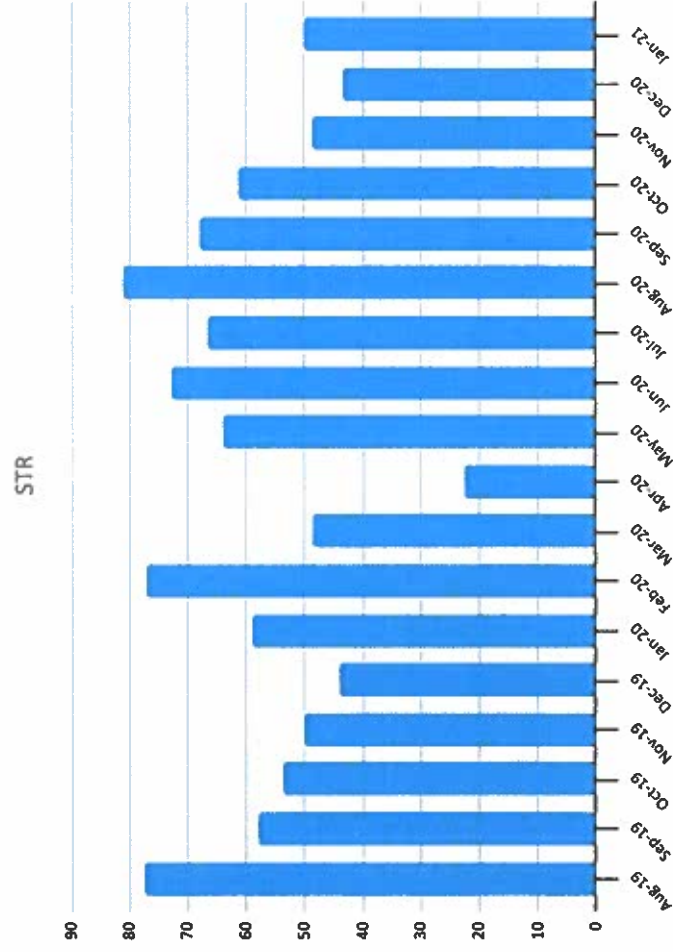


# Occupancy %- VRMs vs. Hotel

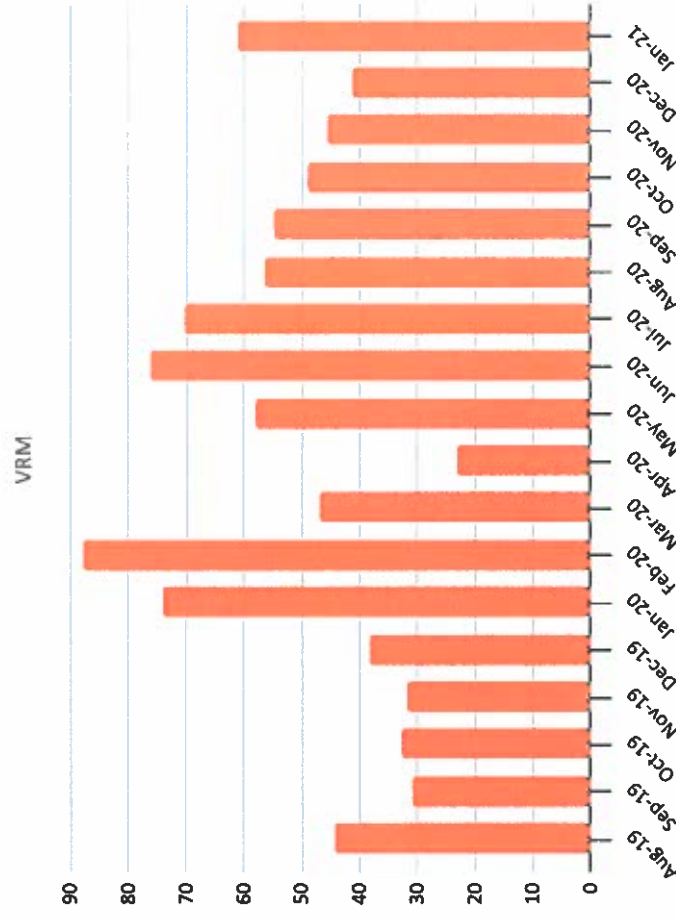


(STR vs. KeyData)

Hotel Occupancy % (STR)

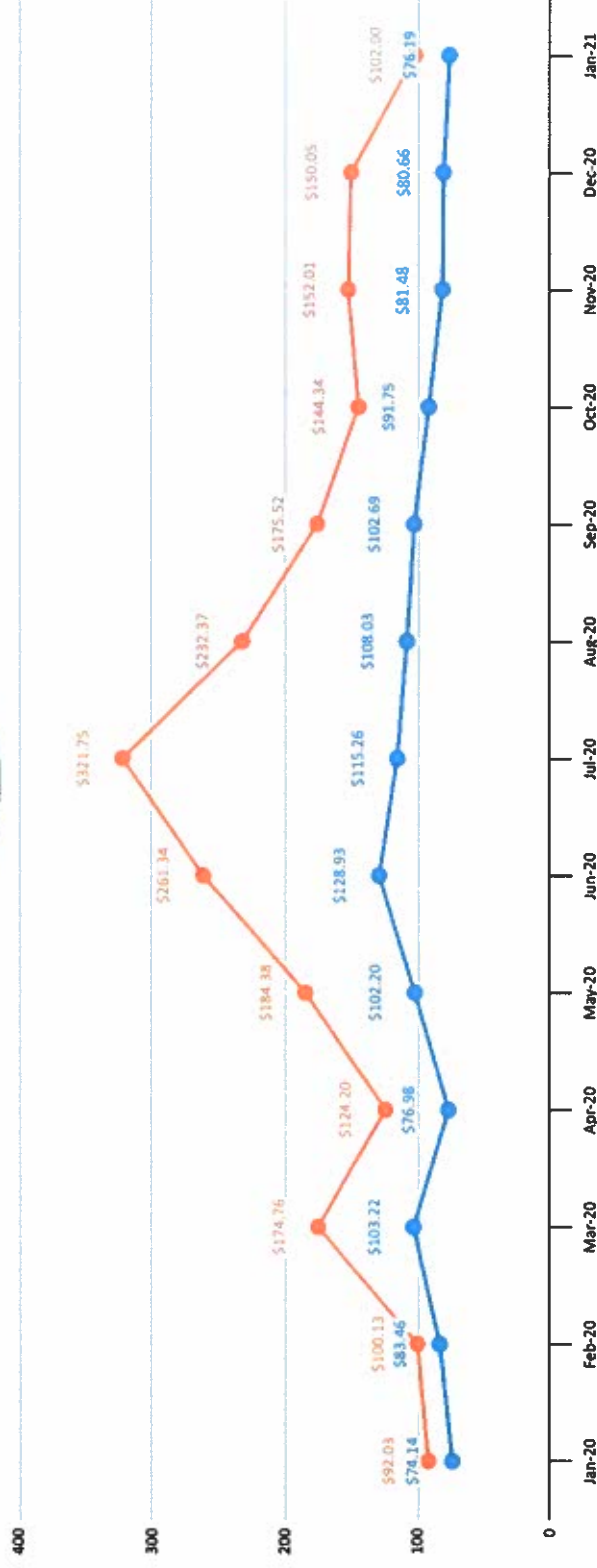


VRM Occupancy % (KeyData)



# ADR - VRMs vs. Hotel

(STR vs. KeyData)



● ADR - % STR ● ADR - % VRM

	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21
ADR - STR	\$74.14	\$83.46	\$103.22	\$76.98	\$102.20	\$128.93	\$115.26	\$108.03	\$102.69	\$91.75	\$81.48	\$80.66	\$76.19
ADR - VRM	\$92.03	\$100.13	\$174.76	\$124.20	\$184.38	\$261.34	\$321.75	\$232.37	\$175.52	\$144.34	\$152.01	\$150.05	\$102.00

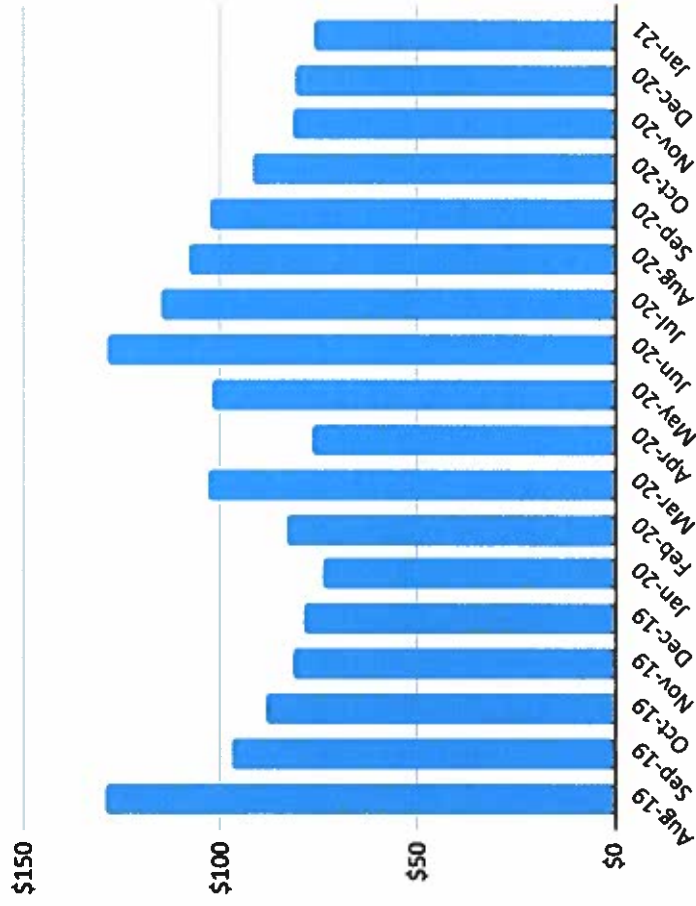
# ADR - VRMs vs. Hotel



# (STR vs. KeyData)

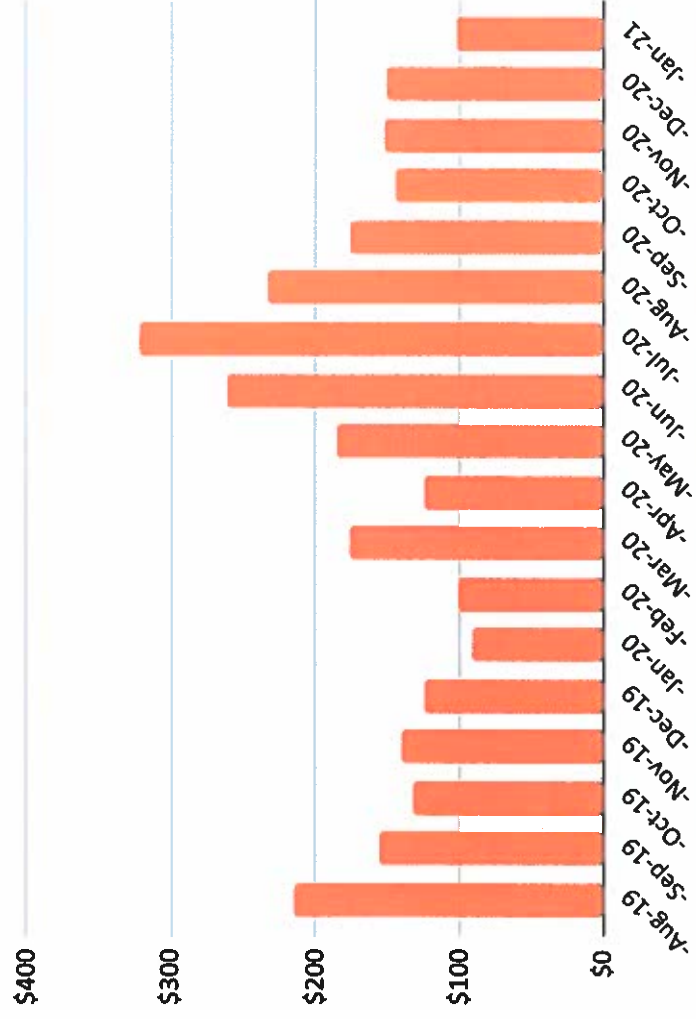
Hotel ADR (STR)

STR



VRM ADR (KeyData)

Key Data





# ORGANIC SOCIAL MEDIA OVERVIEW





# Facebook Top Posts



**South Padre Island Tropical Travel**  
Mon 2/15/2021 1:58 pm PST

Sea turtle rescue happening on South Padre Island. Rescued sea turtles taken to the SPI Convention Center. [#sopadre](#) [#seaturtle](#) [#seaturtlerecue](#)



Total Engagements		11,663
Reactions		3,092
Comments		488
Shares		828
Post Link Clicks		11
Other Post Clicks		7,244



**South Padre Island Tropical Travel**  
Fri 1/29/2021 5:13 am PST

Who else loves starting their day with a sunrise? Can't just be us. [#SoPadre](#)



Total Engagements		6,959
Reactions		2,057
Comments		349
Shares		212
Post Link Clicks		10
Other Post Clicks		4,331



**South Padre Island Tropical Travel**  
Fri 2/12/2021 3:13 pm PST

This is one of the most unique desserts on the island. [🐉](#) The Dragon Egg at Liams Steakhouse SPI is the perfect way to treat your loved one this Valentine's Day. Watch the live to find out.



