

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

**TUESDAY, APRIL 20, 2021  
3:00 PM THE MUNICIPAL BUILDING  
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 the Board or may be placed on the agenda of a future Convention and Visitors Bureau meeting]*

**4. Approve Consent Agenda**

- 4.1. Approve the meeting minutes for the March 24, 2021 regular meeting. (Till)
- 4.2. Approve the meeting minutes for the April 7, 2021 special meeting. (Till)
- 4.3. Approve the excused absences for Board Members Bob Friedman and Daniel Salazar for the March 24, 2021 regular meeting. (Till)
- 4.4. Approve the excused absences for Board Members Chad Hart and Bryan Pinkerton for the April 7, 2021 special meeting. (Till)

**5. Regular Agenda**

- 5.1. Discussion and possible action to approve the funding request for RAV Run Adventures in November 2021. (Amaya)
- 5.2. Discussion and possible action to approve the funding request for 2021 Texas State Surfing Championships in May 2021. (Amaya)
- 5.3. Discussion and possible action to approve to Dennis Quaid Viewpoint public television show for FY 2021. (Caum/Rodriguez)
- 5.4. Discussion regarding 2021 Marketing RFP submissions. (Caum)



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

- 1.) Executive Summary-Travel outlook for the next 3 months
- 2.) Visitors Center
- 3.) ADR & Occupancy
- 4.) Social Media
- 5.) Cision Review
- 6.) Website Overview
- 7.) Convention and Group Sales
- 8.) Special Events
- 9.) Ad Report

5.6. Discussion and possible action concerning new meeting date for May 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 DAY APRIL 16, 2021



Linette Hernandez, CVB Management Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON FRIDAY, APRIL 16, 2021, AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



Linette Hernandez, CVB Management 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 PUBLIC WORKS DIRECTOR, CARLOS SANCHEZ AT (956)761-8103.



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

**MEETING DATE:** April 20, 2021

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the March 24, 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, MARCH 24, 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, March 24, 2021 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 9:00 am. A quorum was present: Vice Chairman Tom Goodman, Board Members Bryan Pinkerton and Chad Hart. Board Members Daniel Salazar and Bob Friedman were absent.

City Officials: City Manager Randy Smith and City Council Member Ken Medders were present.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Senior Marketing & Communications Manager Teresa Rodriguez, Management Assistant Linette Hernandez were present.

**II. PLEDGE OF ALLEGIANCE**

**II. PUBLIC COMMENTS AND ANNOUNCEMENTS:** Board Member Bryan Pinkerton made a public comment regarding the All Star Basketball competition that was held at the SPI Convention Centre and stated he had a great experience with the event. He stated that the new basketball floor was fantastic, he received a lot of positive feedback, and gave kudos to the SPI CVB staff. CVB Director Ed Caum made a public announcement regarding Threshold 360, which is a service for island partners to take advantage of so that they can do a virtual video recording of any properties or businesses that want to participate. The Director of Aviation, Marv Esterly, made a public announcement regarding transportation from the airport to the island and stated that he is excited to partner with the island in providing transportation services. CVB Director Ed Caum shared a slide on the projector of the airport digital media campaign graphics.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the meeting minutes for the February 24, 2021 regular meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 4.2. Approve the meeting minutes for the March 10, 2021 special meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 4.3. Approve the excused absence for Bryan Pinkerton for the March 10, 2021 special meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.

**V. REGULAR AGENDA**

Agenda: MARCH 24, 2021



- 5.1. Discussion regarding the following required training courses to be completed by board members.
  - \*Open Meetings Act Training
  - \*Public Information Act Training
  - \*TML Newly Elected City Officials' Virtual Workshop
- 5.2. Discussion regarding McAllen, Harlingen, and Brownsville airport transportation to and from South Padre Island. The CVB will be working on a RFP for bus transportation to the island. Once new transportation options have been established they will be listed on [www.sopadre.com](http://www.sopadre.com).
- 5.3. Discussion and possible action to include fireworks funding to beach side fireworks displays. Board Member Bryan Pinkerton made the motion to have this item referred to City Council, seconded by Chairman Sean Till. Motion carried unanimously.
- 5.4. Discussion and action to approve the funding request for CAF Airshow in October 2021. Chairman Sean Till made the motion to approve, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.
- 5.5. Discussion regarding the CVB Strategic Plan for FY 2021/2022. After a lengthy discussion and a review of goals established for the island, the board suggested having a possible CVAB workshop in the future.
- 5.6. Discussion and possible action regarding upcoming paid advertising campaigns. There was no action on this item.
- 5.7. Discussion and possible action to approve a budget amendment in the amount of \$40,000 from excess reserves for 50% of the conceptual exhibit design for an aquarium and butterfly pavilion at the Birding and Nature Center. Darla Lapeyre and Richard Franke presented at the podium. Board Member Chad Hart made the motion to recommend this item to City Council for their approval, seconded by Vice Chairman Tom Goodman. Motion carried unanimously.
- 5.8. Presentation and discussion regarding the Director's Report.
  - 1.) Executive Summary-Travel Outlook
  - 2.) Visitors Center Monthly Reports
  - 3.) ADR and Occupancy Reports
  - 4.) Social Media

- 5.) Cision Report
- 6.) Website Overview
- 7.) Convention and Group Sales
- 8.) Special Events
- 9.) Marketing Campaigns

- 5.9. Discussion and action concerning the new meeting date for April 2021. New meeting date was scheduled for

## VI. ADJOURN

There being no further business, Chairman Sean Till adjourned the meeting at 10:26am.

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Linette Hernandez, CVB Management Assistant

Approved by:

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Sean Till, CVB Chairman

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

**MEETING DATE:** April 20, 2021

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the April 7, 2021 special 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 SPECIAL MEETING</b> <b>CITY OF SOUTH PADRE ISLAND</b></p>
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**WEDNESDAY, APRIL 7, 2021**

**I. CALL TO ORDER**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a special meeting on Wednesday, April 7, 2021 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 9:02 am. A quorum was present: Vice Chairman Tom Goodman, Board Members Daniel Salazar, and Bob Friedman. Board members Bryan Pinkerton and Chad Hart were absent.

City Officials: City Council Member Ken Medders was present.

CVB Staff: CVB Director Ed Caum, Senior Marketing & Communications Manager Teresa Rodriguez, Management Assistant Linette Hernandez were present.

**II. PLEDGE OF ALLEGIANCE**

**II. PUBLIC COMMENTS AND ANNOUNCEMENTS:** Vice Chairman Tom Goodman made a comment regarding the current economic state of the island stating that he hopes things continue to improve for all island partners and businesses. CVB Director Ed Caum made a public announcement stating that the City will be hosting a job fair, tentatively scheduled for April at the Convention Center. Board Member Bob Friedman made a comment stating that his business revenue for the month of March 2021 hit a record high for the month of March, similar to what he normally makes during his peak month of June.

**IV. APPROVE CONSENT AGENDA: N/A**

**V. REGULAR AGENDA**

- 5.1. Discussion and possible action to approve the marketing buy for the Leal Media 2021 Lifestyle Campaign. Board Member Daniel Salazar made the motion to approve the marketing buy for \$98,603, seconded by Vice-Chairman Tom Goodman. Motion carried unanimously.
- 5.2. Discussion and possible action to approve the marketing buy renewal for Adsposure bus wraps in San Antonio, TX for FY 2021. Board Member Daniel Salazar made the motion to

approve the marketing buy renewal for \$21,500, seconded by Vice-Chairman Tom Goodman. Motion carried unanimously.

- 5.3. Discussion and possible action to approve the marketing buy for Lamar Digital Billboards in Oklahoma City for FY 2021. Vice Chairman Tom Goodman made the motion to approve the marketing buy for Option 2, with a total investment of \$49,000, seconded by Board Member Bob Friedman. Motion carried unanimously.
- 5.4. Discussion and possible action to approve the marketing buy for Lamar Digital Billboards in McAllen, TX and Austin, TX for FY 2021. Board Member Daniel Salazar made the motion to approve the marketing buy for \$47,400 seconded by Vice-Chairman Tom Goodman. Motion carried unanimously.

## **VI. ADJOURN**

There being no further business, Chairman Sean Till adjourned the meeting at 9:18am.

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Linette Hernandez, CVB Management Assistant

Approved by:

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CVAB Chairman Sean Till

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

**MEETING DATE:** April 20, 2021

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the excused absences for Board Members Bob Friedman and Daniel Salazar for the March 24, 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:** April 20, 2021

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the excused absences for Board Members Chad Hart and Bryan Pinkerton for the April 7, 2021 special 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:** April 20, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for RAV Run Adventures in November 2021. (Amaya)

**ITEM BACKGROUND**

2019-RAV Run Adventures was approved for \$3,500

2020-RAV Run Adventures was approved for \$5,000

**BUDGET/FINANCIAL SUMMARY**

02-593-8099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



## APPLICATION FOR INITIAL FUNDING

Today's Date: 4/10/2021

### ORGANIZATION INFORMATION

Name of Organization: RAV RUN ADVENTURES

Address: 3207 Noble Dr

City, State, Zip: Brownsville Tx 78526

Contact Name: Rob McBee Contact Email: ravrunning956@gmail.com

Contact Office Phone Number: 9564658576

Contact Cell Phone Number: 9564658576

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

Non-Profit or For-Profit status: LLC Tax ID #: 84-2159976

Entity's Creation Date: 6/2019

Purpose of your organization:  
We exist to promote fitness and wellness for the citizens of the RGV.  
\_\_\_\_\_  
\_\_\_\_\_

### EVENT INFORMATION

Name of Event: South Padre Island Half Marathon Weekend

Date(s) of Event: 11/13 & 11/14

Primary Location of Event: Start/ Finish Line at Hilton Garden Inn

Amount Requested: \$20,000

Primary Purpose of Funded Activity/Facility:  
We will host a 5K/1 Mile on Saturday, Nov. 13th, and a Half Marathon/Relay on November 14th.  
\_\_\_\_\_  
\_\_\_\_\_

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

\$7500- Marketing      \$12,500 - Operational Costs

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

15% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ 0 \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ 0 \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: \$ 7500 \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ 0 \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ 0 \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ \$12,500 \_\_\_\_\_



How many attendees are expected to come to the sporting related event? 2000

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

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

By making this a weekend event, we anticipate runners will stay more than one night at SPI Hotels. We Also anticipate

runners dining in SPI restaurants, going to SPI Bars, and renting recreational vehicles, etc.

- g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$ 0

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

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

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

- h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ 0

What tourist attractions will be the subject of the signs?

#### QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 3

Expected Attendance: 2000

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

How many nights do you anticipate the majority of the tourists will stay? 1-2

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

Where and how many rooms will be blocked?

Hilton Garden Inn will give our guests a discounted rate and be our "Host Hotel"

Alina Rivera is our contact person for this and she is currently working on runner rates for us.



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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
11/2019	3500	100
9/2000	5000	551 (before covid shutdown)

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

Survey on Registration site

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

Will the event charge admission? yes If so, what is the cost per person? 65

Do you anticipate a net profit from the event? yes

If there is a net profit, what is the anticipated amount and how will it be used?  
approx. \$10 per registrant -invested back into our business

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

- Newspaper: \$
- Radio: \$
- TV: \$
- Website, Social Media: \$7500
- Other Paid Advertising: \$

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

Anticipated Number Direct Emails to out-of-town recipients: Multiple more than 10)

Other Promotions: Ads at running stores/events.

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

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

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



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

Special Rates Advertised through our emails.

Who is your target audience? Runners/walkers/ anyone interested in fitness

What geographic region(s) are you marketing to?

All of Texas (and US) (We had runners from all over the country sign up last year)

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

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

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

RRCA- Accord (1,000,000)

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

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

☒ Yes ☐ No

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

Submit to complete applications to:

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

# South Padre Island Convention & Visitors Bureau

## Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

South Padre Island Half Marathon

Name of Event

4-11-21

Date Submitted

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

  
Authorized Signature

4-11-21  
Date

Robert McBee  
Print Name



# **HOT TAX BUDGET BREAKDOWN**

## **Marketing      \$7,500 Total**

### **SOCIAL MEDIA MARKETING   \$7,000**

I have been working with a Facebook/ Marketing expert on a weekly basis  
Most of the advertising will be through social media.

We can target specific groups

For example we can Target all Texas Runners who use Facebook

Facebook and Instagram are connected through our social Media Page. We will utilize both.

### **CONSTANT CONTACT   \$500**

We also will use our database of runners emails we have built. We utilize constant contact and we will send weekly email campaigns. This same service will be used to help promote the event through their website design.

