

<p style="text-align: center;">NOTICE OF CONVENTION AND VISITOR ADVISORY BOARD MEETING CITY OF SOUTH PADRE ISLAND</p>

WEDNESDAY, MAY 26, 2021

9:00 AM 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 April 20, 2021 regular meeting. (Till)

4.2. Approve the excused absence for Board Member Bryan Pinkerton for the April 20, 2021 regular meeting. (Caum)

4.3. Approve the SPI Triathlon post event report. (Amaya)

5. Regular Agenda

5.1. Presentation of the Mindecology Visitor Profiling Report. (Caum/Drewitz)

5.2. Discussion and possible action to approve the funding request for SPI Kite Fest 2022. (Amaya)

5.3. Discussion and update on Texas Travel Alliance Unity Week. (Goodman)

5.4. Discussion on Airport Transportation and RFP for Shuttle Services from Valley International Airport. (Caum)

5.5. Discussion on fireworks for bayside and gulf side shows in 2021. (Caum)

Agenda: MAY 26, 2021

5.6. Presentation and discussion on nationwide trends for short term rentals. (Goodman)

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

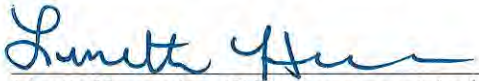
- 1.) Executive Summary-Travel Outlook
- 2.) Visitors Center
- 3.) ADR & Occupancy
- 4.) Social Media
- 5.) Cision Review
- 6.) Website Overview
- 7.) Convention and Group Sales
- 8.) Special Events
- 9.) Strategic Marketing Plan
- 10.) Marketing Campaign Report

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 MAY 21, 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, MAY 21, 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 BUILDING OFFICIAL, GEORGE MARTINEZ AT (956)761-8103.

Agenda: MAY 26, 2021 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board

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

MEETING DATE: May 26, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the meeting minutes for the April 20, 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;">MEETING MINUTES CONVENTION AND VISITOR ADVISORY BOARD MEETING CITY OF SOUTH PADRE ISLAND</p>
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TUESDAY, APRIL 20, 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, April 20, 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 Bob Friedman, Daniel Salazar, and Chad Hart were present. Board Member Bryan Pinkerton was absent.

City Officials: None were present.

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

II. PLEDGE OF ALLEGIANCE

CVB Chairman Sean Till led the pledge of allegiance.

II. PUBLIC COMMENTS AND ANNOUNCEMENTS: CVB Director Ed Caum made a public comment informing the board that VivaAerobus will be providing direct flights into Valley International Airport (VIA) on Thursdays and Sundays. VivaAerobus will provide direct flights from Monterrey into VIA with current seating of 168 passengers and the option to increase to 240 passengers.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the March 24, 2021 regular meeting. Chairman Sean Till made a motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 4.2. Approve the meeting minutes for the April 7, 2021 special meeting. Chairman Sean Till made a motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 4.3. Approve the excused absences for Board Members Bob Friedman and Daniel Salazar for the March 24, 2021 regular meeting. Chairman Sean Till made a motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.

- 4.4. Approve the excused absences for Board Members Chad Hart and Bryan Pinkerton for the April 7, 2021 special meeting. Chairman Sean Till made a motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.

V. REGULAR AGENDA

- 5.1. Discussion and possible action to approve the funding request for RAV Run Adventures in November 2021. Event Development and Packaging Manager Marisa Amaya gave a brief recap of this event and informed the board that the event is scheduled for November 13-14, 2021. The event producer requested \$20,000 in funding for operational and marketing costs, in which the Special Events Committee approved \$7,500 for marketing alone. Vice Chairman Tom Goodman made the motion to approve the \$7,500 in funding for marketing costs, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.2. Discussion and possible action to approve the funding request for 2021 Texas State Surfing Championships in May 2021. Event Development and Packaging Manager Marisa Amaya gave a brief recap of this event and informed the board that this event has been taking place for 30 years. The surfing competition will take place at Isla Blanca Park and the tentative dates are May 8-9, 2021. CVAB Chairman Sean Till made the motion to approve the full funding request for \$3,500 with the option to allow CVB staff to negotiate a multi-year contract for up to three years, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.3. Discussion and possible action to approve to Dennis Quaid Viewpoint public television show for FY 2021. CVB Director Ed Caum spoke at the podium and provided details regarding the television show. Vice Chairman Tom Goodman made the motion to approve the TV show for \$27,900, seconded by Board Member Daniel Salazar. Motion carried unanimously.
- 5.4. Presentation and Discussion regarding the Director's Report. CVB Director Ed Caum shared a PowerPoint presentation and discussed the following items at the podium:
- 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

- 5.5. Discussion and possible action concerning new meeting date for May 2021. The next meeting date was set for May 26, 2021

VI. ADJOURN

Meeting was adjourned at 3:43pm.

Linette Hernandez, CVB Management Assistant

Approved By:

Sean Till, CVAB Chairman

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

MEETING DATE: May 26, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the excused absence for Board Member Bryan Pinkerton for the April 20, 2021 regular meeting. (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: May 26, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the SPI Triathlon post event report. (Amaya)

ITEM BACKGROUND

This item was approved by the Special Events Committee on May 18, 2021.

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

POST EVENT REPORT

Today's Date: 4/15/2021

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

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

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

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

Organization Information

Name of Organization: PowerWatt Coaching, LLC

Address: 258 Beach Blvd

Laguna Vista, Texas 78578

Name: Karen M. Watt

Contact email: docwatt@powerwattcoaching.com

Contact Cell Phone Number: 956-778-5997

Event Information

Name South Padre Island Sprint Triathlon

Date(s) of Event 3/27/2021

Amount Requested: 10,000

Amount Received \$ 7,500

How many years have you hosted this event? 9

Location of Event or Project: Parrot Eyes Restaurant and Water Sports



Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 75%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 20%
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): 20%
4. If staff costs were covered, estimate of actual hours staff spent on funded event: 10
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? There was a registration fee and our profit was \$4100 - \$3000 was donated to Friends of Animal Rescue. The remaining amount was kept for PWC expenses ahead of additional events.
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (*Number submitted in the application for hotel occupancy tax funds*): 200
2. What was the *actual attendance* at the event? 175 (we capped it because of COVID)
3. How many room nights did you *estimate in your application* would be generated by attendees of this event or program? 100-150
4. How many room nights did you actually generated by attendees of this event?
estimated 145 (based on limited survey data that reflected 102 nights stayed, but only 60% survey return rate)
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
 - This Year: 145
 - Last Year: 0
 - Two Years Ago: 52
 - Three Years Ago: 45
6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels (e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.)? QR code survey.
QR code survey.
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill?
No. If the room block did not fill, how many rooms were picked up?

Event Promotion Information

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

☐ Newspaper: \$

☐ Radio: \$

☐ TV: \$

☒ Other Paid Advertising: \$450

☐ Number of Press Releases to Media:

☒ Number emails to out-of-town recipients: 120

☒ Other Promotions: Social media was used for most of the advertising. Also, all materials had the SPI logo on them.

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? no
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? yes, but it fell through as management changed
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event? We posted the event on national websites such as USA Triathlon, which attracted participants from many other states including Hawaii, Louisiana, California and others.

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

☒ Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event: We capped the registrations at 175 due to needing to keep the event safe by following USA Triathlon's recommended protocol for returning to racing. The race filled up three weeks before the event, and based on the inquiries after that date, we would've had at least 225 if not 250 participants. We also had close to 50 volunteers, many of whom also stayed on SPI at least one night, and some stayed the entire weekend. The event went very well and feedback from participants included their desire to return in the fall for the next race.

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? 175 regisitered, 141 showed up to race
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 170 regisitered were from another city/county; 136 who showed up to race were from another city/county
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity? All participants (141), volunteers (50+), and spectators ate at least one meal on the island. As mentioned previously, many stayed the entire weekend at hotels or condos.

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? Parrot Eyes Restaurant, Stripes, and Ace Hardware
2. What was the weather like during the event? The weather was a little foggy in the morning but turned out to be a beautiful day.
3. Were there any other facts that may have affected on the event? COVID. Our field of participants would've been much higher (capped at 175) if we continued to register people up until the race date.

Karen M. West

4/15/2021

Signature

Date

Submit to complete applications to:

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



South Padre Island Sprint Triathlon

Sat March 27, 2021

South Padre Island, TX 78597 US



EVENTS

Sprint Individual
7:30AM CDT

Sign Up

Sprint Relay
7:30AM CDT

Sign Up

Women's Varsity
Collegiate
7:30AM CDT

Sign Up

Collegiate Club
7:30AM CDT

Sign Up

<https://www.athleteguild.com/triathlon/south-padre-island-tx/2021-south-padre-island-sprint-triathlon>

USA Triathlon

Events

Sanctioned Events Calendar

South Padre Island Sprint Triathlon - Short - Triathlon -

South Padre Island Sprint Triathlon - Short - Triathlon -

SOUTH PADRE ISLAND, Texas

MARCH 27, 2021 2 A.M. (ET)

The South Padre Island Sprint Tri is a spring event, but is normally held in the fall. The 2020 fall race was cancelled, so this year we will host a sprint tri in the spring, which is a bay swim, an out and back bike leg and a one loop run course.

Race Legs: Leg 1: Swim 750 Meters, Leg 2: Bike 20 Kilometers, Leg 3: Run 5 Kilometers

Event Details

Date:	March 27, 2021
Location:	SOUTH PADRE ISLAND, Texas
Race Type:	Triathlon
Type:	Adult Event
Distance:	Short
Status:	USAT Sanctioned

<https://www.teamusa.org/USA-Triathlon/Events/Sanctioned/2021/March/27/South-Padre-Island-Sprint-Triathlon---Short-Triathlon---305080114996>

14

Where Athletes Find the Latest Endurance Events

RACEPLACE

ATHLETE GUILD

South Padre Island Sprint Triathlon

📅 Sat - Mar 27, 2021

📖 Parrot Eyes

📍 South Padre Island, TX 78597

🏆 Triathlon

Event Description

Please see the Official Race Page for all information:

<https://www.athleteguild.com/triathlon/south-padre-island-tx/2021-south-padre-island-sprint-triathlon>

<https://www.raceplace.com/events/92060/south-padre-island-sprint-triathlon>

2021 South Padre Island Sprint Triathlon

Sprint Triathlon



Location: South Padre Island (USA)

Date: Mar 26, 2021

Event link: athleteguild.com

In case you found an issue in the event description, or some information already changed, please do let us know by clicking the link below:

[REPORT AN ISSUE](#)

Sign up for newsletter

No spam, no ads, no boring stuff. Only handpicked triathlon events & races highlights.

Email *

[Sign up](#)

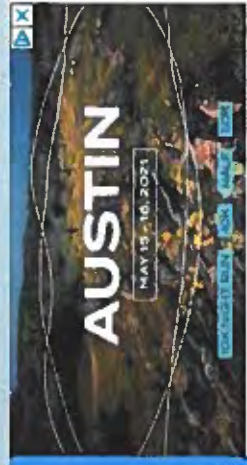
Event Description

ABOUT

The South Padre Island Triathlon is a wonderful course at a great venue for the seasoned veteran or the first timer. For the spring event, we are offering the sprint distance. 750 Meter swim, 12.5 Mile Bike, and 5K Run!

<https://www.raceplace.com/events/92060/south-padre-island-sprint-triathlon>

Home » [Triathlon Results in Texas](#) » 2021 South Padre Island Sprint Triathlon...



Burnet, TX 78611 USA. Located in Burnet, Texas
Spartan Trail
[Open >](#)

My TriFind
[LOGIN / REGISTER](#)

My TriFind

Race Calendars

FIND BY STATE
Select a State

Custom Search

International Races

2021 South Padre Island Sprint Triathlon...

RACE DETAILS	DESCRIPTION	RACE RESULTS
EVENTS Sprint Triathlon:- 750 Meter Swim; 15 Mile Bike; 5K Run	Race Date: Saturday, March 27, 2021 Location: Parrot Eyes Address: 5801 Padre Blvd City/State/Zip: South Padre Island, Texas 78597 Country: USA	

[Registration Website](#)
[Race Website](#)

The 2021 South Padre Island Sprint Triathlon:

https://www.trifind.com/re_640946/2021SouthPadreIslandSprintTriathlon.html

SOUTH PADRE ISLAND SPRINT TRIATHLON

SATURDAY, MARCH 27TH

PARROT EYES, SPI- 7:30AM



proceeds benefitting Friends of Animal Rescue



Online Registration

Adult | Relay

\$60 | \$110: until Dec 31

\$65 | \$115: Jan 1-Jan 31

\$70 | \$125: Feb 1-Feb 28

\$75 | \$135: Mar 1-Mar 26



**Male & Female
Age Division
Awards
(see link for
divisions)**

**New for 2021!
NCAA Women's
Collegiate Varsity
& Collegiate
Club Divisions!**

www.athleteguild.com/triathlon/south-padre-island-tx/2021-south-padre-island-sprint-triathlon



Income	
Sponsor	Amount
BW	\$1,000
Lone Star	\$500
The Joint	\$500
City of SPI	\$7,500
Total Spnso	\$9,500
First Payment from AG	\$1,260
Second Payment from	\$2,229
Third Payment from AC	\$600
Fourth Payment from /	\$2,282
Total from r	\$6,370
Total	\$15,870
In Kind	
Winnuts	chips
L & F	beer
National Guard	goodie bag stuff
SPI	goodie bags
Blackbeards	180 waters and bananas
Los Tortugos	waters
STISD	goodie bag stuff

South Padre Island Fire Department

106 W. Retama Street
South Padre Island, TX 78597
956-761-3832



Invoice No. 0001

Submitted on 03/30/2021

Invoice for

Karen Watt
Powerwatt Coaching, LLC
258 Beach Blvd
Laguna Vista, TX 78578

Payable to

City of South Padre Island

Invoice

#0001

Project

SPI Sprint Triathlon

Due date

4/1/2021

Description	Qty	Time	Unit price	Total price
EMT's on stand by.	2	4.00	\$30.00	\$240.00
Beach Patrol Life Guards	7	2.00	\$30.00	\$210.00
				\$0.00
				\$0.00
Notes:			Total Due	\$450.00

SOUTH PADRE ISLAND POLICE DEPARTMENT ASSOCIATION
 4601 PADRE BLVD. SOUTH PADRE ISLAND, TEXAS * PHONE 956-761-5454

Invoice

SPI Triathlon
 258 Beach Blvd.
 Laguna Vista, Tx. 78578
 956-778-5997
 Attn: Karen Watt

Date: March 27, 2021

Reference: Traffic Control for SPI triathlon

On March 27, 2021 Officers and traffic personnel from the South Padre Island Police Department were requested for traffic control in the following function: Triathlon

The following Officer(s) worked the function, listed is there name and hours worked:

Date 03/27/2021	# of Officers	Hours Needed	HOURS	Total
Police Officers	3		12	
Juan Herrera		6am – 11am \$35 an hour	6	\$175
Gilbert Silva		6am – 11am \$35 an hour	6	\$175
Joseph Gonzalez		6am -11am \$35 an hour	6	\$175
Traffic Officers	5			
Julio Arredondo		6am -11am \$20 an hour	5	\$100
Adolfo Garza		7am - 11am \$20 an hour	4	\$80
Elpidio Aguirre Jr		7am – 11am \$20 an hour	4	\$80
Miguel Sandoval		6am – 11am \$20 an hour	5	\$100
Miguel Sandoval Jr.		6am -11am \$20 an hour	5	\$

Capt. Juan Herrera
 South Padre Island Police Department



Kassmo Products

Kassmo Products
PO Box 31876

St Louis Missouri 63131

RETAINER PAYMENT RECEIPT

Payment Date **10 Feb 2021**

Reference Number **092754**

Payment Mode **Credit Card**

Amount Received
\$761.25

Bill To

Power Watt Coaching

258 Beach Blvd
Laguna Vista
78578 TX
United States

Retainer#	Retainer Date	Unused Amount
RET-00660	10 Feb 2021	\$761.25



Payment receipt

You paid \$2,370.25

to Boco Gear on February 27, 2021

Invoice no. 23956

Invoice amount \$2,370.25

Total \$2,370.25

Payment method *****5701

Authorization ID AP0NNMIT

Thank you



Boco Gear

(303) 214-5342

BOCOgear.com | info@bocogear.com

3200 Valmont Road, Suite 7, Boulder, CO 80301

Parrot Eyes Function Agreement

Name of Event SPI Triathlon SprintDate of Event 3/26-3/27 2021Time of Event 6-8 to 6-12

Facility Fee

SAT Boat Ramp Area

\$ 350.00

\$325.00

Fri + SAT Outside Patio

\$ 350.00

\$325.00

~~Inside~~~~\$ 500.00~~~~Upstairs~~~~\$ 350.00~~

Menu

Breakfast Tacos

Bean & cheese Bean & egg

Chorizo & egg Bacon & egg

Sausage & egg Potato & egg

Additional Instructions

Food Price

\$ 275

X

400

= 1100

~~Non-taxable / Taxable~~

90.75

~~Cash Bar / Open Bar~~

N/A

Service Charge 20%

\$ 220.00

Misc Charges

\$ 650.00

Total

\$2060.00

*Events that charge an entry fee will pay 5% of entry fee or a minimum charge of \$350.00, whichever is greater, for use of Boat Ramp Area.

Miscellaneous Rental Fees

Scale \$ 25.00

Microphone \$ 10.00

Canopy \$ 10.00

Table/6 chairs \$ 5.00

BBQ Pit \$ 5.00

This agreement is between Parrot Eyes

and

SPI Tri Sprint

Customer Info

Name of Event

SPI Tri Sprint

Contact Name

Karen Watt

Address

City, State, Zip

SPI

Contact Phone #

956-778-5997

Contact Fax #

Contact E-Mail

Agreed upon minimum amount is _____
plus any additional charges _____

Customer Signature

Parrot Eyes Signature

Date

3/27/21R. Watt



A CLEAN PORTOCO

Special Event Quotation

Comfort Stations Portable Toilets Handwash Facilities

Rio Grande Valley Laredo San Antonio Austin



www.Portoco.com
P.O. Box 531607
Harlingen, Tx 78552

25

Customer : Karen Watt

Date: 03/01/21

docwatt@powerwattcoaching.com

[956-778-5997](tel:956-778-5997)

South Padre Island, TX

Del Date 3/26/2021

Pick Up 3/29/2021

Karen

Thank you for contacting us regarding your sanitation needs. Please advise if you wish to proceed with this reservation.

Thank you again,
Erica Taylor

Quote Valid for 7 day

March 8, 2021

❖ Portable	❖ Comfort Stations /	❖ Fencing / Crowd
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[illegible]

DWC	\$	16.50
Subtotal	\$	716.50
Sales Tax		8.250%
Total	\$	775.61

Signature and Date :



*South
Padre*
ISLAND

MENU

**Seaside Companies**

March 1, 2021

Payment

- \$559.75**Paid with**

PLAINSCAPITAL BANK x-5701

\$559.75

Your backup is VISA x-5804

Ship to

Karen Watt

258 beach blvd

laguna vista, TX 78578

United States

Transaction ID

5WY992185J6758347

Seller info**Seaside Companies**<http://www.seasideswimbuoys.com>**Invoice ID**

c19797551579215.1

Purchase details

48" Swim Course Marker Buoy - ORANGE (Qty 2)

\$149.98

Premium 7' Triangle Swim Marker Buoy - YELLOW

\$189.99

Premium 5' Triangle Swim Marker Buoy - ORANGE

\$169.99**Amount****\$509.96****Shipping****\$49.79****Total****\$559.75**



JAJA Crafts

Business Number 956-592-0200

1020 Mesquite Wood Court

Brownsville, Texas

78526

956-592-0200

jessangar@aol.com

INVOICE 29

INV0062

DATE

Mar 2, 2021

DUE

On Receipt

BALANCE DUE

USD \$464.00

BILL TO

Karen Watt

Docwatt@powerwattcoaching.com

DESCRIPTION	RATE	QTY	AMOUNT
4x4 Award Tile 3rd Place Male , Female, Relaly	\$4.00	27	\$108.00
6X6 Award Tile 2nd Place Male , Female, Relaly	\$5.00	27	\$135.00
8x8 Award Tile 1st Place Male , Female, Relaly	\$7.00	27	\$189.00
8x10 Award Tile Overall Male, Female, Masters	\$8.00	4	\$32.00
TOTAL			\$464.00
BALANCE DUE			USD \$464.00

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

MEETING DATE: May 26, 2021

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation of the Mindecology Visitor Profiling Report. (Caum/Drewitz)

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:

MATCHPOINT™ ANALYTICS

An Actionable Audience Definition Analysis

May 2021

Full Report

Inside This Report

1. Objective of Research
2. Key Findings of Analysis
3. Top Personas To Target
4. Persona Profiles

Still To Come

- Marketing & Messaging Recommendations
- Top Geographies to Market to





01.

APPROACH & OBJECTIVE

Approach And Objective

A Report That Removes The Guesswork From Your Decisions

1

Profile

Build a mathematical model, or profile, of your existing visitors.

2

Actionable Information

Leverage that model to provide you with a wealth of actionable information about how to target your best prospective visitors.

- Defined Persona types
- Geo targets
- Marketing and media behaviors
- Messaging affinity

3

Targeted Marketing

Develop better, more targeted fact-based and data-driven marketing campaigns built on proven database research techniques.



02.

Key Findings

MEET YOUR TOP 3 PERSONAS



Country Comfortables
Family / Rural Areas

Demographic: Mostly younger families who are predominantly upper-middle class families living in mid-sized homes. This is a double-income household that lives community-focused, routine-based lives in the rural areas.

Avg. HH Income: \$94,859

Index: 266



Super Suburbans
Family / Suburbs and Exurbs

Located in elite suburbs/exurbs, and headed by the 35 to 55-something “Soccer Moms & Dads,” the majority of these families have pre-teen or younger-aged children and their activities are typically geared toward their children or something family-friendly. kids that live in elite suburbs and exurbs.

Avg. HH Income: \$125,255

Index: 263



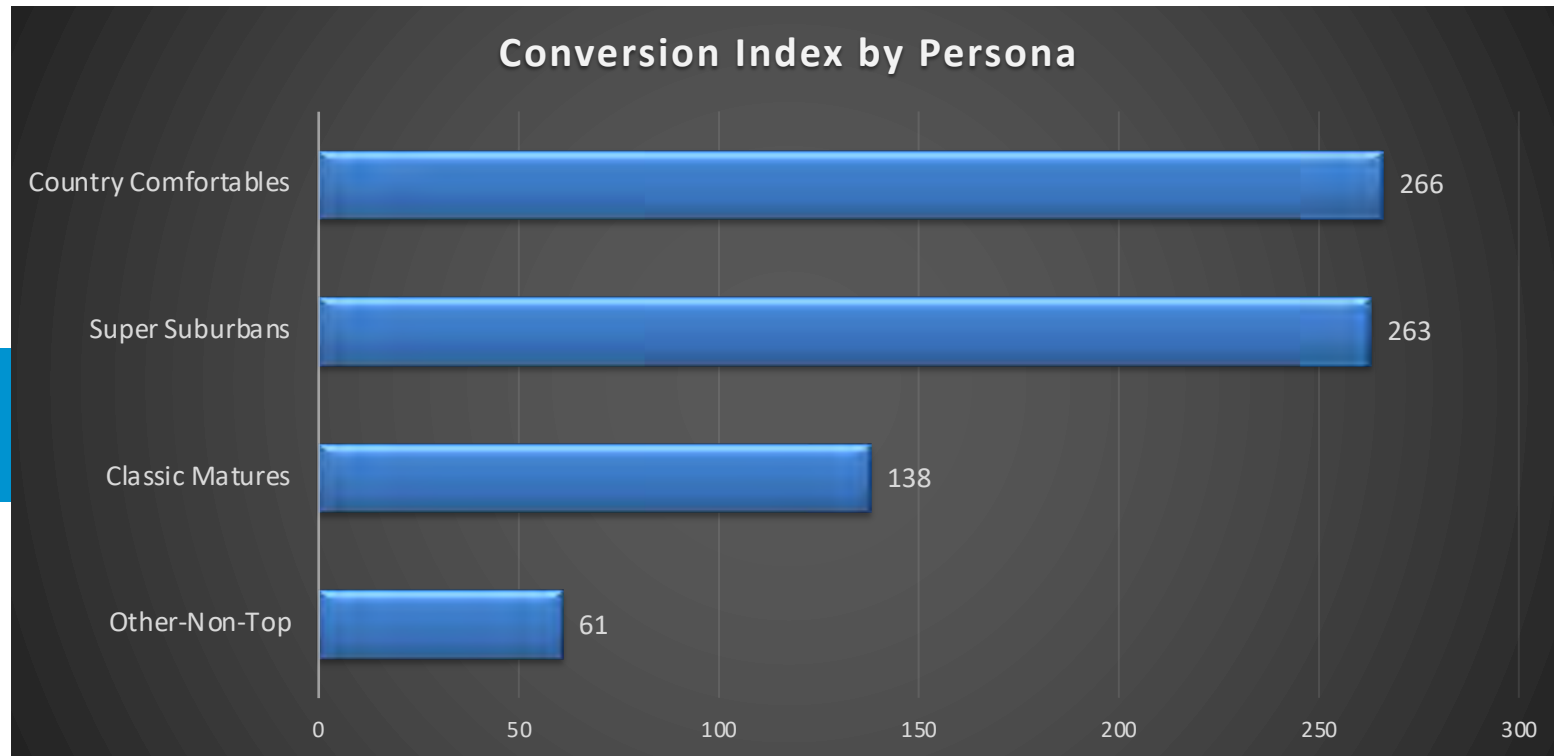
Classic Matures
Mature

Demographic: Classic Matures are typically couples over 55 living a comfortable empty nest lifestyle. They are enjoying the fruits of their success, including belonging to country clubs, maintaining healthy investment portfolios, and spending freely on leisure activities.

Avg. HH Income: \$116,726

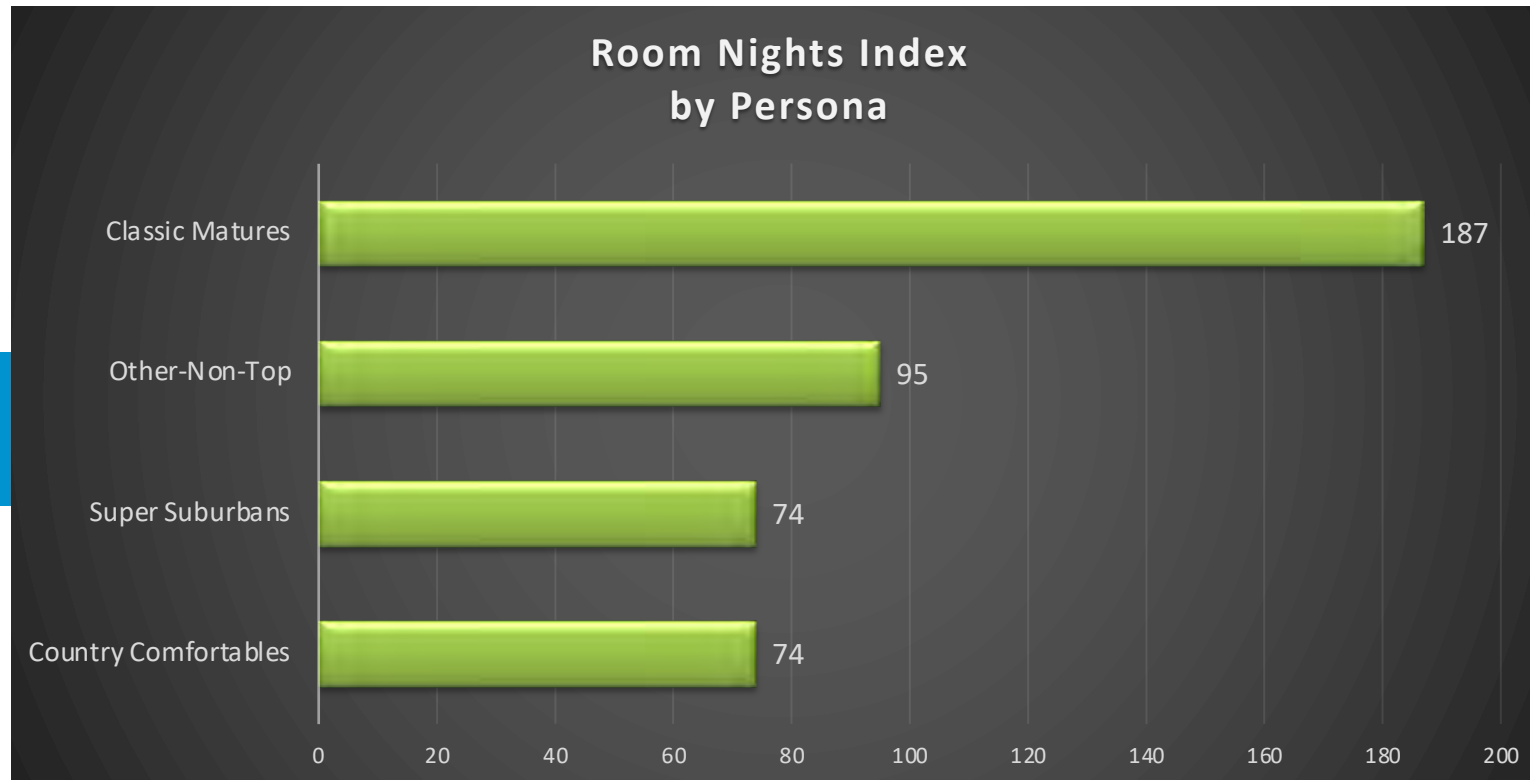
Index: 138

Key Findings



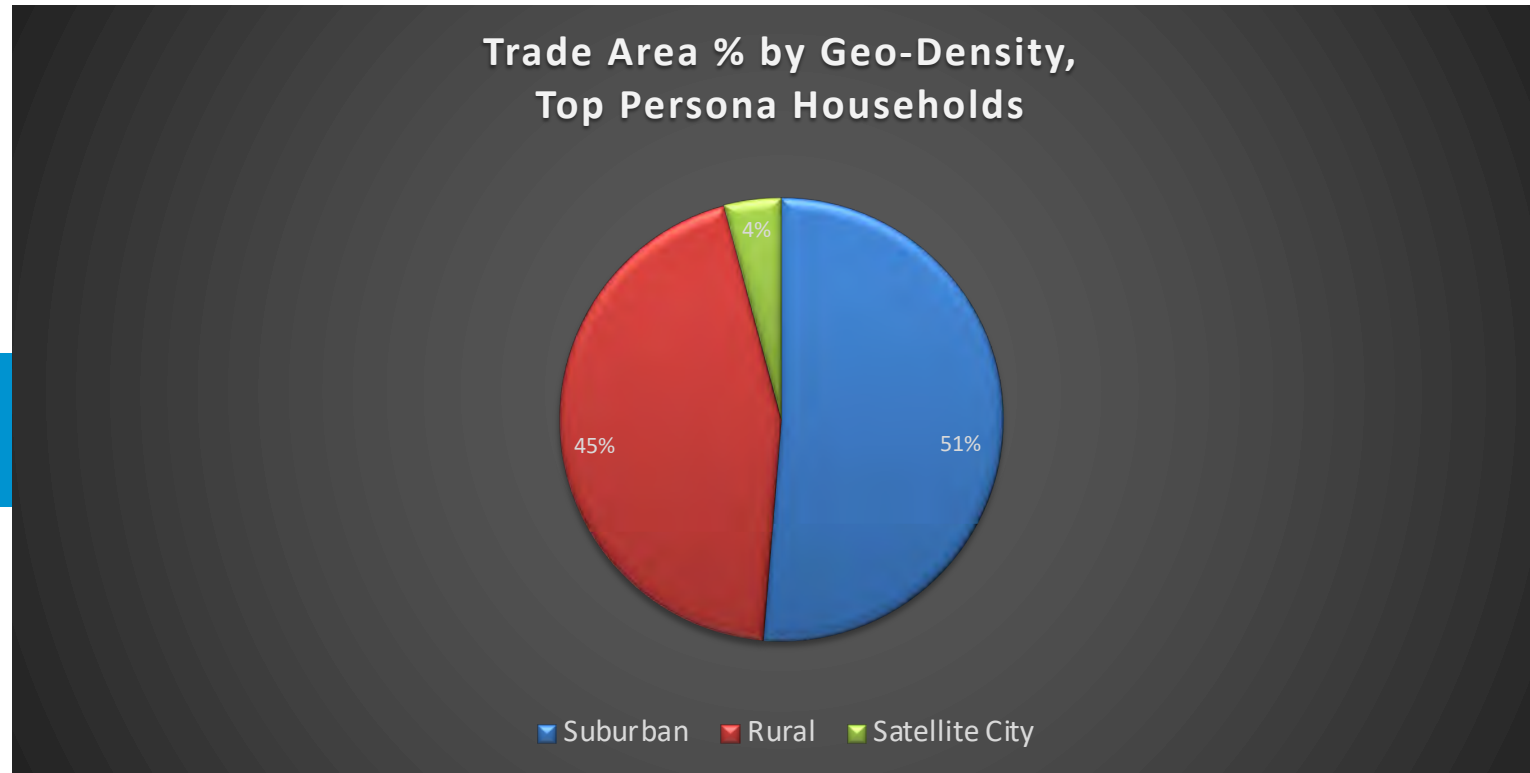
Country Comfortables are 2.66 times more likely to visit

Key Findings



Classic Matures book 1.87 times the average number of room nights

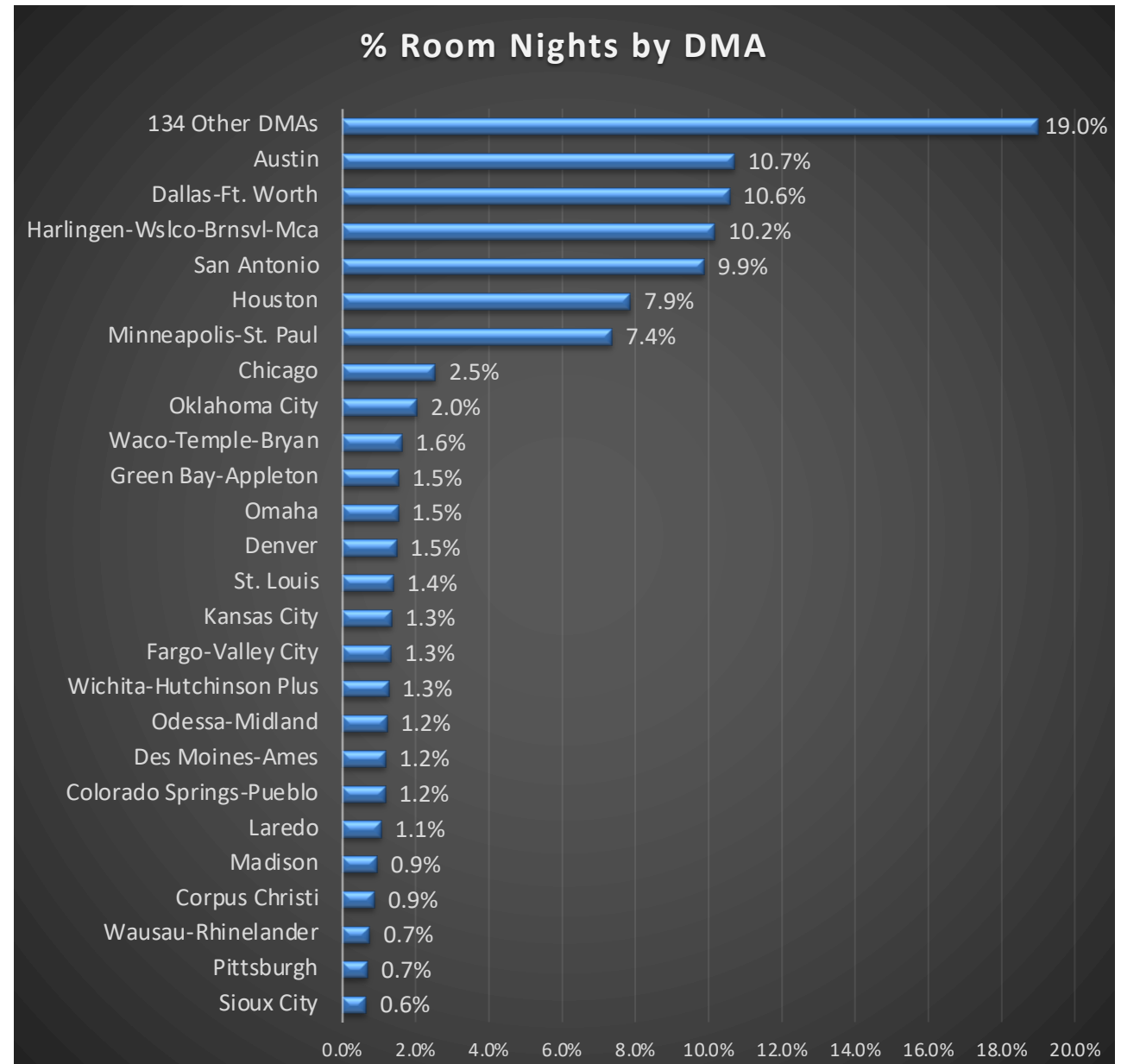
Key Findings



Among the top South Padre persona households, 96% are rural or suburban

Key Findings

DMA	% Room Nights	Room Nights
Austin	10.7%	6,996
Dallas-Ft. Worth	10.6%	6,910
Harlingen-Wslco-Brnsvl-Mca	10.2%	6,650
San Antonio	9.9%	6,459
Houston	7.9%	5,142
Minneapolis-St. Paul	7.4%	4,815
Chicago	2.5%	1,659
Oklahoma City	2.0%	1,328
Waco-Temple-Bryan	1.6%	1,064
Green Bay-Appleton	1.5%	998
Omaha	1.5%	993
Denver	1.5%	965
St. Louis	1.4%	908
Kansas City	1.3%	876
Fargo-Valley City	1.3%	868
Wichita-Hutchinson Plus	1.3%	822
Odessa-Midland	1.2%	792
Des Moines-Ames	1.2%	771
Colorado Springs-Pueblo	1.2%	762
Laredo	1.1%	694
Madison	0.9%	617
Corpus Christi	0.9%	566
Wausau-Rhineland	0.7%	484
Pittsburgh	0.7%	447
Sioux City	0.6%	424
Other	19.0%	12,427



Austin is the largest source DMA for visitors, with 10.9% of room nights. Minneapolis-St. Paul is the largest visitor source DMA outside of Texas, with 7.4% of room nights booked



03.

Top Personas

Country Comfortables

Conversion Index: 266



Meet The Country Comfortables

Description:

Country Comfortables are filled with predominantly upper-middle class families living in mid-sized homes. Adults typically have college educations and work a mix of white-collar managerial and professional jobs.

Found mostly in rural, smaller communities, they enjoy comfortable lifestyles, exhibiting high indices for outdoor activities like gardening, barbecuing and playing golf, as well as home-based activities such as woodworking and crafts.

They also favor outdoor sports, kid-friendly technology and adult toys like campers, powerboats, and motorcycles. Their media tastes lean towards cable TV and Over The Top (OTT) targeted to children and teenagers. Reflecting their rural, family environment, they prefer trucks, SUVs, and minivans to cars.

Avg. HH Income: \$94,859

Lifestage: Family

Top Media Strategy: Internet, Social, Radio, Magazines

Likely to Be A Customer: 2.66 times more likely to be a visitor

Keywords: beach vacation, salt-water fishing, outdoor adventures, value



Country Comfortables



Key Demographics:

Structure: Family

Average HH Income: \$94,859

Media Trusted:

Internet (134)

Social

Radio (114)

Magazine (107)

Newspaper (106)



Psychographics

- Interested in watching video clips on cell phone
- Use social network to follow the activities of my friends/family
- Use social network to find info about news/other current events
- Internet keeps me up-to-date with the latest styles and trends
- Spouse has impact on the brands I choose
- Text messaging is a part of my daily life
- Use social network to find local information
- Rather book a trip over the internet than meet travel agent
- Like to compare sites prices before purchasing online



Digital Video

- Places viewed digital video displays past 6 month health clubs/fitness centers
- Places viewed digital video displays past 30 days airports
- Places viewed digital video displays past 30 days gas stations
- Places viewed digital video displays past 6 months office lobbies/elevators
- Places viewed digital video displays past 6 months restaurants/bars
- Places viewed digital video displays past 30 days shopping malls



Radio

- Sports listened to on radio past 12 months (net) college basketball - men's
- Radio format profiles - mainstream rock
- Radio format profiles - Christian adult contemporary
- Radio format profiles - new country
- Sports listened to on radio past 12 months - college football regular season
- Sports listened to on radio past 12 months - NHL regular season
- Sports listened to on radio past 12 months - college basketball reg season
- Online radio/music sites visited/apps used past 7 days Pandora and Spotify



Sports & leisure

- Events attended past 12 months – double-a (AA) minor league baseball
- Follow on twitter MLB or local team
- Events attended past 12 months – Big 12 sports event
- Sports/teams - follow on twitter NHL or local team
- Events attended past 12 months – any minor league hockey
- Sports/teams - follow on Instagram MLB or local team
- Lifestyle characteristics small business owner



Print & Website

- Visited Consumer Reports website
- Visited Better Homes & Gardens website
- Visited USA Today website
- Visited Money website
- Visited Mens Health website
- Visited People website
- Read Any Magazine on an e-reader
- Visited WebMD Magazine website
- Visited Weight Watchers website
- Read Any Electronic Version of Magazine
- Visited Sports Illustrated website
- Read Any Newspaper (electronic edition)
- Saw Alternative Ads on postcards

Super Suburbans

Conversion Index: 263



Meet the Super Suburbans

Description:

Super Suburbans contain the wealthiest families, mostly college-educated, white-collar families living in sprawling homes in the elite suburbs and exurbs. Super Suburbans are filled with upscale professionals who have six-figure incomes, post-graduate degrees, large single-family homes, and managerial and professional occupations.

Super Suburbans have the disposable cash and sophisticated tastes to indulge their children with electronic toys, computer games, and top-of-the-line sporting equipment. The adults are also a prime audience for print media, expensive cars and clothes, frequent vacations, often take children to theme parks as well as European destinations.

Avg. HH Income: \$125,255

Lifestage: Family

Top Media Strategy: Internet, Social, Magazines, Newspaper

Likely to Be A Customer: 2.63 times more likely to be a visitor

Keywords: Happy family memories, relax/escape from life, beach front luxury accommodations.



Super Suburbans



Key Demographics:

Structure: Family

Average HH Income: \$125,255

Media Trusted:

Internet (143)

Magazines (114)

Newspaper (113)

Radio (103)



Digital

- Places viewed digital video displays past 30 days airports
- Places viewed digital video displays past 30 days office lobbies/elevators
- Places viewed dig video displays past 30 days health clubs/fitness centers
- Places viewed digital video displays past 30 days shopping malls
- Places viewed digital video displays past 30 days gas stations
- Places viewed digital video displays past 30 days restaurants/bars



Sports & leisure

- Events attended past 12 months - major league soccer (MLS)
- Follow on twitter NHL or local team
- Number of NHL games attended past 12 months 3 - 9 games
- Events attended past 12 months (net) double-a (AA) minor league baseball
- Events attended past 12 months - big 12 sports event
- Sports/teams - follow on Instagram NHL or local team
- Lifestyle characteristics work at home (most of the time or always)



Psychographics

- Use social network to find info about news/other current events
- Use social network to follow the activities of my friends/family
- Use social network to stay connected with family/friends
- Use social network to find local information
- I am interested in watching video clips on my cell phone
- Its worth it to pay more for higher quality hotel accommodations- agree
- Rather book a trip over the internet than meet travel agent
- I regularly eat organic foods



Radio

- Radio networks CBS Local Sports
- Radio networks News Gold
- Radio format profiles - All News
- Radio format profiles - All Sports
- Online radio/music sites visited/apps used past 7 days TuneIn
- BIA radio ownership groups - ESPN Radio
- Radio format profiles - Album Adult Alternative
- Radio format profiles - Hot AC
- Radio format profiles - Alternative
- Radio format profiles - Adult Hits
- Radio networks - Bloomberg Radio Network
- Radio networks CBS Country
- Sports listened to on radio past 12 months – NFL regular season



Print & Website

- Visited Consumer Reports website
- Visited Wired website
- Visited Wall Street Journal website
- Visited Cooking Light website
- Visited Men's Health website
- Read Any Magazine App (showing a digital magazine) of Magazine
- Visited Sports Illustrated website
- Visited National Geographic Traveler website
- Visited Money website
- Read Any Magazine on a laptop or desktop
- Saw Alternative Ads at sports or entertainment events

Classic Matures

Conversion Index: 138



Meet The Classic Matures

Description:

Classic Matures tend to be college educated, over 55 years old and upper-middle class, in houses that have empty-nested. They hold executive and professional positions and nearing retirement.

Classic Matures are commonly located in suburban neighborhoods with large, older homes. With their children out of the house, these consumers have plenty of disposable cash to finance active lifestyles rich in travel, cultural events, exercise equipment, and business media. These folks are also community activists who write politicians, volunteer for environmental groups, and vote regularly in elections.

For leisure at home, they enjoy gardening, reading books, watching public television, and entertaining neighbors over barbecues. When they go out, it's often to a local museum, the theater, or a casual-dining restaurant.