Total Engagements		4,926
Reactions		559
Comments		172
Shares		66
Post Link Clicks		10
Other Post Clicks		4,119

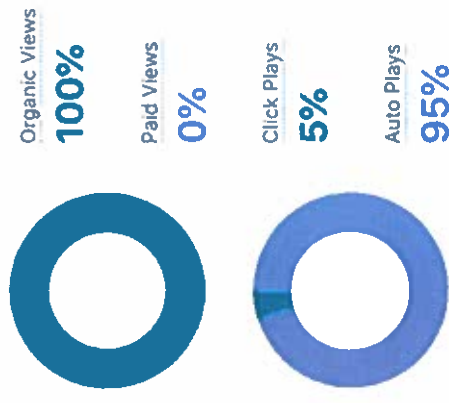
# Facebook Video Performance



View Metrics



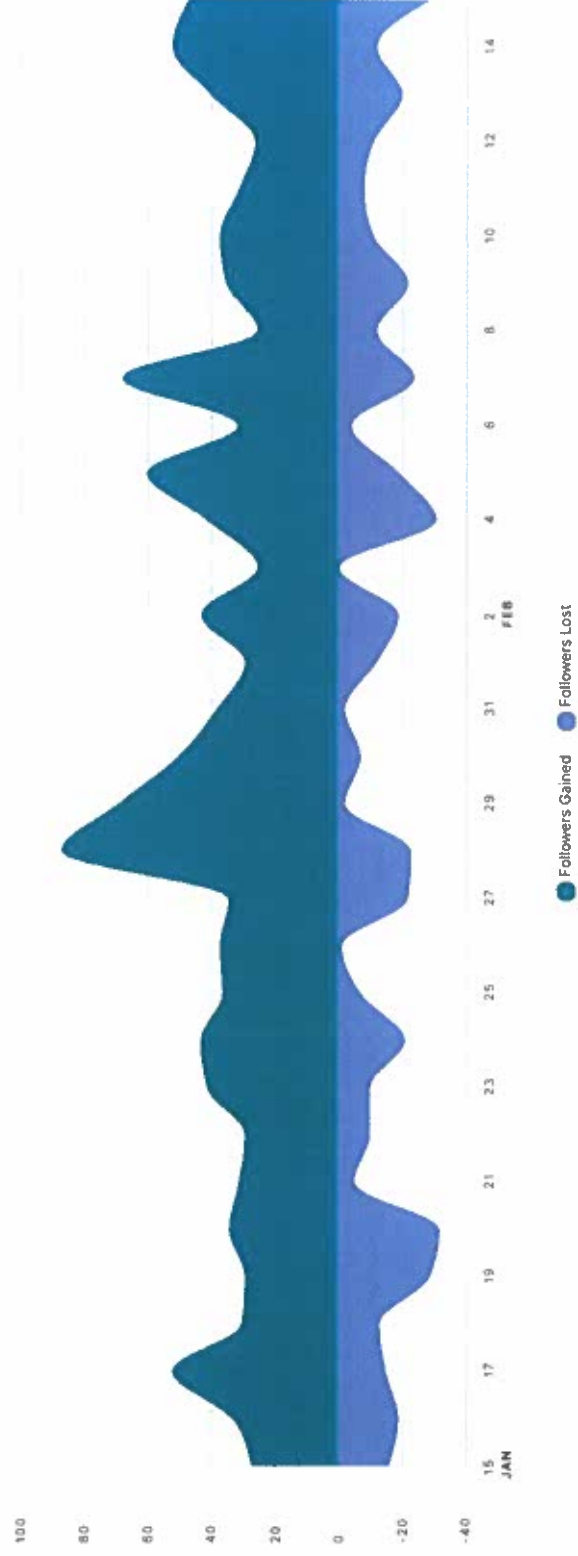
Viewing Breakdown



# Instagram Audience Growth



Net Follower Growth Breakdown, by Day



Audience Metrics

**Followers**

Totals

**36,426**

% Change

**2.31%**

# Instagram Hashtag Performance



Most Used Hashtags		Top Hashtags by Lifetime Engagements	
#SoPadre	21	#SoPadre	12,406
#southpadreisland	17	#southpadreisland	10,057
#spitx	17	#spitx	10,057
#southpadre	16	#southpadre	9,565
#spi	16	#spi	9,565
#padreparadise	14	#padreparadise	8,158
#islandtime	11	#texasbestbeach	6,205
#texasbestbeach	11	#islandtime	6,123
#igtexas	9	#igtexas	5,417
#sopadre	7	#sopadre	4,190



# Instagram Top Posts



💖ROMANTIC GIVE AWAY \*\*\*CLOSED\*\*\*💖 Enter for your chance to win the perfect romance and relaxation getaway! @beachresortspi is giving away a FREE two night stay & dinner!



Total Engagements				1,306
Likes				892
Comments				398
Saves				16



We LOVE LOVE LOVE our beach! 🌊 Apparently @TripsToDiscover does too. They selected South Padre Island as one of their 13 Best Beaches in the USA. Check out the article (link in bio) 📄👉



Total Engagements				1,204
Likes				1,154
Comments				29
Saves				21



Our love for sunsets on South Padre Island are infinite 🌅 #SoPadre 📍@evogene



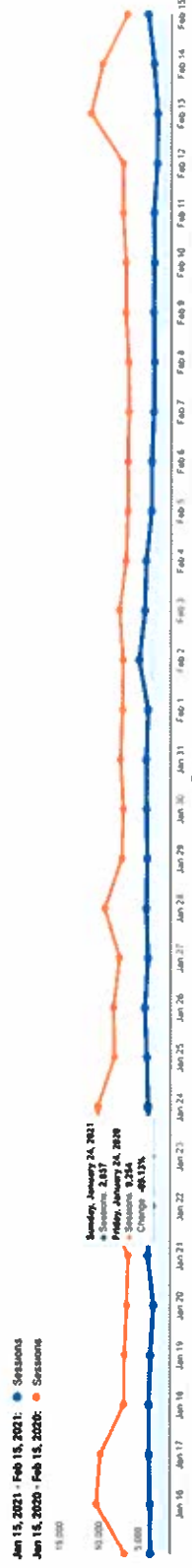
Total Engagements				1,117
Likes				1,052
Comments				37
Saves				28



# WEBSITE OVERVIEW



# Website Analytics



Website YOY  
suffered a loss of  
60.58% by users,  
but Pages/Session  
and Avg. Session  
Duration have  
increased.

Primary Dimension		User Defined Value		Acquisition		Behavior		eCommerce	
Secondary dimension	Sort Type	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	
1 (not set)		60.58%	8.68%	64.00%	43.04%	36.35%	69.68%	0.00%	
Jan 15, 2021 - Feb 15, 2021		85,115	71.35%	60,730	32.76%	2.53	00:02:08	0 (0.00%)	
Jan 15, 2020 - Feb 15, 2020		215,911	78.13%	168,689	57.52%	1.85	00:01:16	0 (0.00%)	
% Change		-60.58%	-8.68%	-64.00%	-43.04%	36.35%	69.68%	0.00%	

# Website Analytics



<b>Houston</b>		
Jan 15, 2021 - Feb 15, 2021	4,326 (6.85%)	
Jan 15, 2020 - Feb 15, 2020	8,642 (5.40%)	
% Change	-49.94%	
<b>Austin</b>		
Jan 15, 2021 - Feb 15, 2021	3,739 (5.92%)	
Jan 15, 2020 - Feb 15, 2020	11,515 (7.19%)	
% Change	-67.53%	
<b>San Antonio</b>		
Jan 15, 2021 - Feb 15, 2021	3,455 (5.47%)	
Jan 15, 2020 - Feb 15, 2020	5,224 (3.26%)	
% Change	-33.86%	
<b>South Padre Island</b>		
Jan 15, 2021 - Feb 15, 2021	3,131 (4.96%)	
Jan 15, 2020 - Feb 15, 2020	3,240 (2.02%)	
% Change	-3.36%	
<b>Dallas</b>		
Jan 15, 2021 - Feb 15, 2021	2,845 (4.51%)	
Jan 15, 2020 - Feb 15, 2020	8,457 (5.28%)	
% Change	-66.36%	

The top leaders during this time frame were:

- HOUSTON (STILL EXPERIENCING THE LARGEST % GROWTH)
- AUSTIN
- SAN ANTONIO

Other Cities in the Top 10:

- Brownsville
- Chicago
- Minneapolis
- Harlingen





Thank You



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

**MEETING DATE:** February 24, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the following in-house marketing buys. (Caum)

- 1.) Texas Outdoors Lifestyle TV Show-Cooking Segment for FY 2021
- 2.) Clear Channel Airports-Digital Display at the Chicago O' Hare International Airport for March 2021 at the American Airlines terminal.

**ITEM BACKGROUND**

Both in-house marketing buys were tabled at the CVAB meeting on 1/27/2021.

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

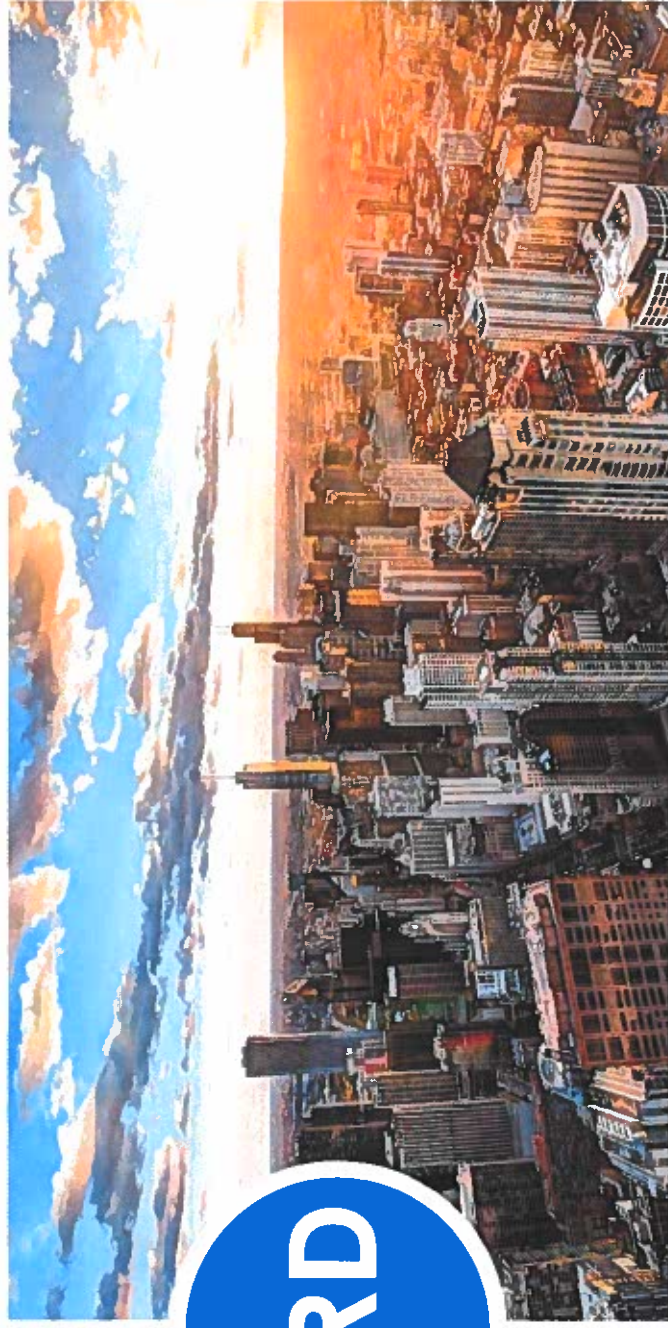


# CHICAGO O'HARE INTERNATIONAL AIRPORT

Chicago, IL



ORD



1/21/2021

GET SEEN. BE LOVED.

 Clear Channel Airports

31



Chicago Market Highlights

## CHICAGO SETS RECORD AND WELCOMED 58M VISITORS IN 2018

POPULATION

**7.3M**

**DMA  
RANKING**

**#3**

JOB GROWTH

**1%**

**INCREASE**



HEADQUARTERS

**27**

**FORTUNE  
1000 COMPANIES**



TOURISM

**58M**

**VISITORS  
WORLDWIDE IN 2018**



AIR TRAVEL

**49%**

OF ADULTS IN THE  
**CHICAGO**  
DMA HAVE FLOWN  
IN THE LAST YEAR.

Sources: Forbes, Fortune, Choose Chicago, Scarborough 2018, Nielsen 2019

 Clear Channel Airports

GET SEEN. BE LOVED.





Chicago O'Hare  
Airport Highlights

# RANKED #16 BEST AIRPORT IN THE U.S. BY WALL STREET JOURNAL

## PASSENGERS & IMPRESSIONS

Annual Passengers:

**84,649,115**

IMPRESSIONS: 237,017,522

Monthly Passengers:

**7,054,093**

IMPRESSIONS: 19,751,460

## RANKING & TRAFFIC

**3<sup>RD</sup>** BUSIEST

FOR PASSENGER TRAFFIC IN  
NORTH AMERICA

**2%**

GROWTH IN 2019

## DUAL AIRLINE HUB



PASSENGER TRAFFIC FROM  
AMERICAN AIRLINES  
& UNITED AIRLINES

## CONNECTING FLIGHTS

**50%**

OF PASSENGERS HAVE  
CONNECTING FLIGHTS

## MODERNIZATION PLAN

**\$8.7B**

CAPITAL INVESTMENT  
TO INCREASE GATE  
CAPACITY BY 25%



# THE #1 MOST CONNECTED AIRPORT IN NORTH AMERICA

## DOMESTIC TRAFFIC

ANNUAL PASSENGERS  
**70,450,326**

**83%**

SHARE OF TRAFFIC

## DOMESTIC CARRIERS

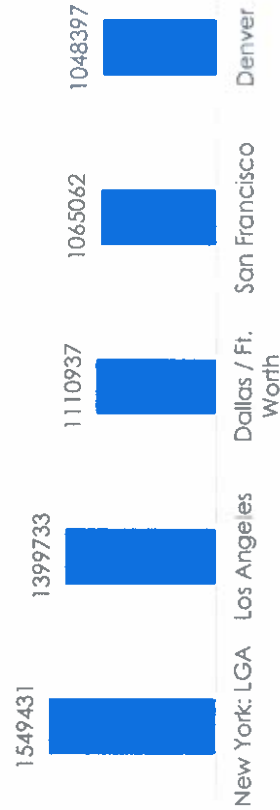
1. UNITED AIRLINES
2. AMERICAN AIRLINES
3. DELTA AIR LINES
4. SPIRIT AIRLINES
5. FRONTIER AIRLINES

**1,020**

DAILY NON-STOP DEPARTURES

## LEADING DOMESTIC DESTINATIONS

Based on number of passengers



Sources: Airports Council International 2019, Chicago Department of Aviation, OAG 2019

**Clear Channel Airports**

GET SEEN. BE LOVED.



