

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

**WEDNESDAY, OCTOBER 27, 2021**

9:00 AM CITY COUNCIL CHAMBERS, 2ND FLOOR  
4601 PADRE BLVD, SOUTH PADRE ISLAND, TEXAS

1. Call to Order

2. Pledge of Allegiance

3 .Public Comments and Announcements

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

4. Approve Consent Agenda

4.1. Approve the meeting minutes for the September 22, 2021 regular board meeting. (Till)

4.2. Approve the Special Events Committee post-event reports for the following events.  
(Romero)

\* 2021 Food Truck Festival

\* 2021 SPI Triathlon

\* 2021 JJ Zapata Fishing Tournament

5. Regular Agenda

5.1. Presentation of the Zimmerman Agency Momentum and Strategic plan for FY2022.  
(Quinones/Rodriguez)

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

1.) Executive Summary-Travel Outlook

2.) Visitors Center

3.) ADR & Occupancy

4.) Arrivallist Report

5.) Social Media

6.) Cision Report

7.) Website Overview

8.) Marketing Campaigns

9.) Special Events

5.3. Discussion and possible action to approve the Zimmerman Agency Contract for FY

Agenda: OCTOBER 27, 2021



2021/2022. (Caum)

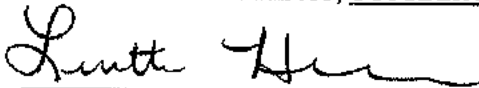
- 5.4. Discussion and possible action to approve the funding request for the following Special Events. (Romero)
- \*Run the Jailbreak in May 2022.
  - \*Winter Outdoor Wildlife Expo (WOWE) in February 2022
  - \*Ladies Kingfish Tournament in August 2022
  - \*Lighted Boat Parade in December 2021
- 5.5. Discussion and possible action to approve the contract and funding requests for Spartan City Sprint & Kids Championship in February 2022. (Romero)
- 5.6. Discussion and update on Spartan Hurricane Heat in November 2021. (Romero)
- 5.7. Discussion and possible action to approve the following in-house marketing buys. (Rodriguez)
- \*KRGV Channel 5-SPI Camera and Extended Beach Conditions Sponsorship
  - \*CBS Channel 4 Media Buy
  - \*Lamar Digital Billboards- Oklahoma Renewal
  - \*Texas Monthly Winter 2021 Campaign and Spring 2022 Campaign
- 5.8. Discussion and possible action to recommend that City Council delegate the Special Events Committee as the music office liaison for the Texas Music Office in order for South Padre Island to become a certified Music Friendly Community. (Caum)
- 5.9. Discussion and possible action on Spring Break 2022 for college and families. (Pinkerton)
- 5.10. Discussion and action concerning the new meeting date for November 2021. (Till)

6. Adjourn

NOTE:

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

DATED THIS DAY FRIDAY, OCTOBER 22, 2021



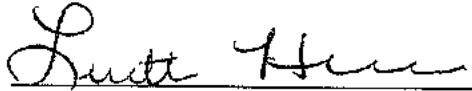
Linette Hernandez, CVB Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE

Agenda: OCTOBER 27, 2021 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board



AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON FRIDAY, OCTOBER 22, 2021 AT/OR BEFORE 5:00PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



Linette Hernandez, CVB Administrative Assistant

THIS FACILITY IS WHEELCHAIR ACCESSIBLE, AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT BUILDING OFFICIAL, GEORGE MARTINEZ AT (956)761-8103.



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

**MEETING DATE:** October 27, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the September 22, 2021 regular board meeting. (Till)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



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

**MEETING DATE:** October 27, 2021

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

**DEPARTMENT:** Special Events Committee

**ITEM**

Approve the Special Events Committee post-event reports for the following events. (Hasbun)

- \* 2021 Food Truck Festival
- \* 2021 SPI Triathlon
- \* 2021 JJ Zapata Fishing Tournament

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

02-593-8099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** October 27, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Presentation of the Zimmerman Agency Momentum and Strategic plan for FY2022. (Quinones/Rodriguez)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** October 27, 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.) Arrivalist Report
- 5.) Social Media
- 6.) Cision Report
- 7.) Website Overview
- 8.) Marketing Campaigns
- 9.) Special Events

**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

October 2021







## Key Findings to Know:

- Normalcy continues to return, as the impact of the Delta variant wanes. In terms of resuming leisure activities, fully 28% of Americans feel that the U.S. has a significant degree of normalcy, up from 24.7% the week of October 4th. This puts Americans at a Spring 2021 level mindset but not quite near Summer.
- Enthusiasm for travel is rebounding, just in time for the Holiday season. Strong feelings of excitement for travel are up to 75.7% from 64.4% the week of October 4th. In addition, researching travel ideas and making travel bookings have both increased in the past week, fueled by improving expectations for the coronavirus situation (39.1% now feel things will get better in the next month, up from 26.9% just two weeks ago). When asked about their travel state-of-mind, 82.0% of American travelers are “ready,” back at early Summer levels.
- September U.S. travel turned out to be better than expected. Even with the surge of the Delta variant, 47% of Americans traveled, only slightly below the all-time high in July. Travel intent for the remainder of 2021 is looking strong. However, 47% of Americans now believe the U.S. economy will worsen in the next 12 months, the highest since August 2020. **Source: Skift**



## Key Findings to Know:

- Leisure and business travel expectations for the remainder of the year have increased. Compared to two weeks ago, more Americans are planning overnight trips in the next 3 months—both for leisure (57.7%, up from 49.3%) and business (14.7%, up from 11.8%). December appears to be the peak month for overnight trips in the remainder of 2021 (32.4%). Leisure (47.2%) and business (12.4%) day trip expectations for the next 3 months have also increased.
- American workers are eager to take a break from the screen and get back to in-person meetings. Amongst employed American travelers, 44.3% said they regularly use web conferences to conduct business. Of these regular web-conference users 68.7% say they have felt the effects of “Zoom fatigue” and 62.8% agree that they are tired of web conferencing and are eager to get back to the in-person meeting experience.
- Four in 10 travelers cite overcrowding and long lines as the top aspect of their next trip that worries them the most, according to a new survey from Concur. Other worries include Staying up to date on travel restrictions, unruly passengers, and costs. Two in 10 travelers noted no concerns about their next trip. Source: [Travel Pulse](#)



## Key Findings to Know:

- Vaccination support continues to grow. This week, 77.4% of American travelers report being vaccinated against COVID-19. Vaccinated American travelers are feeling more confident in the safety provided by their vaccine (62.1% up from 52.3%). In addition, Americans are showing increased support for vaccine requirements on airlines and “no fly” lists for problematic passengers. Right now, 66.5% agree that airline passengers should be fully vaccinated or present a negative COVID-19 test (up from 60.3% two weeks ago). Meanwhile, 66.3% of American travelers support a national “no fly” list to protect airline employees and 49.8% say that establishing a national “no fly” list would make them more interested in traveling. Meanwhile, 56.9% say they would support an indoor vaccine mandate in their own community.
- Speaking during the 2021 HSMAI Revenue Optimization Conference, Economics President Adam Sacks noted recent surveys show travelers have heightened concerns as cases and hospitalizations spike due to the delta variant, but those concerns have not translated into behavior. He also said hoteliers have done a good job making the most of the strong summer leisure demand. "That concern and the effect of the delta variant, at least in terms of the high frequency data, is not leaving a mark, at least not yet," he said. "In terms of rates, I think the most extraordinary thing about this from a revenue optimization standpoint is how industry held rate even in the midst of incredible demand volatility." **Source:Hotel News Now**



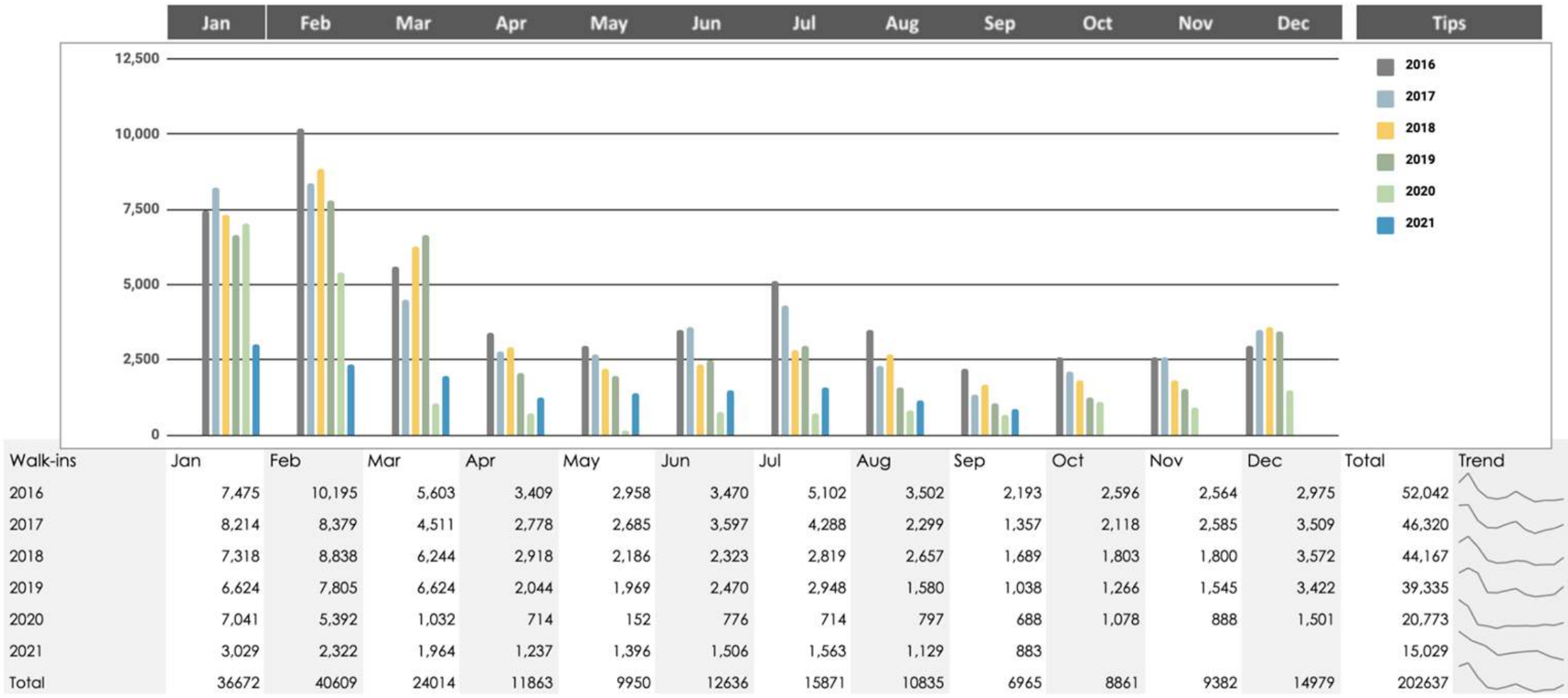
# VISITORS CENTER



# Visitors Center Reports



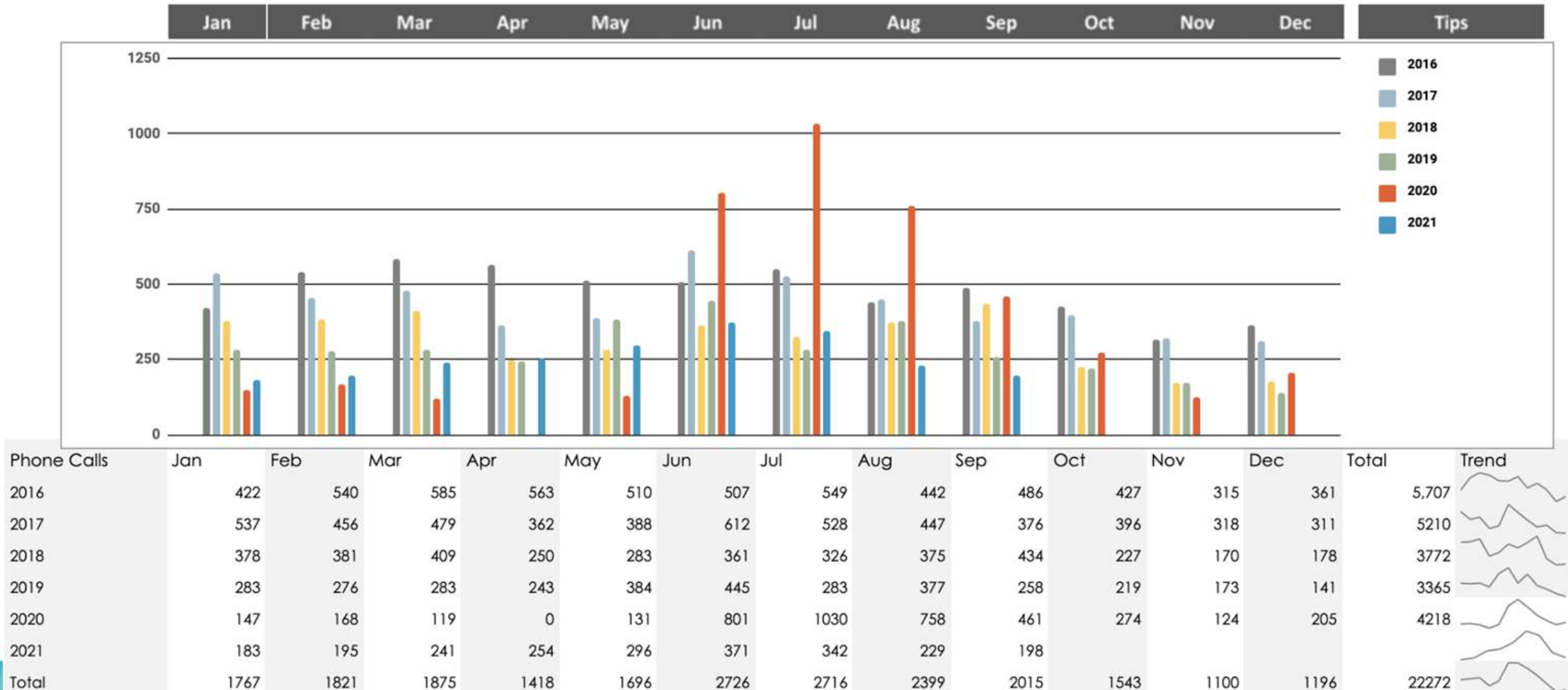
## Monthly Walk-in Report 5 Year History



# Visitors Center Reports



## Monthly Calls Report 5 Year History





## South Padre Island Visitor Center

48,977 PEOPLE FOUND YOU ON GOOGLE

178

asked for directions

✦ -39% FROM AUGUST 2021

108

visited your website

✦ -33% FROM AUGUST 2021

83

called you

✦ -37% FROM AUGUST 2021



Stand out to customers with a post about your business.

CREATE A POST ➡

### WHAT CUSTOMERS ARE SAYING ABOUT YOU

Congrats, **South Padre Island Visitor Center** has a **4.5** star rating on Google





# SPECIAL EVENTS



# 2021 Events Scheduled



## October Events

- **SPI Triathlon**
  - Sept. 26, 2021 @ Parrot Eyes
  - Over 250 participants
- **33rd Annual Sandcastle Days**
  - Sept. 29 - Oct. 3, 2021 @ Clayton's Beach Bar
  - Bad weather the initial start date
- **CAF Airshow!**
  - Oct. 1, 2021 @ The Greens
  - Bad weather, had to postpone for a Saturday evening event
- **Ride for Rotary**
  - Oct. 3, 2021 @ Across the Causeway/Longboard
- **Walk for Women**
  - Oct. 10, 2021 @ Convention Centre/Louie's Backyard
- **Elite Redfish Tournament**
  - Oct. 23, 2021 @ Lobo Del Mar

## Upcoming Events

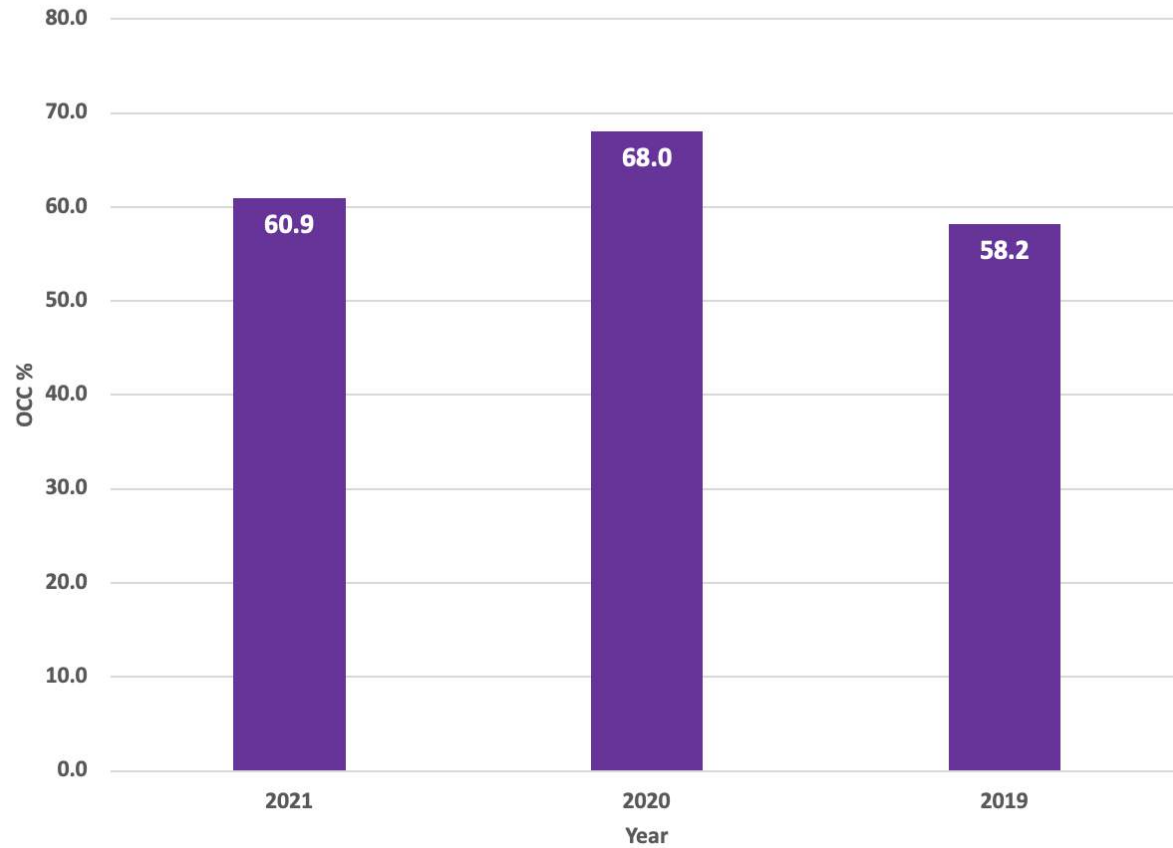
- **SPI Muzicians Run**
  - Scheduled Nov. 6, 2021
  - Beach Park at Isla Blanca
- **SPI Beach 13.1**
  - Scheduled Nov. 12-14, 2021
  - Hilton Garden Inn & Clayton's Beach Bar
- **Lighted Boat Parade**
  - Scheduled Dec. 4, 2021 (*tentative*)
  - Entertainment District



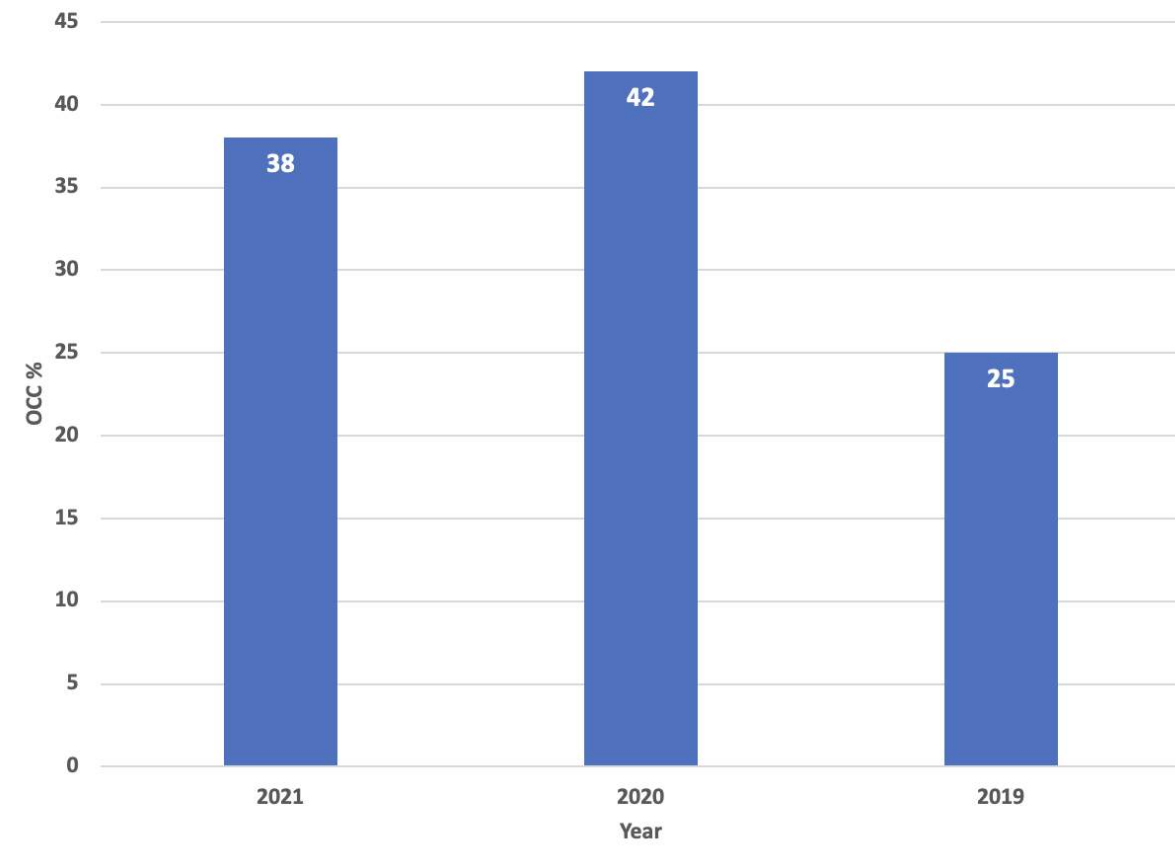
# KEY DATA & STR REPORT

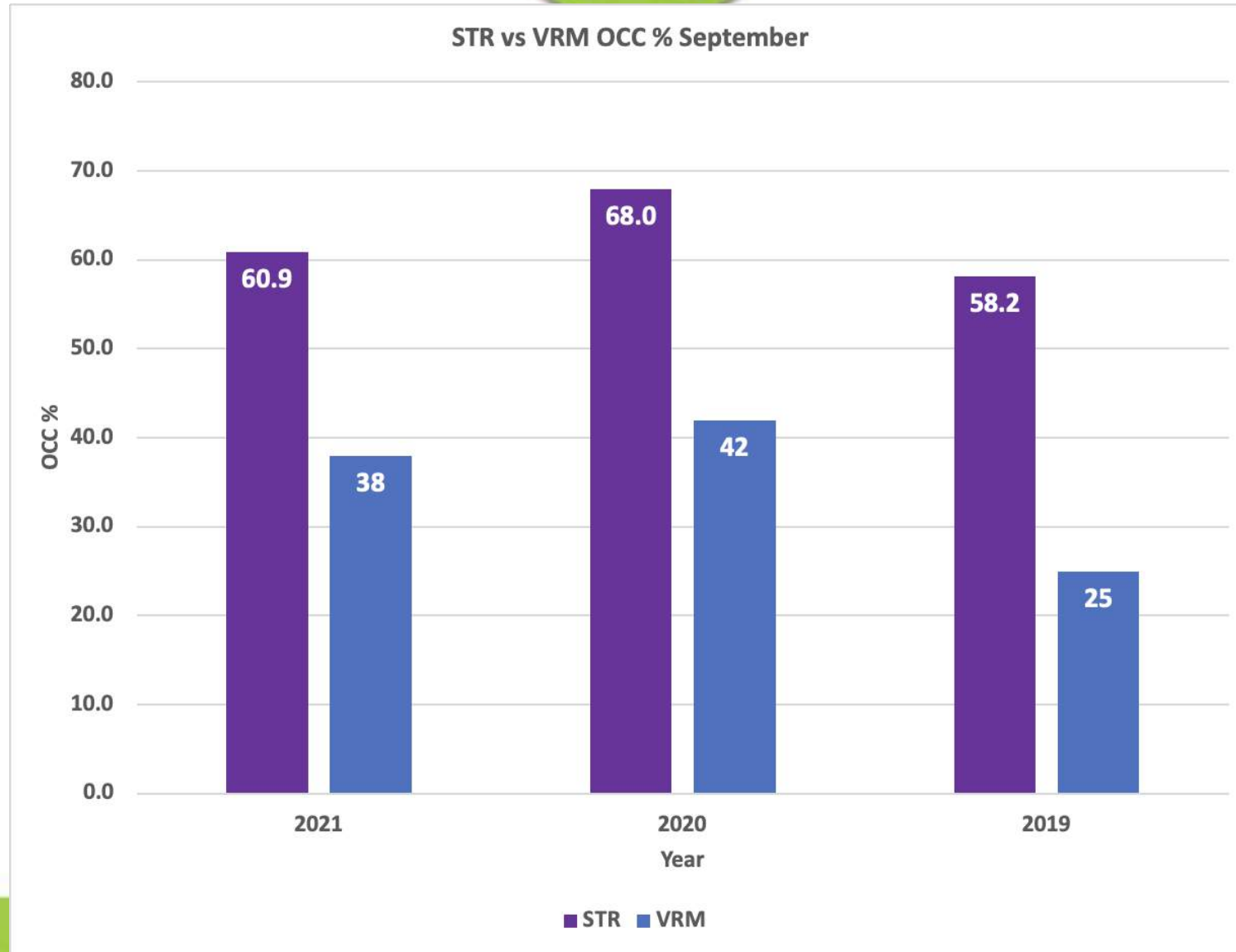


STR Occupancy % - September



VRM Occupancy % September





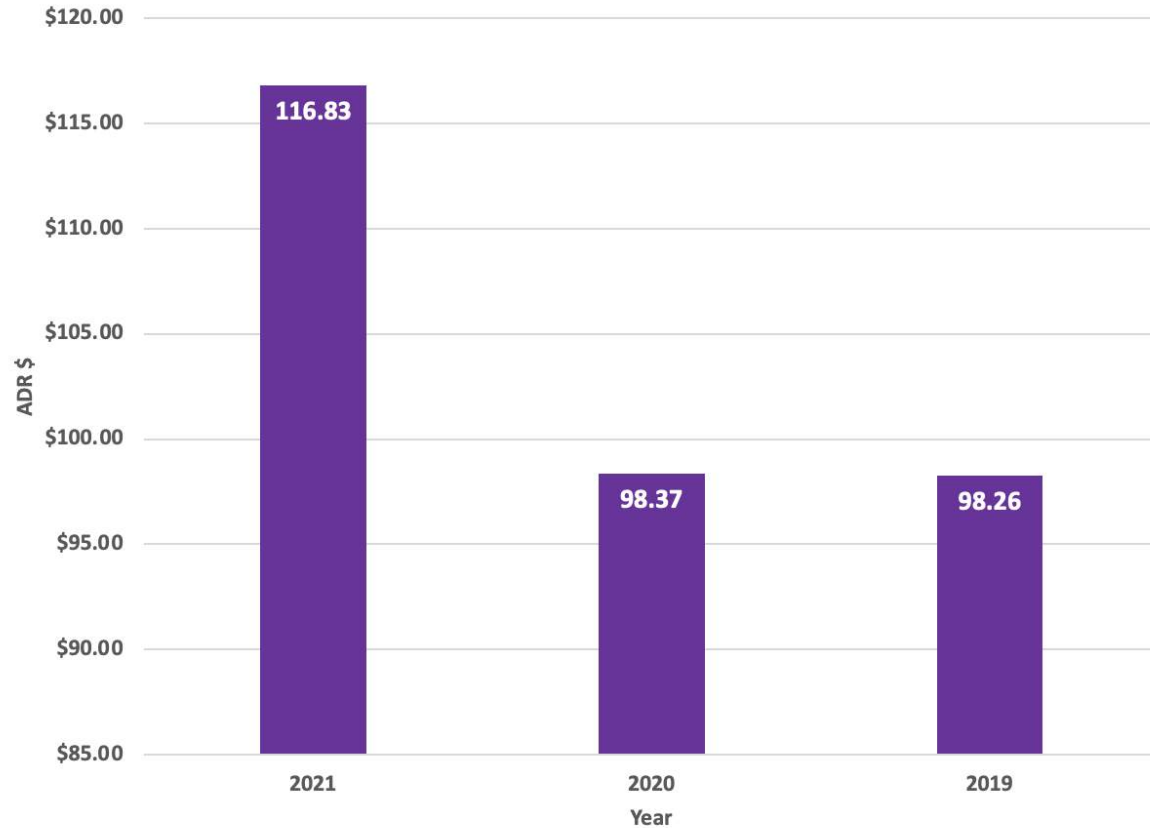


# ADR - Hotel vs. VRM

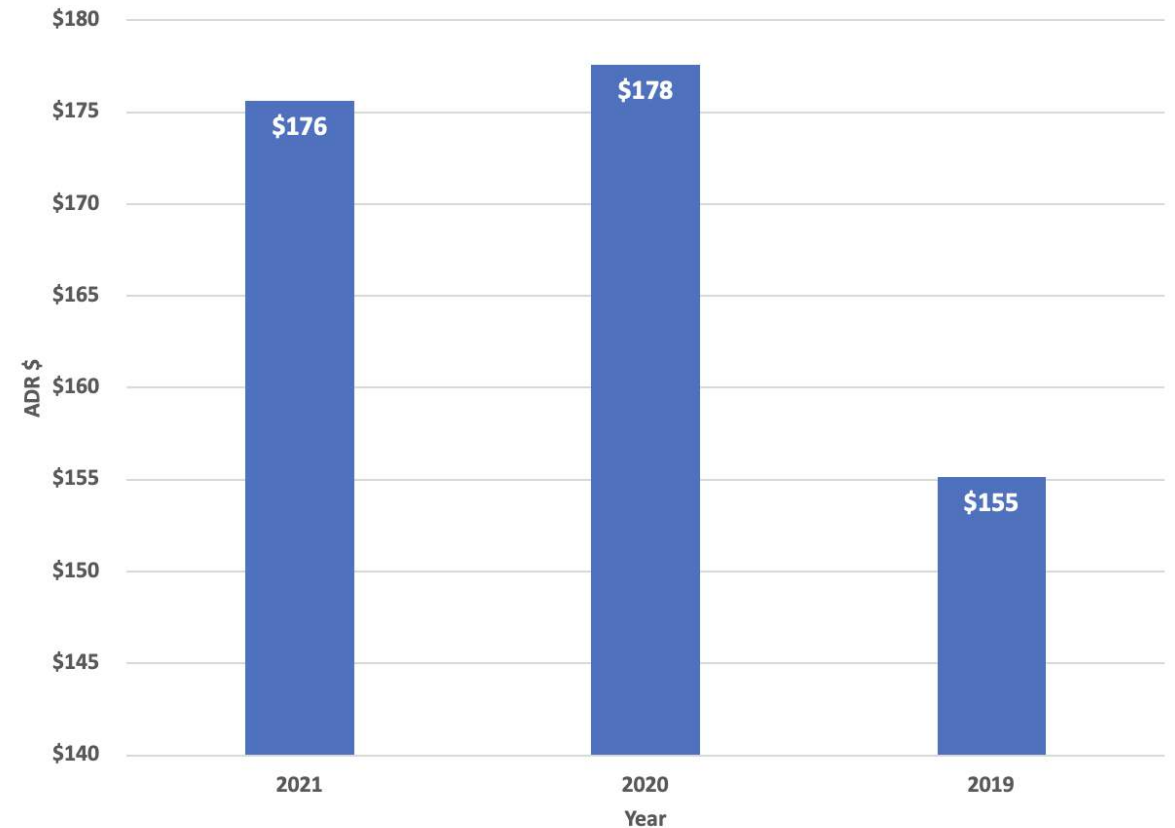


(STR vs. KeyData)