Avg. HH Income: \$116,726

Lifestage: Mature

Top Media Strategy: Magazines, Newspaper, Radio and TV

Likely to Be A Customer: 2.15 times more likely to be a visitor

Keywords: upscale accommodations, relaxing, explore, museums and history

Classic Matures



Key Demographics:

Structure: Mature

Average HH Income: \$116,726

Media Trusted:

Magazines (173)

Newspapers (135)

Radio (123)

Television (104)



Digital

- Internet sites visited/apps used past 30 days AARP
- Ways used internet/apps in past 30 days on tablet maps/GPS
- Ways used internet/apps in past 30 days on tablet weather
- Ways used internet/apps in past 30 days on computer maps/GPS
- Ways used internet/apps in past 30 days on tablet find a business address
- Ways used internet/apps in past 30 days on tablet restaurant information



Sports & Leisure

- Contributes to public radio \$100 or more
- Very interest in PGA TOUR (men's golf)
- Lifestyle characteristics Current or former military service
- Lifestyle changes/events personally plan to do next 12 months Retire
- Events attended/places visited past 12 months Symphony concert, opera, etc.
- Events attended/places visited past 12 months Live theater
- Activities past 12 months Golf
- Current level of interest in College football Very



Psychographics

- Magazines relax me
- Newspapers give me good ideas
- Newspapers keep me up-to-date with the latest styles and trends
- Magazines are a good source of learning
- Magazines give me good ideas
- Radio is a good source of learning- agree
- Newspaper ads give good info on new products/services
- I regularly read financial news or financial publications
- TV is a good source of learning- agree
- I prefer fashion that is classic and timeless as opposed to trendy
- Typically, willing to pay more for high-quality items



Radio

- Radio format profiles - adult standards
- Radio networks WWO small business network
- Radio networks Hugh Hewitt
- Radio networks Dennis Prager
- Radio networks Mike Gallagher
- Radio format profiles - classical
- Radio format profiles - talk/personality
- Radio networks iheartmedia spoken word format
- Radio networks Bloomberg radio network
- Listened past week satellite radio
- Radio networks NCN plus
- Radio format profiles - classic country



Print & Website

- Read Daily Newspaper: 2 or More
- Read Sunday Newspaper: 1
- Visited Consumer Reports website
- Read Newspaper- Upper Half
- Read Magazines- Upper Half
- Magazine Quintile: II
- Saw Ads sent to your home by mail
- Saw Alternative Ads on Billboards
- Saw Alternative Ads sent to a cell phone or mobile device
- Saw Alternative Ads shown on-screen before the start of a movie

04.

MARKETING & MESSAGING



MARKETING RECOMMENDATIONS

Actionable Insights For Your Top Personas

- **Marketing/Business Decision:** Accumulating Families convert the best of your top personas but bring in the least amount of overall revenue of your top personas (index well below 100 at 28). Decide whether to go after Accumulating Families (high conversion, lower revenue). Or, go after the two lower converting, but higher revenue personas. MindEcology recommends a *primary* focus on Classic Comfortable Matures when promoting accommodations. They convert above average (187) and #1 in revenue.
- **Social Media:** All the personas heavily partake in the Social Media age, including the Classic Comfortable Matures. Capture them where they spend a lot of their time. Invest in alternative methods of reaching using Persona-based messaging. Consider these options:
 - Facebook, Instagram, YouTube, Snap Chat and TikTok – all index high among your personas.
 - Important to segment your messages on these different platforms due to different demographics on each.
 - Go Big On Video! - Use custom posts/videos that show. Use video to tell human stories – testimonials - of people getting enjoying work life balance
 - Go Live! - Use social media/Facebook “live” features. Hire someone do “a person on the streets and what’s coming up”. It’s a great way to capture instant connection and great way to avoid Facebook Algorithm.
- **Internet Marketing:** Your personas list Internet as a trusted source for media information. Make a steady investment in Search Engine Marketing (SEM) and Search Engine Optimization (SEO).
- **Search Engine Marketing (SEM) Tactics to consider:**
 - Text Ads via the Google, Yahoo or Bing search engines
 - Display Banner Ads
 - Re-Targeting Display Ads



MARKETING RECOMMENDATIONS, page 2

Actionable Insights For Your Top Personas

- **Radio:** While radio isn't the top media for every persona, each persona does index high for (digital) radio listening. Budget should be allocated to a steady campaign. Make sure the radio buy has a least 21 spots per week.
 - Digital Radio: Spotify and Pandora are used by your top personas. Use behavior targeting as well as geo-targeting
- **Video On Demand/OTT (over the top) marketing:** Your personas actively use Hulu, Amazon, Roku, etc. – watching both movies and TV. Both On-Demand Programming and OTT is programming delivered through digital streaming and on-demand. Serve full-screen experience that cannot be skipped, delivering high completion rates for your message.
 - Use behavioral and zip code targeting to reach your top personas.
- **Print:** Newspaper and magazines are still a top choice for media for all three personas, especially for Classic Comfortable Matures. If budget allows, use newspaper the following way:
 - Use local lifestyle magazines and/or newspapers: sections include: business/financial, travel, gardening, lifestyle
 - Placement should be above the fold; the upper half of the newspaper or full page in magazine.
 - Magazines – focus on travel and lifestyle related publications like Conde Naste, Travel & Leisure, Wine Spectator. Also, airline magazines index well for your personas: Delta Sky, United Hemispheres
- **Location-Based Mobile Marketing:** Each of your personas are tied to his or her phone. Each of the personas index well for seeing mobile and location-based ads. Use behavioral targeting as well as targeting specific zip codes that index high for your top personas.
- **Proactive Public Relations:** Keeping tourist destinations hot and relevant is the where tourism and hospitality meet public relations. PR can raise the profile of emerging destinations and enhance the prestige of established ones

COUNTRY COMFORTABLE – MARKETING RECOMMENDATIONS

Messaging Sentiments:

- Primary messaging should focus on the family adventures, togetherness and a close condo to the beach and activities - Outdoor activities like fishing, kayaking, horseback riding and Sea Turtle Rescue center.
- Country Comfortables are impulsive buyers and consumers, include messaging that includes last minute and quick getaways.
- This group is a little more price sensitive for accommodations. This persona is more likely to stay in big brand hotels like Hilton, Courtyard, La Quinta, etc.



Primary Marketing Recommendations

- **Invest heavily in the Internet:** Invest heavily in internet advertising.
 - Recommended tactics include: Search Engine Marketing which includes pay-per-click, banner ads and re-targeting ads.
 - Leverage the top zip codes for better Search Engine Marketing (pay-per-click) in a geographically-targeted capacity.
- **Social Media:** This persona uses social networks to network with professional contacts and find out about services. Use platforms like Snapchat, Facebook and Instagram to connect with this group.
 - Implement video more than static ads
- **Streaming & Over The Air Radio:** Implement both a behavior and geo-targeting campaign on Spotify and Pandora – use both video and audio features.
 - This group also listens to country music and sports on local radio

Secondary Marketing Recommendations

- **Location Based Marketing:** Consider Geo-Fencing and behavioral targeting. Use the latest technology to highly target this mobile-centric persona with a targeted banner ads and messaging.
- **Community & Sporting Events:** This persona is active in their local communities and local sports. Invest in sponsorships of sports or entertainment events, like High School football, rodeos and minor league baseball.
- **Billboards:** Being in more rural areas, this persona tends to drive more miles to work or other events. Capture them with an escape message while their doing their daily routine.

SUPER SUBURBANS – MARKETING RECOMMENDATIONS

Messaging Sentiments:

- A message of a place to escape away for fun at the beach with the family will resonate.
- This persona will do their homework but will ultimately make an emotional purchase based on the idea of “experiencing life” with family and/or spouse
- This persona is not price sensitive so messaging should focus on the quality lodging.
- They are also active in the outdoors and sports, so need to include multiple activities, including adventures like horseback riding, dolphin tours and Schlitterbahn.
- Dining – they like it all “from a hole in one to 4-star dining.”
- This persona typically reads reviews, so testimonials and positive ratings will capture their attention.



Primary Marketing Recommendations

- **Social Media & Video Marketing:** Social media and video marketing is a must. Implement a steady and consistent social media program to provide informative and educational ideas for chiropractic care – especially the males
 - **Digital Video Marketing:** This persona is highly engaged in watching videos. Conduct an on-going video campaign that touches on the different health programs
- **Invest heavily in the Internet:** The Internet ranks the highest in terms of top trusted media source, you should invest heavily in internet advertising.
 - Recommended tactics include: Search Engine Marketing which includes pay-per-click, banner ads and re-targeting ads.
 - Leverage the top zip codes for better Search Engine Marketing (pay-per-click) in a geographically-targeted capacity.

Secondary Marketing Recommendations

- **Spotify Radio:** This group indexes very high for listening to Spotify. Allocate some budget towards a campaign targeting top indexing zip codes.
- **Location-Based Marketing:** Capture this group where they spend a lot of their time – on their phone and using phone apps. Use behavior targeting and other targeted geo-fences.
- **Event & Local Sports Marketing:** They are active in the community and partake in local high school and college events. Consider sponsorships and activities around high school and college sports.

CLASSIC MATURES – MARKETING RECOMMENDATIONS

Messaging Sentiments:

- Messaging should be about breaking out of the ordinary and try some new and relaxing that's close and local (Texas).
- Convey South Padre Island is clean and safe a good place to stay and relax.
- This persona loves to learn and explore. Heavily promote the history, museums, nature center, etc.
- Prefer quality and quiet luxury accommodations. Promote that SPI is not the party place of Spring Breakers.



Primary Marketing Recommendations

- **Print:** This mature persona still uses traditional media. Invest a bigger portion of your budget on print.
 - Newspapers: Cautious Matures still read the daily newspaper –including the Sunday Edition.
- **Radio:** While radio is not the highest most trusted media source, there are a few formats and shows that index very high.
 - Formats and Shows: News And Talk Shows - Dennis Prager Show, Mike Gallagher and Hugh Hewitt shows.
- **Direct Mail Marketing:** Satellite Seniors still look at and respond to traditional direct mail. Use over-sized postcard and give them a bold offer to get them in the door

Secondary Marketing Recommendations

- **Social Media:** This mature persona does use social media, Facebook, to keep up with family and friends. You can capture their attention with a genuine approach to showing the fun and relaxing time they will have.
 - Don't need to be too complex in your approach with this persona. They prefer a simple, genuine approach.
- **Internet:** While this group is not internet savvy as your other personas, it worth investing budget
 - Recommended tactics include: Search Engine Marketing which includes pay-per-click, banner ads and re-targeting ads.

05.

APPENDIX

DECISIONPOINT SCORES – COUNTRY COMFORTABLES

METRIC

INDEX

Avid Social Media User		130
Avid Tech & Digital Media Customer		126
High Financial Risk Tolerance		115
Likes Discounts/Getting Good Deals		112
Need For Approval & To Impress		114
Researchers Before Buying		118
Traditional Values		108
Values Brand Names		107

Key: An index of 120 means this persona indexes at 1.2 times that of the population

DECISIONPOINT SCORES – SUPER SUBURBANS

METRIC

INDEX

Avid Social Media User		139
Avid Tech & Digital Media Customer		128
High Financial Risk Tolerance		117
Likes Discounts/Getting Good Deals		112
Need For Approval & To Impress		114
Researchers Before Buying		119
Traditional Values		107
Values Brand Names		110

Key: An index of 120 means this persona indexes at 1.2 times that of the population

DECISIONPOINT SCORES – CLASSIC MATURES

METRIC

INDEX

Avid Social Media User		93
Avid Tech & Digital Media Customer		88
High Financial Risk Tolerance		88
Likes Discounts/Getting Good Deals		98
Need For Approval & To Impress		84
Researchers Before Buying		108
Traditional Values		119
Values Brand Names		106

Key: An index of 120 means this persona indexes at 1.2 times that of the population

Top ZIP Codes

DMA	City	ZIP	Geo TTL Count	% Comp	Top Persona Count	% Comp	% Pen	Index
San Antonio	BERGHEIM, TX	78004	181	0.0%	154	0.0%	85%	229
Austin	AUSTIN, TX	78733	2,994	0.0%	2,461	0.1%	82%	221
Dallas-Ft. Worth	SOUTHLAKE, TX	76092	9,516	0.1%	7,772	0.3%	82%	220
Austin	DRIFTWOOD, TX	78619	1,969	0.0%	1,583	0.1%	80%	216
Dallas-Ft. Worth	ARGYLE, TX	76226	12,380	0.2%	9,912	0.4%	80%	215
San Antonio	SAN ANTONIO, TX	78266	2,693	0.0%	2,151	0.1%	80%	215
Houston	FULSHEAR, TX	77441	7,225	0.1%	5,752	0.2%	80%	214
Austin	SPICEWOOD, TX	78669	4,667	0.1%	3,689	0.2%	79%	213
Austin	AUSTIN, TX	78732	5,686	0.1%	4,452	0.2%	78%	211
Austin	AUSTIN, TX	78737	7,185	0.1%	5,581	0.2%	78%	209
Austin	DRIPPING SPRINGS, TX	78620	6,952	0.1%	5,393	0.2%	78%	209
Dallas-Ft. Worth	PROSPER, TX	75078	11,934	0.2%	9,147	0.4%	77%	206
Austin	AUSTIN, TX	78738	10,033	0.2%	7,689	0.3%	77%	206
Dallas-Ft. Worth	VAN ALSTYNE, TX	75495	130	0.0%	99	0.0%	76%	205
Dallas-Ft. Worth	FLOWER MOUND, TX	75022	8,227	0.1%	6,184	0.3%	75%	202
San Antonio	BULVERDE, TX	78163	5,063	0.1%	3,775	0.2%	75%	201
San Antonio	BOERNE, TX	78015	7,114	0.1%	5,284	0.2%	74%	200
Austin	AUSTIN, TX	78739	6,695	0.1%	4,961	0.2%	74%	199
Dallas-Ft. Worth	COLLEYVILLE, TX	76034	8,895	0.1%	6,584	0.3%	74%	199
Austin	WIMBERLEY, TX	78676	5,505	0.1%	4,024	0.2%	73%	197
Dallas-Ft. Worth	TIOGA, TX	76271	55	0.0%	40	0.0%	73%	196
Houston	HOUSTON, TX	77094	3,437	0.1%	2,495	0.1%	73%	195
San Antonio	MICO, TX	78056	848	0.0%	615	0.0%	73%	195
Dallas-Ft. Worth	LAVON, TX	75166	1,731	0.0%	1,255	0.1%	73%	195

Green = 85% of every household in 78004 match the Top Personas of South Padre Island

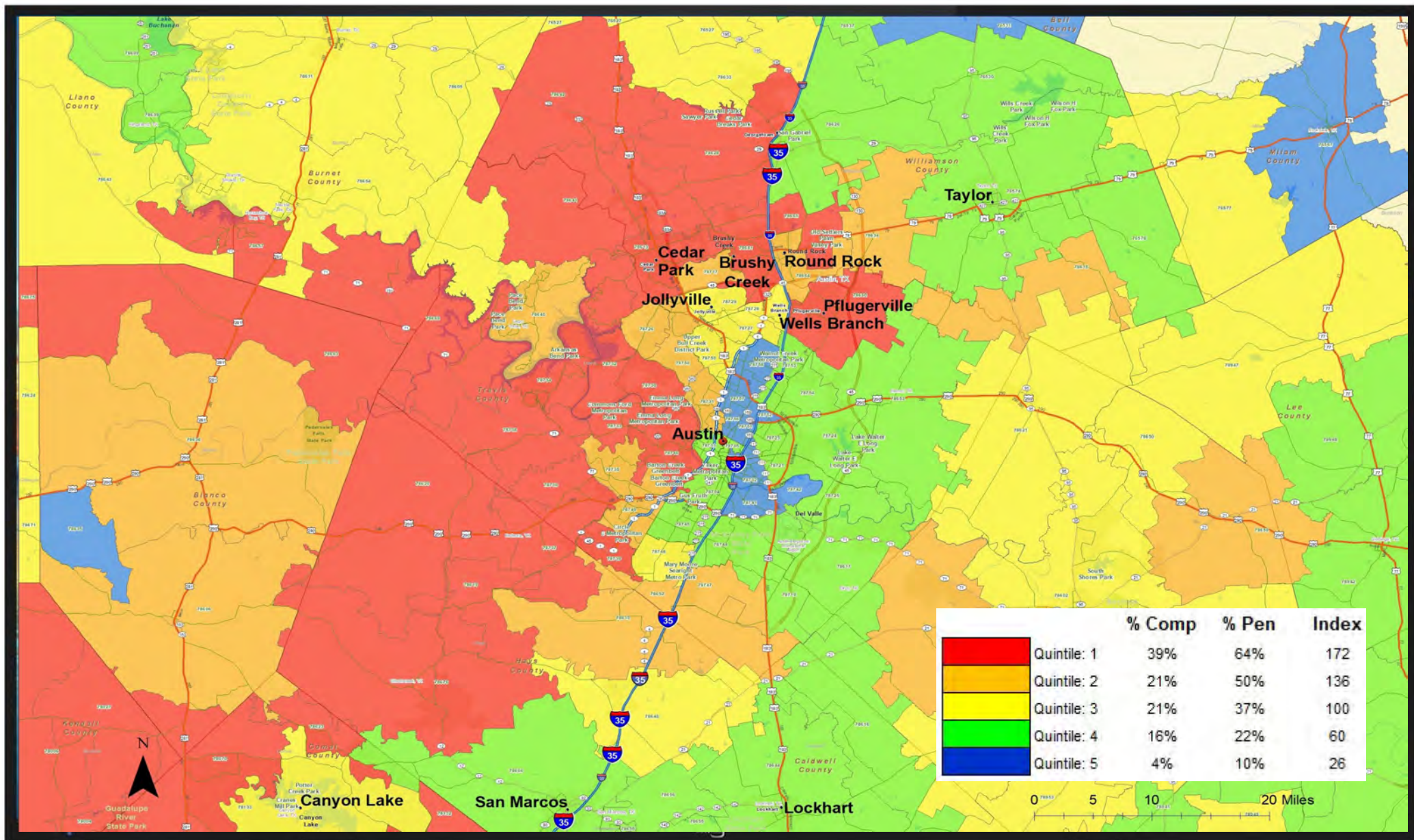
Red = Your top personas are 2.29 times more concentrated in 78004 than the average ZIP in the United States

Top ZIP Codes

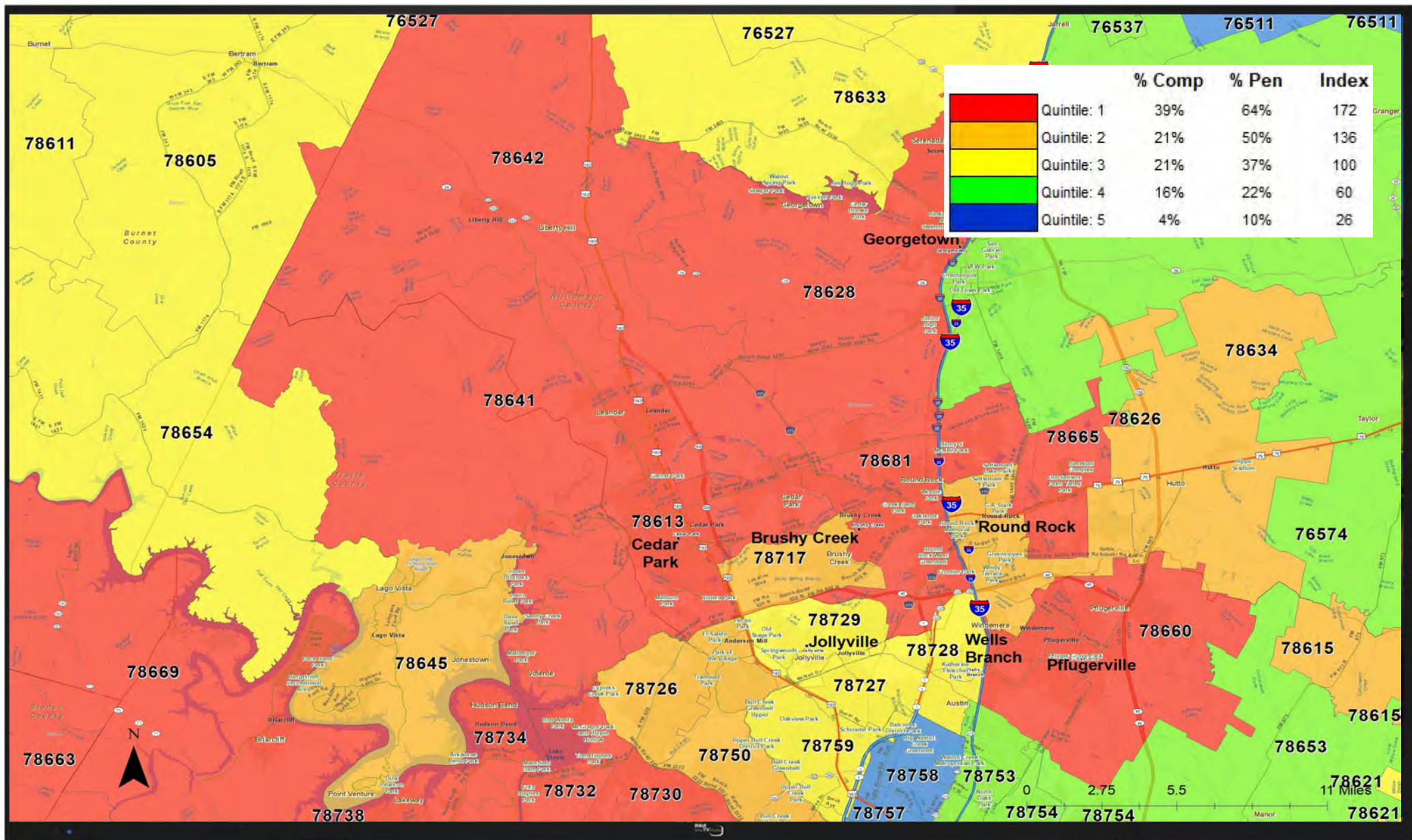
DMA	City	ZIP	Geo TTL Count	% Comp	Top Persona Count	% Comp	% Pen	Index
Austin	AUSTIN, TX	78746	9,907	0.2%	6,987	0.3%	71%	195
Dallas-Ft. Worth	ARLINGTON, TX	76002	9,921	0.2%	6,987	0.3%	70%	195
San Antonio	KENDALIA, TX	78027	108	0.0%	76	0.0%	70%	195
San Antonio	SAN ANTONIO, TX	78255	5,813	0.1%	4,054	0.2%	70%	193
Austin	AUSTIN, TX	78730	3,347	0.1%	2,326	0.1%	69%	192
San Antonio	SAN ANTONIO, TX	78260	12,220	0.2%	8,486	0.4%	69%	192
Houston	HOUSTON, TX	77059	6,174	0.1%	4,259	0.2%	69%	191
Dallas-Ft. Worth	HASLET, TX	76052	8,561	0.1%	5,904	0.3%	69%	191
Dallas-Ft. Worth	KELLER, TX	76248	13,322	0.2%	9,164	0.4%	69%	190
San Antonio	NEW BRAUNFELS, TX	78132	13,355	0.2%	9,110	0.4%	68%	189
Austin	WILLOW CITY, TX	78675	69	0.0%	47	0.0%	68%	188
Dallas-Ft. Worth	ALEDO, TX	76008	7,359	0.1%	4,998	0.2%	68%	188
Dallas-Ft. Worth	SUNNYVALE, TX	75182	2,359	0.0%	1,601	0.1%	68%	188
Dallas-Ft. Worth	FLOWER MOUND, TX	75028	15,579	0.2%	10,555	0.5%	68%	187
Houston	SPRING, TX	77389	12,828	0.2%	8,631	0.4%	67%	186
Austin	LIBERTY HILL, TX	78642	6,972	0.1%	4,683	0.2%	67%	186
San Antonio	FISCHER, TX	78623	683	0.0%	458	0.0%	67%	186
San Antonio	SPRING BRANCH, TX	78070	7,075	0.1%	4,737	0.2%	67%	185
Houston	CYPRESS, TX	77433	31,637	0.5%	21,173	0.9%	67%	185
Houston	CYPRESS, TX	77429	28,944	0.4%	19,299	0.8%	67%	184
San Antonio	SAN ANTONIO, TX	78261	8,848	0.1%	5,897	0.3%	67%	184
Dallas-Ft. Worth	PLANO, TX	75094	6,588	0.1%	4,383	0.2%	67%	184
Houston	SUGAR LAND, TX	77479	28,342	0.4%	18,750	0.8%	66%	183
Dallas-Ft. Worth	KELLER, TX	76244	22,936	0.4%	15,106	0.6%	66%	182
Dallas-Ft. Worth	LEWISVILLE, TX	75077	12,845	0.2%	8,458	0.4%	66%	182

Green = 71% of every household in 78746 match the Top Personas of South Padre Island

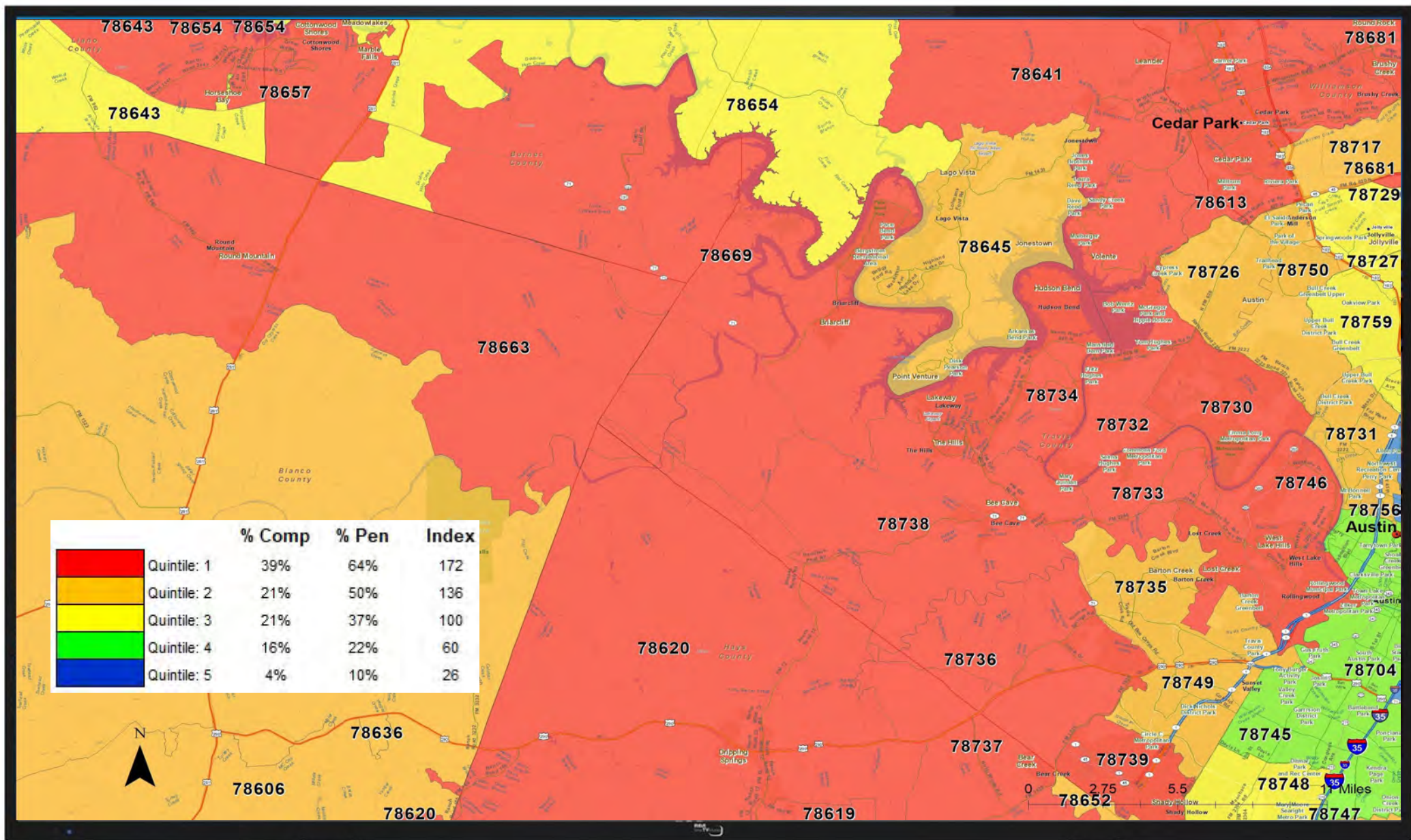
Red = Your top personas are 1.95 times more concentrated in 78004 than the average ZIP in the United States