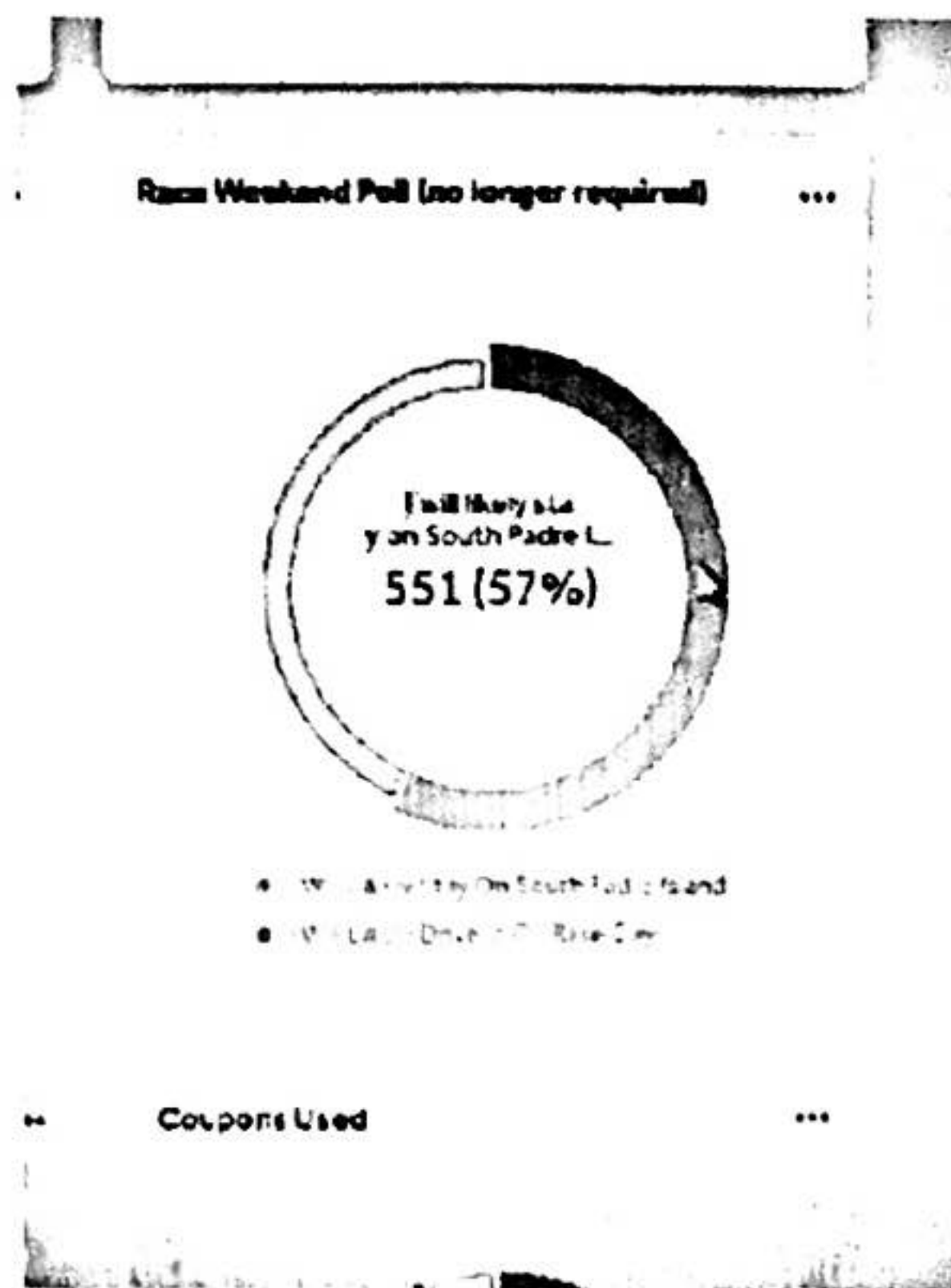
## **OPERATIONAL COSTS - \$12,500**

Reusable directional Signage (A Frames, Sand and Printing) - \$8,000

Coastal Events (Finish Line area and Port-a Potties)   \$2,000

Timing Company - \$2,000

UHaul for Weekend - \$500



### **In room night projections**

Last year we had over 551 projected room nights. This number was quadruple what we had from the year before. We anticipate this number doubling at minimum this year, giving over 1000 room nights.

This number would have been higher, but the run was shut down due to COVID.

## **SCHEDULE OF EVENTS**

**Friday Nov 12** 5-8 PM Packet Pickup (HILTON GARDEN INN)

**Saturday Nov13** 7AM 5k/1Mile (Hilton Garden Inn)

2-6PM Packet Pickup (Hilton Garden Inn)

**Sunday, Nov 14** 6AM Half Marathon and Relay



# ESTIMATED TOTAL BUDGET:

Marketing \$7,500

Operational costs \$12,500 (details on previous page)

Finisher Jackets \$50,000 (based on 2000 runners)

Participant T shirts \$20,000 (based on 2000 runners)

Finisher Medals \$12000 (based on 2000 runners)

Bibs \$2,000 (based on 2000 runners)

Police and Traffic \$3,000

Permits and Fees \$1500

DJ-\$500

Insurance - \$1000

Total - \$110,000

RAV Run Adventures special Event experience

1. Run, White and Blue- Rancho Viejo 5K (2years)
2. Fortnite Fun Run – Brownsville and Edinburg Locations
3. Star Wars Day run – Brownsville
4. Glow run- Brownsville
5. South Padre island Half Marathon – (2 Years)
6. RGV Challenge – Virtual event
7. RAV Run Adventures Virtual events (Hamilton, The Office, Cobra Kai)- Ongoing

## SCHEDULE OF EVENTS

**Friday Nov 12** 5-8 PM Packet Pickup (HILTON GARDEN INN)

**Saturday Nov13** 7AM 5k/1Mile (Hilton Garden Inn)

2-6PM Packet Pickup (Hilton Garden Inn)

**Sunday, Nov 14** 6AM Half Marathon and Relay

## **COVID PRECAUTIONS**

### Half Marathon Nov 14th

#### **STARTING YOUR RUN**

- \*Start time will be ANYTIME between 6AM and 7AM
- \*Stretch and warm up at your car or in your hotel room
- \*Once you arrive at the Hilton Garden Inn and start line area you will be instructed to begin your race.
- \*To promote Social Distancing, runners will be "stagger started" (10-15 seconds apart)

#### **OTHER DETAILS**

##### **\*CUPLESS EVENT-**

We will not have disposable cups available on route, however, there will be PLENTY of coolers with cold water to refill your water bottle

\*Packet Pickup times will be announced closer to race date-  
all Packets must be picked up at Hilton Garden Inn- South Padre Island

**\*NO RACE DAY PACKET PICK UP!!!! NO EXCEPTIONS!**

- \*No spectators allowed at the Start/Finish Area (spectators are allowed on the course route, however they must stay properly spaced from each other and other runners)
- \*There will be no awards ceremony (we will announce awards through social media and email and awards will be mailed)

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

**MEETING DATE:** April 20, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for 2021 Texas State Surfing Championships in May 2021. (Amaya)

**ITEM BACKGROUND**

2017- Texas State Surfing Championships was funded for \$2,500

**BUDGET/FINANCIAL SUMMARY**

02-593-8099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



emailed to Marisa Amaya 4/13/21

South Padre Island Convention & Visitors Bureau

## **South Padre Island Tax**

## **Funding Application**

Hotel Occupancy Tax Use Guidelines Under Texas State Law

## APPLICATION FOR INITIAL FUNDING

Today's Date: 4-12-2021

### ORGANIZATION INFORMATION

Name of Organization: Texas Gulf Surfing Association Inc.  
Address: P. O. Box 1529  
Port Aransas, Texas 78373  
City, State, Zip:  
Contact Name: Mary Goldsmith Contact Email: maryagoldsmith@yahoo.c  
none

Website Address for Event or Sponsoring Entity: www.surftgsa.org  
Non-Profit or For-Profit status: Non-profit Tax ID #: 74-2549298  
Entity's Creation Date: 1988

Purpose of your organization:  
TGSA is a non-profit organization formed to promote and preserve the sport of surfing in the  
State of Texas through family-oriented surfing competitions up and down the Texas  
coast, It is the member-based governing body of amateur surfing in Texas.

### EVENT INFORMATION

Name of Event: 2021 Texas State Surfing Championships  
Date(s) of Event: May 1-2, or 3 consecutive weekends after until surf conditions permit  
Primary Location of Event: Isla Blanca Park  
Amount Requested: \$3,500  
Primary Purpose of Funded Activity/Facility:  
To hold the Texas State Surfing Championships which are the final season event where  
State titles are awarded.



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

Fees and travel allowances for TGSA judges and ground crew - \$5,812.50 estimated total  
(\$3,000 travel allowances, \$2,812.50 fees)

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

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

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 50 %

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

No

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ 3,500.00



How many attendees are expected to come to the sporting related event? 100 plus families

How many of the attendees are expected to be from more than 75 miles away? 98 plus families

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

The TGSA only has a couple of members in the South Padre area. All other participants will travel with families from

Houston/Galveston area or Corpus Christi area and stay for two nights or more.

- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.** Amount requested under this category: \$ N/A

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

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

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

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category:** \$ N/A other than Isla Blanca Park

What tourist attractions will be the subject of the signs?

#### QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 32

Expected Attendance: 100 participants + family

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

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

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

Where and how many rooms will be blocked?

The TGSA will work with CVB staff to coordinate a discounted rate for participants.

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
Approx 2017	2500	Unknown

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

Number of members residing more tha 75 mi lesaway from South Padre (only2 members reside in SPI area)

Please list other organization, government entities, and grants that have offered financial support to your project: none

Will the event charge admission? no If so, what is the cost per person?

Do you anticipate a net profit from the event? no

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

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

- Newspaper: \$ No cost
- Radio: \$
- TV: \$
- Website, Social Media: \$ No cost
- Other Paid Advertising: \$

Anticipated Number of Press Releases to Media: 10

Anticipated Number Direct Emails to out-of-town recipients: 0

Other Promotions: TGSA website, Facebook and Instagram

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

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

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



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

TGSA will promote the event through its social media and website as well as through members, press releases and other sponsors (if any)

Who is your target audience? Surfers and people interested in surfing

What geographic region(s) are you marketing to?

The State of Texas

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

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

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

\$1 million per occurrence/\$3 million aggregate, rented premises 300,000, personal & Advertising 1 million, Sex abuse 25,000/100,000, medical 25,000 ADD 5,000

Carrier - Vantapro Specialty Ins. Co. and Great American Ins. Co.

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

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

☒ Yes ☐ No

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

Submit to complete applications to:

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

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

THIS FORM MUST BE COMPLETED BY APPLICANT

Texas Gulf Surfing Association, Inc.

4-12-21

Name of Event

Date Submitted

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

Authorized Signature

Mary Goldsmith, President, TGSA

Print Name

4-12-21

Date



### **Description of Planned Activities/Schedule of Events –**

The Texas State Championships will be a two-day event in South Padre Island. We anticipate one full day of surfing and a second half day of surfing ending with an awards ceremony.

All surfing will take place at Isla Blanca Park. We have a permit application pending with Cameron County. If Isla Blanca Park is not approved, we will seek another location, such as in front of Clayton's. We may have an awards ceremony either on the beach at the contest site or at another location if a sponsor for that can be found.

We must have contestable surf to run the event. The contest is called on or off based on surf conditions by noon on the Friday before the event. The event will begin at approximately 8am on Saturday and end at approximately 6pm, and will begin at approximately 8am on Sunday and end mid-day.

### **Event schedule—**

First call – May 1-2

Second call – May 8-9

Third call – May 15-16

Fourth call – May 22-23

The event will be held on the first call date with contestable surf as determined by the TGSA Board of Directors.

### **Budget –**

#### **Anticipated expenses--**

Fees for judges and TGSA ground crew including travel allowances – \$5,812.50

Food for crew during event - \$300

Event t-shirt with all sponsors for the season - \$2,500

Trophies - \$3,000

Fees to Cameron County - \$675

Possible scaffolding - \$500

Supplies and miscellaneous expenses - \$500

#### **Anticipated income—**

Title Sponsor - \$3500

Other Sponsors – \$1500+

Entry Fees - \$4000

Balance to be funded from TGSA general funds

#### Advertising/Marketing and promotion plan –

The TGSA will advertise and promote the event on its website and on its Facebook and Instagram sites, through word of mouth and through possible sponsor publicity. Participants will sign up through the link provided on the TGSA sites. The TGSA does not anticipate any paid advertising or marketing of the event. No marketing will be funded by hotel tax.

#### In Room night projections –

The TGSA projects that all participants (other than a couple of locals) and their families will stay in South Padre hotels or other rental facilities on South Padre Island for two nights (Friday and Saturday). Some participants are part of family groups. Our best estimate is that at least 50 hotel rooms will be booked in connection with the event.

Note: The TGSA does not collect data regarding where its members stay at contests. The TGSA can provide the number of expected attendees from the Houston/Galveston area and from the Corpus Christi area.

We are requesting title sponsorship of the event. The title sponsor (with link) will be featured on all social media and website posts regarding the contest and listed as a sponsor on the TGSA website sponsor page, a banner with the sponsor logo will be provided by the TGSA, the sponsor will be featured in contest announcements, and the sponsor will be prominently included on the event t-shirt. The event will be called the Texas State Surfing Championships Presented by \_\_\_\_\_(the title sponsor).

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

**MEETING DATE:** April 20, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve to Dennis Quaid Viewpoint public television show for FY 2021.  
(Caum/Rodriguez)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

02-594-0531

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



## Dennis Quaid - Viewpoint

### **PUBLIC TELEVISION:**

We distribute to over 350 public television stations in all 50 states in the U.S. These stations by law cannot sell advertising time to bridge the gap between their programming, but they do need to fill that time with educational content. That is what we're doing here, and of course our host is Dennis Quaid. Why does this cost money? There is a common misconception that public television is "free." That is partially true, but not exactly. We provide educational documentary segments to these stations at no cost to them in exchange for a guarantee that the segments we create will air between 45-60 times per station per quarter during peak and prime-time hours (6-11 p.m.). Everything on public television is underwritten by someone. These stations do not have the funding or resources to create, produce, or air these programs on their own, so they rely on grants, telethons, donations, and content providers like us. It is an invite-only platform, and we get in front of 60 million homes and businesses over the course of our distribution commitment (one full year).