## International Traffic Highlights

# O'HARE IS RANKED #1 FOR TAKEOFFS & LANDINGS WORLDWIDE

## INTERNATIONAL TRAFFIC

ANNUAL PASSENGERS  
**14,198,789**

**17%**  
SHARE OF TRAFFIC

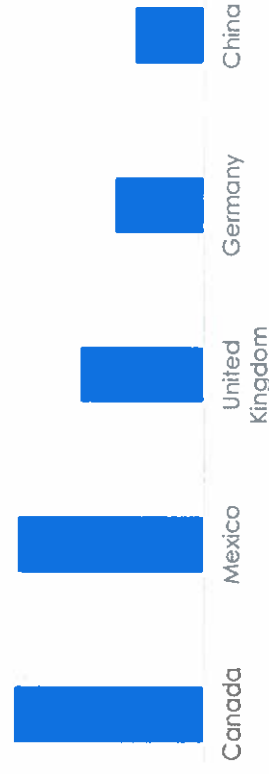
## INTERNATIONAL CARRIERS

**48**  
INTERNATIONAL CARRIERS

**120**  
DAILY NONSTOP  
INTERNATIONAL DEPARTURES

## LEADING INTERNATIONAL DESTINATIONS

Based on number of passengers

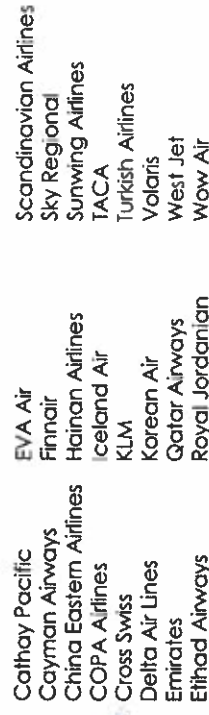
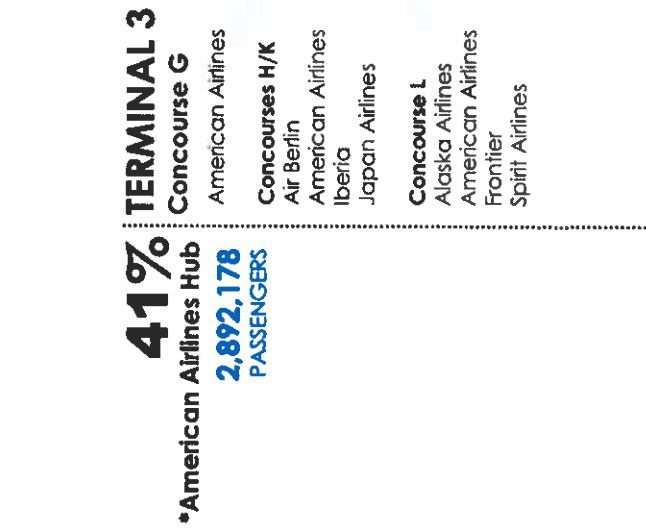


Sources: Airports Council International 2019, Chicago Department of Aviation, OAG 2019

 Clear Channel Airports

GET SEEN. BE LOVED.

# CHICAGO O'HARE: MONTHLY TRAFFIC BY TERMINAL



Monthly Passenger Traffic: 7,054,093



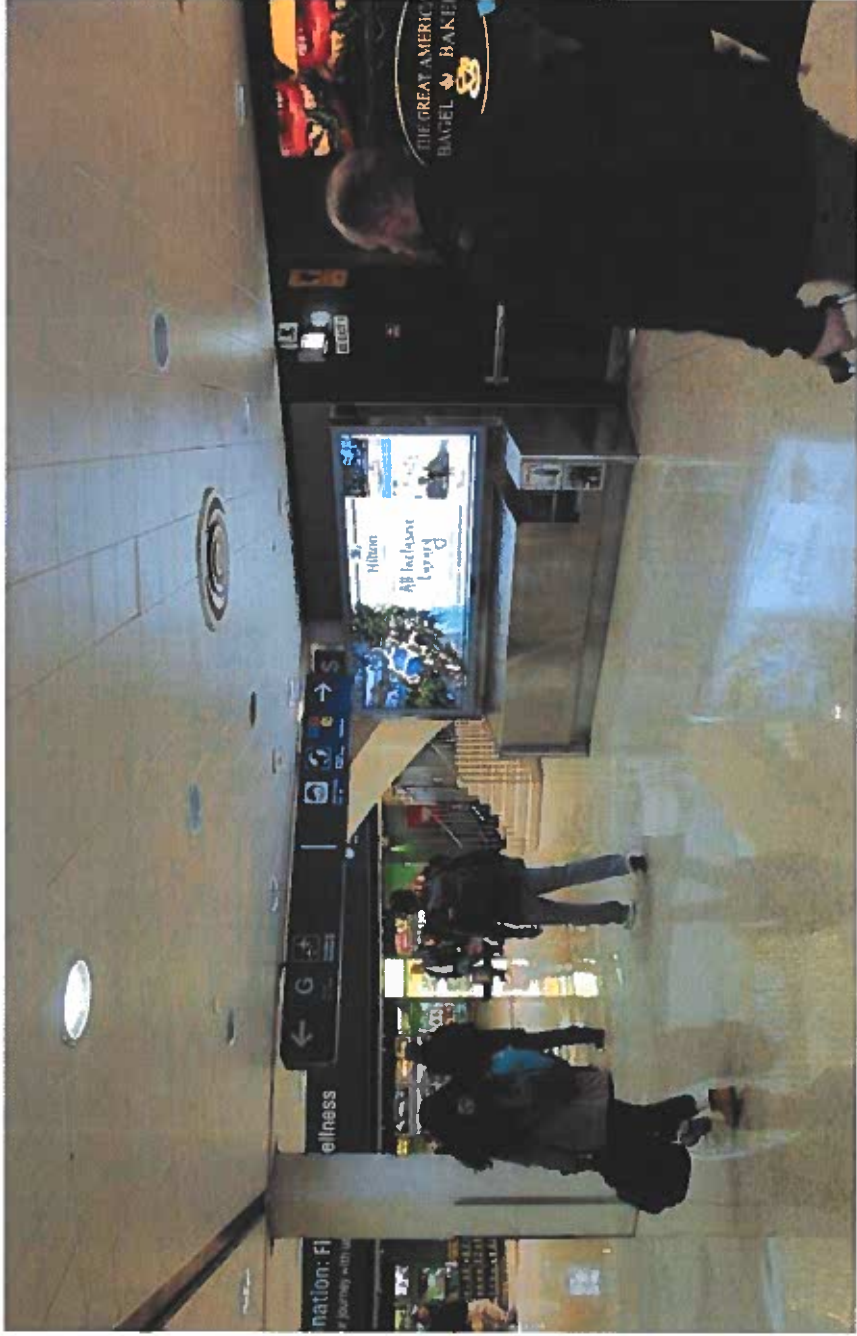
GET SEEN. BE LOVED.

Sources: Airports Council International 2019, Chicago Department of Aviation



## AVAILABLE INVENTORY

# CHICAGO O'HARE: LIT TENSION FABRIC DISPLAY



## LOCATION DESCRIPTION:

Backlit LED Tension Fabric Display located in Terminal 3, Concourse G

Targets All American Airlines

LOCATION CODE: ORD3G-LTFD-3

SIZE: 124" W x 43" H

NET 4 WEEK PERIOD MEDIA RATE:\*\$5,080/period

PRODUCTION, INSTALL & REMOVAL: \$380.75

\*Annual rate increases will apply to multi-year agreements; additional fees for production, install, & removal may apply; 1 period = 28 days; all rates quoted are based on non-cancelable contract term.

# CHICAGO O'HARE: LIT TENSION FABRIC DIORAMA



## LOCATION DESCRIPTION:

Located in the American Airlines Hub, this LED Backlit diorama is across from AA short and long haul gates

**LOCATION CODE:** ORD3H-MGD-5

**SIZE:** 62" W x 43" H

**NET 4 WEEK PERIOD MEDIA RATE:\***  
\$1,050/period

**PRODUCTION, INSTALL & REMOVAL:**  
\$215.38

\*Annual rate increases will apply to multi-year agreements; additional fees for production, install, & removal may apply. 1 period = 28 days. All rates quoted are based on non-cancelable contract terms.

# CHICAGO O'HARE: LIT TENSION FABRIC DIORAMA



## LOCATION DESCRIPTION:

Located in the American Airlines Hub, this LED Backlit diorama is near AA short and long haul gates and next to a washroom

**LOCATION CODE:** ORD3K-MGD-2

**SIZE:** 62" W x 43" H

**NET 4 WEEK PERIOD MEDIA RATE:\***  
\$1,050/period

**PRODUCTION, INSTALL & REMOVAL:**  
\$215.38

\*Annual rate increases will apply to multi-year agreements; additional fees for production, install, & removal may apply; 1 period = 28 days; all rates quoted are based on non-cancelable contract terms



# CHICAGO O'HARE: LIT TENSION FABRIC DIORAMA



## LOCATION DESCRIPTION:

Located in the American Airlines Hub, this LED Backlit diorama is near a popular sunglass kiosk and the AA Club Room

**LOCATION CODE:** ORD3K-MGD-10

**SIZE:** 62" W x 43" H

**NET 4 WEEK PERIOD MEDIA RATE:\***  
\$1,050/period

**PRODUCTION, INSTALL & REMOVAL:**  
\$215.38

\*Annual rate increase; will apply to multi-year agreements; additional fees for production, install, & removal may apply; 1 period = 28 days; all rates quoted are based on non-calculable contract terms

# CHICAGO O'HARE: FREE CHARGE STATION - TENSION FABRIC DISPLAY



## LOCATION DESCRIPTION:

Medium Sized Eye-Level Tension Fabric Display in a long-haul American Airlines gatehold and near European gateholds

**LOCATION CODE:** ORD3K-FCTFD-2

**SIZE:** 170" W x 47.25" H

**NET 4 WEEK PERIOD MEDIA RATE:\***  
\$12,740/period

**PRODUCTION, INSTALL & REMOVAL:**  
\$596.13

\*Annual rate increases will apply to multi-year agreements; additional fees for production, install, & removal may apply. 1 period = 28 days; all rates quoted are based on non-contractable contract terms.



# CHICAGO O'HARE: FREE CHARGE STATION - TENSION FABRIC DISPLAY



## LOCATION DESCRIPTION:

Extremely popular Eye-Level Tension Fabric Display that serves a variety of gates

**LOCATION CODE:** ORD3L-FCTFD-1

**SIZE:** 114" W x 47.25" H

**NET 4 WEEK PERIOD MEDIA RATE:\***  
\$8,990/period

**PRODUCTION, INSTALL & REMOVAL:**  
\$430.75

\*Annual rate increases will apply to multi-year agreements; additional fees for production, install, & removal may apply. 1 period = 28 days; all rates quoted are based on non-cancelable contract terms

## CHICAGO O'HARE: LIT TENSION FABRIC DISPLAY



### LOCATION DESCRIPTION:

Eye Level LED Backlit Tension  
Fabric Display Terminal 3  
Concourse L

**LOCATION CODE:** ORD3L-LTFD-1

**SIZE:** 124" W x 43" H

**NET 4 WEEK PERIOD MEDIA RATE:\***

\$5,080/period

**PRODUCTION, INSTALL & REMOVAL:**

\$380.75

\*Annual rate increases will apply to multi-year agreements; additional fees for production, install & removal may apply. 1 period = 28 days; all rates quoted are based on non-cancelable contract terms.



# CHICAGO O'HARE: LIT TENSION FABRIC SPECTACULAR



## LOCATION DESCRIPTION:

Located in AA's Hub Terminal, this LED backlit unit is in the heavily trafficked stem area and next to a popular sit-down Italian restaurant