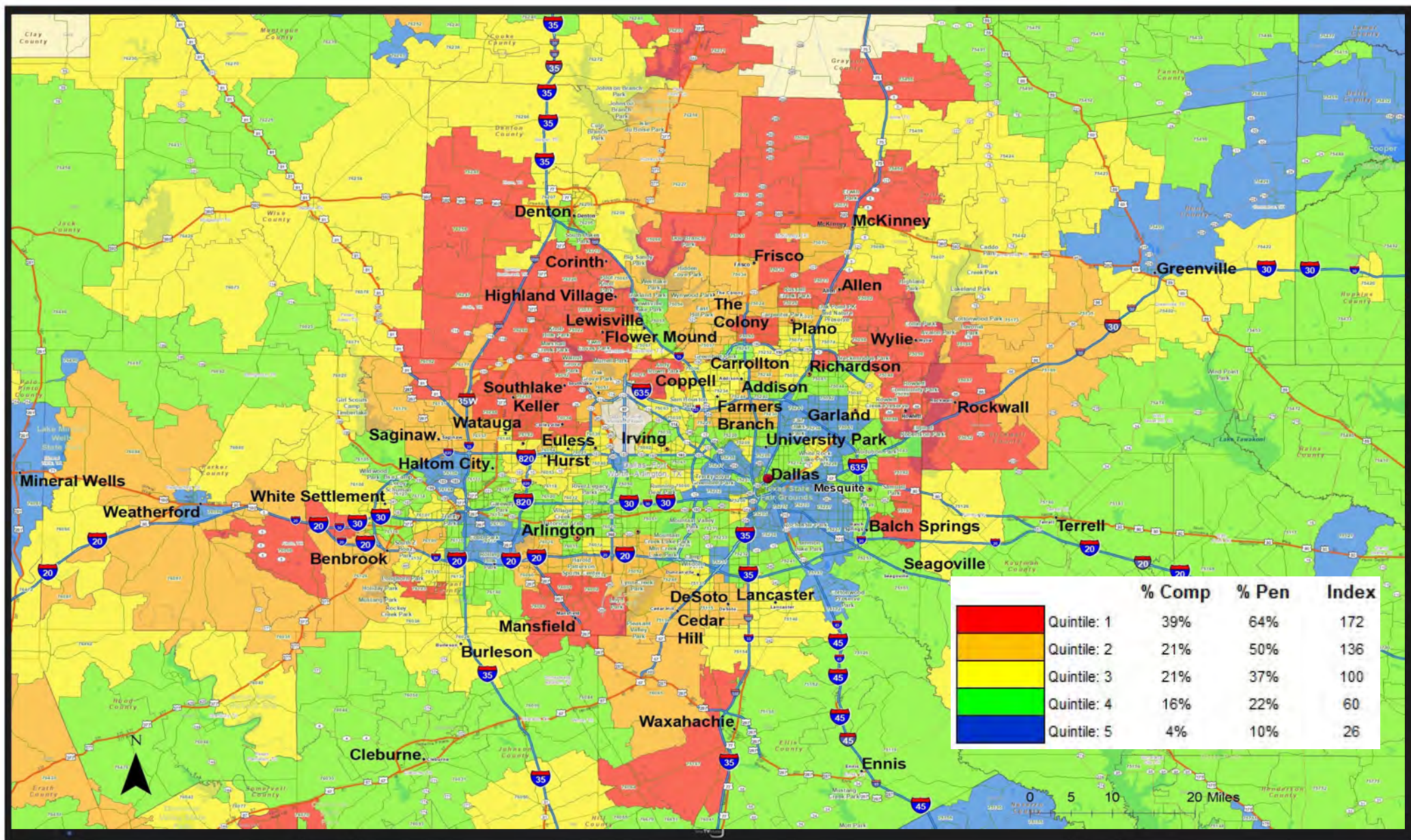
Austin DMA



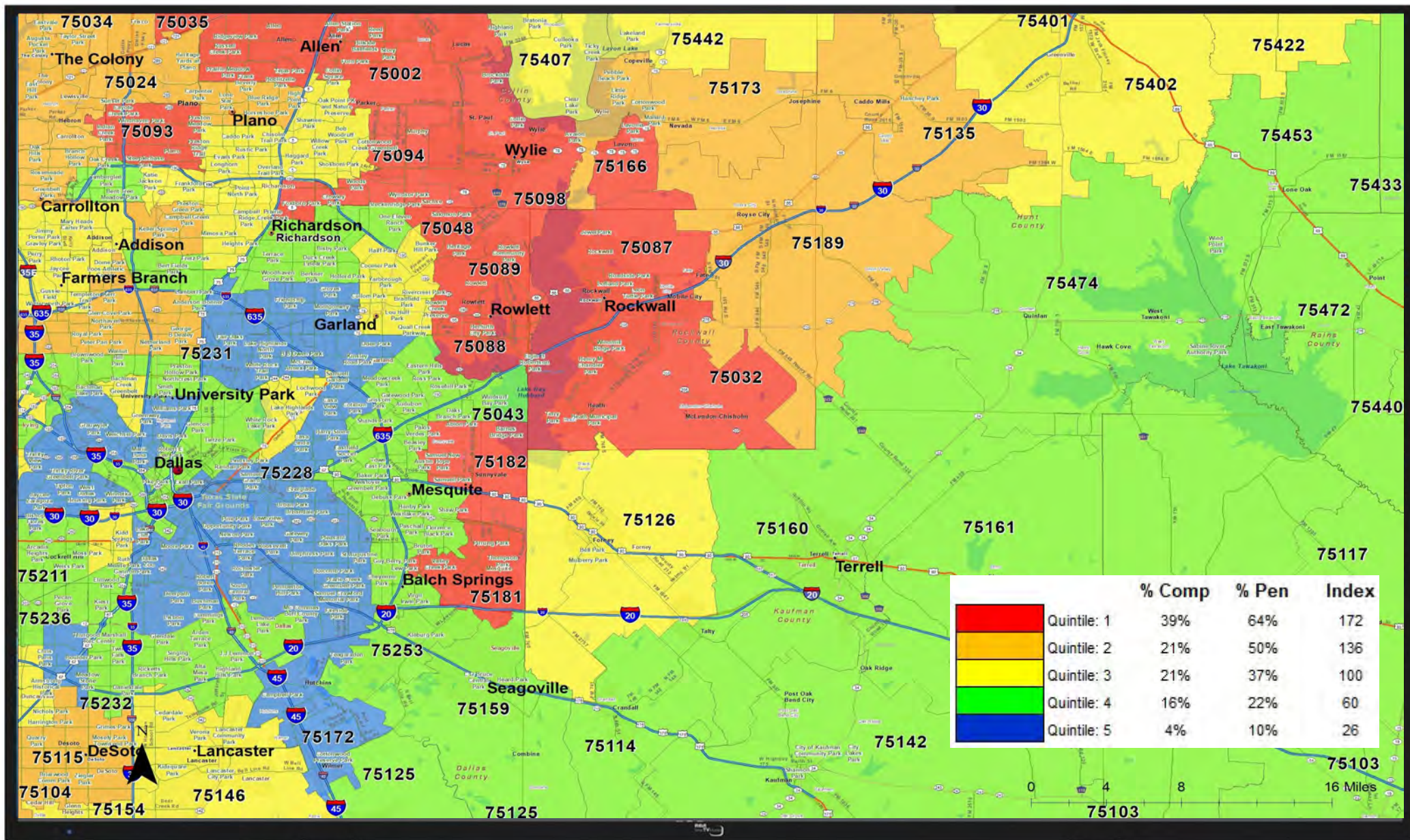
North Austin



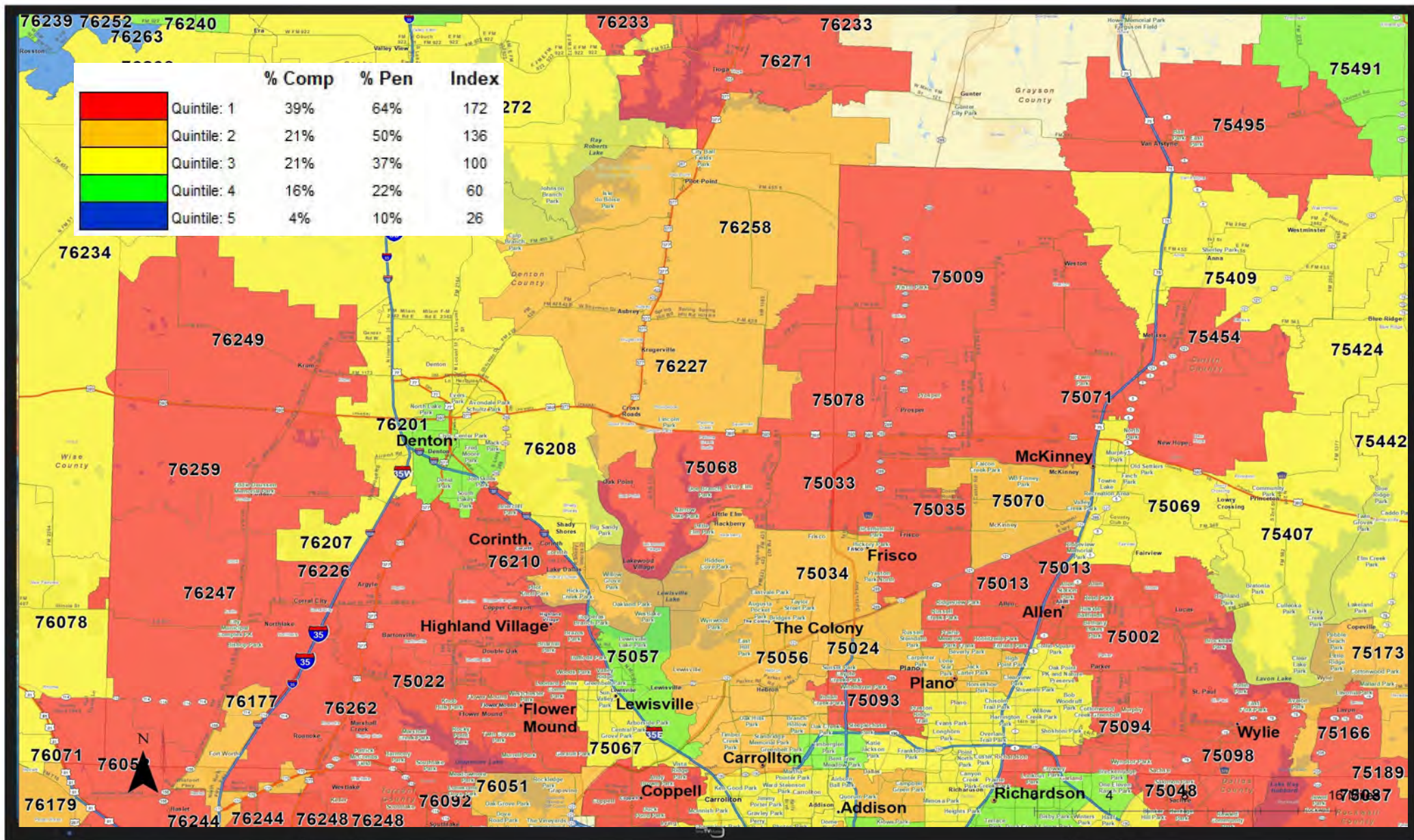
West Austin



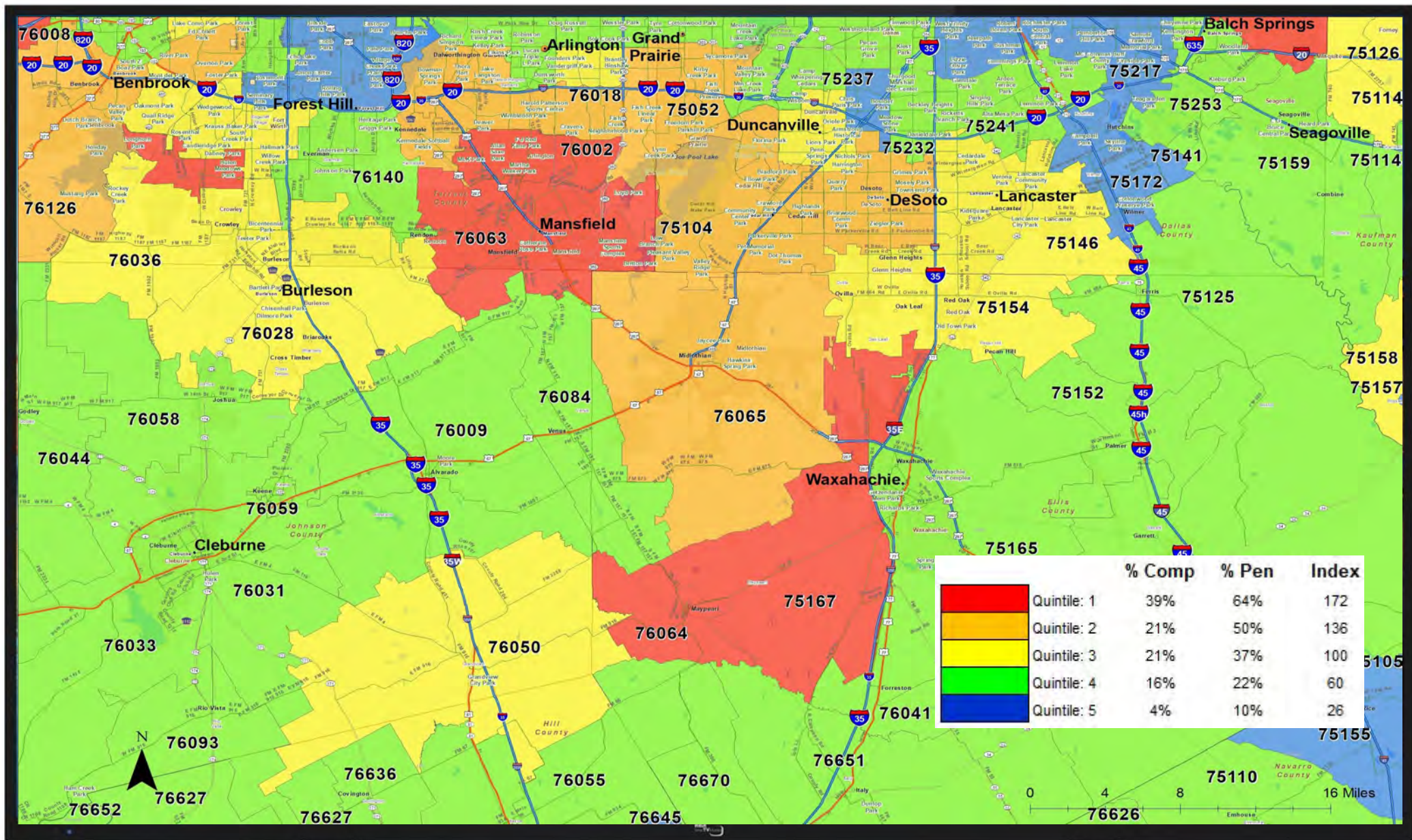
Dallas – Fort Worth DMA



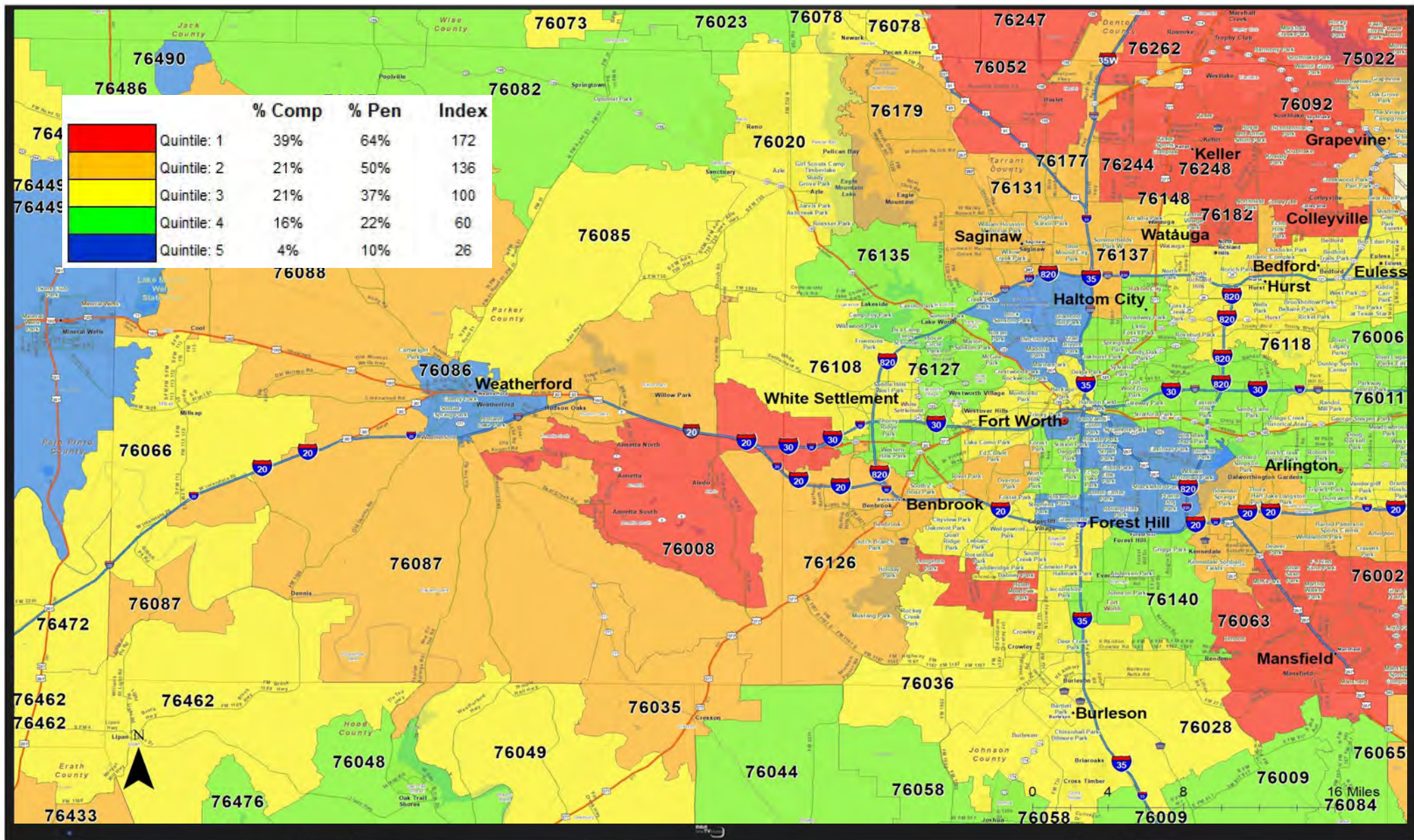
East Dallas



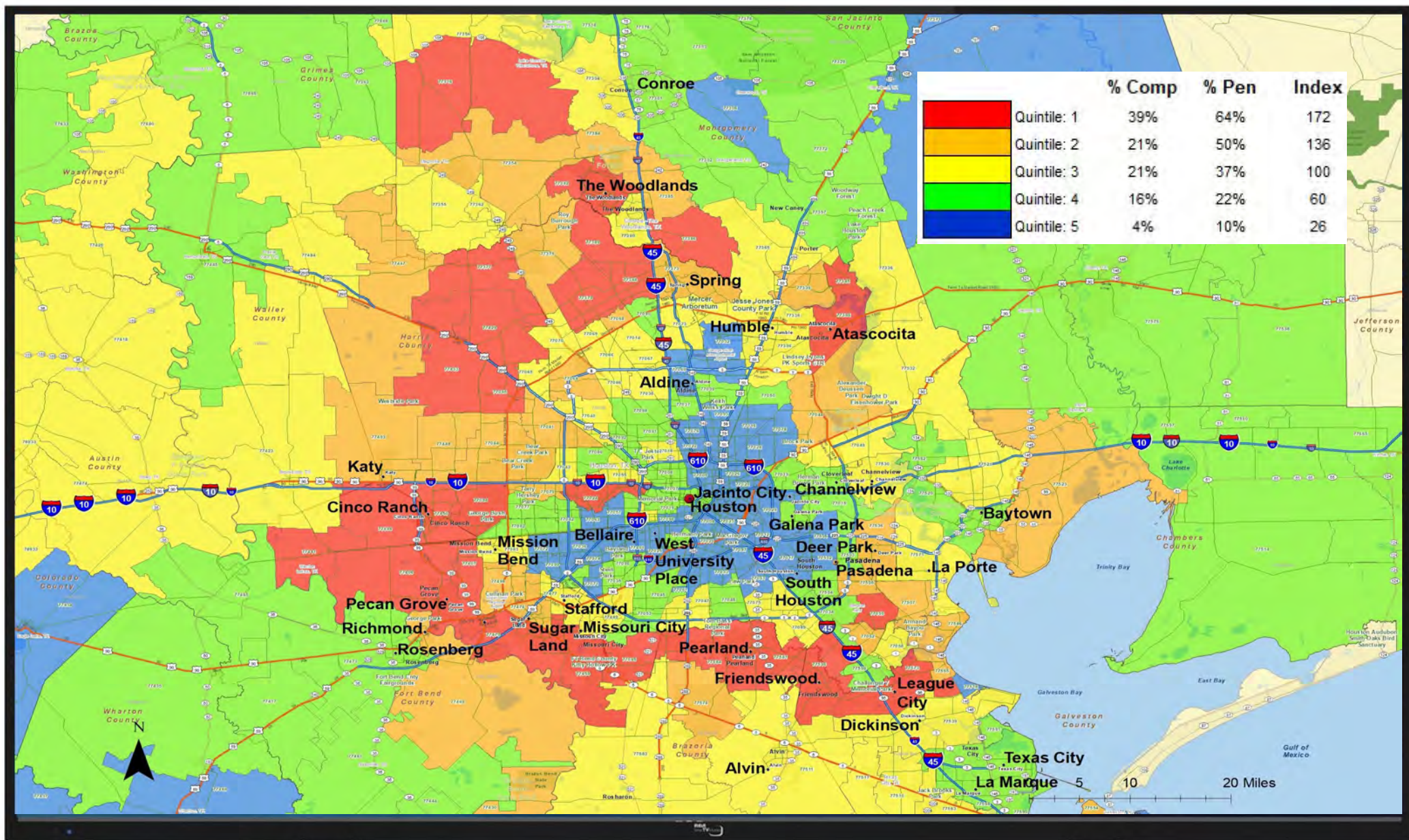
North DFW



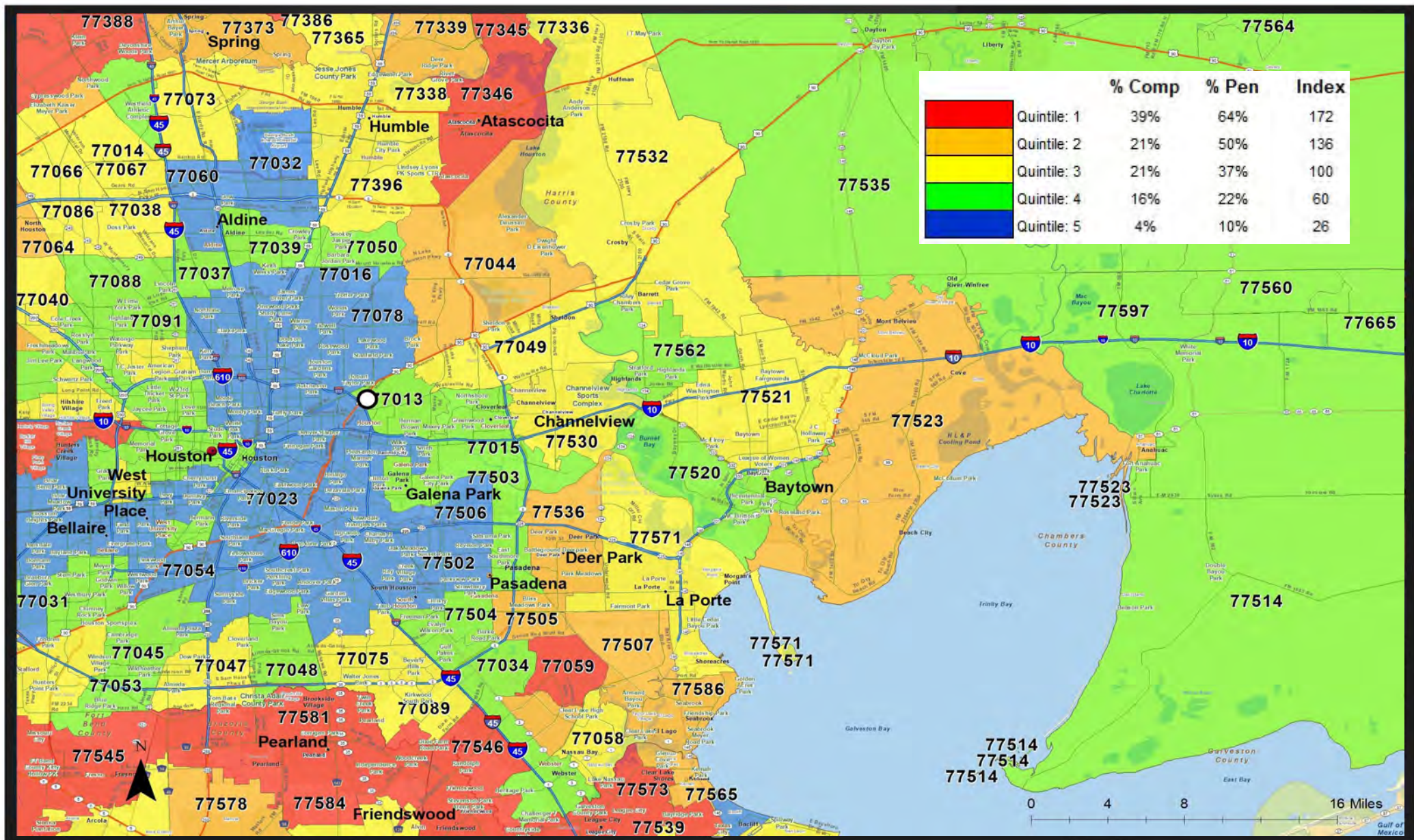
South DFW



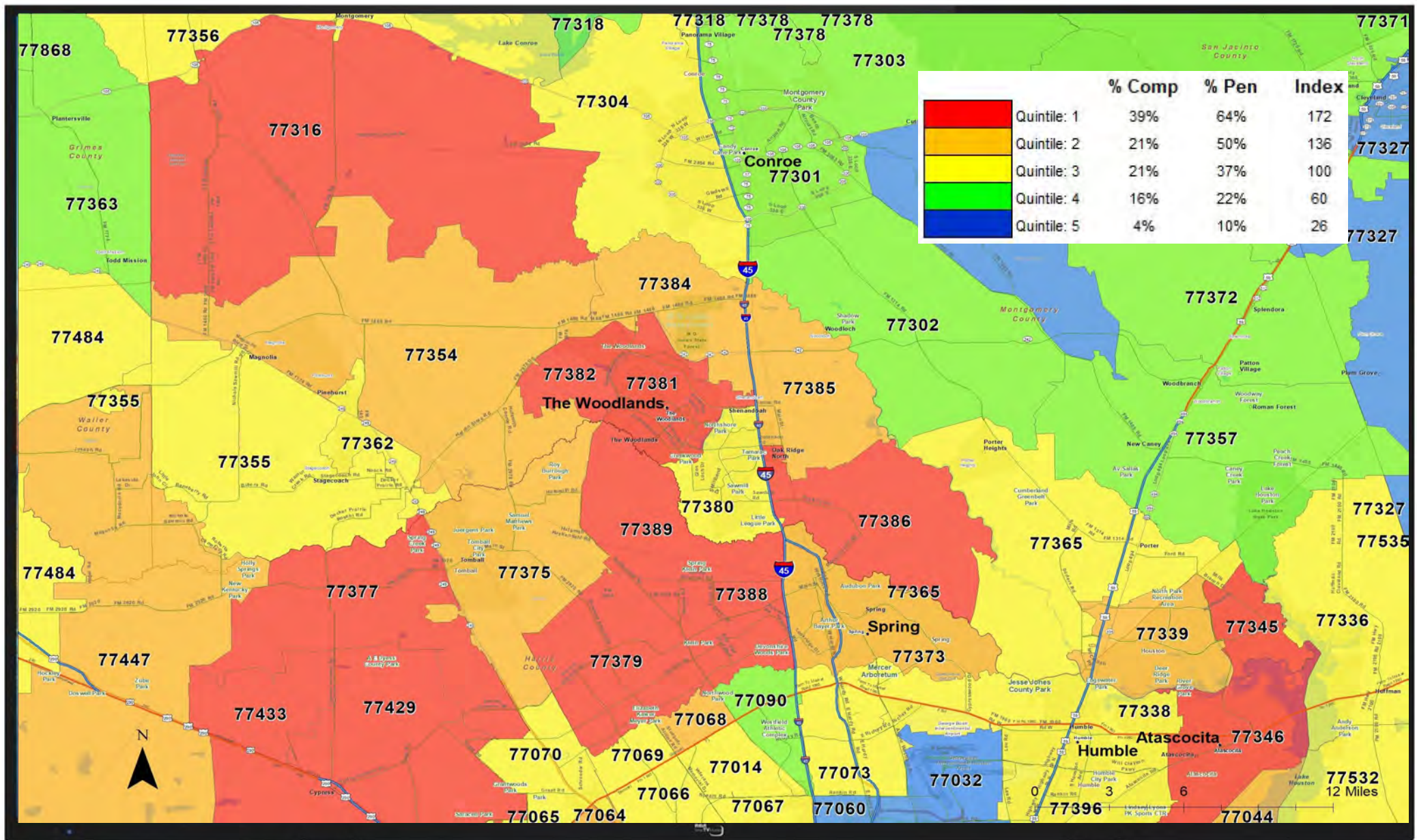
West DFW



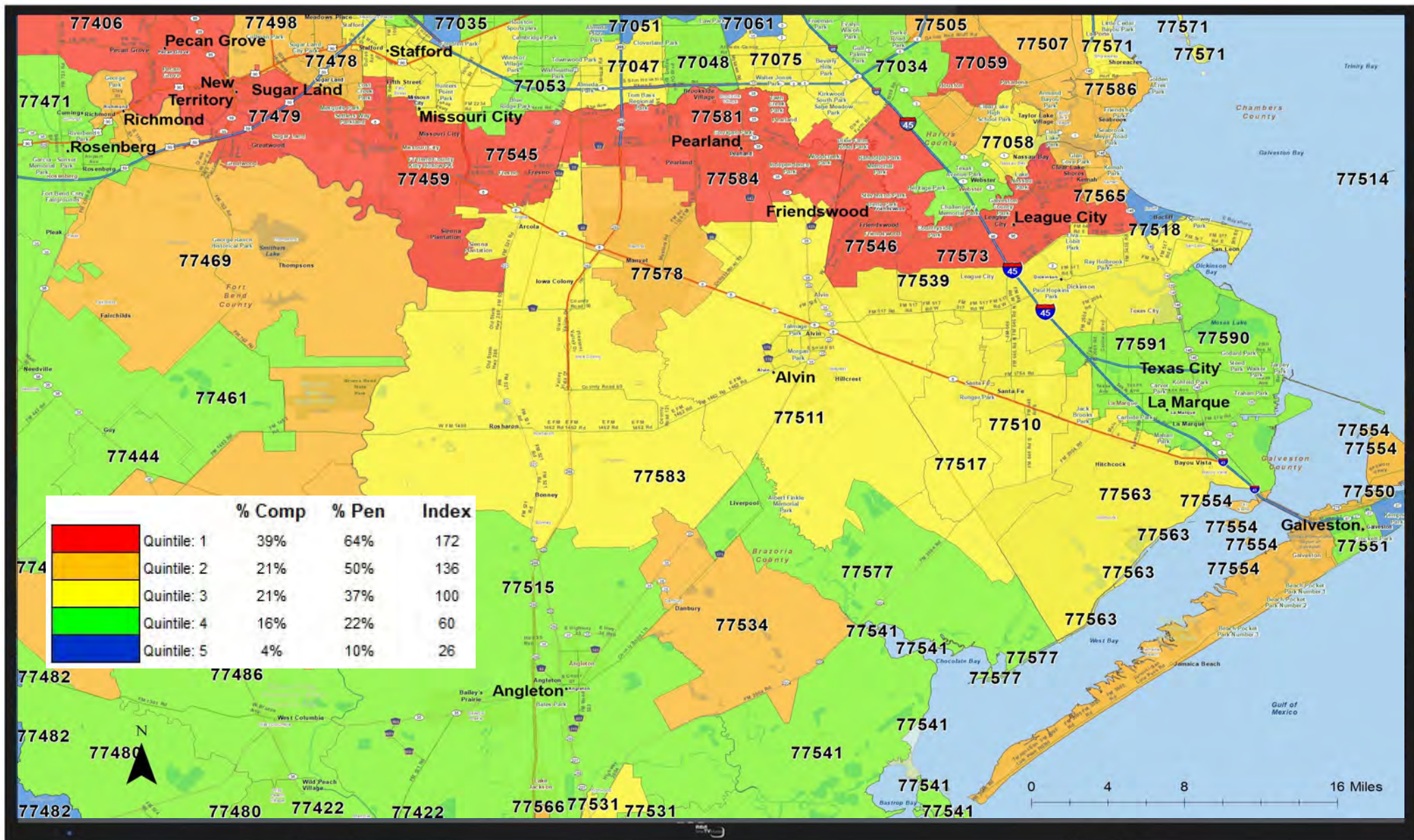
Houston DMA



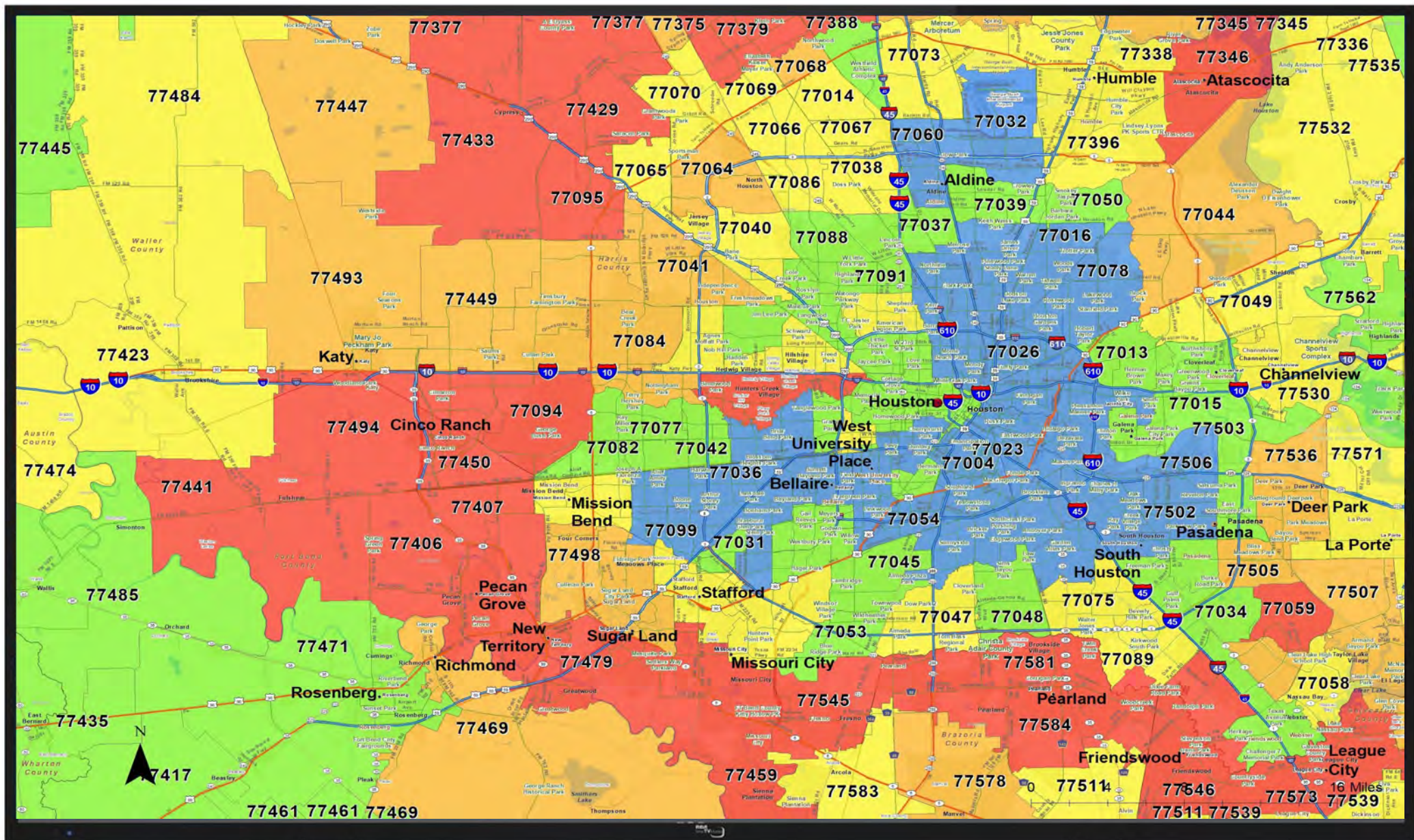
East Houston



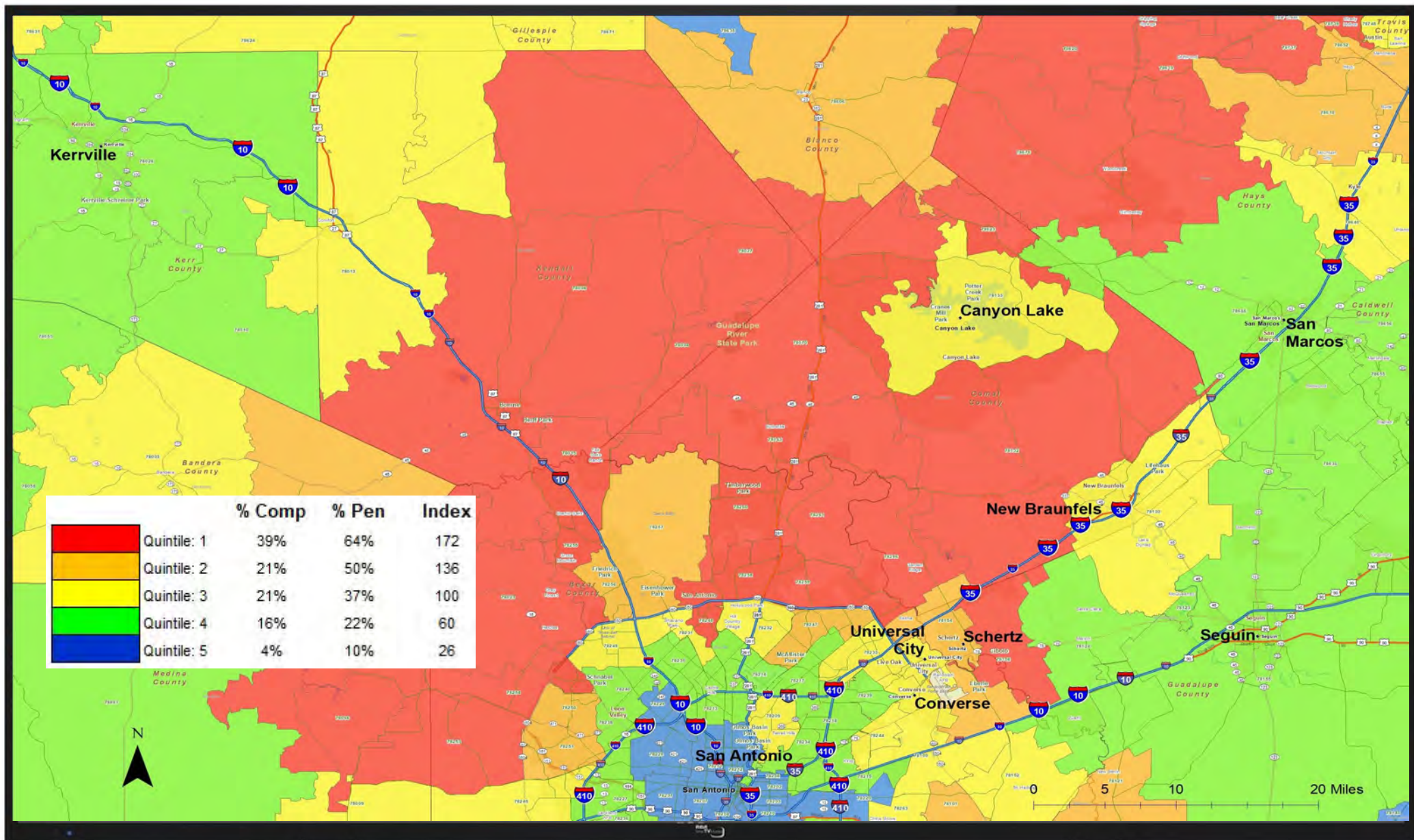
North Houston



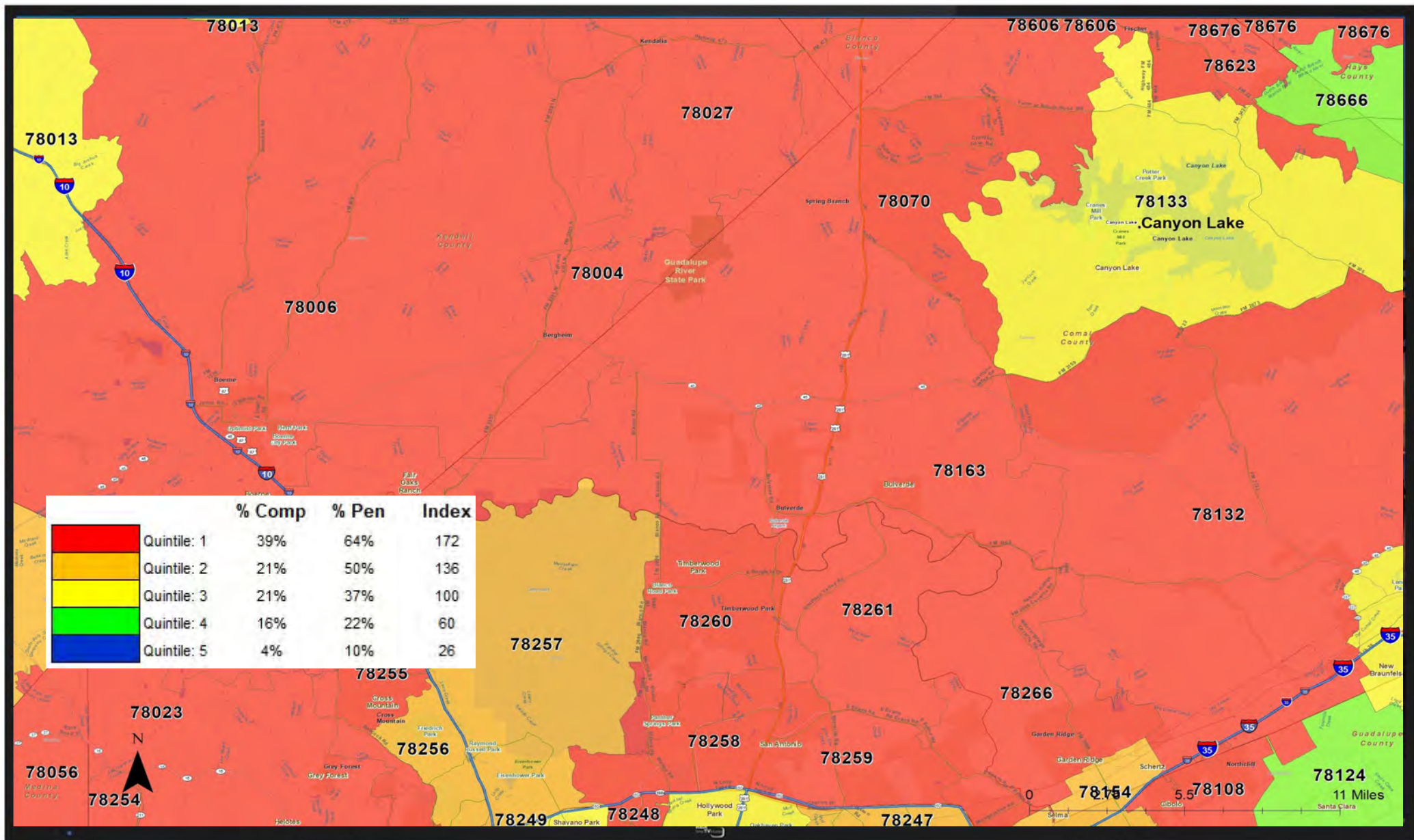
North Houston



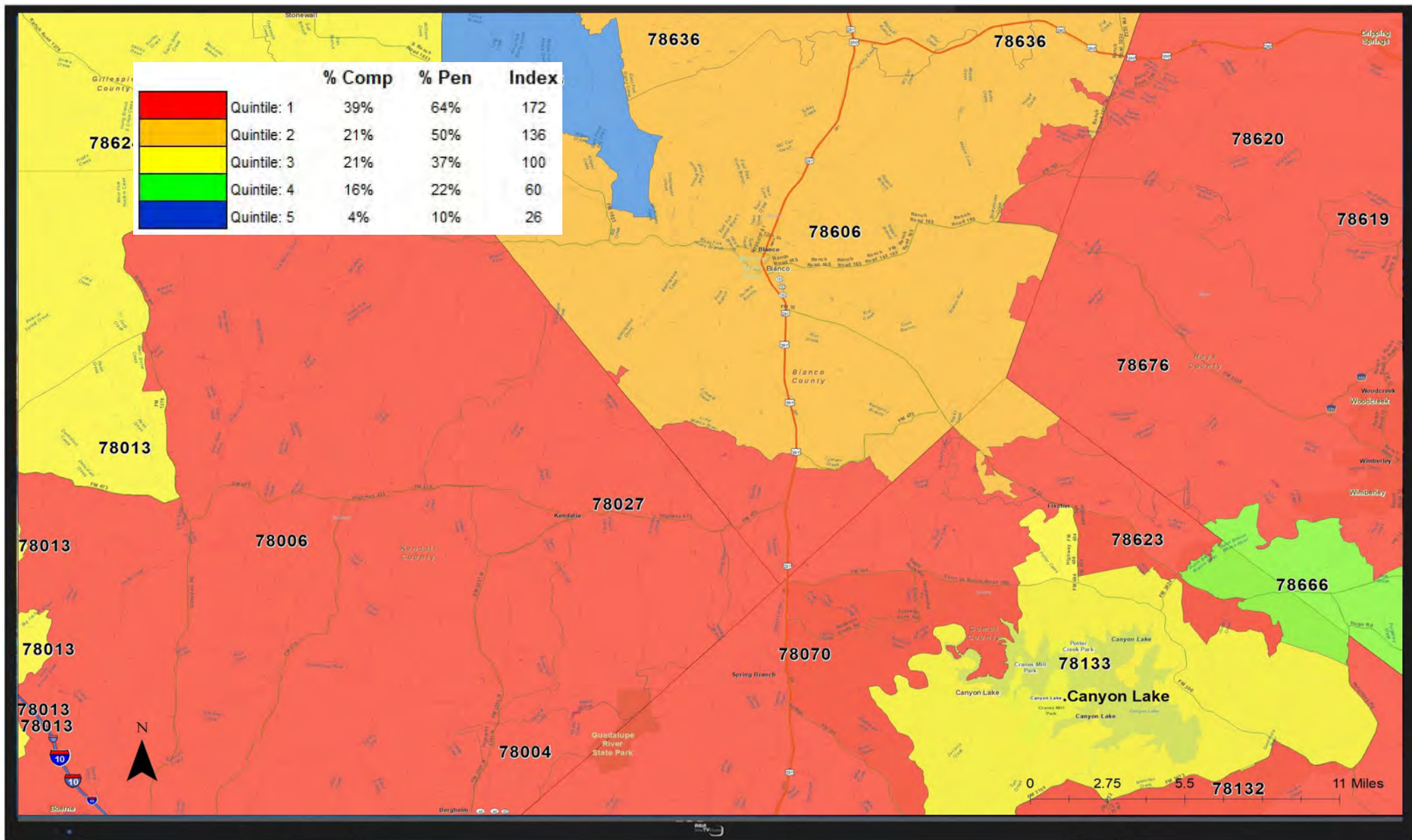
West Houston



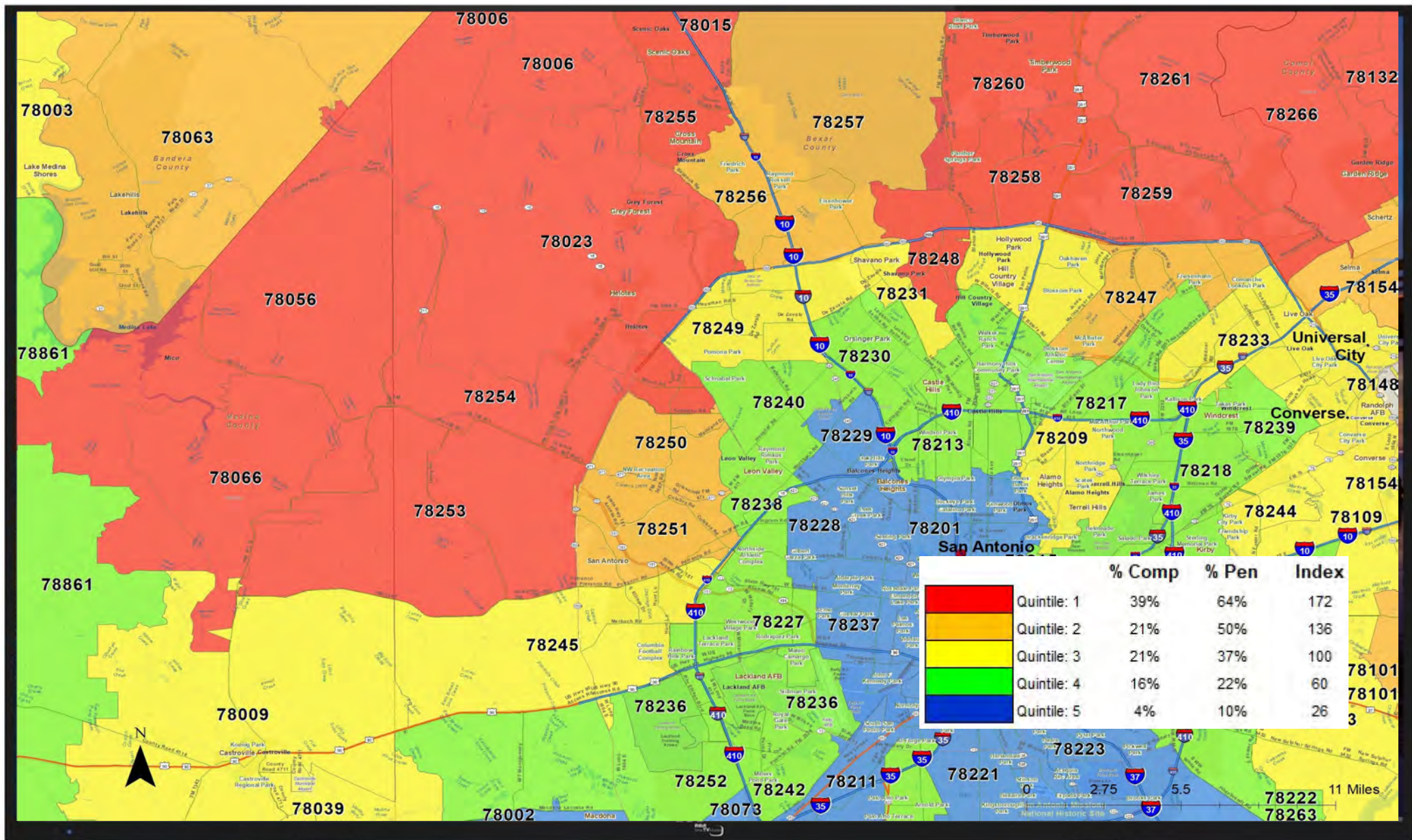
San Antonio DMA



Central San Antonio



North San Antonio



Northwest San Antonio

Geography Definitions Explained



Urban locations have population density scores mostly **between 85 and 99**. They include both the downtowns of major cities and surrounding neighborhoods. Households within this classification live within the classic high-density neighborhoods found in the heart of America's largest cities. While almost always anchored by the downtown central business district, these areas often extend beyond city limits and into surrounding jurisdictions to encompass most of America's earliest suburban expansions.



Suburban locations have population density scores **between 40 and 90** and are clearly dependent on urban areas or second cities. Unlike second cities, they are not the population center of their surrounding community, but rather a continuation of the density decline as you move out from the city center. While some suburbs may be employment centers, their lifestyles and commuting patterns will be more tied to one another, or to the urban or second city core, than within themselves.



Satellite Cities locations are less densely populated than urban areas, with population density scores typically **between 40 and 85**. While similar to the suburban densities, second cities are the population center of their surrounding community. As such, many are concentrated within America's larger towns and smaller cities. This class also includes thousands of satellite cities—higher density suburbs encircling major metropolitan centers, typically with far greater affluence than their small city cousins.



Town & Rural locations areas, collapsed into a single urbanization category, have population density scores **under 40**. This category includes exurbs, towns, farming communities and a wide range of other rural areas. The “town” aspect of this class covers the thousands of small towns and villages scattered amongst the rural heartland, as well as the low-density areas far beyond the outer beltways and suburban rings of America's major metros. Households in these exurban segments live amongst higher densities and are more affluent than their rural neighbors.



Thank You

Darren Drewitz



512-284-2988



darren@mindecology.com



www.mindecology.com



www.mindecology.com
Austin / Denver / Earth

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

MEETING DATE: May 26, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for SPI Kite Fest 2022. (Amaya)

ITEM BACKGROUND

The Special Events Committee approved the full funding request of \$24,500 at the May 18, 2021 regular meeting.

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: 5-14-21

ORGANIZATON INFORMATION

Name of Organization: B&S Kites

Address: 2812 Padre Blvd. Ste. B

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

Contact Name: Bill Doan Contact Email: bskites@hotmail.com

Contact Office PhoneNumber: 761-1248

Contact Cell Phone Number: 433-1699

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

Non-Profit or For-Profit status: For Profit Tax ID #: 43-4372341

Entity's Creation Date: 5-2-98

Purpose of your organization:

We are a retail kite shop serving South Padre Island and
the Rio Grande Valley from 1998 to present. We started, organized & sponsored SPI Kite Fest
from 2000 to 2013. We successfully revived SPI Kite Fest from 2016-2020 ~ having to cancel
Kite Fest 2021 due to Covid-19.

EVENT INFORMATION

Name of Event: SPI Kite Fest 2022

Date(s) of Event: Feb. 3rd, 4th & 5th, 2022

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

Amount Requested: \$24,500

Primary Purpose of Funded Activity/Facility:

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

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? Total 18 years
5 (2016-2020) 13 years prior
(2000-2013)

Expected Attendance: 7,000 + (3 days)

How many people attending the Event will use South Padre Island lodging establishments? 575 +

NOTE: In 2020 ~ Minimum rooms accounted for by Indoor Performance Registration was 621

How many nights do you anticipate the majority of the tourists will stay? 2-3 nights

Will you reserve a room block for this Event at an area hotel(s)? No

Where and how many rooms will be blocked?

No room blocks ~ but several hotels participate by giving a 'kite fest' rate which can be linked to

the SPI Kite Fest website

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
Feb. 2020	\$22,150	621 + (room nights)
Feb. 2019	\$22,150	547 + (room nights)
Feb. 2018	\$22,150	559 + (room nights)

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

Survey of attendees

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

Outdoor Event ~ NO ~ Cameron Co. will not allow us to charge admission to flats

Will the event charge admission? Indoor ~ YES If so, what is the cost per person? \$10 each Approx. 760 tickets

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: & Printed Advertising \$ 1,760
 - Radio: \$
 - TV: \$
 - Website, Social Media: \$ 1,300
 - Other Paid Advertising: \$ 2,761
- Past Years ~ Free TV coverage
Daytime at 9 ~ Fox 38 Corpus Christi & CBS 4 RGV
San Antonio Chief Meteorologist Alex Garcia
KRGV Weather ~ Tim Smith
Con Mi Gente ~ Rick Diaz
KGBT Weather ~ Brian Hale

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

Anticipated Number Direct Emails to out-of-town recipients: 206 (Valley RV Parks)

Other Promotions: Festival Flyer ~ American Kitefliers Assn. Calendar of Events
Central US Kite Calendar ~ Multiple On-line Calendars of 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 ~ and the hotels reservation websites will be linked to the kitefest website

[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?

Contact Kite Clubs in Texas & surrounding states

Contact RV Parks in Rio Grande Valley

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

Who is your target audience? Kitefliers & Winter Texans

What geographic region(s) are you marketing to?

Texas ~ RGV, San Antonio, Austin, Houston, Dallas/Fort Worth, Lubbock as well as Oklahoma,

Oregon, Washington, North Carolina, New Jersey, Rhode Island, Florida, Michigan & Victoria

and Vancouver, BC, Canada

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

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

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

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

[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

South Padre Island Convention & Visitors Bureau

Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

SPI Kite Fest 2022 5-18-21
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)

Bill Doan 5-14-21
Authorized Signature Date

Bill Doan (B&S Kites)
Print Name

SPI Kite Fest 2022

Special Event Applicant Checklist Items

Schedule of Events

Thursday, Feb. 3rd, 2022

Indoor Kite Performances
South Padre Island Convention Centre
6 p.m. To 8:30 p.m.

Fri. & Sat., Feb. 4th & 5th, 2022

Outdoor Kite Festival
Flats ~ Cameron Co. Park System
10 a.m. to 4 p.m.

Hotel Sponsors

Hotel Sponsors ~ Pending ~ Based on history of continued Kite Fest support

Isla Grand Beach Resort
The Inn at South Padre Island
Ramada
Holiday Inn Express

Hilton Garden Inn
La Quinta
La Copa Inn
Beach Resort at South Padre Island

Vendor List

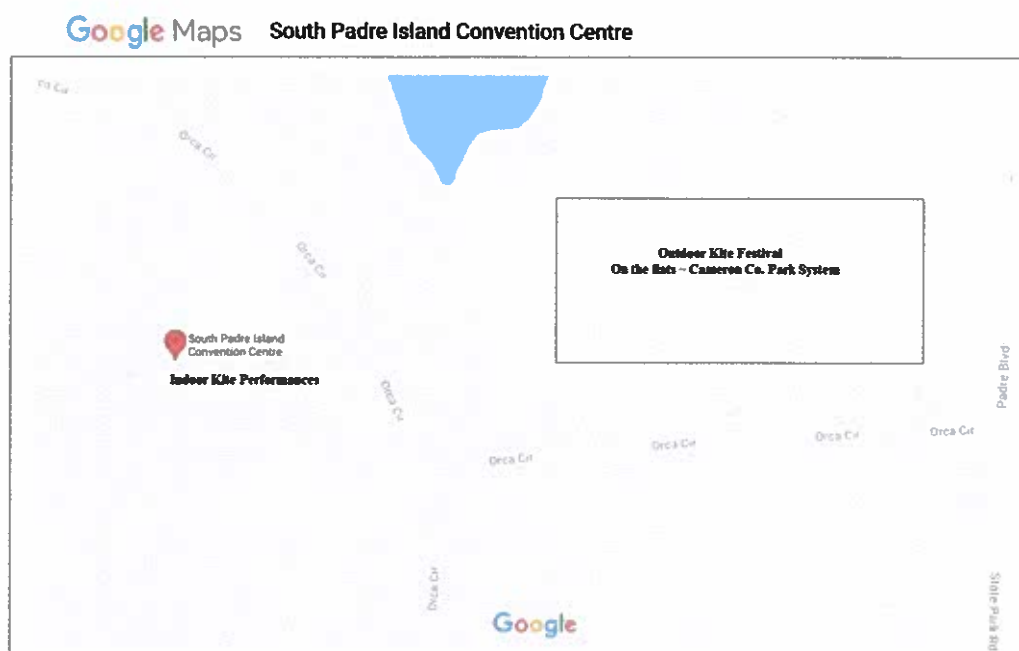
Food Vendor ~ Pending ~ Based on history of continued Kite Fest support

Friends of Animal Rescue (Board of Directors & Staff)

Event Map

Indoor Kite Performances ~ SPI Convention Centre

Outdoor Kite Festival ~ On the Flats ~ Cameron Co. Park System



Safety Plan

American Kitefliers Assn. Safety Guidelines for Kite Festivals

All kite fields are roped off with caution tape

No spectators allowed on kite fields

All kitefliers/participants/volunteers must wear Kite Fest Badges

Two safety co-ordinators (checking fields at all times)

Parking crew ~ to insure fire/police/emergency access if needed

Detailed Budget

Detailed budget is enclosed

Advertising/Marketing/Promotion Plan

Social Media & Printed Advertising

Website ~ www.spikitefest.com

Facebook Page ~ SPI Kite Fest 2022

Press Release ~ 49 Press releases to newspapers & American Kitefliers Assn.

Regional Directors

Festival Flyers ~ 43 Hand-delivered to RV Parks in the Valley

~ 165 Emailed to Activities Directors at RV parks in the Valley

~ 13 to AKA Regional/International Directors

~ 12 to Kite Clubs around Texas and the U.S.

TV ~ (Channel 5 KRQV) ~ Rick Diaz ~ Kite Fest segment on Con Mi Gente

Texas Highway Magazine ~ Calendar of Events

American Kitefliers Assn. ~ Calendar of Events

AKA Kiting Magazine ~ Region 8 ~ AR-LA-NM-OK-TX ~ Events

Calendar of Events ~ Several Online Sites ~ Austin / Dallas / McAllen

Promotional Materials

Website & Printed Advertising

Website ~ Updated/published within 3 weeks of Kite Fest approval

Press Releases ~ Emailed Jan. 3rd to 7th

Festival Flyers ~ Delivered/Emailed to RV Parks & Kite Clubs mid-November

Previous Event Experience

SPI Kite Fest

Total of 18 years organizing & putting on this event

2000-2013 & 2016-2020

Kite Fest 2021 cancelled due to County's Covid Restrictions on outdoor event

History of Event

SPI Kite Fest

B&S Kites started SPI Kite Fest in 2000 and successfully organized and ran this event for 13 years ~ being named Kite Festival of the Year by American Kitefliers Assn. in 2010. Due to health issues Kite Fest was retired for 2 years, but with the support of the CVB Special Events Committee ~ SPI Kite Fest was revived in 2016.

Our greatest accomplishment and growth came when we added the Indoor Kite Performances to SPI Kite Fest.

In 2010 we held our first Indoor Kite Show at the Boy's & Girls Club in Port Isabel (with a seating of 150). Within two years ~ 2012 ~ we had outgrown their capacity and moved the Indoor to the SPI Convention Centre. In 2019 we had 828 indoor spectators and in 2020 an outstanding attendance of 1,222. That year the past president of the American Kitefliers Assn. was in attendance and blasted social media acknowledging the SPI Indoor Kite Show as is the largest indoor kiting exhibition in the U.S.

Types of Assistance Requested

\$24,500 plus In-kind Services

- ~ SPI Convention Centre ~ Thurs. Feb. 3, 2022 ~ 9 am. - 10 p.m.
- ~ 3 Rooms for 3 Nights @ any SPI Hotel
- ~ Public Works ~ Parking Cones, Trash Cans, Trash Pick-up
- ~ Police ~ Traffic Control ~ Fri. & Sat. @ 2 p.m. to approx. 4 p.m.

Room Night Projections

575+ ~ Average room nights 2018-2020

Room nights generated based on a survey of Indoor Attendees (Names/Zip Codes/Room Nights) will be provided post-event as in previous years.