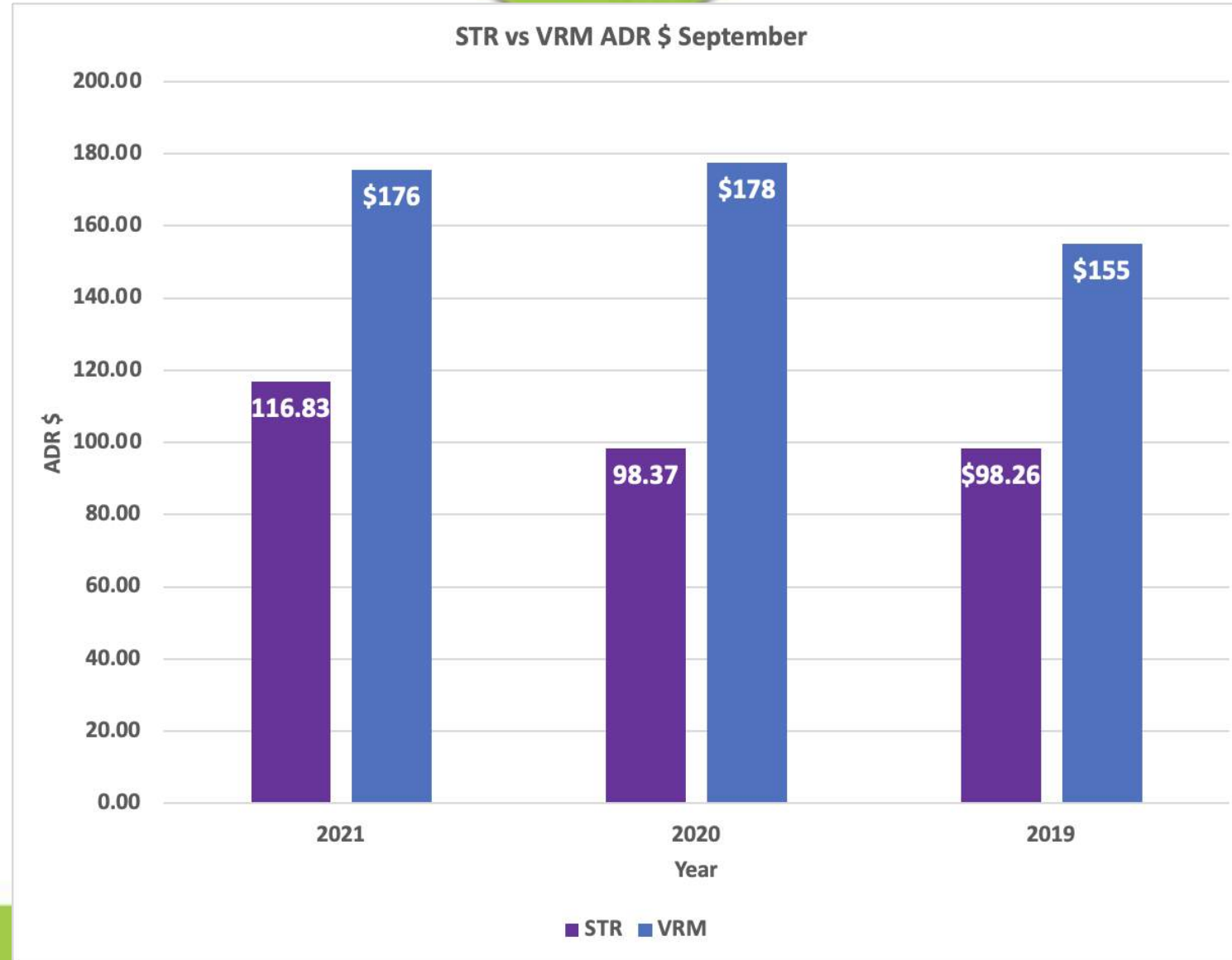
STR ADR \$ - September



VRM ADR \$ September



# ADR - Hotel vs. VRM



# 3-Year Snapshot



(STR Report)

Occupancy

Year To Date			Running 12 Months		
2019	2020	2021	2019	2020	2021
71.9	62.6	70.2	65.3	59.4	65.5
67.9	71.9	62.6	62.2	65.3	59.4
5.9	-12.9	12.2	4.9	-9.1	10.3

ADR

Year To Date			Running 12 Months		
2019	2020	2021	2019	2020	2021
117.85	101.71	140.47	111.58	98.07	129.71
118.51	117.85	101.71	112.05	111.58	98.07
-0.6	-13.7	38.1	-0.4	-12.1	32.3

RevPar

Year To Date			Running 12 Months		
2019	2020	2021	2019	2020	2021
84.74	63.69	98.68	72.84	58.22	84.92
80.44	84.74	63.69	69.75	72.84	58.22
5.4	-24.8	54.9	4.4	-20.1	45.9

# ARRIVALIST REPORT



# SPI Visitation September 2021



## South Padre Island Visitation Dashboard

Year: 2021 ◀ ▶
 Primary Destination: Primary ▼
✓ Arrivalist®

**Total est. US Adult Trips**  
**1,787,610**

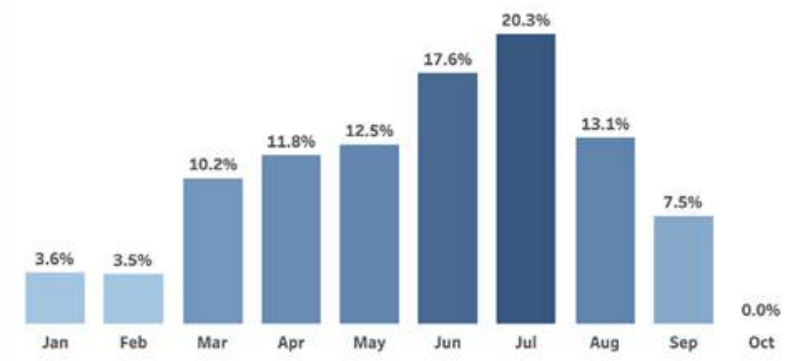
**Average Nights**  
**1.6**

**Average Distance Traveled**  
**211.7 Miles**

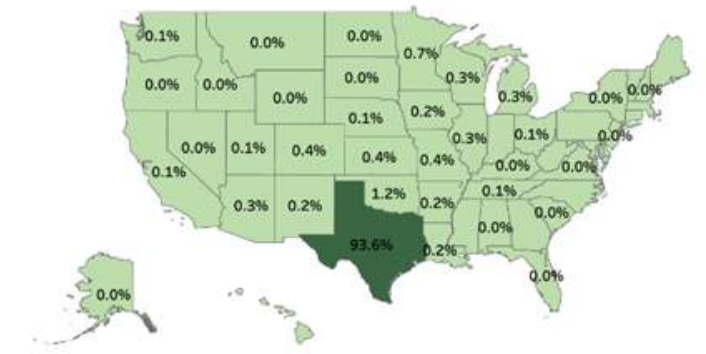
### Top Origin Markets (DMAs)

DMA	Trips	Share of T..	Average Unique Nights
Harlingen/Weslaco/Brownsville/Mc...	1,115,337	62.4%	0.6
San Antonio	130,832	7.3%	2.5
Dallas/Fort Worth	102,509	5.7%	3.6
Houston	97,798	5.5%	2.8
Austin-Tx	88,783	5.0%	2.7
Laredo	46,835	2.6%	2.0
Waco/Temple/Bryan	18,896	1.1%	3.3
Corpus Christi	16,700	0.9%	2.0
Minneapolis/Saint Paul	12,001	0.7%	5.4
Oklahoma City	10,757	0.6%	3.8
Null	10,515	0.6%	0.6
Tulsa	6,628	0.4%	4.0

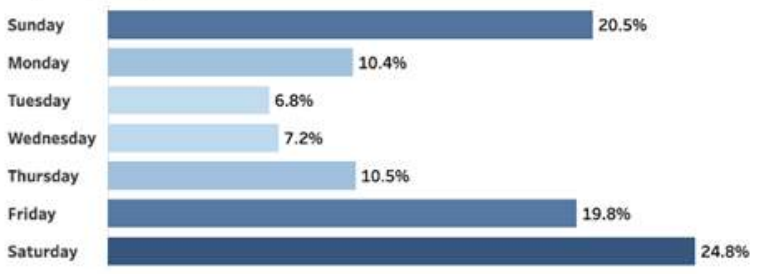
### Trips by Month



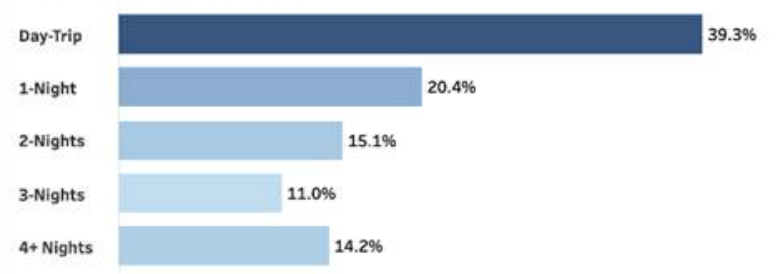
### Trips by Origin States



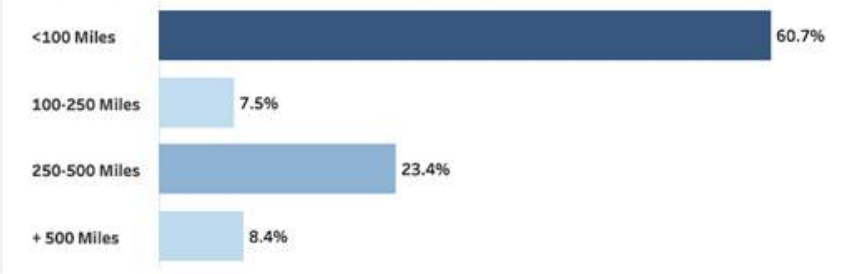
### Trips by Day of Week



### Trips by Length of Stay



### Trips by Avg. Distance Traveled (Miles)





# SPI POI September 2021



## South Padre Island POI Dashboard

Year: 2021 Primary Destination: Primary POI Category: (All) Point of Interest: (All) Home State: (All) Arrivalist

Total est. US adult Trips to POI  
**1.671.929**

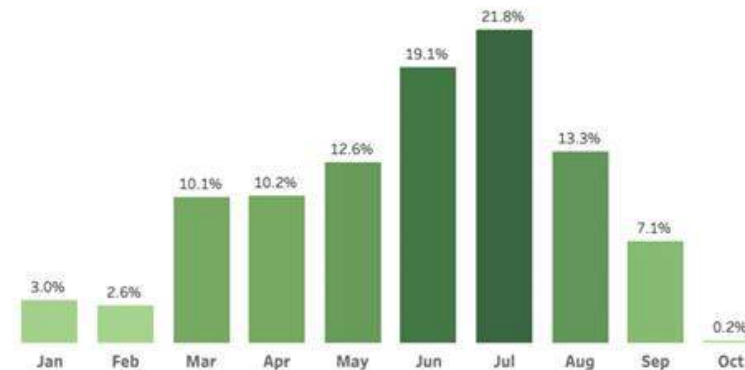
Average Nights  
**2.6**

Average Distance Traveled  
**348.8 Miles**

### Trips by POI

Point of Interest	Trips	Share of Trips	Avg. Time in POI (Hours)
Entertainment District	385,245	23.0%	2.7
Isla Blanca Park	211,865	12.7%	8.3
Port Isabel Lighthouse Square	101,771	6.1%	1.4
Sea Turtle Inc.	95,271	5.7%	1.0
Clayton's Bar & Grill	74,522	4.5%	2.4
Bay Fishing	69,184	4.1%	3.1
Schlitterbahn Waterpark	66,062	4.0%	3.8
Pearl South Padre Resort	58,713	3.5%	23.7
The Jetties	41,373	2.5%	1.4
Valley International Airport	40,818	2.4%	2.1
Hilton Garden Inn	38,570	2.3%	27.9
Isla Grand Beach Resort	34,820	2.1%	34.6

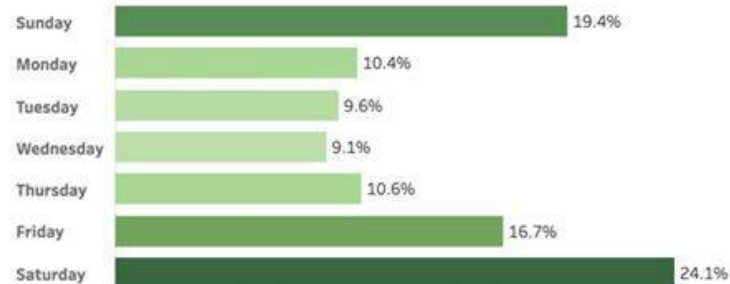
### Trips by Month



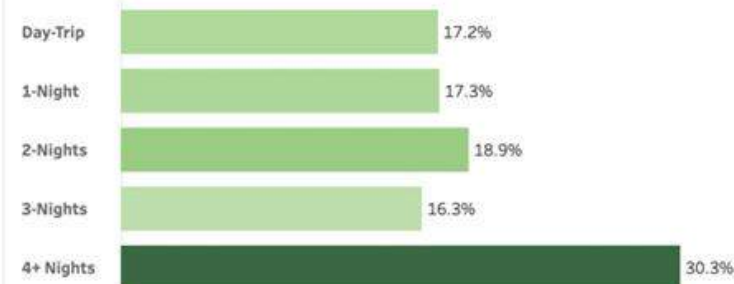
### Top Origin Markets(DMA)

DMA	Trips	Share of Trips	Average Unique Nights
Harlingen/Weslaco/Brownsville/M..	674,176	40.3%	1.0
Dallas/Fort Worth	166,676	10.0%	4.0
San Antonio	156,248	9.3%	2.8
Houston	137,104	8.2%	3.1
Austin-Tx	98,086	5.9%	3.1
Laredo	53,963	3.2%	2.2
Minneapolis/Saint Paul	32,767	2.0%	5.6
Waco/Temple/Bryan	26,809	1.6%	3.7
Corpus Christi	19,557	1.2%	2.2
Oklahoma City	18,746	1.1%	4.4
Kansas City	12,069	0.7%	5.2
Tyler/Longview/Lufkin/Nacogdoch..	11,352	0.7%	3.7

### Trips by Day of Week



### Trips by Length of Stay



### Trips by Avg. Distance(miles)



# Airport to POI September 2021



## South Padre Island POI Dashboard

Year

2021

Primary Destination

Primary

POI Category

Transportation

Point of Interest

(All)

Home State

(All)



Total est. US adult Trips to POI

62,723

Average Nights

4.9

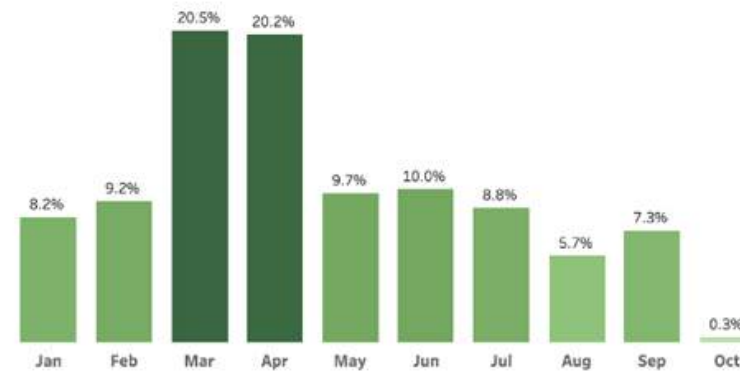
Average Distance Traveled

1.082 Miles

### Trips by POI

Point of Interest	Trips	Share of Trips	Avg. Time in POI (Hours)
Valley International Airport	40,818	65.1%	2.1
Brownsville/SPI International Air..	19,337	30.8%	2.0
McAllen International Airport	2,568	4.1%	1.6

### Trips by Month



### Top Origin Markets(DMA)

DMA	Trips	Share of Trips	Average Unique Nights
Minneapolis/Saint Paul	8,746	13.9%	5.4
Dallas/Fort Worth	6,972	11.1%	3.7
Denver	2,618	4.2%	5.3
Houston	2,362	3.8%	3.2
Chicago	2,325	3.7%	5.1
Detroit	2,074	3.3%	6.5
Kansas City	1,798	2.9%	5.0
Sacramento/Stockton/Modesto	1,453	2.3%	6.4
Saint Louis	1,313	2.1%	4.7
Grand Rapids/Kalamazoo/Battle C..	1,237	2.0%	6.8
Indianapolis	1,088	1.7%	5.5
Milwaukee	1,033	1.6%	5.3

### Trips by Day of Week



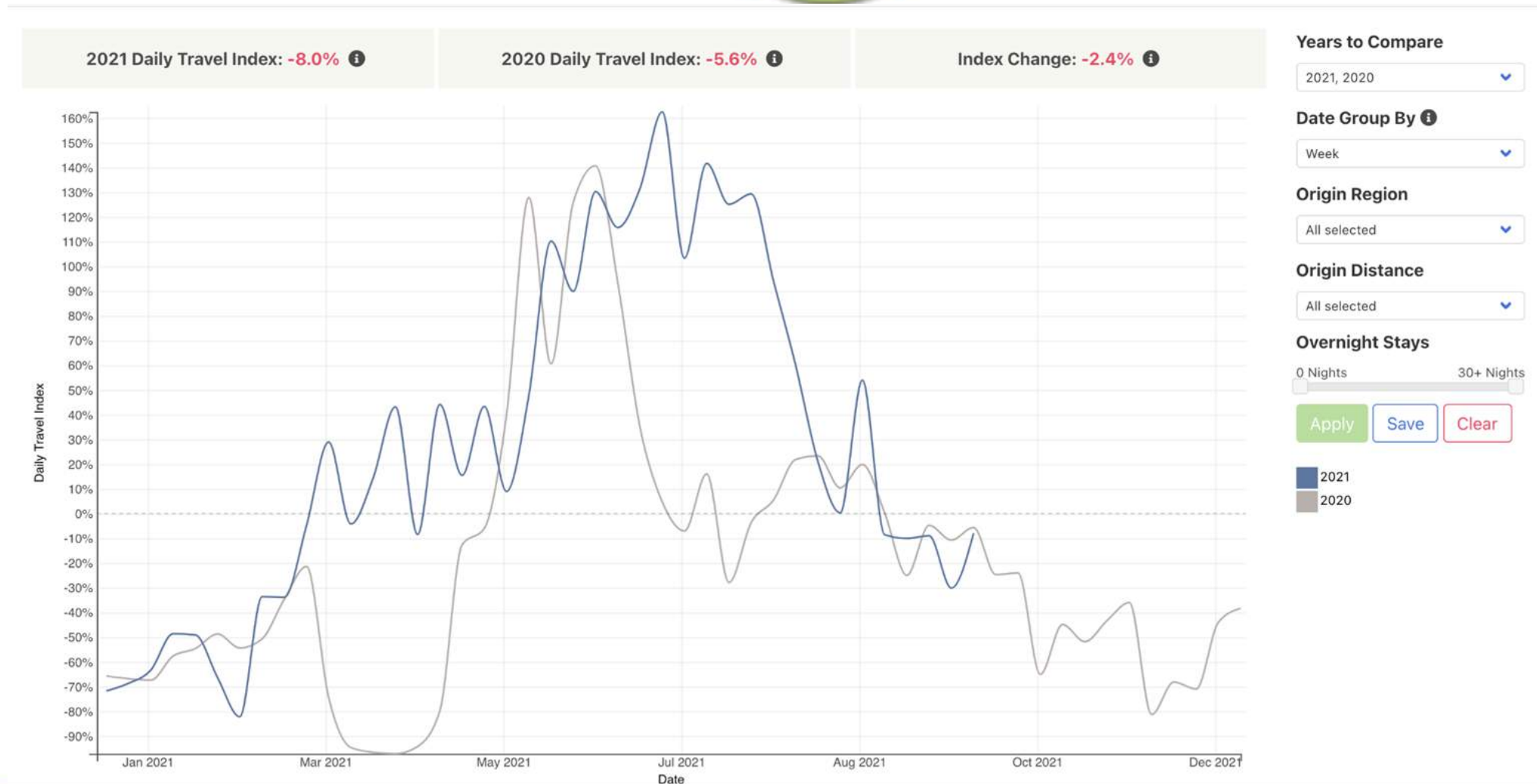
### Trips by Length of Stay



### Trips by Avg. Distance(miles)

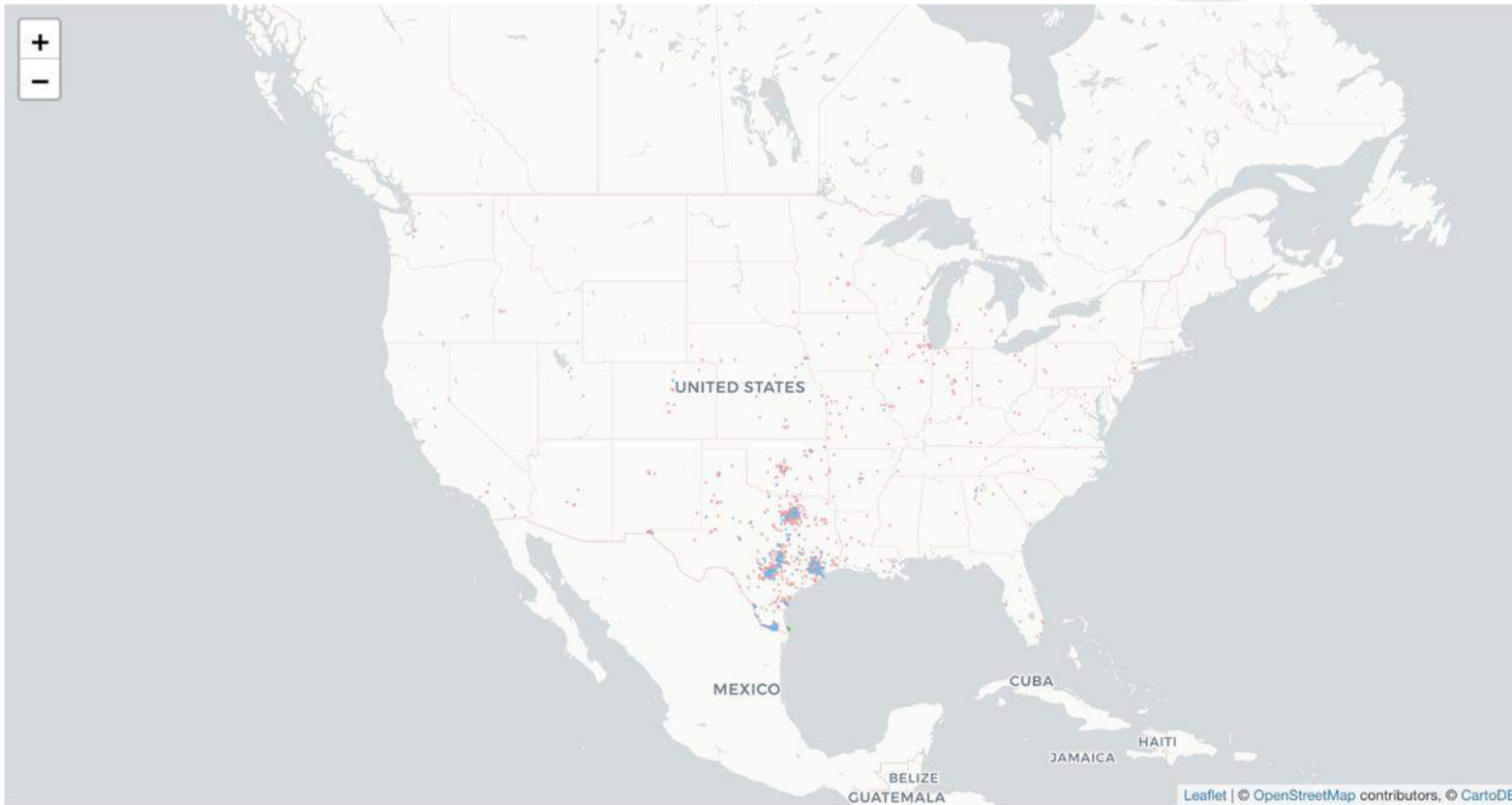


# Travel Trends 2020 vs 2021





# Origin Markets September 2021



## Dates

09/01/2021 - 09/30/2021

## Origin Country

United States of America

## Origin Region

All selected

## Day of Arrival

All selected

## Source

All selected

## Medium

All selected

## Campaign

All selected

## Legend

- Arrival - Exposed
- Origin - Exposed
- Arrival - Unexposed
- Origin - Unexposed

## Top Origins

Origin	Visitors
Mcallen, Tx	504
Mission, Tx	495
Edinburg, Tx	448
San Antonio, Tx	332
Weslaco, Tx	224
Pharr, Tx	218
Houston, Tx	126
Austin, Tx	117
Laredo, Tx	111
San Juan, Tx	96



# ORGANIC SOCIAL MEDIA OVERVIEW



sproutsocial

# Facebook Top Posts



By Lifetime Engagements



**South Padre Island Tropical Travel**

Fri 9/17/2021 8:42 am PDT

The jetties are a hidden treasure at the southern point of South Padre Island 🌴 If you are looking for a peaceful and relaxing spot this is it. Bring your family and fishin



<b>Total Engagements</b>	<b>3,224</b>
Reactions	840
Comments	129
Shares	76
Post Link Clicks	1
Other Post Clicks	2,178



**South Padre Island Tropical Travel**

Thu 10/14/2021 1:31 pm PDT

Need an idea to cruise around the Laguna Madre Bay in style? 🐼 Join us on a boat ride with SPI Water Rentals **#SoPadre**



<b>Total Engagements</b>	<b>2,415</b>
Reactions	439
Comments	101
Shares	18
Post Link Clicks	1
Other Post Clicks	1,856



**South Padre Island Tropical Travel**

Thu 9/30/2021 2:18 pm PDT

10 Masters of Sand are currently working on their masterpiece 🏖️ If you ever wanted to learn from the best, this is your chance! Activities, including sandcastle



<b>Total Engagements</b>	<b>2,081</b>
Reactions	350
Comments	52
Shares	42
Post Link Clicks	1
Other Post Clicks	1,636



sproutsocial



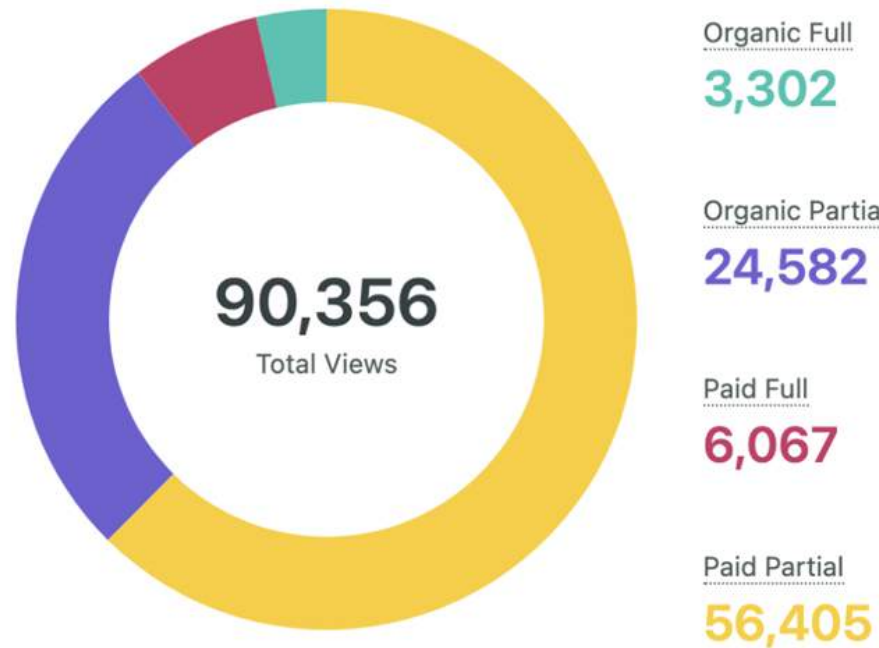
# Facebook Video Performance



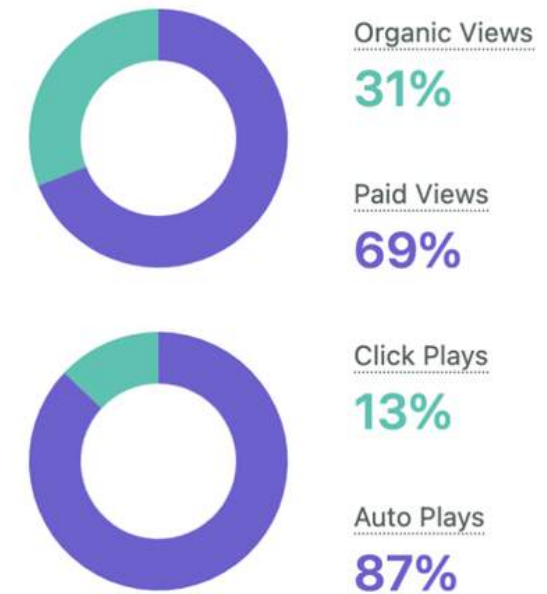
## Video Performance

View your aggregate video performance during the reporting period.