### **MAJOR NETWORKS:**

**Regional Package:** we secure 50 (full minutes) on prime-time television in the city or cities of your choice or 100 (:30 second) airings on Travel Channel, History Channel, HGTV, CNBC, Oxygen, ESPN Family of Networks, Fox Sports 1, Outdoor Channel, Fox Business, Bloomberg, Discovery Channel, CNN Headline News, and MSNBC and others. These are peak and prime-time commercial airings that are already owned by us and are guaranteed to air.

### **EMAIL CAMPAIGN:**

This third component is a laser-targeted email campaign to 1 million opted-in viewers within specific demographics that your team will provide. This piece is a 5-7 minute behind-the-scenes documentary about your organization with a call to action attached.

We cover the costs of production, scripting, licensing, and distribution. Priced out, this project is consistently between \$200-300K without the ability to distribute on public television or attaching it to Dennis Quaid. We're able to do this project at cost by leveraging the economies of scale that accrue when our schedules are met, and because we do everything in-house. At the end of the project, our guests get all 3 pieces and the ownership and licensing to either use these segments or create new clips from the footage, interviews and B-Roll we capture during filming for their own educational or marketing purposes.

From an ROI perspective, we honestly don't get a lot of questions. This project is a tremendous value and speaks for itself. Our motivation is to find the best stories for public television. The commercial distribution and email campaign is our "thank you" for providing the educational content we have been creating for public television over the past 15 years.

If you would like even more information, please visit our website: [www.viewpointproject.com](http://www.viewpointproject.com) to see a few samples of our short-form documentaries.

Click on the Portfolio section to view sample segments in all three categories (PTV, Commercials, Corporate Identity). In order to get statistics and more detailed information about our program click on INVITE, and then enter the password: **documentary**

We cover the majority of the costs. The only we look for is the underwriting for the Public Television part which is \$24,500 and the \$3,400 one day location fee. Hope this helps. If we need to have a conference call to answer any questions or clarify anything, my Conference Call 563-999-2090 Passcode 949346. Just let me know date/time for the call. I look forward to hearing back.

Best regards,

**Dave Douglas**

**Senior Producer | Dennis Quaid - Viewpoint**

**Direct:** 561-244-7620 ext. 124

**Site:** [www.viewpointproject.com](http://www.viewpointproject.com)

**Please consider the environment before printing this email.**



# REGIONAL

## **Public Television Documentary**

Viewpoint short-form documentary (3-5 minutes) will be distributed to Public Television stations in all 50 states, airing for one year, for unlimited broadcast (estimated reach for one year is 60 million households). The short-form documentary is hosted by Dennis Quaid.

## **5-6 Minute Corporate Profile**

Viewpoint will provide the production of one (1) broadcast quality, 5-6 minute educational documentary profile in HD with expansive and detailed information documenting the issues and educational message that concern your target audience.

## **Internet Media**

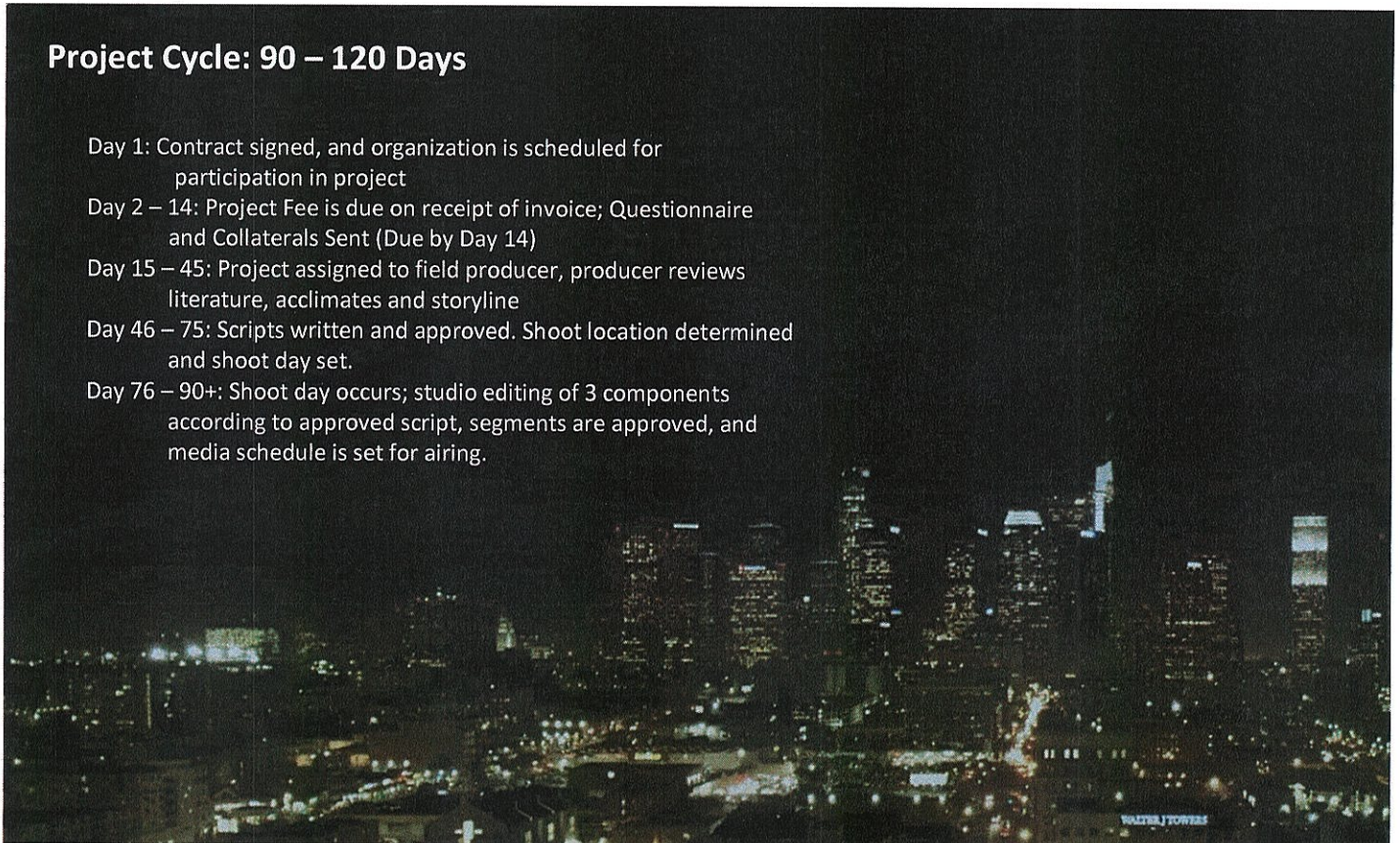
Viewpoint will digitize the 5-6 minute documentary into a digital file for streaming on your company or organization's website, and will be delivered in a format for streaming on social media. Viewpoint will design and generate an email campaign to your narrowcasted audience sending up to 1,000,000 video emails from the Viewpoint email database.

## **Commercial Television Airings**

Viewpoint will provide the production of one(1) highend one-minute educational commercial segment used for network distribution, broadcast fifty (50) times prime time via MSNBC, CNBC, CNN or an equivalent network, and in the city / cities of your choice.

## **Project Cycle: 90 – 120 Days**

- Day 1: Contract signed, and organization is scheduled for participation in project
- Day 2 – 14: Project Fee is due on receipt of invoice; Questionnaire and Collaterals Sent (Due by Day 14)
- Day 15 – 45: Project assigned to field producer, producer reviews literature, acclimates and storyline
- Day 46 – 75: Scripts written and approved. Shoot location determined and shoot day set.
- Day 76 – 90+: Shoot day occurs; studio editing of 3 components according to approved script, segments are approved, and media schedule is set for airing.



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

**MEETING DATE:** April 20, 2021

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion regarding 2021 Marketing RFP submissions. (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:**



21 total

1 of 4 37



Bid Description: CVB2021-02

Opening Date & Time: April 15, 2021 @ 3pm.

	Company	Cost	Date received
①	Machete	20% Commission covers all labor cost.	4/15/2021 1:06 pm.
②	OSR Communication	PR \$150 per hour (minimum 3)	4/15/2021 2:01 pm.
③	CSuite Maximizing Digital	A \$602,400 plus Annual Base salary 8% Commission	4/15/2021 1:38 pm
④	Augustine	Varies Fees under 30% Commission 10%	4/13/2021 1:04 pm
⑤	Tequila Group	a la Cart fees & commissions separate cost	4/15/2021 2:12 pm.

Opened by Lori Moore  
Teresa Rodriguez

Witnessed by: Angeline St



Bid Description: CRB2021-02

Opening Date & Time: April 15, 2021 @ 3pm.

	Company	Cost	Date received
⑥	Pollucastos	a la cart Plus commission (varies)	4/15/2021 2:48pm
⑦	Belot + Company	\$150 per hour Media commissions range 12.5% - 15%	April 15, 2021 10:42pm
⑧	ADT Partners (Digital only)	Retainer 15,000 per month \$180,000 per year.	April 15, 2021 2:12 pm.
⑨	XNTL	\$47,500 cap for 400 - 860 full service hours. plus 12.5% commission	April 15, 2021 10:42 am
⑩	Bandwagon (PR only)	\$125 per hr; Crisis → 250 Flat Fee No commission	4/15/21 10:42 am

Not proper/  
labeled for  
RFP.

Opened by:

Teresa Rodriguez

Witnessed by:

Lori Moore  
*Lori Moore*

*[Signature]*  
*[Signature]*



Bid Description: CVB 2021-02

Opening Date & Time: April 15, 2021 @ 3pm.

	Company	Cost	Date received	
⑪	Acrobatant	A la cart and \$4,200 per month <del>\$1,200</del> Varies	4/14/2021 11:38 am	Okay Not properly labeled -
⑫	Mindecology	15% Commission a la cart	4/14/2021 @ 11:38 am.	Not properly labeled -
⑬	The Fiske PR & Marketing	Retainer \$6,000 Per month Plus travel	4/14/2021 @ 11:38 am.	
⑭	Street Sense	Commission 12.5% Plus Creative + PR Fee. Varies - a la cart	4/14/2021 11:38 am	
⑮	Relic	Comm → 12.5% Hrly rate \$115.	4/14/2021 3:19 pm	Not properly labeled. -

Opened by:

Teresa Rodriguez  
Lori Moore  
Lori Moore

Witnessed by:

[Signature]  
Angelique Sto



Bid Description: CVB 2021 - 02

Opening Date & Time: April 15, 2021 @ 3pm.

	Company	Cost	Date received	
16	MDR	15% management fee All media - up to \$2 million \$100 per hour	4/14/2021 @ 3:17 pm	Not properly labeled
17	LHL	\$190 per Hour \$19 to 24 thousand per month K (Not PP include)	4/14/2021 @ 11:38 am	
18	Miles	A-la-Cart varies 12.5% Comm.	4/14/2021 @ 10:54 am	
19	Paradise	15% Comm. plus A-La-Cart	4/15/2021 10:42 am	
20	38 15 Media	15% Commission min 20 hrs. per week \$90 per hour A-la-cart	4/13/2021 @ 2:48	

Opened by:

Teresa Rodriguez

Witnessed by:

Angelique Soto

21  
The Zimmerman Agency

A-la-Cart  
plus comm.  
varies

4/15/2021  
10:42 am.

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

**MEETING DATE:** April 20, 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 & Occupancy
- 4.) Social Media
- 5.) Cision Review
- 6.) Website Overview
- 7.) Convention and Group Sales
- 8.) Special Events
- 9.) Ad Report

**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 Director's Report

April 2021





## Key Findings to Know:

- Americans have been exhibiting a lessening optimism over the last month, after reaching a pandemic peak the week of March 14th.
- Nevertheless, fear about travel has continued on a course of steady decline. Of the travel and leisure activities we track, only a handful remain perceived as unsafe by a majority of American travelers. In fact, the average perception of these activities as unsafe is down 20 percentage points from January 1st—a pandemic record low (37.9%).
- More than two-thirds have a “ready-to-travel” state-of-mind and this readiness has resulted in a lot of travel plans. Over 86% of American travelers currently have at least tentative leisure travel plans and 72.8% expect to travel for leisure within the next three months alone.



# Executive Summary



- In terms of what is motivating Americans to travel right now, while relaxing, getting away from their daily life and spending time with family remain important, about half are highly seeking escaping boredom, having new experiences and visiting new places they have never been. One-third are out to party while a quarter are even traveling specifically to meet new people.
- As Americans look out on their travel in the months ahead, many iconic tourism spots—Florida, New York, Las Vegas, Hawaii, California—top their lists of the domestic destinations they most want to visit, including popular cities, from Chicago to New Orleans.
- In terms of Americans' timing on booking travel, the pandemic's impact can still be seen. In total, 45.7% say they will make reservations closer to their travel date than they would in a normal year. Over 40% of travelers who will be making hotel, car rental, attraction and event bookings say they will be doing so less than 4 weeks out. Even 28.5% of upcoming air travelers say they will purchase their flights less than a month before travel.