Financial Support

Request ~ \$24,500

SPI Kite Fest
Feb. 3rd, 4th & 5th, 2022
w/ Thursday Night Indoor Kite Performances

Proposed Budget

Demonstration Expense (<u>Airfare & Travel</u>)	\$14,770.00
Team Kitelife ~ Portland, OR - <u>\$5800</u>	
John Barresi, Eli & Sara Russell, Brett & Katie Marchel, Sari Becker	
1 - Portland, OR 2 - Medford, OR 2 - Detroit, MI 1 - Bellingham, WA	
Airfares \$4920 ~ 2 Cars/Gas/Food \$880	
Team Misfits of WOW ~ Baltimore, MD - <u>\$2735</u>	
Scott Weider, Jim Cosca, James Fletcher, Paul Lamasters	
1 - Portland, OR 1 - Ft. Washington, DC 2 - Baltimore, MD	
Airfares \$2310 ~ Car/Gas/Food \$425	
Spence Watson ~ Seattle, WA ~ <u>\$1010</u>	
Airfare \$640 ~ Car/Gas/Food \$370	
Paul deBakker ~ Seattle, WA ~ <u>\$1010</u>	
Airfare \$640 ~ Car/Gas/Food \$370	
Steve deRooy ~ Victoria, BC ~ <u>\$900</u>	
Airfare \$825 ~ Car/Gas/Food - \$75	
Mario DiLucca ~ Victoria, BC ~ <u>\$1265</u>	
Airfares \$825 ~ Car/Gas/Food \$440	
Amy & Connor Doran ~ Seattle, WA ~ <u>\$1650</u>	
Airfares \$1280 ~ Car/Gas/Food \$370	
Phil & Barb Burks ~ Portland, OR - <u>\$400</u>	
Travel Reimbursement \$400	
Demonstration Expense (<u>In-state Travel</u>)	\$ 250.00
Team EOL ~ Austin, TX - <u>\$250</u>	
Jim Cox, Michael Boswell, Ben Gray, Lori Ramos	
Demonstration Expense (<u>Hotels</u>)	\$16,844.00
Isla Grand ~ 2 Condos, 7 Nights - \$5314	
The Inn @ SPI ~ 3 Rooms, 4 Nights - \$1109	
La Quinta ~ 2 Rooms, 4 Nights - \$2481	
Ramada ~ 2 Room, 3 Nights - \$2176	
Hilton ~ 1 Rooms, 4 Nights - \$1706	
Holiday Inn Express ~ 1 Room, 3 Nights - \$704	
La Copa Inn ~ 2 Rooms, 3 Nights - \$1814	
Beach Resort @ SPI ~ 2 Rooms, 4 Nights ~ \$1540	
Demonstration Expense (<u>Hotels ~ NOT COMPED</u>)	\$ 1,792.00
Beach Resort ~ 1 Room, 4 Nights - \$770	
Holiday Inn Express ~ 1 Room, 4 Nights ~ \$775	
The Inn ~ 1 Room, 3 Nights - \$247	
Demonstration Expense - (<u>Freight on Show Kites</u>)	\$ 1,100.00
Demonstration Expense - (<u>Indoor Venue</u>)	\$ 2,500.00
Demonstration Expense - (<u>Indoor Special Effects/Programs</u>)	\$ 1,250.00
Demonstration Expense - (<u>Banquet</u>)	\$ 1,980.00
Advertising and Promotion	\$ 5,821.00
Website Design & Monitoring - \$850	
Facebook Setup, Monitoring & Live Feed - \$450	
Draft & Submit Press Releases (33) - \$400	
Flyers & Posters - Design, printing, delivery - \$500	

Newspaper Ads - \$860	
Festival Shirts (372) – Design & printing - \$2455	
Festival Buttons - \$105	
Banners - Float Christmas Parade \$201	
Sound & Announcing – Photography/Videography	\$ 1,300.00
Parking	\$ 1,000.00
Porta Potties / Insurance / Fee for Flats	\$ 5,006.00
(NOTE: <u>Increase</u> in Porta Potties/Handwashing \$1,350.00)	
Miscellaneous	\$ 1,201.00
Toilet Paper, Gas, Field Crew, Kite Parts, Indoor Tickets, etc.	
Festival Management/Production/Over-runs	\$ 4,043.00
TOTAL Projected Expense	\$58,857.00

Projected Income & Pledges

In-Kind Services (Hotel)	\$16,844.00
Isla Grand ~ 2 Condos, 9 Nights - \$5314	
The Inn @ SPI ~ 3 Rooms, 4 Nights - \$1109	
La Quinta ~ 2 Rooms, 4 Nights - \$2481	
Ramada ~ 2 Room, 3 Nights - \$2176	
Hilton ~ 1 Rooms, 4 Nights - \$1706	
Holiday Inn Express ~ 1 Room, 3 Nights - \$704	
La Copa Inn ~ 2 Rooms, 3 Nights - \$1814	
Beach Resort @ SPI ~ 2 Rooms, 4 Nights ~ \$1540	
 <u>In-Kind Service</u> – Convention Center	 \$ 2,500.00
 <u>B&S Kites</u> ~	 \$ 2,500.00
 <u>Festival Income</u> ~ Projected	 \$12,513.00
Festival Shirts – 256 @ \$13.86/\$16.63 = \$3,753	
Banquet Tickets – 58 @ \$20 = \$1,160	
Indoor Tickets – 760 @ \$10.00 = \$7,600	
 TOTAL Projected Income	 \$34,357.00

Requested Amount w/Thursday Night Indoor \$24,500.00

Additional In-Kind Services Request

Convention Centre ~ Thurs. Night Indoor ~ Feb. 3rd, 2022 (Access ALL Day)

3 Rooms for 3 Nights @ La Quinta (or other SPI Hotel)

Public Works ~ Parking Cones, Trash Cans, Trash Pick-up

Police ~ Traffic Control ~ Fri. & Sat. ~ 2 p.m. to approx. 4 p.m.

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

MEETING DATE: May 26, 2021

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and update on Texas Travel Alliance Unity Week. (Goodman)

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: May 26, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion on Airport Transportation and RFP for Shuttle Services from Valley International Airport. (Caum)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: Yes

Approved by Legal: Yes

RECOMMENDATIONS/COMMENTS:



REQUEST FOR PROPOSALS

RFP# 2021-

Shuttle and Transportation Services

South Padre Island - Valley International Airport Harlingen

Sealed Proposals will be accepted and must be received before:

Date TBD

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:**

**Ed Caum
City of South Padre Island Convention & Visitors Bureau
Email: Ed@sopadre.com**

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I. GENERAL INFORMATION

A. Purpose of Request

Through this Request for Proposal (“RFP”), the South Padre Island Convention and Visitors Bureau (SPI CVB) is seeking competitive proposals from qualified firms and individuals to enter into an agreement to provide labor, personnel, equipment, and furnishings to operate and manage an on-demand shared ride common carrier shuttle service (“Service”) between the Valley International Airport (HRL) and South Padre Island, Texas.

1. OVERVIEW

The SPI CVB intends to award a two (2) year, fixed-price contract for on-demand, shared ride services to two or more qualified operators (OPERATORS) that can meet the requirements stipulated herein. The intent is to provide sustainable share-ride services to the best extent possible. SPI CVB will subsidize OPERATORS through a Per-Trip Subsidy for qualifying passenger revenue trips on a monthly bases as defined.

2. ANTICIPATED SCHEDULE

<u>Proposal Phase</u>	<u>Date</u>
Issuance of RFP	TBD
Deadline for Submitting Written Questions	TBD
Proposal Deadline	TBD
Proposal Review to be completed	TBD

II. DEFINITIONS

3. DEFINITIONS

Qualifying Passenger Revenue Trip – A revenue passenger trip between either Valley International Airport and the City of South Padre Island or the City of South Padre Island and Valley International Airport.

Per-trip Subsidy – A Per-trip Subsidy of \$10.00 (Incentive is capped at 100,000 passengers annually) will be paid on monthly to OPERATORS based on the number of qualifying passenger revenue trips made during the previous month.

4. REVENUE PER TRIP

A. The OPERATOR shall bill SPI CVB based on the total qualifying passenger revenue trips between Valley International Airport and the City of South Padre Island multiplied by the current Per-Trip Subsidy on a monthly basis.

B. The OPERATOR shall keep a list of all pick-up and drop off information, including locations, for each run on any given day. This manifest list shall accompany the monthly all monthly bills to SPI CVB and use in calculating monthly subsidies

5. AVAILABILITY OF VEHICLES AND OPERATORS

A. REVENUE VEHICLES

1. At a minimum, the OPERATOR shall have available, for Shared Ride service operations, 2 lift equipped vehicles.
2. The OPERATOR shall properly maintain and insure all vehicles during the contract period.
3. SPI CVB shall determine and schedule the hours of operation to be performed by the OPERATOR. The OPERATOR shall ensure that each operator has sufficient time to pre-trip each vehicle and travel to the first pick-up address on the manifest on time. The first pick-up address can be located at the Valley International SPI CVB or anywhere within the Town of South Padre Island.
4. The SPI CVB will take input from the OPERATOR on peak travel times based on flights going in and out of VIA. The goal of this service is to shuttle passengers at peak times so as to alleviate lengthy wait times at the airport.

6. OPERATIONS AND SCHEDULING

A. Trips

1. Demand trips may be reserved two-hours in advance up to 60 days in advance by dedicated website owned and operated by the OPERATOR, a phone call to the operator or in person at a pickup/drop off point.
2. The SPI CVB reserves the right to reserve the use of the buses to meet the needs of groups and meetings to the island at no additional cost other than the per trip subsidy.
3. The SPI CVB reserves the right to request a record of reservations made through the Operator's website booking system.

B. Scheduled Ready Time/Rider Pick-Up Window and Operator Responsibilities

1. The Scheduled Ready Time Window is five minutes on either side of the scheduled pick-up time. The operator can pick-up riders up to five minutes before the scheduled pick-up time as indicated on the manifest, but cannot require the rider to board the vehicle before the scheduled pick-up time. Arrival of the vehicle more than five minutes after the scheduled pick-up time will constitute a late arrival.
2. Once at the pick-up location, the operator will wait a maximum of 10 minutes past the scheduled pick-up time. If the passenger fails to appear during these ten minutes, the customer is considered a no show and no trip will be logged.
3. After a no-show, the operator must call dispatch and report the no show. The operator will note the following on the trip manifest:
 - Passenger Name.
 - Origin and destination.
 - Time that no show occurred.
 - Specific notation if the pick-up was made outside of ready-time window.

C. Hours and days of operation

On Call Services service is available seven (7) days per week. Specific hours of Service follow:

1. The following Shared Ride Services hours will be available to the public:

(a) Monday thru Saturday ? am. to ? pm.

(b) Designated Holidays ? am. to ? pm.

(c) Sundays ? am. to ? pm.

7. VEHICLE GRAPHICS

SPI CVB will coordinate with the OPERATOR to install any custom vehicle graphics required for shuttle vans.

1. The SPI CVB will actively sell the marketing space on the sides and the back of the private

fleet as part of the incentive program.

2. OPERATORS may use the front of the vehicle and the driver and passenger side doors to advertise their Shuttle Service. Additionally, OPERATORS can list their info above the rear cargo door, so their contact information can be viewed while in traffic.

8. CLEANLINESS OF VEHICLES

- A. The OPERATOR shall maintain a clean vehicle condition throughout, both interior and exterior, at all times.
- B. OPERATOR shall inspect the cleanliness of each vehicle prior to the commencement of each day of service and shall take all action necessary in order to cause such vehicle to be free from dirt, trash and debris prior to the commencement of each such day.
- C. The exterior of each vehicle shall be kept clean from road dust, mud and grime and shall be washed at least twice during each week of service on non-consecutive days and within one day after each rainfall or any other condition affecting vehicle exterior cleanliness.
- D. The interior of each vehicle shall be swept by the OPERATOR prior to commencement of each service day and the OPERATOR shall cause each vehicle's windows to be washed and floors cleaned not less than once each day that such vehicle is operated in connection with Services.
- E. The interior of each vehicle shall be maintained free from roaches and other vermin at all times that such vehicle is utilized in services.
- F. The OPERATOR is expressly prohibited from using any vermin control product, or application procedure for such product, that would be hazardous to the health and well-being of the passengers and operator of such vehicle.
- G. The interior passenger compartment of each vehicle shall be maintained free of noxious odors from cleaning products; vermin control products, and exhaust fumes emitted by the engine of such vehicle.
- H. OPERATOR shall require OPERATOR's Q/A department to regularly inspect and report on condition of vehicles for cleanliness and compliance.
- I. SPI CVB reserves the right to inspect busses at any of the pick-up and drop-off sites anytime during operational hours.
- J. Any vehicle found by SPI CVB not to be in compliance with these cleaning provisions will be removed from service without limiting OPERATOR's service obligations.

9. VEHICLE FUEL

OPERATOR will be responsible for filling and maintaining a sufficient level of fuel in each vehicle. All fuel and maintenance costs are solely the responsibility of the OPERATOR.

10. VEHICLE RECORDS

The OPERATOR shall be responsible for keeping a current, updated vehicle file, by vehicle number, documenting all vehicle maintenance to include P.M. scheduled inspections, parts usage, unscheduled maintenance, fuel and oil usage, and labor expended on each vehicle. The OPERATOR is responsible for keeping the vehicle file current throughout the term of the contract and shall remit complete copies of all vehicle files to SPI CVB upon request. The vehicle P.M. Inspection Form as approved by SPI CVB shall be used when performing actual P.M. inspections.

The OPERATOR shall be responsible for ensuring that all vehicles display a valid Texas Department of Public Safety inspection sticker, at all times. An inspection sticker in poor condition must be replaced. During the term of the contract, any re-inspection requirements and costs associated with those inspections will be the responsibility of the OPERATOR.

11. TIRES

- A. The OPERATOR shall be responsible for all tire maintenance and replacement tires. Replacement tires are to be OEM quality grade or better.
- B. OPERATOR will keep in stock a sufficient number of spare tires, mounted and ready for immediate use, to avoid rendering a vehicle out of service.

12. QUALITY ASSURANCE

SPI CVB shall have immediate and unrestricted access to all vehicle maintenance records, during planned or unannounced visits or inspections to OPERATOR's facility for the duration of the contract.

- A. The OPERATOR shall designate a manager for the administration of Quality Assurance Program.
- B. The manager's primary duties shall include at a minimum:
 - a. Vehicle analysis;
 - b. Operator defect reports;
 - c. Vehicle audit;

- d. Preventive maintenance quality inspections;
- e. Frequency of preventative maintenance; and
- f. Maintenance procedures for repairs and PMIs.

C. All information shall be compiled using OPERATOR's software. The OPERATOR will provide SPI CVB with an authorized copy of the software with instructions and have the means of transferring information electronically to SPI CVB.

D. An updated version of the OPERATOR's Quality Assurance Program for vehicle care and maintenance that was submitted as a part of the proposal in response to the RFP shall be submitted to SPI CVB for review and approval 30-days prior to the start of service. The program shall include the review of the Preventive Maintenance Inspection and repair cycle. The OPERATOR shall update the program as required for changes in vehicle age, type, road call failure analysis trends, and resubmit those changes for SPI CVB review and approval.

E. All programs shall at a minimum be reviewed by SPI CVB annually following SPI CVB's approval of programs at the start of service operation.

13. VEHICLE MAINTENANCE

(a) At all times, the OPERATOR shall cause all components of each vehicle, including its body, frame, furnishings, mechanical, electrical, wheelchair lift (if so equipped), air conditioning, hydraulic, ancillary equipment, or other operating systems or components to be maintained in proper working condition free from damage and malfunction. In no event shall SPI CVB be required to repair, replace, or maintain any vehicle. The OPERATOR at its sole cost and expense shall maintain and provide fuel, lubricants, filters, fluids, parts and supplies required for routine and unscheduled service/maintenance and operation of all vehicles. The use of OEM parts is encouraged.

(b) Vehicle repair shall be in accordance with OEM instructions.

(c) The OPERATOR shall notify SPI CVB if an accident causes a revenue vehicle to be removed from service for a substantial amount of time for major body and structural repairs. SPI CVB shall be notified prior to release of that vehicle back to revenue service to allow SPI CVB the right to review the repairs that were rendered. Minor body damage will not prevent a vehicle from being used for revenue service. The OPERATOR shall have a program to address minor body items as soon as possible or within that service year. Major body damage (anything over \$500) and safety items will cause a vehicle from being used for revenue service. The program will be documented, and the process outlined traceable in order to determine if these items are being addressed. Items such as scratches, minor dents, etc. that have accumulated making that particular vehicle unsightly shall be identified and repaired on an annual basis to maintain an appearance of "like new" excepting reasonable wear. The OPERATOR's program shall provide for an assessment of the fleet that will provide a complete review and schedule for repair of minor items within each service year.

(d) If a revenue vehicle is involved in an accident that warrants an outside firm to conduct an independent investigation into the cause (s) of the accident or incident, the vehicle shall be impounded and SPI CVB shall be immediately notified of the situation. A documented report shall be immediately issued to the SPI CVB that will include the operator's statement, police reports, the immediate supervisors report, and any other pertinent information. All maintenance records pertaining to the vehicle will also be impounded during the course of the investigation. Before any dismantling of any components of the vehicle involved in the investigation by any independent investigators, the SPI CVB shall be notified as to when this is to occur to provide SPI CVB the opportunity to be present during the investigation.

(e) Vehicle Mileage Reports

The OPERATOR shall compile and maintain records of all vehicle mileage data for services rendered and operated pursuant to this contract, and shall submit a written report of such vehicle mileage in accordance with any specific request, interval, policy or procedure which the SPI CVB may adopt from time to time. The report format is subject to SPI CVB's approval.

14. VEHICLE OPERATING STANDARDS

All vehicles shall, at all times and at a minimum:

- A. Have a rear-view mirror and side-view mirrors mounted on both sides of the vehicle;
- B. Have a functioning interior light within the rider(s) compartment;
- C. Have functioning mechanisms which ensure that all access doors are capable of being opened from the inside and remain closed and secure during travel;
- D. Have a functioning speedometer indicating speed in miles per hour and a functioning odometer correctly indicating distance in tenths of a mile;
- E. Be equipped with operational heating and air conditioning systems;
- F. Have exterior free of grime, oil or other substances and free from cracks, breaks, dents and damaged paint that noticeably detract from the overall appearance of the vehicle;
- G. Be equipped with hubcaps or wheel covers;
- H. Have all body molding in place, or if removed, holes must be filled and painted;
- I. Have passenger compartment that shall be clean of dirt and free from torn upholstery or floor coverings, damaged or broken seats, protruding sharp edges and vermin or insects;
- J. Have unobstructed vision on all sides;
- K. Be equipped with an operable two-way mobile radio or any other two-way communication system,

which affords contact with the vehicle during all hours of operation.

- L. Meet all safety and mechanical standards established by the County codes, Texas States statutes and Federal regulations, if any;
- M. Have windows and door handles which can be opened and closed in accordance with manufacturer standards;
- N. Not have leaks of any kind;
- O. Be equipped with a functioning horn;
- P. Have operable seat belts on all seats;
- Q. Have fully charged, certified and non-expired fire extinguishers per applicable code;
- R. Vehicles shall have wheelchair tie down straps and effective securement devices and passenger restraint systems to secure all mobility devices.
- S. Have backup to all lift capacity. The lift shall incorporate an emergency method of deploying, lowering to ground level with a lift occupant, and raising and stowing the empty lift if the power to the lift fails.

15. GEOGRAPHICAL POSITIONING SYSTEM (GPS)

OPERATOR must certify that each vehicle is equipped with the latest version of a Geographical Positioning System utilizing web-based tracking software for real-time location information. Access to GPS web-based tracking should be made available at all times to SPI CVB.

16. 24-HOUR TELEPHONE AND ON-LINE ACCESS AND RESERVATION SYSTEM

OPERATOR must have a written customer service program that focuses on the total customer service experience. OPERATOR must maintain a web-based reservations system and a 24/7 telephone number connecting customers with a live person to handle customer service issues such as reservations, customer complaints, lost items, vehicle breakdowns, failure to honor a pre-arranged reservation, and failure to convey luggage.

17. INSURANCE

(a) Required Coverage. The OPERATOR shall, at all times during the term of this contract and extended terms thereof, provide and maintain the following types of insurance protecting the interests of the SPI CVB and the OPERATOR with limits of liability not less than those specified below.

- 1) Comprehensive Automobile Liability insurance or its equivalent, covering all owned, hired and non-

owned vehicles used in connection with the work performed under this contract with combined single limits for bodily injury and property damage liability of not less than \$5,000,000.

I. Personal Injury Protection or Auto Medical Payments with limits not less than \$2,500 per occurrence.

II. Automobile Physical Damage Coverage providing Actual Cash Value Comprehensive and Collision coverage for each vehicle furnished or leased to OPERATOR under this contract with a deductible not greater than \$2,000 per occurrence.

2) Commercial General Liability insurance or its equivalent, providing limits of not less than \$1,000,000 for bodily injury and property damage per occurrence with a general aggregate of \$1,000,000 and a product and completed operations aggregate of \$1,000,000. There shall not be any policy exclusions or limitations for the following:

Contractual Liability covering OPERATOR's obligations herein

Personal Injury Advertising Liability

Medical Payments

Fire Damage Legal Liability

Broad Form Property Damage

Liability for Independent OPERATORS

3) Workers' Compensation Insurance or its equivalent, providing benefits comparable to those provided under the Workers' Compensation Act of the State of Texas and/or any other State or Federal law or laws applicable to the OPERATOR's employees performing work under this contract. Employer's Liability Insurance with limits of liability of not less than \$500,000 each accident, \$500,000 each employee for disease and \$500,000 policy limit for disease. This insurance must be endorsed with a Waiver of Subrogation Endorsement, waiving the carrier's right of recovery under subrogation or otherwise from SPI CVB.

4) All Risk Property Insurance including Property of Others naming SPI CVB as a loss payee ATIMA with limits of no less than \$8,000,000 covering full value of facility and equipment to remain in force for the entire period of this contract and any option periods.

(b) Certificates of Insurance. Before commencing execution of this contract, the OPERATOR shall mail Certificates of Insurance satisfactory to the SPI CVB (or, as and when the SPI CVB may direct, copies of the actual insurance policies) to the following address:

City Secretary

South Padre Island

4601 Padre Blvd.

South Padre Island, TX 78597

Evidencing that insurance as required by paragraph A, and all subparagraphs to (A) above, is in force, stating policy number dates of expiration and limits of liability there under. All copies of policies and Certificates of Insurance submitted to the SPI CVB shall be in form and content acceptable to the SPI CVB.

(c) Approval of Forms and Companies. All coverage described in this contract shall be in a form and content satisfactory to the Contracting Officer. No party subject to the provisions of this contract shall violate or knowingly permit to be violated any of the provisions of the policies of insurance described herein. All insurance should be provided by insurance companies with a Best's Rating of A- or better.

(d) Additional Insured Endorsement. The policy or policies providing Commercial General Liability, Automobile Liability and as otherwise required above shall be endorsed to name SPI CVB, their directors, officers, representatives, agents and employees as Additional Insureds as respects operations performed by or on behalf of the OPERATOR in performance of this contract. The policy shall also be endorsed to name other interests as directed by SPI CVB.

(e) Notice of Cancellation or Material Changes. Policies and/or Certificates shall specifically provide that a thirty (30) day notice of cancellation, non-renewal, or material change be sent to the SPI CVB.

(f) Multiple Policies. The limits of liability as required above may be provided by a single policy of insurance or a combination of primary, excess or umbrella liability policies. But in no event shall the total limit of liability of any one occurrence or accident be less than the amount shown above.

(g) Deductibles. Companies issuing the insurance policies and the OPERATOR shall have no recourse against the SPI CVB for payment of any premiums or assessments for any deductibles, as all such premiums and deductibles are the sole responsibility and risk of the OPERATOR.

(h) SUB-OPERATORS. If any part of the work is sublet, OPERATOR shall require any and all SUB-OPERATORS performing work under this contract to carry workers' compensation insurance and other types of insurance with limits of liability as OPERATOR shall deem appropriate and adequate. In the event a SUB-OPERATOR is unable to furnish adequate insurance required under the Contract, the OPERATOR shall endorse the SUB-OPERATOR as an Additional Insured. The OPERATOR shall obtain and furnish to the SPI CVB certificates of Insurance evidencing SUB-OPERATORS' workers' compensation insurance coverage. If a SUB-OPERATOR's certificate of workers compensation insurance expires during the period of performance, OPERATOR shall obtain a renewal certificate. All certificates of workers' compensation insurance must be maintained by the OPERATOR for a period of not less than 1 year. All other insurance certificates for SUB-OPERATORS shall be furnished to the SPI CVB upon request.

(i) No Release. The carrying of the above-described coverage shall in no way be interpreted as relieving the OPERATOR of any other responsibility or liability under this agreement or any applicable law, statute, regulation or order.

18. INDEMNIFICATION

(a) The OPERATOR shall fully indemnify and hold harmless the SPI CVB and all of its directors, officers, employees, and agents from any and all claims, demands, causes of action, damages, losses, and expenses (including attorney's fees) of whatsoever nature, character, or description that any person or entity has or may have arising out of or related to the breach of or failure to perform the contract or any sub agreements there under or resulting from any negligent act, omission, misconduct, or fault of the OPERATOR or SUB-OPERATORS and their employees and agents.

(b) Environmental

(1) The OPERATOR agrees to indemnify and hold SPI CVB harmless from and against any claims, causes of action, damages, fines or penalties arising with respect to any adverse environmental conditions or environmental impairment created by the OPERATOR (including its SUB-OPERATORS or agents) in performing the Services.

(2) Reporting and Record Keeping Requirements. The OPERATOR shall maintain and furnish to SPI CVB records regarding hazardous waste spills or releases required to be filed with the Texas Natural Resource Conservation Commission (TNRCC) as well as any related environmental reports filed with the FRA or the EPA.

19. SHARED SERVICE CHARACTERISTICS

A. Policy guidance

If the OPERATOR has any questions regarding Services operations or policies, and those questions are not covered in this document or in subsequent communication from SPI CVB, the OPERATOR will request guidance from the SPI CVB.

B. Manifest

1. Each operator will have a manifest for their shift, in addition to manifests/reservation sheets for the next week of service days to take reservations. The AM operator will have the daily manifest and book trips as requested. The PM operator will take possession of the manifest during shift change; the AM operator will retain all completed manifest pages and will submit those pages along with all of the fare collected from the shift to the OPERATOR's cash room.

2. At the beginning of the shift, the operator will enter his or her name, the date, the odometer reading, and any trips scheduled prior to the service day.

3. As customers request trips, the operator will note the manifest with the following:

- Passenger name (first and last)
- Phone number
- Origin and destination of trip
- Fare payment
- Pick-up time
- Time of arrival at destination
- Odometer

4. At the end of the shift, the AM operator will pass the daily manifest and reservation sheets to the PM operator; The AM operator will retain all completed manifest and reservation pages and will submit those pages to the OPERATOR's office. At the close of the service day, the afternoon driver will drop off the remaining manifest and reservation forms at the OPERATOR's office.

5. The operator will notify dispatch via two-way radio prior to departure from each pick-up or drop-off location and will notify dispatch of all no-show events if directed by the SPI CVB.

6. At a minimum, AM operators must be able to accept trip requests for the PM operator, and PM operators must be able to accept trip requests for the AM operator.

C. Inability to Honor Passenger Request

1. When a requested trip or route deviation cannot be accommodated, the van operator will determine if the trip or deviation could be accommodated by minor adjustment on the part of the passenger. The operator will suggest an earlier or later trip, when available, for the passenger's consideration. The operator may also suggest the passenger travel in the vehicle to other locations prior to reaching the destination; for instance, a trip might not be accommodated because the operator must serve the Station, but might be accommodated after reaching the Station. Trip alternatives should be offered to the customer.

2. If a trip or route deviation cannot be accommodated, the operator must record this caller's name, current location, destination, and time for requested travel. This includes requests to destinations outside the defined service area. The SPI CVB reserves the right to request this information be called into dispatch as each incident occurs.

D. No-Shows/Cancellations

1. A no show is a booked trip that is not canceled at least two hours prior to the pick-up time and where the customer does not show and is not transported within the ready time window.

2. Customers are responsible for canceling scheduled trips.

3. A trip will be considered a no-show when a driver arrives within the ready time window to board the customer, waits the required time for that mode, and the customer does not show up to make the scheduled trip. The driver will notify OPERATOR's central dispatch regarding the no-show and will properly document the scheduled time, name, and address of the no show. After three no-shows, the customer will not be eligible for this service for four weeks. The OPERATOR is responsible for tracking no show/cancellation information provided by the drivers and for enforcing the policy. Proper documentation will be given to SPI CVB on a weekly basis. The SPI CVB reserves the right to intervene at any time.

4. The operator will be responsible for documenting all completed trips, cancellations and no-shows on an appropriately filled out manifest.

E. Reservations

OPERATORS shall accept trip requests up to 60 days in advance, and not later than two hours in advance, of the requested trip time. Reservations will be required to guarantee any same day demand trips. When the van is at the HRL at the specified times, the operator may plan trips based upon passenger requests. Walk-up trips at the HRL will be scheduled on a space available basis.

F. Shift Change

Shift changes will occur at the specified location at Valley International Airport or at South Padre Island. Shift changes will take no longer than fifteen minutes and will not require trip denials for any passenger requests, unless there is no way to change operators without providing an alternate trip time to a passenger.

G. Fares

1. The OPERATOR will charge the appropriate fare as determined by SPI CVB during contract negotiations with the OPERATOR. The OPERATOR will charge passengers the appropriate fare according to the fare established and amended as deemed necessary, and distributed by SPI CVB.

2. OPERATOR must certify that each vehicle is equipped to handle debit and credit card payments. Operators must issue a receipt that includes the date, time, company name, vehicle number, driver name and company phone number and internet address.

3. The OPERATOR will accept all major credit cards, debit cards, cash, and coupons and passes authorized by SPI CVB. The OPERATOR will indicate the total credit, debit and cash fares collected minus coupons and passes collected on the invoices.

4. Fare reconciliation and cash accounting procedures must be approved by SPI CVB. The OPERATOR will be responsible for the distribution, collection, and securement of all forms of fares, passes, and coupons and is solely liable for mishandling or missing fares.

20. ACCOUNTING

SPI CVB reserves the right to audit OPERATOR's accounting records at least as frequently as once per week.

21. ADDITION AND MODIFICATION OF SERVICES

1) A scheduled major service change impacts the level of service provided by the SPI CVB. SPI CVB will notify the OPERATOR of potential service additions up to six months ahead of the service change, but cannot authorize proceeding with the additions or modifications until the SPI CVB approves the service change. The OPERATOR must have the ability to procure vehicles, train operators, and otherwise provide service within three months of official notification.

2) SPI CVB will ask the OPERATOR to evaluate the ability to accommodate a proposed service modification, and will ask for an earliest possible implementation date if the modification is accepted. The OPERATOR must be able to adhere to the accepted implementation date.

22. SERVICE REQUIREMENTS

A. Quality of Service

The OPERATOR will provide services in a safe, courteous and reliable manner and in accordance with the trip manifests and instructions provided by SPI CVB. SPI CVB representatives may, from time to time, ride in the OPERATOR-operated vehicle with or without prior notice to the OPERATOR to ensure compliance with the contract. The OPERATOR will maintain copies of all manifests in accordance with relevant records retention policies, and Services records will be available for audit by SPI CVB.

B. Service Performance Standards

SPI CVB has established the following performance standards for Services:

1) On Time Performance: the percentage of total passenger pick-ups (actual, not scheduled) that are provided within the scheduled ready time window. The standard for on-time performance is ninety percent.

2) Response to Vehicle Breakdown or Service Disruption: in the event of a vehicle breakdown or other service disruption, replacement service will be made available within forty-five minutes of the disruption. Notifications of the service disruption will be made to SPI CVB personnel.

3) Customer Complaints will be less than 5 per 500 passenger trips. Drivers cannot have more than three

verified complaints annually, or they may be permanently suspended from driving from the service or the OPERATOR forfeits the use of the incentive program.

4) Failure to perform in accordance with these performance standards may constitute cause for termination of the service agreement between SPI CVB and the OPERATOR.

C. Driver Qualifications/Standards

1) Drivers must meet the following criteria:

- i) Thorough knowledge of the Rio Grande Valley area.
- ii) Ability to handle complaints and problems as required.

2) SPI CVB will require the removal of any operator from service for any of the following:

- (i) Committing unsafe or inappropriate acts while providing services.
- (ii) Revocation or non-renewal of a valid Texas Driver's license.
- (iii) More than one moving violation or chargeable accident in any consecutive two-year period.
- (iv) Conviction of any criminal offense.
- (v) Other behavior deemed to reflect negatively on CLIENT or result in unsafe service
- (vi) Three or more verified instances of driver non-performance, chronic lateness, or verified complaints

D. Driver Uniform and Appearance

Operators will wear a polo-style uniform shirt, approved by SPI CVB. The uniforms will be purchased by OPERATOR.

STANDARDS FOR PERSONAL APPEARANCE AND GROOMING

Items	Proper Wear
Personal Appearance	Uniforms must be clean and neat at all times. Uniforms shall be cleaned and pressed as frequently as needed to keep them looking and smelling fresh and clean. Employees are expected to maintain good hygiene standards.
Females	Hair must be neatly groomed and not dangling loosely about the face or fall below the eyebrows. Simple hair ornaments, such as ribbons, pins, combs, or barrettes, are permissible. Gaudy, overly large, distracting styles are not permissible.
Males	The hair must be neatly trimmed and groomed on the top, the sides, and the back. The hairstyle should generally conform to the shape of the head and not extend over the bottom of the shirt collar. Sideburns shall be neatly trimmed and shall not extend below the ear lobes. Beards and goatees are permitted provided they are neatly trimmed and groomed and do not exceed 1" in bulk or depth when measured from the base of their skin to the end of the hair strand. Mustaches are permissible but must not extend

	beyond the outer edges of the mouth.
Males and Females	Earrings may be worn provided they are small and non-ornamental. Piercing rings visible in or on any other part of the body are not permissible. Other jewelry is not recommended; however, small and unobtrusive pieces may be worn.

E. Driver Training

1) Operators must be trained to perform the following duties:

- i) Familiarity with the route serving the South padre Island, associated fares, ability to read passenger schedules and ability to look up information in SPI CVB's Operator Route Guide. At a minimum, training will consist of an overview of the services' purpose, standard operating procedures, manifest, fare information, and 8 hours of South Padre Island familiarity.
- ii) Communications Training. The operation of two-way radios, hands-free cellular telephones and any other communications tools that are required for operators to provide services. The OPERATOR will provide the cellular phones and radio communication equipment for each service.
- iii) Continuous Training. Drivers will be retrained once a year, to include but not limited to safe driving, SPI CVB fare matrix, and customer handling.

F. Timepieces

At all times during the operation of any vehicle in connection with this service, each operator will have available

and in clear sight an accurate timepiece reflecting official SPI CVB time, as reflected by the SPI CVB.

G. Communication Equipment, Repair, Maintenance and Service Call

- 1.) Communication equipment including, but not limited to, two-way radios, cellular phones and any other devices that are applicable to this service and the operation of the van, are the sole responsibility of the OPERATOR, unless provisions are made by SPI CVB to provide equipment.
- 2.) The OPERATOR will be responsible for all maintenance, repairs and replacement of equipment to ensure proper operation of Services.

H. Cellular Phones and Radio Equipment

- 1.) The OPERATOR shall provide cellular phones and Radio Equipment as needed for trip booking and communication while conducting business operations. Bluetooth connectivity is preferred to ensure driver and passenger safety.
- 2.) The OPERATOR shall be responsible for the purchase and maintenance of all authorized cellular phones and for the selection of the cellular phone service provider used by services. Radio equipment is the responsibility of the OPERATOR.

23. VEHICLE REQUIREMENTS

- A. The SPI CVB shall provide vehicles for Services as specified. The OPERATOR is responsible for: maintenance and repair of the vehicles, maintaining the physical appearance, ensuring the vehicle continues to operate and function as designed.
- B. The OPERATOR, at a minimum, shall have available a minimum of two vehicles at all times to provide Services during operating hours.

24. REPORTING AND REQUIREMENTS

A. Reports

- 1.) Each Operator will turn in a completed manifest at the end of each shift. The manifest will indicate all passengers' names, origins, time of pick-up, destinations, and times of drop-off, no show (if applicable), denials

and missed trip, if any. Any gaps in the manifest that are not explained will result in a deduction from the monthly bill from the OPERATOR. Gaps in service resulting from vehicle breakdowns or other failure to deliver service, or to be available to deliver service, will also be deducted from the invoice.

2.) The manifests will be maintained by the OPERATOR in compliance with SPI CVB's relevant records retention guidelines.

3.) Monthly reports will be provided to SPI CVB. These reports will include, but not necessarily be limited, to the following:

i) Performance Reports. Each month, by the end of the fifth business day, service performance reports and other data, as specified by SPI CVB, will be delivered, either by US Postal Service, Fax or electronic mail. The data will provide documentation of daily operational information, service provided and activity levels. The data and report formats will be approved by SPI CVB.

ii) Emergency/Special Reports. In the event of an accident, SPI CVB OPERATOR's central dispatch is to be immediately notified by radio. In the event of any and all disruptions to service, radio notification will be made immediately.

iii) Monthly Revenue Reporting. Total revenue collected for Services will be noted in the appropriate reporting format as approved by SPI CVB. The actual revenue will not be returned to SPI CVB but credited on the monthly bill. Cash boxes will be emptied daily and all cash/electronic receipts reconciled with each driver's manifest. SPI CVB reserves the right to review and audit reconciliation records at any time.

iv) Maintenance Reports. A maintenance report will be kept on each vehicle used for Services and will include, at the least, preventative and maintenance functions including warranty work and other relevant maintenance information. This report will also include all road calls for each vehicle, breakdowns, out-of-service information such as the vehicle and days out of service for a given reason, warranty issues and equipment failure.

4.) At a minimum, the OPERATOR will provide by zone and by hour: ridership information, no show information, cancellation information, trip denial information, and mileage reports to SPI CVB on a weekly basis, submitting the reports no later than Tuesday of the following week. SPI CVB may request additional reports from the OPERATOR at any time.

B. Accident/Incident Reporting

1.) All accidents and incidents will be reported to the specified SPI CVB personnel immediately and a written report will be faxed to SPI CVB within twenty-four hours of the event. The report will be provided for the following events:

i) Collisions between a vehicle and another vehicle, person or object.

ii) Passenger accidents, including falls while passengers are entering, occupying or exiting the vehicle.

iii) Disturbances, ejections (requesting the rider to disembark due to disruptive behavior), fainting, sickness, deaths or assaults.

- iv) Accidents that the operator witnesses.
- v) Vandalism to the vehicle while in service.
- vi) Passenger complaints of injury or property damage or other circumstances likely to arise in the filing of claims against OPERATOR or SPI CVB.
- vii) Any passenger, driver, supervisor and service complaint that arises from an accident. If the accident/incident involves injuries or extensive property damage, SPI CVB will be notified immediately.
- viii) SPI CVB reserves the right to require immediate written reports on accidents and incidents deemed emergencies by SPI CVB.

25. OPERATOR'S RESPONSIBILITIES

1) The OPERATOR will be responsible for the professional quality, availability and coordination of all services furnished. All specified services will be provided in a safe, courteous and reliable manner. SPI CVB may monitor these services, from time to time, by riding Services vehicles, with or without prior notice.

2) OPERATOR will be responsible for the prevention of fraudulent practices by their employees, agents, drivers or any other person acting under its control or direction in the performance of services pursuant to this contract. The term "fraudulent practices" will mean any deception or misrepresentation of fact. Such practices include, but are not limited to:

- i) Unauthorized dealings in tampering with or entering falsified information on documents related to the provision of service;
- ii) Allowing ineligible drivers to transport customers;
- iii) Transportation of unauthorized persons; and
- iv) Allowing operators to collect other than the appropriate fare.

3) The OPERATOR will be responsible for the prevention of fraudulent practices related to the verification and validity of actual trips taken, trip origins, trip destinations, vehicle odometer reading and/or additional written instructions issued by SPI CVB. Documented instances of any item stated above will result in nonpayment for associated services and if fraudulent activity is verified, SPI CVB may prosecute to the full extent of the law.

4) In the event that the OPERATOR, an employee, agent, driver or any other person acting at the direction of the OPERATOR in performance of services under this contract is investigated for fraudulent practices by SPI CVB, or by any law enforcement agency with jurisdiction to conduct such an investigation, SPI CVB retains the right to suspend service and have suspended the individual(s) involved until the matter is resolved. SPI CVB may also exercise this right, if any information containing allegations of fraud against said persons is filed with a grand jury or a citation or charge(s) is issued to any such person.

26. COMPLAINT RECORDING AND RESPONSE

- 1) All oral and written complaints sent to OPERATOR by SPI CVB will be answered in writing within five working days or by date(s) specified by SPI CVB. All complaints, concerns, suggestions or commendations concerning Services will be thoroughly investigated. Corrective action, where appropriate, will be taken within seven business days of receipts by the OPERATOR.
- 2) All responses must be documented and forwarded to SPI CVB. More serious complaints, such as those involving safety issues, or sexual misconduct will require the immediate action of the OPERATOR.
- 3) The minimum information required by the OPERATOR for complaint response will include but is not limited to: the operator's name, pertinent investigation information, investigator's conclusion, investigator's name and title, and their supervisor's name.

27. LOST AND FOUND

Lost articles found must be tagged with the day and date, OPERATOR's name, driver's name, patron's name (if known), and be forwarded to SPI CVB's lost and found location within 24 hours.

28. OPERATIONS AS SPI CVB

OPERATOR will, at all times, operate Services under the name of "The Surf" or such other name as SPI CVB may specify. This does not, in any way, change the status of the OPERATOR as an Independent OPERATOR.

29. OPERATORS MINIMUM WAGE RATES AND INCENTIVE PROGRAMS

All persons employed as operators for performance of this contract or any subcontract hereunder, shall be paid not less than \$10.00/hour while in training. The minimum wage standard imposed is a minimum and the OPERATOR is required to employ a systematic evaluation program and benefit package designed to encourage retention of well qualified and good performing operators for the duration of the contract. Toward this end, the OPERATOR shall establish progressive wage increases beyond the training level and offer such increases to employees who successfully graduate from the training program.

30. PERSONNEL POLICIES

OPERATOR's substance abuse policy and test program will conform to the Department of Transportation's (DOT) and Federal Transit Administration's (FTA) requirements. All drug tests will be accomplished in a

National Institute of Drug Abuse (NIDA)-certified laboratory.

31. SPI CVB SUPERVISORS

SPI CVB employees will monitor the service and OPERATOR compliance. The duties of these supervisors include, but are not limited to, on-street monitoring of drivers and vehicles, inspection of vehicles, inspection of driver courtesy, and monitoring any activities that may result in substandard performance or noncompliance with the contract.

SPI CVB supervisors will have access to personnel, vehicles and records including interviewing personnel regarding the contract at all times. OPERATOR will be required to board SPI CVB staff, upon request and identification, at any time.

32. COOPERATION WITH SPI CVB

The OPERATOR will ensure that all staff cooperate and comply with reasonable requests by SPI CVB to distribute notices, schedules or other promotional materials to passengers in connection with Services or any other SPI CVB services or activities. The OPERATOR agrees to provide assistance to SPI CVB, at the SPI CVB's request, in monitoring the services provided.

33. SUBMISSION REQUIREMENTS

A. Time and Place for Submission of Proposals

Proposals must be received by 3:00 P.M. **DATE TBD**. Postmarks will not be considered in judging the timeliness of submissions. Proposals may be delivered in person and left with City Secretary or mailed to:

City of South Padre Island

Attn: City Secretary's Office "Nikki Soto"

4601 Padre Blvd.

South Padre Island, TX 78579

Proposers shall submit three (3) copies of the completed proposal in a sealed envelope clearly marked: Shared Ride RFP for South Padre Island. Proposers shall also submit one (1) digital copy of the proposal. Proposals that are submitted by fax will not be accepted. Late submissions will not be considered.

B. Format

Please use three- hole paper, print double-sided to the maximum extent practical and place in a three-ring binder. Please do not bind your proposal with a spiral binding, glued binding, or anything similar. You may use tabs or other separators within the document.

C. Content

Organizations interested in responding to this RFP must submit a proposal containing the following requested information, in the order and format specified below:

1. Table of Contents
2. Introduction Letter

Submit a letter providing a description of Proposer's experience in owning and or operating an on-demand shared-ride service, charter, scheduled, or pre-arranged transportation business including transportation service to and from an SPI CVB. Submission of the letter will constitute a representation by your organization that it is willing and able to perform the commitments contained in the proposal.

3. Documentation Submittal

Proposals must be submitted in written form describing or documenting how Proposer and proposed service meet or are best qualified to meet SPI CVB's requirements for performing shared-ride service.

- Minimum Qualifications:

A statement of how the proposer meets the minimum qualifications specified in this RFP

Experience - A letter of support from an SPI CVB authority verifying experience in both operating and managing an on-demand, charter, and pre-arranged or shared-ride van service in an SPI CVB environment for a minimum of the past five (5) years.

- Organization and Experience:

- Corporation Statement

- Financial Data – Attach a complete annual report, prepared in accordance with generally accepted accounting principles, reflecting the current financial position. Also include bankruptcy and pending litigation information.

- Organizational Structure - Organizational Chart identifying the members of its complete management team (not including drivers) and outlining responsibilities and qualifications of each member including resumes indicating specific experience in an SPI CVB environment. Please include phone numbers and email addresses for proper verification. This submission should provide verifiable evidence of each management team member's relevant experience.

- SPI CVB Experience - Provide verifiable description of proposer's experience in owning and or operating an on-demand shared-ride service, charter, scheduled, or pre-arranged business in a

transportation environment within the past five (5) years.

- References - Submit names, addresses and telephone numbers of at least five (5) persons who can attest to Proposer's experience, one of which must be a current SPI ground transportation provider.
- Operations and Customer Service
- Operations Plan - Detailed description of proposed operating hours, pick-up / drop-off procedures, handling of fares, and fleet deployment. Also include Quality Assurance Plan as described in paragraph 15.
- Customer Service Plan- Description of customer service plan for operators and reservation agents. The submittal shall include a quality assurance plan including monitoring and disciplinary procedures.
- Website - Description of Website for services to and from SPI CVB, outlining goals and objectives for the site including how proposer plans to reach target audience including, hotel and businesses on South Padre Island and accepting reservations using the latest technologies.
- ADA Compliance Plan - Describe your ADA Disability Access plan and provide details of how your proposed service will meet federal, state and local disability access requirements.

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 that meets the needs of the SPI CVB, among those submitting proposals on the basis of evaluation factors included in the RFP.