### View Metrics



### Viewing Breakdown



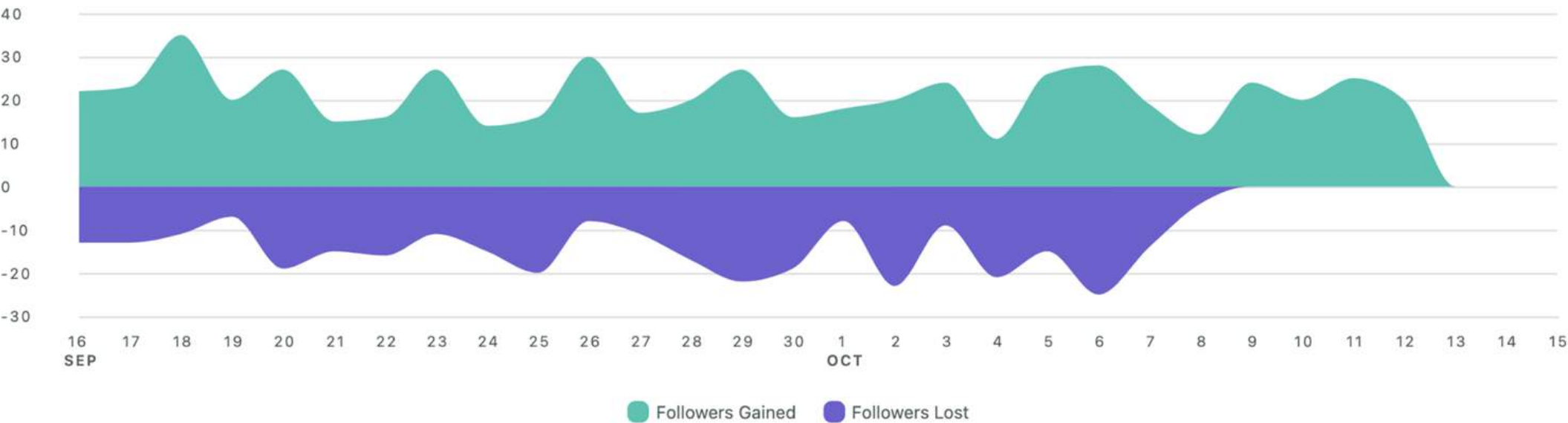
# Instagram Audience Growth



## Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day



Audience Metrics		Totals	% Change
Followers		44,339	↑ 0.5%

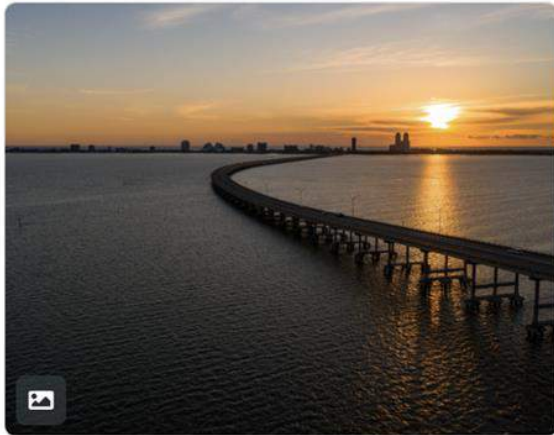
# Instagram Top Posts



**visitsouthpadreisland**

Mon 9/27/2021 2:53 pm PDT

Happy #WorldTourismDay! Whether you visit from near or far, Texas' only tropical Island is always waiting for you💙 Let us know where you visit us from! #SoPadre



Total Engagements	1,203
Likes	1,146
Comments	25
Saves	32



**visitsouthpadreisland**

Sat 9/18/2021 11:55 am PDT

What's your go-to drink on South Padre Island? @driftwood\_spi has plenty of options🍹 If you are undecided, try one of their flavored margaritas. In the e



Total Engagements	932
Likes	899
Comments	14
Saves	19



**visitsouthpadreisland**

Wed 10/6/2021 4:10 pm PDT

If you did not get a chance to attend this year's Sand Castle Days 🏖️ You can still go see the sandcastles at Clayton's while they still stand. Here is one of this year



Total Engagements	870
Likes	850
Comments	13
Saves	7



sproutsocial



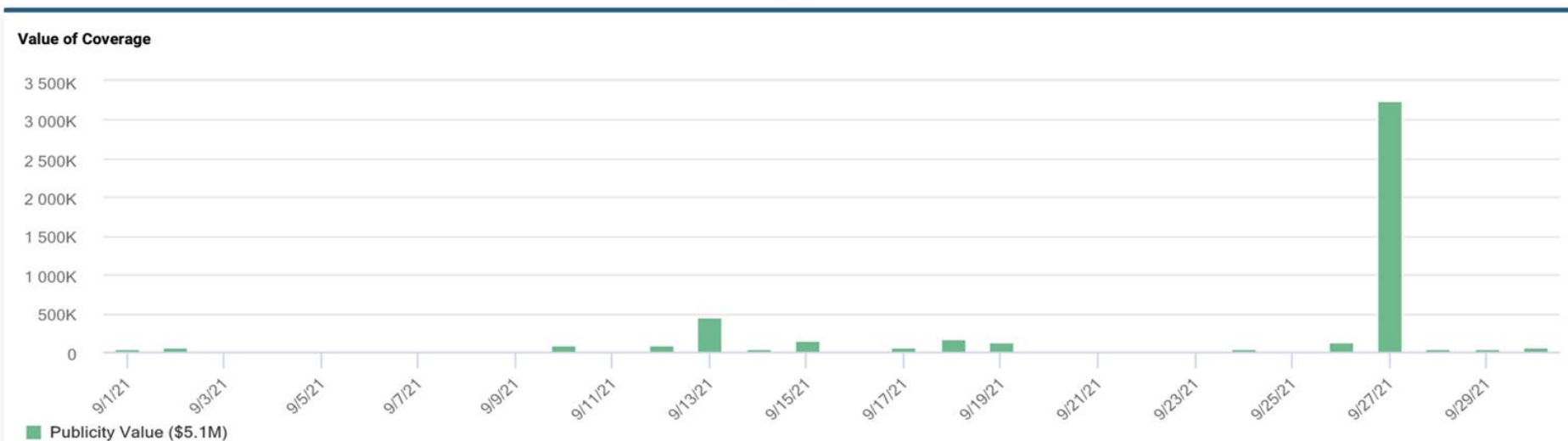
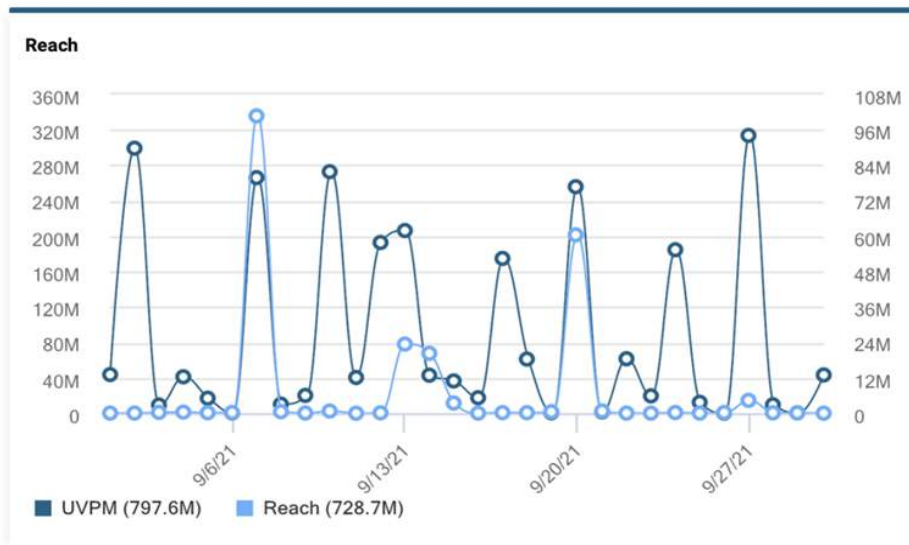
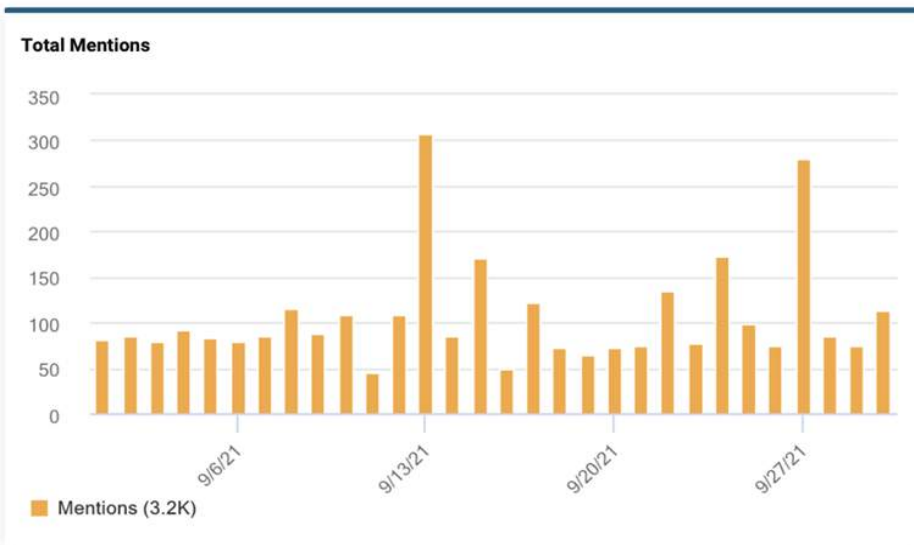


# CISION REPORT



# Cision Monthly Report

## August 2021



# 3.2K

## Total Mentions

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

# 1.5B

## Total Reach

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

# \$5.1M

## Total Publicity Value

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

# CISION®





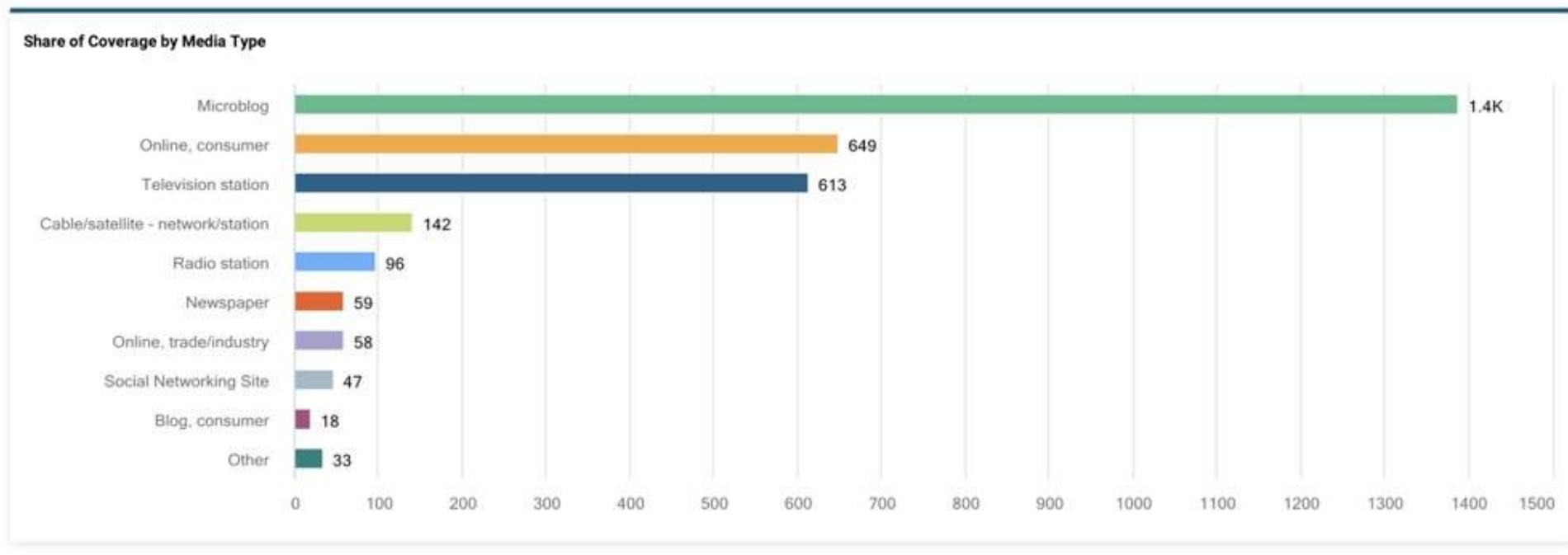
## ● Top Stories (Headlines)

- Thousands demanding refunds after South Padre Island music festival falls flat
- This is what you're missing at America's lesser-visited places
- Coasts with the most: America's beautiful seaside drives
- Tropical Storm Nicholas to bring heavy rain, flash flooding to parts of Gulf Coast
- America's most epic spots to stay in your RV

## ● Top Locations by Country

- United States 3,095
- Canada 6
- Puerto Rico 2

## Share of Coverage by Media Type

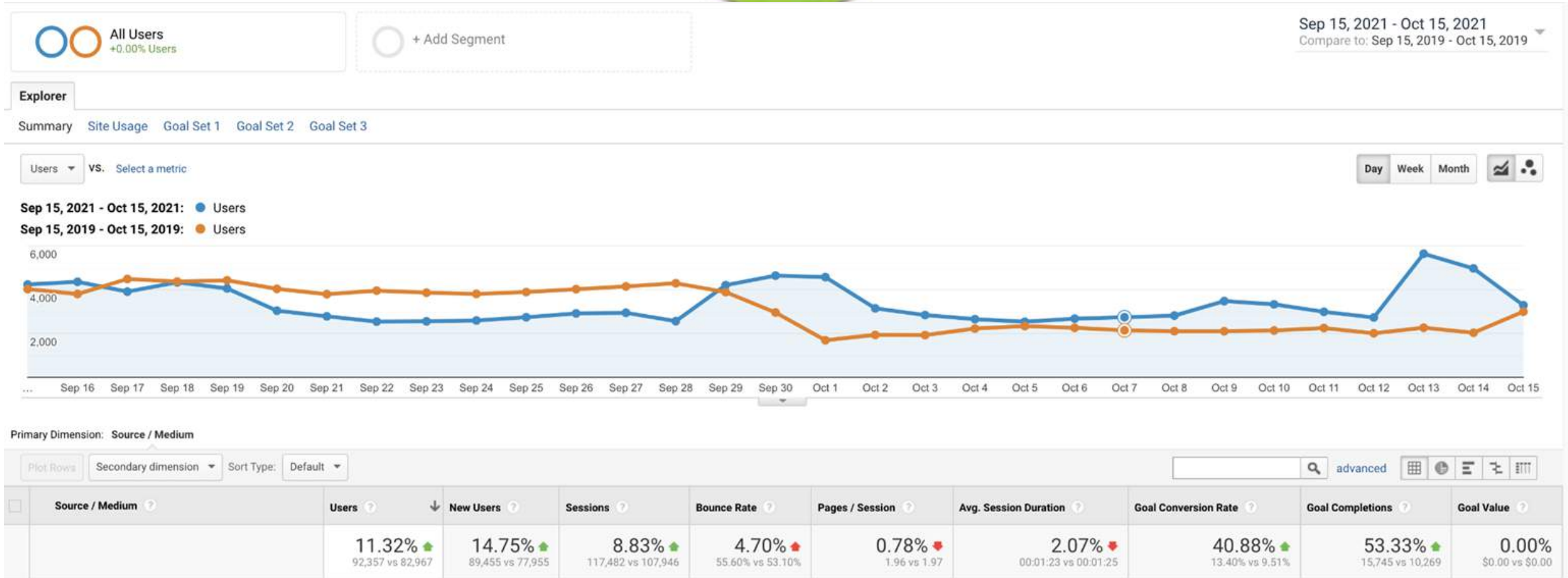


# WEBSITE OVERVIEW



Google Analytics

# Website Analytics 2021 vs 2019



Google Analytics

# Website Analytics 2021 vs 2019)



		11.32%
		92,357 vs 82,967
1.  United States	Dallas-Ft. Worth TX	
Sep 15, 2021 - Oct 15, 2021		15,484 (16.18%)
Sep 15, 2019 - Oct 15, 2019		8,709 (10.18%)
% Change		77.79%
2.  United States	Houston TX	
Sep 15, 2021 - Oct 15, 2021		13,560 (14.17%)
Sep 15, 2019 - Oct 15, 2019		8,368 (9.78%)
% Change		62.05%
3.  United States	Austin TX	
Sep 15, 2021 - Oct 15, 2021		9,171 (9.58%)
Sep 15, 2019 - Oct 15, 2019		13,490 (15.77%)
% Change		-32.02%
4.  United States	Harlingen-Weslaco-Brownsville-McAllen TX	
Sep 15, 2021 - Oct 15, 2021		8,402 (8.78%)
Sep 15, 2019 - Oct 15, 2019		8,188 (9.57%)
% Change		2.61%
5.  United States	San Antonio TX	
Sep 15, 2021 - Oct 15, 2021		6,461 (6.75%)
Sep 15, 2019 - Oct 15, 2019		4,883 (5.71%)
% Change		32.32%
6.  United States	(not set)	
Sep 15, 2021 - Oct 15, 2021		4,179 (4.37%)
Sep 15, 2019 - Oct 15, 2019		2,271 (2.65%)
% Change		84.02%
7.  United States	Chicago IL	
Sep 15, 2021 - Oct 15, 2021		2,694 (2.82%)
Sep 15, 2019 - Oct 15, 2019		2,091 (2.44%)
% Change		28.84%
8.  United States	Minneapolis-St. Paul MN	
Sep 15, 2021 - Oct 15, 2021		1,771 (1.85%)
Sep 15, 2019 - Oct 15, 2019		1,700 (1.99%)

2021 compared to 2019, there has been growth to the site from all markets, except Austin.

## Top Metro Leaders include:

1. Dallas-Fort Worth
2. Houston, Texas
3. Austin, TX
4. Harlingen-Weslaco-Brownsville-McAllen TX
5. San Antonio

## Other Metros in Top 10

- Washington DC
- United Kingdom
- Tulsa, OK
- Denver, CO



Google Analytics



# Website Analytics 2021 vs 2020



All Users  
+0.00% Users

+ Add Segment

Sep 15, 2021 - Oct 15, 2021  
Compare to: Sep 15, 2020 - Oct 15, 2020

## Explorer

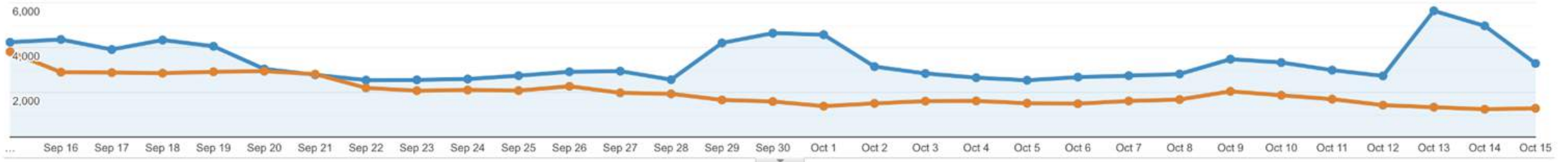
Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3

Users VS. Select a metric

Day Week Month

Sep 15, 2021 - Oct 15, 2021: Users

Sep 15, 2020 - Oct 15, 2020: Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	76.65% 92,357 vs 52,283	87.75% 89,455 vs 47,647	64.94% 117,482 vs 71,227	66.44% 55.60% vs 33.40%	6.25% 1.96 vs 2.09	27.45% 00:01:23 vs 00:01:54	37.16% 13.40% vs 21.33%	3.65% 15,745 vs 15,190	0.00% \$0.00 vs \$0.00



Google Analytics



# Website Analytics 2021 vs 2020)



Country	Metro	Acquisition
		Users
		76.65%
		92,357 vs 52,283
1.  United States	Dallas-Ft. Worth TX	
Sep 15, 2021 - Oct 15, 2021		15,484 (16.18%)
Sep 15, 2020 - Oct 15, 2020		4,920 (8.98%)
% Change		214.72%
2.  United States	Houston TX	
Sep 15, 2021 - Oct 15, 2021		13,560 (14.17%)
Sep 15, 2020 - Oct 15, 2020		6,043 (11.03%)
% Change		124.39%
3.  United States	Austin TX	
Sep 15, 2021 - Oct 15, 2021		9,171 (9.58%)
Sep 15, 2020 - Oct 15, 2020		7,371 (13.46%)
% Change		24.42%
4.  United States	Harlingen-Weslaco-Brownsville-McAllen TX	
Sep 15, 2021 - Oct 15, 2021		8,402 (8.78%)
Sep 15, 2020 - Oct 15, 2020		7,897 (14.42%)
% Change		6.39%
5.  United States	San Antonio TX	
Sep 15, 2021 - Oct 15, 2021		6,461 (6.78%)
Sep 15, 2020 - Oct 15, 2020		9,066 (16.55%)
% Change		-28.73%
6.  United States	(not set)	
Sep 15, 2021 - Oct 15, 2021		4,179 (4.37%)
Sep 15, 2020 - Oct 15, 2020		1,585 (2.89%)
% Change		163.66%
7.  United States	Chicago IL	
Sep 15, 2021 - Oct 15, 2021		2,694 (2.82%)
Sep 15, 2020 - Oct 15, 2020		860 (1.57%)
% Change		213.26%
8.  United States	Minneapolis-St. Paul MN	
Sep 15, 2021 - Oct 15, 2021		1,771 (1.85%)
Sep 15, 2020 - Oct 15, 2020		864 (1.58%)
% Change		104.98%



2021 compared to 2020, there has been growth to the site from all markets, except San Antonio.

Top Metro Leaders include:

1. Dallas-Fort Worth
2. Houston, Texas
3. Austin, TX
4. Harlingen-Weslaco-Brownsville-McAllen TX
5. San Antonio

Other Metros in Top 10

- Washington DC
- United Kingdom
- Tulsa, OK
- Denver, CO



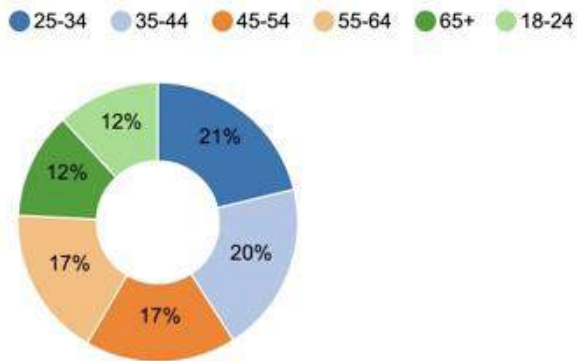
Google Analytics

# Simpleview Website Activity



## Stats ?

Age ▾



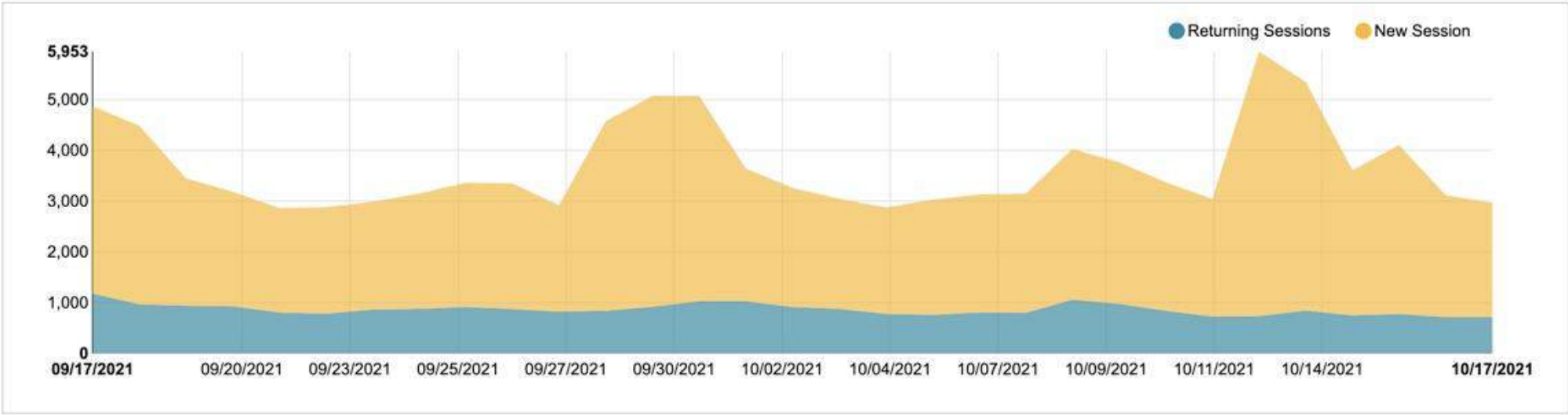
## Top Pages ?

Month ▾

1.	40,464	/
2.	14,514	/experiences/things-to-do/
3.	12,284	/live-webcams/south-beach-webcam/
4.	10,054	/plan/plan-your-trip/
5.	9,283	/live-webcams/queen-isabella-causeway/
6.	8,194	/live-webcams/pearl-beach/
7.	8,095	/live-webcams/
8.	7,305	/stay/places-to-stay/

## Site Activity ?

Month ▾



# NEW CREATIVE

## GEN - Z

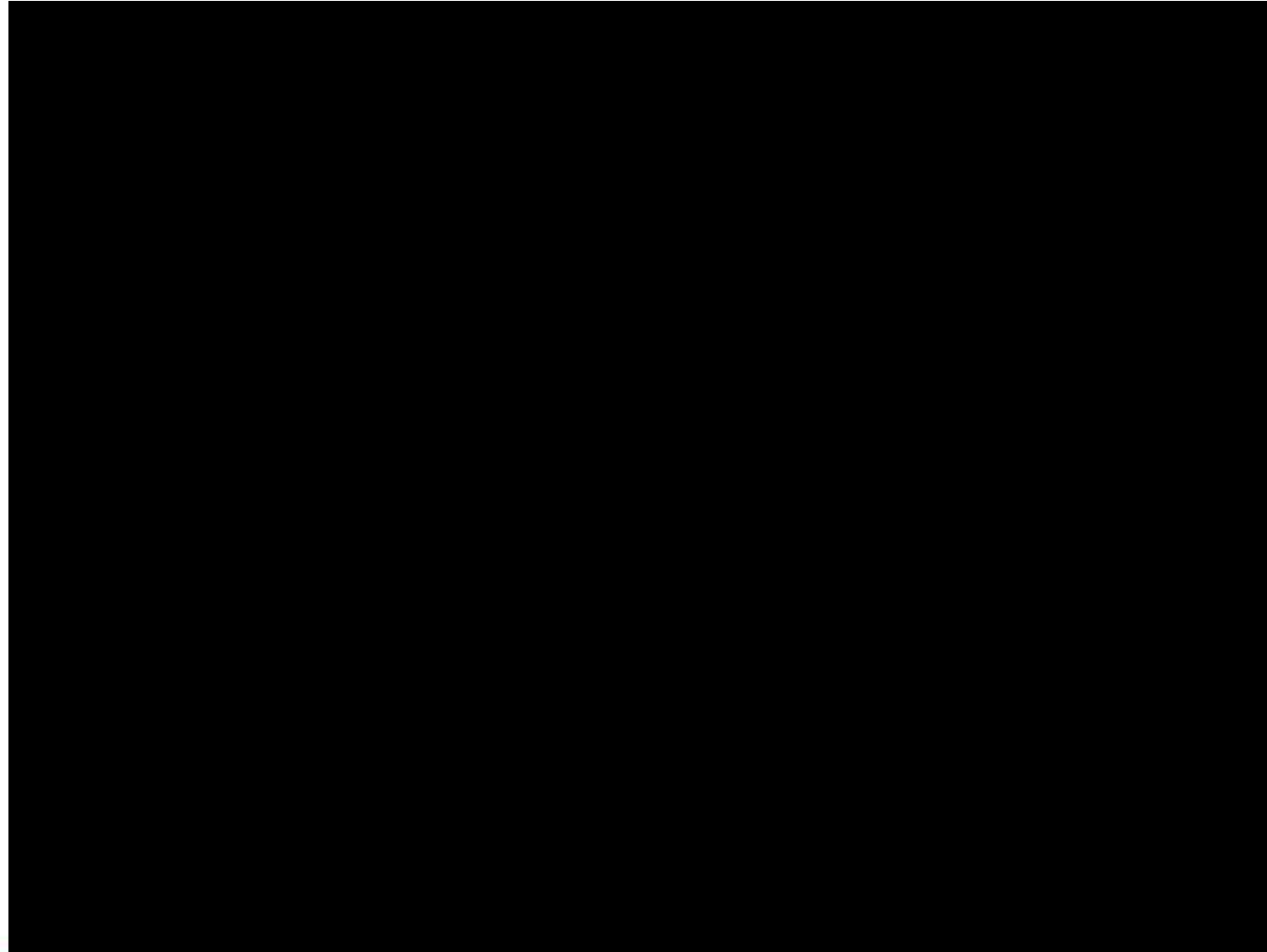


## FAMIL Y





# Spring Break





# Spring Break

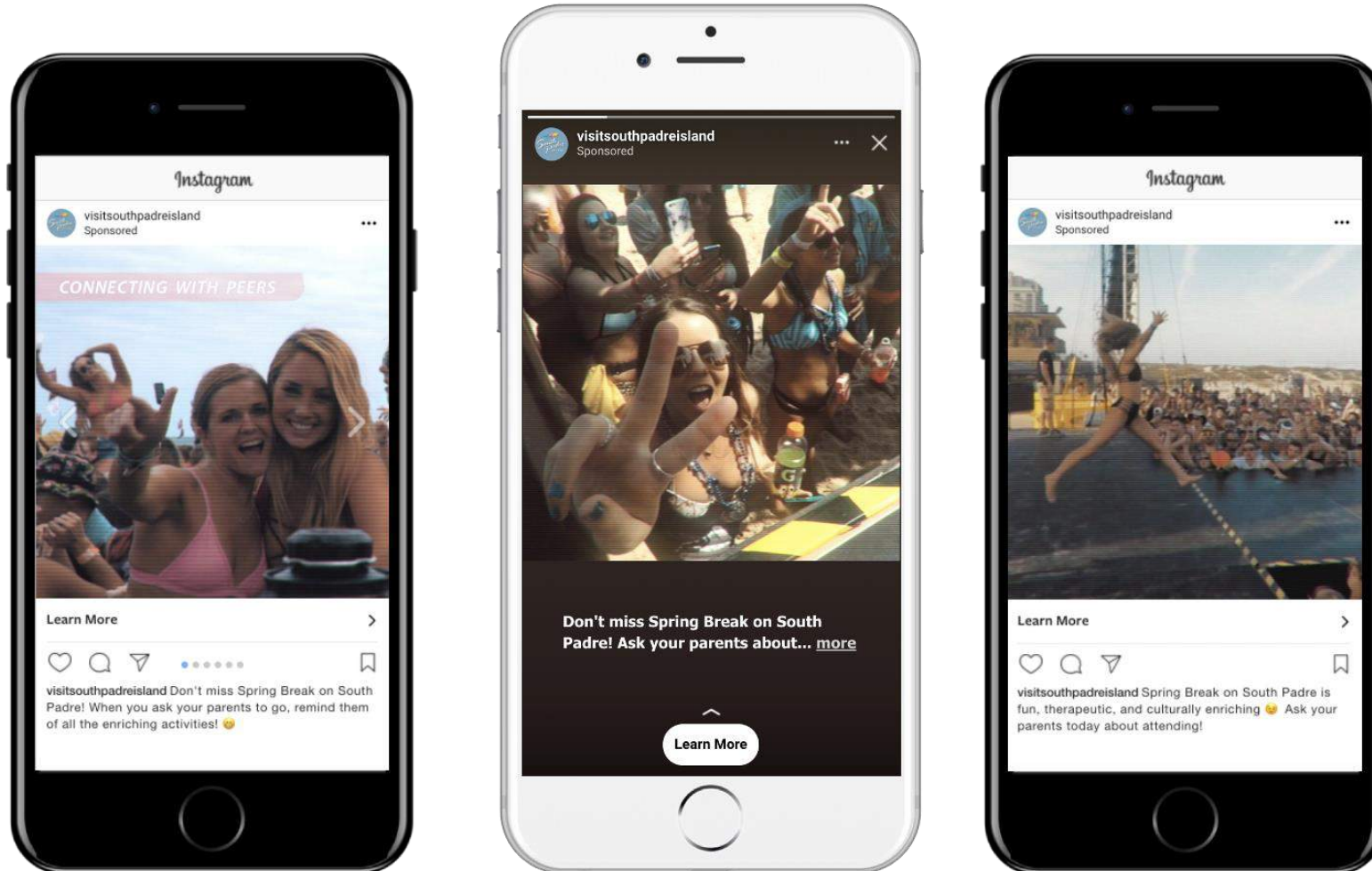


Banner Ads



Social Ads

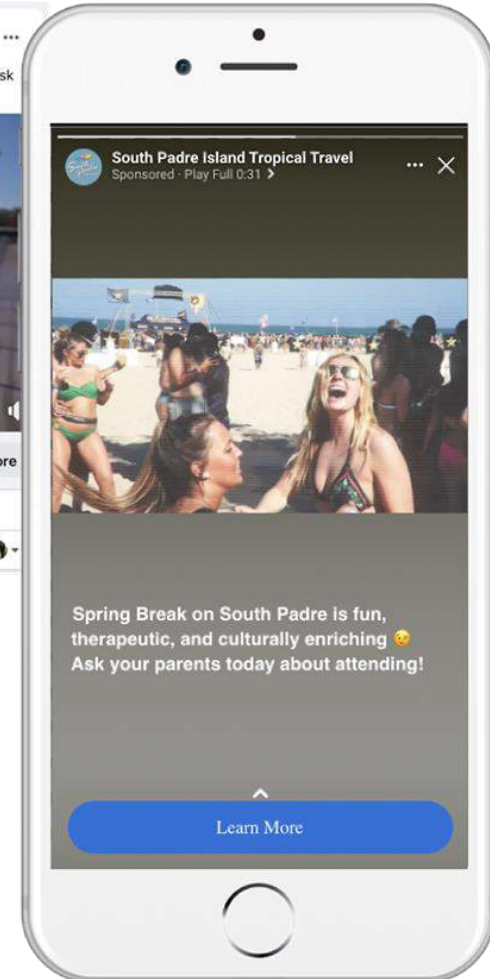
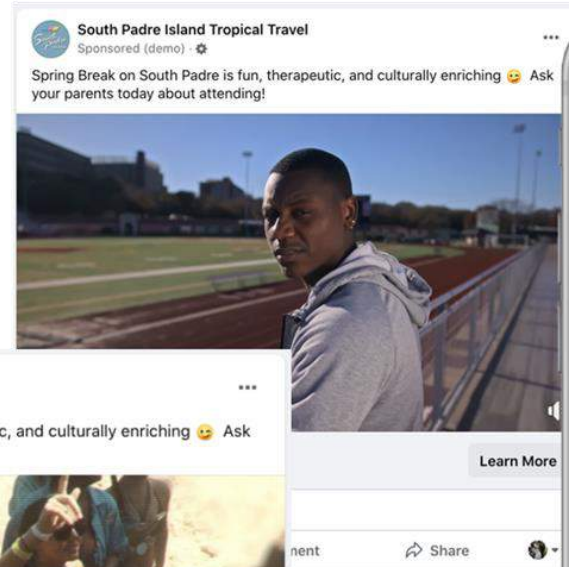
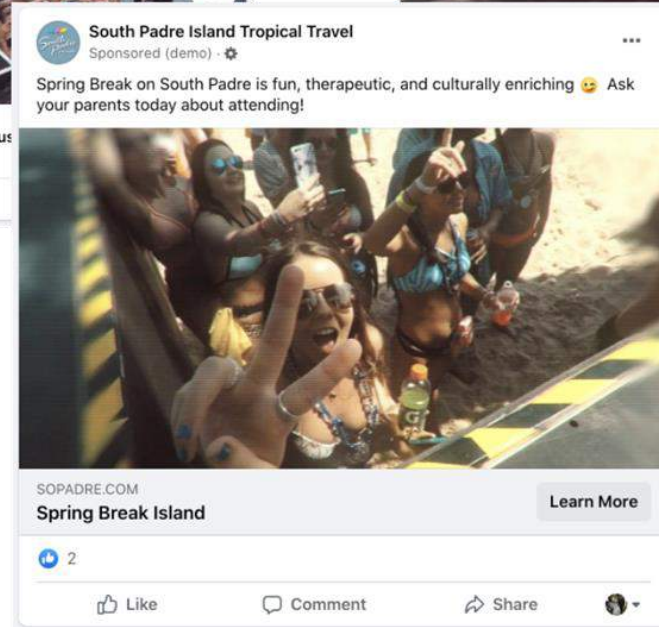
# Spring Break