# Executive Summary

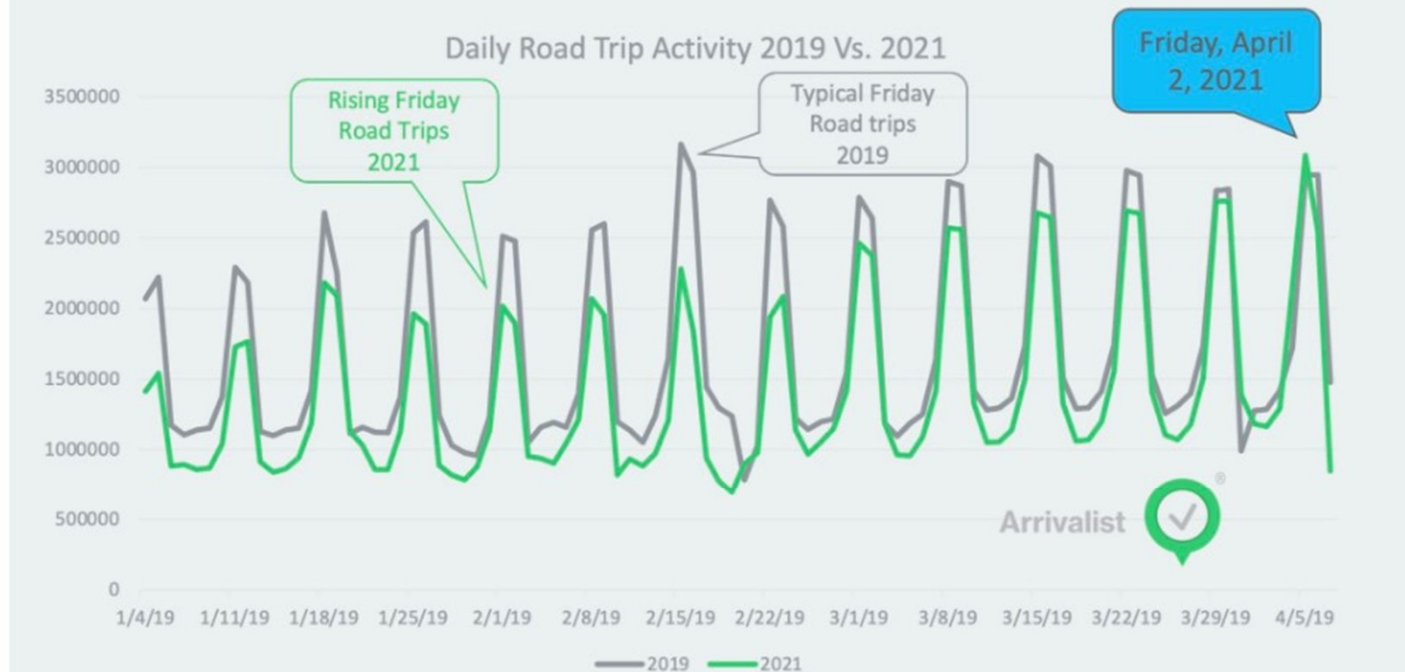


- Looking at the types of travel Americans have planned for the next quarter, leisure travel is indeed leading the recovery with 52.4% planning a vacation or getaway and 36.8% traveling to visit friends or relatives. Business travel is further back in recovery. Right now, 13.6% of American travelers say they will be taking a business trip in the next 3 months and 11.4% say they have a convention/group meeting trip.
- This week we can celebrate that the appeal of attending in-person meetings has improved. Over 54% of business travelers say they would be happy if their employer asked them to attend an in-person conference, convention or group meeting in the next six months. This is nearly double what was recorded last August.
- Still, a meetings industry rebound may be further into the future. Two-thirds of business travelers feel it won't be until this summer or later that they will be comfortable attending in-person meetings. The majority (56.4%) of business travelers still would prefer a virtual meeting to an in-person one if it were happening this month. Only 20 percent say they would prefer an in-person event right now.

# Executive Summary



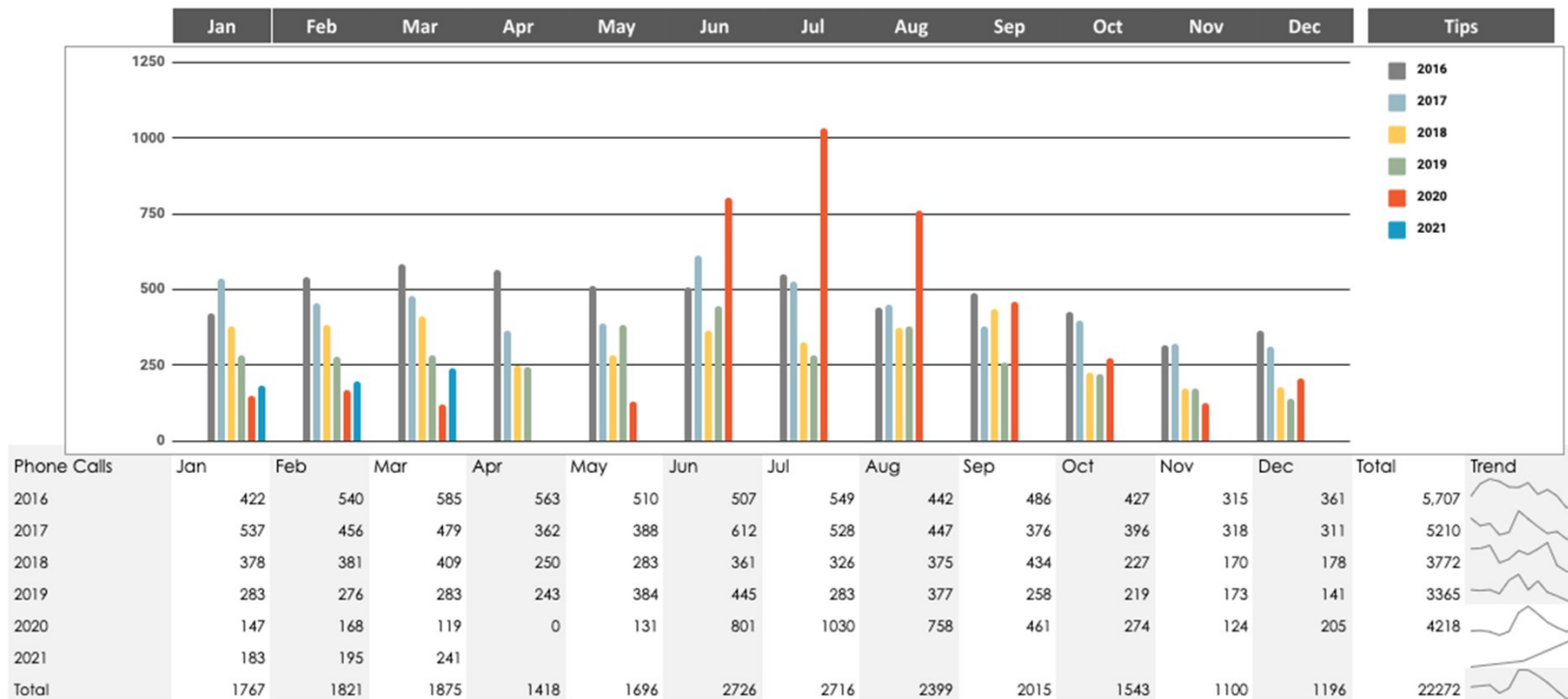
## April 2 Weekend Travel Exceeded 2019 Levels