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:

- a. 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.
- b. The copy of Form 1295 submitted to the City 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.
- c. 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. No employee or City Council Member of the City may have any financial interest, directly or indirectly, in any proposed or existing agreement, purchase, work, sale or service, for, with or by the City. City Policy: (700.13 Conflicts of Interest, Solicitation and Acceptance of Gifts) and (1100.04 Purchasing Policy).

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.

DRAFT

- 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 awarded, 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 RFP timeline are late and shall not be considered.

V. SCOPE OF SERVICES

The intent of this RFP is to secure a transportation company or companies to provide daily service from Harlingen's Valley International Airport (VIA) to lodging facilities on South Padre Island, Texas. The City of South Padre Island intends to compensate the transportation companies \$10 for each passenger transported to and from the island from VIA. The intent of this incentive is to keep prices competitive for visitors.

VI. SUBMISSION REQUIREMENTS

The City will not accept oral proposals, or proposals received by telephone or FAX machine. 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, three (3) copies of the complete proposal, and (1) digital copy.

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.

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 transportation 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 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.
- Award 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.

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 **(exact date/time TBD)**.
- () 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: _____ Company Name: _____

Phone No.: _____ Fax No.: _____

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: May 26, 2021

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion on fireworks for bayside and gulf side shows in 2021. (Caum)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: Yes

Approved by Legal: Yes

RECOMMENDATIONS/COMMENTS:

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

MEETING DATE: May 26, 2021

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation and discussion on nationwide trends for short term rentals. (Goodman)

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:



VRM INTEL,LLC

VRMintel

THE POST-PANDEMIC VACATION RENTAL INDUSTRY

GNEX CONFERENCE
MAY 19, 2021
VRMINTEL.COM/GNEXSLIDES

CONSUMERS ARE CHOOSING VACATION RENTALS FOR LODGING

71% of travelers are more likely to book a vacation rental above all other types of accommodations in the next 18 months, and 86% of those said they would be more likely to continue booking them after the pandemic.

Top 3 motivations for choosing a vacation rental:

- 1) Comfort
- 2) Tranquility
- 3) Privacy

Source: Generali Global



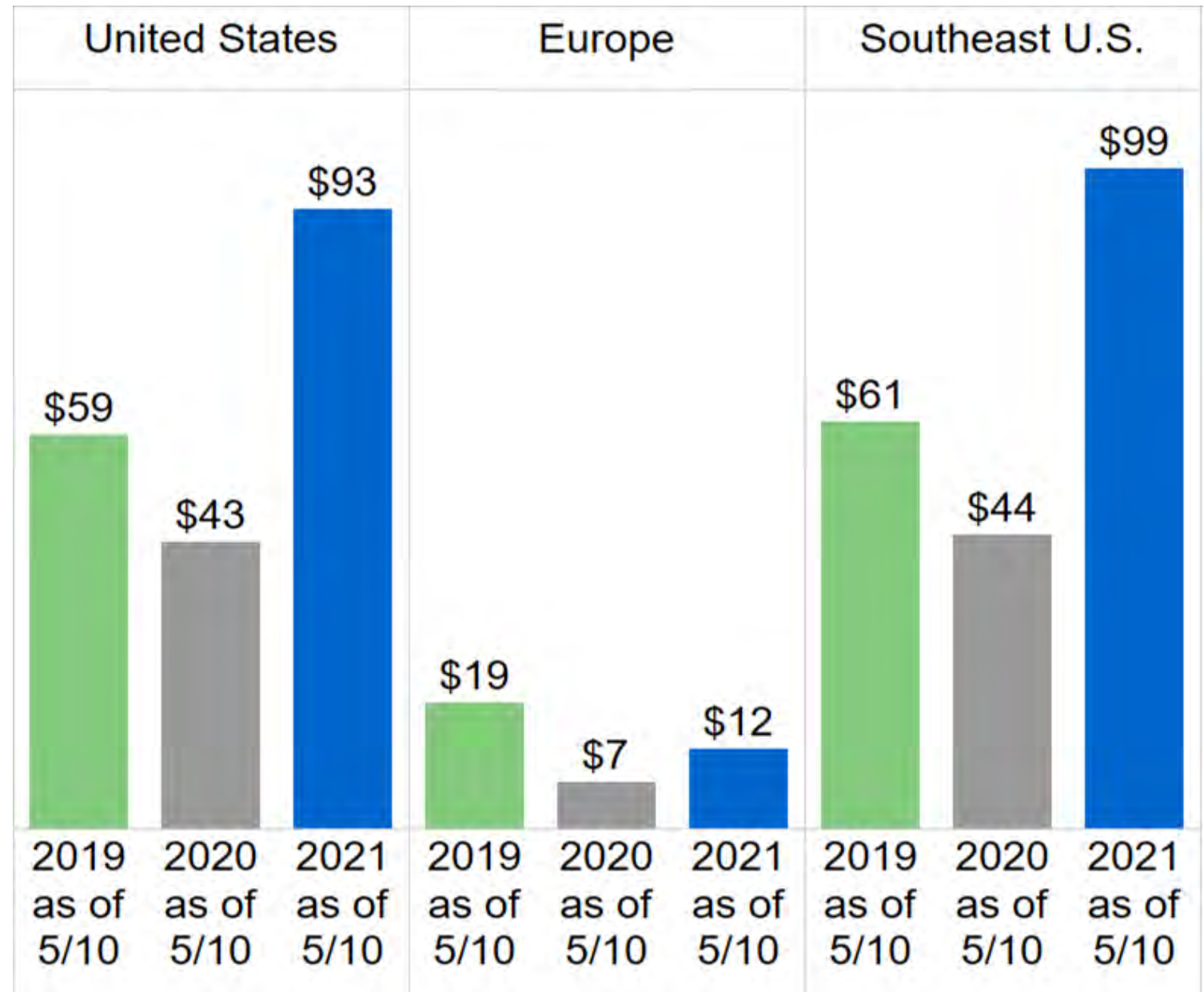
PACING

US RevPAR +58%

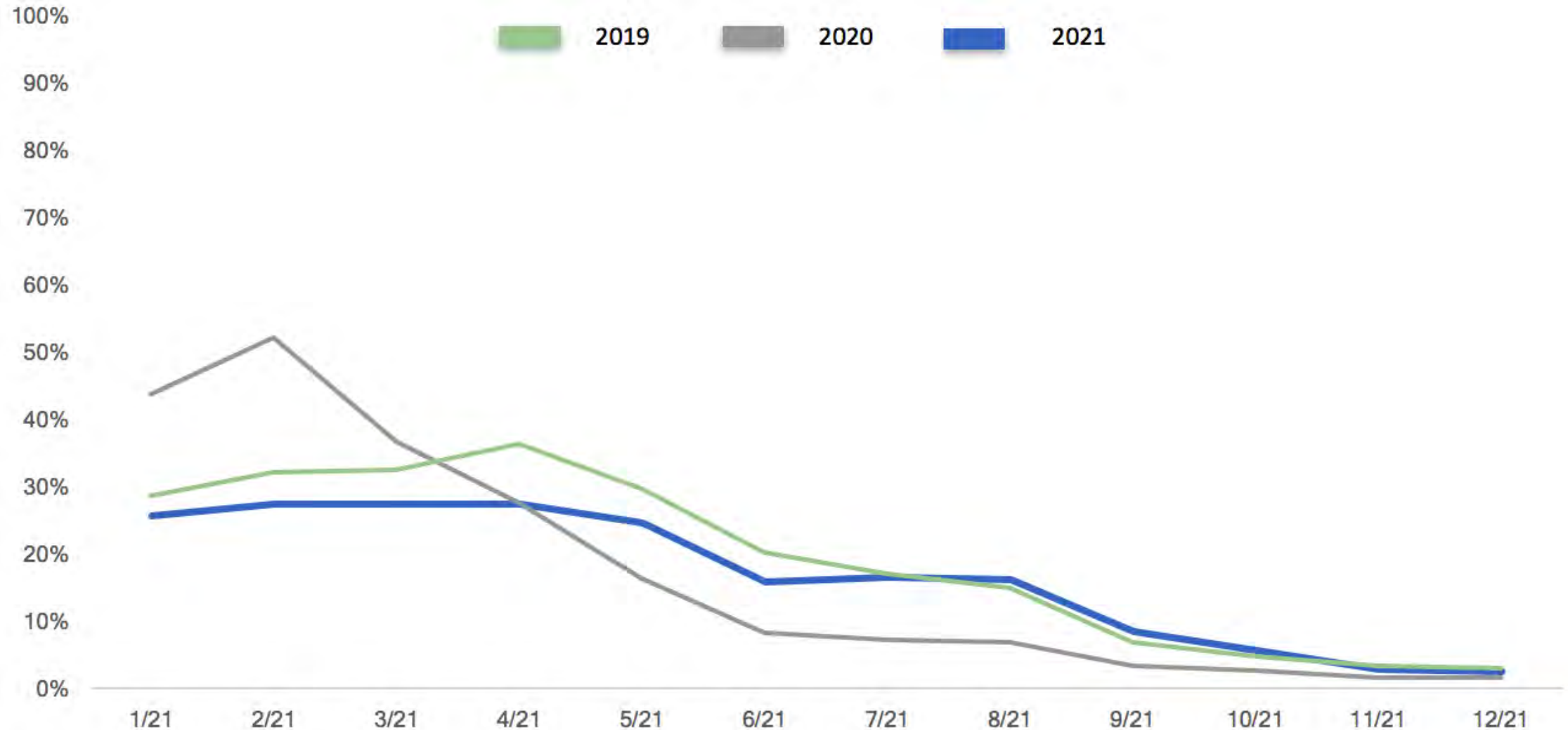
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Southeast US +62%

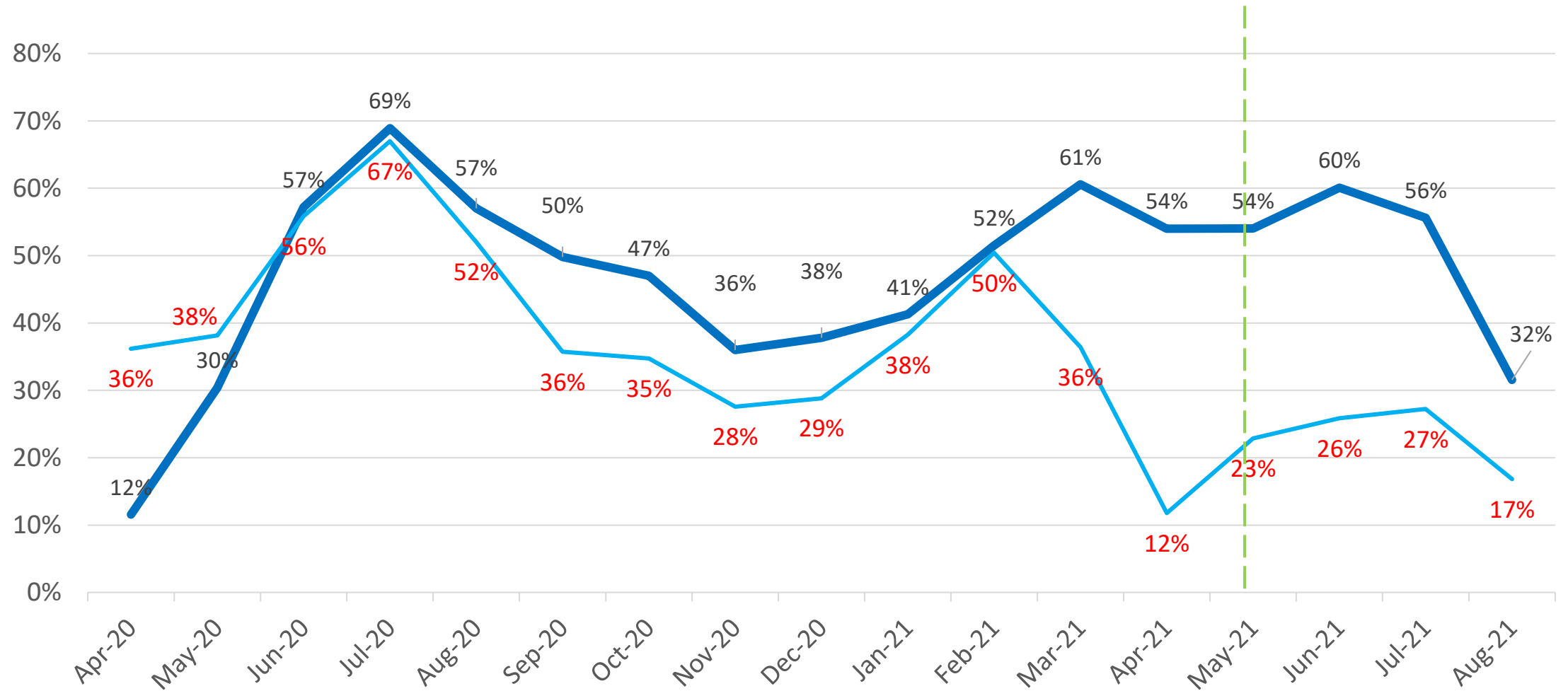
*Full calendar year as
of 5/10 each year*



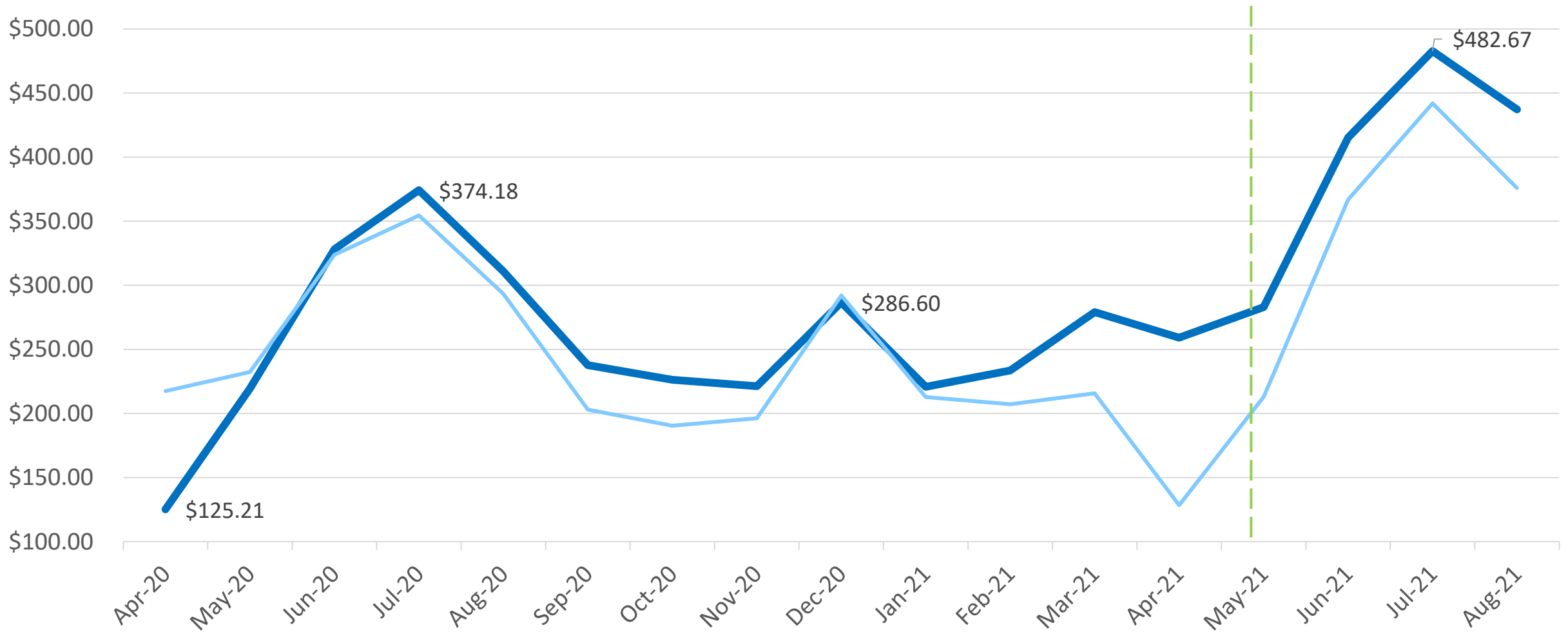
EUROPE: YEAR-OVER-YEAR ADJUSTED OCCUPANCY AS OF MAY 10



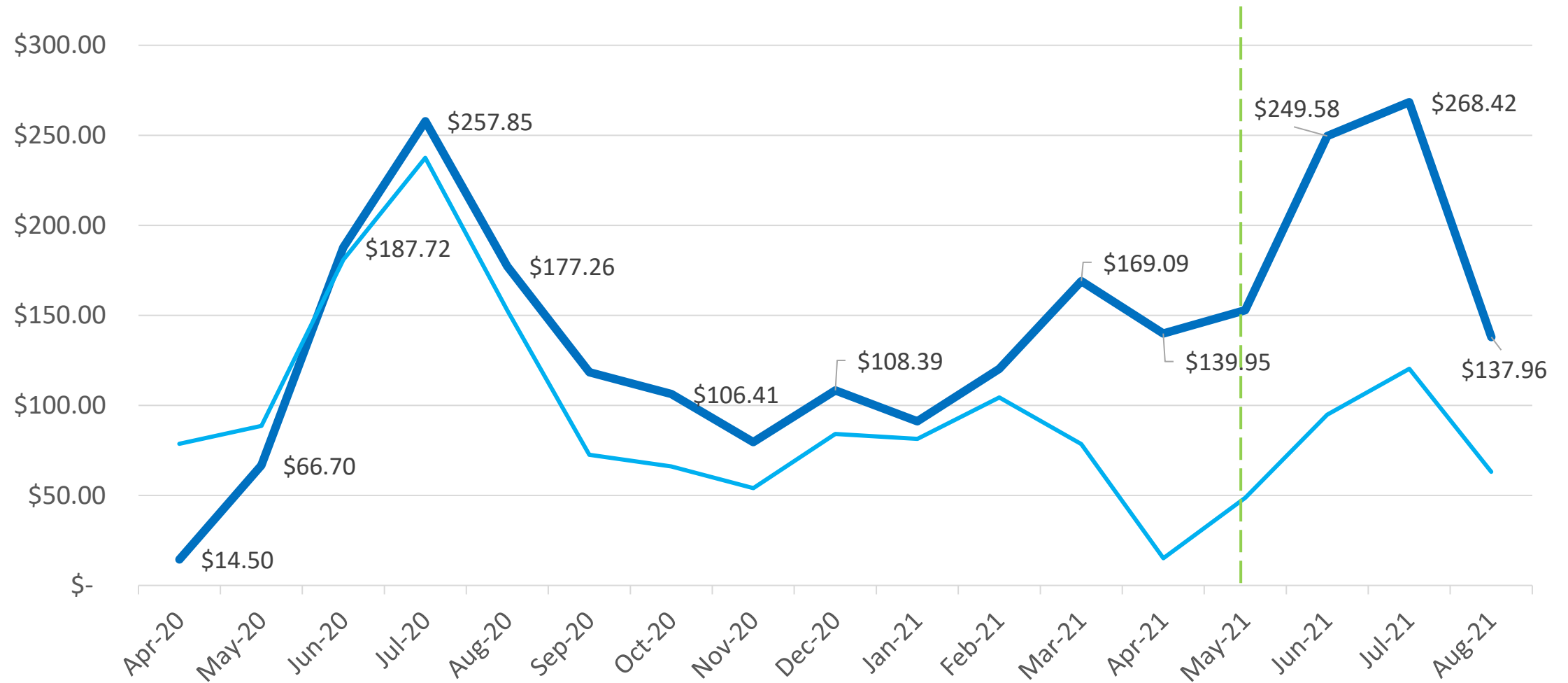
UNITED STATES: YEAR-OVER-YEAR ADJUSTED OCCUPANCY



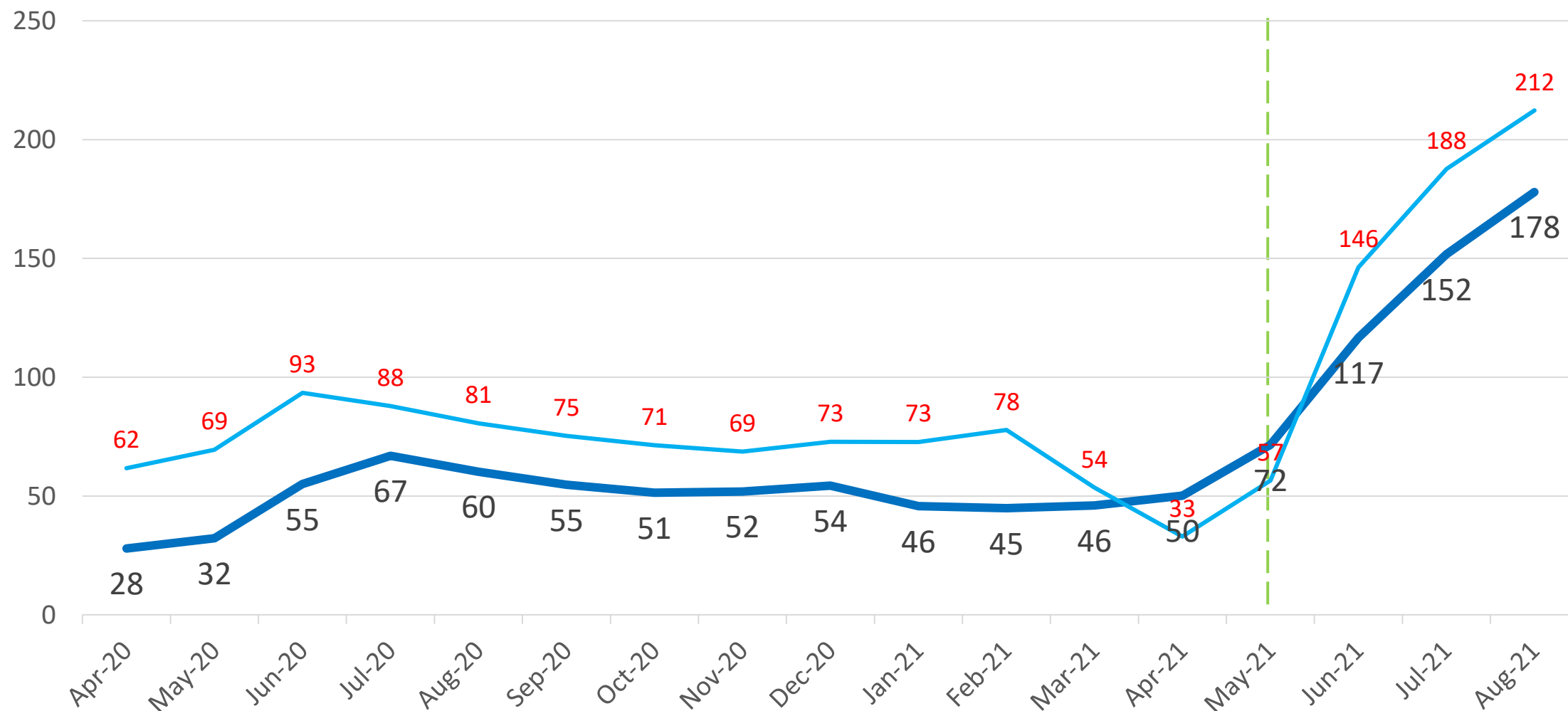
UNITED STATES: YEAR-OVER-YEAR ADR



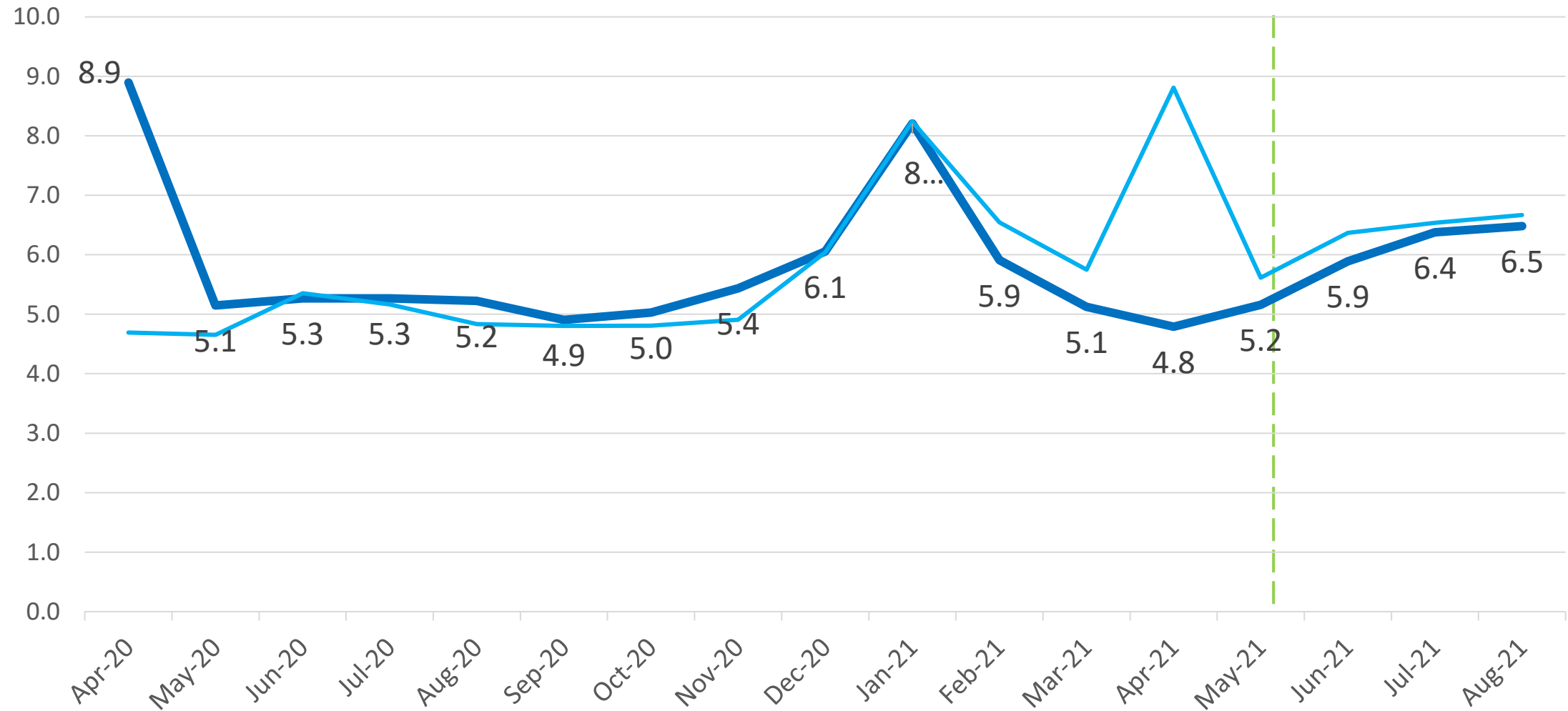
UNITED STATES: YEAR-OVER-YEAR RevPAR



US BOOKING WINDOW: YEAR-OVER-YEAR IN DAYS



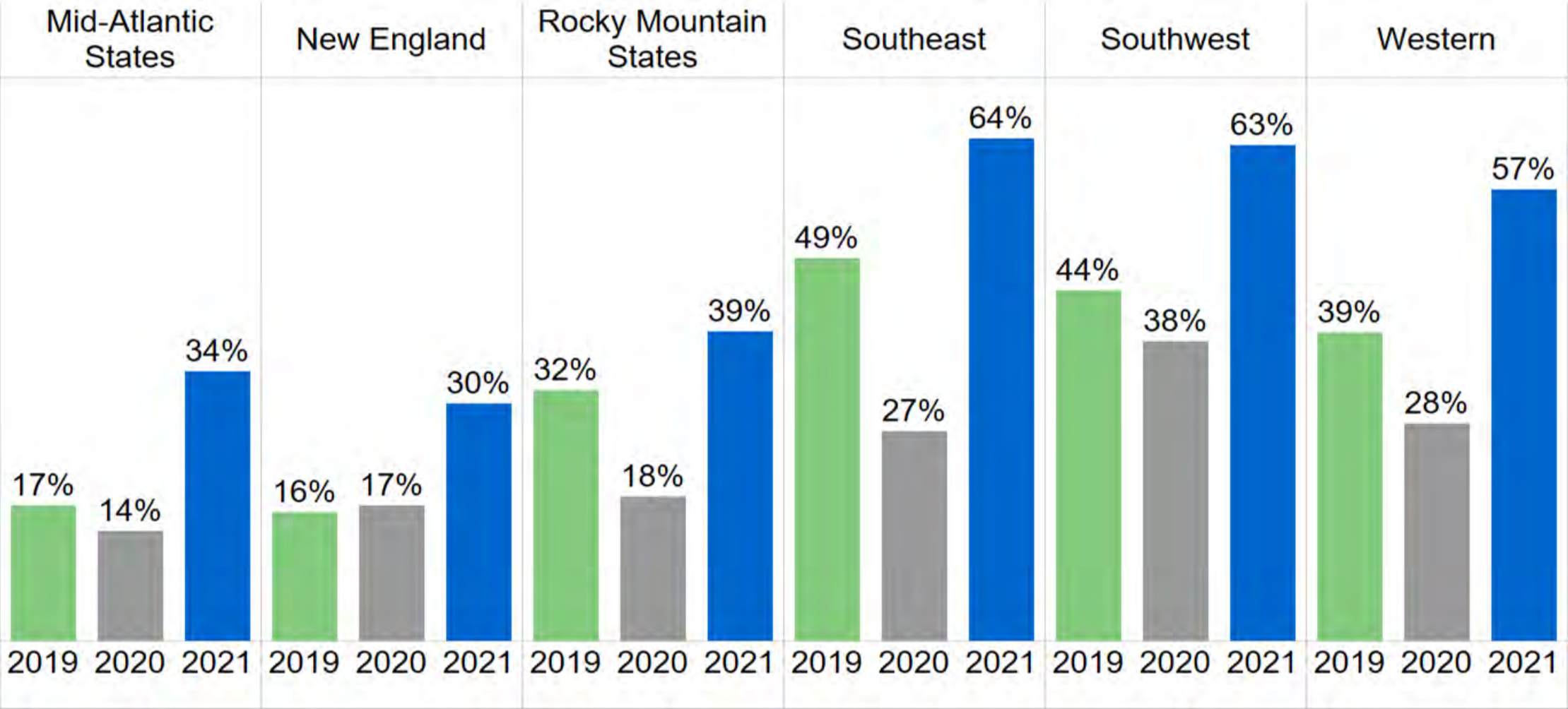
US AVERAGE LENGTH OF STAY: YEAR-OVER-YEAR IN DAYS



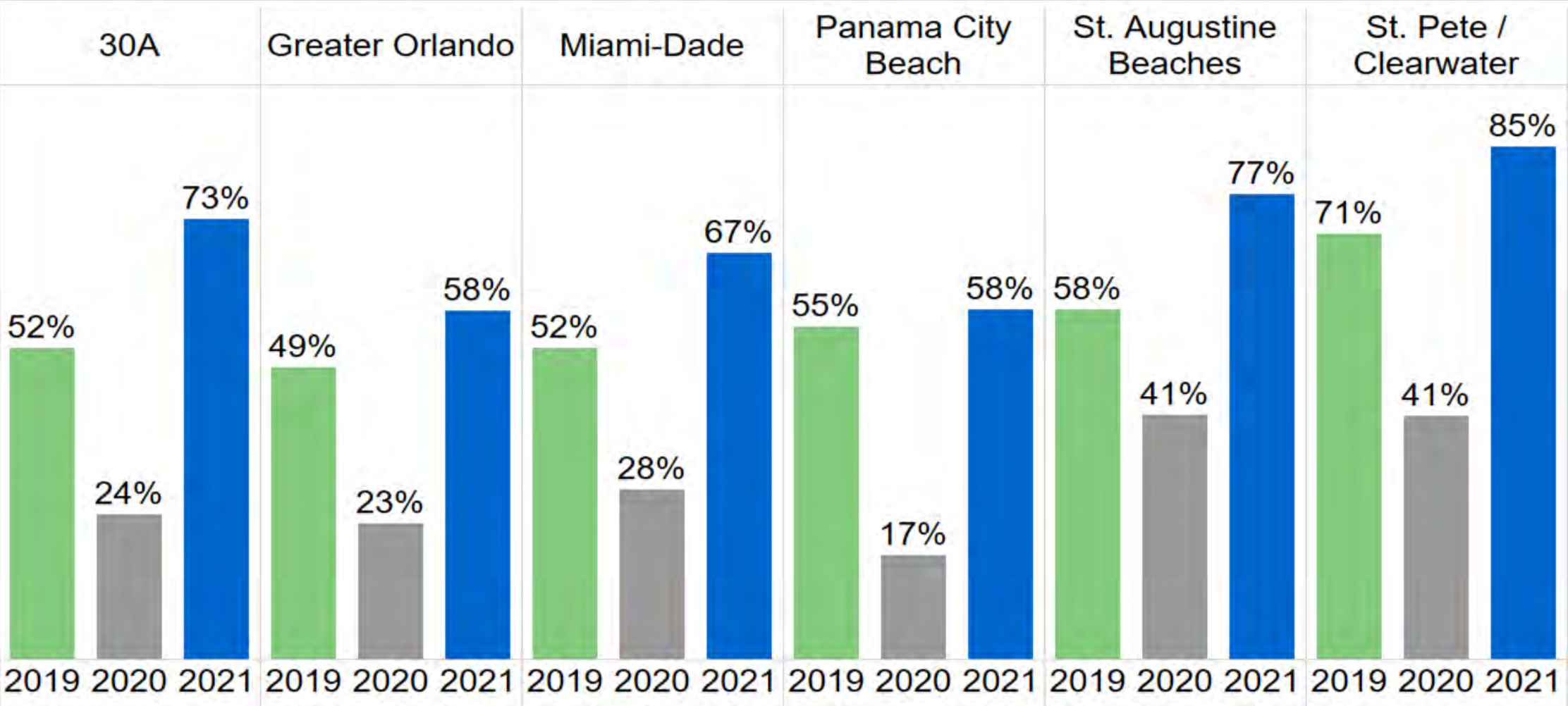
SPRING BREAK RECAP: MARCH AND APRIL



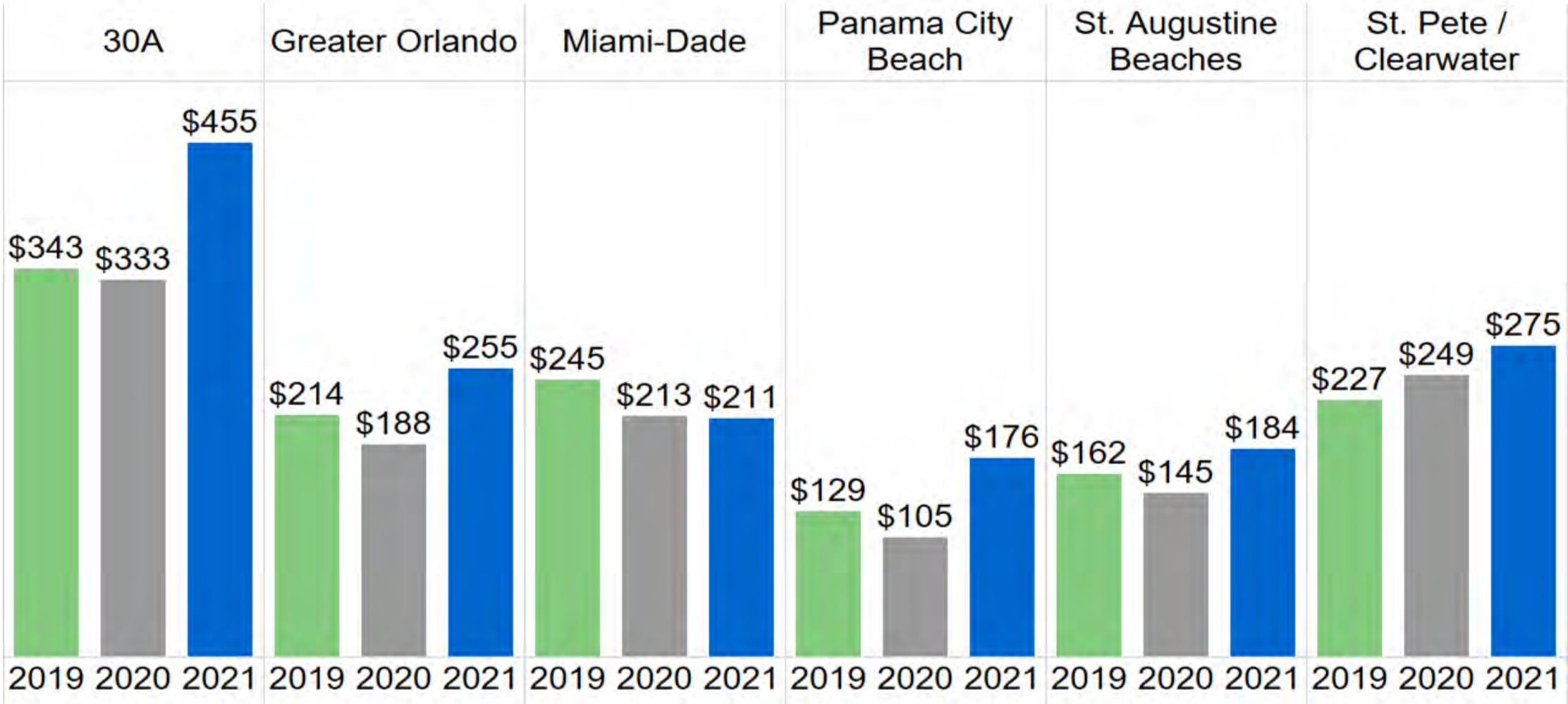
ADJUSTED OCCUPANCY: MARCH AND APRIL



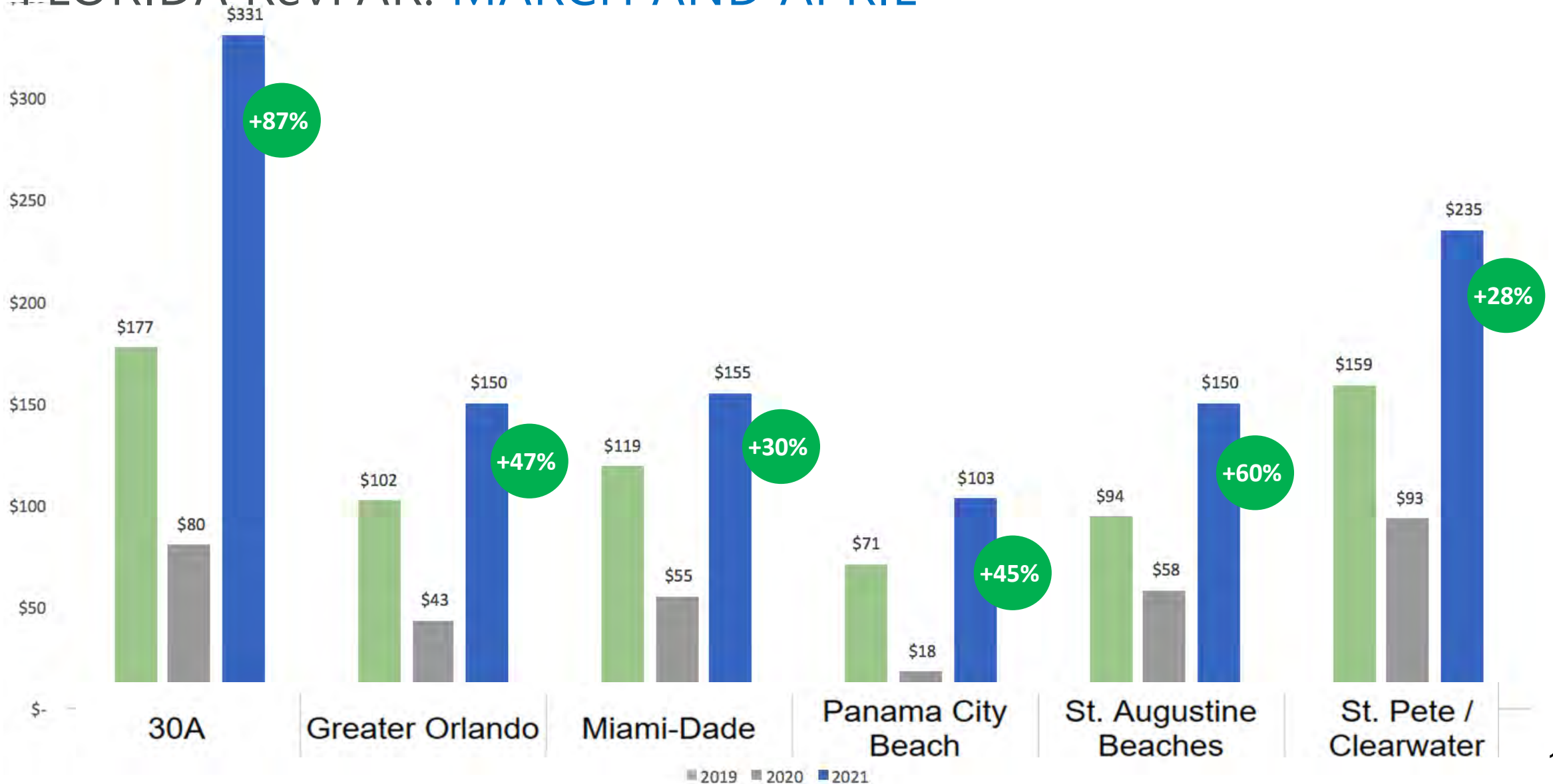
FLORIDA OCCUPANCY: MARCH AND APRIL



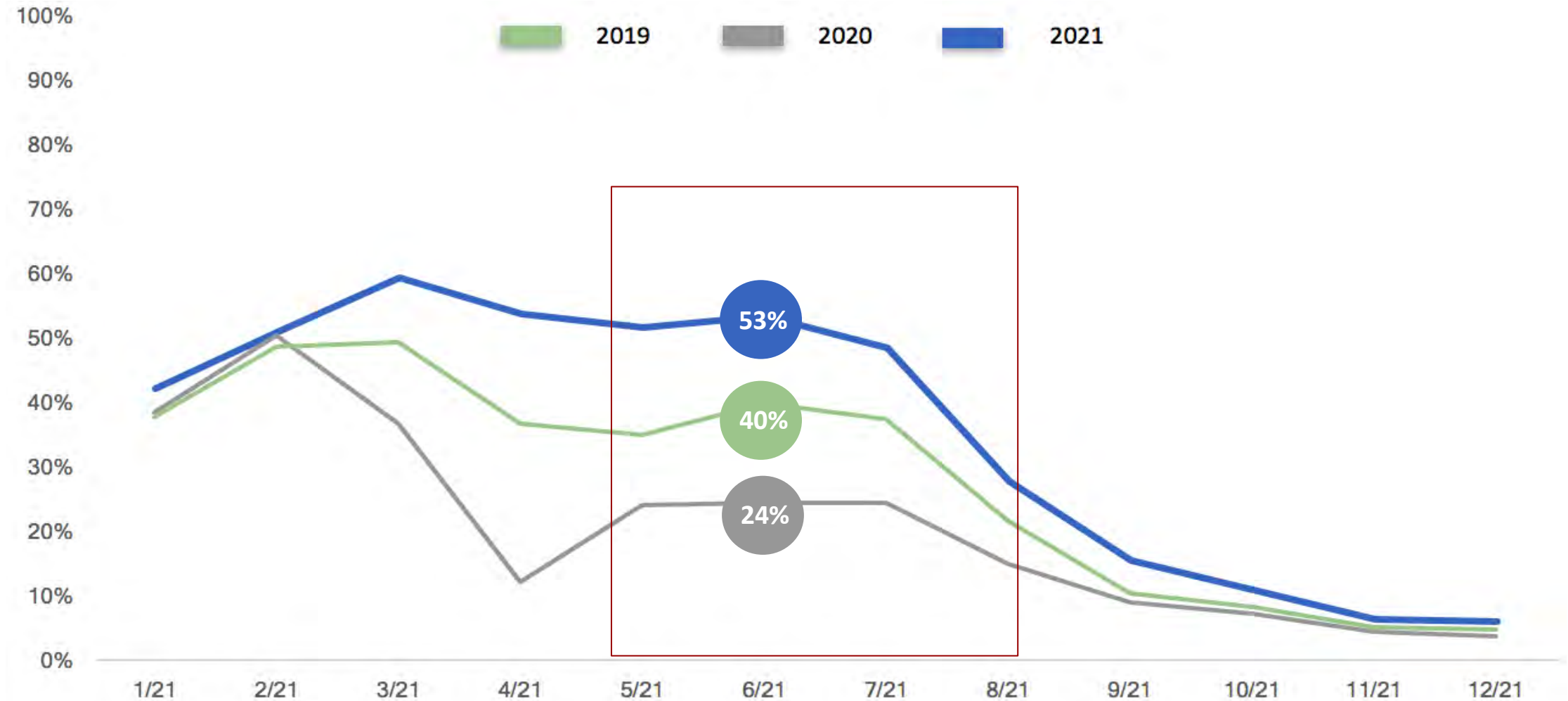
FLORIDA ADR: MARCH AND APRIL



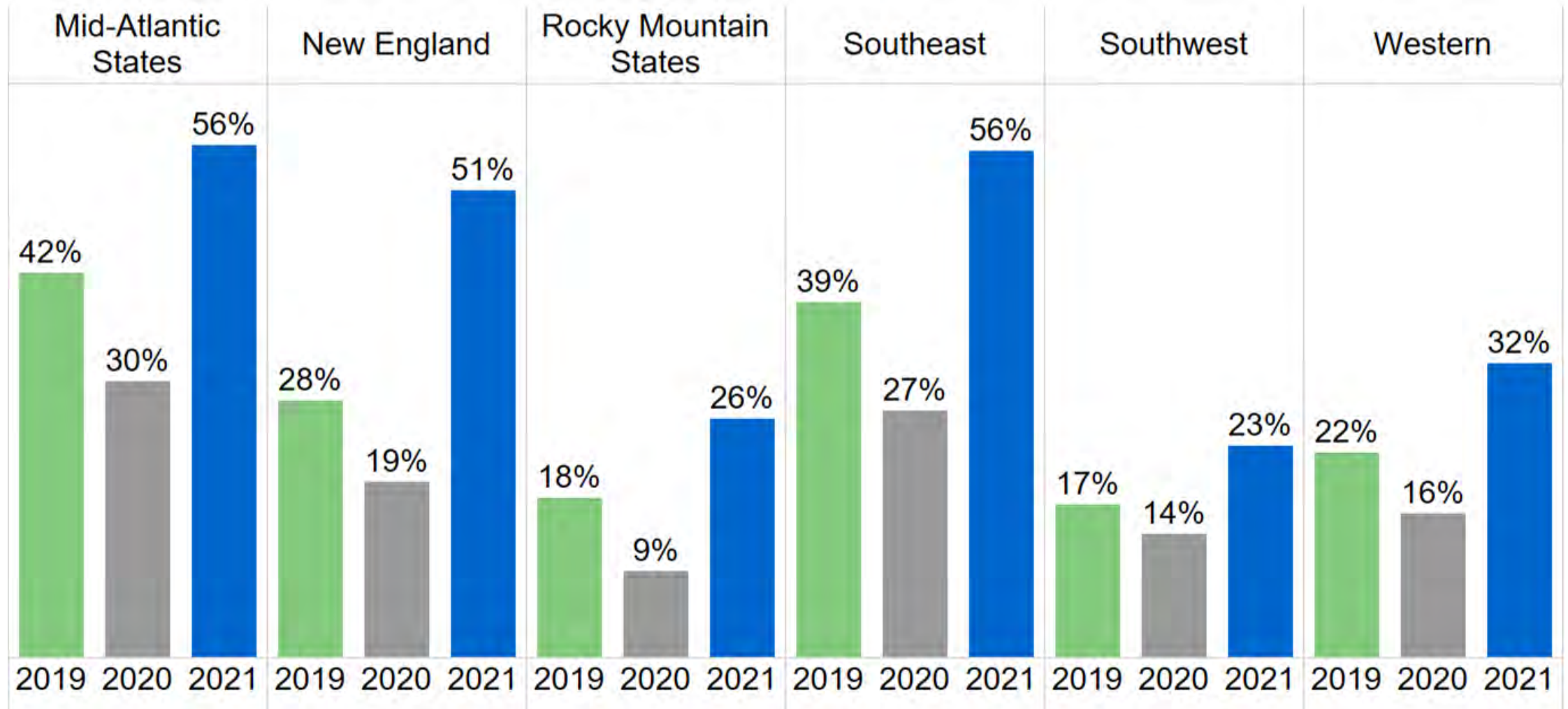
FLORIDA RevPAR: MARCH AND APRIL



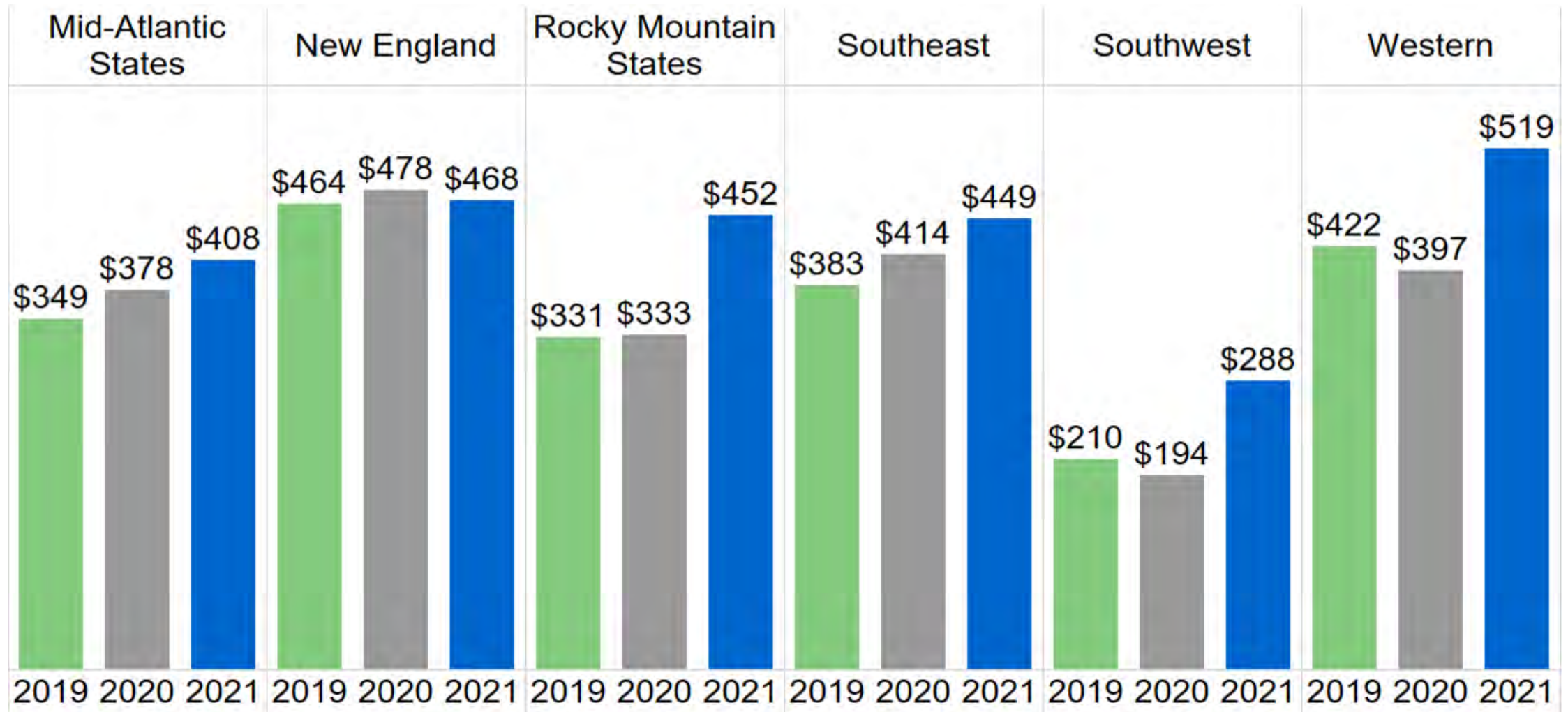
US ADJUSTED OCCUPANCY (AS OF MAY 10)



