

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

**WEDNESDAY, MARCH 23, 2022**  
2:00 PM AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2ND FLOOR  
4601 PADRE BOULEVARD, 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 February 23, 2022 regular meeting. (Till)
- 4.2. Approve the excused absences for Vice Chairman Tom Goodman and Board Member Bob Friedman. (Till)

5. Regular Agenda

- 5.1. Discussion and action concerning the election of officers for the 2022 calendar year-CVAB Chairman and Vice Chairman. (Till)
- 5.2. Presentation and update on Airport news. (Moore)
  - \*Valley International Airport
  - \*Brownsville Airport
  - \*McAllen Airport
- 5.3. Presentation and discussion by Predictive Data Lab on campaign performances, KPIs and analytics. (Moore)
- 5.4. Presentation and discussion regarding the Director's Report. (Moore/Rodriguez)
  - 1.) Special Events
  - 2.) Social Media

Agenda: MARCH 23, 2022



- 3.) Cision
- 4.) PR Efforts
- 5.) SPI CTA Program
- 6.) New Creative

5.5. Update, discussion, and possible action on new marketing plan for media placement (\$500,000) and creative content (\$100,000) in FY 21/22. (Moore)

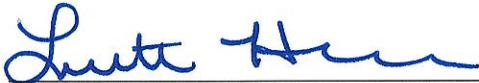
5.6. Discussion and action concerning the new meeting date for April 2022. (Till)

6. Adjourn

NOTE:

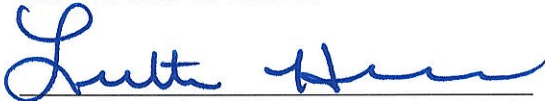
*One or more members of the City of South Padre Island City Council and Special Events Committee may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.*

DATED THIS DAY, MARCH 18, 2022



Linette Hernandez, CVB Management Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON FRIDAY, MARCH 18, 2022 AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



Linette Hernandez, CVB Management Assistant

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



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

**MEETING DATE:** March 23, 2022

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the February 23, 2022 regular meeting. (Till)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**WEDNESDAY, FEBRUARY 23, 2022**

**I. CALL TO ORDER**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, January 26, 2021 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 9:04 am. A quorum was present: Board Members Bryan Pinkerton, Chad Hart, Daniel Salazar and Rene Valdez were present. Vice Chairman Tom Goodman and Board Member Bob Friedman were absent.

City Officials: There were no city officials present.

CVB Staff: CVB Interim Director Lori Moore, Senior Marketing and Communications Manager Teresa Rodriguez (virtually), Special Events Coordinator April Brown, Marketing and Communications Specialist Denise Hernandez, and Management Assistant Linette Hernandez.

**II. PLEDGE OF ALLEGIANCE**

CVB Chairman Sean Till led the pledge of allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS:** Lori welcomed new Board Member Rene Valdez and made a comment regarding Pier 19 burning down and announced condolences to Bob Friedman and his staff.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the meeting minutes for the January 26, 2022 regular meeting. Board Member Daniel Salazar made the motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 4.2. Approve the excused absence for Vice Chairman Tom Goodman for the January 26, 2022 regular meeting. Board Member Daniel Salazar made the motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 4.3. Approve the Special Events Committee post-event report for SPI Kite Fest 2022. Board Member Daniel Salazar made the motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.

**V. REGULAR AGENDA**

- 5.1. Discussion and action concerning the election of officers for the 2022 calendar year-CVAB Chairman and Vice Chairman. Chairman Sean Till pulled this agenda item from the meeting due to two of the board members being absent. This agenda item will be brought back for action at the next meeting.