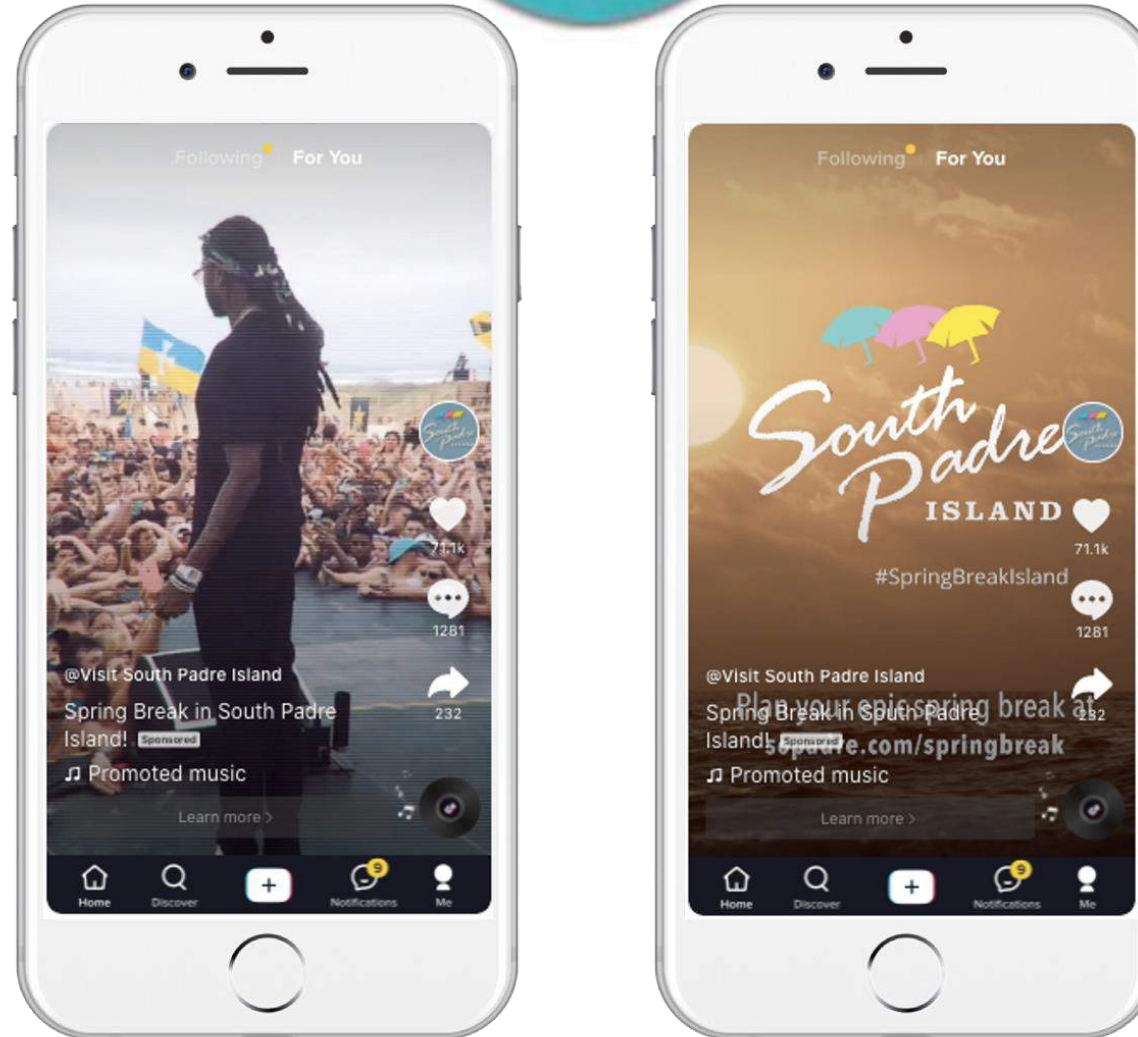
Social Ads



# Spring Break



# Spring Break

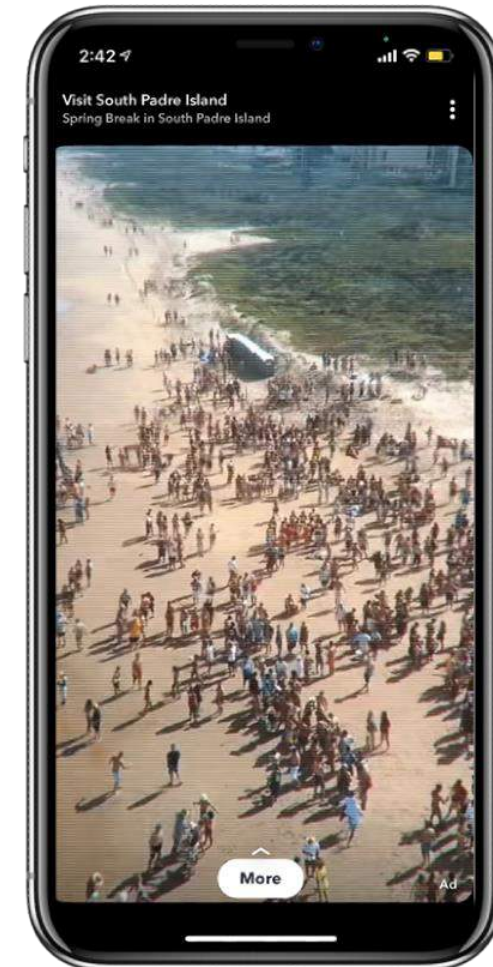
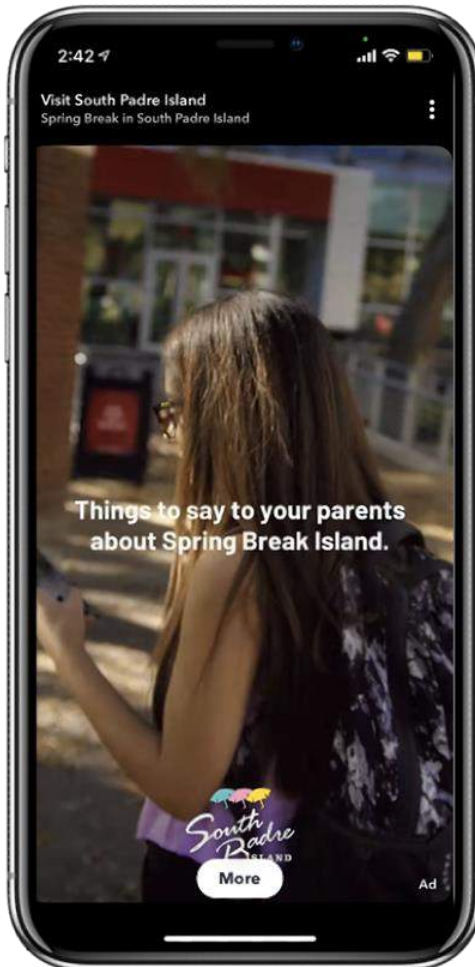


Social Ads





# Spring Break



Social Ads

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

**MEETING DATE:** October 27, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the Zimmerman Agency Contract for FY 2021/2022. (Caum)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

02-594-0530

02-594-0531

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: Yes

Approved by Legal: Yes

**RECOMMENDATIONS/COMMENTS:**



October 6, 2021

Mr. Randy Smith  
City Manager  
City of South Padre Island  
4601 Padre Boulevard  
South Padre Island, Texas 78597

Dear Randy:

This Letter of Agreement (the "Agreement") sets forth the terms and conditions between the City of South Padre Island (hereinafter referred to as the "Client") and The Zimmerman Agency, LLC (hereinafter referred to as the "Agency") and outlines the services and compensation to which the parties have agreed.

### 1. Appointment

Client appoints Agency as Client's marketing communications firm in connection with the products and/or services of Client described in Schedule 1, attached hereto, for a term ("Term") as hereinafter provided.

### 2. Scope of Services

Agency will provide Client with the marketing communication services (the "Services") provided in Schedule 1, attached hereto. Should Client or the City of South Padre Island request Agency to alter the Services or perform additional services beyond what is provided in Schedule 1, Agency and Client will negotiate in good faith with respect to the terms, conditions, and compensation for such additional services. Any agreement for additional services between the either the Client or the City of South Padre Island will be agreed in writing in a format similar to Schedule 1 and considered an addendum to this Agreement. Schedule 1 and any subsequent addendums will collectively be referred to as Schedule 1.

### 3. Ownership

All trademarks, service marks, slogans, artwork, written materials, drawings, photographs, graphic materials, film, music, transcriptions, or other materials that are subject to copyright, trademark, patent, or similar protection (collectively, the "Work Product") produced by Agency pursuant to Schedule 1 are the property of the Client provided: (1) such Work Product is accepted in writing by the Client; (2) Client pays all fees and costs associated with creating and, where applicable, producing such Work Product. Work Product that does not meet the two foregoing conditions shall remain Agency's property. Further excluded from Work Product and remaining Agency's property shall be (i) all materials owned by or licensed to Agency prior to, or independent from, the performance of Services under this Agreement, (ii) all generic or proprietary information, ideas, methodologies, software, applications, processes or procedures used or developed by the

Agency in the general conduct of its business, and (iii) all materials not created specifically for Client hereunder, (iv) all ideas or concepts presented to and rejected by Client.

Notwithstanding the foregoing, it is understood that Agency may, on occasion, license materials from third parties for inclusion in Work Product. In such circumstances, ownership of such licensed materials remains with the licensor at the conclusion of the term of the license. In such instances, Client agrees that it remains bound by the terms of such licenses. Agency will keep Client informed of any such limitations.

#### 4. Term

The initial term of the Agreement shall be one (1) year commencing on October 6, 2021. Upon the expiration of the original term, this Agreement shall be automatically renewed for up to two additional one (1) year periods unless either party gives the other party written notice of its intent not to continue the relationship at least ninety (90) days prior to the renewal date. During any renewal term of the Agreement, the provisions set forth in this Agreement shall remain in effect. Prior to the renewal of the Agreement, Client and Agency shall review the compensation, and upon the agreement of both parties may make adjustments based on budget, scope-of-services and manpower requirements.

This agreement may be terminated by either party in the event of any material breach of the terms and conditions of any of the terms and conditions of this Agreement by the other party which breach continues in effect after the breaching party has been provided with written notice via certified mail of breach and ninety (90) days to cure such breach and fails to cure such breach. As used herein, "material breach" shall mean a failure by a party to this Agreement to perform any of its obligations, the effect of which would substantially impair the value of this agreement to the other party.

In the event of early termination, Client shall pay Agency for all Services performed (including payment of any monthly retainer set forth in Schedule 1) through the effective date of termination, as well as any non-cancellable third-party costs or expenses incurred by Agency.

During the Notice Period, each party's rights, duties, and responsibilities shall continue. Upon termination and Client's payment of all obligations, Agency will transfer and/or assign to Client: (1) all Work Product in Agency's possession or control belonging to Client, subject to any rights of third parties or Agency; and (2) all contracts with third parties, including advertising media or others, upon being duly released by Client and any such third party from any further obligations.

#### 5. Force Majeure

No party shall be liable to the other, or held in breach of this Agreement if prevented, hindered or delayed in the performance or observance of any provision contained herein by reason of act of God, epidemics, terrorism or other similar causes. Performance times under this Agreement shall be extended for a period of time equivalent to the time lost because of any delay that is excusable under this Section.

#### 6. Compensation and Billing Procedure



Agency will be compensated and Client will be billed as provided in Schedule 1, attached hereto. All Agency invoices are net and due within 30 days of date of invoice. Any Agency invoice not paid within 30 days of receipt shall accrue interest at a rate of 1.5% per month from the due date on the unpaid balance.

The Agency may require Client to advance certain agreed upon third-party fees, costs or expenses associated with the Services, including but not limited to production or media costs. In the event Agency elects to enforce this right and provides Client with notice thereof, the Agency will not be obligated to advance such expenses or be in breach of this Agreement for failing to perform Services which are contingent upon or related to the advancement of such monies.

Further, Agency reserves the right, in case 1) credit insurers decline coverage, or revise or withdraw coverage on Client, or 2) Client's credit rating (through Euler Hermes or other source) adversely changes, to change the requirements (but not the amount) as to terms of payment under this Agreement (including the right to require payment in advance) for the Agency's fee and third party costs.

## **7. Approvals**

Agency agrees that Client shall have the right to approve of any and all material or content created or developed by the Agency on behalf of the Client before publishing or distribution by Agency. In the event that Client makes any correction or change in copy or other materials submitted to it by Agency, Agency shall have the right to approve said changes prior to publication or distribution.

## **8. Confidentiality and Safeguard of Property**

Client and Agency respectively agree to keep in confidence, and not to disclose or use for its own respective benefit or for the benefit of any third party (except as may be required for the performance of services under this Agreement or as may be required by law), any information, documents, or materials that are reasonably considered confidential regarding each other's products, business, customers, clients, suppliers or methods of operation; provided, however, that such obligation of confidentiality will not extend to anything in the public domain, information that was in the possession of either party prior to disclosure, information that becomes available to either party on a non-confidential basis from a source other than the disclosing party, or information that is developed or discovered by a party independent of its receipt from the disclosing party. Agency and Client will take reasonable precautions to safeguard property of the other entrusted to it, but in the absence of negligence or willful disregard, neither Agency nor Client will be responsible for any loss or damage resulting from a breach of this Section 7.

## **9. Indemnities**

Agency agrees to indemnify and hold Client harmless with respect to any damages, claims or actions by third parties against Client to the extent such claims are the result of Agency's material breach of this Agreement, or Services that are libelous, slanderous, plagiaristic, an invasion of privacy, or infringing of a third party's copyright or trade secret, except where any such claim or action arises out of material supplied by Client.

Client agrees to indemnify and hold Agency harmless with respect to any damages, claims or actions by third parties against Agency to the extent arising out of materials furnished

by Client (including any products or services manufactured and/or sold by Client), or Client's modification or use of the Services contrary to the agreed upon terms, or Client's breach of this Agreement. For purposes of clarity, information or data obtained by Agency from Client to substantiate claims made in advertising shall constitute materials furnished by Client. Client further agrees to indemnify and hold Agency harmless with respect to risks which the Agency has brought to Client's attention in writing where the Client has elected to proceed, and any third-party investigation of the acts or practices of Client to which the Agency is not a named party, including compliance with any third party subpoena or discovery request.

#### **10. Commitments to Third Parties**

Agency is authorized to act as agent for Client in purchasing the materials and services required to produce the Services hereunder. As Agency is acting as an agent for a disclosed principal, all such goods and services will be purchased under the principle of sequential liability, where Agency will be held liable for payments to third parties only to the extent Agency has been paid by Client for such purchases. For amounts owing but not paid to Agency, Client agrees that it will be held solely liable.

Purchases from third parties on Client's behalf will be subject to Client's prior approval. Client reserves the right to cancel any such authorization, whereupon Agency will take reasonably appropriate steps to affect such cancellation, provided that Client will indemnify and hold Agency harmless with respect to any costs or damages incurred by Agency as a result of such cancellation.

If at any time Agency obtains a discount or rebate from any supplier as a result of Agency's provision of Services to Client and Client's timely payment to Agency, Agency will pass through such discount or rebate to Client.

Agency shall use best efforts to prevent loss to Client through the failure of suppliers to properly execute their commitments, but Agency shall not be held responsible or liable for any such failures.

#### **11. Limitation of Liability**

**IN NO EVENT IS EITHER PARTY LIABLE TO THE OTHER PARTY FOR ANY CONSEQUENTIAL OR INCIDENTAL DAMAGES, HOWEVER CAUSED, BASED ON ANY THEORY OR LIABILITY. FURTHER, IN NO EVENT SHALL EITHER PARTY'S LIABILITY ARISING OUT OF THIS AGREEMENT EXCEED THE AMOUNT OF FEES PAID TO AGENCY PURSUANT TO THIS AGREEMENT DURING THE 12-MONTH PERIOD PRECEDING THE OCCURRENCE OF THE ACTION OR INACTION GIVING RISE TO THE CLAIM AT ISSUE.**

#### **12. Amendments**

Any amendments to this Agreement must be in writing and signed by Agency and Client.

#### **13. Governing Law**

This Agreement shall be interpreted in accordance with the laws of the State of Florida without regard to its principles of conflicts of laws. Jurisdiction and venue shall be solely within the State of Florida.

IN WITNESS WHEREOF, Agency and Client have executed this Agreement.

The Zimmerman Agency, LLC

By:  \_\_\_\_\_

Name: Curtis Zimmerman

Title: President

City of South Padre Island Convention & Visitors Bureau

By: \_\_\_\_\_

Name: Randy Smith

Title: City Manager

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



## SCHEDULE 1

Scope of Services and Compensation

October 6, 2021

THE **ZIMMERMAN** AGENCY





## SCOPE OF WORK.

The projected scope of services for Strategy Leadership / Account Management is based on our current understanding of the objectives, the South Pacific Island CVB.

### Strategic Leadership / Account Management

The agency will provide experienced account leadership and day-to-day account management. The team will coordinate planning, the development of ongoing initiatives, oversight of all agency activity on your behalf, internal project management, and will be responsible for collaboration with other integrated marketing communications disciplines based on the plan.

### Projected Scope-of-Services

The agency will provide the following scope of services to plan and manage ongoing initiatives to help achieve the goals and objectives for the South Pacific Island CVB:

- Day-to-day communications and account management
- Develop an understanding of the destination's business, including key performance objectives, category trends and key competitors
- Recommend and prescribe strategies and actionable initiatives (by discipline) to achieve business objectives for the destination
- Ensure a consistent, innovative approach to cross-channel communications with strategy-specific oversight across platforms to maximize the potential of each marketing initiative
- Participation and oversight of agency strategic planning and development of ongoing marketing initiatives.
- Leadership and oversight of agency media planning, development and buying including budget management
- Participation and oversight of agency creative planning and development of ongoing initiatives
- Oversight and project management for creative and production related assignments
- Coordination with other integrated elements of marketing communications including: public relations, digital, production and analytics
- Manage agency budget for client's marketing efforts
- Preparation for presentations for select client meetings
- Issue meeting and call reports based on key meetings or calls.
- Coordinate status meetings, calls and ongoing reporting.
- Review campaign and business metrics and make recommendations on how to best optimize and strategize as needed.
- Incorporate analytics and metrics to allow for ongoing adjustments to the plan.

## SCOPE OF WORK.

The projected scope of services for Content and Creative is based on our current understanding of the objectives the South Padre Island CVB.

### Content + Creative

Creativity is a defining characteristic of the agency. Today, the idea of content is broad and based on the audience, the form the content may take, technology and distribution. But, ultimately it is based on a creative idea that is developed to capture the attention of the audience. The agency will assign a team of creative professionals that will provide concepts, copy, designs and innovations to help bring the ideas to promote South Padre Island to life.

### Projected Scope-of-Services

Due to the nature of content and creative development, assignments will differ, the exact scope may change to fit the need for content, but the following scope of services is available:

- Develop creative concepts to support cross-channel marketing efforts including; traditional, digital, social and experiential activations.
- Use the collective skills of the creative team to execute concepts to capture the attention of the audience for South Padre Island.
- Supervise the development of the creative concepts from concept development through final execution.
- Design for traditional applications in collateral, trade shows, presentations and other tools that may be required.
- Create and design digital assets including; digital advertising, templates and tools that can be deployed through digital channels.
- Write, design and develop content that can be deployed through social media and other digital channels that is relevant to the platform and the audience(s).
- Finalize and prepare files for output to third parties for production, media for publishing and to internal and external resource audiences for implementation.
- Manage online and off-line creative assets.



## SCOPE OF WORK.

The projected scope of services for Media Planning and Placement is based on our current understanding of the objectives, the South Pacific Island CTVs

### Media Planning & Placement

The agency will assign an experienced team to plan, purchase and manage media. The team will develop media plans to target the audiences that provide the greatest potential to South Pacific Island. The agency media team will work closely with the SPI team to establish budgets and content delivery based on the station's business objectives. The agency will negotiate with media partners to gain the most effective exposure, optimize the media budget, and deliver the greatest return on the media investment.

### Projected Scope-of-Services

The following projected scope will allow client and agency teams to plan, target, negotiate and purchase media to represent content and messaging for the brand.

- Develop, structure, negotiate and execute / purchase media based on approved strategy, target audience and tactics
- Negotiate rates, secure added value and steward media buying throughout the planning and buying process
- Develop testing protocols, in conjunction with strategy / data analytics teams, that determine the most effective media mix and investment models
- Develop media plans and provide timely adjustments based on performance and opportunities
- Optimize plans and buys based on business results on a timely basis
- Create and maintain plan flowcharts
- Track competitive spending on a quarterly basis
- Provide format POVs and recommendations based on media landscape to enhance media strategy
- Provide post-buy analysis on a quarterly basis to demonstrate / analyze delivery performance
- Provide thorough analysis of audiences by segment, area of focus, seasonality and geography
- Provide quarterly media plan reconciliation and recommendations
- Provide timely media budget management and reporting
- Negotiate value added media and coordinate for implementation with the public relations team
- Prepare media estimates for client approval
- Prepare, document and execute media insertion orders
- Provide project management, production and creative with specs for offline and online media
- Audit and provide timely reporting on paid media

## SCOPE OF WORK.

The projected scope of services for Public Relations is based on our current understanding of the objectives the South Padre Island CVB.

### Public Relations

The agency will assign an experienced team of public relations professionals to plan, develop and execute public relations and promotions to help achieve your stated business objectives. Based on the nature of public relations, the strategies and initiatives we develop will be influenced by timing, competition, challenges and opportunity. The projected scope-of-services will provide the foundation and framework for public relations that is customized to meet and exceed your specific needs.

### Projected Scope-of-Services

The projected scope will enable the teams to collectively focus on the goals and objectives for public relations and promotional support, including:

- Develop a strategy based public relations plan including emerging from the pandemic.
- Provide day-to-day public relations account supervision and management.
- Pursue all opportunities to secure positive exposure for the destination, and associated segments of business including leisure, group, vacation rentals, weddings/honeymoon, ecotourism and cuisine.
- Provide creative concept development to expand opportunities to "pitch" and gain exposure for the destination.
- When prescribed, research, develop and distribute media materials, including press releases and media announcements.
- Develop, manage and / or participate in events that may create additional exposure and consideration for the destination.
- Develop and pursue promotional opportunities to support the destination's business objectives.
- Collaborate with social media to manage and amplify influencer outreach.
- Coordinate or collaborate on social media to expand earned media.
- Integrate with other marketing disciplines, including advertising, digital and social media.
- Execute proprietary Z-INK media relations architecture.
- Provide monthly status updates including reporting and coordinate and manage weekly status phone calls.
- Manage monitoring of media coverage.
- Plan, manage and respond to crisis situations.
- Provide public relations asset management.





## SCOPE OF WORK.

The projected scope of services for Digital Activation is based on our current understanding of the objectives the South Pacific Island (SPI) world requires to maximize the effectiveness of digital in a cross-channel world requires a comprehensive 360 degree view of the digital opportunity for the destination. Agency teams are built with the experience, skills and technology to compete digitally first. We operate on a hyper-integrated platform that will allow close collaboration with each marketing discipline to ensure we optimize digital through every possible channel.

### Digital Activation

The opportunity to maximize the effectiveness of digital in a cross-channel world requires a comprehensive 360 degree view of the digital opportunity for the destination. Agency teams are built with the experience, skills and technology to compete digitally first. We operate on a hyper-integrated platform that will allow close collaboration with each marketing discipline to ensure we optimize digital through every possible channel.

The projected scope of services for Digital Activation is based on our current understanding of the objectives the South Pacific Island (SPI)

### Projected Scope-of-Services

The engagement covered by the monthly fee is based on recurring digital needs and services including the following:

- Development of digital strategy to support the destination
- Plan and implement search engine optimization strategies
- Develop / collaborate on email / database marketing strategy
- Develop digital content strategies including the content calendar
- Oversight / consulting on digital marketing assets
- Develop and manage testing of digital content (A/B).
- Evaluate new platforms and digital opportunities
- Development of email campaigns as well as set-up of preferred platform eg ActiveCampaign.

The agency can also provide non-recurring digital services on a project basis including:

- Digital programming / development
- Digital site testing and quality assurance
- Digital website design and development
- Digital website development project management
- Actual email sends

## SCOPE OF WORK.

The projected scope of services for Social Media is based on our current understanding of the objectives for South Padre Island.

### Social Media

The agency will assign an experienced team of social media professionals to plan, development and execute social media initiatives to help achieve the stated business objectives for the South Padre Island CVB. As we develop plans and actions, and complete the discovery process we will determine the role of social media and the appropriate platforms to support, engage and influence the appropriate audiences for the destination.

### Projected Scope-of-Services

- The following projected scope will allow client and agency teams to develop effective social media strategies and initiatives to help achieve the goals and objectives for South Padre Island:
  - Audit current social media platforms and efforts for the brand and properties
  - Work with client to establish reasonable KPIs and controlling strategy to guide channel tactics
  - Perform competitive set social media audit to analyze competitor's previous and existing paid, organic and social marketing efforts
  - Develop a social media strategy for the South Padre Island CVB
  - Establish social media best practices for the South Padre Island and CVB
  - Support social media platforms including: Facebook, Instagram
  - Based on best practices, work with your internal team to determine the most efficient way to schedule, manage, develop and deliver effective content
  - Concept, design, write, produce and execute content for social media publication.
  - Develop paid social media plans and strategies to promote the brand and individual properties.
  - Plan, negotiate, place and monitor paid social media.
  - Expand the reach of earned media generated via public relations through social media channels
  - Collaborate with public relations and internal teams to create relevant influencer engagement
  - Manage social media analytics tools and reporting technology to effectively measure and analyze social media performance
  - Review analytics and make timely adjustments based on learnings
  - Produce monthly performance and insight reports
  - Work with public relations and the client team to develop an advanced social media crisis communications plan.



## SCOPE OF WORK.

The projected scope of services for Production Management is based on our current understanding of the objectives the South Padre Island CVB

### Production Management

The agency will assign an experienced production and traffic team to facilitate manage and execute production of all creative assets including, but not limited to broadcast, print, collateral, digital, video and other forms of content. Production is responsible for estimates, auditing and management of assets

### Projected Scope-of-Services

The actual production services we provide will fluctuate based on individual initiatives. Based on our current understanding of the needs of the destination, the agency will provide the following scope:

- Production management and oversight of creative deadlines, assets, materials, shipping, etc.
- Oversight for all content / digital / collateral production.
- Research, evaluate and manage potential vendors.
- Negotiate with all vendors that are necessary for the production or implementation of marketing-related assets
- Provide estimates for account team and client approval.
- Ensure budget alignment with estimates.
- Manage, supervise and provide internal and external quality control on all production.
- Oversight and traffic of materials including the shipping, distribution and delivery of assets for media and production.
- Oversight and traffic of broadcast materials including scheduling, logging, approvals, inventory and data input
- Review and audit estimates and vendor invoices for accuracy
- Maintain image library to include photography and video content

## SCOPE OF WORK.

The projected scope of services for Analytics and Reporting is based on our current understanding of the objectives the South Pacific Island CVR.

### Analytics and Reporting

Analytics and reporting can be provided in varying degrees. For many clients, the key metric is understanding the results or implications of marketing, or the correlation between sale and marketing. The agency will develop dashboards that are available on a 24/7/365 basis in a near real-time basis. Should you require greater depth of insights with the additional analysis and foresights, we will provide a separate proposal.

### Projected Scope-of-Services

The agency will provide a senior team of analytics and data professionals to deliver meaningful and relevant analytics and data sciences to support the effort to better inform marketing communications efforts for the destination including:

- Develop performance dashboards and analytics
- Digital media campaign performance reporting
- Website analysis, including: visitor growth, traffic source comparison, social media referrals and user pattern analysis.
- Conversion/acquisition reporting including tracking/optimization analysis.
- Creative performance reporting and analytics
- If available, the agency will provide reporting on the results of offline campaigns.
- Social media engagement, sentiment analysis and growth analytics
- Email tracking and analytics.





## ENGAGING THE AGENCY

## SCOPE OF WORK.

The projected scope of services for Accounting and Billing is based on our current understanding the operations of the South Padre Island CVB.

### Accounting and Billing

The agency will provide accounting, billing and back-up to support all agency and client marketing activity including, but not limited to media, production, fees and other costs consider as "hard costs" or out-of pocket costs. We can customized accounting and billing based on the requirements of the South Padre Island CVB.

### Projected Scope-of-Services

The agency will provide an experienced team to manage account and billing for the South Padre Island CVB

- Agency will provide written cost estimates of all expenditures in connection with all services, projects or other costs that are not included in the fee in advance
- The agency will obtain written authorization on all expenditures from the South Padre Island CVB in advance
- Agency will prepare and deliver a monthly retainer invoice for the prior month by the 10th of the following month
- Agency will bill the client for all expenses including, but not limited to media and production by the 10th day of the month following the expenditure
- Agency will itemize expenditures, sorted by project and accompanied by back-up to support each out-of-pocket expense

# COMPENSATION

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11

THE **ZIMMERMAN** AGENCY



## APPROACH TO COMPENSATION

In today's client / agency environment there is no "one-size-fits-all" compensation structure. Characteristics vary from one account to another. In our experience, the most effective agreements share the following attributes:

1. Simple and easy to administer.
2. Align client and agency interests and priorities
3. Match compensation with the necessary manpower to exceed client expectations
4. Allow the agency to earn a fair and reasonable profit
5. Establish clear goals and objectives.
6. Allows client and agency to operate in an ever changing cross-channel world.
7. Agreement is in place before agency resources are committed.
8. Involves senior management stewardship from client and agency
9. Incorporate transparency in every stage of the relationship.
10. Remain flexible to accommodate change.

On the following pages, the agency has provided two options for compensation. The agency determines compensation based on the recommended formula utilized by the American Association of Advertising Agencies. The agency has determined the necessary allocation of manpower to deliver the anticipated scope. Manpower includes cost of the percentage of each position. The total cost is multiplied by a fair and reasonable profit margin to determine the total cost of compensation.

Option 1 is an all-inclusive fee-based compensation. All media and production expenses will be billed at the absolute net amount.

Option 2 is based on fees, plus commissions. Media will be billed at an amount that will yield the agency a commission, and production will include a mark-up.

Under both options, out-of-pocket expenses are billed at the net amount.

## COST PROPOSAL: Option 1

Compensation is based on the agreed to scope-of-services and the manpower required to provide those services.

### Agency Fees

The fee is comprehensive and includes all services included in this proposal, with the exception of those highlighted on this page.

The comprehensive fee for agency services is \$54,500 per month.

The cost for media, production and any third-party services or technology required to execute and implement this contract *shall be billed at the net cost*. All such costs are billable to the client and paid on a reimbursable basis.

Should any third party require advanced billing for production, the agency will bill those costs at the time the estimate is approved by the client.

Prior to undertaking any project related expenditures for services outside of the agreed to scope, the agency will provide an estimate of costs and receive written permission in advance.

Out-of-pocket expenses will be billed at the net cost.

### Services Included Within The Fee

Although the scope-of-services are detailed in this document, below is a summary of services included within the monthly fee:

- Account supervision and day-to-day account management.
- Brand stewardship and the development of the strategic marketing communications plan.
- Creative and content development including, but not limited to concept development, art direction, copywriting, design, etc.
- Media planning and placement.
- Public relations and promotions.
- Collaboration on social media including development of the strategy and oversight on best practices.
- Development of digital strategy including, but not limited to SEM, SEO and media.
- Create and design digital assets, including digital advertising, dynamic creative executions, and templates that can be deployed through digital channels.
- Project management for creative, digital and production related assignments.
- Production management and oversight.
- Manage agency budget for client's marketing efforts.
- Manage primary and secondary research.
- Provide oversight of client marketing related analytics.
- Preparation of presentations for select client meetings.
- Participation in select client meetings.
- Coordinate status meetings/calls and ongoing reporting.