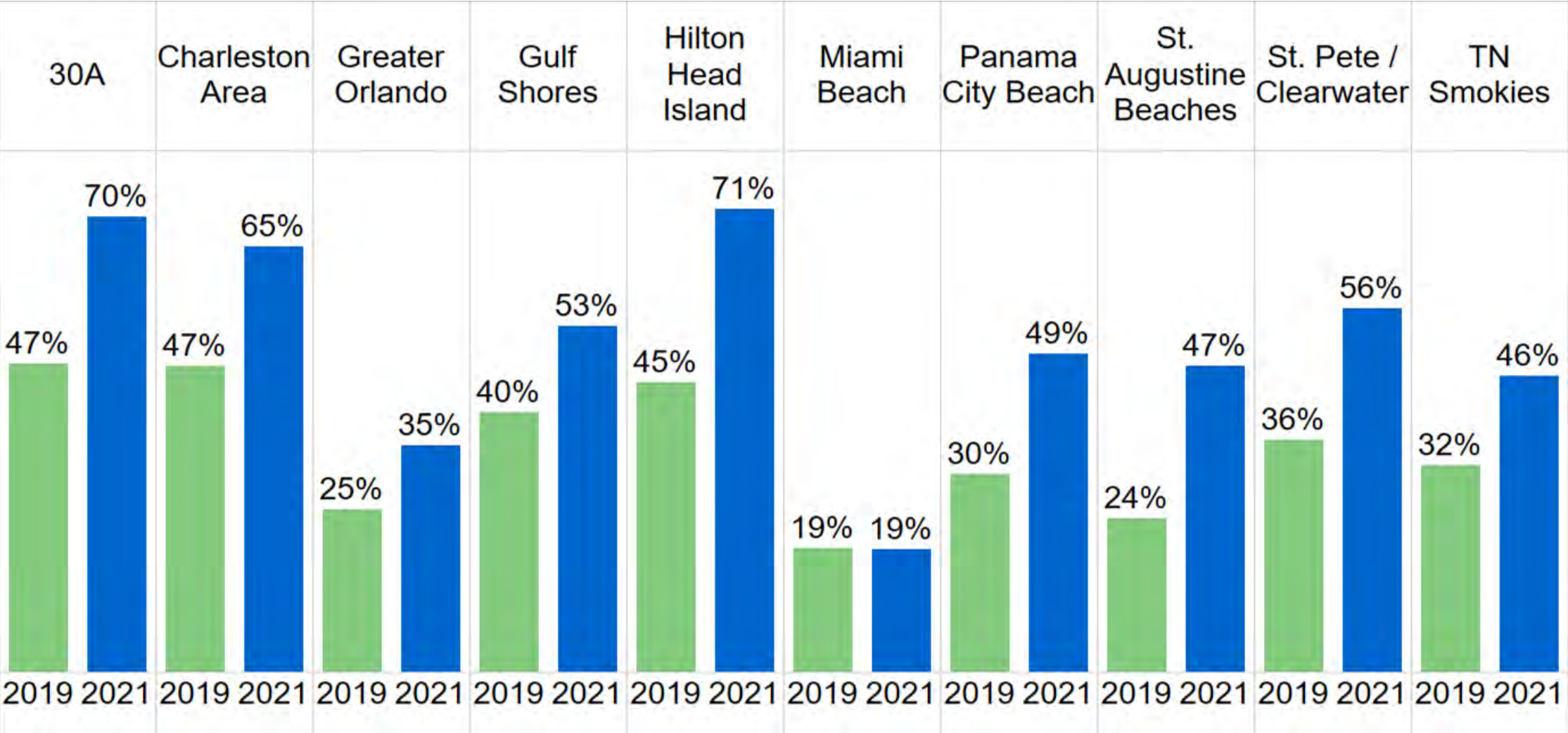
FORWARD LOOKING OCCUPANCY: JUNE – AUGUST (AS OF MAY 10)



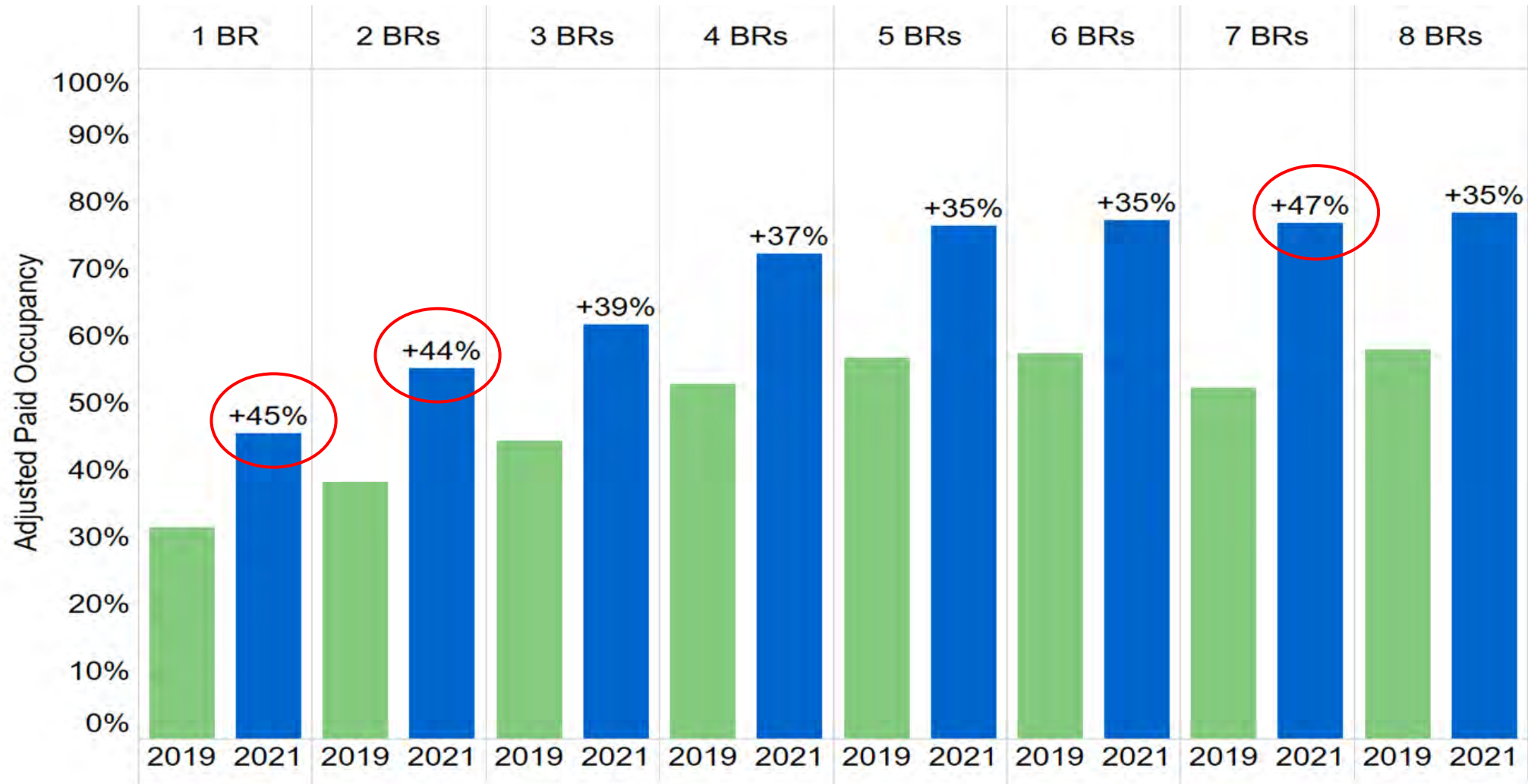
FORWARD LOOKING ADR: JUNE – AUGUST (AS OF MAY 10)



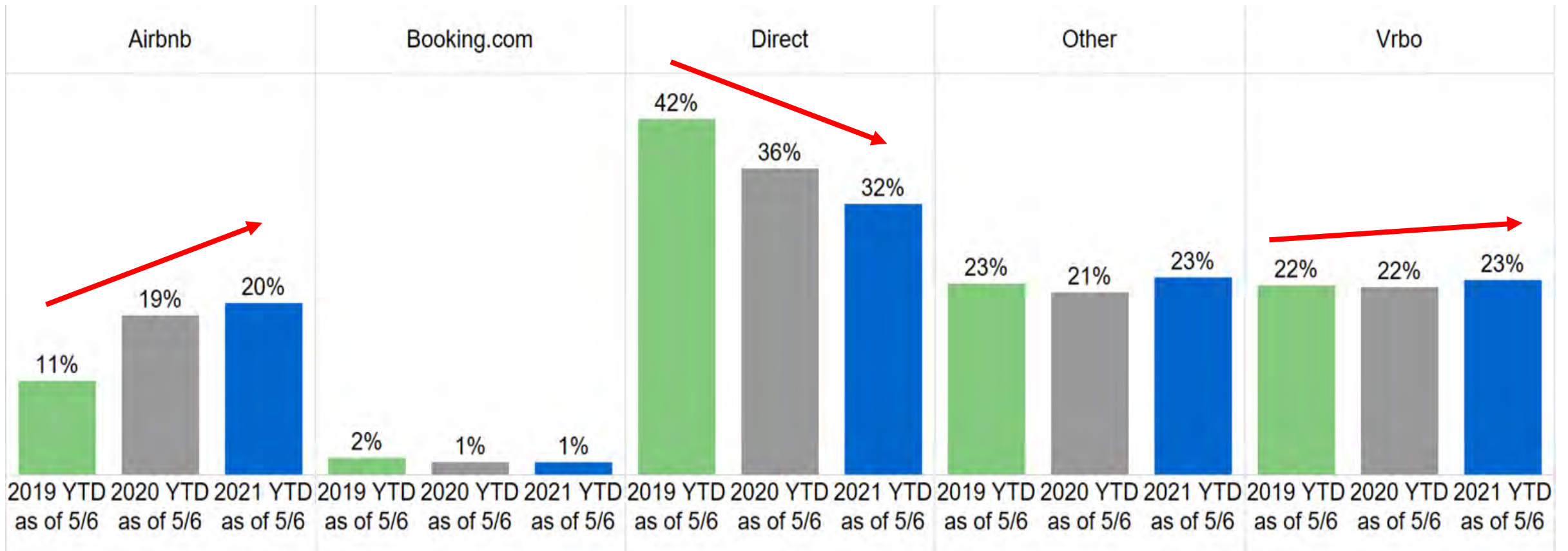
FORWARD LOOKING OCCUPANCY: JUNE – AUGUST ('19 & '21)



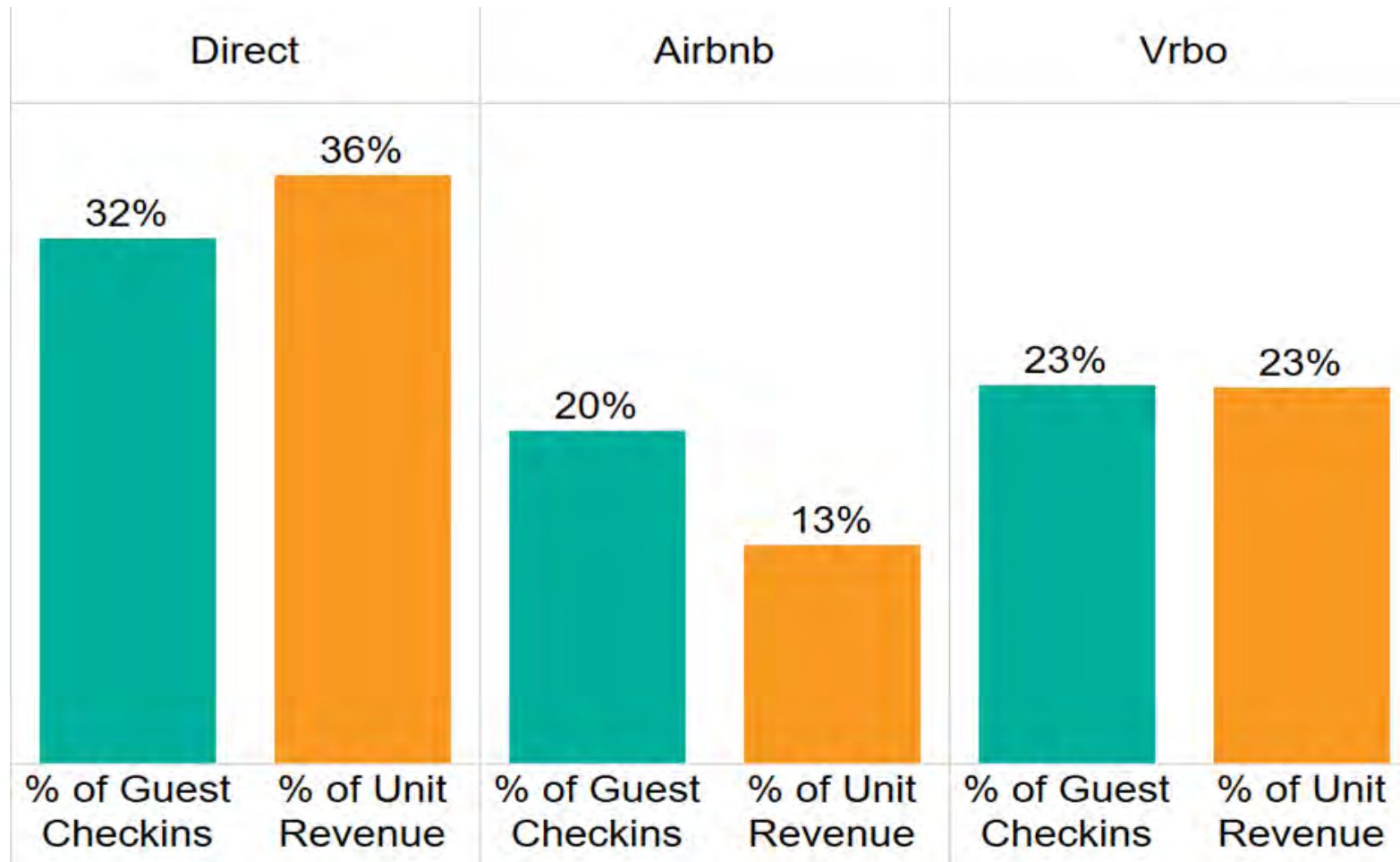
FORWARD LOOKING OCCUPANCY: BY PROPERTY SIZE, FL, JUN-AUG



YTD US RESERVATIONS BY SOURCE: AS OF MAY 6

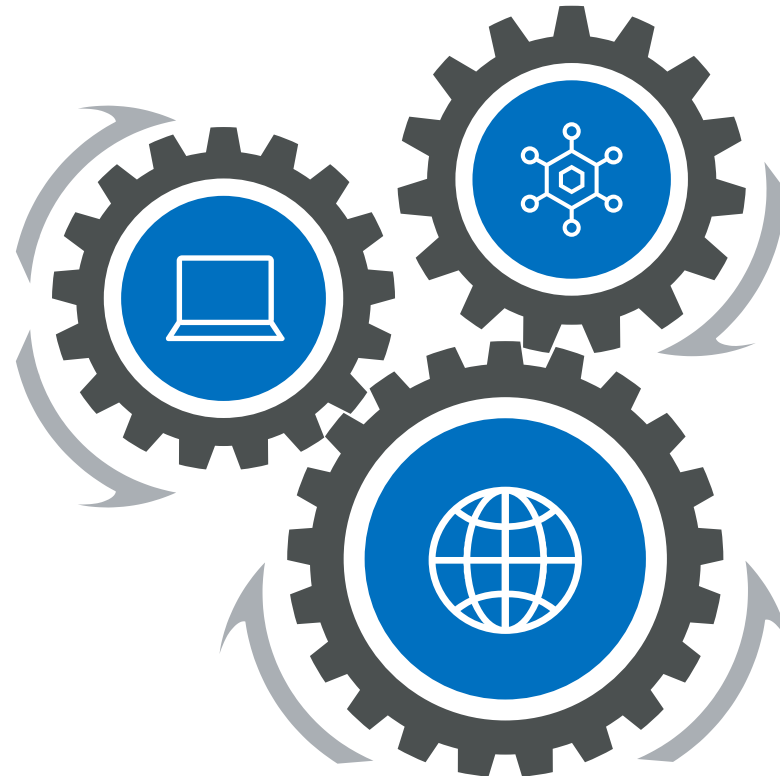


US REVENUE VS BOOKINGS: BOOKING SOURCE



VACATION RENTAL INVENTORY DISTRIBUTION FLOW

**PROPERTY
MANAGEMENT
SYSTEM (PMS)**



CHANNEL MANAGERS

BookingPal, Rentals United,
NextPax, Red Awning,
Lexicon, Bluetent

CHANNELS & OTAS

Vrbo, Airbnb, TripAdvisor,
Booking.com, Expedia, Google

VACATION RENTAL 2021 SUMMARY



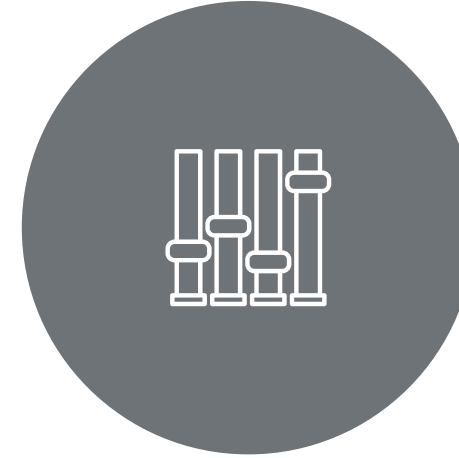
CONSUMERS

Consumers prefer vacation-rental-style accommodations in 2021.



KPIs

In the US, Occupancy, ADR, & RevPAR is up over both 2020 & 2019.



SUPPLY

Demand exceeds supply in US leisure-based destinations.

VRMintel

ABOUT VRM INTEL

VRM Intel, LLC is an independent, multi-channel B2B media company focused on the professional management of vacation rentals and is the leading media company in that niche.

VRMINTEL.COM

VRMINTEL.COM began as an industry blog in 2012 and transitioned to an industry news website in 2016. Since then, organic traffic has grown to over 50%. The site contains 1,500 articles with 425,000+ pageviews over the last 12 months.

ABOUT AMY HINOTE

Founder and editor-in-chief. 16 years in the vacation rental industry. Worked with property management and tech companies, intermediaries, & investors. She also founded and sold the data company, now known as Key Data.

VRM INTEL MAGAZINE

VRM Intel Magazine launched in October 2015 with 12 advertisers and 3,000 recipients. 21 issues later, the magazine is distributed at all the major conferences and is mailed to 12,000+ industry professionals (with an estimated readership of 30,000+).

CONFERENCES

Over the last four-plus years, we've held 16 industry events with approximately 3,300 attendees, including 13 regional events, the Vacation Rental Women's Summit, and the Vacation Rental Data and Revenue Management Conference.



VRM INTEL,LLC

VRMintel

THE POST-PANDEMIC VACATION RENTAL INDUSTRY

GNEX CONFERENCE
MAY 19, 2021
[VRMINTEL.COM/GNEXSLIDES](https://vrminatel.com/gnexslides)

amy.hinote@vrminatel.com
rob.johnson@keydatadashboard.com

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

MEETING DATE: May 26, 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
- 2.) Visitors Center
- 3.) ADR & Occupancy
- 4.) Social Media
- 5.) Cision Review
- 6.) Website Overview
- 7.) Convention and Group Sales
- 8.) Special Events
- 9.) Strategic Marketing Plan
- 10.) Marketing Campaign 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

May 2021





Key Findings to Know:

Leisure travel advances in March with further gains on the horizon.

- Air travel and hotel demand achieved their highest marks since the onset of the pandemic, registering 52% and 80% of March 2019 levels, respectively
- Short-term rental demand fully recovered to 2019 levels

Forward-looking indicators, including DMO/CVB website searches and total hotel bookings, signal continued further positive developments for domestic leisure on the horizon.

- Business travel sentiment significantly improved in March with four in 10 planning on resuming domestic business travel in the next three months—up from 25% last month
- While group lead volume remained 65% below 2019 levels in March compared to 2019 levels, it has steadily increased over the last few months
- The number of DMO and CVB room nights on the books for Q4 of 2021 is pacing 18% below Q4 2019

Source US Travel Associations – Destinations Council

Executive Summary



- **Airbnb is reporting a 5% uptick in revenue for quarter one 2021.** Airbnb attributes its financial performance to several trends, including continued vaccine rollout and easing of restrictions. Nearly a quarter (24%) of nights booked prior to cancellations and alterations in Q1 were for long-term stays, defined as stays of 28 days (about 4 weeks) or more, compared to 14% in 2019. Fifty percent of nights booked in the quarter were from stays of at least seven nights. Source: [Phocuswire](#)
- **Hotel booking windows are lengthening, according to research released by Amadeus.** Same-day bookings have decreased from 39% in the first week of 2021 to 23% in the week from April 25. Meanwhile, bookings made 31 to 60 days (about 2 months) before the stay increased from 6% in the first week of 2021 to 11% in the week of April 25. To put that in some context, at the beginning of April 2020, 62% of all bookings globally were made within seven days with 41% made the same day as check in. Source: [Phocuswire](#)

Executive Summary



- **In April 2021, hotel performance metrics were at their highest since the beginning of the pandemic.** Occupancy and RevPAR (Revenue Per Available Room) were the highest for any month since February 2020, while ADR (Average Daily Rate) was the highest since March 2020. Overall, the Top 25 Markets showed lower occupancy but higher ADR than all other markets. Source: [Hotel News Resource](#)

Executive Summary



Americans Ready to Start Traveling Again!

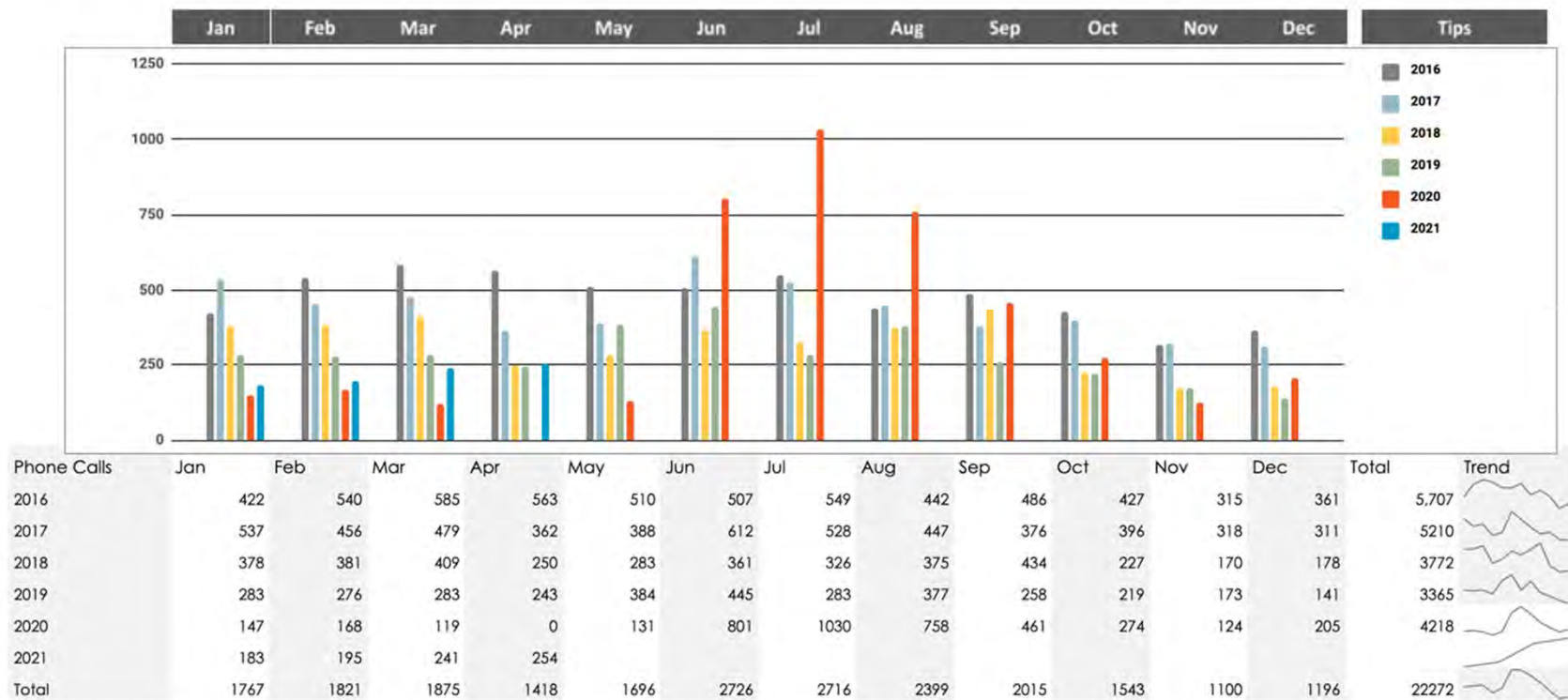
- As several key Travel Sentiment Indicators continue to trend in the right direction or even set pandemic highs, many Americans are also recognizing that local businesses (many of which are tourism-related) were hardest hit by the economic fallout of the pandemic and wish to see their community and leadership make their recovery a priority!
- The percent of American travelers with plans to do so in the next six months is holding steady at 86%!
- The biggest jump in travel plan time frame is in the 1-2 month window at 23%, pointing to a very strong start to summer travel season, while 48% of American travelers report plans to take their next trip within the next five months.
- Fears of COVID-19 impacting travel plans are down to 30%, a pandemic survey low!
- 60% of American travelers now feel safe traveling outside their community, a pandemic survey high!

Source: Sports ETA

Visitors Center Reports



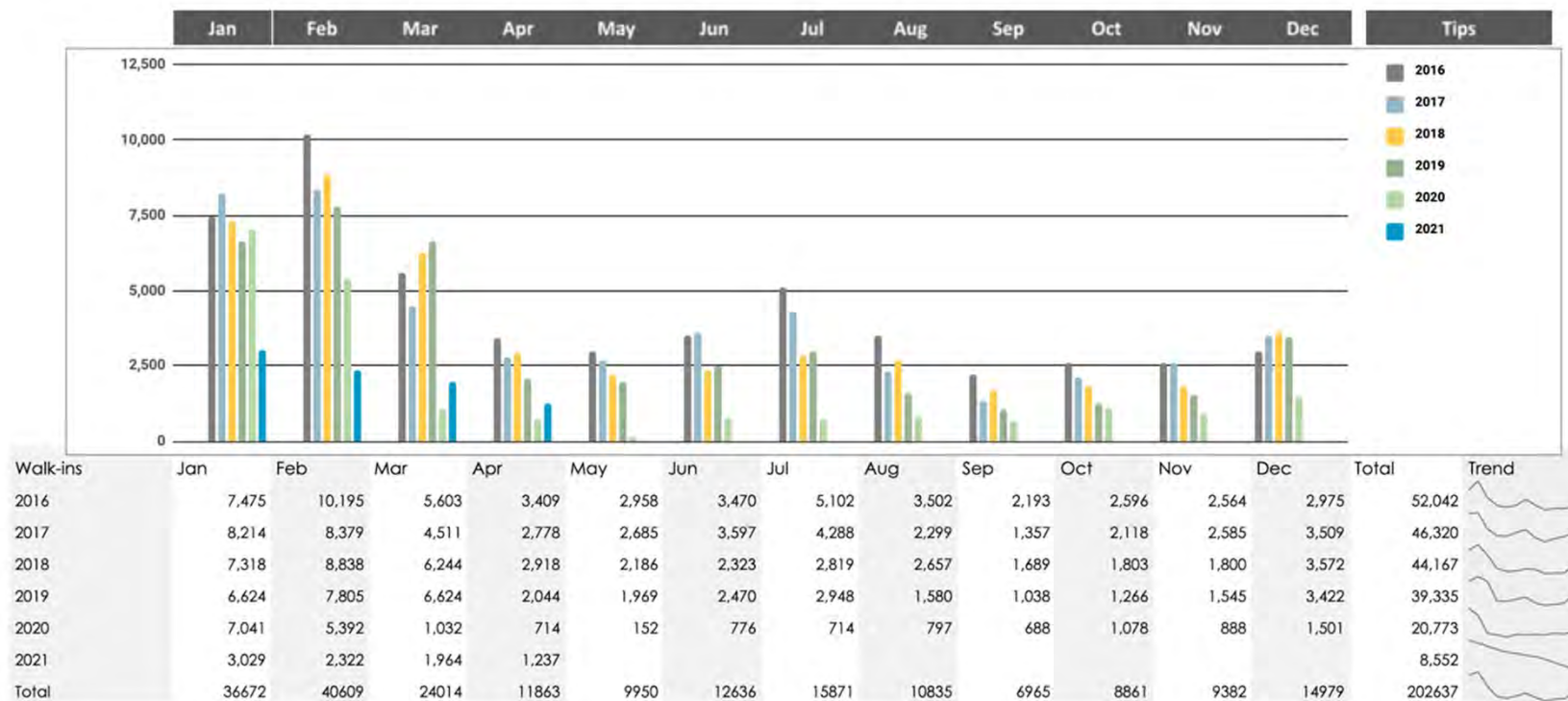
Monthly Calls Report 5 Year History



Visitors Center Reports



Monthly Walk-in Report 5 Year History

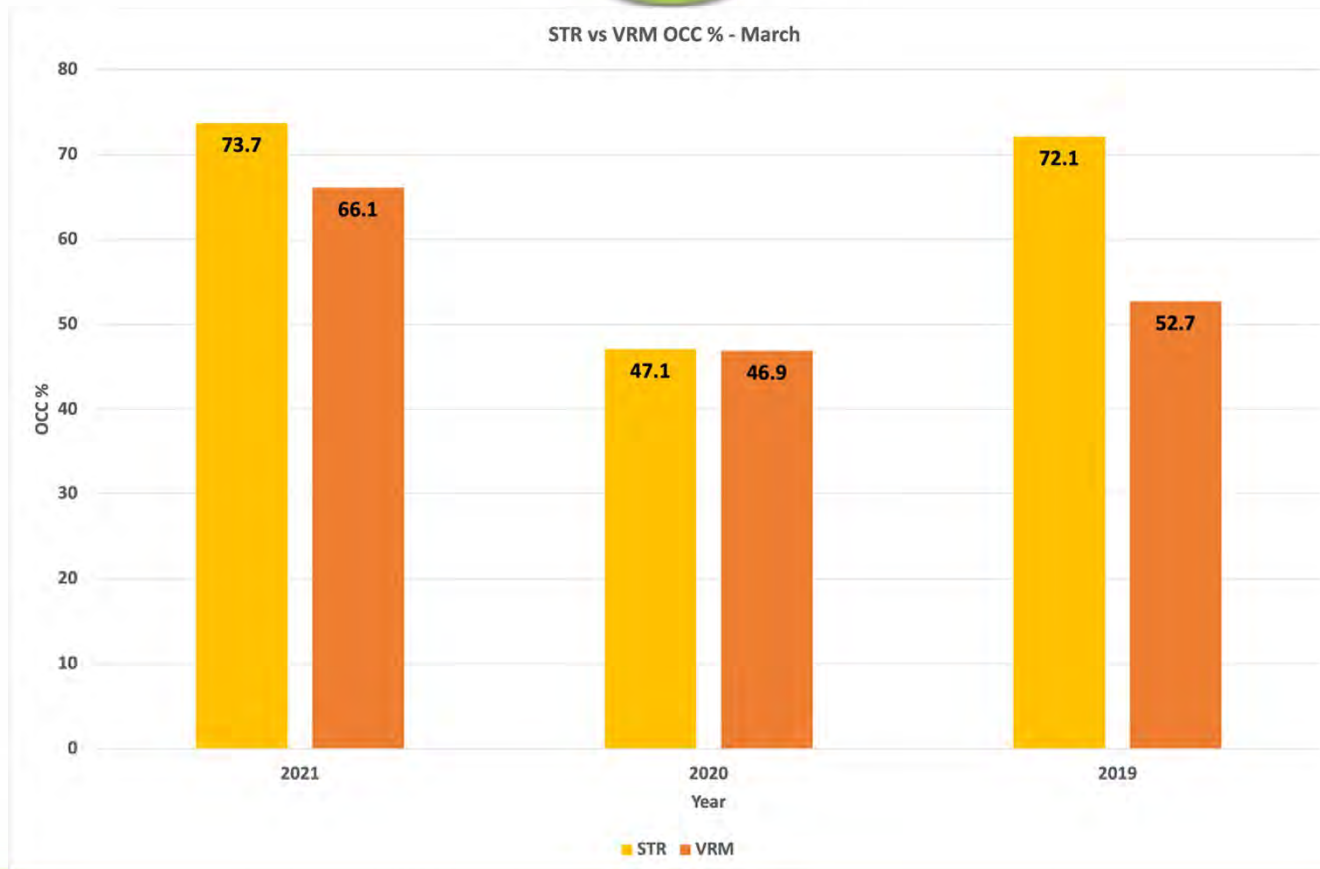


Occupancy - Hotel vs. VRM



(STR vs. KeyData)

March

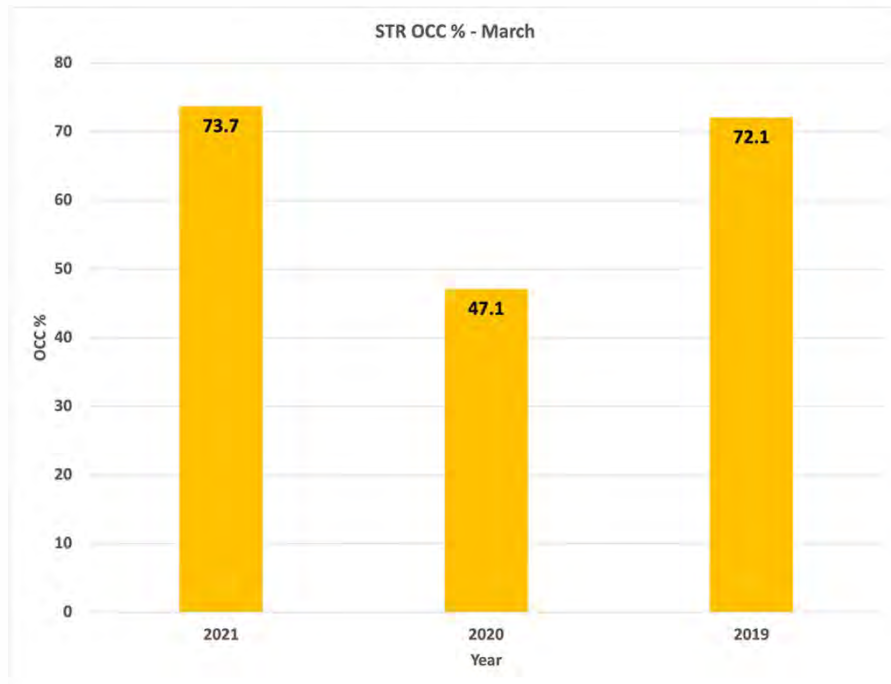


Occupancy - Hotel vs. VRM

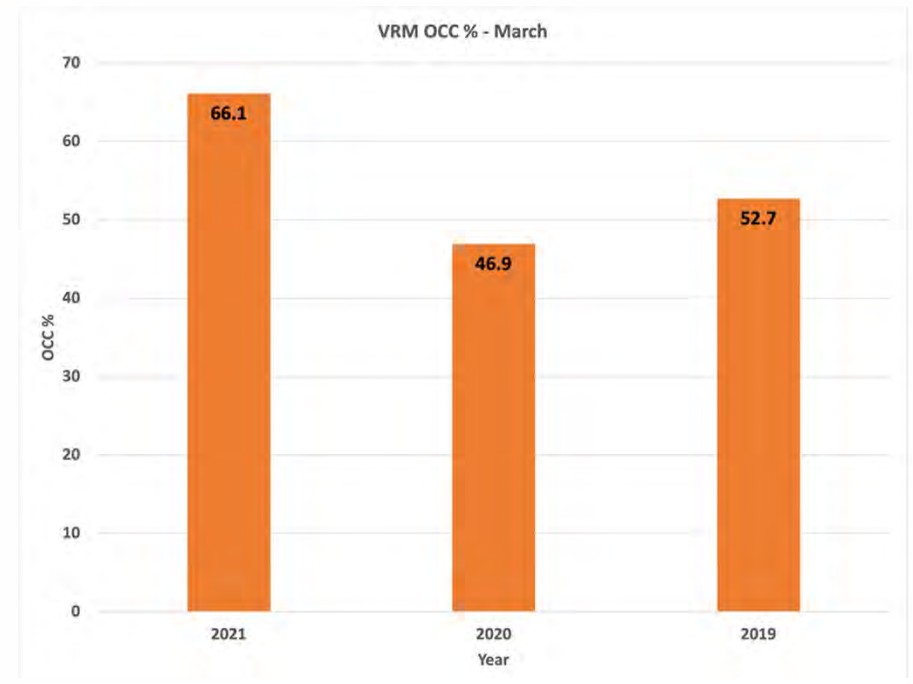


(STR vs. KeyData)

Hotel Occupancy % (STR)



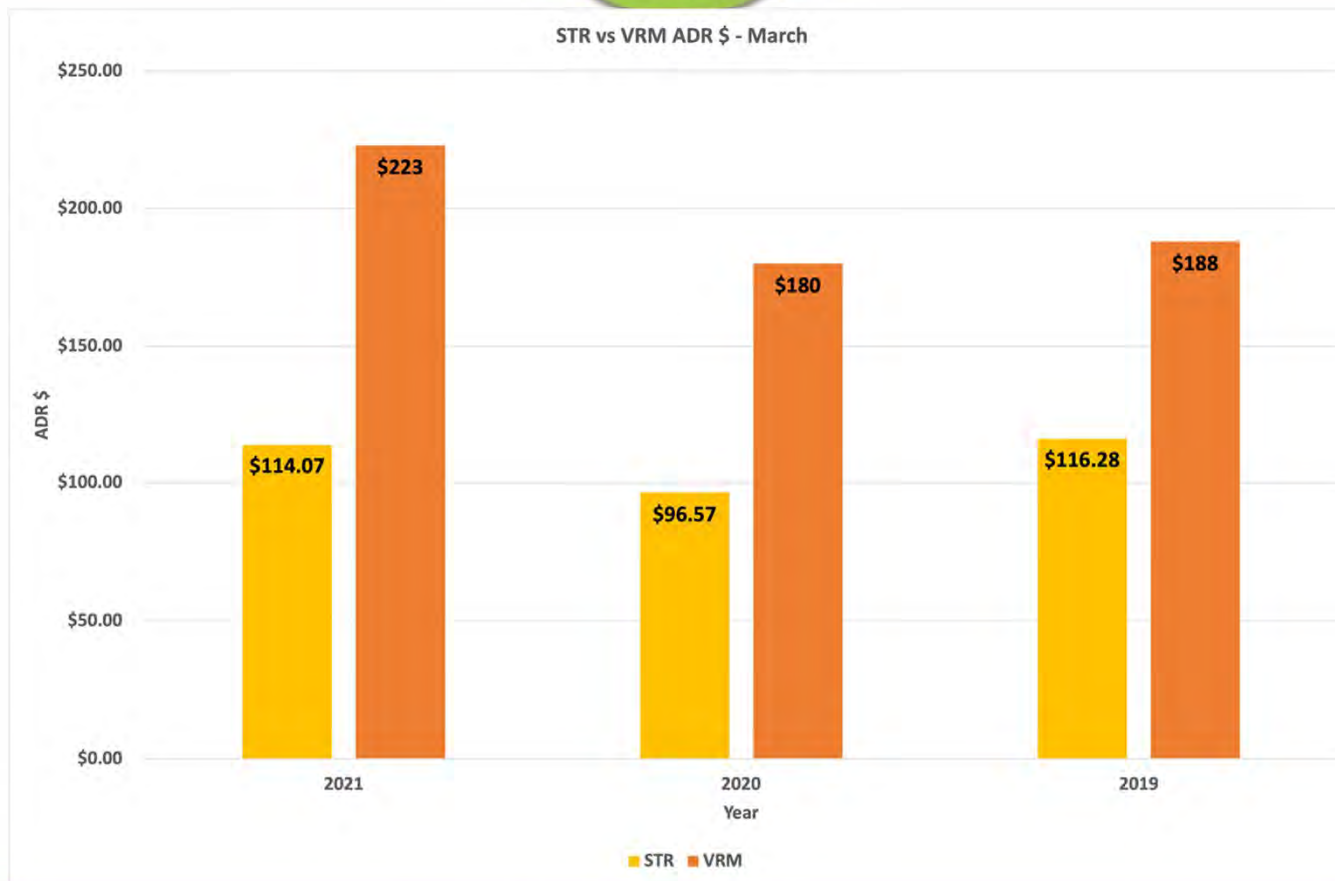
VRM Occupancy % (KeyData)