- 5.2. Presentation and discussion on Spring Break performance and the Q1 Marketing Plan for FY 21/22. The Zimmerman Agency presented virtually regarding the spring break campaign results. The board had several questions regarding the performance.
- 5.3. Presentation and discussion by Predictive Data Lab on campaign performances, KPIs and analytics. Carlos presented virtually and provided information on their analysis of the Zimmerman Spring Break Campaigns and explained the services that they provide.
- 5.4. Presentation and recap on the 2021 McAllen Holiday Parade. The City of McAllen presented at the podium and provided information regarding the success of the 2021 Holiday Parade.
- 5.5. Discussion and possible action to approve the funding request for the following Special Events: (Brown)  
\* Flag Football World Championship Tour South Padre Regional in April 2022  
\* SPI Half Marathon in November 2022  
\* Texas Gulf Association State Championship in April/May 2022  
Special Events Manager April Brown to the podium to provide an update on all SEC approved events and the dates of the events. Board Member Daniel Salazar made a motion to approve all events, seconded by Board Member Chad Hart. Motion carried unanimously. Flag Football World Championship Tour South Padre Regional in April 2022 was approved for \$3,000 in funding towards marketing. SPI Half Marathon in November 2022 was approved for \$10,000 in funding towards marketing. Texas Gulf Association State Championship in April/May 2022 was approved for \$3,000 in funding towards marketing and \$2,000 in operational costs.
- 5.6. Update regarding the following Special Events: (Brown)  
\* American Junior Golf Association Tournament in June 2022  
\* Splash in April/May 2022  
Special Events Manager April Brown to the podium to provide an update on all SEC approved events and the dates of the events.
- 5.7. Discussion and possible action to approve the contract renewal for the Lamar digital billboards. (Rodriguez)  
\* McAllen/Laredo/Austin: March-May 2022.  
\* Oklahoma: April-September 2022  
Board Member Bryan Pinkerton made a motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.

- 5.8. Discussion and possible to approve the Rio Sports Live marketing/media buy for March-September 2022. Board Member Daniel Salazar made a motion to approve the marketing buy for \$5,000 per month for 7 months, seconded by Board Member Rene Valdez. Motion carried unanimously.
  
- 5.9. Discussion and action concerning the new meeting date for March 2022. The next meeting was scheduled for Wednesday, March 23, 2022 at 2pm.

## **VI. ADJOURN**

Meeting was adjourned at 11:05am.

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Linette Hernandez, CVB Management Assistant

Approved by:

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Sean Till, CVAB Chairman

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

**MEETING DATE:** March 23, 2022

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the excused absences for Vice Chairman Tom Goodman and Board Member Bob Friedman. (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:** March 23, 2022

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action concerning the election of officers for the 2022 calendar year-CVAB Chairman and Vice Chairman. (Till)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

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**RECOMMENDATIONS/COMMENTS:**



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

**MEETING DATE:** March 23, 2022

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Presentation and update on Airport news. (Moore)

\*Valley International Airport

\*Brownsville Airport

\*McAllen Airport

**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:** March 23, 2022

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Presentation and discussion by Predictive Data Lab on campaign performances, KPIs and analytics. (Moore)

**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:** March 23, 2022

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Presentation and discussion regarding the Director's Report. (Moore/Rodriguez)

- 1.) Special Events
- 2.) Social Media
- 3.) Cision
- 4.) PR Efforts
- 5.) SPI CTA Program
- 6.) New Creative

**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

March 2022



# SPECIAL EVENTS

## February Events

- **SPI Kite Fest**
  - Feb. 3-5, 2022
  - SPI CC & the Flats
  - Estimated attendance:
- **Winter Outdoor Wildlife Expo**
  - Feb. 8 - 12, 2022
  - SPI Birding Center
  - Estimated attendance: 1,607



## Upcoming March/April Events

- **SPI Sprint Triathlon**
  - Scheduled for March 26, 2022
  - Parrot Eyes
- **Longest Causeway Run/Walk**
  - Scheduled for April 9, 2022
- **Splash**
  - Scheduled for April 28 - May 1, 2022
  - HIG Beach Resort/Clayton's Beach Bar, 2021



# GROUPS & MEETINGS



## Sales Efforts

- **Travel & Tradeshow Schedule**
  - Attended
    - TSAE Women's Summit
      - Feb 16-17, 2022
      - Plano, Texas
  - Upcoming
    - TSAE Social Networking
      - April 01, 2022
      - Houston, Texas
    - DFWAE Association Day 2022
      - April 25, 2022
      - Irving, Texas
    - TSAE Open
      - April 27, 2022
      - Austin, TX