### Additional Services and Cost

#### Content Production / Editing

The cost for in-house photography or video production or editing of content will be estimated and approved in advance at the published hourly rate.

#### Digital Programming / Site Development

Should there be any content requiring programming and / or the design and development of web, landing pages, etc., time will be estimated in advance at the published hourly rate.

#### Business Intelligence / Analytics

The agency can provide a custom dashboard and reporting related to marketing communications activity for \$500 per month. Should the client require a greater depth of business intelligence including predictive insights and forecasts related to business, the agency will provide a separate proposal.

#### Paid Search

The cost of paid search will include a 10% commission to cover the cost of technology, bidding, and third party measurement.





HOURLY RATES

PUBLISHED HOURLY RATES FOR PROJECTS OUTSIDE OF THE SCOPE.

Should there be services that are considered outside of the scope of services covered by the monthly fee, the agency will provide an estimate for these additional services in advance using the following published hourly rates:

Digital Development	Video Production / Photography / Editing	Event / Activation Execution	Out-of-Pocket Expenses
<ul style="list-style-type: none"><li>Digital Supervisor \$225 per hour</li><li>Digital Strategist \$150 per hour</li><li>Senior Designer \$150 per hour</li><li>Designer \$150 per hour</li><li>Production Manager \$150 per hour</li><li>Developer \$150 per hour</li><li>Project Manager \$100 per hour</li><li>Studio Tech \$100 per hour</li></ul>	<ul style="list-style-type: none"><li>Videographer \$200 per hour</li><li>Editor \$175 per hour</li><li>Processing \$100 per hour</li><li>Photography \$150 per hour</li></ul>	<ul style="list-style-type: none"><li>On-site Staffing \$125 per hour</li><li>Production Manager \$150 per hour</li><li>Social Media Support \$135 per hour</li></ul>	<ul style="list-style-type: none"><li>Out-of-pocket expenses are billed at the net cost and will adhere to the South Padre Island CVB policy.</li></ul>

THANK YOU!

**THE ZIMMERMAN AGENCY**

Thank you for the time and attention to review this document. We are looking forward to working with the South Pacific Island CVB in an effort to help you achieve your business objectives.

Curtis Zimmerman • 850.668.2222 • 850.264.8276 • [curtis@zimmerman.com](mailto:curtis@zimmerman.com)

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

**MEETING DATE:** October 27, 2021

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

**DEPARTMENT:** Special Events Committee

**ITEM**

Discussion and possible action to approve the funding request for the following Special Events. (Romero)

\*Run the Jailbreak in May 2022.

\*Winter Outdoor Wildlife Expo (WOWE) in February 2022

\*Ladies Kingfish Tournament in August 2022

\*Lighted Boat Parade in December 2021

**ITEM BACKGROUND**

Run the Jailbreak: Requesting \$25,000 for 2022

Winter Outdoor Wildlife Expo (WOWE): Requesting \$5,000 for 2022

Ladies Kingfish Tournament: Requesting \$5,000 for 2022

Lighted Boat Parade in December: Requested \$7,000 for 2021

**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: 10/11/21

### ORGANIZATION INFORMATION

Name of Organization: Jailbreak Race Events  
Address: 15080 fm 156  
City, State, Zip: Justin, TX, 76247  
Contact Name: Tim Scrivner Contact Email: Tim@RunSPI.com  
Contact Office Phone Number: 940-453-6231  
Contact Cell Phone Number: 940-453-6231  
Website Address for Event or Sponsoring Entity: RunTheJailbreak.com  
Non-Profit or For-Profit status: for-profit Tax ID #: 27-2634042  
Entity's Creation Date: Feb 2010

Purpose of your organization:  
encourage physical activity through fun and creative events

### EVENT INFORMATION

Name of Event: Jailbreak SPI  
Date(s) of Event: 05/07/2022  
Primary Location of Event: Andy Bowie Park to Beach Access #5  
Amount Requested: \$25,000  
Primary Purpose of Funded Activity/Facility:  
5k obstacle course run on the beach



**How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures?)**  
advertising, marketing, lodging and transportation

### Percentage of Hotel Tax Support of Related Costs

**10%** Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

**Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:**  
no

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants** to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ 25,000

How many attendees are expected to come to the sporting related event? 6k+

How many of the attendees are expected to be from more than 75 miles away? 70%

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

Thousands of runners, along with their friends and family, have made a tradition of spending Jailbreak weekend on SPI.

- 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? 9 (missed '20, covid)

Expected Attendance: 6k+

How many people attending the Event will use South Padre Island lodging establishments? 47%

How many nights do you anticipate the majority of the tourists will stay? 1.6

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

Where and how many rooms will be blocked?

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
05/2021	\$25,000	700
05/2019	\$30,000	1000+
05/2018	\$30,000	1000+

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

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

Will the event charge admission? yes If so, what is the cost per person? \$30-\$55

Do you anticipate a net profit from the event? yes

If there is a net profit, what is the anticipated amount and how will it be used?  
est \$20,000, it will be used to facilitate year-round operations

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: \$ 3K-5K
- Radio: \$
- TV: \$
- Website, Social Media: \$ 12K-15K
- Other Paid Advertising: \$

Anticipated Number of Press Releases to Media: 5-7

Anticipated Number Direct Emails to out-of-town recipients: 15-20

Other Promotions:

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

Will you negotiate a special rate or hotel/event package to attract overnight stays?  
we will promote anything negotiated by the CVA

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

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

We encourage participants to come Friday for packet pickup and to stay till Sunday for the full 'Jailbreak Weekend' experience.

Who is your target audience? male/female 25-45

What geographic region(s) are you marketing to?

RGV, Coastal Bend, San Antonio, Austin, Houston, DFW

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:  
\$1mil/\$2mil RHCA

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

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

☒ Yes ☐ No

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

Submit to complete applications to:

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

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

THIS FORM MUST BE COMPLETED BY APPLICANT

Jailbreak SPI

10/12/2021

Name of Event

Date Submitted

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

Authorized Signature

Date

Print Name



## **Jailbreak SPI 2022 Marketing Plan**

The 10<sup>th</sup> annual Jailbreak Beach Escape will be held on May 7<sup>th</sup>, 2022. Social media, particularly Facebook and Instagram, will be our primary means of advertising and marketing. We will also be engaging in our statewide email database of more than 45,000 past participants in a Jailbreak event. We typically work with local (RGV) radio stations.

Timeline:

December-Event: Social media and Email marketing

March-Event: Radio and possible local TV

## **Jailbreak SPI Schedule of Activities**

December-Event: Marketing/Promotion

May 6<sup>th</sup>, 3pm-8pm: Early Packet Pick-up

May 7<sup>th</sup> :

7am: Packet Pick-up/Late Registration

8:30am: Dirty Rascals 1 mile run

9am-12pm: Waves of 400-500 runners begin every 30 minutes

## **Expected Room Nights**

1000+

Estimated number is based on historical room night numbers

**Jailbreak South Padre Island  
2022 Proposed  
Profit & Loss**

Income	
Sales	95,000.00
Sponsorship	<u>35,000.00</u>
Total Income	135,000.00
Expense	
Advertising and Promotion	32,000.00
Property/Permitting	1,260.00
Charitable Contributions	1,200.00
Equipment Rental	2,200.00
Event Expense	54,640.00
Obstacle Expense	8,200.00
Professional Fees	1,600.00
Travel Expense	<u>8,900.00</u>
Total Expense	110,000.00
Net Income	<u><u>20,000.00</u></u>



South Padre Island Convention & Visitors Bureau

# **South Padre Island Tax Funding Application**

Hotel Occupancy Tax Use Guidelines Under Texas State Law

## APPLICATION FOR INITIAL FUNDING

Today's Date: 10/5/2021

### ORGANIZATION INFORMATION

Name of Organization: South Padre Island Birding Nature Center and Alligator Sanctuary

Address: 6801 Padre Blvd

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

Contact Name: Cristin Enholm Contact Email: choward@spibirding.com

Contact Office Phone Number: 956-761-6803

Contact Cell Phone Number: 956-778-2910

Website Address for Event or Sponsoring Entity: spibirding.com

Non-Profit or For-Profit status: NON- Profit Tax ID #: 20-3288155

Entity's Creation Date: 2009

Purpose of your organization:  
EDUCATION AND CONSERVATION

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

### EVENT INFORMATION

Name of Event: Winter Outdoor Wildlife Expo ( WOVE)

Date(s) of Event: February 8 - 12, 20221

Primary Location of Event: SPI BIRDING CENTER

Amount Requested: \$5,000.00

Primary Purpose of Funded Activity/Facility:

\_\_\_\_\_  
The primary purpose of WOVE is to provide and educational and entertaining event for visitors

to SPI that enhances their understanding and knowledge of our unique environment to the Lower Rio Grande valley.

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

Advertising locally and through out the valley with digital and print and to help cover the fee of Johnathon Wood's raptor project.

Valley Morning Star, Brownsville Herald, Port Isabel Press, The Monitor, Coastal Current.

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

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

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

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

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

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

NO

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ 5,000.00
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ \_\_\_\_\_



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

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

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

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

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

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

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

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

What tourist attractions will be the subject of the signs?

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#### QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 25 years

Expected Attendance: 2,000

How many people attending the Event will use South Padre Island lodging establishments? 28%

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

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

Where and how many rooms will be blocked?

N/A

---

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
Jan/2019	\$2,000.00	28%
Jan/ 2018	\$2,000.00	N/A
Jan/ 2017	\$2,000.00	N/A

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

Seeking sponsorships from local community memebtrs and business's

Please list other organization, government entities, and grants that have offered financial support to your project: Seeking sponsorships from local community memebtrs and business's

Will the event charge admission? YES If so, what is the cost per person? \$8.00

Do you anticipate a net profit from the event? YES

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

A seed account will be set up for next year and the profits will go into our general education fund

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: \$2,500.00
- Radio: \$
- TV: \$
- Website, Social Media: \$
- Other Paid Advertising: \$

Anticipated Number of Press Releases to Media: 3

Anticipated Number Direct Emails to out-of-town recipients: 2-3

Other Promotions: Attending the Winter Texan Expo January 18-19 in Mcallen

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

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

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

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

We work with Welcome Home RGV and attend several events to promote WOVE

Who is your target audience? Wintering guests

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

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

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

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

The birding center carries insurance with Texas Mutual

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

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

☒ Yes ☐ No

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

Submit to complete applications to:

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

# South Padre Island Convention & Visitors Bureau

## Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Winter Outdoor Wildlife Expo (WOWE)

10/5/2021

Name of Event

Date Submitted

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

Authorized Signature

Date

Print Name





### **Winter Outdoor Wildlife Expo (WOWE) Marketing Plan 2022**

In January WOWE will enter its 26<sup>th</sup> year. This event was started by St. Andrew's Episcopal Church in Port Isabel. When the church volunteers decided to discontinue WOWE because it was too big for its volunteers to manage, its members approached the SPIBNC to take it over as one of their annual fundraisers. In 2015 WOWE was under the SPIBNC. The SPIBNCAS formed a steering committee and has had very good success. We did not have WOWE in 2021 due to Covid -19. This year we have changed the month for the event from January to February in hopes of attracting new visitors to our event. WOWE will have a variety of presentations about the Valley's unique ecosystem. We will use both local experts and nationally- known feature guest, Jonathon Wood, from the Raptor Project. We also plan to continue providing marine education trips with the Coastal Studies program. For the first time, we will expand our program to offer several guided bus tours to local wildlife areas. Our goal is to create a long-term plan to improve WOWE each year and make it more successful both for the birding center and South Padre Island.

#### **Mission statement of WOWE:**

***The Mission of the Winter Outdoor Wildlife Expo is to increase the knowledge, understanding, and enjoyment of the unique wildlife and environment of the Rio Grande Valley. WOWE is part of the South Padre Island Birding and Nature Center's environmental education program. WOWE is dedicated to helping the local residents and visitors of all ages understand and appreciate our environment through continued education.***

#### **Mission statement of the SPI Birding Nature Center and Alligator Sanctuary:**

***The Mission of the South Padre Island Birding Nature and Alligator Sanctuary is to educate the public about the birds of South Padre Island and its environs: the flora, fauna and natural environment of South Padre Island, the Laguna Madre Bay, the Gulf of Mexico, the American Alligator, South Texas, and Northern Mexico with an emphasis on conservation and environmental awareness.***



The target audience for WOVE is the RGV Winter Texans. Every January we attend the largest Winter Texan Expo at the McAllen Convention Center through Welcome Home RGV. This is a two day expo where we will primarily promote WOVE. Starting in the month of December, our team will be visiting RV parks throughout the valley doing presentations for the birding center and WOVE. The team will be making weekly stops to all SPI hotels updating their staff and visiting with Winter Texans during breakfast and happy hour events.

Heavy print advertising will start 1 month prior to event. We will advertise in the Coastal Current, Parade, Valley Morning Star, Port Isabell Press, and the Monitor. Social media has already begun with Facebook and Instagram. The SPIBNCAS will have all the information and speaker line up with Bio's of the presenters on our website. [www.spibirding.com](http://www.spibirding.com)

The WOVE steering committee started working on this event in March, 2021. The steering committee is made up of 10 volunteers and 2 paid staff members. Four of the volunteers were involved with WOVE for several years when it was sponsored by St. Andrew's. The committee will be meeting bi-weekly for several months and 2 months prior to the event, they will meet weekly. We will have the lineup of guest presentations/speakers by mid-December.

When WOVE was held at the convention center, it was a two-day event and saw nearly 1400 guests. The BNC decided to spread the event into 5 days to accommodate the large attendance since we do not have a large space and parking. Around 1,300 guests attended the first year and the numbers have increased each year since then. This year we will have one day-trip bus trip programs that transport visitors to a number of eco-tourism opportunities. As WOVE's reputation grows, the number of people coming to South Padre Island for this event will also grow.

Rough Draft – SCHEDULE FOR WOWE 2022

	Tuesday, Feb. 8	Wednesday, Feb. 9	Thursday, Feb. 10	Friday, February 11	Saturday, Feb. 12
8:00	Board buses for field trips	Board busses for field trips	Board busses for field trips	Bird Walk	Bird Walk
3:30	Guest speaker in the Conference Room	Guest speaker- conference room	Guest speaker- conference room	Guest speaker- conference room	Guest speaker- conference room
11- 11- 30	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium
12- 1:15	Lunch	Lunch	Lunch	Lunch	Lunch
1:30- 2:00	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium And Jonathan Wood's Live Raptor show in the Exhibit Hall	Alligator presentation and photos- auditorium And Jonathan Wood's Live Raptor show in the Exhibit Hall	Alligator presentation and photos- auditorium And Jonathan Wood's Live Raptor show in the Exhibit Hall
2:30- 3:30	Guest speaker	Guest speaker	Guest speaker	Guest speaker	Guest speaker
3: 45- 4:15	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium

GUEST SPEAKERS- We are inviting 10 guest speakers who are experts in their fields. The speakers who are already scheduled include: John Yochum from Estero Llano Grande. Dr. Bonca from Sea Turtle, Inc., Marilyn Lorenze, from Texas Master Naturalists, Mark Conway, a bird banding expert, and Javi Gonzales our expert on migrating shore birds.



26<sup>th</sup> Annual



February 8-12  
2022

## JONATHAN WOOD - RAPTOR PROJECT -

Shows Daily:  
Thursday, Friday and Saturday



Sponsored  
by  
**South Padre  
ISLAND**

AGE	COST
55+	\$8.00
13-54	\$8.00
4-12	\$6.00



## DAILY TOPICS

Presentation times available at  
[spibirdindg.com](http://spibirdindg.com)

Tuesday, February 8th: **Plants & Pollinators**



Wednesday, February 9th: **Fishing Day**



Thursday, February 10th: **Gulf and the Bay**



Friday, February 11th: **South Texas Birds**



Saturday, February 12th: **Nature of the Valley**



South Padre Island Birding & Nature Center  
6801 Padre Blvd.

For more information visit: [spibirding.com](http://spibirding.com) or

2022 Winter Outdoor Wildlife Expo

### WOWE BUDGET 2022

Attendance Category	Number	Explanation
Number of Volunteers per day	15 per day	Texas Master Naturalist, St. Andrew's Church, Rotary Club of Port Isabel Bay Area Birders, BNCAS volunteers
Number of Customers (not including children)	2,000.00	

Expenses	Amount	Explanation
Food and coffee	\$200.00	Morning and afternoon snacks for vendors and volunteers each day
Printing programs and fliers	\$100.00	
Chair rental	\$100.00	
Jonathan Wood Hotel Room	\$4,000.00	Thursday, Friday and Saturday/3 shows per day/Birds on display all day
Advertising- Coastal Current, Port Isabel Press, Brownsville Herald	\$2,500.00	Coastal Current/ Port Isabel Press/ Brownsville Herald/Valley Morning Star
Website		Website changes will be made by staff not webmaster
<b>Total expenses</b>	<b>\$8,900.00</b>	



# 2019 Winter Outdoor Wildlife Expo



## Event Attendance

1,325 attendees  
323 unduplicated  
households  
105 room nights  
8.7% change in event days  
YoY occupancy



## DEMOGRAPHICS

Average age 49.1  
Average Income:  
69%  
\$50,000 or more

**\$2,000**  
CVB Investment

**\$89,636**  
Total Spending

**\$277**  
spending per  
household



2.48 visitors per  
household

1.15 nights  
spent on SPI

## City tax share

10.5% Lodging = \$4,343  
2% F&B sales tax = \$209  
2% Other sales tax = \$553  
Total = \$5,105

**Total tax ROI = 155.2%**  
Lodging only ROI = 117.1%



## SPI Experience

**NET PROMOTER SCORE**  
likely to recommend  
South Padre Island

**84.4**

**86.7%**

Likely to  
return

**93.3%**

Satisfied  
with SPI

**93.3%**

Satisfied  
with event



24th  
Annual



January 22 - 26, 2019

# W.O.W.E

## *Prepared for*

City of South Padre Island Convention and Visitors Bureau

## *Prepared by*

Business and Tourism Research Center  
The University of Texas Rio Grande Valley

## *Research Team Leaders*

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# Executive Summary and Survey Highlights

The Winter Outdoor Wildlife Expo (W.O.W.E) took place at the South Padre Island Birding and Nature Center from Tuesday, January 22<sup>nd</sup> through Saturday, January 26<sup>th</sup> 2019. The five-day Expo featured different nature topics each day including the Raptor Project presentation and was expected to attract 1,700 visitors.

To examine the spending of W.O.W.E. attendees on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted by volunteers at the Birding Center on Tuesday through Thursday and by the UTRGV survey team on Friday and Saturday of the event. The survey was administered onsite for 122 completed questionnaires resulting in 46 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominately married (77.3%) females (52.3%), had an average age of 49.1 years, had at least some type of college degree (73.3%), worked full-time (40.0%), were primarily white (57.5%) and Hispanic (37.5%) and 69.0% had an average annual income above \$50,000. Survey respondents were primarily from the US (93.2%) with 4.5% from Mexico. On average, household participants traveled an average of 255 miles with an average of 2.48 people and spent 1.15 nights on SPI during the event.

Most survey respondents are considered promoters of the Island to others (84.4%), resulting in an excellent net promoter score of 84.4. Most respondents are somewhat or very satisfied with the Island experience (93.3%) and the event (93.3%) and are likely or very likely to return to SPI for a future vacation (86.7%).

Importantly, the survey analysis found that the 323 household groups attended W.O.W.E. and spent an estimated weighted average of \$277 per household while on the Island for a total spending of \$89,636. Of this spending, lodging is the highest per household expenditure category with 28% of study respondents spending at least one night on the Island in paid lodging and staying an average of 1.15 nights. This resulted in about 105 total room nights, most of which were spent in hotels.



With the average weighted lodging expenditure of \$277 per household that spent the night on the Island, a total of \$48,391 was spent on lodging. Of this amount, 17% or \$7,031 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$4,343, is the City's share of the HOT. Moreover, the estimated total spending on food and beverages of \$11,327 included about \$863 in taxes at the 8.25% rate or \$209 at the City 2% tax rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to \$29,918, of which \$2,280 was sales taxes, with \$553 the City's share. In total, the \$89,636 spent during W.O.W.E. resulted in \$10,175 in tax revenue with \$5,104.85 the City's share. This represents a return to the City of \$3,105 for a 155.2% gain on the \$2,000 cash investment made by the CVB in W.O.W.E. as shown in the table.

*Summary of Key Performance Indicators (KPI)*

KPI	RESULT	DESCRIPTION OF KPI	PAGE
CVB INVESTMENT	\$2,000	AMOUNT OF FUNDING PROVIDED BY CVB TO EVENT PROMOTER	P1
TOTAL SPENDING	\$89,636	TOTAL SPENT BY EVENT HOUSEHOLDS	TABLE 1, P6
AVERAGE SPENT PER HOUSEHOLD	\$277	WEIGHTED AVERAGE SPENT PER HOUSEHOLD	TABLE 1, P6
NUMBER OF HOUSEHOLDS	323	NUMBER OF HOUSEHOLDS AT EVENT	FIGURE 3, P4
NUMBER IN HOUSEHOLD	2.48	NUMBER OF PEOPLE IN HOUSEHOLD GROUP AT EVENT	FIGURE 3, P4
NIGHTS ON SPI	1.15	AVERAGE NUMBER OF NIGHTS SPENT ON SPI	FIGURE 3, P4
LODGING TAX	\$4,343	CITY SHARE OF HOT REVENUE: 10.5% OF 17% HOT	TABLE 2, P7
F&B SALES TAX	\$209	CITY SHARE OF TOTAL TAX COLLECTED FROM F&B SPENDING: 2% OF 8.25% OF TOTAL SALES TAX	TABLE 2, P7
OTHER SALES TAX	\$553	CITY SHARE OF TOTAL SALES TAX REVENUE	TABLE 2, P7
TOTAL CITY TAX SHARE	\$5,105	TOTAL CITY TAX REVENUE FROM EVENT	TABLE 2, P7
TOTAL TAX ROI	155.2%	RETURN ON CVB INVESTMENT CONSIDERING ALL TAXES	TABLE 2, P7
LODGING ONLY ROI	117.1%	RETURN ON CVB INVESTMENT CONSIDERING HOT ONLY	TABLE 2, P7
NET PROMOTER SCORE	84.4	MEASURE OF CUSTOMER LOYALTY; CALCULATED AS IDENTIFIED PROMOTERS LESS DETRACTORS	FIGURE 6, P8
LIKELY TO RETURN	86.7%	PERCENT SOMEWHAT OR EXTREMELY LIKELY TO RETURN TO SPI	FIGURE 7, P8
SATISFIED WITH THE SPI	93.3%	PERCENT SATISFIED WITH THE SPI EXPERIENCE	FIGURE 8, P8
SATISFIED WITH EVENT	93.3%	PERCENT SATISFIED WITH EVENT	FIGURE 9, P9

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# Lights over South Padre Island

## Introduction

The Winter Outdoor Wildlife Expo (W.O.W.E) took place at the South Padre Island Birding and Nature Center from Tuesday, January 22<sup>nd</sup> through Saturday, January 26<sup>th</sup> 2019. The five-day Expo featured different nature topics each day, including the Raptor Project presentation, and was expected to attract more than 1,000 visitors, with about 300 to 500 staying in South Padre Island lodging for two to four nights.

Activities are scheduled from 9:00am to 3:45pm daily as follows:

### **SCHEDULE OF ACTIVITIES**

**Tuesday, January 22<sup>nd</sup> - Plants & Pollinators**

**Wednesday, January 23<sup>rd</sup> - Fishing Day**

**Thursday, January 24<sup>th</sup> - The Gulf and the Bay**

**Friday, January 25<sup>th</sup> - South Texas Birds**

**Saturday, January 26<sup>th</sup> - Nature in the Valley**

The South Padre Island Convention and Visitors Bureau provided the South Padre Island Birding and Nature Center with \$2,000 in funding. According to the application for the funding, the event sponsor planned to use funding to cover the \$4,000 cost of the Raptor Project and to promote the event by spending \$5,000 on newspaper advertisements and \$1,000 on the website and social media, by distributing event flyers to the Chamber of Commerce, the Visitors' Center, hotels and existing e-mail listings and by issuing four or five press releases.

# Method

## Interviews

To estimate the economic impact of the 2019 W.O.W.E., South Padre Island Birding and Nature Center volunteers or UTRGV interviewers administered a survey (see Appendix A) to event attendees as follows:

- Tuesday, January 22 – Thursday, January 24<sup>th</sup>, 9:00am-3:45pm: South Padre Island Birding and Nature Center volunteers;
- Friday, January 25 – Saturday, January 26<sup>th</sup>, 8:30am-4:00pm: UTRGV survey team.



A total of 300 blank questionnaires and clipboards were delivered to the South Padre Island Birding and Nature Center for volunteers to distribute to event attendees throughout the week. Then, on Friday and Saturday of the event, the UTRGV survey team and project manager were onsite to administer surveys. All survey participants were offered a chance to win two nights at Schlitterbahn Beach Resort as an incentive to help recruit respondents.

On Tuesday through Thursday of the event, volunteers at the SPI Birding and Nature Center collected 36 surveys while the UTRGV survey team interviewers collected 86 on Friday and Saturday. The survey team, wearing bright orange t-shirts and visors, randomly approached potential respondents in a professional manner and administered paper surveys on clipboards with the data to be entered into an online link later by the team. Although interviews yielded 122 completed responses; a number of responses were eliminated as follows:



- 6 were completed by another household member;
- 63 were from respondents not on the Island for the event;
- 3 were from respondents who live within ten miles; and,
- 4 were outliers.

The result is 46 useable questionnaires for analysis. According to the Director of the SPI Birding and Nature Center, a total of 1,325 attended the 5-day event. With an estimated population of 323 households who passed by the interviewers, the 122 completed surveys results in a completed responses rate of 9.2%.



## Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. According to the director of the South Padre Island Birding and Nature Center, a total of 1,325 attended the 5-day event. No breakdown by day was provided. However, to better understand household attendance and duplication of attendance over multiple days, respondents were asked to indicate which of the five days' activities they attended. A total of 116 respondents indicated attending 192 events suggesting that each household respondent attended an average of 1.66 days of events. Figure 1 shows that the most attended events were on Saturdays (29.2%), on Friday (26.6%) and on Wednesday (22.4%).



**FIGURE 1. EVENTS ATTENDED**

The appropriate unit of analysis of spending impact is 'the household' since spending questions are asked about household expenditures rather than individual expenditures. To determine the number of households at the event, the total number of attendees (1,325) is divided by the average household size (2.48) as found in the survey (see Figure 3) to determine that 535 households were at the event over the 5-day period. The number of attendee households (535) is then divided by the average number of events attended (1.66), as found by the survey for a total of 323 **unduplicated** households attending all events.

# Results

## Survey participants travel and SPI stay characteristics

In all, 46 useable surveys were completed by people specifically on South Padre Island for 2019 W.O.W.E. Survey respondents were first asked to indicate their role or participation type in the event. Figure 1 shows that by far, most of the respondents surveyed were spectators (71.7%) with the remaining event participants volunteer/staff (28.3%).

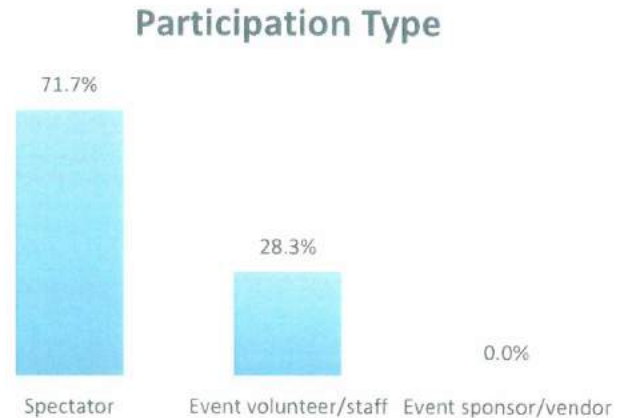


FIGURE 2. PARTICIPATION TYPE

Next, respondents indicated how many people were in their household while at the event, the number of nights spent and the number of miles traveled to the event. The number of people reported in the household for the event ranged from 1 to 7 for an average of 2.48 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 255 miles to attend the event, although distances traveled ranged from 10 to 2252 miles and spent an average of 1.15 nights on SPI for the event with a range of 0 to 7 nights spent on SPI.



FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT



Note that some respondents were apparently Winter Texans and reported spending from 44 to 90 days. These responses, were deleted as outliers because their responses would have significantly and inappropriately skewed results.

Figure 4 breaks down the percent of respondents by number of nights spent on SPI and shows that 52.2% of respondents did not spend the night on SPI. Of those spending the night, most

respondents spent one (10.9%) or two (19.6%) nights (19.6%) although 10.9% spent 3 nights on the Island. Four (2.2%) spent more than five nights on SPI for the event.



**FIGURE 4. PERCENTAGE SPENDING THE NIGHT ON SPI**

Figure 5 shows the types of lodging used. While most event attenders reported not spending the night on the Island (51.1%), of those who did, 22.2% spent the night in a



**FIGURE 5. TYPE OF LODGING**

hotel/motel room, 13.3% rented a condominium or beach house, 4.4% stayed with family or friends.

With 28% (Table 1, p6) of the estimated 323 households spending an average of 1.15 nights (Figure 3, p5) on the Island, the W.O.W.E. event should have resulted in 105 room nights.

***W.O.W.E. attendees accounted for 105 room nights.***

## Estimated spending

Study respondents were asked to indicate how much money they spent in various expenditure categories. All reported expenditure amounts were assumed to include sales taxes except that lodging was assumed to be stated without HOT so was adjusted upward by 17%, the HOT rate. The total average reported expenditure by category was then multiplied times the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category.

Results in Table 1 indicate the average amount spent on lodging, as adjusted by 17%, was \$530 with a weighted average of \$150 considering that 28% of respondents spent money on lodging for a total of \$48,391. Average spending on food and beverages was \$56, with a weighted average of \$35, for a total category spending of \$21,197, including sales taxes. The total spent on all other categories was \$29,918. In total, 323 event households spent a weighted average of \$277 for a total SPI spending of \$89,636.

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$56	63%	\$35	\$11,327
Night life	\$49	20%	\$10	\$3,090
Lodging	\$530	28%	\$150	\$48,391
Attraction entertainment	\$81	30%	\$25	\$8,005
Retail	\$33	37%	\$12	\$3,978
Transportation	\$39	41%	\$16	\$5,196
Parking	\$25	4%	\$1	\$351
Admission fees	\$28	26%	\$7	\$2,331
Clothing	\$53	7%	\$3	\$1,124
Groceries	\$71	22%	\$15	\$4,986
Other	\$41	7%	\$3	\$857
<b>Total</b>	<b>\$1,006</b>		<b>\$277</b>	<b>\$89,636</b>

*The estimated direct spending on South Padre Island as attributed to the 2019 W.O.W.E. is \$89,636, within a 7.2% confidence interval of plus or minus \$6,445 given the assumptions of a random sample selection.*



## Tax benefits of spending during event

To calculate the tax revenue accruing from event attendee spending, the following tax rates are assumed:

- 17% hotel occupancy tax rate;
- 10.5% City's share of the hotel occupancy tax rate;
- 8.25% sales tax on all non-lodging spending;
- 2% is the City's share of non-lodging sales tax.

The spending reported in Table 1 should result in the tax revenues shown in Table 2. Total spending on lodging should result in total tax revenue of \$7,031 with the City's share at 10.5% totaling \$4,343. Total spending on food and beverages should result in \$863 in tax revenue with \$209 the City's share while total spending in all other expense categories should yield \$2,280 in sales tax revenue with \$553 the City's share. Altogether, the tax revenue should be \$10,175 with \$5,105 the City's share. The gain from the City's share of the hotel tax alone on the \$2,000 invested in the event is 117.1% but is 155.2% considering the City's share of all the tax revenue.