# Visitors Center Reports



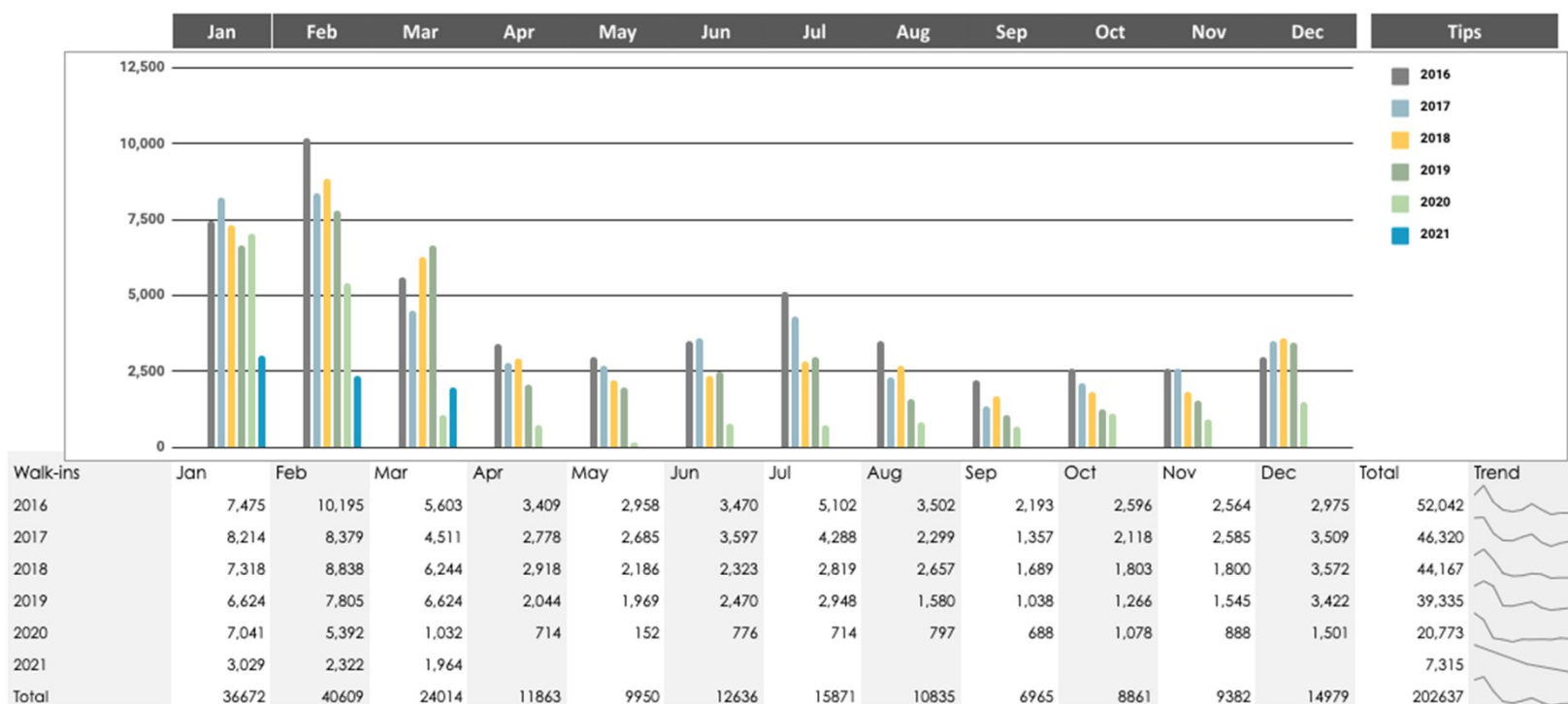
## Monthly Calls Report 5 Year History



# Visitors Center Reports

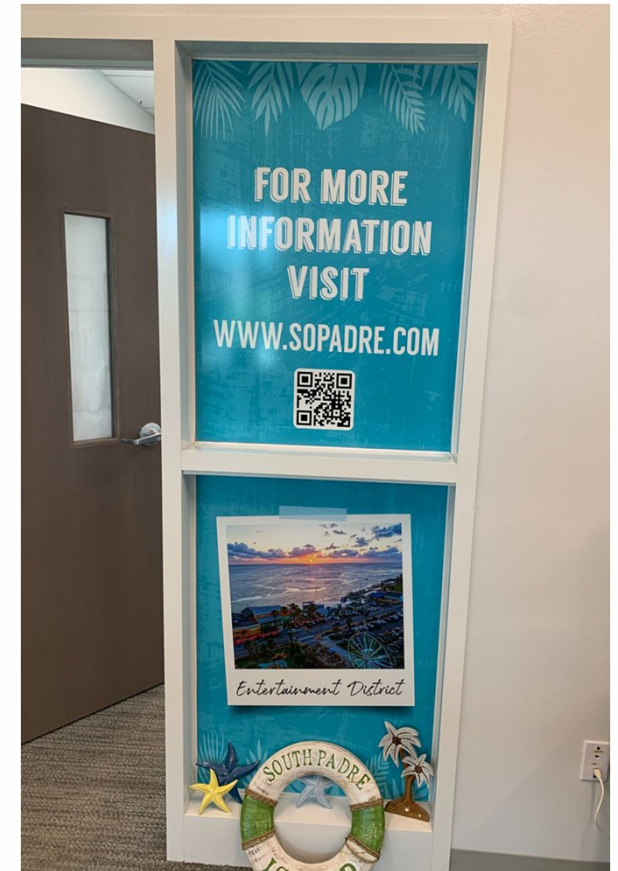


## Monthly Walk-in Report 5 Year History





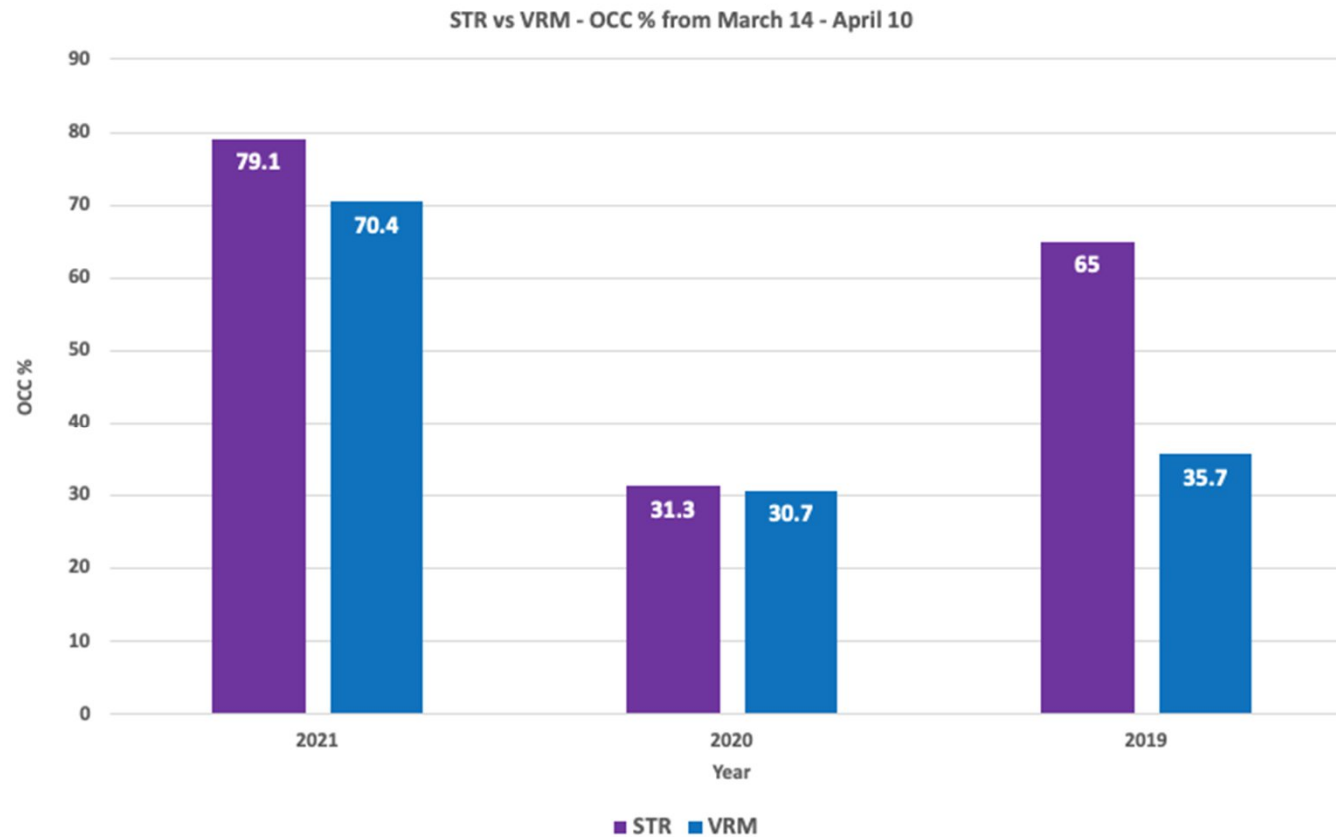
# Visitors Center Upgrades



# Occupancy - VRM vs. Hotel



(STR vs. KeyData)



# Occupancy - VRM vs. Hotel

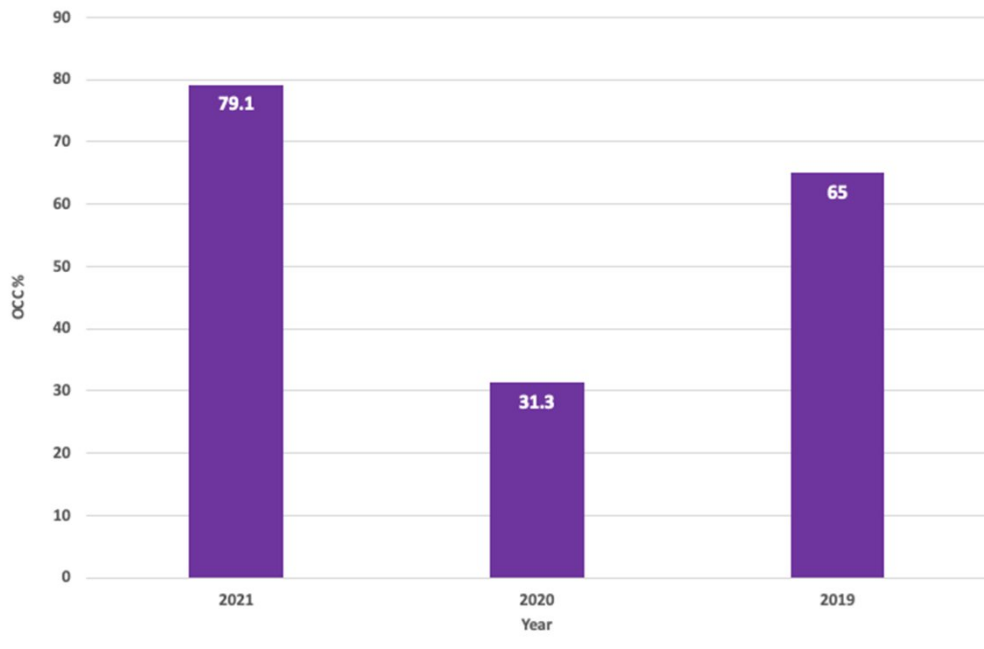


(STR vs. KeyData)

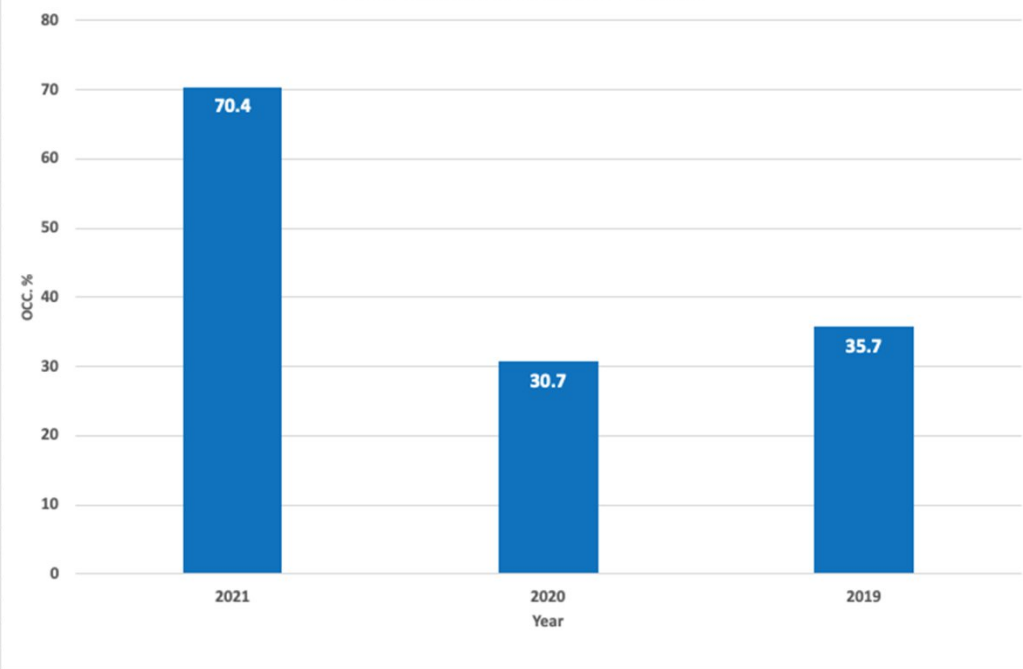
Hotel Occupancy % (STR)

VRM Occupancy % (KeyData)

STR Occupancy % from March 14 - April 10



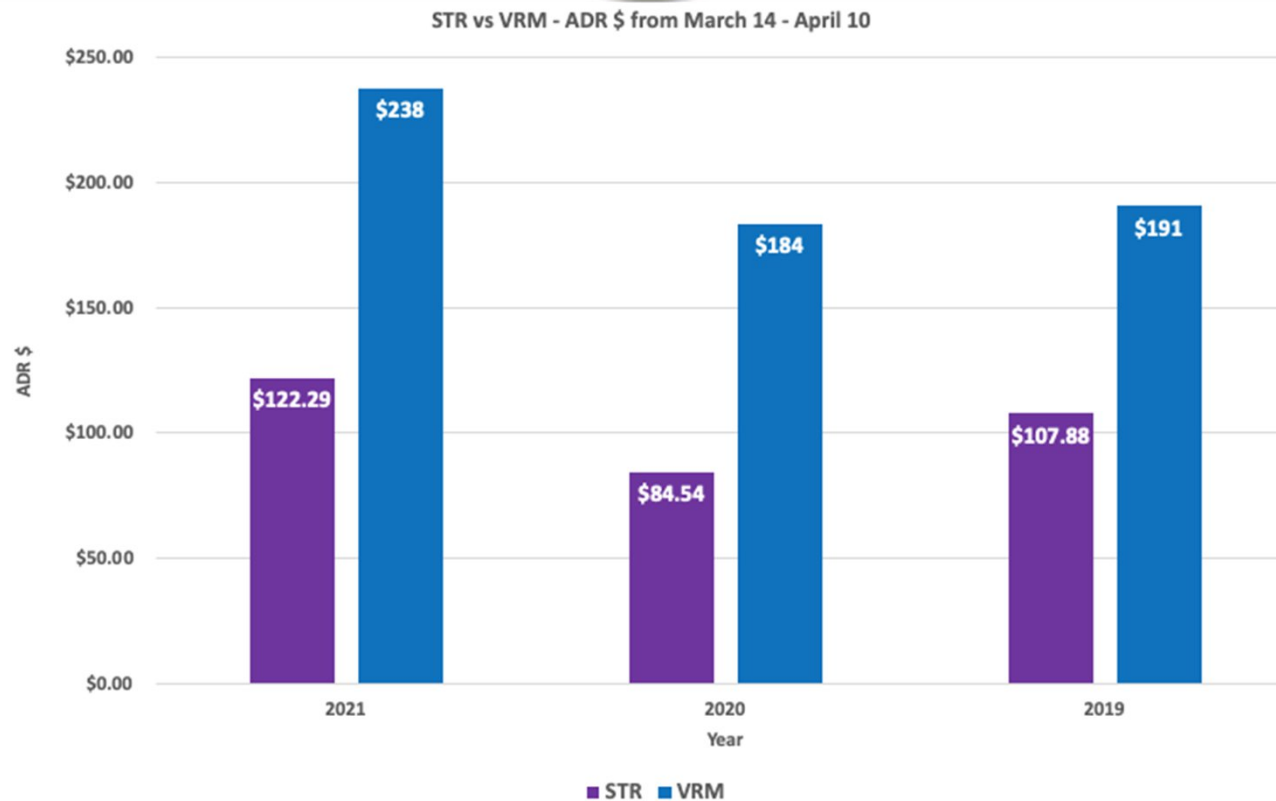
VRM Occupancy % from March 14 - April 10



# ADR - VRM vs. Hotel



(STR vs. KeyData)



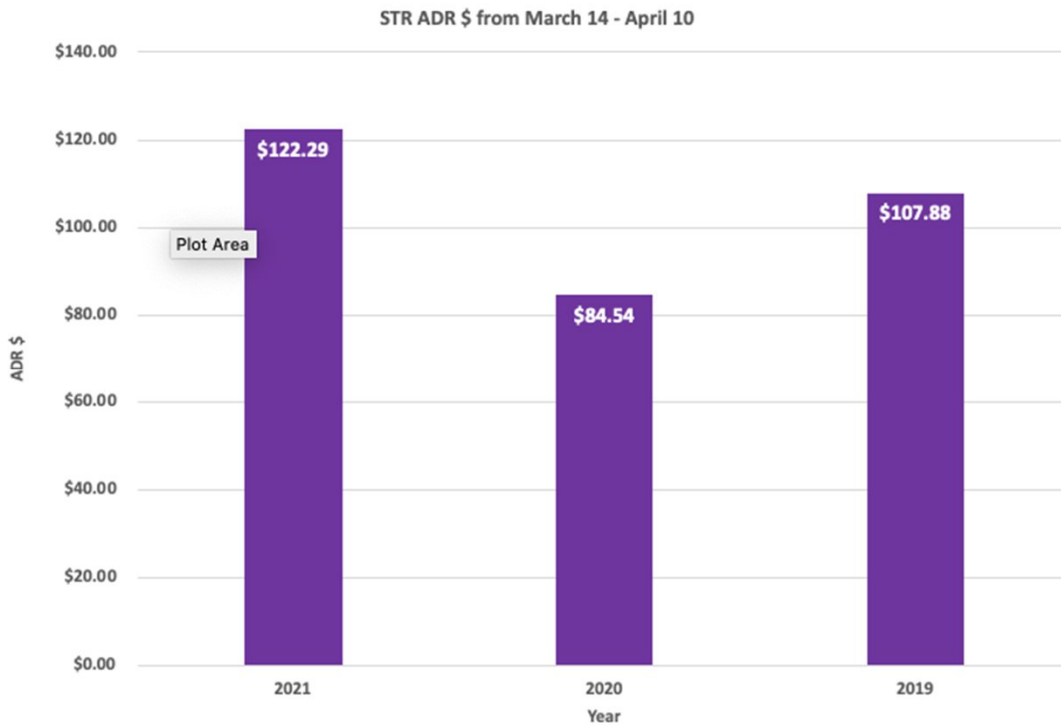


# ADR - VRM vs. Hotel

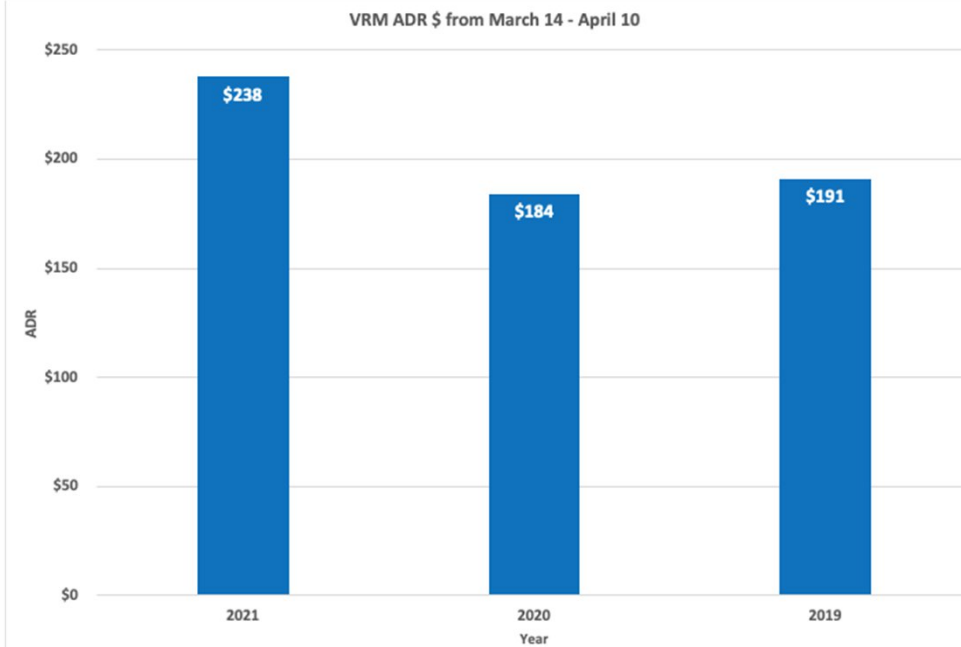


(STR vs. KeyData)