ADR - Hotel vs. VRM



(STR vs. KeyData)

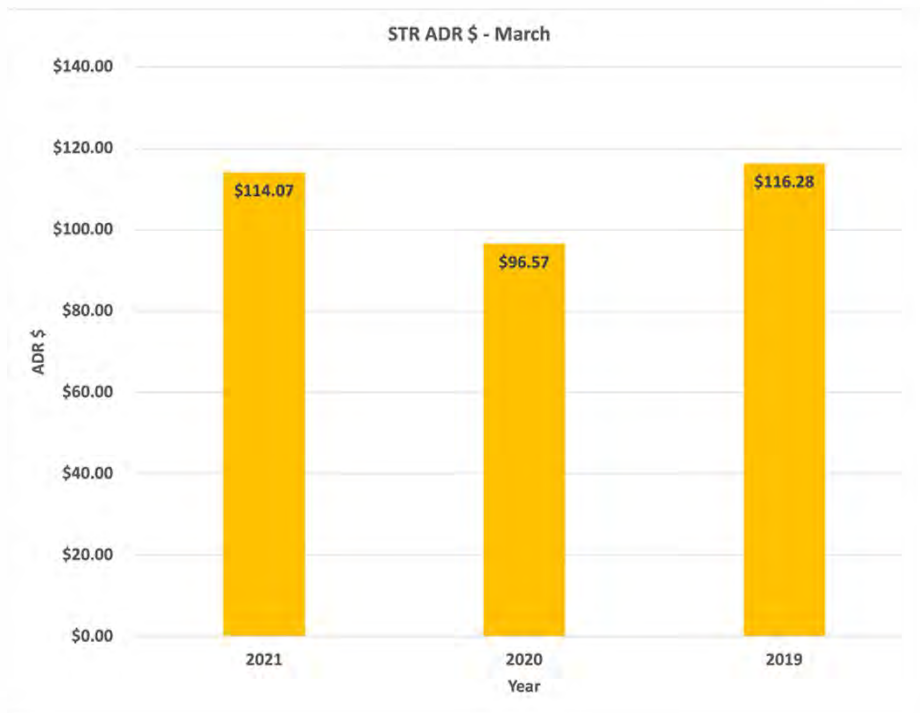


ADR - Hotel vs. VRM

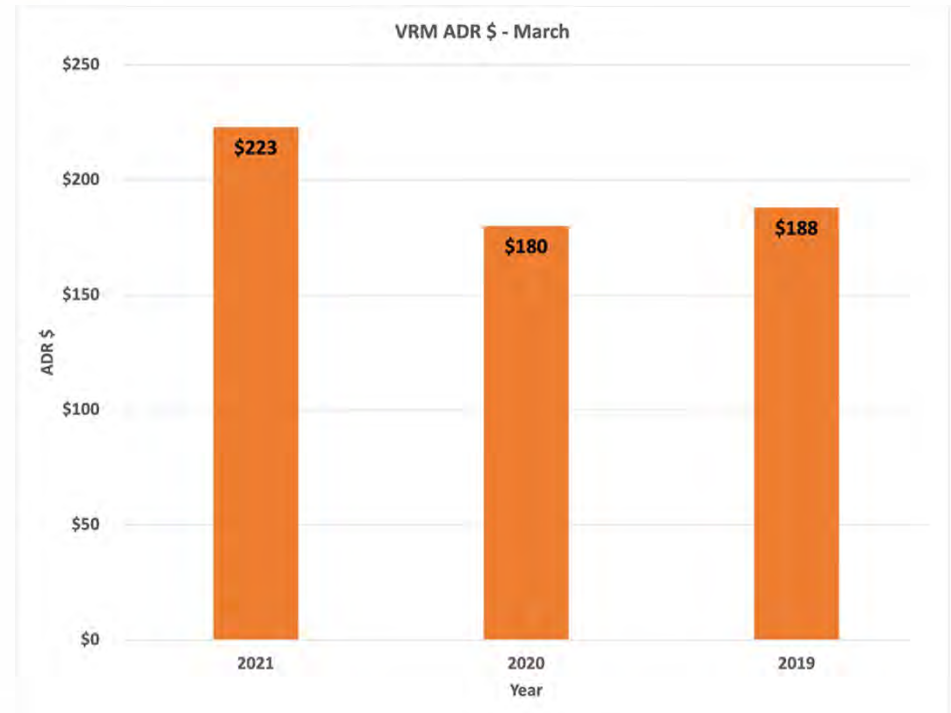


(STR vs. KeyData)

Hotel ADR \$ (STR)



VRM ADR \$ (KeyData)

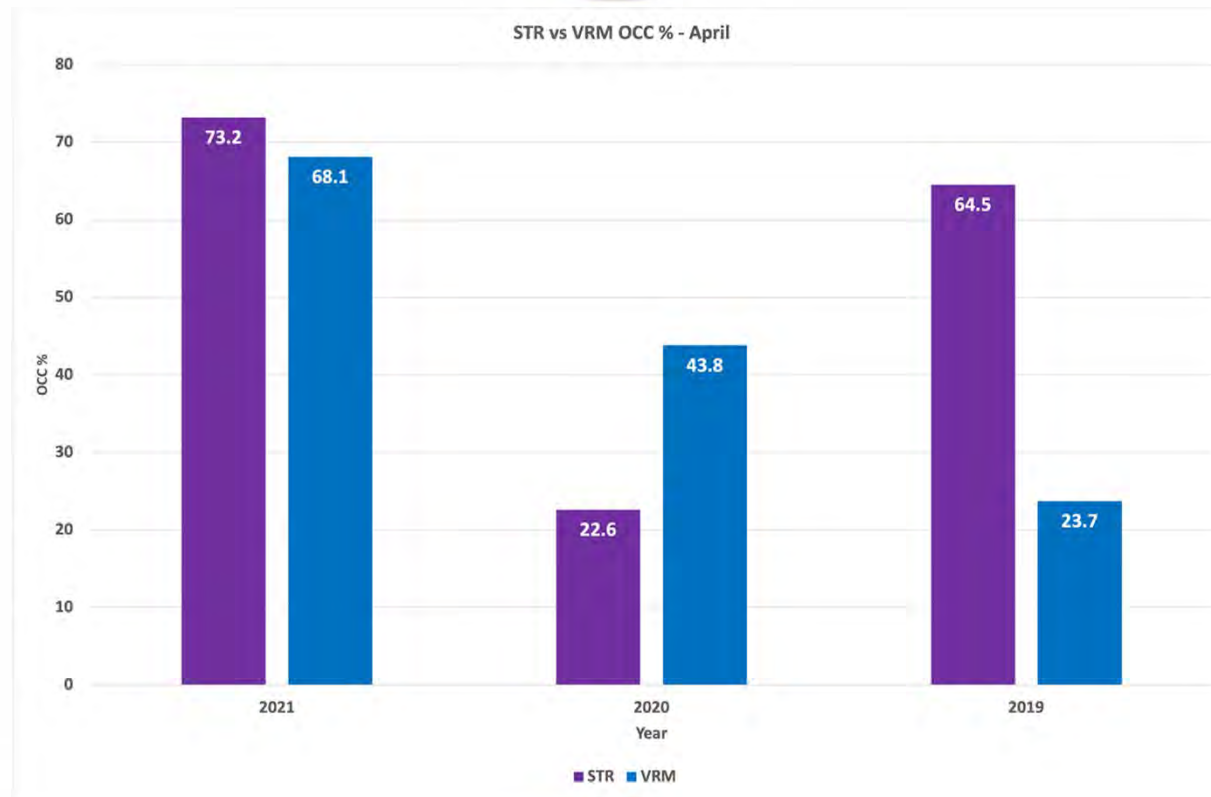


Occupancy - Hotel vs. VRM



(STR vs. KeyData)

April

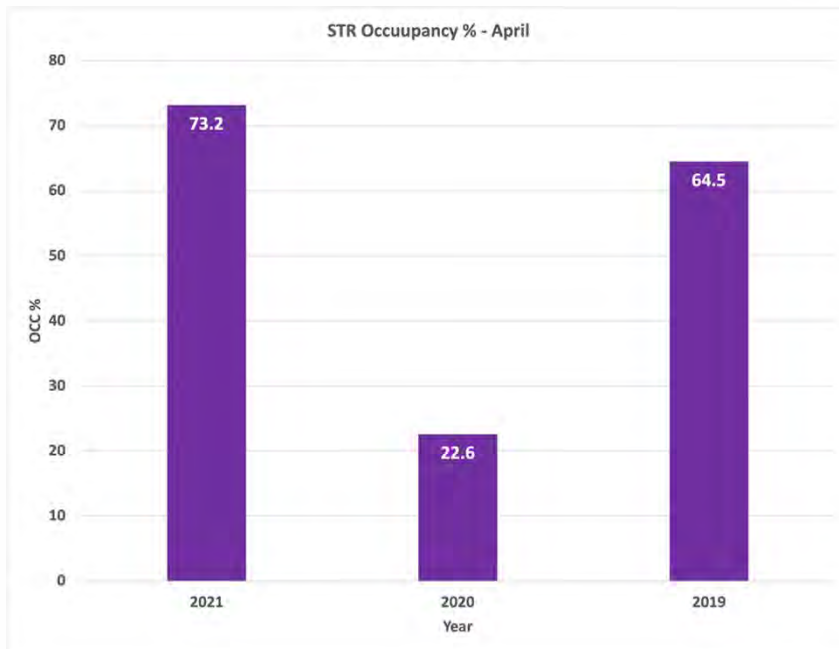


Occupancy - Hotel vs. VRM

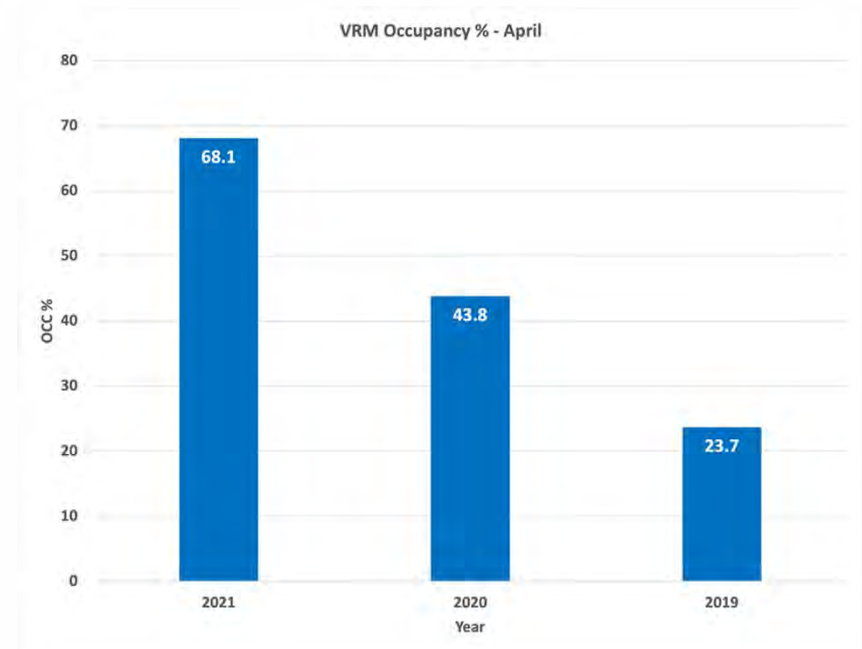


(STR vs. KeyData)

Hotel Occupancy % (STR)



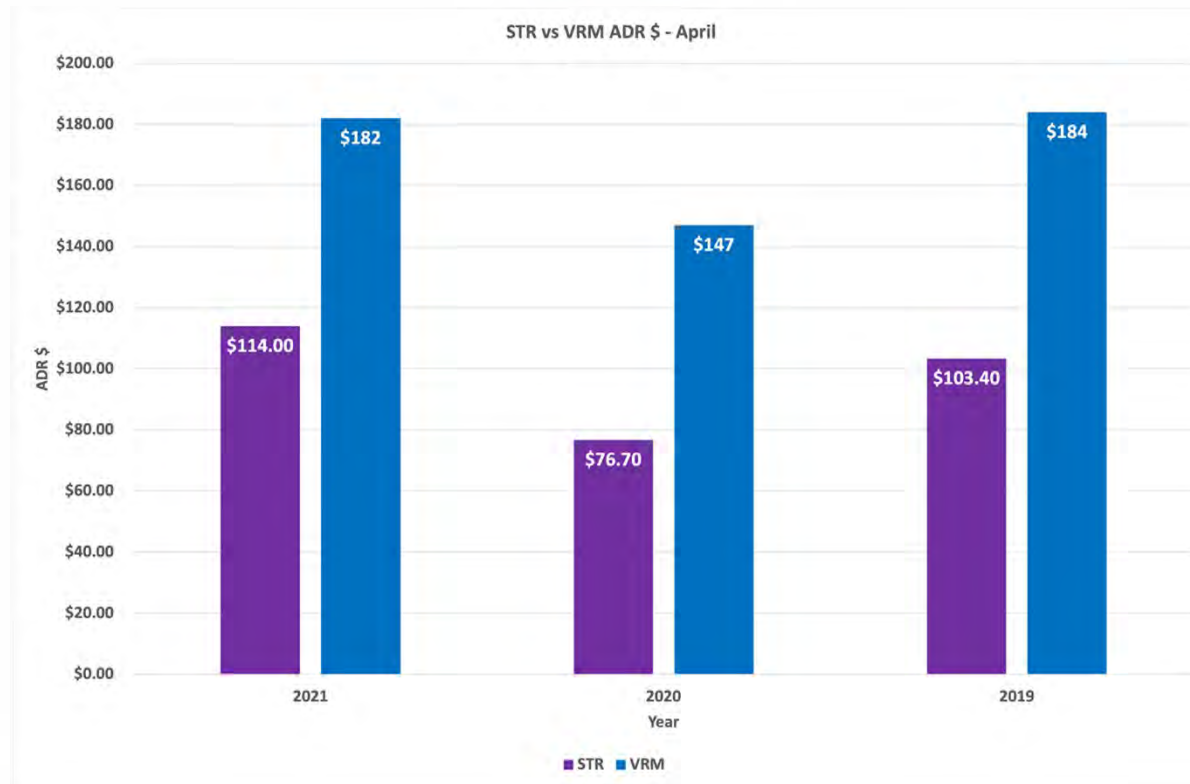
VRM Occupancy % (KeyData)



ADR - Hotel vs. VRM



(STR vs. KeyData)



ADR - Hotel vs. VRM

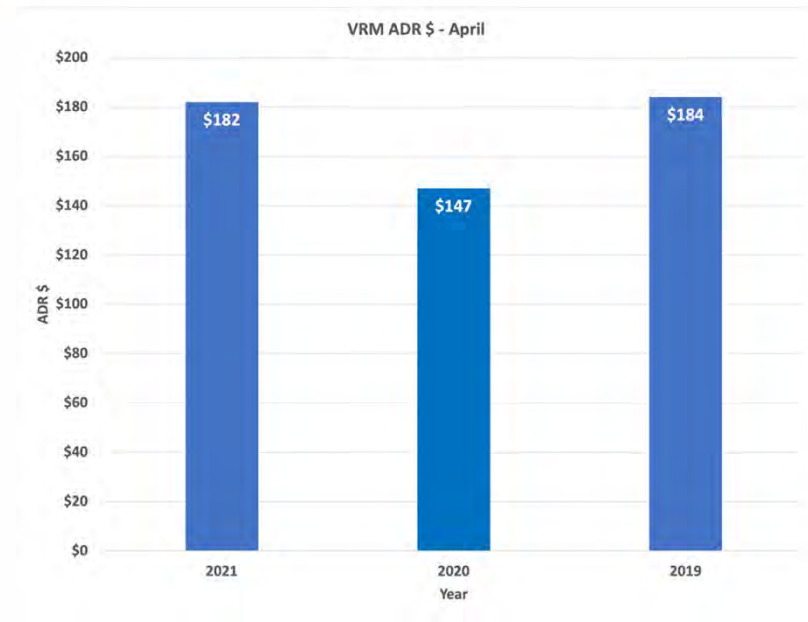


(STR vs. KeyData)

Hotel ADR \$ (STR)



VRM ADR \$ (KeyData)



Arrivalist: April 2021



Visitation Dashboard

Destination
South Padre Island, TX (A3)

Year
2021

Primary Destination
(All)

Panel
TSFS

Total est. US Adult Trips

118,301

Top Origin Markets (DMAs)

DMA	Trips	Share of Trips	Average Unique Nights
Harlingen/Weslaco/Brownsville/Mcallen	81,563	68.9%	0.7
San Antonio	6,484	5.5%	1.5
Houston	5,955	5.0%	1.5
Laredo	3,245	2.7%	1.4
Austin-Tx	2,670	2.3%	2.2
Dallas/Fort Worth	2,136	1.8%	2.1
Minneapolis/Saint Paul	1,915	1.6%	4.8
Grand Rapids/Kalamazoo/Battle Creek	1,866	1.6%	5.7
Null	1,116	0.9%	0.8
Corpus Christi	1,084	0.9%	0.6
Detroit	970	0.8%	5.2
Kansas City	688	0.6%	4.4
South Bend/Elkhart	581	0.5%	6.7

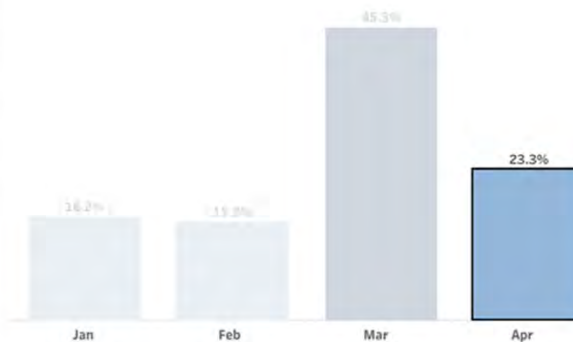
Trips by Day of Week

Sunday	21.5%
Monday	6.4%
Tuesday	2.7%
Wednesday	3.4%
Thursday	11.8%
Friday	24.2%
Saturday	29.9%

Average Nights

1.2

Trips by Month



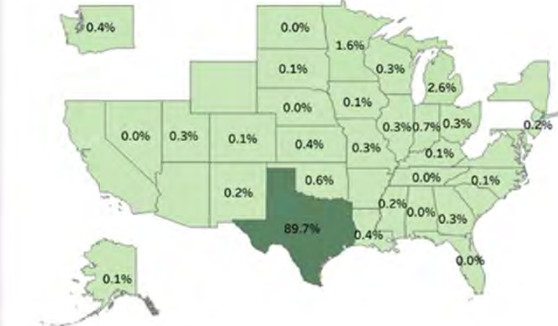
Trips by Length of Stay

Day-Trip	45.1%
1-Night	23.4%
2-Nights	14.9%
3-Nights	8.7%
4+ Nights	8.0%

Average Distance Traveled

236.7 Miles

Trips by Origin States



Trips by Avg. Distance Traveled (Miles)

<100 Miles	67.4%
100-250 Miles	8.0%
250-500 Miles	13.4%
+ 500 Miles	11.3%

Arrivalist: 2021 through April



Visitation Dashboard

Destination
South Padre Island, TX (A3)

Year
2021

Primary Destination
(All)

Panel
TSFS

Total est. US Adult Trips
507,912

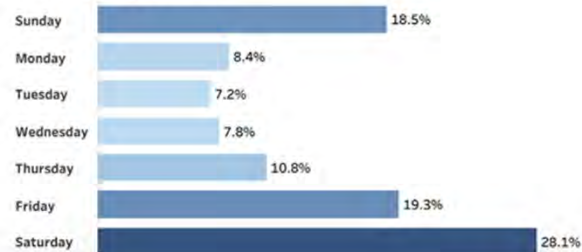
Average Nights
1.5

Average Distance Traveled
312.2 Miles

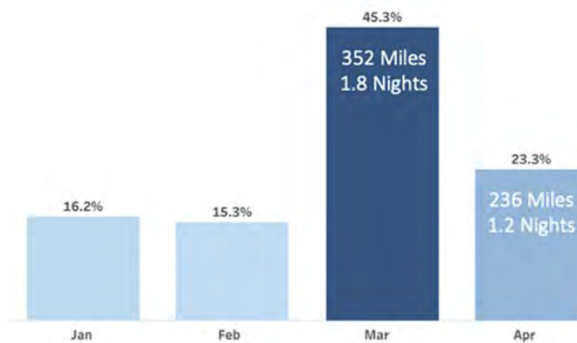
Top Origin Markets (DMAs)

DMA	Trips	Share of Trips	Average Unique Nights
Harlingen/Weslaco/Brownsville/Mcallen	297,743	58.6%	0.6
San Antonio	29,411	5.8%	1.8
Houston	29,163	5.7%	2.0
Dallas/Fort Worth	18,567	3.7%	2.8
Austin-Tx	18,325	3.6%	2.4
Minneapolis/Saint Paul	14,328	2.8%	4.3
Laredo	11,488	2.3%	1.4
Corpus Christi	5,865	1.2%	1.5
Waco/Temple/Bryan	4,016	0.8%	2.1
Kansas City	3,482	0.7%	3.8
Denver	3,436	0.7%	2.5
Chicago	3,098	0.6%	3.4
Oklahoma City	2,640	0.5%	3.4

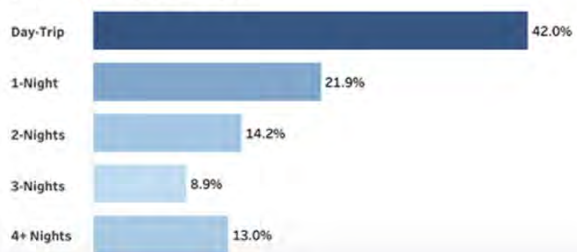
Trips by Day of Week



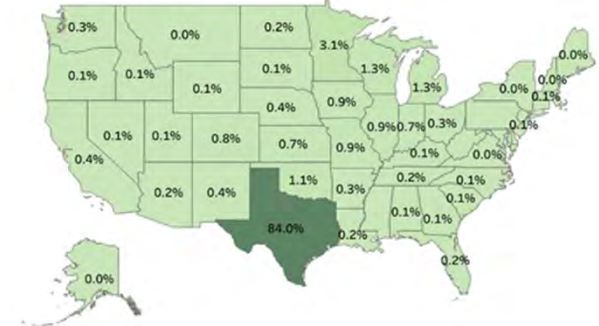
Trips by Month



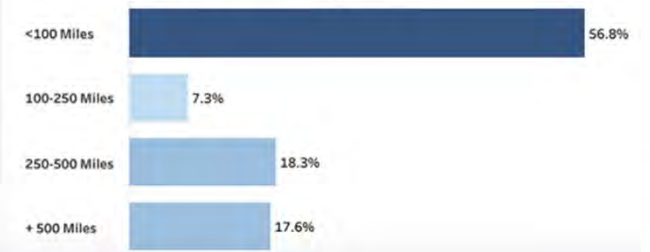
Trips by Length of Stay



Trips by Origin States



Trips by Avg. Distance Traveled (Miles)



Points of Interest: Airports



POI Dashboard

Destination
South Padre Island, TX (A3)

Year
2021

Primary Destination
Primary

US Calibrated Data
TSFS

POI Category
Transportation

Point of Interest
(All)

Total est. US adult Trips to POI
32,700

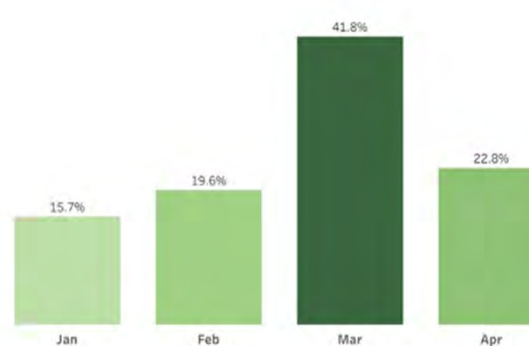
Average Nights
5.4

Average Distance Traveled
1,208 Miles

Trips by POI

Point of Interest	Trips	Avg. Time in POI (Hours)
Valley International Airport	21,093	2.0
Brownsville/SPI International Airport	10,179	1.7
McAllen International Airport	1,428	1.6

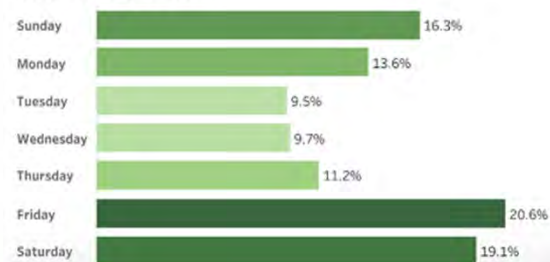
Trips by Month



Top Origin Markets(DMA)

DMA	Trips	Share of Trips	Average Unique Nights
Minneapolis/Saint Paul	7,905	24.2%	5.5
Dallas/Fort Worth	1,607	4.9%	3.5
Detroit	1,461	4.5%	6.2
Grand Rapids/Kalamazoo/Battle C.	1,195	3.7%	7.0
La Crosse/Eau Claire	977	3.0%	6.1
Kansas City	909	2.8%	5.3
Des Moines/Ames	885	2.7%	4.7
Chicago	873	2.7%	6.5
Indianapolis	669	2.0%	5.9
Saint Louis	669	2.0%	5.0
Milwaukee	660	2.0%	5.6
Rochester/Mason City/Austin	638	2.0%	4.8
Cedar Rapids/Waterloo/Dubuque	635	1.9%	4.5

Trips by Day of Week



Trips by Length of Stay



Trips by Avg. Distance(miles)



Points of Interest: Hotels



POI Dashboard

Destination
South Padre Island, TX (A3)

Year
2021

Primary Destination
(All)

US Calibrated Data
TSFS

POI Category
Hotels

Point of Interest
(All)

Total est. US adult Trips to POI

122,706

Average Nights

2.6

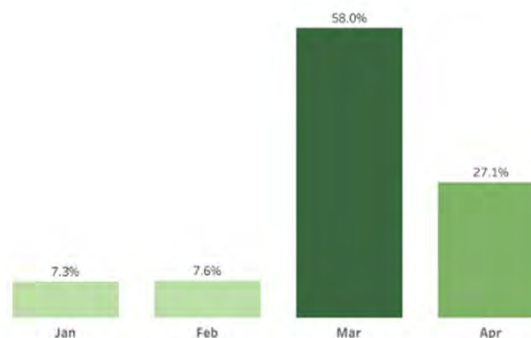
Average Distance Traveled

459.1 Miles

Trips by POI

Point of Interest	Trips	Avg. Time in POI (Hours)
Pearl South Padre Resort	15,365	27.0
Hilton Garden Inn	14,547	25.3
Isla Grand Beach Resort	13,352	33.6
La Copa Inn Resort	9,574	24.8
Courtyard	8,221	27.5
La Quinta Inns & Suites	7,338	18.8
The Pearl South Padre	6,999	21.0
Beach Resort at South Padre Island	6,455	24.2
Ramada Suites	5,526	15.8
Schlitterbahn Beach Resort	3,989	19.4
Holiday Inn Express	3,174	21.6
Padre South Hotel	3,128	17.3
Sunchase IV Condominiums	2,905	19.9
Sunchase Beachfront Condos	2,469	18.9

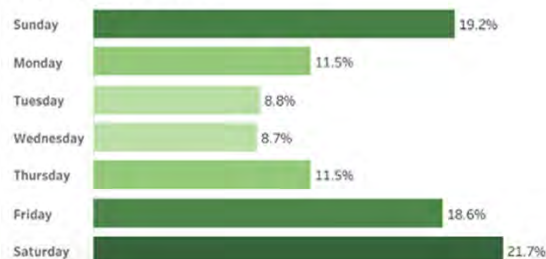
Trips by Month



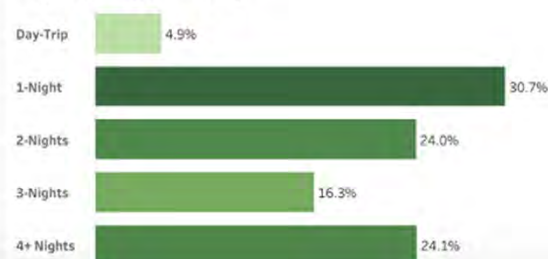
Top Origin Markets(DMA)

DMA	Trips	Share of Trips	Average Unique Nights
Harlingen/Weslaco/Brownsville/M...	44,299	36.1%	1.4
Houston	11,115	9.1%	2.5
San Antonio	10,403	8.5%	2.1
Dallas/Fort Worth	7,438	6.1%	3.2
Austin-Tx	7,125	5.8%	2.9
Minneapolis/Saint Paul	6,806	5.5%	4.7
Laredo	4,408	3.6%	1.8
Waco/Temple/Bryan	3,505	1.2%	2.5
Detroit	1,254	1.0%	4.8
El Paso	1,245	1.0%	3.1
Indianapolis	1,134	0.9%	6.2
Corpus Christi	1,118	0.9%	1.5
Kansas City	1,028	0.8%	4.4

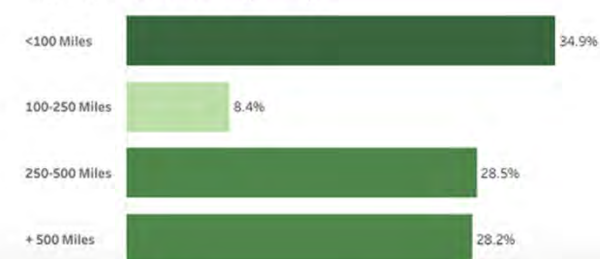
Trips by Day of Week



Trips by Length of Stay



Trips by Avg. Distance(miles)






ORGANIC SOCIAL MEDIA OVERVIEW


Facebook Top Posts




We currently have 517k likes.

 **South Padre Island Tropical Travel**
Mon 5/3/2021 12:20 pm PDT


Mondays can be tough, but this view definitely helps! ☀️ Are you ready for a trip to South Padre Island? #SoPadre




Total Engagements	3,886
Reactions	1,912
Comments	248
Shares	208
Post Link Clicks	1
Other Post Clicks	1,517

 **South Padre Island Tropical Travel**
Wed 4/28/2021 5:21 pm PDT


When you see this sign, you know you've made it to the best beach in Texas! 🌴 Share your photos taken at our welcome sign, we'd love to see them! #SoPadre



Total Engagements	3,682
Reactions	1,432
Comments	240
Shares	121
Post Link Clicks	-
Other Post Clicks	1,889

 **South Padre Island Tropical Travel**
Sun 4/25/2021 12:04 pm PDT

Nothing feels more like South Padre Island than the jetties! 🌊 When is the last time you visited? Plan your summer trip today! #SoPadre 📍 @journeytravelsexplore (Instagram)

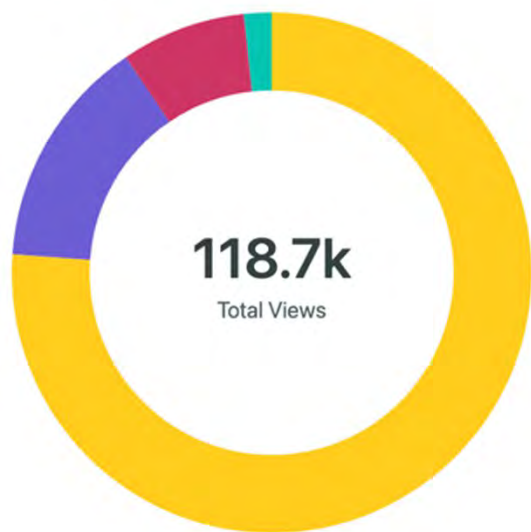


Total Engagements	2,737
Reactions	1,390
Comments	165
Shares	133
Post Link Clicks	1
Other Post Clicks	1,048

Facebook Video Performance



View Metrics



Organic Full

2,046

Organic Partial

17,092

Paid Full

9,202

Paid Partial

90,346

Viewing Breakdown



Organic Views

16%

Paid Views

84%



Click Plays

15%

Auto Plays

85%



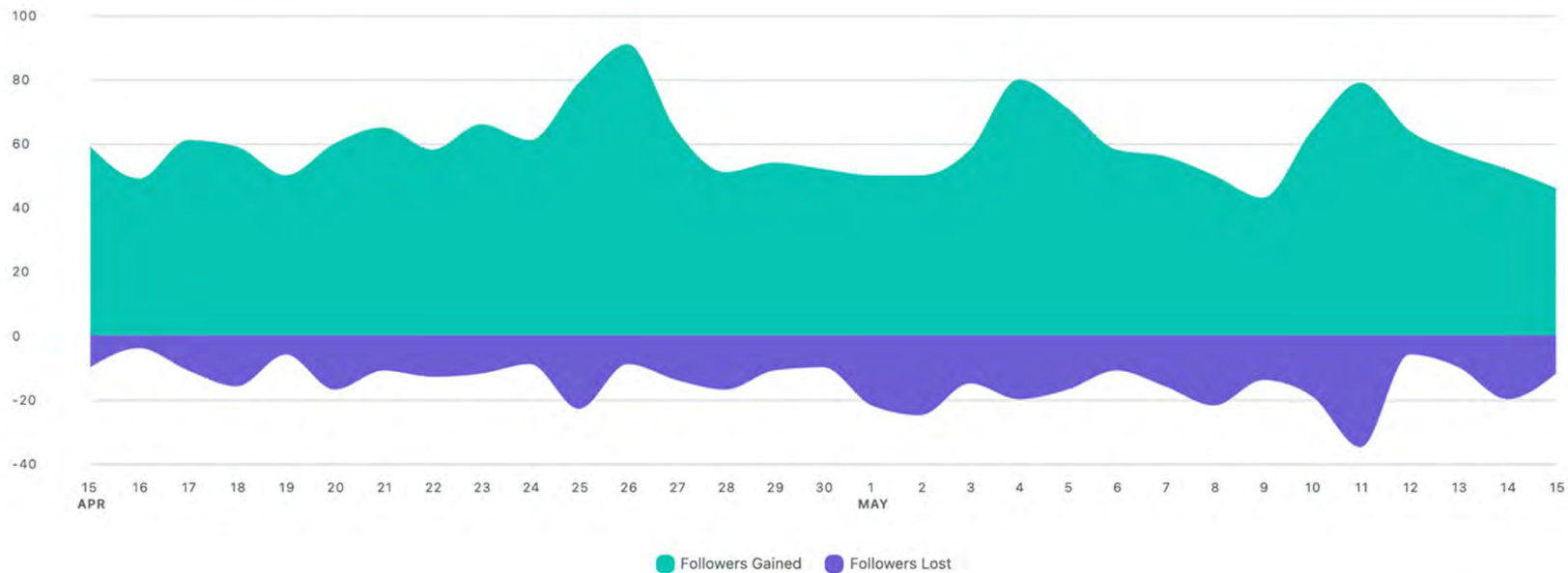
sproutsocial

Instagram Audience Growth



We hit 40k on Instagram!

Net Follower Growth Breakdown, by Day



Audience Metrics

Followers

Net Follower Growth

Totals % Change

40,403 3.59%

1,400 38.89%



sproutsocial

Instagram Top Posts



visitsouthpadreisland

Wed 4/28/2021 3:52 pm PDT

When you see this sign, you know you've made it to the best beach in Texas! 🌴 Share your favorite memory of South Padre Island in the comments! #SoPadre



Total Engagements	2,415
Likes	2,259
Comments	103
Saves	53



visitsouthpadreisland

Sun 4/25/2021 2:35 pm PDT

Nothing feels more like South Padre Island than the jetties! 🌊 When is the last time you visited? Plan your summer trip today! #SoPadre 📸 @journeytravelsexplore



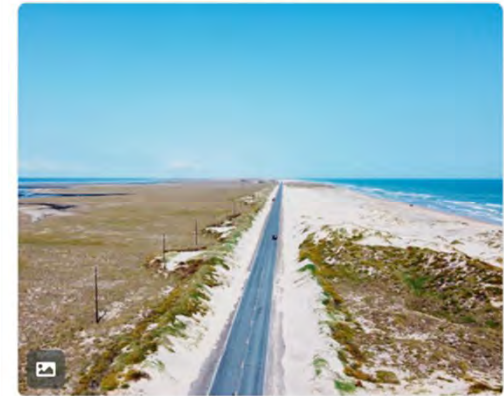
Total Engagements	1,764
Likes	1,691
Comments	32
Saves	41



visitsouthpadreisland

Mon 5/10/2021 12:02 pm PDT

For a more off-the-grid experience on South Padre Island, head north for wide-open beaches and visit the sand dunes 🌊 Have you visited this part of the island? #SoPadre 📸 @benhall.photogra



Total Engagements	1,673
Likes	1,574
Comments	41
Saves	58



sproutsocial

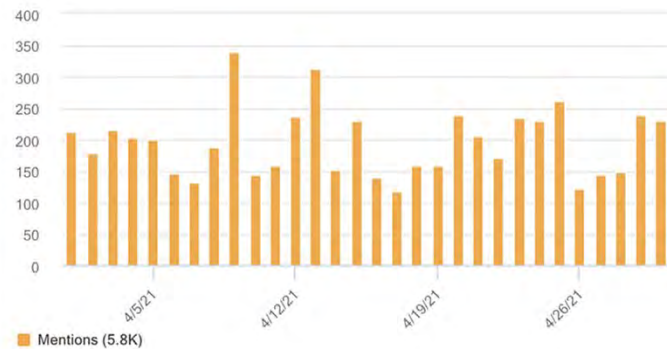


CISION REPORT

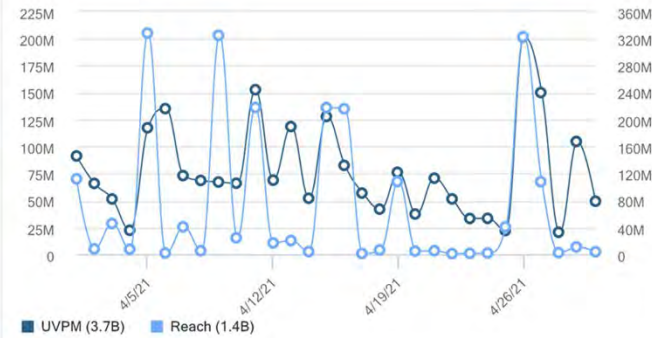
Cision Report - Monthly



Total Mentions



Reach



5.8K

Total Mentions

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

5.1B

Total Reach

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

\$4.8M

Total Publicity Value

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

Value of Coverage



CISION®

Cision Report - Monthly



Top Locations by Country

- U.S.
- Canada

Top Stories (Headlines)

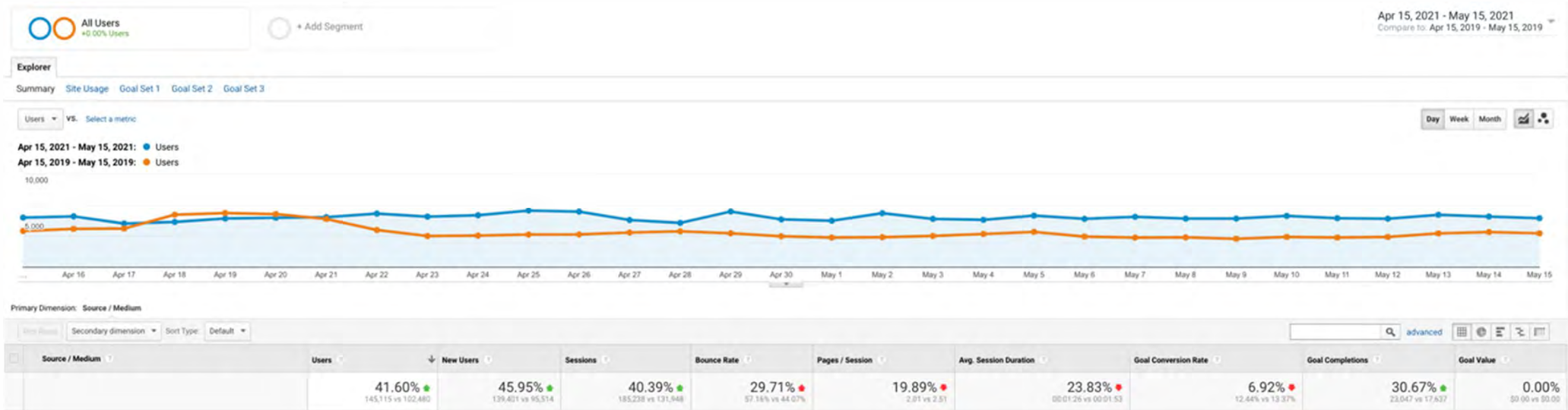
- See the sea on these scenic coastal drives
- Top US spots to visit in your RV this summer
- SpaceX is preparing to test-fly a new Starship after the last four exploded. It could return NASA astronauts to the moon.

CISION®



WEBSITE OVERVIEW

Website Analytics (21 vs 19)








2021 vs. 2019: Website users increased by 41.6%, Sessions have increased by 40.39%, but Pages/Session and Avg. Session has decreased.



Website Analytics (21 vs 19)



1. Houston	
Apr 15, 2021 - May 15, 2021	17,234 (11.43%)
Apr 15, 2019 - May 15, 2019	7,795 (7.35%)
% Change	121.09% 
2. Dallas	
Apr 15, 2021 - May 15, 2021	12,307 (8.17%)
Apr 15, 2019 - May 15, 2019	5,933 (5.60%)
% Change	107.43% 
3. Austin	
Apr 15, 2021 - May 15, 2021	12,012 (7.97%)
Apr 15, 2019 - May 15, 2019	9,892 (9.33%)
% Change	21.43% 
4. Mexico City	
Apr 15, 2021 - May 15, 2021	11,295 (7.49%)
Apr 15, 2019 - May 15, 2019	756 (0.71%)
% Change	1,394.05% 
5. San Antonio	
Apr 15, 2021 - May 15, 2021	7,776 (5.16%)
Apr 15, 2019 - May 15, 2019	7,592 (7.16%)
% Change	2.42% 

2021 compared to 2019, there has been growth to the site from all markets - including Mexico City.

Top Leaders include:

1. Houston
2. Dallas
3. Austin
4. Mexico City
5. San Antonio

Other Cities in Top 10

- South Padre Island
- San Nicolas de los Garza (Monterrey)
- Brownsville
- Fort Worth





CONVENTION + GROUP SALES

Convention + Group Sales



Leads Sent

- April - May 2021
 - Leads sent: 41, Conversions: 26

Sales Efforts/Definite Bookings

- 1,842 Room Nights
 - Texas Sorghum Producers
 - TX Assoc. of Election Administrators
 - Apostolic Assembly Retreat
 - RGV Basketball Clinic
 - Old School Cheer
 - Johnston Supply Group
 - Intoxilizers Certification Training
 - Executive Hunters Club
 - ABKC Bully Showdown
 - Region One School Board Conference

Trade Shows

- TSAE
 - TSAE Open July 29, 2021
 - TSAE New Ideas September 19-21, 2021
- MPI/PYM
 - Digital Series
 - July 28, 2021
 - August 25, 2021
- Southwest Showcase
 - August 13, 2021
- TACVB Annual Conference
 - August 23-27, 2021

Convention + Group Sales



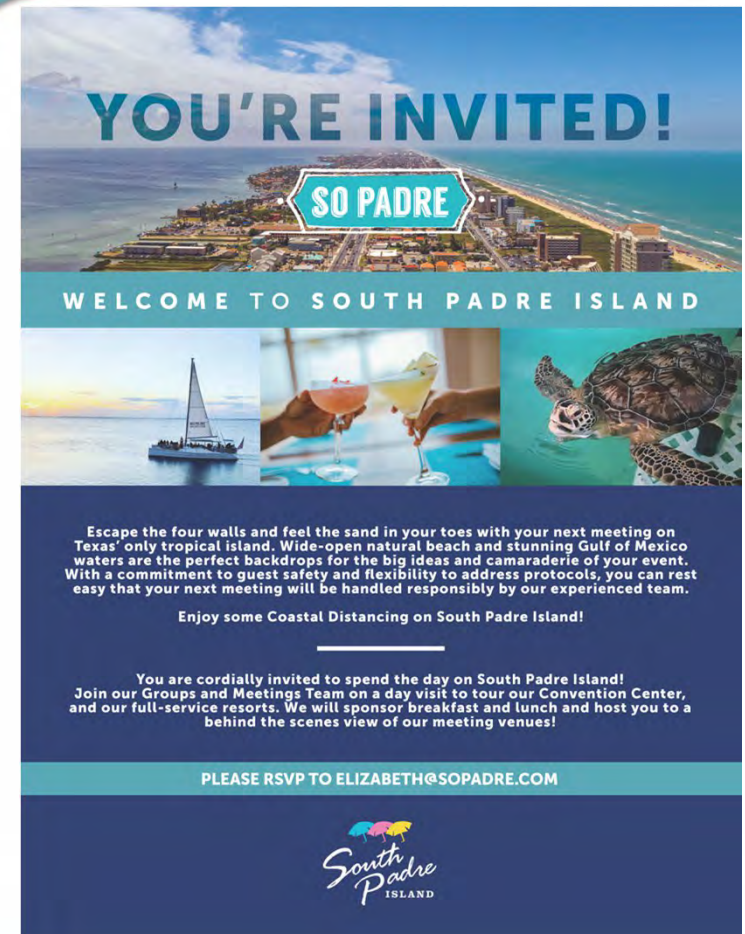
Site Visits Incentive (RGV Market/1 Day Visit)

- Region One New Executive Board (Ongoing)
- Office of Veterans Affairs - September 2021
- South Texas College National Summit - Feb 2022

Please see sample invite.