**Table 2. Spending, tax revenue and ROI**

Spending category	Amount spent	Total HOT	Total sales tax	City's % share	City's \$ share	ROI
<b>Lodging</b>	\$48,391	17%	\$7,031	10.50%	\$4,343	117.1%
<b>Food &amp; Beverage</b>	\$11,327	8.25%	\$863	2%	\$209	
<b>All nonlodging</b>	\$29,918	8.25%	\$2,280	2%	\$553	
<b>Totals</b>	\$89,636		\$10,175		\$5,105	155.2%

*Total spending of 2019 W.O.W.E. attendees resulted in an estimated tax revenue of \$10,175, with \$5,105 going to the City of South Padre Island. With an investment of \$2,000 in the event, the gain to the City is 117.1% considering only the 10.5% share of HOT but 155.2% considering all the City's estimated tax revenue share.*

## The SPI Experience

The next section of the survey asked W.O.W.E. attendees about their stay on SPI. In this section, the “net promoter” question was used to determine how likely survey respondents are to recommend SPI as a place to visit to friends or colleagues.

The results, shown in Figure 6, indicate that most study respondents (84.4%) are promoters of SPI while a few (0.0%) are detractors. This yields a net promoter score (NPS) of 84.4, which is excellent. For example, the hotel industry has a NPS of 39 ([www.netpromoter.com/compare](http://www.netpromoter.com/compare)).

Respondents were asked how likely they are to return to SPI and how satisfied they were with the event. As seen in Figure 7, by far most respondents (86.7%) are likely to return to the Island at some time in the future.

Respondents were also asked to indicate their satisfaction with the SPI experience and with the event. Result shown in Figure 8 indicate that 93.3% were satisfied with the SPI experience and that 2.2% were dissatisfied with SPI.

### Recommendation likelihood Net promoter score



FIGURE 6. NET PROMOTER SCORE

### Likelihood of returning to SPI

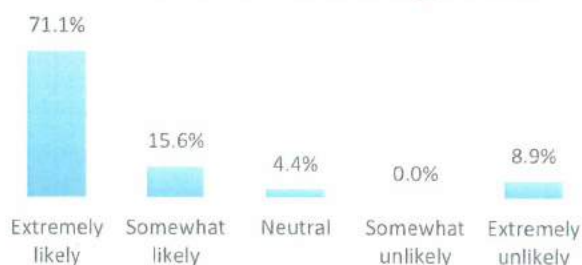


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

### Satisfaction with SPI experience

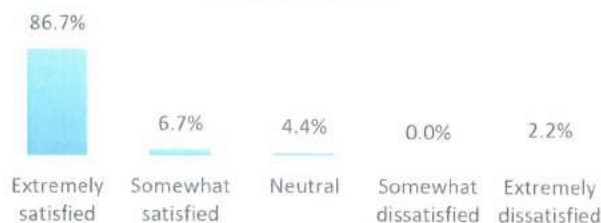
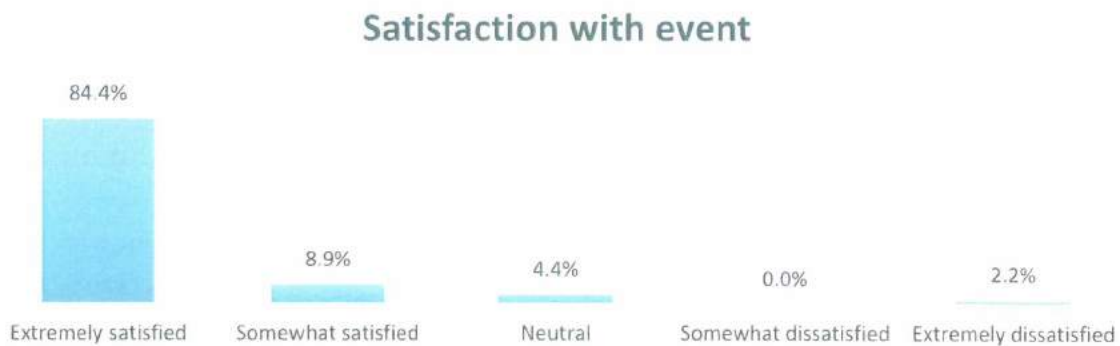


FIGURE 8. SATISFACTION WITH SPI EXPERIENCE



Most respondents (93.3%) were also satisfied with the event and only 2.2% reported being dissatisfied with the event as seen in Figure 9.



**FIGURE 9. SATISFACTION WITH EVENT**

**NOTE: Respondents were asked to provide suggestions for improving their stay on SPI. The unedited comments are as follows:**

- Advertisements
- Convention center + birding center
- Free parking
- Golf carts on the beach.
- Good job.
- Great overall.
- Guided tours
- Having a cup of coffee or drinks available. For free or to purchase, either is fine
- It would be nice to have a similar event during breaks, so more people can come.
- Lunch stands
- Market event
- Facebook TX birds + butterflies
- Marketing
- More animal exhibits
- More bilingual
- More Vendors
- More vendors.
- Perhaps look at scheduling of sessions. For example, the skin + skull exhibit hardly had attendees, but it competed against the live raptor show, ocelot presentation, etc., and might have had more participation if scheduled at another time.
- Since I have monthly pass for Nature Center, would like an entry cost break for WOVE so I would come and go more.
- Stop constructing buildings at SPI, because they are damaging SPI itself.
- Too many cancelled programs. Disrupted our schedule

## Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18 + years and the average age of all respondents was 49.1 year-of-age with ages ranging from 18 to 78.

Most respondents were female (52.3%), a majority were married (77.3%) and most had some type of college degree (73.3%) as shown in Figures 10 through 12, respectively.

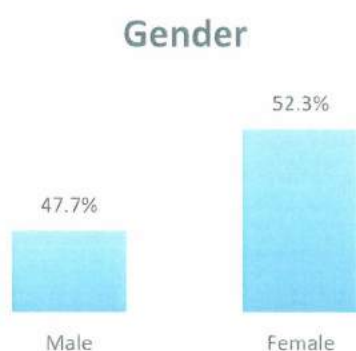


FIGURE 11. GENDER



FIGURE 12. MARITAL STATUS

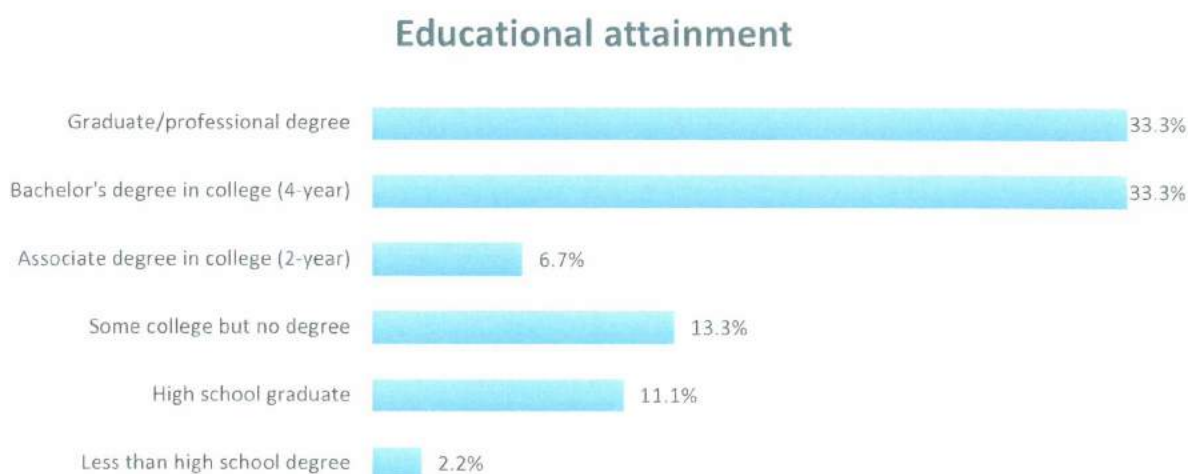
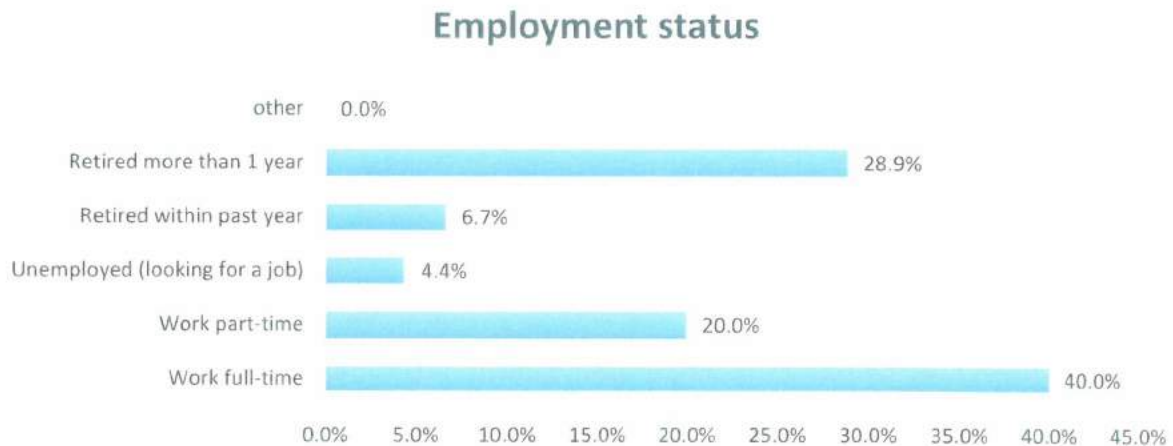


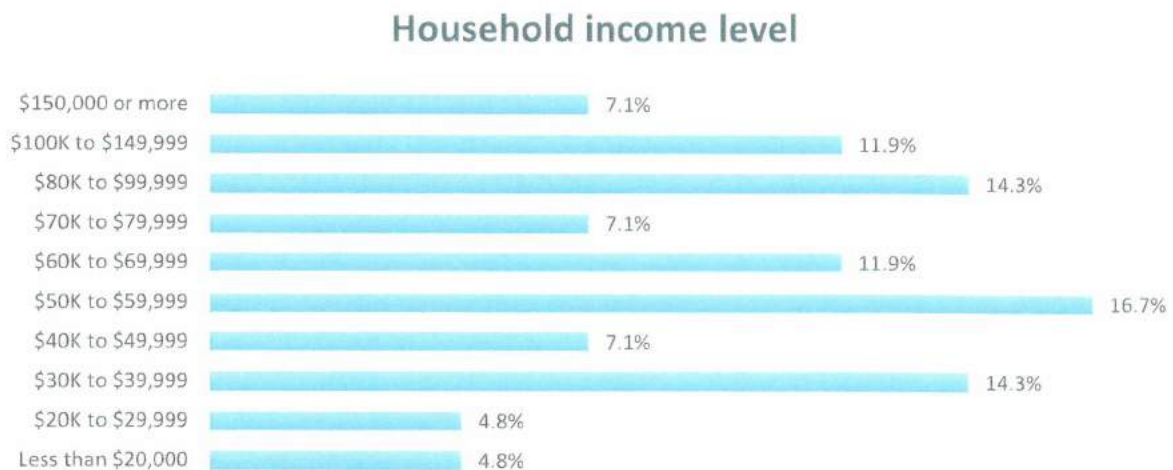
FIGURE 10. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (40.0%), although 20.0% work part-time and 35.6% are retired as seen in Figure 13.



**FIGURE 13. EMPLOYMENT STATUS**

Most W.O.W.E. study participants reported having a higher-than-average household income level: 69.0% indicated an annual household income above \$50,000 (Figure 14).



**FIGURE 14. HOUSEHOLD INCOME LEVEL**

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 15 show that 37.5% of respondents considered themselves Hispanic while 57.5% indicated being White.



FIGURE 15. ETHNICITY

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (93.2%) and 4.5% indicated being from Mexico as shown in Figure 16.

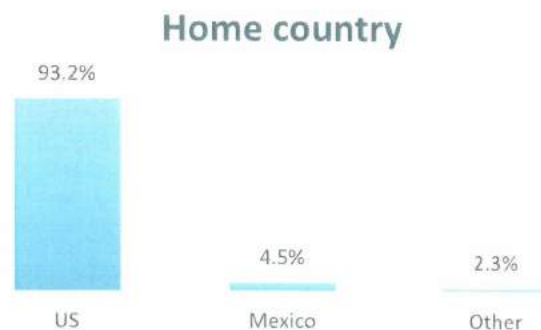


FIGURE 16. HOME COUNTRY

Specific zip or postal codes of study respondents and of study participants are shown and mapped in Appendix B.



## STR Report

Additional data to provide evidence about the impact of an event on the SPI economy comes from the STR Destination Report provided to the SPI CVB. STR is a “global data benchmarking, analytics and marketplace insights” firm that gathers, analyzes and reports data from hotel owners/operators for benchmarking purposes. The Report includes data regarding hotel occupancy, average daily rate (ADR), revenue per available room (RevPAR), supply, demand, and revenue as provided by reporting SPI hotel owner/operators for last year as compared to this year. This data may be viewed in two ways. One way is to examine trends over the month to determine whether the hotel metrics changed because of an event as compared to the rest of the month and the other way is to compare metrics during the event time period to those of the same time period in the previous year.

W.O.W.E. was held from Tuesday, January 22<sup>nd</sup> through Saturday, January 26<sup>th</sup>. This means that event attendees could have spent the night on SPI from Tuesday through Saturday night. The following figures show the hotel metrics for the Tuesday-Saturday period (the month trend) for this year and for the same period as last year (the year trend).

The occupancy rate for the five-day period this year was 70.0%, as compared to 64.5% last year, which is 8.7% above the same day-period last year. This year’s event period was above the week average (66.2%) as well as the 28-day rate of 58.8% as seen in Figure 17.

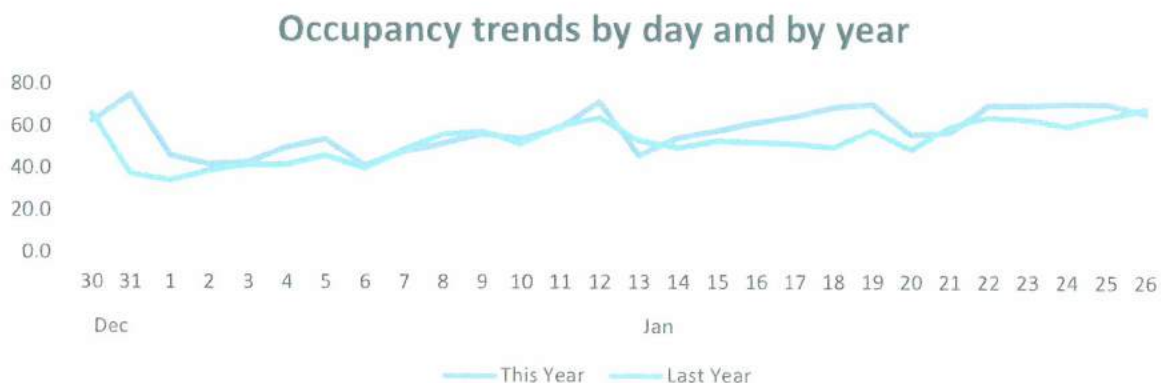
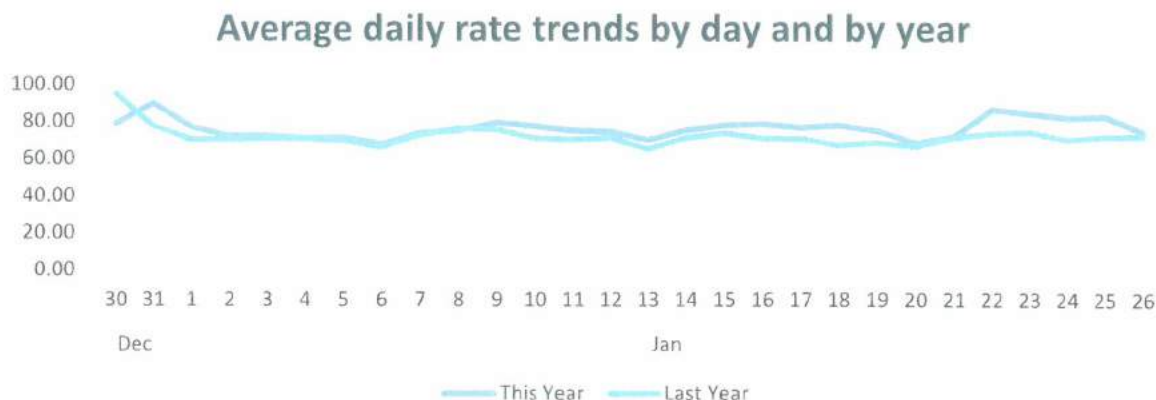


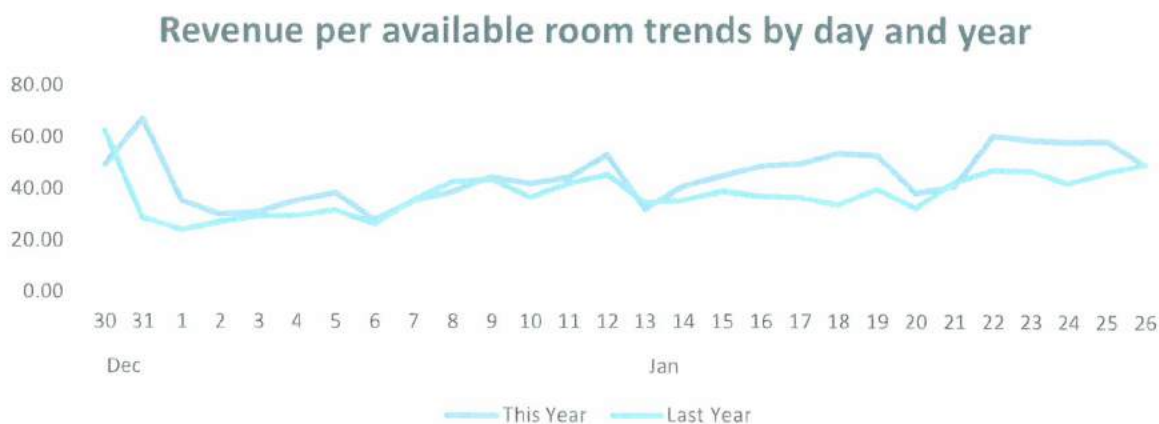
FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR

The average daily rate (ADR) of rooms for this year's event period was \$82.03, 13.2% above room rates compared to \$72.49, the same time period last year. The average room rate for this year's event period was also higher than the rate for the week (\$79.23) and higher than the 28-day period (\$76.93) as shown in Figure 18.



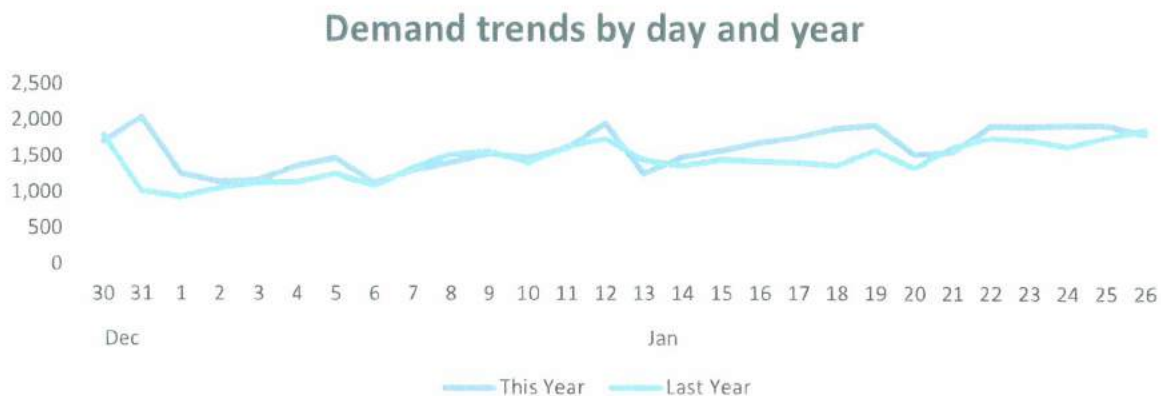
**FIGURE 18. AVERAGE DAILY RATE**

Figure 19 shows the revenue per available room (RevPAR) for the same year/month-long time period. The average RevPAR for the five nights of the event was \$57.45, which is 23.4% above last year's same-period average of \$46.78. This year's RevPAR, was also above the average week rate (\$52.46) and this year's 28 day-period rate of \$45.22.



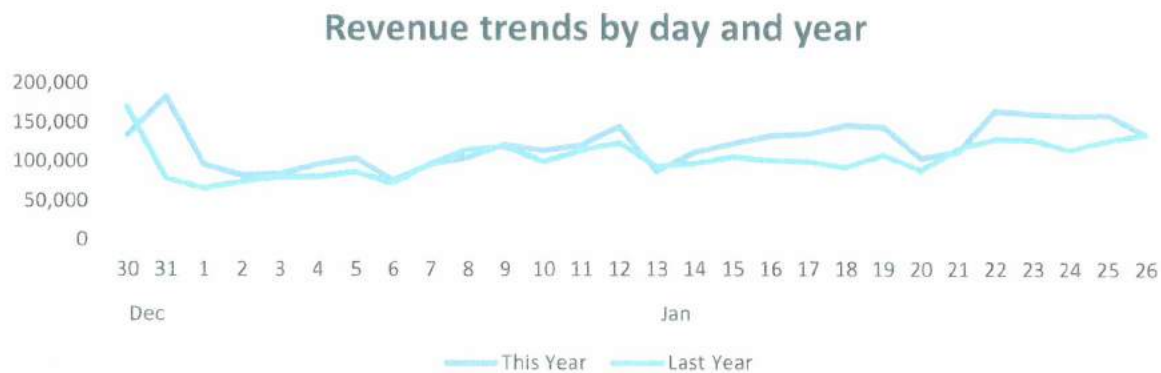
**FIGURE 19. STR RevPAR BY DAY AND YEAR**

Similar to the other trends, the demand trend in Figure 20 shows an increase this year over last year. Room demand for this year's event period was 1,901 rooms as compared to last year's same 5-day period average of 1,753 rooms, an increase of 8.7%. Room demand during event nights was also above the daily average demand for the month (1,576) but not for the week (1,799).



**FIGURE 20. STR DEMAND TRENDS BY DAY AND YEAR**

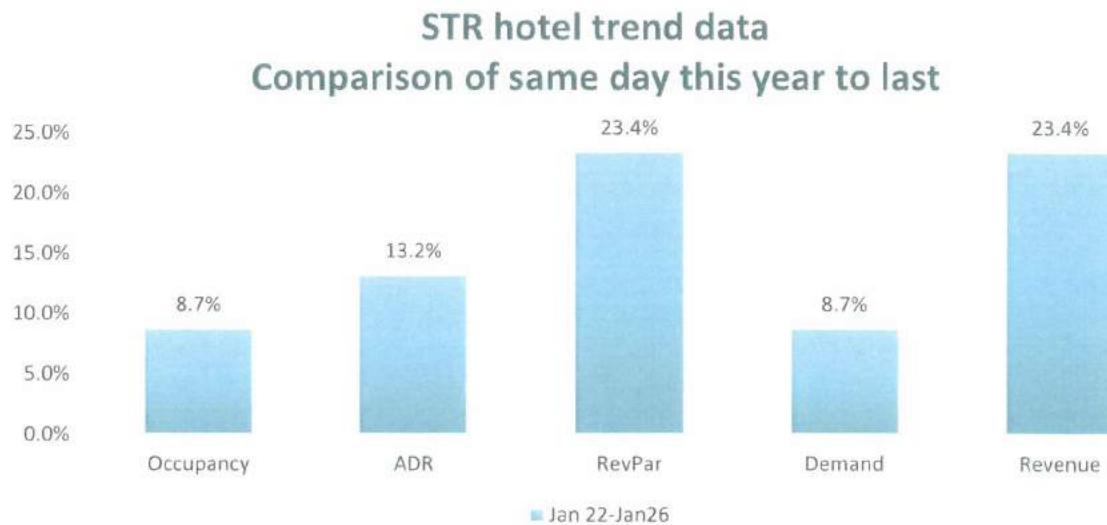
Total lodging revenue for this year's event-period was also higher than last year's by 23.4%. This year's W.O.W.E. nights revenue averaged \$156,083 whereas last year's same-days revenue was \$127,091 as seen in Figure 21. The average revenue is also higher than this year's 28-day-long average revenue (\$122,874) and last year's (\$104,232).



**FIGURE 21. STR REVENUE TRENDS BY DAY AND YEAR**



Finally, Figure 22 summarizes the average percent change in hotel occupancy, ADR,



**FIGURE 22. STR HOTEL TREND DATA 2-DAY COMPARISON**

RevPAR, demand and revenue for the nights that W.O.W.E. attendees would have spent the night on the Island. All the metrics examined for the two-night period were significantly higher this year than last year.

The STR data suggests that W.O.W.E. could have resulted in an increase in lodging occupancy and rates over the week or month period as compared to the same day-period as last year. The weather during this year's W.O.W.E. was very windy, and rainy and cool on several days, which may have had an impact on attendance at the event and intention to stay on the Island. In addition, other events held during the same day-period this year or last year may have resulted differences in STR metrics.

**Note:** The STR data is derived from 11 hotel owner/operator reporting data for this year and last year. This represents 35.5% of the census of 31 open hotels listed in the STR Census and 48.4% of the hotel rooms listed, thus all results should be interpreted accordingly without a high degree of assurances of generalizability.



## Concluding remarks

This report has detailed the amount of money spent on South Padre Island the 3029 Winter Outdoor Wildlife Expo which took place at the South Padre Island Birding and Nature Center from Tuesday, January 22<sup>nd</sup> through Saturday, January 26<sup>th</sup> 2019. The five-day Expo featured different nature topics each day including the Raptor Project presentation and was expected to attract 1,700 visitors, with about 300 to 500 staying in South Padre Island lodging for two to four nights. The results of the study were obtained by administering a short onsite survey, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 122 completed surveys resulted in 46 useable responses for the analysis.

The study sample was comprised of predominately of married females who were an average of years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, identify ethnically Hispanic and were from the US. The average household came to the event with 2.48 people, had traveled an average of 255 miles and 28% spent the night on SPI for an average of 1.15 nights.

By combining the count of people at the event and survey results, event attendees generated an estimate 105 SPI room nights. STR data suggests that lodging metrics for the nights of the five days of events were better than the same metrics for the week period and for the 28-day period this year as well as last year. With an average total weighted lodging expenditure per household of \$150 event attendees spent a total of \$48,391 on lodging, resulting in about \$4,343 the City's share of the Hotel Tax revenue. Spending on food and beverages by event attendees was about \$11,327, which should yield \$209 to the City at a tax rate of 2%. The \$29,918 spent in all other categories should provide the City with \$553 in sales tax revenue. Together, W.O.W.E. participants spent \$89,636, generating \$10,175 in total sales tax with \$5,105 the City's share.

Considering only the City's share of the hotel tax revenue, the City gained \$2,343 or 117.1% on their \$2,000 investment. Considering all tax revenue from all spending, the City should receive \$5,105 in taxes for a total return of \$3,105 or a 155.2% on the cash investment provided to the event organizer.

In addition, most W.O.W.E survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. This means that regardless of the event return on investment, the overall SPI and event experience of the attendees will likely result in some people returning to the Island for future vacations.



## Appendix A: Survey

Winter Outdoor Wildlife Expo (W.O.W.E.) Survey	
<p>This survey is to understand your household experience and spending during Winter Outdoor Wildlife Expo. <i>The one person, older than 18, best able to report on spending for all people in your household at the event should complete this survey.</i> Responses are very important to planning future events. As a thank you, you may enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort. Responses are confidential and individual information will not be included in survey results or shared with others. Contact the Business and Tourism Research Center at UTRGV at <a href="mailto:businessresearch@utrgv.edu">businessresearch@utrgv.edu</a> or call 956.665.2829 for questions.</p>	
1. Have you or someone else in your household already completed this survey? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, return this survey.	10. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?
2. Did you come to South Padre Island specifically for W.O.W.E.? <input type="checkbox"/> Yes <input type="checkbox"/> No: If no, return this survey. Thanks!	Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely
3. About how many miles did you travel to attend the event? _____ miles	11. How likely are you to return to South Padre Island for a vacation at some time in the future?
4. Which of the following best describes your participation in W.O.W.E.? (Check all that apply?)	<input type="checkbox"/> Extremely likely <input type="checkbox"/> Somewhat likely <input type="checkbox"/> Neutral
<input type="checkbox"/> Spectator <input type="checkbox"/> Event volunteer/staff	<input type="checkbox"/> Somewhat unlikely <input type="checkbox"/> Extremely unlikely
<input type="checkbox"/> Event sponsor/vendor <input type="checkbox"/> Did not attend	12. How satisfied are you with your overall South Padre Island experience?
<input type="checkbox"/> Other _____ (write in answer)	<input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral
5. Including yourself, how many people from your household attended the event? _____ Number in household	<input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied
6. How many nights did you (or will you) spend on SOUTH PADRE ISLAND while attending W.O.W.E.? _____ nights	13. How satisfied are you with W.O.W.E.?
7. Where are you staying (or did stay) while on South Padre Island for W.O.W.E.?	<input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral
<input type="checkbox"/> Hotel/motel <input type="checkbox"/> Rented condo/beach house	<input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied
<input type="checkbox"/> Campground/RV park <input type="checkbox"/> Rented a room	14. What suggestions do you have for improving W.O.W.E. or your stay on South Padre Island? (write on back)
<input type="checkbox"/> My own SPI residence <input type="checkbox"/> Friend/family residence (unpaid)	15. What is your home zip or postal code? _____ code
<input type="checkbox"/> Not spending the night <input type="checkbox"/> Other (please specify) _____	16. What is your home country?
8. Which W.O.W.E. events will you attend? (check all that apply)	<input type="checkbox"/> US <input type="checkbox"/> Mexico <input type="checkbox"/> Canada <input type="checkbox"/> Other _____
<input type="checkbox"/> Tuesday Plants & Pollinators <input type="checkbox"/> Wednesday Fishing Day	17. What is your age? _____ (years of age)
<input type="checkbox"/> Thursday Gulf & the Bay <input type="checkbox"/> Friday South Texas Birds	18. What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Gender diverse
<input type="checkbox"/> Saturday Nature of the Valley	19. What is your marital status?
9. Please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for W.O.W.E.? (List only total dollar amounts spent on SPI)	<input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Widowed <input type="checkbox"/> Divorced/separated
Food & beverages (restaurants, concessions, snacks, etc.) \$	20. What is your highest educational attainment?
Night clubs, lounges & bars (cover charges, drinks, etc.) \$	<input type="checkbox"/> Less than high school <input type="checkbox"/> Associate's degree
Lodging expenses (hotel, motel, condo, room) \$	<input type="checkbox"/> High school graduate <input type="checkbox"/> Bachelor's degree
Local attractions & entertainment (fishing, snorkeling, kayaking, etc.) \$	<input type="checkbox"/> Some college, no degree <input type="checkbox"/> Graduate/professional degree
Retail shopping (souvenirs, gifts, film, etc.) \$	21. What is your current employment status?
Transportation (gas, oil, taxi, etc.) \$	<input type="checkbox"/> Work full-time <input type="checkbox"/> Retired within past year
Parking fees \$	<input type="checkbox"/> Work part-time <input type="checkbox"/> Retired more than 1 year
SPI Admission fees \$	<input type="checkbox"/> Unemployed (looking for a job) <input type="checkbox"/> Other (Please specify)
Clothing or accessories \$	22. What is your combined annual household income?
Groceries \$	<input type="checkbox"/> Less than \$20,000 <input type="checkbox"/> \$60K-\$69,999
Other (please specify) \$	<input type="checkbox"/> \$20K-\$29,999 <input type="checkbox"/> \$70K-\$79,999
	<input type="checkbox"/> \$30K-\$39,999 <input type="checkbox"/> \$80K-\$99,999
	<input type="checkbox"/> \$40K-\$49,999 <input type="checkbox"/> \$100K-\$149,999
	<input type="checkbox"/> \$50K-\$59,999 <input type="checkbox"/> \$150,000 or more
	23. What is your ethnicity? (Select all that apply)
	<input type="checkbox"/> White <input type="checkbox"/> Hispanic <input type="checkbox"/> Mixed
	<input type="checkbox"/> Black <input type="checkbox"/> Asian <input type="checkbox"/> Other _____
	Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort. Contact information is confidential and will be deleted after the drawing.
	Name _____
	Phone number: _____
	Email: _____
	Winners will be notified no later than 1 week after event.

THANK YOU VERY MUCH!!!