**LOCATION CODE:** ORD3LB-MGS-3

**SIZE:** 135" W x 83" H

**NET 4 WEEK PERIOD MEDIA RATE:\***

\$17,980/period

**PRODUCTION, INSTALL & REMOVAL:**

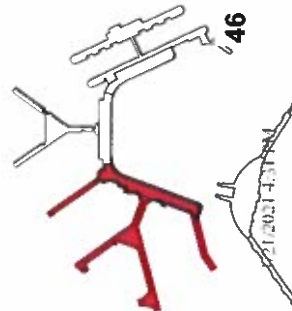
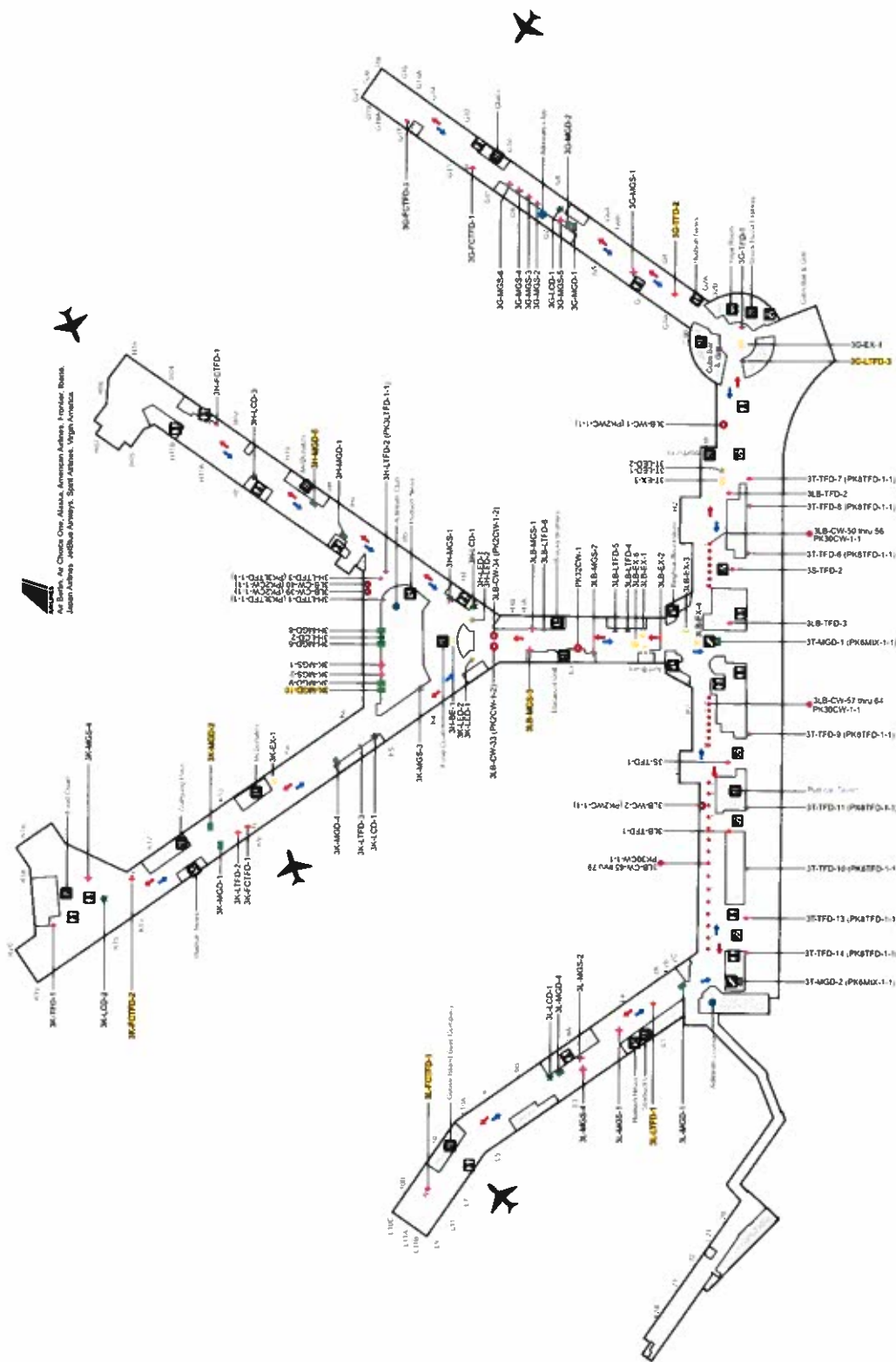
\$794.58

\*Annual rate increases will apply to multi-year agreements; additional fees for production, install, & removal may apply; 1 period = 28 days; all rates quoted are based on non-cancelable contract terms




# INVENTORY KEY

- Diorama
- Exhibit
- Freecharge Station
- Large Format Digital
- Lit Tension Fabric Display
- Premier
- Spectacular
- Tension Fabric Display
- Video Wall
- Wrap
- Zeus Digital



# Thank You.

 Clear Channel Airports

Disclaimer: This proposal includes data and other information that the Proposer considers to be confidential and proprietary and the proposal shall not be disclosed to any third party (individual, corporation, partnership or other group or entity, except for those that have an actual need to know such confidential information as it relates to this proposal.

All corporate marks, names, identities, and/or likeness utilized within these materials are for display purposes only. There exists no association between any third party and In-Tec-Space Services, Inc. and/or Clear Channel Outdoor, LLC, unless explicitly stated. Any potential association, agency relationship, or copyright infringement created or perceived herein is neither intended nor implied, and hereby expressly disclaimed.

**Texas Outdoor Lifestyles TV Show**  
**Based out of South Padre Island, TX**  
**Airs prime time every Sunday on NBC 23 KVEO @ 10:30am**

**26 Cooking Segments @\$500 each \$13,000**

**April 4, 2021 to Sept 26, 2021**

**\*Every segment brought to you by a Hotel and Restaurant. Featuring cook your catch dishes, Surf and Turf dishes, signatures dishes, etc. Target on seasonal catches, cast and blast season.**

***example:* redfish, trout, flounder, snook, sand trout, snapper, grouper, shark, stingray, dove, whitewing, duck, turkey, goose, crane, nilgai, whitetail, hog etc.**

**\*Feature the Hotel and Restaurant commercial on that weeks episode if provided. (optional) (\$300 value per week at no charge)**

**\*Additional services at no charge to SPI. Unlimited social media post and shares.**

**2020 KVEO23 NBC/valleycentral.com**

**TOTAL IMPRESSIONS**

**925,640**

### **Social Media Insights**

**YouTube: Impressions 236,453+ / 1,690 Subscribers**

**Instagram: 101K Plus Followers**

**Facebook: 46K plus Followers / Vicki's page 5K**

## TEXAS OUTDOOR LIFESTYLES TV Show Host Vicki Chrysler Hinojosa



### PURCHASE AGREEMENT

THIS PURCHASE AGREEMENT is made and entered into this April 4, 2021 between Texas Outdoor Lifestyles here in after referred to as "Seller" and City Of South Padre Island here in after referred to as "Purchaser"

The Seller hereby sells to the Purchaser and hereby he/she agrees to purchase from the Seller the following package (check below):

Airtime: Sundays at 10:30AM on NBC 23 KVEO

- **Corporate Package:** \$400 per week  
2-30 second commercials  
On every shows In-Tro and Out-Tro  
Have you on the show 4 to 6 times a year  
Minimum 12-month contract required
- **\*\*\*\*Cooking Segment Package:** \$500 Per Segment  
Filming and Editing Included
- **Production Package:** \$1000 per Commercial if not one already done  
Production on basic commercial
- **Tip of the Week Package:** \$300 per Segment  
1-30 second commercial  
Brought to you by mention  
Company with Logo and contact information
- **Commercial Package:** \$150 per Spot  
1-30 second commercial
- **One Exclusive TV Show Special** \$2,500 one-time charge for Exclusive Episode Special  
One Fishing trip  
1-30 second commercials (must pay production cost unless you already have your commercial done)



Package	Notes	Price
Corporate	Min. 12-month contract. \$400 per week. Unlimited Social Media posting	\$
Exclusive TV Show Special	One exclusive special episode. Includes one fishing trip out of South Padre Island, TX.	\$
Cooking Segment	Show us your special dishes. (26 segments)	\$13,000
Production	Commercial prep.	\$
Tip of the Week	Show us your Tip of the week.	\$
Commercial	One Spot per show.	\$
Package	Total Due:	\$13,000.00

**Business or Professional Advertising:** By signing below the advertiser warrants that Texas Outdoor Lifestyles not be held liable for any and all damages arising from any advertising that does not meet Texas Outdoor Lifestyles specifications and standards. Advertisers will hold Texas Outdoor Lifestyles blameless for any and all damages arising from any advertising that does not meet the requirements of State or Federal laws prohibiting false, fraudulent, deceptive or misleading advertising or that otherwise fails to comply with any other standard applicable to advertising. **Refund Policy:** Advertiser has 3 business days after contract is signed to cancel and must be done in writing. Texas Outdoor Lifestyles will refund in 30 days of written notice from advertiser.

City Of South Padre Island  
Advertiser Name

Texas Outdoor Lifestyles TV  
Seller

Vicki Lynn Chrysler

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

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

Vicki Lynn Chrysler  
Print Name

\_\_\_\_\_  
Address

P.O. Box 4821  
Address

\_\_\_\_\_  
City/State/ Zip

McAllen, TX 78502  
City/ State/ Zip

\_\_\_\_\_  
Phone/ Email

Texas Outdoor Lifestyles • P.O. BOX 4821 • McAllen, TX 78502 • Phone: 956-821-1939  
Vicki@TexasOutdoorLifestyles.com • www.TexasOutdoorLifestyles.com

Payment:	<input checked="" type="checkbox"/> Check or Money Order	<input checked="" type="checkbox"/> Credit Card	<input type="checkbox"/> Cash	Amount: \$
Check Number:	_____	Money Order Number:	_____	
Credit Card Type:	<input checked="" type="checkbox"/> Visa	<input checked="" type="checkbox"/> MasterCard	<input type="checkbox"/> American Express	
Credit Card Number:	_____	Exp. Date:	/	Sec. Code:

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

**MEETING DATE:** February 24, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the The Atkins Group media plan for FY 2021. (Caum)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** February 24, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible recommendation to City Council to approve the 2021 Marketing RFP. (Caum)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: Yes

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



## **REQUEST FOR PROPOSALS**

**RFP# 2021-**

### **Professional Marketing Services for Creative Services; Media Buys & Digital Placement; Meetings & Groups; and PR/Media Relations**

**Sealed Proposals will be accepted and must be received before:**

An agency may subcontract or respond to portions of the RFP, as long as all relationships are fully disclosed.

**March 12, 2021**

**3:00 p.m. Central Standard Time**

**City of South Padre Island  
Attn: City Secretary's Office  
4601 Padre Boulevard  
South Padre Island, Texas 78597  
Refer Written Inquiries To:**

**Teresa Rodriguez  
City of South Padre Island Convention & Visitors Bureau  
Email: [Teresa@sopadre.com](mailto:Teresa@sopadre.com)**



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## I. GENERAL INFORMATION

The South Padre Island Convention & Visitors Bureau (CVB) is seeking agencies that can deliver creative, original, and effective professional services to work as collaborative partners in the development, implementation, and optimization of world-class marketing programs, further accelerating South Padre Island's growth as a year-round travel destination to state, regional, national and international markets.

The CVB is pleased to invite you to submit a proposal for the following scope of services:  
*(You can submit for any one or all of these services)*

- Creative Services
- Media Buy & Digital Placement — *all-encompassing (not to include special events)*
- Meetings & Groups
- PR/Media Relations

An agency may subcontract or respond to portions of the RFP, as long as all relationships are fully disclosed. The lead agency of record must manage subcontractors. Should an agency using partners be selected, the CVB may choose to contract and interact with all parties, including subcontractors, directly.

### **A. SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU OVERVIEW**

As the official destination marketing organization for South Padre Island, the CVB is responsible for representing South Padre Island to enhance the long-term development of our community through travel and tourism. This is achieved with a consistent brand message delivered through a mix of media placement, signature events, public relations, group sales, and service programs to promote visitations during the shoulder and peak seasons.

The CVB is a division of the City of South Padre Island (City) and provides sales, special events, marketing, and promotional efforts targeted to potential leisure and convention group markets.

CVB staff oversees the production of a variety of marketing activities, including creative development, media buy and placement, development and management of digital and print collateral, website and social media platforms, content development, public relations efforts, travel and trade shows, large signature events, convention and group travel recruitment, visitor information center development and management, other visitor services programs, and cooperative programs with Texas Office of Tourism, Texas State Film Commission, industry associations, and local businesses and organizations.

The successful offeror(s) for services outlined in this RFP will be expected to work collaboratively and cooperatively with all agencies working with the CVB.

## **B. WORKING WITH US**

The CVB tourism-marketing program is a research-based, data-driven program with the goals of generating awareness, engagement, and conversion in South Padre Island as a travel destination and increasing year-round visitation. Funded through hotel occupancy tax (HOT), the CVB reports to a seven-member advisory board to make decisions, some of which require approval by the City Council.

The CVB has talented staff that is eager to develop a collaborative relationship, including working closely with its committees and advisory board. The CVB seeks an innovative partner that provides the strategic and creative nimbleness needed to generate effective and measurable results.

- Knowledge and understanding of South Padre Island as a leisure and meeting destination.
- Team approach mentality, with the understanding that the CVB advisory board, staff, and agency must all work together as a team.
- Provide thoughtful leadership and best practices that further the achievement of marketing objectives.
- An understanding of emerging technology, trends, platforms, and messaging opportunities and how to best leverage them on behalf of the CVB with a responsible budget.
- A reputation for taking calculated risks – backed by insights and research – to achieve success.
- Transparency, accountability, and clear lines of agency communication are paramount.
- Previous agency and or critical staff experience working with destination marketing organizations (DMO) (*a must*).
- Knowledge and best practices of analytical benchmarks within the DMO/tourism industry.

Ultimately, the success and ROI of our marketing efforts will be supported by industry research and analytics that will measure increase in awareness, intent to visit, actual visitation, and overnight stays for South Padre Island.

## **C. TARGETED AUDIENCES AND GEOGRAPHY**

### **Audience 1: Singles/Couples Mid-Lifers**

Age: 25-35; HHI: \$75k  
Traveling with no children  
Seasonality: Year-Round/ Geo: All

### **Audience 1A: Singles/Couples Mid-Lifers**

Age: 36-54; HHI: \$100k  
Traveling with no children  
Seasonality: Year-Round  
Geo: All

### **Audience 3: Empty Nesters/Active Adults**

Age: 55+; HHI: \$100k  
Traveling with no children  
Seasonality: Year-Round/ Geo: All

### **Audience 4: Winter Texan/Retirees**

Age: 65+; HHI: \$75k  
Traveling with no children  
Seasonality: Fall and Winter  
Geo: Upper Midwest Corridor & Canada

**Audience 2: Families**  
Age: 30-54; HHI: \$100k  
Traveling with children  
Seasonality: Summer and Spring Break/ Geo: All

**Audience 5: Collegiate Spring Break**  
Age: 18-24; College Students  
Seasonality: Spring Break non-TX week  
Geo: Specific Colleges/Areas

**Audience 2A: Families**  
Age: 55+; HHI: \$75k  
Traveling with older children Seasonality:  
Summer and Spring Break Geo: All

**Audience 6: Meetings & Groups**  
Corporate, groups, smaller  
associations and incentive travel.  
Seasonality: All, Off Peak  
Season Geo: Texas Metro;  
Austin and RGV

### **Geography**

#### **Primary: Texas Markets (in order)**

- Houston, San Antonio, Dallas/Ft. Worth, Austin, Upper RGV including McAllen, Pharr and Rio Grande City, Laredo and the rest of Texas.