Marketing

- Digital & Print
 - TSAE
 - Prevue Meetings
 - Meet Texas Planner Guide
 - Connect
- Lead Portals
 - Helmsbriscoe
 - CVent





SPECIAL EVENTS

2021 Events Scheduled



Previous Events

- **Sand Crab Run**
 - Took place on Saturday, April 24, 2021 at The Pearl.
- **Knights of Columbus Fishing Tournament**
 - Took place May 7-8, 2021 launching from Jim's pier, and set up awards ceremony on The Green. Island partners (Jim's Pier and Skipjack) were pleased with the overall event. We are waiting for the Post Event report to see how many room nights it generated.
- **TGSA Championship**
 - Took place Saturday, May 8, 2021 at Isla Blanca park. They had a great turnout and nothing but positive feedback from the event producer, attendees, and our Committee members.
- **Run the Jailbreak**
 - Took place this past Saturday, May 22, 2021 at Clayton's Beach Bar and Grill.

Upcoming Events

- **Pro Watercross**
 - Scheduled for June 5-6, 2021. This event will be held in the waterway in front of Clayton's Beach Bar and Grill.
- **Texas Police Games**
 - Scheduled for June 13-19, 2021. This event is comprised of 30 different competitions (Bowling, Crossfit, Track and Field, Baseball, Cornhole, Texas Hold'em, etc..) that are spread between here and Harlingen throughout the week. The games exist to promote health and wellness in First Responder professions.



RGV/ATX Digital Billboards



*Family Reunions
Shine Here*



Welcome to Texas' Best Beach



PRO WATERCROSS

JUNE 5 - 6, 2021
Clayton's Beach Bar & Grill



**MEMORIAL DAY
FIREWORKS**
MAY 30 / 9:15 PM
WWW.SOPADRE.COM



Beach Park
AT ISLA BLANCA

**WATERPARK
OPENS
MAY 21**

sopadre.com



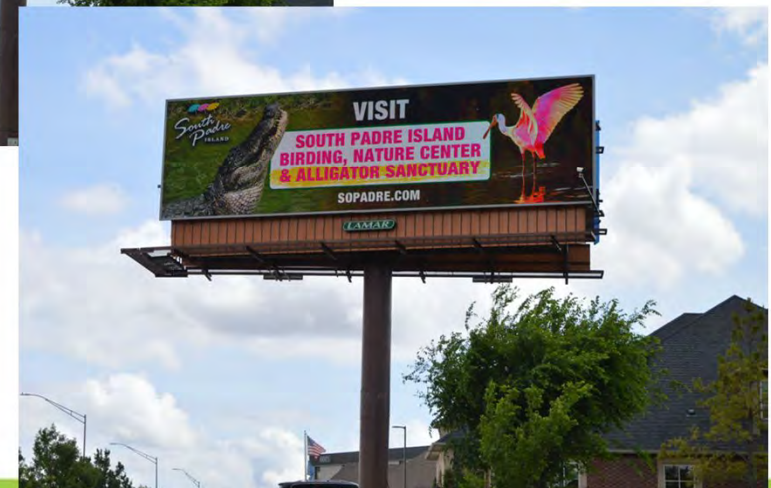
**WELCOME DARGEL BOAT OWNERS
ANNUAL TOURNAMENT**

Dargel
BOATS

JUNE 4 & 5
JIM'S PIER &
SPI CONVENTION CENTRE
WWW.SOPADRE.COM



OKC Digital Billboards



Mexico Market



South Padre ISLAND
Hazlo tuyo.

Algunos eventos para
Divertirte en La Isla

Pro Watercross
Sabado 5 JUNIO y Domingo 6 JUNIO
6900 Padre Blvd,
South Padre Island, TX
www.prowatercross.org

4 de Julio
Domingo 4 JULIO
2305 Laguna Blvd,
South Padre Island, TX
www.sopadpre.com

TIF
Martes 28 JULIO y Domingo 1 AGOSTO
7355 Padre Blvd,
South Padre Island, TX
www.tifit.org

LKI
Viernes 6 AGOSTO AL Domingo 8 AGOSTO
7355 Padre Blvd,
South Padre Island, TX
www.spichamber.com

South Padre ISLAND
Hazlo tuyo.

Algunos lugares para irte
de Shopping en La Isla

SISTERS INTERIORS
2901 Padre Blvd, South Padre Island, TX 78597
(956) 761-2896
www.sistersinteriors.com

Renee's of South Padre
700 Padre Blvd,
South Padre Island, Texas 78597
(956) 761-9600
www.reneesouthpadre.com

isla
SOUTH + PADRE + ISLAND
2805 Padre Blvd
South Padre Island, Texas 78597
956-761-4090

island native Surf House
700 Padre Blvd, Ste A
South Padre Island, Texas 78597
956-772-7100

South Padre ISLAND
Hazlo tuyo.

Algunos lugares para
Divertirte en La Isla

SOUTH PADRE ISLAND ADVENTURE PARK
21040 North State Park Rd-100,
South Padre Island, TX 78597
(956) 415-0543
www.southpadreislandadventures.com

- Tirollesa
- Paseos a caballo en la playa
- Conviene con animales de granja
- Paseos en poni
- Fiestas con hoguera en la playa

South Padre Island BIRDING, NATURE CENTER & ALLIGATOR SANCTUARY
6901 Padre Blvd,
South Padre Island, TX
(956) 761-4801
www.spibirding.com

- 3,300 pies de malecón
- Santuario de lagartos
- Jardin de mariposas
- Torre de observation de aves

AIR PADRE
5709 A Padre Blvd,
South Padre Island, TX 78597
(956) 299-2463
www.airpadrekiteboarding.com

- Clases de Kiteboarding
- Renta de Kayaks
- Tabla de surfear
- Jetski
- Standup paddle
- Water bikes, etc

Sea Turtle Inc.
6617 Padre Blvd,
South Padre Island, TX 78597
(956) 761-4511
www.seaturtleinc.org

Conoce el centro de rehabilitación de las tortugas
Visita las tortugas mientras las alimentan
Conoce el Museo

Mexico Market - Televisa





SPI MONTHLY REPORTING FY21

APRIL 2021

PREPARED BY
the **atkins** group

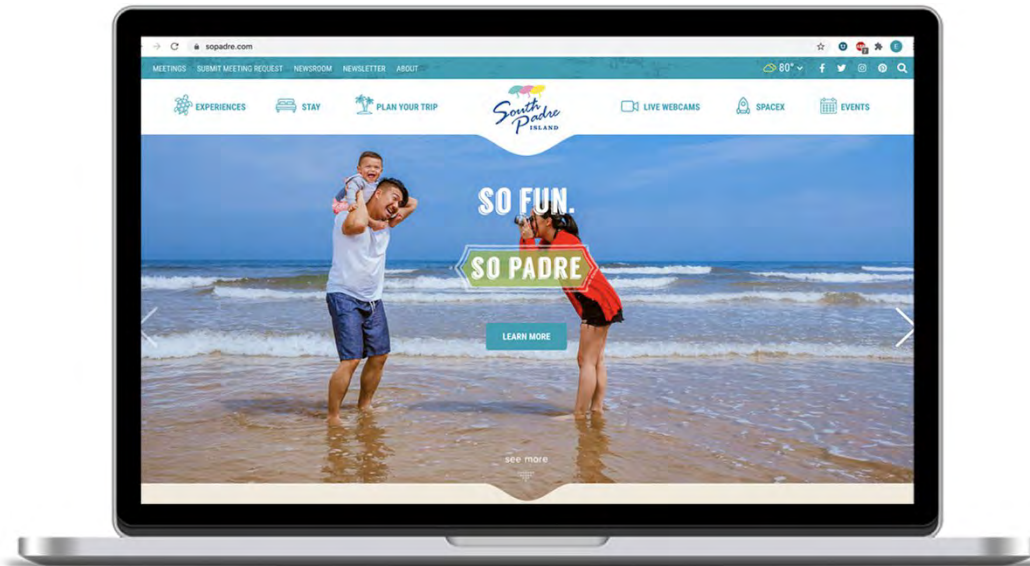
&
atd partners
The In-House Agency Trading Desk



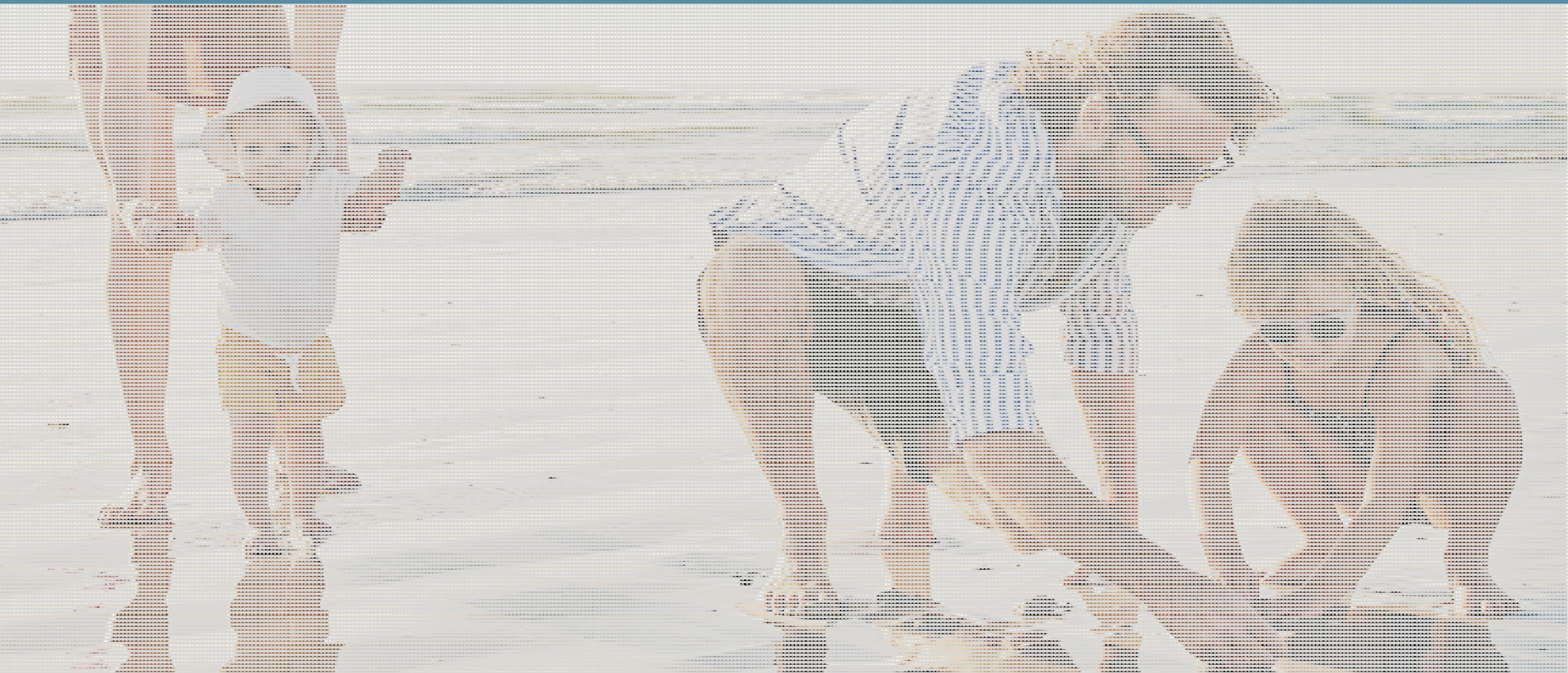
EXECUTIVE SUMMARY

The South Padre Island campaigns produced a total of **19,729,989 impressions** and **187,482 clicks**, giving an overall **CTR of .95%** for the month of April.

From 4/01/2021-4/30/2021 a total of **349,027 page views** (up 95% vs 178,897 in FY20) and **134,038 users** (up 185% vs 47,096 in FY20) were captured on the Visit South Padre Island site. Throughout the campaign, we had **171,154 sessions** which is up 150% when compared to 68,632 in April of 2020.

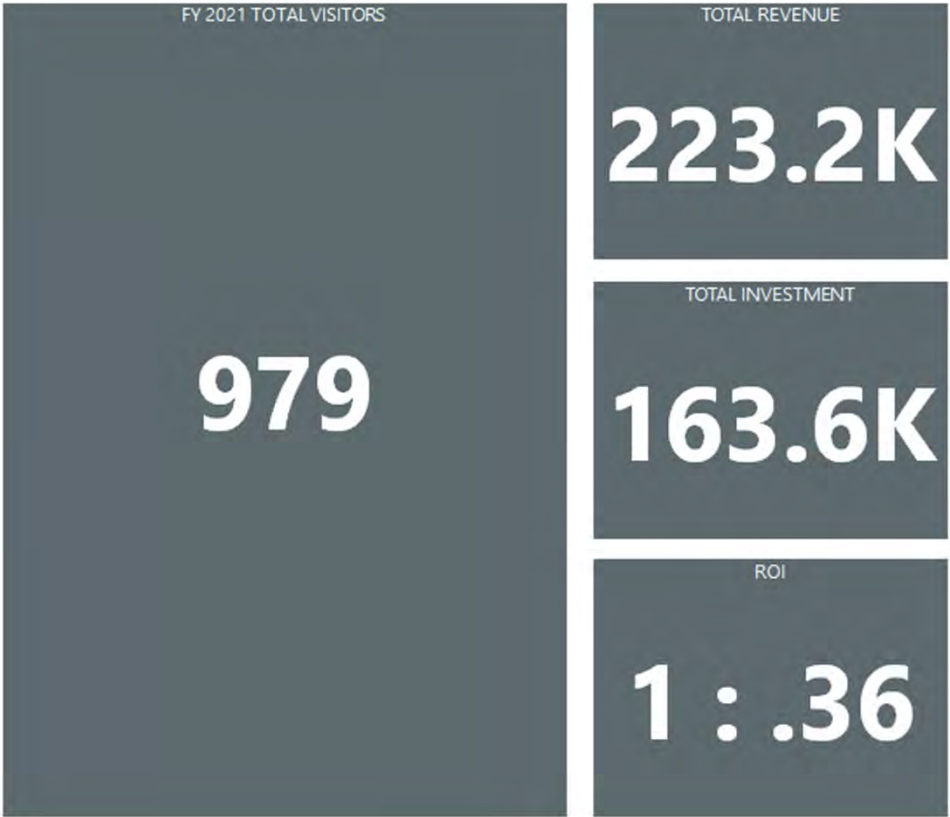
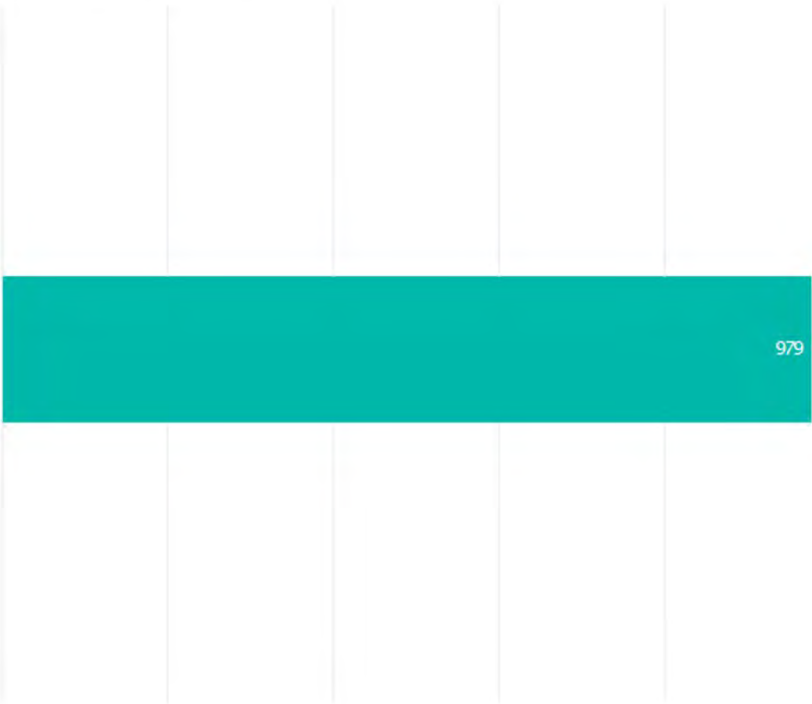


LOCATION VISIT REPORT

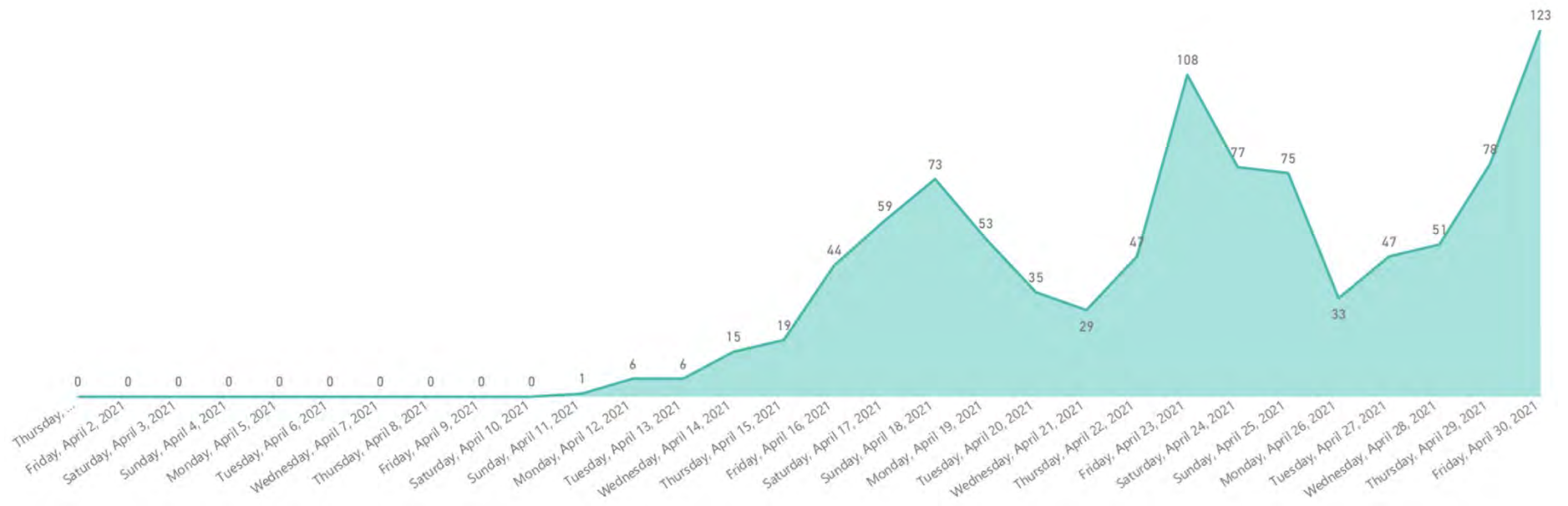


VISIT SOUTH PADRE ISLAND LVR REPORT

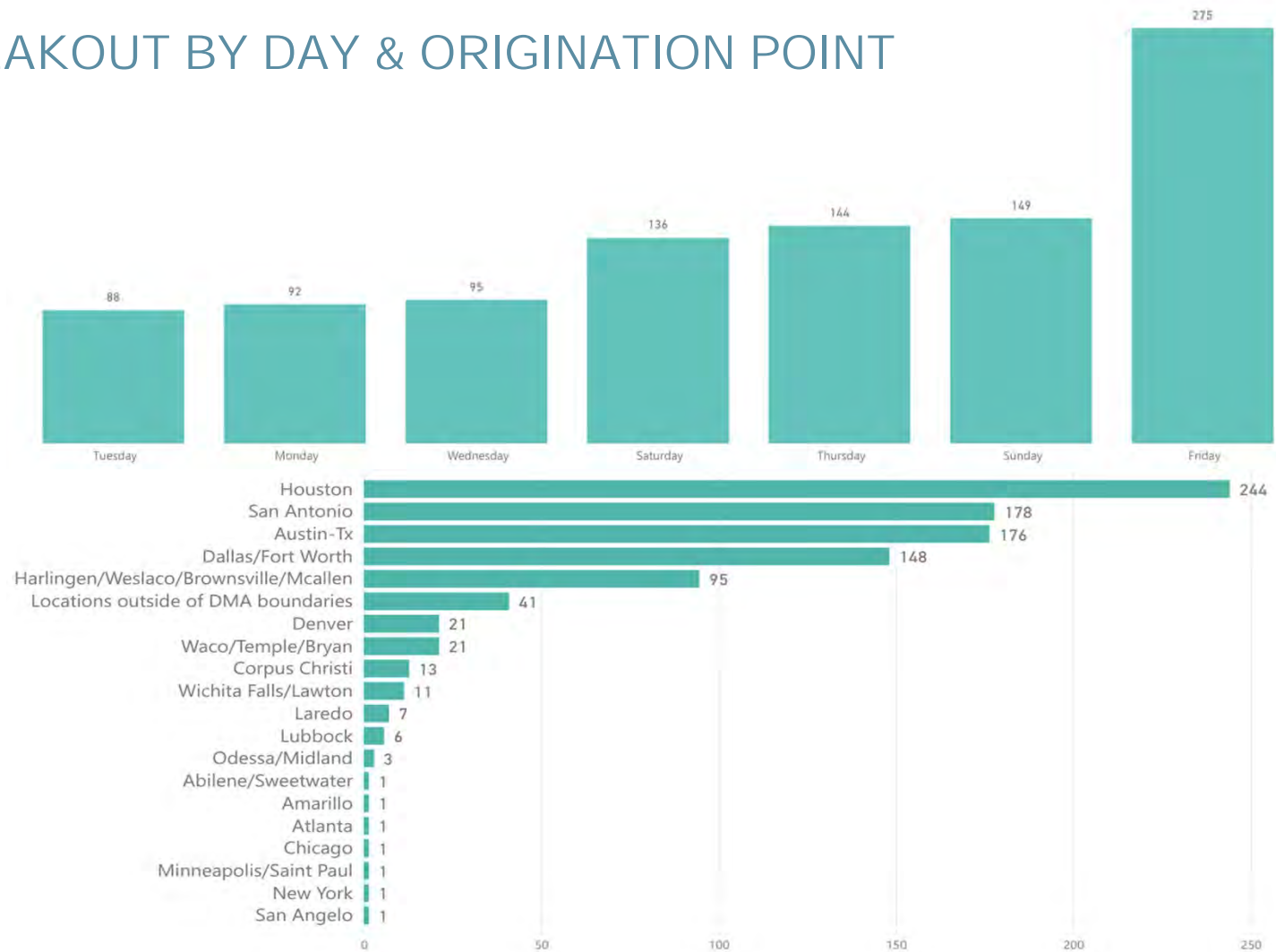
Sum of TOTAL VISITORS by MONTH



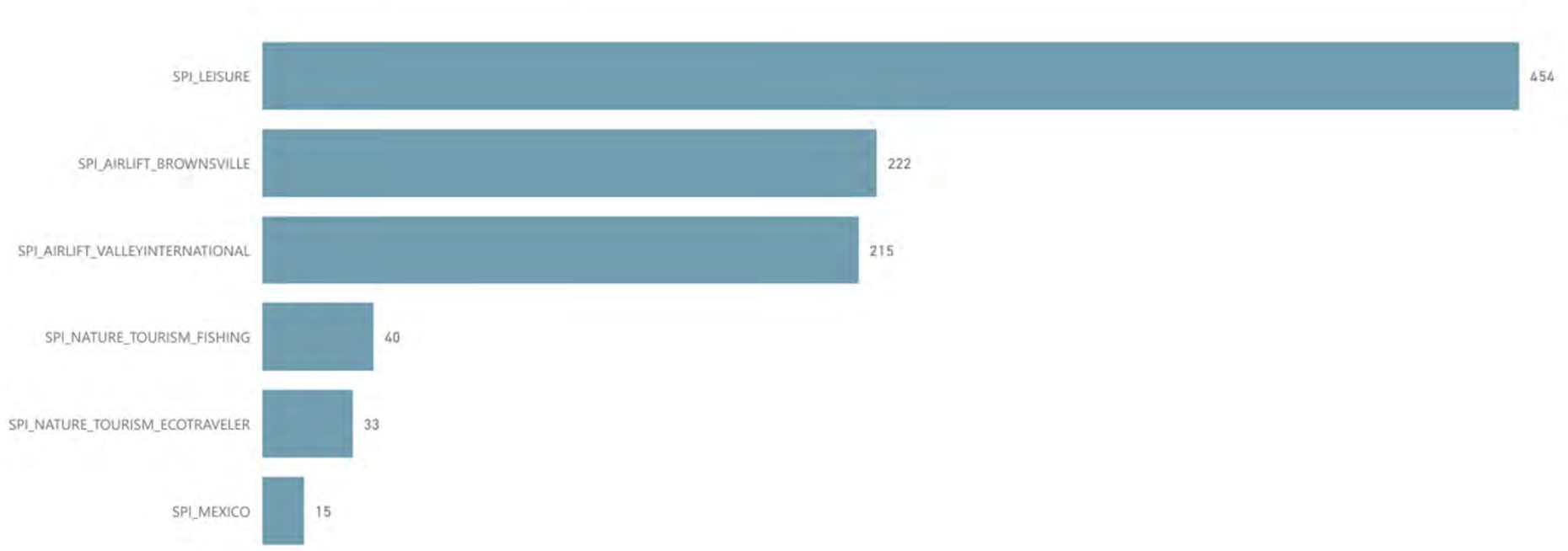
LVR: VISITATION BY DAY



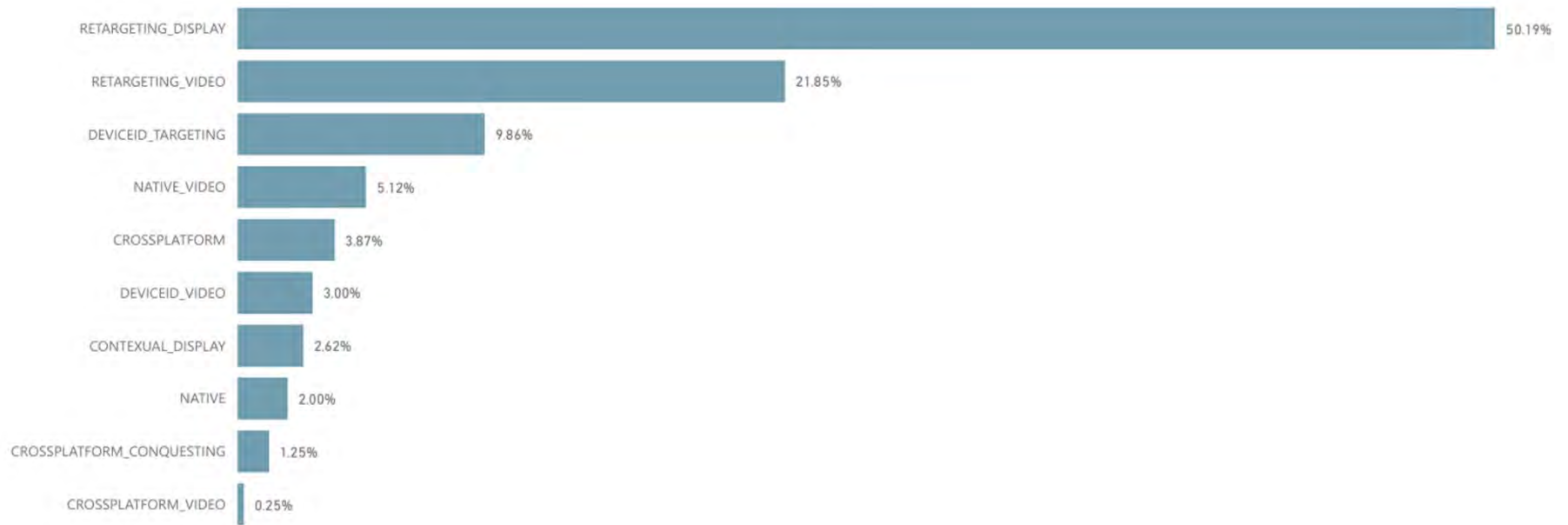
LVR: BREAKOUT BY DAY & ORIGINATION POINT BY DMA



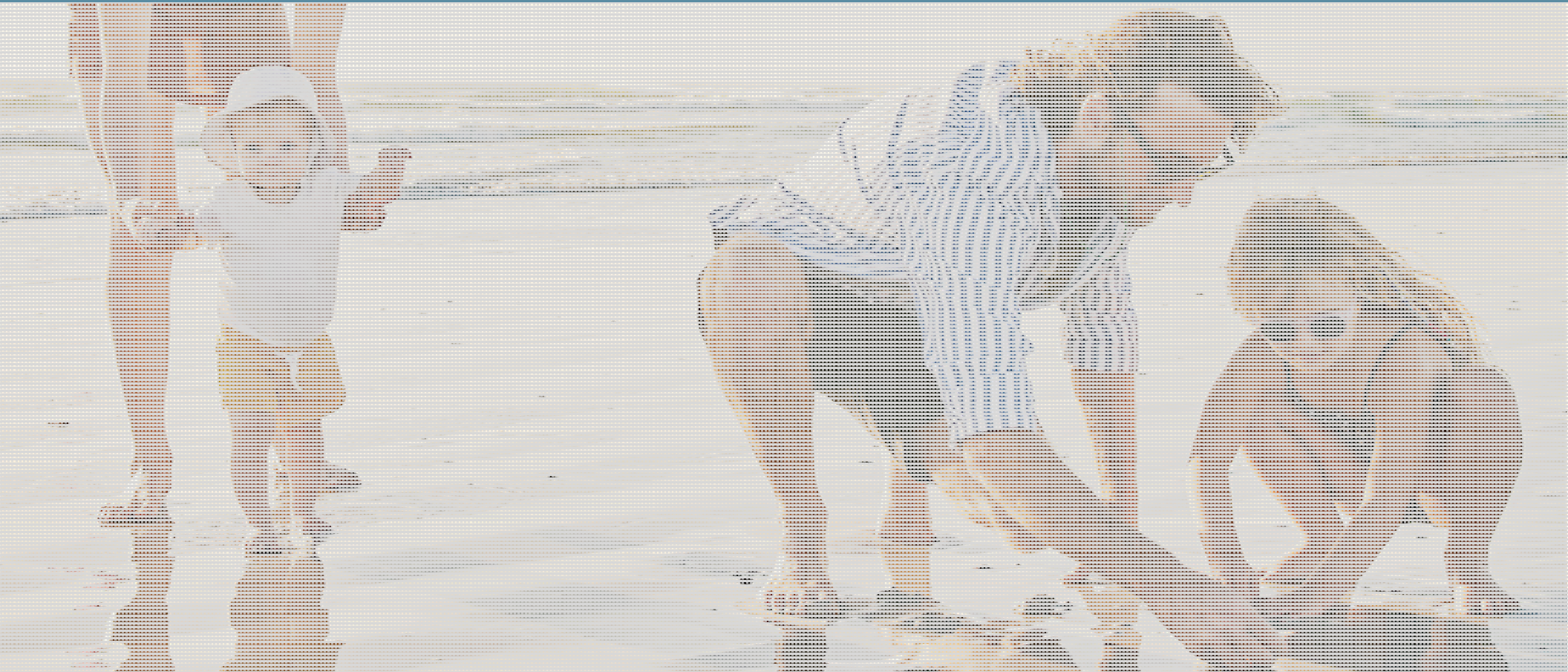
LVR: BREAKOUT BY TACTIC



LVR: BREAKOUT BY PLATFORM



CAMPAIGN PERFORMANCE OVERVIEW



LEISURE CAMPAIGN PERFORMANCE BREAKDOWN

SEM

IMPs: 13,829
Clicks: 2,959
CTR: 21.40%

PROGRAMMATIC DISPLAY

IMPs: 800,088
Clicks: 1,919
CTR: 0.24%
*Conversion: .63%

TOTALS

Imps: 14,717,698
Clicks: 83,127
CTR: .56%

SOCIAL

IMPs: 1,867,924
Clicks: 16,304
CTR: 0.87%

PROGRAMMATIC AUDIO

IMPs: 52,543
Clicks: 197
CTR: 0.37%
VCR: 94.95%

DIRECT DISPLAY

IMPs: 3,325,610
Clicks: 16,120
CTR: 0.48%

EMAIL/NEWSLETTERS

IMPs: 1,242,510
Clicks: 27,122
CTR: 2.18%
Open: 20.41%

PROGRAMMATIC VIDEO

IMPs: 532,689
Clicks: 3,298
CTR: 0.62%
VCR: 34.90%

PARTNER SOCIAL

IMPs: 150,189
Clicks: 391
CTR: 0.26%
Eng Rate: .98%

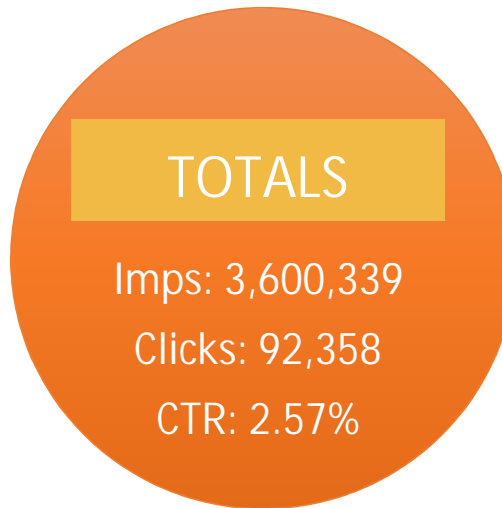
ONLINE ARTICLES

IMPs: 5,584,854
Clicks: 10,490
CTR: 0.19%
3,678 Pageviews

INTERACTIVE

IMPs: 1,147,462
Clicks: 4,327
CTR: 0.38%

MEXICO CAMPAIGN PERFORMANCE BREAKDOWN



SEM

IMPs: 41,472
Clicks: 997
CTR: 2.40%

DISPLAY

IMPs: 457,100
Clicks: 1,258
CTR: .28%
*Conversion: .04%

VIDEO

IMPs: 511,421
Clicks: 13,925
CTR: 2.72%
VCR: 11.28%

SOCIAL

IMPs: 2,337,419
Clicks: 75,950
CTR: 3.25%
VCR: 0.62%

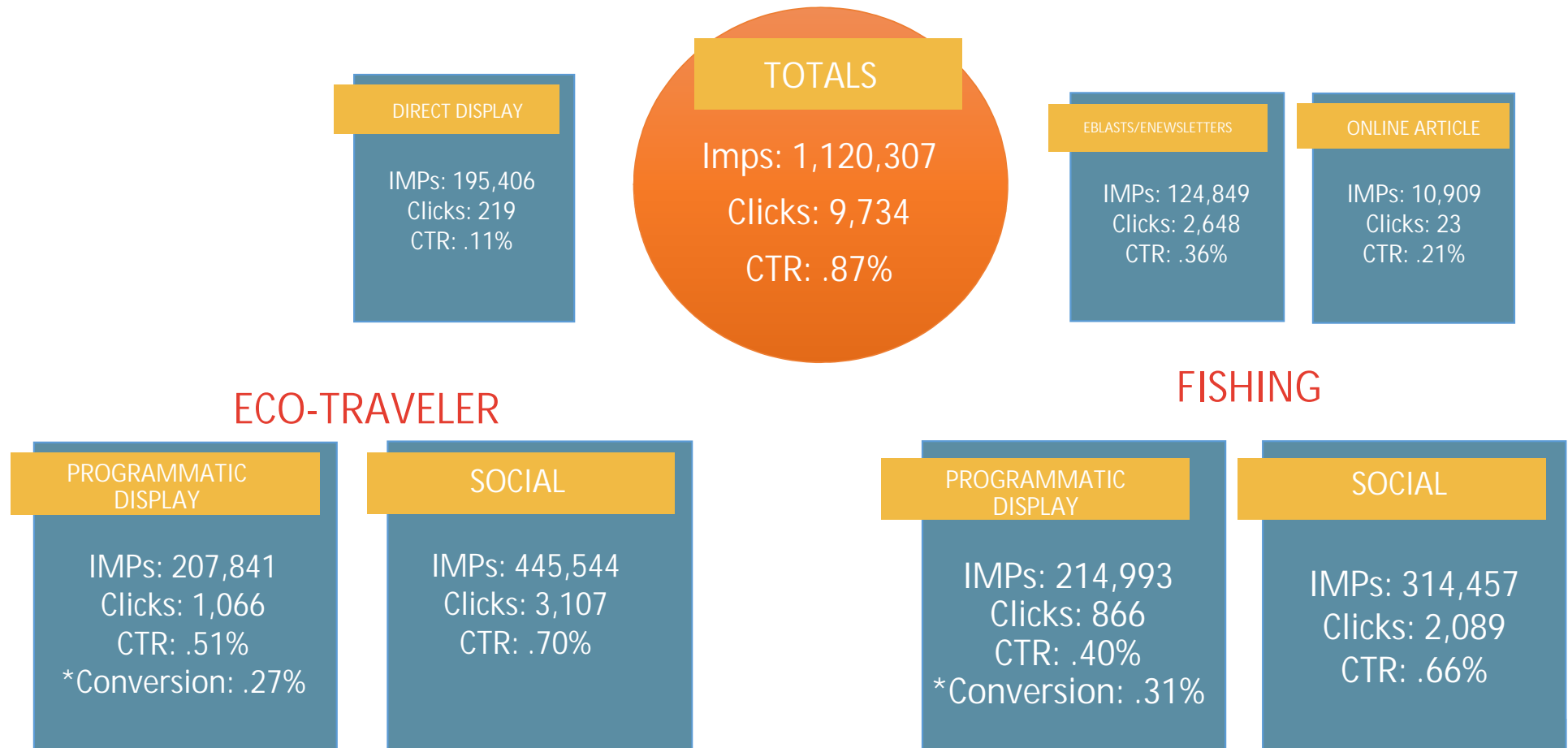
TRIPADVISOR

IMPs: 237,476
Clicks: 228
CTR: 0.10%

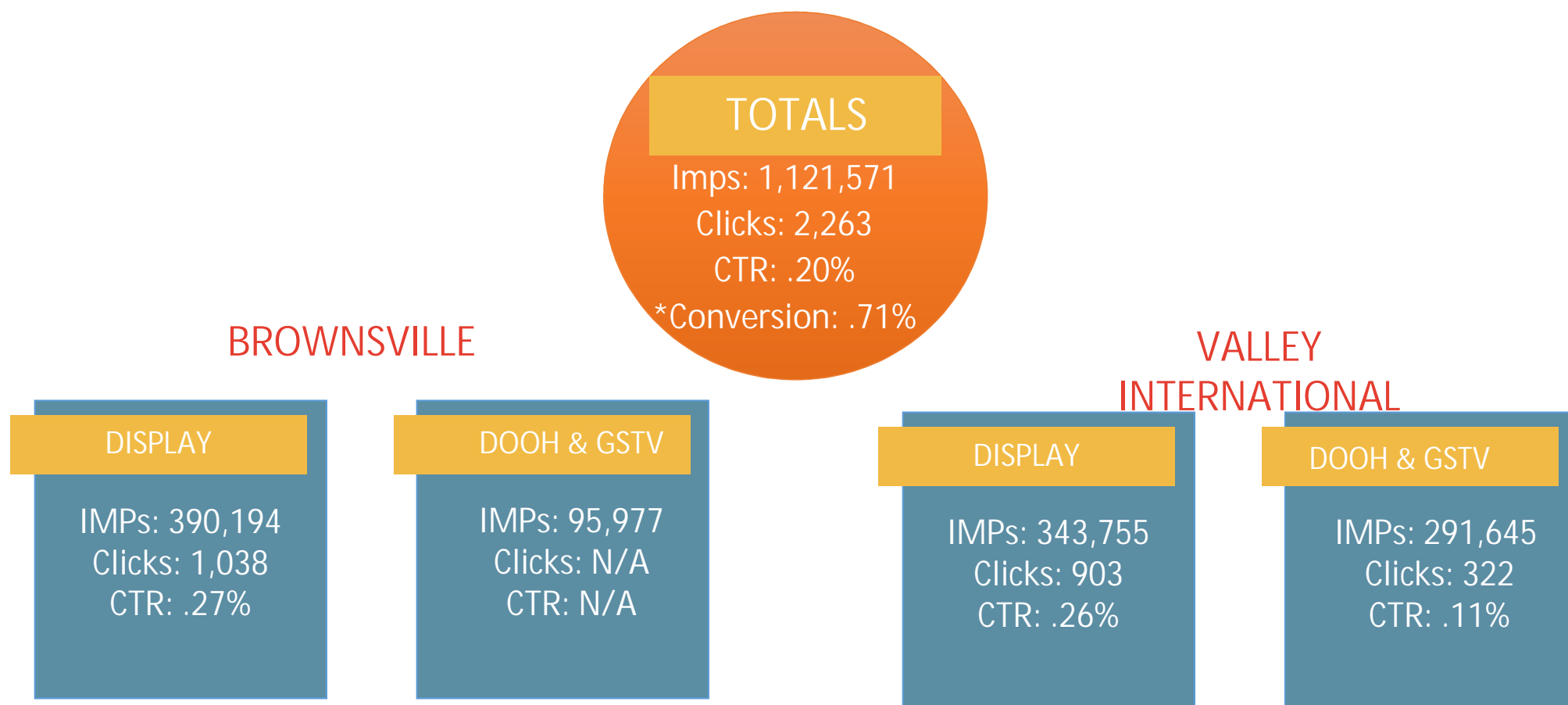
FOOD & WINE

IMPs: 15,451
Pageviews: 16,378

NATURE TOURISM CAMPAIGN PERFORMANCE BREAKDOWN

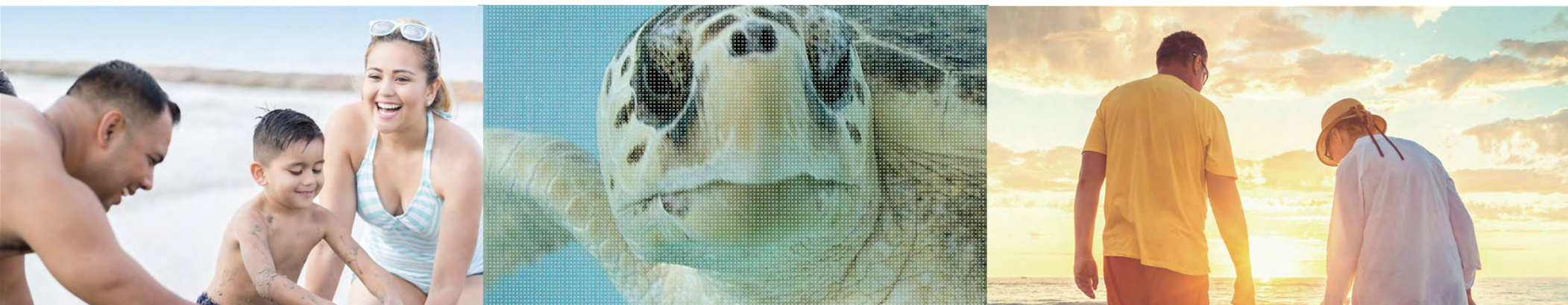


AIRLIFT CAMPAIGN PERFORMANCE BREAKDOWN



NEXT STEPS / RECOMMENDATIONS

- For the Leisure campaign, we served in full for all placements except Cross-Platform Conquering and Pinterest for the month of April. We have made the necessary optimizations to make up for next month and will continue to work on increasing performance where needed going into our second month of impressions.
- For the Mexico and Nature Tourism campaigns, we are looking good in terms of impression load and click volume. We will make sure to optimize and serve more impressions towards the best performing creatives and be on the lookout for any more potential opportunities.
- For the Airlift campaigns, we are also looking good in terms of impression load and clicks. We will continue to serve out as many DOOH impression to increase our back to market brand awareness.





APPENDIX

CTR BENCHMARKS

Contextual Targeting: 0.10%
Cross-Platform Display: 0.10%
Cross-Platform Video: 0.16-0.18%
Device ID: 0.30%
Device ID Video: 0.30%
DOOH: N/A Impression based
Facebook: 1.11%
 Facebook Ads (by Industry) Travel Sector: 0.90%
 Facebook Ads (by Ad Type) Newsfeed: 1.11%
 Facebook Ads (by Ad Type) Right Hand Column: 0.16%
 Facebook Ads (by Ad Type) Marketplace: 0.71%

Google SEM: 1.55%
GSTV: N/A Impression based
Instagram: 0.22%
 Instagram Ads (in feed): 0.22%
 Instagram Ads (in stories): 0.33%
Native: 0.20%
Native Video: 0.30%
Pinterest: 0.20%
Social Retargeting: 1.75%**
YouTube: 0.30%
Spotify: 0.16%; 90% completion rate

MEXICO:
Banner: 0.20-0.47%
Facebook: 1.55%
Instagram: 0.13%
Instream Video: 1.72%
Video Desktop Completion Rate: 60.5%
Video Mobile Completion Rate: 49%

DIRECT PARTNERS
Expedia: .02%
TripAdvisor: .10%
ETargett: 1.2-1.5%
ClassTag: 1.10% overall
Outside Product Spotlight: .40%
Pandora: .31% (Travel)
Banners: .10%

ANALYTICS DEFINITIONS

USERS: Users represent individuals that visit your site. If that same User leaves your site and comes back later, Google Analytics will remember them, and their second visit won't increase the number of Users (since they have already been accounted for in the past).

WEB SESSIONS: Sessions represent a single visit to your website. Whether a User lands on one of your web pages and leaves a few seconds later, or spends an hour reading every blog post on your site, it still counts as a single session. If that User leaves and then comes back later, it wouldn't count as a new User (see above), but it would count as a new sessions.

Sessions represent user activity within a given time frame (by default 30 minutes). Ad platforms report a clicks whenever someone clicks on an ad. It's common to have more sessions than clicks in Google Analytics and your ad platform because they represent different actions.

PAGEVIEWS: Pageviews represent each individual time a page on your website is loaded by a User. A single session can include many pageviews, if a User navigates to any other web pages on your website without leaving.

the **atkins** group

THANK YOU