## Appendix B: Respondent's zip or postal code and frequency of response and zip code map

01075	55985	78521	78578
01354	56041	78521	78578
04074	57501	78521	78578
21915	57537	78521	78578
38521	58479	78526	78578
44090	60018	78526	78586
47711	61265	78526	78586
48433	61626	78526	78586
49012	62401	78526	78597
49323	62401	78526	78597
50477	66061	78550	78597
50511	66219	78550	78597
50524	68008	78550	78597
53207	68521	78550	78597
53532	73170	78552	78597
53934	75092	78559	78597
54729	75198	78566	78597
54769	75611	78566	78597
54880	77389	78572	78597
54902	78258	78572	78615
54915	78363	78572	78633
55057	78501	78572	78840
55070	78501	78574	80118
55384	78520	78578	80701
55414	78520	78578	87114
55426	78521	78578	92084
55434	78521	78578	





South Padre Island Convention & Visitors Bureau

# **South Padre Island Tax Funding Application**

Hotel Occupancy Tax Use Guidelines Under Texas State Law

# APPLICATION FOR INITIAL FUNDING

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

## ORGANIZATON INFORMATION

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

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

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

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

Contact Office PhoneNumber: \_\_\_\_\_

Contact Cell PhoneNumber: \_\_\_\_\_

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

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

Entity's CreationDate: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

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

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

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

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

Primary Purpose of Funded Activity/Facility:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

---

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

---

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

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

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

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

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

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

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

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

Where and how many rooms will be blocked?

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>

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

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

---

Will the event charge admission? 

---

 If so, what is the cost per person? 

---

Do you anticipate a net profit from the event? 

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

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

- Newspaper: \$ 

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- Radio: \$ 

---
- TV: \$ 

---
- Website, Social Media: \$ 

---
- Other Paid Advertising: \$ 

---

Anticipated Number of Press Releases to Media: 

---

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

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Other Promotions: 

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

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

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

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

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---

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

What geographic region(s) are you marketing to?

---

---

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

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

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

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

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

☐ Yes    ☐ No

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

**Submit to complete applications to:**

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

# South Padre Island Convention & Visitors Bureau

## Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

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

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

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

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

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

## **2020 Ladles Kingfish Tournament**

### **Activities Overview**

#### **Wednesday-** at the SPI Convention Centre

Move in our tournament related supplies, trophies, merchandise, angler bags. Deliver banners to CVB staff for hanging. Check with them regarding final setup.

#### Thursday - at the SPI Convention Centre

Setup merchandise booth, trophy display, stage presentation, art vendor, raffle display, inside boat/car displays. Setup posters. Challenge table also setup.

#### **Friday-** at the SPI Convention Centre

Set up registration work area, bag pickup, onsite registration, vendors come in to setup 9-3. Bars are setup. Volunteers arrive by 4. The room is wrapped with sponsors banners all around the room.

Event opens at 4 p.m. and registration ends at 7:00 pm. Guests may enjoy Food and drink while shopping our merchandise booth and visiting vendor booths where they can purchase items or visit with reps. A very active raffle area is selling chances for a vast number of raffle items. Registered participants may enter an angler's challenge. Guests can view all of the sponsored award trophies. This is a time when many guests visit with friends and anglers they haven't seen since previous year. Event is open to everyone. We usually have some type of music and during the course of the evening there is a rules meeting.

#### Saturday- at the South Point Marina in Port Isabel

Fishing on the Laguna Madre and the Gulf of Mexico. Weigh in is held at the South Point Marina in Port Isabel from 2 to 7 p.m. There is covered seating available for audience and the Laguna Madre Youth Center is selling food and soft beverages. 30 plus volunteers staff the weigh in tables and assist anglers at the dock. We have a charity that collects donated fish. lots of photo ops

#### **Sunday** - at the SPI Convention Centre

Final day of festivities. Convention Hall opens at 10:00 a.m. to the public. Those with tickets can enjoy lunch starting at 11:00. There are cash bars for refreshments. Vendors are open and our event merchandise booth volunteers are selling items. Our raffle crew is selling tickets for the raffle until 12:00 noon. Trophies are on display. An announcer does the appropriate thank you to sponsors, donors, various dignitaries and guests. Winners are announced and awarded trophies. Raffle drawings are held. Angler's challenge announces winners.



## Proposed Budget LKT 2022

<b>450000 · Ladies Kingfish Tournament -</b>	
411050 · Reg. Fees	21,000.00
412050 · Sponsorship	30,000.00
413050 · Event promo items	2,500.00
429050 · Miscellaneous	4,000.00
<b>Total 450000 · Ladies Kingfish Tournament -</b>	<b>57,500.00</b>
<b>620000 · Ladies Kingfish Tournament</b>	
500050 · Promotion	5,000.00
502050 · Awards/Prizes/Tropies	1,200.00
522050 · Food/Drink	4,300.00
562050 · Misc.	4,500.00
576050 · Printing	250.00
606050 · Supplies	200.00
618050 · T-Shirts/logo items	1,700.00
619050 · Event Bags	1,200.00
<b>Total</b>	<b>18,350.00</b>



## 2022 Proposed Media Plan

### **Lone Star Outdoors**

Ad on website homepage – June and July

### **Texas Saltwater Fishing Magazine**

½ page full-color ad in July printed magazine

Large banner ad on website homepage – June and July

### **PI/SPI Guides Association Website**

Ad on website homepage that links to event page for one year

### **Texas Sportsman Magazine**

Full page color ad in June/July online magazine

Videos during event and while fishing and features on Texas Sportsman Show on Fox Channel 2

### **Gulf Coast Mariner Magazine**

E-blast to over 5,000 contacts, event posted on homepage under Fishing and Fishing Events, 3 Facebook posts, 2 Twitter posts, 1 Instagram post, and banner on website for two months with click to event page

### **Saltwater Angler Magazine**

Banner ad on website homepage in June and July

### **South Padre Island Street Banner**

In median on Padre Blvd. two weeks prior to event

### **Parade**

Three ½ page color ads (every other week and alternated with Coastal Current)

We paid for two and Parade paid for one

Full page color thank you ad in August

### **Coastal Current**

Three ½ page color ads (every other week and alternated with Parade)

Full page color thank you ad in August

### **SOCIAL MEDIA – FISHING GROUPS JOINED (10,982+ total members)**

361 Fishing – 39,000 members	Fishing Tournaments: South Padre Island, TX (SPI) – 68 members
Fishing Texas – 19,000 members	Texas Fishing Group – 7,500 members
RGV Fishing Fanatics – 2,700 members	SPI Fishing: The Jetties – 452 members
Texas Fishing – 1,200 members	Texas Flats Fishing – 1,900 members
210 Fishing – 38,000 members	

\*all social media posted to Chamber's Facebook, Instagram and Twitter, and LKT Facebook and Instagram, and shared with above fishing groups, and numerous local groups

Registration forms and posters are also distributed during Port Mansfield and TIFT tournaments.

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

Based on 2021 attendee demographics, 55% of our registrants were from outside 75 miles of South Padre Island.

Using an estimate of 370 registered attendees and a conservative 45% from outside 75 miles, equal 185 who may book room nights.

Conservatively estimating 3 person per room which results in 83 room nights x 2 nights = 123 room nights total.



# APPLICATION FOR INITIAL FUNDING

Today's Date: 10/12/2021

## ORGANIZATON INFORMATION

Name of Organization: South Padre Island Convention and Visitors Bureau

Address: 7355 Padre Blvd.

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

Contact Name: April Romero Contact Email: april@sopadre.com

Contact Office PhoneNumber: 956-761-8392

Contact Cell PhoneNumber:

Website Address for Event or Sponsoring Entity: sopadre.com

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

Entity's CreationDate:

Purpose of your organization:

Promote South Padre Island as a premier tourist destination.

## EVENT INFORMATION

Name of Event: Lighted Boat Parade 2021

Date(s) of Event: Saturday, December 4, 2021

Primary Location of Event: Entertainment District/Laguna Madre Bay

Amount Requested: \$7,000.00

Primary Purpose of Funded Activity/Facility:

Provide family-friendly entertainment in support of the City's holiday program and continue a 30+ year long-standing tradition of the Lighted Boat Parade.

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

To support the operations of the Lighted Boat Parade.

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

<sup>100</sup> \_\_\_\_\_ Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ <sup>7,000.00</sup> \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ \_\_\_\_\_

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

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

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

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

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

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

---

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

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

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? <sup>4 by SPICVB (Over 30 total)</sup> \_\_\_\_\_

Expected Attendance: <sup>1,000+</sup> \_\_\_\_\_

How many people attending the Event will use South Padre Island lodging establishments? <sup>100</sup> \_\_\_\_\_

How many nights do you anticipate the majority of the tourists will stay? <sup>1-2</sup> \_\_\_\_\_

Will you reserve a room block for this Event at an area hotel(s)? <sup>Yes</sup> \_\_\_\_\_

Where and how many rooms will be blocked?

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The SPICVB will package this event with local hotels and VRMs.

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
December 2020	\$7,000	
December 2019	\$3,000	80
December 2018	\$3,000	81

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

QR Codes and Room Block Information

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

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

Do you anticipate a net profit from the event? <sup>No</sup> \_\_\_\_\_

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

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

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

Anticipated Number of Press Releases to Media: <sup>2</sup> \_\_\_\_\_

Anticipated Number Direct Emails to out-of-town recipients: <sup>1 email blast to 25k individuals</sup> \_\_\_\_\_

Other Promotions: <sup>Request all SPI-sponsored fishing tournaments to send boat parade flyers to their registrants.</sup> \_\_\_\_\_

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

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

Yes

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



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

SoPadre website, SoPadre social media channels, the digital billboard in RGV & Austin Markets, Tx Monthly & Coastal Current, and assistance from the Zimmerman Agency

**Who is your target audience?** Families

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

Texas - specifically RGV/San Antonio & Austin markets

**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:**

1,00,000 TML

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

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

☒ Yes ☐ No

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

**Submit to complete applications to:**

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

# South Padre Island Convention & Visitors Bureau

## Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Lighted Boat Parade 2021

10/12/2021

Name of Event

Date Submitted

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

Authorized Signature

10/12/2021

Date

April Romero

Print Name

## **Lighted Boat Parade**

**Saturday, December 4, 2021**

### **Schedule of Events:**

- A **MUST ATTEND MEETING** prior to the event of **ALL BOAT CAPTAINS** or their designated representatives will be held at **SPI Convention Centre at 2:00 p.m.**
  - Boat Numbers and instructions will be given out.
- Boats will gather at **Sea Ranch Marina on Saturday at 5:30 p.m.**
- Parade begins at **Sea Ranch Marina at 6:00 p.m.**
  - Designated viewing locations throughout the route will offer public viewing.
  - See map for visual route.
- Parade continues through the channel by the “Entertainment District.
- Judging will take place near The Greens/Docks at Jim’s Pier.
- Captains will dock their boats.
- **Captain’s Dinner** - Location TBD immediately following the ending of the boat parade.

*Schedule is tentative.*

*In the event of inclement weather, the parade will be postponed to  
Saturday, December 11, 2021.*



# Lighted Boat Parade-2021

Expenses	Details	Budget
Boat Numbers	2 reflective banners for numbers 1-30	\$800.00
Awards Dinner	Captain's Dinner	\$1,600.00
Social Media Marketing	Marketing pre-budgeted	\$500.00
Print Ad - Marketing	Inserts	\$2,000.00
Operations		\$1,000.00
Awards		\$600.00
Banner		\$300.00
Misc.		\$200.00
<b>TOTAL</b>		<b>\$7,000.00</b>



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

**MEETING DATE:** October 27, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the contract and funding requests for Spartan City Sprint & Kids Championship in February 2022. (Romero)

**ITEM BACKGROUND**

Spartan City Sprint & Kids Championship:

Scheduled Feb. 19, 2021 (originally Feb 19 & 20).

\$90,000 (\$10,000 in-kind)

Approved by SEC, CVAB, and Council in Sept. 2021 & Oct. 2021

**BUDGET/FINANCIAL SUMMARY**

02-593-8099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

**SPARTAN  
2022 TERM SHEET**

City of South Padre Island Convention & Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, Texas 78597  
**Attn: Ed Caum | Executive Director**

<b>PARTNERSHIP TERM</b>	November 1, 2021 – November 1, 2022
<b>TERRITORY</b>	North America
<b>INVESTMENT</b>	\$90,000 to be paid within 15 days of event completion, Terms to follow
<b>EVENT(S)</b>	Date: February 19, 2022 Event Name: <b>South Padre Spartan City 5K &amp; Kids North American Championship</b> Venue Address: 6900 Padre Blvd, South Padre Island, TX 78597
<b>SPONSOR CO-MARKETING AND TRADE SUPPORT</b>	<p><b>CO-MARKETING AND TRADE SUPPORT.</b> As additional consideration for this Agreement, Sponsor will, at its sole cost and expense, provide Spartan with the following co-marketing and trade support benefits:</p> <ol style="list-style-type: none"> <li><b>Parking and Transportation.</b> <ol style="list-style-type: none"> <li>Venue rental for the Event (including set-up and breakdown costs and expenses).</li> <li>Parking support staff for the Event (including during set-up and breakdown).</li> <li>Use of convention center parking lot for trailer staging</li> </ol> </li> <li><b>Safety Support Staff.</b> <ol style="list-style-type: none"> <li>Provide Fire and Rescue staffing and support for the Event (including any costs and expenses)</li> <li>Provide Police staffing and support for the Event (including any costs and expenses).</li> </ol> </li> <li><b>Sanitation and Maintenance Services.</b> Sponsor will provide venue maintenance, waste and refuse service during the Event (including during set-up and breakdown).</li> <li><b>Storage and Equipment.</b> Sponsor will provide Spartan with storage prior to the Event and tents for Spartan staff use during the Event (including any costs and expenses).</li> <li><b>Online/Social Media Promotion.</b> <ol style="list-style-type: none"> <li>Sponsor will promote and tag Spartan and the Event on social media posts (e.g. Facebook, Instagram).</li> <li>Sponsor will collaborate with Spartan on additional social media opportunities to showcase Sponsor's hosting of the Event.</li> <li>Sponsor will collaborate with Spartan to co-author a news release and media announcement.</li> <li>Sponsor will provide digital content for Spartan's distribution to attendees such as "things to do," "places to eat," etc.</li> </ol> </li> <li><b>Logo.</b> Sponsor hereby grants Spartan a term limited license to use Spartan's name and logo for Spartan's promotion of the Event.</li> </ol>

**CO-MARKETING AND  
TRADE SUPPORT,  
SPONSORSHIP  
BENEFITS**

**Spartan** will provide for each Event, at no additional cost to SPONSOR (unless otherwise specified below):

1. **Logo.** Display of SPONSOR logo, as provided by SPONSOR, on Event webpage, welcome banner and event feather banners.
2. **Destination Promotion.** Spartan will collaborate with SPONSOR to promote host DESTINATION, as well as activities located near the Event, including but not limited to:
  - i. Social media promotion; including at least Up to 3 posts (SPONSOR must provide content 2 weeks prior to desired postdate)
  - ii. Spartan will provide a direct link from the Spartan website to participating SPONSOR destination website
  - iii. Inclusion in pre-race emails. SPONSOR to provide link and content 4 weeks prior to the event date(s). Content must be mutually approved by both parties.
3. **Host Sponsor mentions.** Inclusion and mention of SPONSOR in the event-related media coverage, post event recap and event specific marketing campaign.
4. **Exhibit Space.** Spartan will grant SPONSOR one 20 feet x 20 feet exhibit space in a high traffic area at the festival associated with each Event for SPONSOR's use (the "Tent"). SPONSOR will keep exhibit open and staffed at all times during Event hours. SPONSOR acknowledges that set-up hours are on Friday between 8:00 AM – 3:00 PM. Depending on the number of participants at the Event, the Event may end as early as 4pm. Event tear down begins on the last day of the Event as soon as the last participant exits the Event. Early tear down is not allowed.
5. **Barrier Jackets.** SPONSOR may provide four (4) barrier jackets to be installed in the festival area at the Event and/or on the racecourse. Content and design to be reasonably approved by Spartan. Except as otherwise provided in this Agreement, SPONSOR shall be responsible for the initial production of on-site barrier jackets and comparable signage.
6. **Logo Inclusion.** SPONSOR's logo to be included on the Finisher Shirts, Medal Lanyards and above-mentioned banners. SPONSOR must provide logo 4 weeks prior to event date.
7. **Race Entries.** Spartan will provide SPONSOR with up to ten (10) complimentary Event race entries to use for promotional purposes. The start times for such race entries shall be determined in Spartan's sole discretion. The race entries shall be provided at Spartan's sole expense; provided, that any person registering for the race using such race entries shall be responsible for the cost and purchase of the individual supplemental race insurance offered through the race registration platform.
8. **Event Testimonial.** Spartan will provide Sponsor with a testimonial describing its experience working with Sponsor and hosting the Event.

**Payment Terms.**

- A. As good and valuable consideration for the Sponsorship Benefits provided by Spartan, Sponsor agree to provide Spartan a sponsorship fee payable on the date and in the amount described in the table below. Sponsor acknowledges and agrees that payments will be made by check or wire to Spartan agrees to provide wire details to Sponsor upon execution of this Agreement.

2022 Event Sponsorship Fee	Payment Schedule
\$45,000.00 from the City of South Padre Island Convention & Visitors Bureau in support of the Spartan City Sprint Event  \$45,000.00 from the City of South Padre Island Convention & Visitors Bureau in support of the Spartan Kids North American Championship Event	50 % of payment shall be paid within 30 days of signature. The full remaining payment shall be paid within 15 days upon completion of the Event.

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

**MEETING DATE:** October 27, 2021

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

**DEPARTMENT:** Special Events Committee

**ITEM**

Discussion and update on Spartan Hurricane Heat in November 2021. ( Romero)

**ITEM BACKGROUND**

Spartan Hurricane Heat

November 19 - 21, 2021

Est. Attendance - 100

An event they provided to us at no cost due to us sponsoring their main event in Feb. 2022.

\*\*\*Never went to SEC or CVAB, until public comments on Oct. 19 SEC Meeting

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

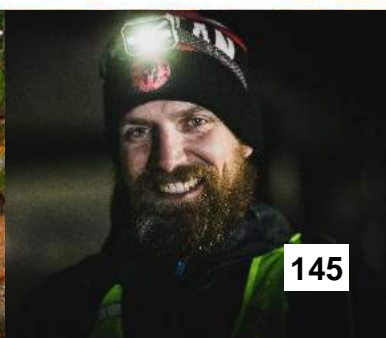
**RECOMMENDATIONS/COMMENTS:**





# SPARTAN™

HURRICANE HEAT  
PARTNERSHIPS



# WHAT IS A HURRICANE HEAT?

**Welcome to the Spartan Hurricane Heat! Simply put, the Hurricane Heat is a team-building event that teaches cohesiveness and camaraderie by pushing people to their physical and mental limits in non-traditional creative ways under challenging conditions. We will be implementing additional safety measures and adapting our team building practices in accordance to Covid-19 standards and social distancing guidelines.**

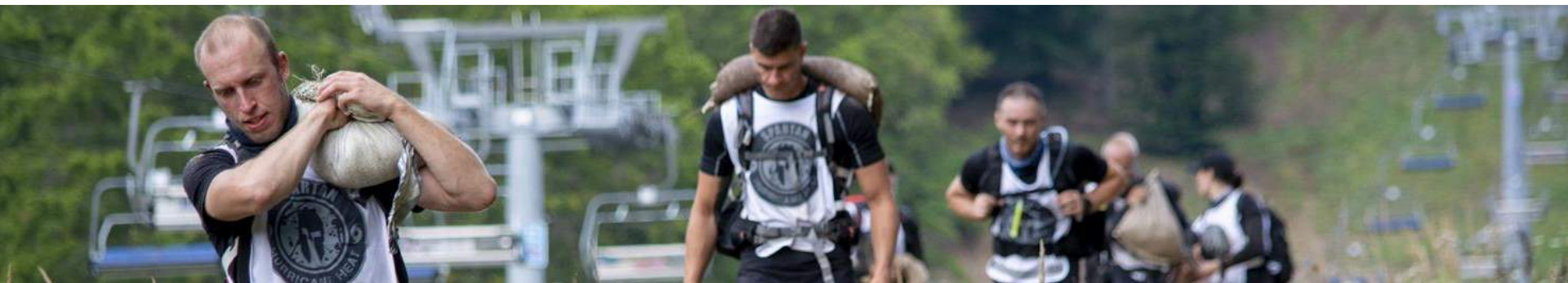
The Hurricane Heat started in August of 2011 when Hurricane Irene forced the cancellation of a Spartan Race in Amesbury, Massachusetts. Even with thousands of bummed out racers, no one was more devastated than our founder, Joe DeSena. So, he gathered 150 athletes and Spartan staffers at 5:30am, handed them some sandbags, did a boatload of burpees, and proceeded to spend more than three hours covering less than four miles. Needless to say, there were some very tired people when it was over but participants absolutely loved their experience while learning a lot about themselves, and the Hurricane Heat was born.

At a Hurricane Heat, participants will assemble with strangers and be given tasks and missions to figure or carry out. The tasks will quickly establish how well they can work as a team, how strong they are mentally, and how far they can push their body, physically. Upon arrival to a Hurricane Heat, participants will start with physical training and the Hurricane Heat leaders, called Krypteia, will check gear ensuring everyone's preparedness for the tasks set before them. Teams will then be created and the excitement of the unknown begins. Working as a unit each team will solve problems, collaborate to complete tasks, and find ways to accomplish missions. What one person cannot do alone will be fulfilled as a team.

By the end of a Hurricane Heat, participants will feel accomplished. They may leave tired, and maybe wet and muddy, but will leave with a sense of pride, satisfaction, and honor. And most likely, will have gained a new set of friendships too.



# VENUE REQUIREMENTS & PARTNERSHIP



**Spartan is now accepting proposals for new Hurricane Heat locations!**

## Venue Requirements:

- Cell Service
- Emergency vehicle access
- 25 minutes or less EMS response time to location
- Free or very low cost
- 50 - 100 people capacity (with social distancing)
- 30+ vehicle parking
- 48-hour access to land
- 10+ acres
- Prefer a variety of terrain: woods, trails, streams, grassy field, but not required
- Restrooms or availability of portable toilets

## Partnership Benefits:

What's in it for the venue host?

- Hosting a Spartan Hurricane Heat is a great introductory Spartan product to launch Spartan in your destination and build a relationship for future Spartan events
- Marketing Exposure for your destination on our vast Spartan social media and web platforms
- Opportunity to offer a unique endurance event to your community promoting health and wellness in a scaled and monitored environment.

**\*Programming will be adapted to meet current Covid-19 restrictions and distancing practices\***





# SPARTAN™

If your destination is interested in partnering with  
us on a Hurricane Heat please contact:

ANDI HARDY  
HURRICANE HEAT DIRECTOR  
[andih@spartan.com](mailto:andih@spartan.com)  
770-846-3673

THANK YOU-AROO!

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

**MEETING DATE:** October 27, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

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

\*KRGV Channel 5-SPI Camera and Extended Beach Conditions Sponsorship

\*CBS Channel 4 Media Buy

\*Lamar Digital Billboards- Oklahoma Renewal

\*Texas Monthly Winter 2021 Campaign and Spring 2022 Campaign

**ITEM BACKGROUND**

KRGV Channel 5: \$47,400 (October 2021-September 2022)

CBS Channel 4: \$45,000 investment (October 2021- September 2022)

Lamar Digital Billboards Oklahoma Renewal: \$49,000 (November 2021-March 2022)

Texas Monthly: Winter 2021 Campaign \$49,500, Spring 2022 Campaign \$49,500 Total investment: \$99,000  
(November 2021-April 2022)

**BUDGET/FINANCIAL SUMMARY**

02-594-0531

**COMPREHENSIVE PLAN GOAL**

N/A



**LEGAL REVIEW**

Sent to Legal: Yes

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**

# **5** **KRGV.com** **NEWS** **abc**

## **The Valley's News Channel**

### **SPI CAMERA AND EXTENDED BEACH CONDITIONS SPONSORSHIP** **October 1st, 2021-September 30<sup>th</sup>, 2022**

**Sponsor Text in the bottom right corner of all SPI camera shots during KRGV newscasts.**

**Text will appear anytime the SPI Camera is used during all CHANNEL 5 and HECHOS VALLE newscasts.**

**Minimum total of Sponsor Text impressions on CHANNEL 5: 2,416**

**Minimum total of Sponsor Text impressions on AZTECA VALLE: 1,192**

**Sponsor Video Billboard adjacent to CHANNEL 5 NEWS and HECHOS VALLE extended beach conditions report.**

***"The beach conditions report is supported by South Padre Island Convention and Visitors Bureau"***

**Extended beach conditions report to air in the Thursday 6p and Friday 6a newscasts on CH5 and Thursday 5p and Friday 7a on AZTECA VALLE.**

**Video Billboard will feature five seconds of sponsor video, sponsor logo, and audio mention.**

**On CHANNEL 5, Sponsor receives a total of 104 Sponsor Video Billboards (52 in the Thursday 6p News / 52 in the Friday 6a News)**

**On Azteca Valle, Sponsor receives a total of 104 Spanish Sponsor Video BB's (52 in the Thursday 5p News/52 in the Fri. 7a News)**

**Sponsor Logo on 52 Beach Conditions Facebook posts on KRGV Weather Facebook Posts (x1 post per week)**

**Logo visible throughout feature / KRGV Weather Facebook Page =205,000 Fans**

**Sponsor Logo on 52 Beach Conditions Facebook posts on Azteca Valle Page (x1 post per week, in Spanish)**

**Logo visible throughout feature / Azteca Valle Facebook Page = 53,200 fans**

**Sponsor Logo + Mention on a total of 240 Beach Conditions promos airing on CHANNEL 5 (x20 per month)**

**Sponsor Logo + Mention on a total of 240 Beach Conditions Spanish promos airing on AZTECA VALLE (x20 per month)**

**Sponsor Logo + Mention on a total of 240 Beach Conditions promos airing on SOMOS EL VALLE (x20 per month)**

**360 M-F 5a-12a Sponsor Commercials on CHANNEL 5. (x30 per month)**

**480 M-F 5a-12a Sponsor Commercials on AZTECA VALLE (x40 per month) \***

**480 M-F 5a-12a Sponsor Commercials on SOMOS EL VALLE (x40 per month)**

**\*Spanish spot must run on Azteca. If Spanish spot is not available, KRGV will edit a Spanish at no charge.**



## SPI Camera Sponsor Text Impressions Annual Schedule on CHANNEL 5

Days	Time	Program	Minimum # of SPI Camera Uses/ Text Impressions (October 1, 2021-September 30,2022)
M-F	430a-5a	CHANNEL 5 NEWS at 430a	259
M-F	5a-530a	CHANNEL 5 NEWS at 5a	259
M-F	530a-6a	CHANNEL 5 NEWS at 530a	259
M-F	6a-7a	CHANNEL 5 NEWS at 6a	259
M-F	12p-1p	CHANNEL 5 NEWS at 12p	259
M-F	5p-530p	CHANNEL 5 NEWS at 5p	259
M-F	6p-7p	CHANNEL 5 NEWS at 6p	259
M-F	10p-1035p	CHANNEL 5 NEWS at 10p	259
Sa	8a-9a	CHANNEL 5 NEWS at 8a	52
Sa	6p-630p	CHANNEL 5 NEWS at 6p <small>Newscast will not air Sa 9/4-Sa-12/4 due to College Football</small>	32
Sa	10p-1035p	CHANNEL 5 NEWS at 10p	52
Su	9a-10a	CHANNEL 5 NEWS at 9a	52
Su	530p-6p	CHANNEL 5 NEWS at 530p	52
Su	10p-1035p	CHANNEL 5 NEWS at 10p	52
Su	1030p-1105p	CHANNEL 5 NEWS at 1030p	52

**Minimum Total of SPI Camera Uses/Text Impressions on CHANNEL 5: 2,416**



**October 1, 2021 – September 30, 2022**  
**Monthly Cost: \$3,950 (Oct 21-Sep 22)**  
**Total Cost: \$47,400 (Oct 21-Sep 22)**

0-1 0 1 0 1 1 0



## Quote November 2021 – October 2022

Program	Days	Time	Total Spots	Monthly Spots	Spots
CBS 4 Morning News	Thur	6a-7a	25X	2X	Events Spot
CBS News at 6	Thur	6p-6:30p	25X	2X	Events Spot
CBS 4 News at 10	Thur	10p-10:30p	25X	2X	Events Spot
CBS 4 Rotator	Mon – Sun	6a-12m	240X	20X	:15 second and :30 second
Estrella TV	Mon-Sun	5a-12m	600X	50X	12X to 13X
Branded Content Monthly Article	Mon-Sun	ROS	12X	1X	
Valleycentral.com Banner Ads	Mon-Sun	5a-12m	600,000	50,000	ROS
Weekly Sponsored Facebook Post on CBS 4 News Rio Grande Valley	Thur	6a-11a	48X	4X per month	

**Monthly Investment: \$3,750**  
**Total Investment: \$45,000**



CBS 4 Approval

South Padre Island CVB Approval

Nexstar Media SVEO - Harlingen / Weslaco / Brownsville / McAllen, TX





Oklahoma City  
123 NW 50th Street  
Oklahoma City, OK 73118  
Phone: 405-528-2683  
Fax: 405-557-1648



CONTRACT # 3693438

Date 9/30/2021  
New/Renewal: RENEWAL  
Account Executive: Lisa Garza  
Phone: 405-528-2683

CONTRACTED BY AGENCY ON BEHALF OF ADVERTISER	
Customer #	135256-0
Name	SOUTH PADRE ISLAND CONVENTION & VISITORS
Address	7355 PADRE BLVD
City/State/Zip	SOUTH PADRE ISLAND, TX 78597
Contact	Lori Moore
Email Address	lroi@aopadre.com
Phone #	(956) 761-8387
Fax #	
P.O./Reference #	266-SOU-21
Advertiser/Product	SOUTH PADRE ISLAND CONVENTION & VISITORS
Campaign	

Space								Billing Cycle: Every 4 weeks		
# of Panels: 8								# Service Periods	Invest Per Period	Cost
Panel # TAB ID	Market	Location	Illum	Media Type	Size	Misc	Service Dates			
9002 266-OKLAHOMA 30448888 COUNTY, OK		I-40, .3 mi E/O MERIDIAN, SS/WF	Yes	Digital Bulletin	14' 0" x 48' 0"		11/01/21-03/20/22	5	\$2,000.00	\$10,000.00
9005 266-OKLAHOMA 14931092 COUNTY, OK		800 N. I-44 (STATE FAIR GROUNDS) ES/SF	Yes	Digital Bulletin	14' 0" x 48' 0"		11/01/21-03/20/22	5	\$2,000.00	\$10,000.00
9015 266-OKLAHOMA 234676 COUNTY, OK		4507 S. I-44, S/O SW 44TH, WS/NF	Yes	Digital Bulletin	14' 0" x 48' 0"		11/01/21-03/20/22	5	\$3,200.00	\$18,000.00
9021 266-OKLAHOMA 30637770 COUNTY, OK		7003 N. BROADWAY EXT. .6 mi S/O WILSHIRE, WS/NF	Yes	Digital Bulletin	14' 0" x 48' 0"		11/01/21-03/20/22	5	\$2,000.00	\$10,000.00
9002 266-OKLAHOMA 30448888 COUNTY, OK		I-40, .3 mi E/O MERIDIAN, SS/WF	Yes	Digital Bulletin	14' 0" x 48' 0"		03/21/22-03/27/22	1	\$583.00	\$583.00
9006 266-OKLAHOMA 14931093 COUNTY, OK		2400 N. I-235, ES/SF	Yes	Digital Bulletin	14' 0" x 48' 0"		03/21/22-03/27/22	1	\$584.00	\$584.00
9015 266-OKLAHOMA 234676 COUNTY, OK		4507 S. I-44, S/O SW 44TH, WS/NF	Yes	Digital Bulletin	14' 0" x 48' 0"		03/21/22-03/27/22	1	\$1,250.00	\$1,250.00
9021 266-OKLAHOMA 30637770 COUNTY, OK		7003 N. BROADWAY EXT. .6 mi S/O WILSHIRE, WS/NF	Yes	Digital Bulletin	14' 0" x 48' 0"		03/21/22-03/27/22	1	\$583.00	\$583.00
Total Space Costs:									\$49,000.00	

Special Considerations: Additional bonus: Two 3-day Event Packages to be used at the advertiser's discretion during the term of the contract. Advertising on panel 9015 on this contract, as well as the bonus advertising, will be guaranteed space. All other digital boards will be pre-emptive space.