#### **Secondary: Expand market share outside of Texas to key markets showing interests and alignment with flight origination markets.**

- Current Targeting: Upper Midwest including Minnesota, Iowa, Michigan, Wisconsin, Illinois, Ohio, Indiana, Oklahoma, Missouri, Wisconsin, Ohio, New York, Kansas
- Focus on specific cities: Chicago, Illinois; Minneapolis, Minnesota; Detroit/Ann Arbor, Michigan; Kansas City/St. Louis, Missouri; OKC, OK; Madison, Indianapolis, Indiana; Denver, Colorado; Seattle, WA; Portland, OR; Coffeyville and Wichita, Kansas

#### **Tertiary: Potential new target market cities due to flight origination should include:**

- Chicago and Denver; Possibility of Detroit to come later
- Canada specifically Toronto, Calgary, Vancouver, Winnipeg, Montreal
- Mexico specifically Monterrey, with new targeting efforts to include: Reynosa, Tamaulipas, Garcia, Monterrey, Saltillo, San Nicolas, Guadalupe, San Pedro Garza, San Luis Potosi

#### **Collegiate Spring**

#### **Break Meetings Groups**

- Texas Metro; San Antonio; Austin and Rio Grande Valley (RGV)



## II. DEFINITIONS

To simplify the language throughout this request for proposal, the following definitions shall apply:

- **City of South Padre Island** – Same as City
- **South Padre Island Convention & Visitors Bureau** - Same as CVB
- **City Council** – The elected officials of the City of South Padre Island, Texas given the authority to exercise such powers and jurisdiction of all City business as conferred by the State Constitution and Laws.
- **Contract** – An agreement between the City and the successful proposer to furnish the services described herein.
- **City** – The government of the City of South Padre, Texas.
- **City Hall**– 4601 Padre Blvd., South Padre Island, TX 78597
- **Agency** – the proposer of this request.
- **Offeror** – Respondents to this request for proposal.
- **RFP** – Request for Proposal.

## III. NOTICE TO OFFEROR(S)

All responsive proposals will be evaluated based on stated evaluation criteria, accepted industry standards, and a comparative analysis of all other qualified responses. Submitted proposals must be complete at the time of submission and may not include references to information located elsewhere, such as Internet websites or libraries. Offerors selected as finalists may be asked for oral presentations.

This RFP contains the instructions governing the proposals to be submitted and a description of the mandatory requirements. To be eligible for consideration, an offeror(s) must meet the intent of all mandatory requirements. Compliance with the intent of all requirements will be determined by the CVB. Responses that do not meet the full intent of all requirements listed in this RFP may be subject to point reductions during the evaluation process or may be deemed non-responsive.

### **A. NOTICE**

Sealed proposals are due by **3:00 PM on Thursday, March 12, 2021** after which time all qualified proposals will be acknowledged at 4601 Padre Boulevard, South Padre Island, Texas 78597.

Proposals received after this time will not be accepted for consideration. The submissions must be in the format and order as directed.

The original and all copies must be submitted in a sealed envelope or container. No electronic or facsimile submissions will be accepted.

One (1) unbound original and three (3) copies of the complete proposal must be provided. **Sealed proposals shall be clearly marked with the RFP number and title and addressed to the City of South Padre Island - City Secretary. Proposals shall be delivered using one of the following:**

**Hand-deliver to:**  
4601 Padre Boulevard  
South Padre Island, TX 78597

**Ship to (FedEx, UPS, DHL, etc.):**  
4601 Padre Boulevard  
South Padre Island, TX 78597

The CVB reserves the right to reject any or all proposals received and the right to choose parts of the RFP to execute.

Regardless of cause, late proposals will not be accepted and will automatically be disqualified from further consideration. It shall be the offeror's sole risk to assure delivery at the designated office by the designated time. Late proposals will not be opened and may be returned to the offeror at the expense of the offeror or destroyed.

Vendors may receive notice of solicitations from the CVB from a variety of channels. Approved methods of dissemination include: City of South Padre Island website or the CVB. The receipt of solicitations through any other means may result in the receipt of incomplete specifications or addenda, which could ultimately render your proposal non-compliant. City accepts no responsibility for the receipt or notification of solicitations through any other source.

#### **B. QUESTIONS AND INQUIRIES**

Questions and inquiries about this RFP shall be submitted in writing via email to the following point of contact:

Teresa Rodriguez  
Senior Marketing Manager  
Email: [teresa@sopadre.com](mailto:teresa@sopadre.com)

The deadline for written questions is **Thursday, March 4, 2021 at 3:00 PM CST**. This deadline has been established to provide adequate time for staff to prepare responses to questions from proposers to the best of their ability in advance of the proposal closing.

Offeror(s) shall not attempt to contact industry stakeholders, City Council members, committee and/or advisory board members, City staff or management directly during the post-proposal period and will abide by the terms and process regarding this procurement.

#### **Any unauthorized contact may disqualify the offeror from further consideration.**

The CVB intends to respond to all appropriate questions or concerns; however, the CVB reserves the right to decline to respond to any question or concern. Any interpretation, corrections or change to this RFP will be made by written addendum, which will be publicly posted. Interpretations, corrections or changes to this RFP made in any other manner will not be binding and offerors shall not rely upon such interpretations, corrections or changes. All addenda issued prior to the due date and time for responses are incorporated into the RFP and must be acknowledged in the proposal response. Only written information provided shall be binding. Oral or other interpretations shall not be binding and are held without legal effect.

### **C. SCHEDULE OF IMPORTANT DATES**

The CVB will generally comply with the following schedule for the selection process and are subject to change if necessary to ensure fairness and to accommodate unanticipated events:

RFP Released	Thursday, February 10, 2021
Deadline for Questions and Inquiries	Thursday, March 4, 2021 at 3:00 PM CST
Proposal Closing Date and Time	Thursday, March 12, 2021 at 3:00 PM CST
Evaluation and Review of Proposals	March 15-March 26, 2021
Finalists Announced	Week of March 22, 2021
Finalist Presentation/On-site Visit	Week of March 22, 2021
CVA Board Discussion and Action	March 24, 2021
City Council Discussion and Action	April 7, 2021
Contract Negotiations	TBD
Intended Date for Contract Award	TBD
Contract Commences	Friday, October 1, 2021

### **D. FINALIST PRESENTATION/ON-SITE VISIT**

After receipt of all proposals and before the determination of the award(s), respondents may be asked to submit additional information, complete strategic assignments and/or recommendations. Finalists may be asked to make an oral presentation/on-site visit on South Padre Island, Texas, to clarify their response or to further define their offer. Specifics about the presentation and additional destination documents will be shared with finalists at the time of their notification.

Oral presentations/on-site visit, if requested, shall be at the offeror's expense. Offerors will be required to bring key personnel involved in the project to the oral presentations/interview. Final selection of the awarded offeror(s) shall be based on a combination of both the written and in-person proposals.

**South Padre Island Convention & Visitors Bureau is neither requesting nor seeking any speculative creative work by any respondent, including during finalist presentations.**

## **IV. STANDARD TERMS AND CONDITIONS**

### **A. AWARD OF CONTRACT AND NEGOTIATIONS**

This RFP does not commit CVB to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Selection shall be made of one or more offerors deemed to be fully qualified, best suited and offering the best value, among those submitting proposals on the basis of evaluation factors included in the RFP.

The initial contract period will begin October 1, 2021, and end September 30, 2022. At the City's option, the agreement may be extended for two (2) additional one-year periods.

CVB may pursue contract negotiations with finalist agencies of our choosing and reserve the right to negotiate concurrently or separately with competing proposers. All agency contracts will include requirements for specific service levels and measurable performance standards.

**Only a fully executed agreement shall bind the parties.**

CVB will not furnish a statement of the reason why a particular proposal or presentation was not deemed to be the most advantageous. At any time during the negotiations, CVB may terminate all negotiations and re-advertise the requirement. The reason for such termination shall be made part of the file. The award document shall be a signed contract incorporated by reference all the requirements, terms and conditions of the RFP and the Contractor's proposal as negotiated.

**B. DISCLOSURE**

CVB specifically disclaims any warranty or accuracy of the information included herein. It is the respondent's sole responsibility to conduct their own appropriate due diligence as they see fit. The issuance of this document and receipt of information in response will not in any way cause CVB to incur liability or obligation to you or your organization, financial or otherwise.

At the due date and time there will be no disclosure of the contents of any proposal to competing proposers, and all proposals will be kept confidential during the negotiation process. Except for trade secrets and confidential information, which the firm identifies as proprietary, all proposals will be open for public inspection after the contract award.

**C. DISCLOSURE OF INTERESTED PARTIES**

Contracting hereunder may require compliance with §2252.908 Texas Government Code/Disclosure of Interested Parties for contracts that (1) require an action or vote by the City Council before the contract may be signed; or (2) has a value of at least \$1 million.

The law provides that a governmental entity may not enter into certain contracts with a business entity unless the business entity submits a disclosure of interested parties to the governmental entity at the time the business entity submits the signed contract to the governmental entity or state agency.

The process as implemented by the Texas Ethics Commission ("TEC") is as follows:

1. The disclosure of interested parties must be performed using the [Texas Ethics Commission's electronic filing application](#) listing each interested party of which the business entity is aware on Form 1295, obtaining a certification of filing number for this form from the TEC, and printing a copy of it to submit to the City.
2. The copy of Form 1295 submitted to the City Secretary must be notarized and contain the unique certification number from the TEC. The form must be filed with the City pursuant to §2252.908 Texas Government Code, "at the time the business entity submits the signed contract" to the City.
3. The City, in turn, will submit a copy of the disclosure form to the TEC not later than the 30th day after the date the City receives the disclosure of interested parties from the business entity.

#### **D. MANAGEMENT**

Should there be a change in management after the due date and time, but before a contract is awarded, offeror(s) must notify the CVB immediately. This may result in further evaluation. Should a change in management occur after the contract is awarded, the contract shall be canceled unless a mutual agreement is reached with the new owner or manager to continue the contract. Any resulting contract is non-transferable by either party.

#### **E. OFFEROR COMPETITION**

CVB encourages free and open competition among offerors. Whenever possible, specifications, proposal requests and conditions are designed to accomplish this objective, consistent with the necessity to satisfy the CVB's need to procure technically sound, cost-effective services.

- The offeror's signature on a proposal in response to this RFP guarantees that the prices quoted have been established without collusion and without effort to preclude CVB from obtaining the best possible scope of services.

#### **F. PERSONAL INTEREST**

Offeror(s) shall comply with all applicable ordinances and with state law pertaining to conflict of interest and required disclosures, including, but not limited to, TEXAS LOCAL GOVERNMENT CODE, Chapter 171.

#### **G. PRIORITY OF DOCUMENTS**

In the event there are inconsistencies between the RFP terms and conditions, scope of work or agreement terms and conditions contained herein, the latter will take precedence.

#### **H. RECEIPT OF PROPOSALS**

Proposal(s) must be received by the CVB prior to the time and date specified. The mere fact that the proposal was dispatched will not be considered; the agency must ensure that the proposal is actually delivered. The time proposals are received shall be determined by the time clock at the City Hall reception area.

#### **I. REIMBURSEMENTS**

There is no express or implied obligation for the CVB to reimburse responding offeror(s) for any expenses incurred in preparing proposals in response to this request and the City will not reimburse agencies for these expenses, nor will the City pay any subsequent costs associated with the provision of any additional information or presentation, or to procure a contract for these services.

#### **J. REPRESENTATIONS AND RESPONSIBILITIES**

Each offeror who submits a proposal represents that:

- The proposal is based upon an understanding of the specification and requirements described in this RFP.
- Costs for developing and delivering responses to this RFP and any subsequent presentations of the proposal as requested by South Padre Island Convention & Visitors Bureau are entirely the responsibility of the offeror. South Padre Island Convention & Visitors Bureau is not liable for any expense incurred by the offerors in the preparation and presentation of their proposals.



- All materials submitted in response to this RFP become the property of South Padre Island Convention & Visitors Bureau and are to be appended to any formal documentation, which would further define or expand any contractual relationship between South Padre Island Convention & Visitors Bureau and offeror resulting from this RFP process.
- Offeror(s) may submit a modified proposal to replace all or any portion of a previously submitted proposal until the Deadline for receipt of proposals. South Padre Island Convention & Visitors Bureau will only consider the latest proposal submitted. Failure to submit a complete and responsive proposal shall result in automatic rejection of the proposal.
- **The proposals must be signed in ink by an individual authorized to legally bind the business submitting the proposal.**

#### **K. RIGHTS RESERVED**

While the South Padre Island Convention & Visitors Bureau has every intention to award a single contract for each bid service as a result of this RFP, issuance of the RFP in no way constitutes a commitment by South Padre Island Convention & Visitors Bureau to award a contract. Upon a determination such actions would be in its best interests, South Padre Island Convention & Visitors Bureau in its sole discretion reserves the right to:

- waive any formality
- cancel or terminate this RFP
- reject any or all proposals received in response to this document
- waive any undesirable, inconsequential or inconsistent provisions of this document which would not have significant impact on any proposal
- not award, or if awarded, terminate any contract if South Padre Island Convention & Visitors Bureau determines adequate funds are not available.

#### **L. SUBCONTRACTING**

The successful offeror will be the prime contractor and shall be responsible, in total, for all work of any pre-approved subcontractors. All known subcontractors must be listed in the proposal. CVB requires that all subcontractors be approved before any work being started on our behalf.

The contractor shall be responsible to CVB for the acts and omissions of all subcontractors or agents and of persons directly or indirectly employed by such subcontractors, and for the acts and omissions of persons employed directly by the contractor. Further, nothing contained within this document or any contract documents created as a result of any contract awards derived from this RFP shall create any contractual relationships between any subcontractor and CVB.

#### **M. VENUE**

Any contract awarded as a result of this RFP shall be governed by and construed in accordance with the laws of the State of Texas, and is fully performable in South Padre Island, Texas, and venue for any action related to this contract will be Cameron County, Texas.

## **N. WITHDRAWAL OF PROPOSALS**

A proposal may be withdrawn only by written notification. Letters of withdrawal received after the deadline for receipt of proposals will not be accepted unless the contract has been awarded to another vendor or no award has been made within ninety (90) days after the deadline for receipt of proposals. Unless withdrawn, as provided in this subsection, a proposal shall be irrevocable until the time that a contract is awarded. Proposals and/or modifications to proposals received after the deadline for receipt of proposals specified in the RFQ timeline are late and shall not be considered.