## Sales Efforts

- **Total Leads Sent: 32**
- **Room Nights Booked: 4166**

## Bid Presentation

### **CEAT-Code Enforcement Association of Texas**

- February 10-12, 2022
- Laredo, Texas
- Definite for 2024

## Team Update

New Sales Manager: Mariana Estrada  
Facility Booking Coordinator: Yolanda Davila




# ORGANIC SOCIAL MEDIA OVERVIEW



sproutsocial

# Facebook Top Posts



 **Visit South Padre Island**  
Fri 1/28/2022 1:32 pm PST

Come fly with us at the 2022 SPI Kite Fest 🪁 Enjoy the weekend watching beautifully crafted kites dance in the wind. The outdoor festival is free and open to the public. ...



<b>Total Engagements</b>	<b>7,847</b>
Reactions	3,217
Comments	666
Shares	611
Post Link Clicks	—
Other Post Clicks	3,353



 **Visit South Padre Island**  
Wed 1/19/2022 4:03 pm PST

CLOSED \* G ! F T A W A Y \* Love is in the air and Valentine's Day is right around the corner. We want to treat you and your significant other to a romantic getaway on South Pad...

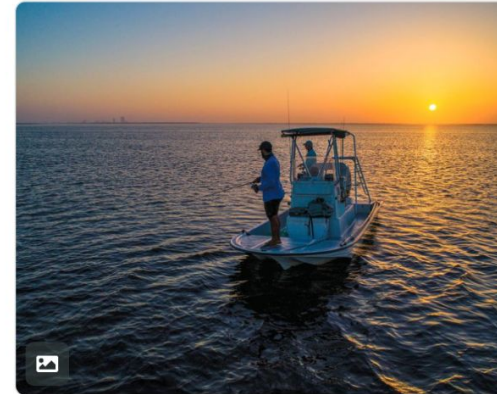


<b>Total Engagements</b>	<b>3,128</b>
Reactions	1,391
Comments	328
Shares	171
Post Link Clicks	50
Other Post Clicks	1,188



 **Visit South Padre Island**  
Tue 1/18/2022 3:28 pm PST

One of the most unique features about South Padre Island is that you can LITERALLY cook your catch! 🐟 In honor of this, we celebrate #NationalCookYourCatchDay every year on...