Advertiser authorizes and instructs The Lamar Companies (Lamar) to display in good and workmanlike manner, and to maintain for the terms set forth above, outdoor advertising displays described above or on the attached list. In consideration thereof, Advertiser agrees to pay Lamar all contracted amounts within thirty (30) days after the date of billing. Advertiser acknowledges and agrees to be bound by the terms and conditions on all pages of this contract.

The Agency representing this Advertiser in the contract executes this contract as an agent for a disclosed principal, but hereby expressly agrees to be liable jointly and severally and in solidio with Advertiser for the full and faithful performance of Advertiser's obligations hereunder. Agency waives notice of default and consents to all extensions of payment.

The undersigned representative or agent of Advertiser hereby warrants to Lamar that he/she is the Media Buyer

(Officer/Title)

of the Advertiser and is authorized to execute this contract on behalf of the Advertiser.

Agency/Buying Service:	SOUTH PADRE ISLAND CONVENTION & VISITORS
Signature:	
	(signature above)
Name:	
	(print name above)
Date:	
	(date above)

Advertiser:	SOUTH PADRE ISLAND CONVENTION & VISITORS
Signature:	
	(signature above)
Name:	
	(print name above)
Date:	
	(date above)

INITIALS



Oklahoma City  
123 NW 50th Street  
Oklahoma City, OK 73118  
Phone: 405-528-2683  
Fax: 405-557-1648



**CONTRACT # 3693438**

Date: 9/30/2021  
New/Renewal: RENEWAL  
Account Executive: Lisa Garza  
Phone: 405-528-2683

THE LAMAR COMPANIES

This contract is NOT BINDING UNTIL ACCEPTED by a Lamar General Manager.

ACCOUNT EXECUTIVE: Lisa Garza

GENERAL MANAGER

DATE

### STANDARD CONDITIONS

1. **Late Artwork:** The Advertiser must provide or approve art work, materials and installation instructions ten (10) days prior to the initial Service Date. In the case of default in furnishing or approval of art work by Advertiser, billing will occur on the initial Service Date.
2. **Copyright/Trademark:** Advertiser warrants that all approved designs do not infringe upon any trademark or copyright, state or federal. Advertiser agrees to defend, indemnify and hold Lamar free and harmless from any and all loss, liability, claims and demands, including attorney's fees arising out of the character contents or subject matter of any copy displayed or produced pursuant to this contract.
3. **Payment Terms:** Lamar will, from time to time at intervals following commencement of service, bill Advertiser at the address on the face hereof. Advertiser will pay Lamar within thirty (30) days after the date of invoice. If Advertiser fails to pay any invoice when it is due, in addition to amounts payable thereunder, Advertiser will promptly reimburse collection costs, including reasonable attorney's fees plus a monthly service charge at the rate of 1.5% of the outstanding balance of the invoice to the extent permitted by applicable law. Delinquent payment will be considered a breach of this contract. Payments will be applied as designated by the Advertiser; non designated payments will be applied to the oldest invoices outstanding.
4. **Service Interruptions:** If Lamar is prevented from posting or maintaining any of the spaces by causes beyond its control of whatever nature, including but not limited to acts of God, strikes, work stoppages or picketing, or in the event of damage or destruction of any of the spaces, or in the event Lamar is unable to deliver any portion of the service required in this contract, including buses in repair, or maintenance, this contract shall not terminate. Credit shall be allowed to Advertiser at the standard rates of Lamar for such space or service for the period that such space or service shall not be furnished or shall be discontinued or suspended. In the case of illumination, should there be more than a 50% loss of illumination, a 20% pro-rata credit based on four week billing will be given. If this contract requires illumination, it will be provided from dusk until 11:00p.m. Lamar may discharge this credit, at its option, by furnishing advertising service on substitute space, to be reasonably approved by Advertiser, or by extending the term of the advertising service on the same space for a period beyond the expiration date. The substituted or extended service shall be of a value equal to the amount of such credit.
5. **Entire Agreement:** This contract, all pages, constitutes the entire agreement between Lamar and Advertiser. Lamar shall not be bound by any stipulations, conditions, or agreements not set forth in this contract. Waiver by Lamar of any breach of any provision shall not constitute a waiver of any other breach of that provision or any other provision.
6. **Copy Acceptance:** Lamar reserves the right to determine if copy and design are in good taste and within the moral standards of the individual communities in which it is to be displayed. Lamar reserves the right to reject or remove any copy either before or after installation, including immediate termination of this contract.
7. **Termination:** All contracts are non-cancellable by Advertiser without the written consent of Lamar. Breach of any provisions contained in this contract may result in cancellation of this contract by Lamar.
8. **Materials/Storage:** Production materials will be held at customer's written request. Storage fees may apply.
9. **Installation Lead Time:** A leeway of five (5) working days from the initial Service Date is required to complete the installation of all non-digital displays.
10. **Customer Provided Production:** The Advertiser is responsible for producing and shipping copy production. Advertiser is responsible for all space costs involved in the event production does not reach Lamar by the established Service Dates. These materials must be produced in compliance with Lamar production specifications and must come with a 60 day warranty against fading and tearing.
11. **Bulletin Enhancements:** Cutouts/extensions, where allowed, are limited in size to 5 feet above, and 2 feet to the sides and 1 foot below normal display area. The basic fabrication charge is for a maximum 12 months.
12. **Assignment:** Advertiser shall not sublet, resell, transfer, donate or assign any advertising space without the prior written consent of Lamar.

INITIALS



Oklahoma City  
123 NW 50th Street  
Oklahoma City, OK 73118  
Phone: 405-528-2683  
Fax: 405-557-1648



CONTRACT # 3693438

Date: 9/30/2021  
New/Renewal: RENEWAL  
Account Executive: Lisa Garza  
Phone: 405-528-2683

13. Digital Provisions: Lamar will strive to provide Advertisers with 100% of the time they contract. However, due to problems with power interruptions, emergency governmental warnings (e.g. Amber Alerts) or other unforeseen interruptions, Lamar is guaranteeing copy will be displayed an average of 92.5% of the time contracted. If a location should be lost during the period of display for any reason, a digital location of equal advertising value will be substituted or credit issued for the loss of service. For purposes of determining whether a credit is due, the average number of guaranteed impressions per day will be measured over the duration of the contract, e.g., during a four week contract, the available impressions during the entire four week term of the contract will be calculated and 92.5% of that number will be used as the basis to determine whether a credit is due the Advertiser. If Lamar has provided 92.5% or greater of available impressions, then no credit will be due.

#### 14. Customer Supplied Content (iSpots) License and Indemnity Agreement

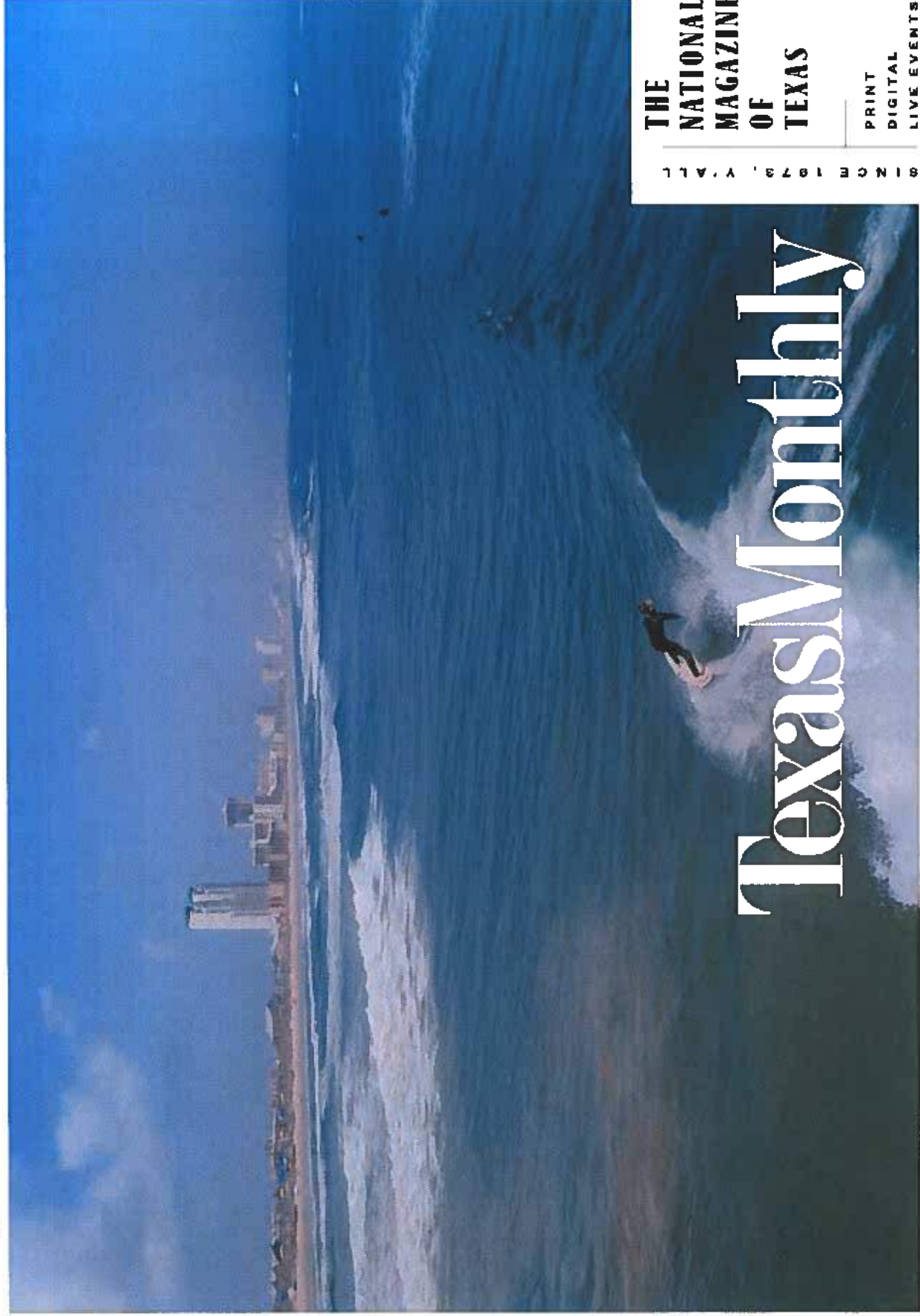
Copyright/Trademark: Advertiser warrants that all approved designs do not infringe upon any trademark or copyright, state or federal. Advertiser agrees to defend, indemnify and hold Lamar free and harmless from any and all loss, liability, claims and demands, including attorney's fees arising out of the character, contents or subject matter of any copy displayed or produced pursuant to this contract.

14(a) - Customer Supplied Content - When Advertiser desires to purchase digital advertising from Lamar featuring images, photographs, graphics, text, data, or other such media ("Customer Supplied Content (CSC)") that will be provided by Advertiser, some of which may be owned and/or provided, directly or indirectly, by a third party (hereinafter "Third Party Customer Supplied Content or Third Party CSC"):

- (i) the Advertiser shall be solely responsible to ensure the appropriateness and inoffensive or otherwise innocuous nature of the CSC or Third Party CSC.
- (ii) Advertiser acknowledges that Advertiser is solely responsible for acquiring, licensing, and/or purchasing any Third Party CSC and/or has the authority to use and to license CSC and Third Party CSC.
- (iii) Advertiser warrants that the CSC and/or Third Party CSC will comply with all applicable local, state and federal laws and regulations.
- (iv) Advertiser shall be solely responsible for the truthfulness, accuracy, integrity, and lawfulness of the CSC and/or Third Party CSC.
- (v) Advertiser shall defend, cover, indemnify and hold Lamar harmless for all loss, expense or damages, of whatever nature, which may be incurred by Lamar as a result of any claims or actions in connection with Lamar's or Lamar's affiliates and subsidiaries for use of the CSC or Third Party CSC. Claims or Actions shall specifically include but not be limited to the CSC's or Third Party CSC's public appropriateness. The foregoing duty to defend, cover and indemnify shall include, without limitation, a duty to pay any attorneys' fees and other costs of defense incurred by Lamar and its affiliates or subsidiaries.
- (vi) Advertiser hereby grants to Lamar a paid up, non-exclusive, royalty-free license to use, reproduce, display, perform and modify the CSC and Third Party CSC, on its digital displays or to adapt the CSC and Third Party CSC for such use. The license granted herein includes the right to prepare works which may be considered derivative works of the CSC and/or Third Party CSC or any intellectual property contained therein. Additionally, Advertiser grants to Lamar such trademark license rights as may be necessary for Lamar to use the CSC and Third Party CSC on its digital displays.

INITIALS





# TexasMonthly

THE  
NATIONAL  
MAGAZINE  
OF  
TEXAS

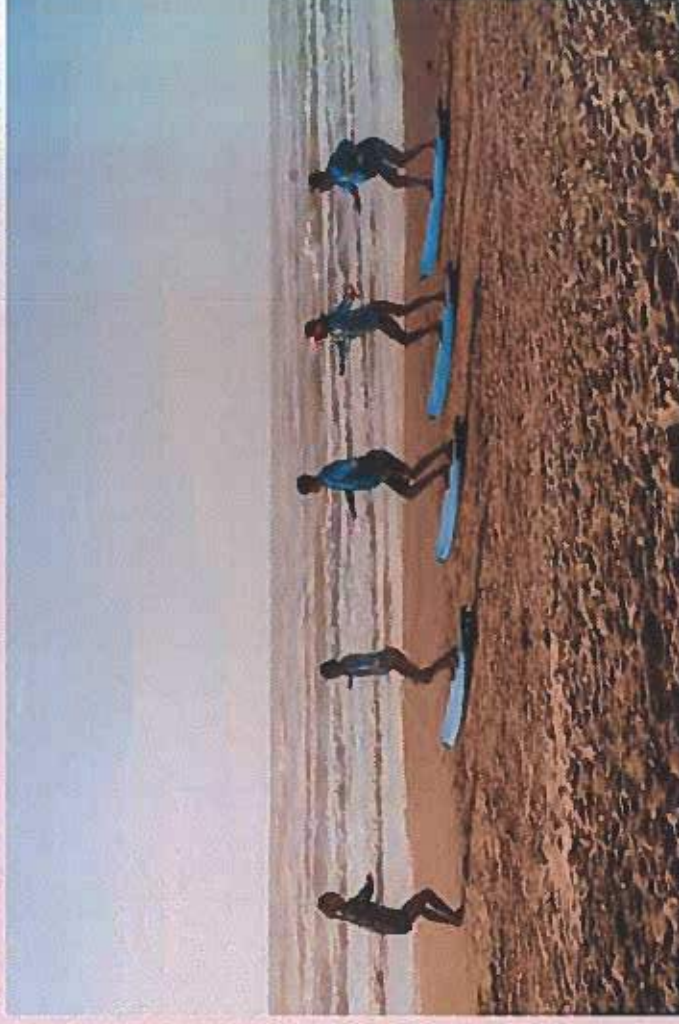
SINCE 1873, V. ALL

PRINT  
DIGITAL  
LIVE EVENTS



**INTRODUCTION****SOUTH PADRE ISLAND +  
TEXAS MONTHLY**

Texas Monthly is the authority on being Texan, reporting on the subjects and places that make Texas, *Texas*. Our reputation for excellence extends from coast to coast. Texas Monthly is excited to partner with South Padre Island at the end of 2021 and beginning of 2022 to continue promoting the island as a place of endless possibilities and one you can make your own.







PACKAGE A: \$49,500 NET			
PRODUCT	FLIGHT	DETAILS	IMPRESSIONS NET
Experience South Padre Island	Nov / Dec 2021	See slide for details -Print Full Page Dec 2021	2.7MM+ estimated \$37,000
SPI Collections Landing Page	Begin: Dec 2021	One (1) Custom Landing Page on TexasMonthly.com	See Promo Bundle Slide \$5,000
Collections Page Promo: Sponsored Facebook Post	TBD- One Post	One (1) sponsored Facebook post	399,000+ followers \$4,500
Collections Page Promo: Sponsored Instagram Post	TBD- One Post	One (1) sponsored Instagram post	331,000+ followers \$3,000
Added Value			
1X Full Page Spring Travel Special Section	March 2022	One (1) Full Page	2.543MM per issue \$12,000 value
PACKAGE B: \$49,500 NET			
PRODUCT	FLIGHT	DETAILS	IMPRESSIONS NET
Experience South Padre Island	Mar / April 2022	See slide for details -Print Full Page Summer Travel Section May 2022	2.7MM+ estimated \$37,000
Collections Page Promo: Exclusive Travel Newsletter	TBD- One Blast	100% SOV of one (1) Exclusive Travel eNL	37,000 recipients \$5,000
Collections Page Promo: Sponsored Facebook Post	TBD- One Post	One (1) sponsored Facebook post	399,000+ followers \$4,500
Collections Page Promo: Promotional Native Ads	TBD- One Month	250,000 guaranteed impressions	250,000 \$3,000
Added Value			
1X Full Page Fall Travel Special Section	September 2022	One (1) Full Page	2.543MM per issue \$12,000 value

\*Packages must be bought together

**PRINT ADDED VALUE**

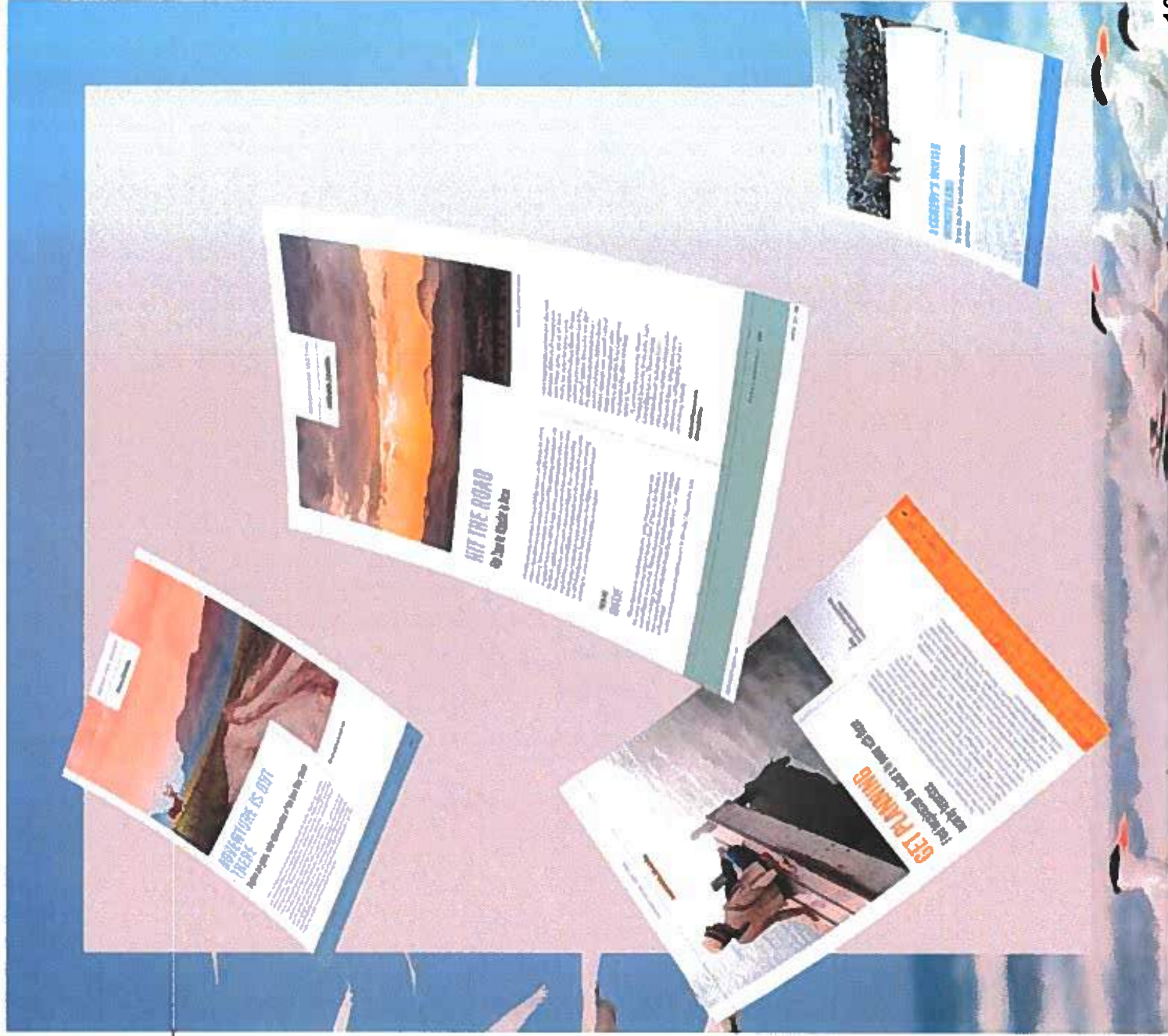
**TRAVEL SPECIAL SECTIONS**

Seasonal Travel Special Sections will present brand ads, informational paragraphs about advertisers, along with their contact information (800-number and URL). Advertisers may also submit images for consideration. (Applies to 1/3-page ads or larger.)

**1X FULL PAGE VALUE: \$12,000 NET**  
**IMPRESSIONS: 2.543 MILLION PER ISSUE**  
**FLIGHT DATES:**

- SPRING TRAVEL: MARCH 2022
- SUMMER TRAVEL: MAY 2022
- FALL TRAVEL: SEPTEMBER 2022

\*All content provided by South Padre Island





## EXPERIENCE SOUTH PADRE ISLAND

Texas Monthly readers are avid connoisseurs of all things travel. In order to give them a first-hand look at the fun that awaits them at South Padre Island, Texas Monthly will partner with a well-known influencer to create an authentic travel lookbook.

### Winter 2021 Campaign:

Target travelers looking to experience the culture and crisp beach air of South Padre in the winter. (Full Page Brand Ad: December 2021)

**Ad Close: Oct 23, 2021 // Art Due: Oct 25, 2021**

### Spring 2022 Campaign:

Nothing beats the beach in the Spring, especially when there are so many activities to choose from.

(Full Page Brand Ad: Summer Travel Special Section May 2022)

**Ad Close: Mar 4, 2022 // Art Due: Mar 15, 2022**

### Includes:

1. One (1) custom gallery / article page on [TexasMonthly.com](https://www.texasmonthly.com) featuring 10-20 images of an influencer's stay at South Padre
2. Texas Monthly to choose and secure influencer, input given by South Padre Island
3. Influencer content shared on [TexasMonthly.com](https://www.texasmonthly.com), Texas Monthly's social media pages and the influencer's social media pages- Influencer deliverables pending negotiations and contract subject to change
4. Each gallery page on [TexasMonthly.com](https://www.texasmonthly.com) promoted via one (1) sponsored Facebook post, one (1) sponsored Instagram Story, 100,000 Promotional Native Ads and one (1) Traveling Texan Trip Planner inclusion
5. One (1) full page brand ad in December 2021 and March 2022

**INVESTMENT PER CAMPAIGN: \$37,000 NET\***

**FLIGHT DATES: DEC 2021 / MAR 2022**

**METRIC: 2.7MM+ ESTIMATED IMPRESSIONS PER CAMPAIGN**

\*Final travel and accommodation plans to be confirmed before agreement signed. Price subject to change.



**DIGITAL**

**SOUTH PADRE ISLAND COLLECTIONS PAGE**

In order to house both past and present content in one place, create a South Padre Island Collections Landing Page on TexasMonthly.com. This page will feature previous as well as current content and allow South Padre Island to continue promoting it. Visitors to the page will have an entire guide to visiting South Padre!

See next slide for promotion plan to drive traffic to the Collections Page.

Program Includes:

- Custom Collections Page on TexasMonthly.com

**INVESTMENT: \$5,000 NET**

**FLIGHT DATE: BEGIN DEC 2021**

**METRIC: SEE NEXT SLIDE FOR PROMOTION PLAN**





**DIGITAL**

**COLLECTIONS PAGE  
PROMOTIONAL BUNDLE**

In an effort to promote the South Padre Island Collections Page, this turnkey promotional plan will reach the people that matter.

**Program Includes:**

- Heavy promotional package including:
  - Two (2) sponsored Facebook posts
  - One (1) sponsored Instagram post
  - One (1) Exclusive Travel Newsletter sponsorship
  - 250,000 Promotional Native Ads

Full details of ad products on the next 2 slides.

**INVESTMENT: SEE INVESTMENT SLIDES FOR  
DETAILS**

**PROMOTION FLIGHT DATES: DEC 2021-SEPT  
2022**

**METRIC: 400,000+ TOTAL ESTIMATED  
IMPRESSIONS**







TexasMonthly



## COLLECTIONS PAGE PROMOTION

### SOCIAL MEDIA

Interact socially—reach Texas Monthly's most digitally engaged followers through sponsored social media posts. These messages not only align South Padre Island with Texas Monthly editorial, they reach new and loyal followers alike.

Promote the new South Padre Island Custom Collections page through social media products.

#### Platforms:

Facebook: 399,000+ followers

Instagram: 331,000+ followers

**COLLECTIONS PAGE PROMOTION**

**EXCLUSIVE TRAVEL NEWSLETTER**

**BRING READERS THE BEST IN TRAVEL—YOU**

Allow South Padre Island to be front and center with exclusive newsletters targeting TexasMonthly.com readers interested in travel.

This exclusive opportunity reaches over 37,000 Texans who have specifically opt-ed in for travel messaging from our partners.

This newsletter will link directly to the South Padre Island Collections Page.

Avg Open Rate 17.8% // Avg CTR 5.2%

Includes:

1. 100% SOV branding
2. Provided by South Padre Island: 1200x800 (6:4) Native Photo Image, Logo, Click Through URL
3. Written by TM Studio: Headline, Copy, Subject Line and CTA

TexasMonthly

Vol. 14, 1998

presented by

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

**MEETING DATE:** October 27, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to recommend that City Council delegate the Special Events Committee as the music office liaison for the Texas Music Office in order for South Padre Island to become a certified Music Friendly Community. (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:**

**MEMORANDUM OF UNDERSTANDING  
BETWEEN THE  
TEXAS MUSIC OFFICE WITHIN THE OFFICE OF THE GOVERNOR  
AND THE  
CITY OF SOUTH PADRE ISLAND  
FOR MAINTENANCE OF THE TEXAS MUSIC INDUSTRY DIRECTORY**

This Memorandum of Understanding (“MOU”) for ongoing maintenance of the South Padre Island dataset of the Texas Music Directory is entered into by and between the Texas Music Office within the Office of the Governor (“OOG”) and the City of South Padre Island (“City”). The OOG and City shall be referred to collectively as the “Parties.”

**I. PURPOSE**

The purpose of the MOU is to document the responsibilities of the Parties for export and maintenance of the South Padre Island dataset within the Texas Music Industry Directory (the “Directory”). The Directory consists of listings of recording studios, music venues, booking agents, producers, musicians, and other music businesses and is published on the State-owned and managed website, TexasMusicOffice.com. The Directory will be matched and updated from the correlating City-owned dataset of South Padre Island -area music businesses with the (956) area code.

This MOU encourages mutual cooperation of the Parties to maintain the accuracy of the information within the South Padre Island dataset to help the OOG meet its legislative mandate of promoting the development of the music industry in Texas by informing members of that industry and the public about the resources available in the state for music production. Additional information on the websites, dataset format, and the primary contacts assigned to maintain those datasets are described in this MOU. In addition, this MOU permits the City to use information exported from the Directory to create and maintain a South Padre Island Music Industry dataset to promote the development of the South Padre Island music industry.

The Parties, in consideration of the mutual covenants and agreements to be performed as set forth in this MOU, agree as follows:

**II. TERM**

Upon execution by the Parties, this MOU shall commence effective upon the signature of the last Party to sign this MOU (“Effective Date”), and shall remain in effect for a period of one year, unless extended by option of the Parties or terminated earlier pursuant to the terms of this MOU. This MOU may be extended by agreement of the Parties in any increment of months, for up to thirty-six (36) months.

**III. SCOPE**

The South Padre Island dataset will be exchanged between the Parties twice a year. Both Parties shall have the ability to receive updated dataset information from the other Party. Maintenance includes the exporting, updating and monitoring of the South Padre Island dataset of the Directory. The Parties will cooperate in good faith at all times to comply with all applicable laws. The Parties shall cooperate when developing priorities and performing maintenance activities with respect to the South Padre Island dataset,



and will share information to create a more accurate Texas Music Industry Directory for the mutual benefit of both Parties.

The Parties shall identify primary contacts for all ongoing correspondence and communication related to this MOU. Requests for the twice-a-year export of the dataset and questions about information within the dataset will be managed by these contacts.

The Parties acknowledge that the directory is a priority and agree to dedicate staff time as necessary to perform the tasks required to ensure proper maintenance of the South Padre Island dataset of the Directory.

#### **IV. MANAGING PARTIES**

##### **CITY OF SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU**

Linette Hernandez  
Management Assistant  
7355 Padre Boulevard  
South Padre Island, Texas 78597  
(956) 761-8386  
Linette@SoPadre.com

##### **TEXAS MUSIC OFFICE WITHIN THE OFFICE OF THE GOVERNOR**

Brendon Anthony  
Division Director  
Texas Music Office  
1100 San Jacinto Boulevard  
Austin, Texas 78701  
(512) 284-1999  
brendon.anthony@gov.texas.gov

#### **V. OOG RESPONSIBILITIES**

The OOG shall undertake the following activities during the term of the MOU term:

1. Export the current South Padre Island Music Industry dataset twice annually during the months of January and July as an Excel spreadsheet or tab-delimited file. The dataset includes and is limited to: business name, business sort code (how the business is sorted alphabetically), business address, business phone number, contact name & contact job title, business email address, business website URL, genre businesses work within, business category, year business was established, and a business description. The OOG contact will then email an Excel spreadsheet and/or tab-delimited file of the export to the City so that the City may create a South Padre Island Music Industry dataset to be published on the City's website, and so that the City may research the accuracy of the dataset.
2. Ensure that the City is kept aware of any website changes that may affect the South Padre Island database.
3. Establish and maintain communication with businesses in the Texas Music Industry Directory to assist in the updating of the current listings as necessary.

#### **VI. CITY RESPONSIBILITIES**

The City shall undertake the following activities during the term of the MOU term:

1. Assist the OOG in maintaining the South Padre Island Music Industry dataset, located at:  
<https://gov.texas.gov/apps/music/directory/results/All/p1/city/south%20padre%20island>
2. Review and update where possible all exported entries within the South Padre Island Music Industry dataset.



3. Update and export the South Padre Island dataset twice annually during the months of January and July, to be sent to the OOG for update of the online Directory within 3 months of receiving the exported dataset from the OOG.
4. Promote public awareness of the South Padre Island Music Industry dataset and encourage utilization by industry members.

#### **VII. TEXAS PUBLIC INFORMATION ACT**

The exchange of information by the Parties is not a release of information to the general public, but rather a transfer of records for an official purpose. Notwithstanding any provisions of this MOU, the Parties acknowledge that they are subject to the Texas Public Information Act, Texas Government Code Chapter 552 (the "PIA"), and that this MOU and any information created or exchanged in connection with this MOU is subject to the PIA. The Parties agree to notify each other in writing within a reasonable time from receipt of a request for information covering the subject matter of this MOU. The OOG, in consultation with the City, will make a determination whether to submit a request received by the OOG for a ruling under the PIA to the Attorney General.

#### **VIII. AMENDMENT**

This MOU may be amended only upon written agreement signed by the Parties.

#### **IX. TERMINATION**

The Parties understand that participation in this MOU is voluntary and may be terminated by either Party by giving thirty (30) days' written notice to the other Party of its intention to terminate. Within a reasonable time prior to the final termination of this MOU, the Parties will cooperate with each other to ensure that each Party receives the most current South Padre Island Music Industry dataset.

#### **X. COSTS**

Each Party will bear its own costs in performing its obligations under this MOU.

**SIGNATORIES. IN WITNESS WHEREOF**, the Parties have executed this MOU as of the Effective Date stated above.

**CITY OF SOUTH PADRE ISLAND**

**TEXAS MUSIC OFFICE,  
OFFICE OF THE GOVERNOR**

\_\_\_\_\_  
RANDY SMITH, CITY MANAGER

\_\_\_\_\_  
CHIEF OF STAFF OR DESIGNEE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
DATE

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

**MEETING DATE:** October 27, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action on Spring Break 2022 for college and families. (Pinkerton)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** October 27, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

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

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**