## **V. SCOPE OF SERVICES**

**The anticipated annual budget for the professional services detailed herein is approximately \$1,750,000.**

Please include a cost proposal sheet for each bid request submitted along with any additional costs not listed. The services outlined in this RFP will be scored and awarded separately.

### **Summary of Scope of Services**

Creative Services	\$50,000
Media Buy & Placement*	\$1,450,000
Meetings & Groups	\$200,000
PR/Media Relations	\$50,000

*\* Includes Component 1: Digital Marketing Services and does not include commission for media placed*

### **A. CREATIVE SERVICES**

Includes creative services for targeted audiences based on current trends, research, and applicable data. Offeror is responsible for creative strategy, and ongoing brand development and stewardship.

- Campaigns shall address relevant research. Strategies, objectives, tactics and measurement for each major campaign element to be reviewed and updated on a regular basis.
- Campaign completion report to be provided to SPICVB in digital format. Report must include analysis of tactics used, results, and include a copy of all creative.
- Offeror is expected to keep abreast of trends and issues facing the tourism industry and will provide innovative and insightful recommendations.

## **B. MEDIA BUY AND PLACEMENT**

The offeror(s) will act as the media buyer for the Bureau, collaborating with the in-house marketing team to drive the overall execution of the marketing strategy. As appropriate, proposals should also include ideas for cooperative marketing programs for South Padre Island tourism businesses to participate. If awarded Media Buy & Placement, the agency will provide a comprehensive research-based multi-platform, media rich content marketing strategy inclusive of concepts, research, data, analysis of information, creative design, media plans, evaluations, negotiations, content placement, account management and all supporting documentation for all services.

- Offeror(s) is responsible for assisting CVB staff in media buying and placement for print advertising and multimedia opportunities. Execution includes placement, optimization and cancellations.
- Upon approval by South Padre Island Convention & Visitors Bureau of all placements and associated deliverables, the offeror(s) will implement and track all efforts for effectiveness, completion and reporting.

### **Component 1: Digital Marketing Services**

The successful contract will be able to drive execution of digital marketing strategy by continually monitoring channels and analytics while proactively ensuring in-house marketing efforts align with current strategy to provide effective placement and creative development.

- Expertise in developing a strategy with significant experience in global marketing messaging, content and multi-channel strategies.
- Plan, implement and purchase, which includes search engine marketing (SEM) and search engine optimization (SEO) strategies. Manage paid search marketing and display ads to increase website traffic, and ultimately drive conversions.
- Negotiate media rates, optimize advertisement costs, monitor campaigns and provide analytics and return on investments (ROI).
- Provide ongoing support and recommendations for in-house content marketing, including assistance with developing a content calendar optimized for future digital marketing campaigns, recommend strategic content topics, and recommend best practices for content marketing to optimize South Padre Island's marketing efforts.

**The award of the contract for a particular component does not guarantee the contractor exclusivity to perform the tasks under that component. Subcontractors may be required to work in tandem with other subcontractors.**

### **C. MEETINGS AND GROUPS**

The Convention Sales team promotes South Padre Island as a premier meeting and convention destination in order to generate hotel room nights and revenue for the South Padre Island Convention Centre and other meeting facilities. The successful offeror(s) will provide an effective and measurable meetings and convention plan and strategy to assist staff with the use of direct sales and marketing efforts, such as face-to-face client meetings, trade shows, sales missions and client events to secure city-wide, long-term future business.

### **D. PR/MEDIA RELATIONS**

South Padre Island Convention & Visitors Bureau seeks PR/Media Relations services that will successfully implement a public relations plan designed to creatively secure earned media impressions that inevitably support the destination's position as "Texas' Best Beach." The initiatives should support the current marketing plan and scope of work towards achieving the following goals:

- Strengthen the South Padre Island CVB brand awareness amongst its target audience and stakeholders.
- Increase awareness to grow visitation from domestic key feeder markets.
- Grow room nights through comprehensive marketing and sales programs.
- Increase awareness of local assets to harness the power of a personal invitation.
- Content development, management and distribution at the core of all communication.

- Establish the ideal target media list – and grow the list’s percentage of its contribution to the overall media impressions, annually.
- Conduct quality media relations initiatives with key journalists through various activities, including but not limited to media networking events and familiarization tours.
- Prepare strategic, proactive pitches and press materials.
- Crisis Communications Plan.
- Initiate and create buzz-worthy PR campaigns and partnerships.

The successful offeror will keep abreast of the issues facing both the domestic and international travel markets, and will provide innovative and insightful recommendations on how SPICVB should take advantage of newsworthy trends or adapt to overcome any challenges.

## VI. SUBMISSION REQUIREMENTS

The City will not accept oral proposals, or proposals received by telephone, FAX machine or email. To ensure timely and fair consideration of each response, proposals must be prepared simply and economically, providing a straightforward, concise description of the offeror's ability to meet all requirements and specifications of this RFP. Emphasis should be focused on completeness, clarity of content and responsiveness to all requirements and specifications of this RFP.

**The proposal must be submitted in hard copy. One (1) unbound original and three (3) copies of the complete proposal must be provided.**

The CVB requires comprehensive responses to every section within this RFP. To facilitate the review of the responses, respondents shall follow the described format. The intent of the proposal format is to expedite review and evaluation. It is not the intent to constrain offeror(s) with regard to content, but to assure that the specific requirements set forth in this RFP are addressed in a uniform manner amenable to review.

- Offeror(s) must organize proposals into sections following the format of this RFP, with tabs separating each section. Points may be subtracted for noncompliance with these specified proposal format requests.
- South Padre Island Convention & Visitors Bureau may also choose not to evaluate, may deem non-responsive, and/or may disqualify from further consideration any proposals that do not follow this RFP format, are difficult to understand, are difficult to read, or are missing any requested information.



## **TAB A AGENCY OVERVIEW AND BACKGROUND**

### **1. Agency Overview**

- a. Agency name and contact details.
- b. Authorization Letter and Signature. Under the signature of a company representative, provide the names of individuals authorized to represent and negotiate the company's products and services.
- c. Company Overview.

### **2. Agency Positioning, Vision, Philosophy**

- a. How does your agency differ from the agencies with whom you usually compete?
- b. What vision do you have for your company?
- c. What overall philosophy or credo do you operate by?
- d. Integrated/Digital Approach: Please indicate how you integrate digital work, or that of multiple communications channels, into your approach. Is digital a natural area of activity resulting from a holistic channel-neutral methodology, or is it an area of focus? What role does data play for your agency?

### **3. Agency Strengths and Special Experience**

- a. Key Strengths: Describe the accounts or categories in which you believe you have special strengths.
- b. Special Experience: Is there anything special about your agency experience or expertise that a new business prospect should know about?

### **4. Agency History, Ownership, Current Size and Key Employees**

- a. Founding Date: When was your Agency opened? When was the office responding established?
- b. Mergers and Acquisitions: List any subsequent mergers, acquisitions or name changes.
- c. Current Ownership: Who are the current owners of your agency?
- d. Current Size: Summarize the total billings, number of employees and number of accounts currently being handled directly by your office.
- e. Key Executives: Provide a short biography of no more than six of your Agency's key executives and describe their current roles.

### **5. Current Clients, Account Gains and Losses**

- a. Current Clients: List all current clients managed by the office responding. Rank them by size and indicate the dates they were acquired and, if possible, approximate budget ranges for each.
- b. Account Gains: Of the accounts acquired within the past two years, please comment on why your agency was chosen to service these new accounts.
- c. Account Losses: Of the accounts lost in the past two years, explain why they left or were resigned by the agency.

**6. Agency Billings History and Current Distribution by Media**

- a. Billings and Revenue: Chart your agency's gross billings for the past three years.
- b. Spending by Media: Chart your agency's current spending by media — Specifically how much do you spend by major publisher, broadcaster or Digital Leader? Provide rough figures and percentages by the media.

**TAB B PROJECT EXPERIENCE AND QUALIFICATIONS**

1. **PROJECT:** Submit a three-year strategic plan proposal on where your agency can take the island over the next 36-months. This should include both branding and campaign ideas which enhance and build off our current SoPadre Campaign.
2. Describe at least three (3) projects that are complementary in nature to this RFP. References for each scope of service should be included (preferably other City, town or local government DMOs in Texas that the offeror(s) has provided services to).
3. Describe the experience of the firm in the last thirty-six (36) months in performing services of similar scope and size.
4. Identify the Project Manager and each individual who will work as part of this engagement. Include resumes for each person to be assigned. Include any professional designations and affiliations, certifications and licenses, etc.
5. **Agency Services:** List the various services offered by your agency and the number of full time employees dedicated to each department (e.g. account management, strategic services (including account and communications planning, research, etc.), creative (including digital), digital media planning and buying (specific to digital media, social media, SEM), production (broadcast, online, print production, etc.), CRM, PR, promotion, experiential marketing and website.
6. **Creative Development Process:** Discuss your creative development process and communications planning process. Please discuss where research tools fit into your process and the ability of data and analytics to deliver marketing ROI.
7. **Media Services:** Describe your capabilities and strengths in media research, planning, buying, monitoring and overall stewardship of your clients' funds.
8. **Digital Services:** In addition to any digital services listed above, please describe established strengths and capabilities, including mobile, search, CRM, ecommerce, website development and analytics.
9. **Other Specialized Services:** List any other specialized services your agency offers to its clients, either directly or indirectly through its parent or sister companies, subsidiaries or network of affiliations.
10. **Subcontractors:**
  - Which services or parts of this RFP will you hire subcontractors to provide?
  - How do you manage subcontractors so that the client is able to easily convey its strategy, goals and objectives and answer questions from the people working on its accounts?

## **TAB C METHODOLOGY AND TECHNICAL APPROACH**

### **1. Work Process and Practices**

- a. Provide a narrative description of the offeror's plan to accomplish the scope of work and services to be provided to the CVB.
  - b. Describe your agency's work process (if you use a specific discipline), and any particular practices you employ that help you produce consistently effective marketing. How do you see your clients' role in the strategic and creative development processes?
2. Provide a detailed description of the offeror's schedule to transition into the services, ensuring a seamless transition
  3. Clearly distinguish the firm's duties and responsibilities and those of the City. Absence of this distinction shall mean the firm is assuming full responsibility for all tasks.

## **TAB D COST PROPOSAL**

1. **Compensation:** What is your philosophy regarding agency compensation? Do you have any preferences regarding commissions vs. fees? How do you normally like to structure compensation? Are you open to a performance-based compensation arrangement?
2. **Fee Schedule:** In what areas do you charge fees in addition to commissions on media and production and what is your fee schedule for these services?
3. Please include your standard rate structure, including hourly rates for staff roles required to service the scope described in the RFP document. RFP Submissions without agency rates and/or compensation information will be automatically disqualified.

## **TAB E CURRENT CLIENT AND AGENCY REFERENCES**

Please provide contact information for at least six (6) current clients and two agencies you have collaborated with. Wherever possible, please include travel industry or destination marketing clients as references. For each reference, please indicate the following:

- Contact Name and Title
- Contact Company Name
- Contact Phone Number and Email
- Client Industry/Agency Type
- Brief Service/Relationship Description
- Length of Relationship

## **TAB F SAMPLES OF WORK**

Based on the bid request(s) submitted, the offeror(s) should provide a **minimum of two samples** for each of the scope of services requested which are pertinent to this proposal. The components of the program must be detailed and specific.

Provide an explanation of what the scope of service was designed to accomplish, budget information and measurable outcomes. For the samples provided, identify the personnel responsible for the components and cross-reference how personnel is proposed to be utilized for the South Padre Island Convention & Visitors Bureau.

## **TAB G CERTIFICATION AND ACKNOWLEDGEMENT PAGE**

### **VIII. EVALUATION AND SELECTION PROCESS**

CVB may make such investigations as deemed necessary to determine the ability of the offeror(s) to supply the scope of services and perform the services specified. CVB reserves the right to reject any proposal if the evidence submitted by, or investigation of, the offeror(s) fails to satisfy South Padre Island Convention & Visitors Bureau that the offeror(s) is properly qualified to carry out the obligations of the contract. This right includes the South Padre Island Convention & Visitors Bureau's ability to reject the proposal based on negative references.

#### **A. OFFEROR(S) QUALIFICATIONS**

In determining the capabilities of an offeror to perform the services specified herein, the following informational requirements must be met by the offeror(s) and will be weighted by the South Padre Island Convention & Visitors Bureau:

- **References:** Offeror(s) shall provide a **minimum of three (3) references** that are using services proposed in this RFP. At a minimum, the offeror(s) shall provide the company or agency name, location where the services were provided, contact person(s), telephone number, a complete description of the service type and dates the services were provided.

South Padre Island Convention & Visitors Bureau reserves the right to use any information or additional references deemed necessary to establish the ability of the offeror(s) to perform the conditions of the contract. **Negative references may be grounds for proposal disqualification.**

- **Office Location:** While it is not a prerequisite that the offeror(s) have an office on South Padre Island, it is expected that key personnel be available for meetings on South Padre Island as needed at their own expense and available at all times via telephone and email. It is also required that the offeror(s) have a working knowledge of South Padre Island's tourism products and brand.
- **Resumes/Company Profile & Experiences:** Offeror(s) shall specify how long the individual/company submitting the proposal has been in the business of providing professional destination marketing and consultation services similar to those requested in this RFP.

Offeror(s) shall also include proposed staffing and organization of personnel to be assigned to this account and provide answers concerning the qualifications and experience of personnel to be assigned to this contract.

- **Method of Providing Service:** Offeror(s) must provide a detailed narrative description of the specified methods the offeror(s) intends to use in order to provide the services needed as described in this RFP.
- **Scope of Services:** Information is desired as to client reporting methods, in-house production capabilities and possible use of subcontractors.

## **B. METHOD OF SELECTION**

The evaluation committee will separate proposals into “responsive” and “non-responsive” proposals. Non-responsive proposals will be eliminated from further consideration.