Hotel ADR \$ (STR)



VRM ADR \$ (KeyData)



# Arrivalist: Jan. - Mar. 2021



Total est. US Adult Trips

**384,423**

Average Nights

**1.6**

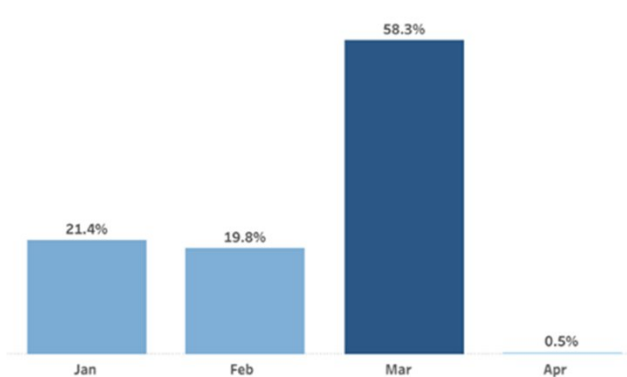
Average Distance Traveled

**337.6 Miles**

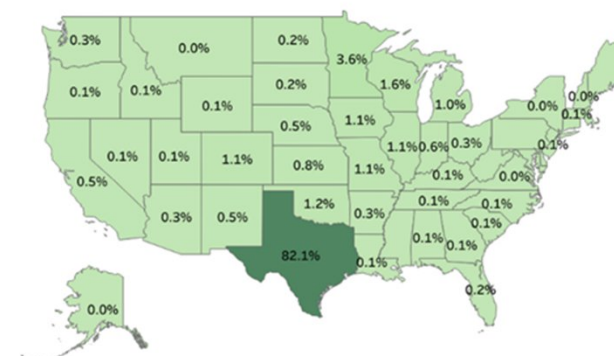
## Top Origin Markets (DMAs)

DMA	Trips	Share of Trips	Average Unique Nights
Harlingen/Weslaco/Brownsville/Mcallen	212,330	55.2%	0.6
Houston	23,878	6.2%	2.1
San Antonio	23,089	6.0%	1.9
Dallas/Fort Worth	16,315	4.2%	3.0
Austin-Tx	15,388	4.0%	2.4
Minneapolis/Saint Paul	12,538	3.3%	4.1
Laredo	7,695	2.0%	1.4
Corpus Christi	4,713	1.2%	1.6
Denver	3,366	0.9%	2.7
Waco/Temple/Bryan	3,047	0.8%	2.1
Chicago	2,987	0.8%	3.3
Kansas City	2,826	0.7%	3.6
Oklahoma City	2,256	0.6%	3.2

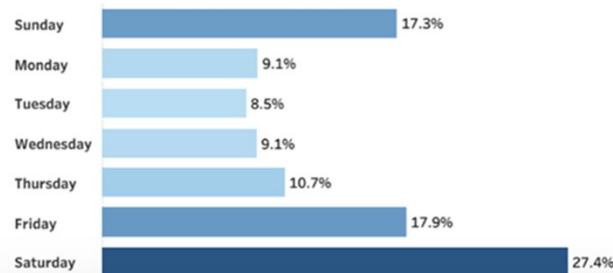
## Trips by Month



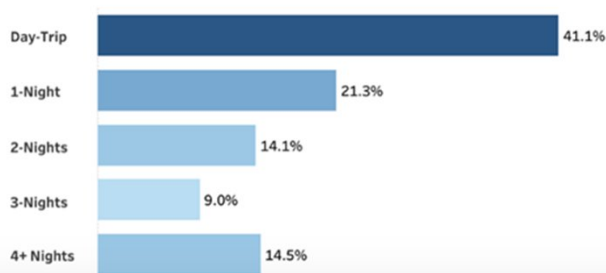
## Trips by Origin States



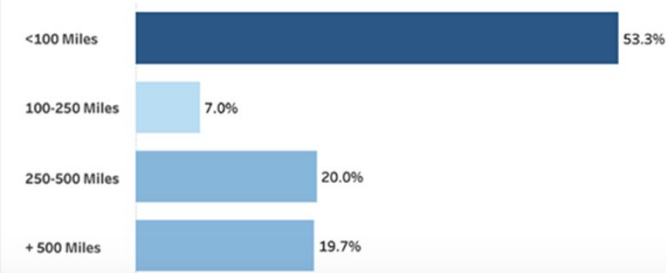
## Trips by Day of Week



## Trips by Length of Stay



## Trips by Avg. Distance Traveled (Miles)







# ORGANIC SOCIAL MEDIA OVERVIEW

# Facebook Top Posts




 **South Padre Island Tropical Travel**  
Sat 3/27/2021 11:59 am PDT


South Padre Island is making a "splash" as a welcoming LGBTQIA+ destination. #SoPadre #TexasBestBeach <https://bit.ly/3feV6NW>




<b>Total Engagements</b>	<b>7,015</b>
Reactions	1,133
Comments	162
Shares	54
Post Link Clicks	303
Other Post Clicks	5,363

 **South Padre Island Tropical Travel**  
Tue 3/9/2021 12:30 pm PST


One of our top family-friendly adventures on South Padre Island is our eco-tours! 🐡 You can learn about pufferfish, dolphins, turtles and so much more. Check out Osprey Cruises to book your trip:



<b>Total Engagements</b>	<b>3,623</b>
Reactions	1,288
Comments	196
Shares	158
Post Link Clicks	-
Other Post Clicks	1,981

 **South Padre Island Tropical Travel**  
Fri 3/12/2021 12:04 pm PST

It's feel good Friday on South Padre Island 🍹 Enjoy dinner, drinks, and the view at Pier19 #SoPadre 🍷@fashionista\_foodie



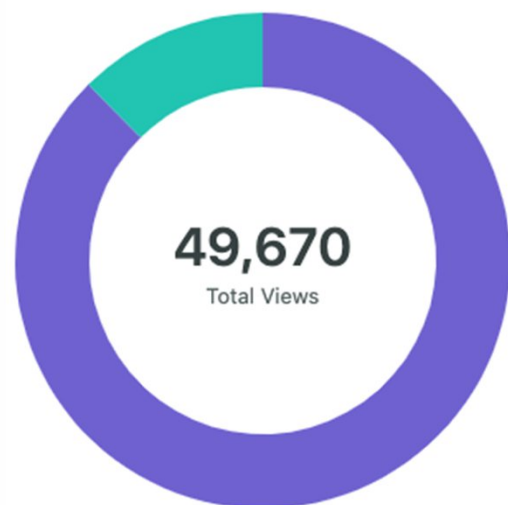
<b>Total Engagements</b>	<b>2,910</b>
Reactions	1,187
Comments	216
Shares	101
Post Link Clicks	-
Other Post Clicks	1,406



# Facebook Video Performance



View Metrics



Organic Full

**6,181**

Organic Partial

**43,489**

Viewing Breakdown



Organic Views

**100%**

Paid Views

**0%**



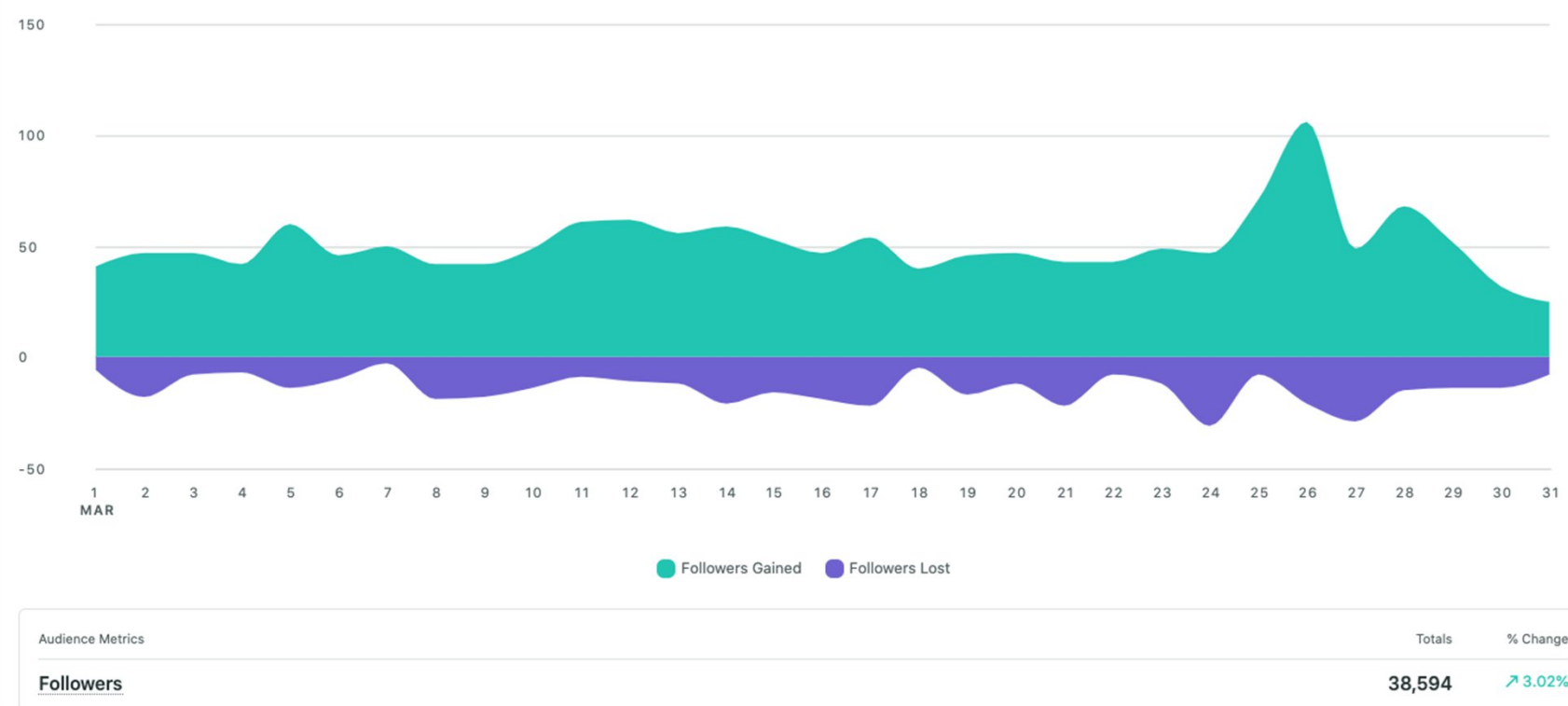
Click Plays

**3%**

Auto Plays

**97%**

# Instagram Audience Growth



# Instagram Top Posts



South Padre Island is making a "splash" as a welcoming LGBTQIA+ destination. #SoPadre #TexasBestBeach <https://bit.ly/3feV6NW>



<b>Total Engagements</b>	<b>1,726</b>
Likes	1,573
Comments	128
Saves	25



One of our top family-friendly adventures on South Padre Island is our eco-tours! 🐡 You can learn about pufferfish, dolphins, turtles and so much more. Check out @ospreycruisesspi to book your!



<b>Total Engagements</b>	<b>1,407</b>
Likes	1,336
Comments	27
Saves	44



What's your favorite memory at the jetties? 💙 #SoPadre 🏖️  
@soul\_adventure\_2020



<b>Total Engagements</b>	<b>1,286</b>
Likes	1,177
Comments	75
Saves	34



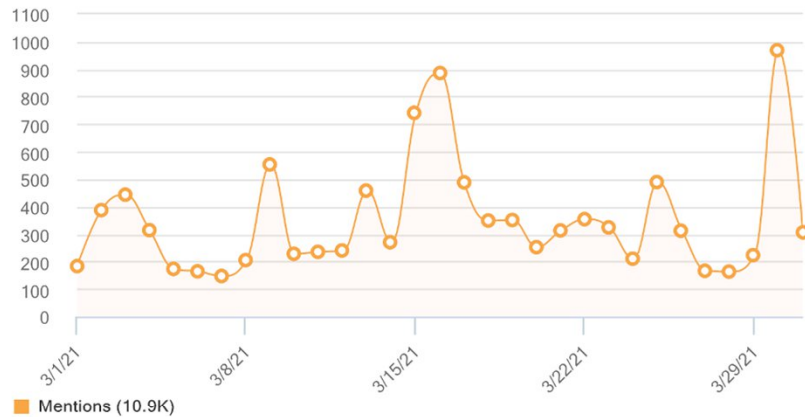
# CISION REPORT



# Cision Report - Monthly



Total Mentions



**10.9K**

**Total Mentions**

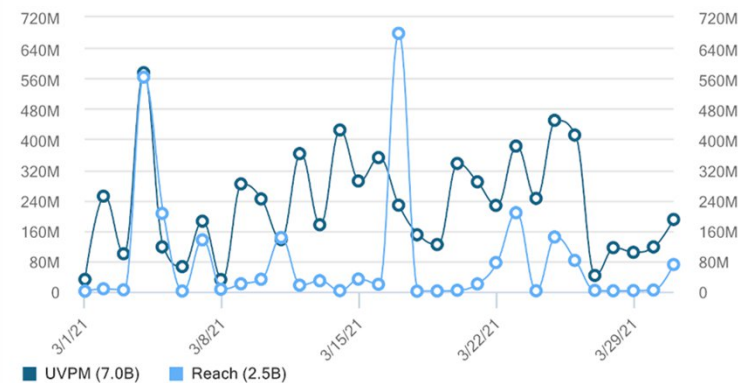
The total number of news stories for a specified time period.