- Any proposal that fails to achieve a passing score for any part/section for which a passing score is indicated will be disqualified from further consideration.
- The evaluation committee will evaluate the remaining proposals in a two-stage process.
  - Stage one will consist of a scored process based on the submitted proposals as described in Section C. If the first and second top scoring proposals are within five percent scoring of each other and the third top scoring proposals are within 10 percent of the top scoring proposal, all three top scoring offerors will proceed to stage two, which will consist of an oral interview and/or on-site visit.
  - The evaluation committee reserves the right to adjust these percentages as they deem appropriate. One of the individuals participating in the stage two process must be the person designated in the proposal as the account manager.
- For each finalist, total points for written responses, as scored by the evaluation committee, and total points for the oral interview and/or on-site visit will be combined into one total. The contract will be awarded to the finalist with the highest combined total.
- Awards will be based on the offeror’s proposal and other items outlined in this RFP. Responses must be complete and address all the criteria listed. Information or materials presented by offerors outside the formal response or subsequent discussion/negotiation or “best and final offer,” if requested, will not be considered and will have no bearing on any award. Offerors who attempt to provide information or materials outside the formal response may be found non-responsive.
- A “best and final offer” may be requested on price/cost alone.



**C. STAGE ONE EVALUATION CRITERIA**

Based on a maximum possible value of 150 points, the evaluation committee will review and evaluate the offers according to the following criteria:

Company Qualifications	Possible 20 points
A. References	Pass/Fail
B. Experience similar to contract needs	10
C. Project Staff	5
D. Agency Philosophy/ Environment	5
Projects/ Campaigns	Possible 30 points
A. Creativity	5
B. Overall Project/ Campaign	10
C. Effectiveness of Project/Campaign	5
D. Measurable Results	10
Method of Providing Services	Possible 30 points
A. Scope of Work Assessment	10
B. Reporting Methods	5
C. In-House Capabilities	5
D. Project Management	10
Project	Possible 20 points
Proposed three-year Strategic Plan	20
Cost for Services	Possible 40 points
Offeror(s) cost for billable services	40
Written Proposal	Possible 10 points
Offeror's written response to this RFP will be evaluated in its entirety in terms of completeness, responsiveness, clarity, quality of writing and overall layout	5
<b>TOTAL</b>	<b>150 points</b>

#### **D. STAGE TWO EVALUATION CRITERIA**

Based on a maximum possible value of 30 points, the evaluation committee will review and evaluate the stage two proposals according to the following criteria:

Oral Interview/ On-Site Visit	Possible 30 points
A. Clarity of presentation	5
B. Ability to address evaluation committee questions	10
C. Ability to articulate the company's capabilities	3
D. Overall presentation, style, tone, and professionalism	5
E. Overall knowledge of travel and tourism industry	5
F. Please describe your ability to actively participate in an impromptu meeting at the request of South Padre Island Convention & Visitors Bureau in South Padre Island	2
<b>TOTAL</b>	<b>30 points</b>

## VII. CERTIFICATION AND ACKNOWLEDGEMENT

The undersigned, as an authorized agent of the proposer, hereby certifies:

- ( ) The proposer is familiar with all instructions, terms and conditions, and specifications stated in this RFP, including the following:
  - ( ) The proposer will be available for an oral presentation/on-site visit, if selected for an interview by the CVB, the week of **March 22, 2021 (exact date/time TBD)**.
  - ( ) The proposer has reviewed the City's Professional Services Agreement released with this RFP (Attachment D), which agreement will form the basis of any contract for the performance of the work. **Any request for modifications are included and highlighted in the proposal by way of response included in TAB E.**
- ( ) The proposer is qualified to perform the work and services outlined in this RFP.
- ( ) The proposal has been arrived at independently and submitted without collusion with any other proposer, City staff or City contractor, and the contents of the proposal have not been communicated by the proposer or, to the proposer's best knowledge and belief, by any one of its employees or agents to any person not an employee or agent of the proposer, and will not be communicated to any person prior to the City's final action on this RFP by City Council. Nothing in this paragraph shall be construed to prevent or preclude two or more companies or persons from joining together to submit a proposal for the work.
- ( ) The offers, terms and conditions of the proposal will remain valid and effective and may be relied upon by the City for a period of ninety (90) days following the proposal closing date and time as identified in this RFP or addenda.
- ( ) The proposer certifies that it: i) does not boycott Israel; and ii) will not boycott Israel during the term of the agreement subject to § 2270.002 Texas Government Code.

Signed By: \_\_\_\_\_ Title: \_\_\_\_\_

Typed Name: \_\_\_\_\_ Phone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

\_\_\_\_\_ Compa \_\_\_\_\_

ny Name: \_\_\_\_\_

Email: \_\_\_\_\_

Bid Address: \_\_\_\_\_  
P.O. Box or Street City State Zip

Order Address: \_\_\_\_\_  
P.O. Box or Street City State Zip

Remit Address: \_\_\_\_\_  
P.O. Box or Street City State Zip

Federal Tax ID No.: \_\_\_\_\_ DUNS No.: \_\_\_\_\_

Date: \_\_\_\_\_

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

**MEETING DATE:** February 24, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible recommendation to City Council to approve the extension of The Atkins Group contract for 6 months from April 1, 2021 - September 30, 2021. (Caum)

**ITEM BACKGROUND**

City Council approved the The Atkins Group Professional Services contract for six months in FY 2020-2021, from October 1, 2020 through March 31, 2021.

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**



*Final 8/31/20*

## **CONTRACT FOR ADVERTISING, MARKETING, PUBLIC RELATIONS AND SOCIAL MEDIA**

This CONTRACT is entered into by and between the City of South Padre Island (hereinafter referred to as "CLIENT") and Atkins International, LLC (DBA: The Atkins Group) (hereinafter referred to as "THE ATKINS GROUP" or the "AGENCY"), acting by and through duly authorized officials, WITNESSETH:

### **I. PURPOSE**

The purpose of this CONTRACT is to state the terms and conditions under which THE ATKINS GROUP shall perform services as the official advertising, marketing, public relations and social media agency of CLIENT.

### **II. SCOPE OF SERVICES**

#### **2.1 CLIENT Performance Rights**

During the term of this CONTRACT, CLIENT appoints THE ATKINS GROUP as the primary agency for CLIENT, with the only exception of direct placement by CLIENT. The CLIENT reserves the right to contract with other marketing service providers to support in-house buys and other campaigns with island partners.

#### **2.2 Agency's Performance and Services**

With the cooperation, advice, and written consent of the CLIENT, THE ATKINS GROUP shall perform and/or manage the performance of all:

- requested strategic planning,
- project management/account management,
- marketing across all channels (including but not limited to print, TV, radio, digital, online, and social media),
- research,
- creative concepts,
- production (executions),
- media planning,
- media buying and evaluation,
- trafficking and scheduling,
- public relations, strategic planning, research, evaluation, pitching, media tracking, and reporting,
- social media
- all related accounting and reporting requirements, and
- contract management.

AGENCY services will result from and conform with CLIENT approval of campaign concepts and annual advertising program designed to augment CLIENT's efforts in carrying out its goals and objectives.

*Final 8/31/20*

### **2.3 Industry Standards**

All services provided under this contract shall be performed in conformance with generally accepted industry standards that are usual and customary between a client and an advertising agency in such relationships.

### **2.4 Strategic Planning and Integrated Project Management**

- a. THE ATKINS GROUP, in coordination with CLIENT, will provide guidance, recommendations, and input on all strategic plans and creative strategies to expand the impact of the advertising, marketing, social and public relations programs allowing for the broadest possible exposure to the Target Audiences within the available budget. Upon request, THE ATKINS GROUP shall professionally present and “sell in” strategic direction and creative development to CLIENT staff, CLIENT’s Board of Directors, CLIENT’s Marketing Sub-Committee, or any other related advisory/policy group(s).
- b. THE ATKINS GROUP must collaborate with CLIENT to provide Roadmaps prior to the implementation of each campaign or individual project to identify and outline the goal(s), objectives, Target Audience, strategies, budget, research needs, and processes for evaluation and measurement.
- c. THE ATKINS GROUP must strategically plan, integrate, manage, and execute an assortment of researched-based marketing projects as well as manage THE ATKINS GROUP’s Team.
- d. New and emerging technology opportunities for advertising, marketing, and public relations are consistently being introduced; and, THE ATKINS GROUP shall identify, evaluate, recommend, develop, and execute and/or manage the execution of these opportunities.

### **2.5 Creative Concept**

- a. THE ATKINS GROUP shall be the principal advisor and provider to CLIENT for creative services related to the concept development, design, and execution of advertising campaigns and programs targeting a variety of audiences including meeting/convention/tradeshows planners, influencers, and attendees; leisure travel consumers; travel agents and tour operators; and various other selected Target Audiences that can help accomplish CLIENT’s mission.
- b. THE ATKINS GROUP shall develop creative for websites, digital desktop and mobile platforms, email, social media, television, radio, magazine, newspaper, out-of-home, sweepstakes and promotions, cooperative advertising programs, and other forms of marketing designed for all CLIENT Target Audiences.

*Final 8/31/20*

- c. THE ATKINS GROUP shall use all the tools above to create communications that define the breadth and depth of the destination to the Target Audiences, towards the purpose of attracting visitors, extending the length of stay, and creating repeat visitation.
- d. THE ATKINS GROUP shall develop creative campaigns for implementation on an international scale, as well as national and in-state.
- e. THE ATKINS GROUP shall develop creative content targeted to consumers, travel trade professionals such as travel agents/tour operators, and meeting planners.
- f. THE ATKINS GROUP shall also provide the ability to proofread any materials developed as final product to be published in any national or international outlet. This responsibility includes proofreading and developing final content in any language needed (at minimum Spanish and English, but shall include all languages required for the implementation of approved international campaigns).

## **2.6 Production/Design**

- a. THE ATKINS GROUP represents that it is knowledgeable and experienced in production for new and emerging technologies and shall exercise its best efforts, in conformance with standard industry advertising practices, to develop or produce that quality of artwork, digital files, online and mobile ads, web pages, and printed matter and other collateral materials as may be required by CLIENT. THE ATKINS GROUP agrees to purchase the same at advantageous rates available in the commercial advertising market.
- b. THE ATKINS GROUP shall prepare radio and television commercials and other media upon request by CLIENT and render the necessary supervisory services in connection therewith.
- c. Production responsibilities also include, but are not limited to:
  - trafficking of digital files/materials to media outlets;
  - providing dubs of broadcast materials;
  - providing digital files/disks of finished material to CLIENT including PDF files, JPGs, raw files, etc., created in programs designated by CLIENT;
  - preparing advertising materials for presentation purposes (mounting, scanning, etc.);
  - developing and implementing digital apps for any desktop and mobile platform and operating system available;
  - handling development and management of social media on existing and new social media vehicles (THE ATKINS GROUP is expected to be well-versed on existing and upcoming social media outlet rules and regulations to ensure compliance and appropriate result tracking)
- d. THE ATKINS GROUP shall supply resources and support in the development of collateral material to help ensure materials continue to reflect and align with the

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destinations brand image. This includes, but is not limited to the Visitor's Guide.

## **2.7 Media Planning and Buying**

- a. THE ATKINS GROUP shall be the principal advisor and provider to CLIENT for media buying services, including broadcast, print, and online.
- b. THE ATKINS GROUP shall provide efficient and effective planning and implementation of approved media plans. THE ATKINS GROUP shall provide reports on the implementation of media plans including; Reach and Frequency analysis (when applicable) for all traditional media vehicles (TV, Radio, Print, etc.), as well as non-traditional vehicles such as video streaming, social channels, and new, emerging and upcoming vehicles.
- c. THE ATKINS GROUP shall negotiate and contract with advertising media and others, involved with CLIENT's directed advertising, at advantageous rates in the commercial advertising market and shall report on its progress, including any savings on negotiated rates each year.
- d. THE ATKINS GROUP shall place additional emphasis on obtaining added value elements to any media buy, including additional space/time, online components, and promotional programs and shall report to CLIENT on any added value obtained.
- e. THE ATKINS GROUP shall monitor and review insertions of advertisements in publications, displays, broadcasts, and other advertising media used to such a degree as is the custom by commercial advertising agencies. THE ATKINS GROUP shall check such items as date of appearance, position of ad, size, mechanical reproduction, and any other related factors and furnish CLIENT with proof of the placement and running of said advertisements by providing evidence of placement as approved by the CLIENT Director or designee.
- f. THE ATKINS GROUP shall develop an annual flowchart of activity by month for each market/Target Audience and shall report on number of impressions and clicks generated by vehicle, as well as the correlating media spend.

## **2.8 Online and Website Marketing Strategies**

- a. THE ATKINS GROUP shall be the principal advisor and provider to CLIENT of online and website marketing strategy, including web development, search engine optimization, desktop and mobile, and social media.
- b. THE ATKINS GROUP shall ensure and monitor accurate and comprehensive tracking of consumers' online behavior and activities through all CLIENT marketing online channels as well as provide monthly reports to CLIENT on all key measures. The key measures shall be established in coordination with CLIENT staff. THE ATKINS GROUP shall ensure continuity and integrity of web analytics and digital results, including the availability of tracking data for the five (5) prior years. At any

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time CLIENT can ask a third-party entity to advise with metric interpretations, web and digital analytics.

- c. THE ATKINS GROUP shall be the principal advisor and provider for digital marketing and must be knowledgeable and experienced with new and emerging technology trends, partners, and platforms.
- d. THE ATKINS GROUP shall be the principal advisor and provider to CLIENT for email marketing and shall coordinate with CLIENT on the choice of online marketing tools and services. THE ATKINS GROUP shall ensure consistency and integrity of email lists and opt-outs, and ensure that the CLIENT's master lists and opt-outs are kept up to date. THE ATKINS GROUP shall provide detailed reports on the success of each email campaign, and provide recommendations for future campaigns.

## **2.9 Technical and Security Standards**

- a. THE ATKINS GROUP shall ensure compliance to CLIENT technical and security standards.
- b. When providing solutions and services to CLIENT, THE ATKINS GROUP shall give special attention to compatibility of all proposed technical solutions with the existing CLIENT technology. Implementation of technical solutions (to include websites, databases, and other marketing systems) shall be coordinated with CLIENT's technical staff.

## **2.10 Public Relations & Social Media**

- a. THE ATKINS GROUP shall work with CLIENT's Communications Division to strategize and implement public relation programs that further enhance CLIENT's goals and objectives.
- b. THE ATKINS GROUP shall generate incremental positive editorial media value and assist in identifying resources and subcontractors as needed.
- c. THE ATKINS GROUP shall continually mine for, identify, and execute national and international exposure opportunities.
- d. THE ATKINS GROUP shall introduce new media relationships to CLIENT through outer market and in-market public relations activities (such as media fams, individual research visits, media events, and similar activities).
- e. THE ATKINS GROUP shall provide traditional and social media services for CLIENT and, to the extent requested, assist CLIENT Communications Division with both traditional and social media.
- f. THE ATKINS GROUP shall provide public relations advice and counsel on an as-needed basis.



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- g. THE ATKINS GROUP shall assist in building editorial media databases, providing continuous media research and outreach for media interested in our destination.
- h. THE ATKINS GROUP shall generate reports monthly and as needed to provide proof of media efforts, communications, and results.
- i. THE ATKINS GROUP shall assist in calculating earned media value and any other agreed upon measure for all traditional and digital media coverage secured by CLIENT, independently or through THE ATKINS GROUP.

#### **2.11 Research**

- a. THE ATKINS GROUP shall conduct assigned research projects, including but not limited to Advertising return on investment, consumer focus groups, online surveys with CLIENT's client advisory board, visitor intercept studies, meeting professionals' perception studies, and consumer awareness & image tracking studies in the United States, Mexico, Canada and other international markets.
- b. THE ATKINS GROUP shall periodically provide competitive analyses and trends reports for competitive sets as determined by CLIENT for visitor and trade markets.
- c. THE ATKINS GROUP shall study the local hospitality products and services and analyze current and potential markets, as well as consider new objectives and strategies.
- d. THE ATKINS GROUP shall obtain and employ on CLIENT's behalf, knowledge of the available media and means that can be utilized to market CLIENT's products and services.

#### **2.12 Account Management**

- a. THE ATKINS GROUP shall meet with CLIENT staff at such times and places and in such duration as may be requested to carry out CLIENT initiatives and the responsibilities under this CONTRACT.
- b. THE ATKINS GROUP shall perform all services set forth in this CONTRACT, CLIENT's Request for Proposals, and the Proposal. The CONTRACT shall incorporate, via exhibits, the Request for Proposals, and the Proposal. Should there be any conflict between the language of the CONTRACT, Request for Proposals, or the Proposal, and then the order of priority shall be CONTRACT, Request for Proposal, and then the Proposal.
- c. THE ATKINS GROUP shall work closely with CLIENT President and CEO or his/her designee and appropriate CLIENT staff, to perform all related tasks required by CLIENT, fulfilling the purposes of this CONTRACT.
- d. THE ATKINS GROUP shall track and report on the effectiveness of advertising and marketing campaigns administered by THE ATKINS GROUP, including return on

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investment.

- e. THE ATKINS GROUP shall maintain internal procedures which ensure budget control, prompt billing, and quality control, including but not limited to auditing invoices for space, time, preparation, and services.
- f. THE ATKINS GROUP shall prepare cost schedules and project sheets for advertising expenditures and other related costs and secure CLIENT 's approval of all expenditures by submitting pre-production estimates.
- g. THE ATKINS GROUP shall retain custody of CLIENT's property and exercise its best efforts, when deemed necessary by CLIENT, to obtain return of the property from third parties. Upon request by CLIENT, THE ATKINS GROUP shall return all CLIENT property to CLIENT.
- h. THE ATKINS GROUP shall provide account service, consultation, and regular contact to ensure prompt and effective completion of projects, including but not limited to dedicating at least one (1) full time account executive for all Marketing and Public Relations services.
- i. THE ATKINS GROUP shall provide weekly status reports, or as otherwise requested, to CLIENT updating the progress of all projects.
- j. THE ATKINS GROUP shall provide monthly budget spreadsheets detailing all billings for each project.
- k. THE ATKINS GROUP shall track agency hours on a monthly-basis and by large projects, as well as provide monthly spreadsheets notating all hours for all assigned projects.
- l. THE ATKINS GROUP shall handle procurement and management of subcontracting opportunities for CLIENT services under this CONTRACT, including, but not limited to, fulfillment, research, special events, telemarketing, photography, videography, and printing/binding functions. THE ATKINS GROUP remains responsible for the performance and quality of work of and compliance with the terms under this CONTRACT by all subcontracts with THE ATKINS GROUP's Team.
- m. THE ATKINS GROUP shall manage and track advertising response fulfillment and report same to CLIENT on a monthly-basis, or as otherwise requested.
- n. THE ATKINS GROUP shall manage and track all online activity from visitors on sopadre.com and all social media channels and provide a monthly dashboard highlighting learnings and opportunities, strategies, and recommendations that will arise from such learnings.

### **III. TERM OF CONTRACT**

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The term of this CONTRACT shall be for one six (6) month period, beginning October 1, 2020, with one (1) additional six (6) month renewal option; provided, that the parties must approve the renewal not less than thirty (30) days prior to the end of the initial term.

#### **IV. PERFORMANCE CRITERIA**

##### **4.1 Criteria**

THE ATKINS GROUP shall comply with various performance based criteria including, but not limited to the following:

- a. Increase Earned Media Value based on previously agreed goals for each year.
- b. Influence the positive growth of the hotel occupancy tax to the CLIENT, based on previously agreed goals for each year.
- c. Increase hotel room nights sold in our destination, based on previously agreed goals for each year.
- d. Increase number of digital impressions based on previously agreed goals for each year.
- e. Increase direct spending by convention and group delegates that are booked through CLIENT sales and marketing efforts based on previously agreed goals for each year.
- f. Increase the traveler's aided and unaided awareness of our destination based on previously agreed goals for each year.
- g. Increase the number of specific actions by consumers signaling an intent to travel to our destination, influenced by CLIENT specific marketing strategies based on previously agreed goals for each year.
- h. Increase website visits annually based on previously agreed goals for each year.
- i. Increase online engagement, including social media interaction such as likes of posts, shares, reactions, video plays, and comments on Facebook, Twitter, Instagram, and other social media platforms, based on previously agreed goals for each year.
- j. Assist CLIENT in meeting or exceeding annual Department performance measures
- k. Develop a consolidated dashboard that captures results and indicates return of investment of CLIENT marketing dollars.

#### **V. THE ATKINS GROUP FEES AND BILLINGS TO CLIENT**

##### **5.1 Budgeting**

At the beginning of each fiscal year (commencing on October 1 of each calendar year), CLIENT shall determine the budget and work with THE ATKINS GROUP to develop the Annual Scope of Work to be provided by THE ATKINS GROUP for that fiscal year. Those services shall include the services contained in this CONTRACT and any ancillary services as assigned. CLIENT reserves the right to adjust the budget during the term of this CONTRACT subject to an adjustment in compensation for THE ATKINS GROUP based on services requested. In the event a revised budget and Scope of Services is not mutually agreed upon prior to the end of any fiscal year, the compensation arrangements for the previous year, including the amount of any retainer or monthly fee in place, will continue until amended by mutual-agreement of the parties.

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## **5.2 Third Party Invoices**

Invoices submitted by THE ATKINS GROUP to CLIENT covering expenditures or commitments made by THE ATKINS GROUP on CLIENT's behalf shall be accompanied by copies of the invoices or appropriate back up. CLIENT reserves the right to inspect invoices during the term of this CONTRACT upon reasonable request by CLIENT.

## **5.3 Payment**

CLIENT agrees to pay THE ATKINS GROUP's invoices within thirty (30) days of receipt and/or the invoice date.

## **5.4 Goods and Services**

In purchasing materials or services on CLIENT's behalf as required to provide its services hereunder, all orders placed and contracts entered into by THE ATKINS GROUP for such purposes will be rebilled to CLIENT in accordance with the terms of this CONTRACT. CLIENT will remain solely liable to THE ATKINS GROUP for approved sums owing but not yet paid to THE ATKINS GROUP. The relationship of the parties is that of independent contractor and no employment relationship is created by this CONTRACT.

## **5.5 Production Costs**

Production will be progressively billed and fifty percent (50%) of the estimate shall be due upon receipt of invoice covering such expenses and fifty percent (50%) shall be due upon completion of contracted task, i.e. photography, recording, or filming. All such payments will be due within thirty (30) days of the receipt of invoice and/or invoice date, unless expedited payment is necessary to meet the payment schedule of the production vendor. Production costs will be documented, including, but not limited to, subcontractor bids, deposit or prepayment requirements, insurance coverage, schedules, travel expenses, and any miscellaneous support services. Supporting vendor invoices will be retained by THE ATKINS GROUP.

## **5.6 Media Costs**

Media will be committed and billed in advance, but no earlier than three (3) months, upon CLIENT approval and will be reconciled to actual costs based upon documentation provided by the media.

## **5.7 Cancellations**

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CLIENT may modify, reject, or cancel any arrangements, commitments, plans, schedules, or works in progress, and in such event, THE ATKINS GROUP will immediately take steps to implement CLIENT's instructions.

**5.8 Property of CLIENT**

All discounts, incentives, media bonuses in the form of travel, and items of value earned by THE ATKINS GROUP in purchases for CLIENT are the property of CLIENT, and THE ATKINS GROUP shall include such items in the weekly status reports.

**5.9 THE ATKINS GROUP Overhead Charges**

THE ATKINS GROUP shall not charge CLIENT for any usual administrative, copying costs, long distance, or fax charges without the prior written approval of CLIENT. After obtaining written approval by CLIENT, THE ATKINS GROUP may charge CLIENT for large volume copying costs. THE ATKINS GROUP agrees to work with CLIENT to obtain the most advantageous rates for any such expenses charged to CLIENT.

**5.10 Travel**

Travel costs will be approved in advance and billed to the City per the travel per diem and rate structure below:

**5.11 Hourly Labor Rates**

THE ATKINS GROUP's hourly rates will be as follows:



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## Rate Schedule

Account Service		Media	
Coordination	125	Coordination	100
Management	150	Planning/Buying	150
Strategy	225	Production & Traffic	
<b>Analytics</b>		Coordination	75
Coordination	125	Management	100
Management	150	Public Relations	
Strategy	175	Coordination	125
<b>Brand Development</b>		Management	150
Management	175	Strategy	225
Strategy	225	Crisis	250
<b>Creative</b>		<b>Research</b>	
Concept	175	Coordination	100
Art Direction	150	Management	150
Copywriting	150		
Spanish Translation	100	Strategy	175
Production	100	<b>Technology</b>	
<b>Digital</b>		Management	150
Content Development	150	Strategy	175
Project Management	150	<b>Video</b>	
Development	175	Development & Editing	150
Digital Art Direction / UI/UX	150	Motion Graphics/ Animation	175
<b>Digital Planning</b>		<b>Travel</b>	
Coordination	125	Associate	60
Management	150	Senior Associate	75
Strategy	175	Principal/Partner	100
<b>Social Media</b>			
Coordination	125		
Management	150		
Strategy	175		

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## **VI. TERMINATION OF CONTRACT**

### **6.1 Termination without Cause**

This CONTRACT may be terminated by either party upon sixty (60) days written notice.

### **6.2 Termination For Cause**

Upon written notice, CLIENT may terminate this CONTRACT as of the date provided in the notice, in whole or in part, upon the occurrence of one (1) or more of the following events, each of which shall constitute an Event for Cause under this CONTRACT:

6.2.1 The sale, transfer, pledge, conveyance, or assignment of this CONTRACT without prior approval; OR

6.3.2 Failure by THE ATKINS GROUP to meet the performance goals and demonstrate success in implementation of the Annual Scope of Work and an inability to cure the same after notice of unsatisfactory performance described in Section 15.4.

### **6.3 CLIENT Documents and Contracts**

Upon termination of this CONTRACT, THE ATKINS GROUP shall transfer and make available to CLIENT or its authorized representative all property and materials in THE ATKINS GROUP's possession or control belonging to CLIENT.

### **6.4 Billing upon Termination**

Within thirty (30) calendar days after termination of this CONTRACT, THE ATKINS GROUP shall bill CLIENT for all amounts not previously billed or paid and for which THE ATKINS GROUP is entitled to claim reimbursement from CLIENT under the terms of this CONTRACT. Upon the effective date of expiration or termination of this CONTRACT, THE ATKINS GROUP shall cease all operations of work being performed by THE ATKINS GROUP or any of its subcontractors pursuant to this CONTRACT.

### **6.5 Transition**

Upon termination of this CONTRACT, THE ATKINS GROUP will work together with CLIENT to insure a smooth transition.

## **VII. VENUE AND GOVERNING LAW**

Venue of any court action brought directly or indirectly by reason of this CONTRACT shall be in Cameron County, Texas. This CONTRACT shall be construed under and in accordance with the laws of the State of Texas, and all obligations of the parties created hereunder are performable in South Padre Island, Texas.

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#### **VIII. NOTICE**

- 9.1 Any notice required or permitted to be given under this CONTRACT shall be sufficient if given in writing and by Certified Mail, Return Receipt Requested, to CLIENT or to THE ATKINS GROUP at the addresses first set forth below or to any other address of which written notice of change is given.

**City of South Padre Island**  
**4601 Padre Blvd.**  
**South Padre Island, TX 78597**

**THE ATKINS GROUP**  
**501 Soledad St.**  
**San Antonio, TX 78205**

- 9.2 This CONTRACT shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, executors, administrators, successors, and their assigns, except as otherwise expressly provided for herein.

[Remainder of page intentionally blank]

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IN WITNESS OF WHICH THIS CONTRACT HAS BEEN EXECUTED on this the 30  
day of September, 2020.

**CITY OF SOUTH PADRE ISLAND**

  
\_\_\_\_\_  
Randy Smith  
City Manager

**ATKINS INTERNATIONAL, LLC  
(DBA THE ATKINS GROUP)**

  
\_\_\_\_\_  
Steve Atkins

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

**MEETING DATE:** February 24, 2021

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action concerning new meeting date for March 2021. (Till)

**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:**