**9.5B**

**Total Reach**

A globally consistent baseline metric for measuring the reach of a media outlet.

Reach



**\$15.6M**

**Total Publicity Value**

A scoring system that creates an approximate value for a news article.

**CISION®**

# Cision Report - Monthly



## Top Locations by Country

- United States - 10,538
- Canada - 49

## Top Stories (Headlines)

- I Can't Even Put Into Words How Angry I Am at Spring Breakers
- Orcas Breach Near Boat in Texas
- SpaceX hopes to launch and land a new prototype of its Starship mega-rocket this week
- The best spots to visit in your RV this summer
- Spring Road Trip Guide

**CISION®**

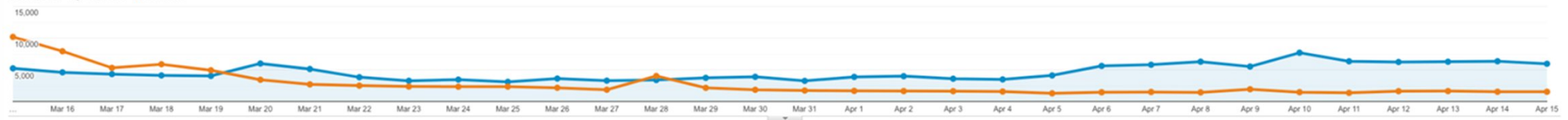


# WEBSITE OVERVIEW

# Website Analytics



Mar 15, 2021 - Apr 15, 2021: Sessions  
Mar 15, 2020 - Apr 15, 2020: Sessions



User Defined Value ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	72.23% ↑ 149,123 vs 86,584	17.04% ↑ 73.74% vs 63.00%	101.58% ↑ 109,960 vs 54,548	45.17% ↓ 43.63% vs 30.06%	1.61% ↓ 2.41 vs 2.45	4.25% ↑ 00:01:45 vs 00:01:40
1. (not set)						
Mar 15, 2021 - Apr 15, 2021	149,123 (100.00%)	73.74%	109,960 (100.00%)	43.63%	2.41	00:01:45
Mar 15, 2020 - Apr 15, 2020	86,584 (100.00%)	63.00%	54,548 (100.00%)	30.06%	2.45	00:01:40
% Change	72.23%	17.04%	101.58%	45.17%	-1.61%	4.25%

Website YOY increased by 101.58% by users, Pages/Session has decreased, but Avg. Session has increased.



# Website Analytics



City	Session
<b>Houston</b>	
Mar 15, 2021 - Apr 15, 2021	15,500 (11.51%)
Mar 15, 2020 - Apr 15, 2020	5,939 (7.53%)
% Change	160.99%
<b>Austin</b>	
Mar 15, 2021 - Apr 15, 2021	12,907 (9.59%)
Mar 15, 2020 - Apr 15, 2020	2,992 (3.79%)
% Change	331.38%
<b>San Antonio</b>	
Mar 15, 2021 - Apr 15, 2021	10,081 (7.49%)
Mar 15, 2020 - Apr 15, 2020	2,841 (3.60%)
% Change	254.84%
<b>Dallas</b>	
Mar 15, 2021 - Apr 15, 2021	9,315 (6.92%)
Mar 15, 2020 - Apr 15, 2020	3,385 (4.29%)
% Change	175.18%
<b>South Padre Island</b>	
Mar 15, 2021 - Apr 15, 2021	5,474 (4.07%)
Mar 15, 2020 - Apr 15, 2020	4,059 (5.14%)
% Change	34.86%

## Top Users by Location & YOY Percent Change Mar. 15 - April 15, 2021

1. Houston
2. Austin
3. San Antonio
4. Dallas
5. South Padre Island

## Other Cities in Top 10

- Brownsville
- Fort Worth
- Harlingen
- Pharr



# SOUTH PADRE ISLAND TO-DATE REPORT

April 1-14, 2021

PREPARED BY:

atd  
partners  
The In-House Agency Trading Desk

&

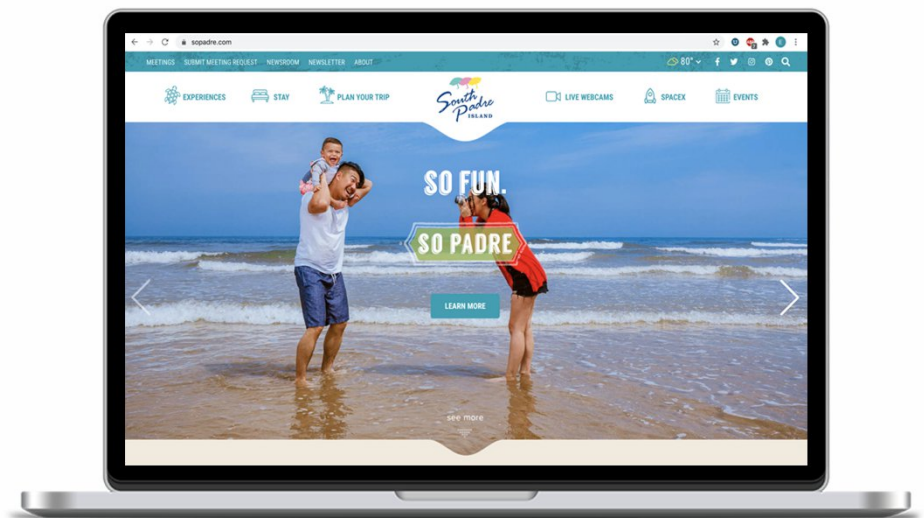
the **atkins** group





# EXECUTIVE SUMMARY

The South Padre Island campaigns overall have produced a total of 2,762,046 impressions and 34,478 clicks, giving a total overall CTR of 1.25% for the month of April thus far. The sopadre.com website has seen a total of 57,565 Users (up 290% vs 14,763 in FY20), 70,669 Sessions (up 227% vs 21,574 in FY20) and 149,369 Pageviews (up 193% vs 50,974 in FY20). We expect these numbers to increase as the campaign matures.



\*Users, Sessions & Pageviews compared to April 1-14, 2020

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| 26

# SPI | LEISURE PERFORMANCE (By Tactic)

April 1-14, 2021

Highlights: All line items are on pace since our start except for two-line items. Pinterest has had a slow start as we are just coming back online for paid media, we should see an uptick in performance towards the end of the month. Native Video was having some trouble getting approved by the network but

Platform	Geo	Creative	Impressions	Clicks	CTR
Google SEM	Texas (Except RGV)	SEM Ad Copy	4,230	754	17.83%
Facebook & Instagram Image	Texas (Except RGV)	1080x1080	284,830	806	.028%
Facebook & Instagram Video	Texas (Except RGV)	15 or 30 second video	168,224	1,284	.76%
Facebook & Instagram Retargeting	Texas (Except RGV)	1080x1080	55,592	921	1.66%
Pinterest	Texas (Except RGV)	1080x1080	2,437	97	3.98%
YouTube	Texas (Except RGV)	15 or 30 second video	20,359	271	1.33%
Retargeting Display	Texas (Except RGV)	300x250, 300x50, 328x480, 728x90	60,537	237	.39%
Retargeting Video	Texas (Except RGV)	15 or 30 second video	51,185	104	.20%
Device ID Targeting	Texas (Except RGV)	300x250, 300x50, 328x480, 728x90	89,216	413	.46%
Device ID Video	Texas (Except RGV)	15 or 30 second video	31,490	188	.60%
Cross Platform	Texas (Except RGV)	300x250, 300x50, 328x480, 728x90	47,492	113	.24%
Cross Platform Video	Texas (Except RGV)	15 or 30 second video	21,279	40	.19%
Cross Platform Conquesting	Texas (Except RGV)	300x250, 300x50, 328x480, 728x90	4,054	40	.99%
Native	Texas (Except RGV)	Native Ad Specs	20,371	33	.16%
Native Video	Texas (Except RGV)	15 or 30 second video	0	0	0
Totals			840,937	5,301	.63%



# SPI | MEXICO PERFORMANCE (By Tactic)

March 29 – April 14, 2021

## Highlights:

Every tactic is on pace besides for Retargeting Display, which didn't see impressions until April 13th.

Everything is above benchmark besides Device ID being slightly below. We can expect this to go up as we progress forward.

We are seeing our highest



Platform	Geo	Creative	Impressions	Clicks	CTR
Google SEM	Monterrey & Mexico City	SEM Ad Copy	13,303	276	2.07%
Facebook & Instagram Image	Monterrey & Mexico City	1080x1080	304,372	4,713	1.55%
Facebook Video	Monterrey & Mexico City	15 or 30 second video	202,601	7,999	3.95%
Facebook & Instagram Retargeting	Monterrey & Mexico City	1080x1080	286,173	6,013	2.10%
YouTube	Monterrey & Mexico City	15 or 30 second video	150,253	4,223	2.81%
Device ID Targeting *	Monterrey & Mexico City	300x250, 300x50, 328x180, 728x90	155,917	386	0.24%
Retargeting Display	Monterrey & Mexico City	15 or 30 second video	135	3	2.22%
Cross Platform Video	Monterrey & Mexico City	15 or 30 second video	41,434	599	1.45%
Totals			1,154,188	24,212	2.10%

\*Device ID went live on 3/29/2021

# SPI | NATURE TOURISM - ECO TRAVELER PERFORMANCE (By Tactic)


April 1-14, 2021

## Highlights:

Facebook & Instagram Image campaigns are both outpacing expectations.

Retargeting Display had a slow start but has now been pacing well this week.

All line items have higher than average CTRs.



Platform	Geo	Creative	Impressions	Clicks	CTR
Facebook & Instagram Image	Texas	1080x1080	138,818	1,490	1.07%
Facebook & Instagram Retargeting	Texas	1080x1080	36,358	249	.68%
Contextual Targeting	Texas	300x250, 300x50, 328x480, 728x90	22,980	227	.99%
Device ID Targeting	Texas	300x250, 300x50, 328x480, 728x90	28,401	199	.70%
Retargeting Display	Texas	300x250, 300x50, 328x480, 728x90	20,974	219	1.04%
Totals			247,531	2,384	.96%

# SPI | NATURE TOURISM - FISHING PERFORMANCE (By Tactic)

April 1-14, 2021

## Highlights:

Device ID and Retargeting

Display started behind pace, but  
have since been on pace.

We are seeing higher than  
average CTRs in all line items.



Platform	Geo	Creative	Impressions	Clicks	CTR
Facebook & Instagram Image	Texas	1080x1080	80,356	838	1.04%
Facebook & Instagram Retargeting	Texas	1080x1080	27,729	236	.85%
Contextual Targeting	Texas	300x250, 300x50, 328x480, 728x90	23,206	190	.82%
Device ID Targeting	Texas	300x250, 300x50, 328x480, 728x90	28,350	127	.45%
Retargeting Display	Texas	300x250, 300x50, 328x480, 728x90	19,292	195	1.01%
Totals			178,933	1,586	.89%

# SPI AIRLIFT PERFORMANCE (By Tactic)

April 1-14, 2021

Highlights: Here we are live on all tactics except for the Device ID Targeting for DOOH and GSTV line item. We are waiting for our DOOH and GSTV lines to serve more impressions as we need to track people who have seen our outdoor ad units before we can serve them an add on their phone.

## SPI | Airlift | Brownsville

Platform	Geo	Creative	Impressions	Clicks	CTR
Retargeting	Houston, Dallas	300x250, 300x50, 328x480, 728x90	65,272	148	.23%
Device ID Targeting	Houston, Dallas	300x250, 300x50, 328x480, 728x90	91,073	372	.41%
DOOH Billboards & GSTV	Houston, Dallas	DOOH Specs	22,340	-	-
Totals			178,685	520	.29%

## SPI | Airlift | Valley International

Platform	Geo	Creative	Impressions	Clicks	CTR
Retargeting	Austin, Houston, Dallas, Denver, Chicago	300x250, 300x50, 328x480, 728x90	69,688	194	.28%
Device ID Targeting	Austin, Houston, Dallas, Denver, Chicago	300x250, 300x50, 328x480, 728x90	69,744	281	.40%
DOOH Billboards & GSTV	Austin, Houston, Dallas, Denver, Chicago	DOOH Specs	22,340	-	-
Device ID   DOOH Billboards & GSTV*	Austin, Houston, Dallas, Denver, Chicago	300x250, 300x50, 328x480, 728x90	-	-	-
Totals			161,772	475	.29%





  
Screenshots

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# BANNER ADS

HoustonCityBook.co

Culture Map Dallas

VRBO Pinned Ad

Pandora Mobile Display



**CityBook**

FOOD • STYLE • ART • ENTERTAINMENT • HOME • REAL ESTATE • PEOPLE • PLACES • OPINIONS • CONTACT • SUBSCRIBE

**NEW! EXCLUSIVE**  
Houston's Most Expensive Homes Sold in March

By [Author Name] | March 10, 2017

**TRENDING**

- REAL ESTATE: HOUSTON'S MOST EXPENSIVE HOMES SOLD IN MARCH
- FOOD: FRIED CHICKEN, BASH M AND BOWLS: THINGS TO EAT IN A WEEK
- ENTERTAINMENT: CHIC PALM BEACH AND AMALIA: TWO STYLISH CONCERTS UNWIND LINE TO HAVE TALK A DEBUT AT VALERIA
- HOME: AT STEAK AND BEACH TO BORDO, \$4.5M WITH GOLF
- ART: LISA MAYER: VIBRANT, REDUCED AND REOPEN AS A COLORED PINK
- TECH: TWO NEW ALLEY PRODUCTIONS NOW LIVE: ENTERTAINING FOR FREE

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**NEW! EXCLUSIVE**  
Heavyweight Realty Company Names New President, Hiring Longtime Star From Within

By [Author Name] | March 10, 2017

AT THE CITY BOOK and under major support in Houston, one of the top technology firms in making big changes, Marissa Patten, founder of the technology firm, has named Brian Patten, a longtime leader at the company, as president.

**culturemap**

RESTAURANTS + BARS • ENTERTAINMENT • ARTS • SOCIETY • CITY GUIDE • EVENTS • SUBSCRIBE

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**RESTAURANTS + BARS**

**ENTERTAINMENT**

**CITY GUIDE**

**VRBO**

Beach Front House on the Beach

Rooms & beds

Amenities

Book now

Carrier 1:33 AM Alabama Shakes Radio My Station

**SUMMER TIME IS Family Time.**


**PLAN NOW**

Be Mine  
Ofenbach  
Be Mine (Single)

0:19 2:41





# BANNER Ads: TripAdvisor


**Summer Time Is Family Time**  
Safe family adventure awaits on your own tropical island.  
[Learn More](#) Sponsored by South Padre Island CVB


Ad




 Sponsored by South Padre Island CVB


**Verano es tiempo de familia**  
Una aventura familiar segura te espera en tu propia isla tropical.



 **Verano es tiempo de familia**  
Una aventura familiar segura te espera en tu propia isla tropical.  
[Más Información](#)

Anuncio



 Sponsored by South Padre Island CVB

**Summer time is family time**  
Safe adventure awaits on your own tropical island. South Padre Island. A place alive with fun, sun & endless good times. Make it yours at [sopadre.com](http://sopadre.com)

## Texas

Imp: 65,713

Clicks: 68

CTR: .10%

## Mexico

Imp: 52,853

Clicks: 57

CTR: .11%


# EBLASTS




Tx Fish & Game, 4/14

eTarget, 4/6

Experiences Places To Stay Plan Your Trip




**SUMMER TIME IS Family Time.**



Who needs a hug? Grandparents are ready to hug grandchildren, anxious to hang out. Brothers-in-law want to compare quarantine stories ready for summer family time. We've waited so long! Plan to reunite Texas' best beach - South Padre Island!

[Learn More](#)

Imp: 589,285  
Clicks: 13,276  
CTR: 2.3%



Houston CityBook 4/1

View this email in your browser

**CityBookDigital** extra




**SUMMER TIME IS Family Time.**




Who needs a hug? Grandparents are ready to hug grandchildren, anxious to hang out. Brothers-in-law want to compare quarantine stories. We're all ready for summer family time. We've waited so long! Plan to reunite this summer at Texas' best beach - South Padre Island!

[Learn More](#)

Experiences Places To Stay Plan Your Trip




**So Epic. So Padre.**



It just might be the best year-round bay (nearshore), offshore and surfcasting you'll ever find and it's all yours. Whether you've been fishing for years or never held a rod in your life, go where the big fish roam!


[Learn More](#)

**SO ENTICING. SO PADRE.**



After a day of fishing, head over to one of several Island restaurants that will prepare your fresh catch a variety of ways. Whether you want it fried, grilled or blackened, it doesn't get any better than your own fresh catch.

[Explore Now](#)




City of South Padre Island Convention & Visitors Bureau | 1-800-SOPADRE


ClassTag, 3/31

Imp: 33,179  
Clicks: 24  
CTR: .07%

classtag



**SUMMER TIME IS Family Time.**



Enter to win the South Padre Island Family Vacation Sweepstakes!

[ENTER NOW](#)

Can win a beautiful summer vacation for your family!

Summer time is family time - make it memorable with a family getaway to Texas' best beach - South Padre Island. The Island has miles of unspoiled beach and endless fun family-friendly activities make it the perfect place to relax together. Enjoy the wide-open spaces on the north end of the Island by horseback. Fish from the jetty. Build epic sandcastles. Add to your shell collection.

South Padre Island has put together a great package for one of our lucky families that includes a hotel stay, tickets to local attractions, and more!

Don't miss this opportunity to win a free beach getaway for your family.

[Enter now!](#)

theatkinsgroup



## ONLINE ARTICLES



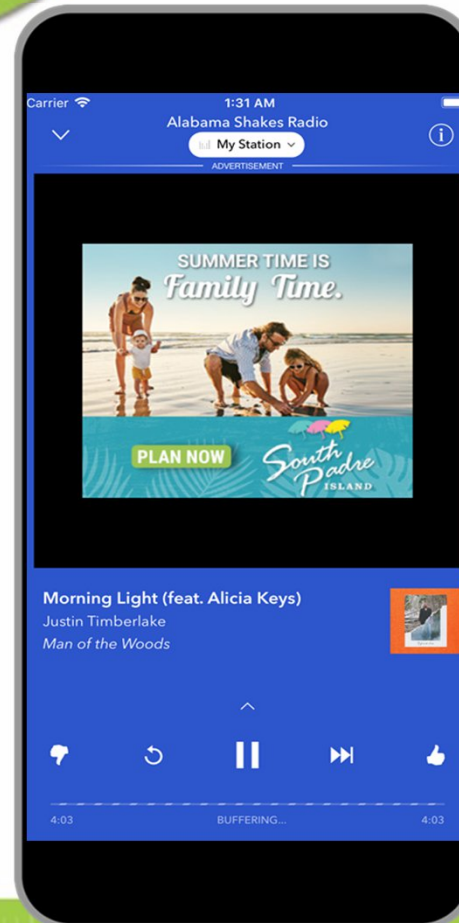
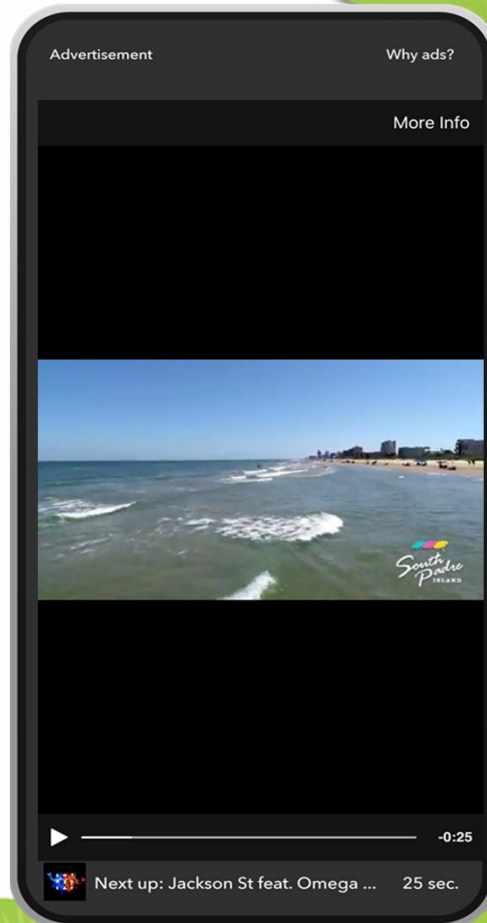
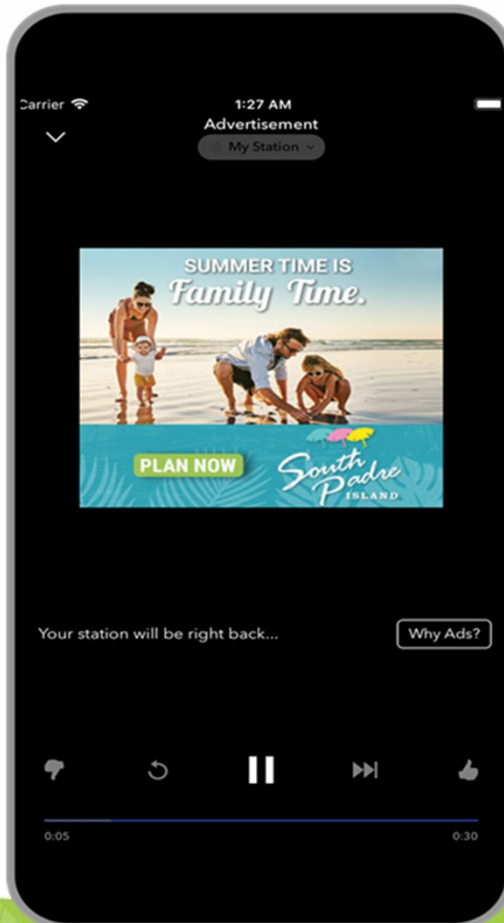
- 4/12 <https://storystudio.mysanantonio.com/host-your-family-reunion-in-paradise/>
- 4/12 <https://storystudio.chron.com/host-your-family-reunion-in-paradise/>
- 4/15 <https://austin.culturemap.com/news/travel/04-15-21-south-padre-island-safe-beach-vacation/?preview=1#slide=0>
- 4/5 <https://austinrelocationguide.com/south-padre-island-texas/>
- 4/5 <https://destinationdfw.com/visit-south-padre-island/>
- 4/5 <https://austinmoms.com/2021/04/12/texans-are-ready-ready-to-get-together-safely-at-the-best-beach-in-the-state-south-padre-island/>
- 4/1 <https://www.houstoniamag.com/sponsored/2021/03/summer-time-is-family-time>
- 4/14 <https://app.robly.com/archive?id=d731ccbcfad809521056c48b7978540d&v=true>
- 4/13 <https://app.robly.com/archive?id=87ab31a3dc1e6b1fb84b3d6b03d3a89e&v=true>  
<https://www.ksat.com/sponsored/2020/03/13/10-fun-things-to-do-in-south-padre-island/>

# INTERACTIVE



Pandora  
Video Everywhere

Pandora  
Mobile Audio



Pandora  
PAX Podcast

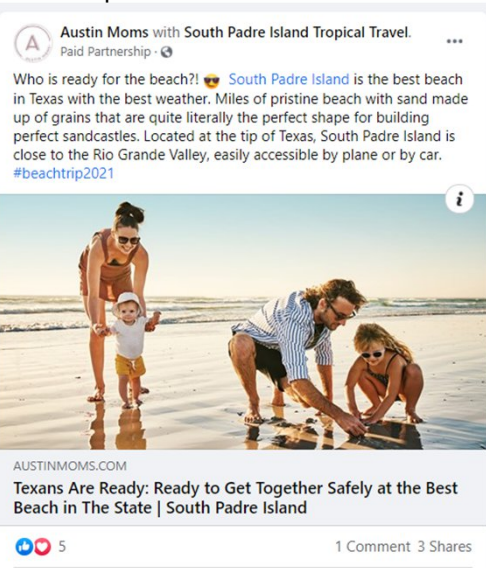


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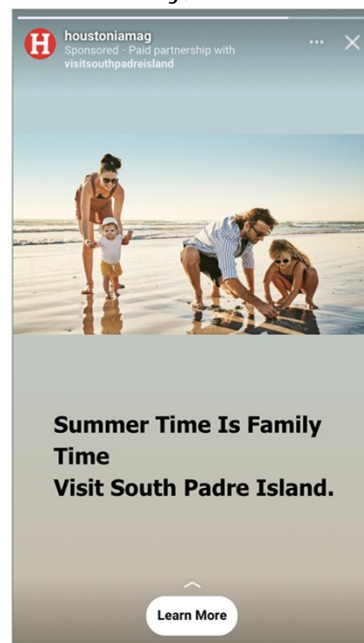
# SOCIAL POSTS



Austin Moms Blog  
FB post, 4/7



Houstonia  
IG Story, 4/1



KSAT, SA Live  
FB post, 4/5

SA Live  
Tweet, 4/5





## PRINT ADS

Lone Star Outdoor News  
Fishing Annual  
3/26





# SPECIAL EVENTS

# 2021 Events Scheduled



## Last Month's Events

- **SPI Triathlon**
  - First event post COVID - Event was held successfully and safely by Ms. Karen Watt in collaboration with Parrot Eyes and SPI First responders. (Post-event report to follow next month)
- **Family Sandcastle World Championship**
  - Ongoing - Has made a few changes to his day to day operation to benefit the participants as well as the event. Have heard nothing but great reviews from participants so far.

## Upcoming Events

- **Sand Crab Run**
  - Scheduled for Saturday, April 24, 2021 starting/ending at The Pearl.
- **Knights of Columbus Fishing Tournament**
  - Scheduled May 7-8, 2021 launching from Jim's pier, and setting up awards ceremony on The Green.

## Upcoming Events cont'd.

- **ProAm Beach Soccer**
  - Scheduled for May 22-23, 2021. This event will be on the beach behind Beachpark at Isla Blanca.
- **Jailbreak**
  - Scheduled for May 22, 2021. This event just recently got approved by Cameron County Commissioners last week. The event has 2,000 people registered, and has opened up a few more waves for registration.







# Thank You



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

**MEETING DATE:** April 20, 2021

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

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