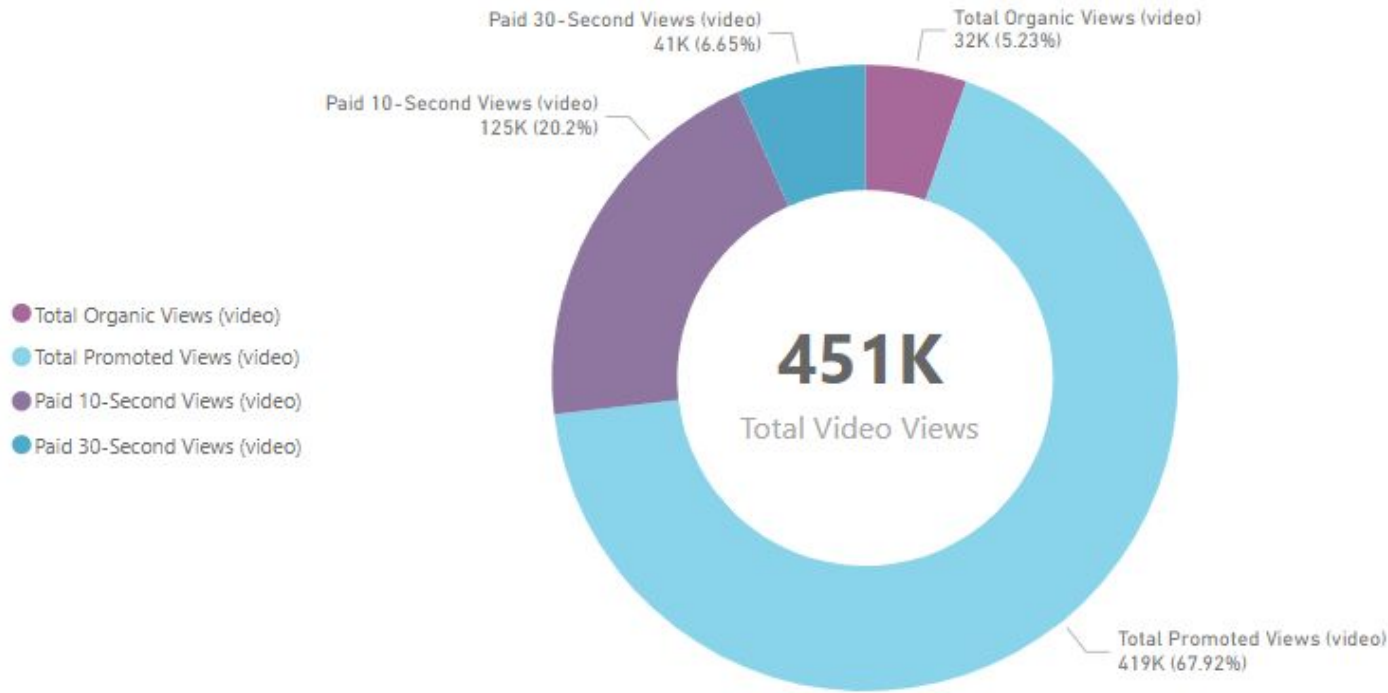
<b>Total Engagements</b>	<b>2,286</b>
Reactions	1,254
Comments	44
Shares	46
Post Link Clicks	1
Other Post Clicks	941



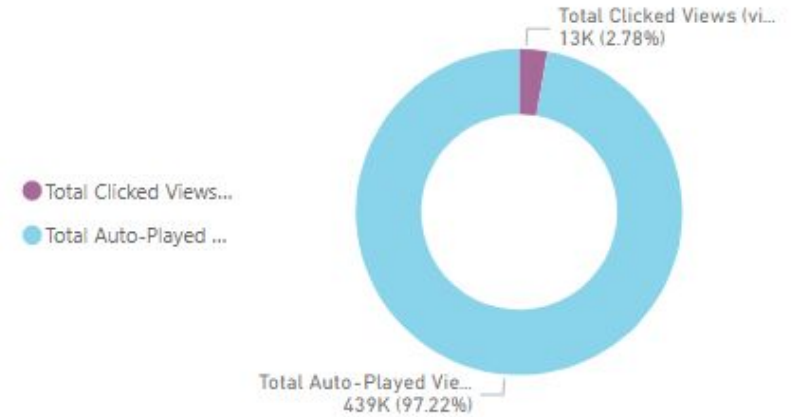
# Facebook Video Performance



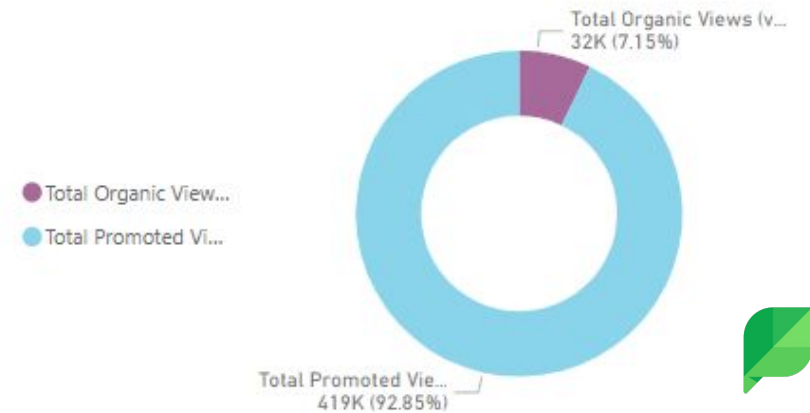
## Video Performance



## Auto Play vs Clicked



## Organic Video vs Paid



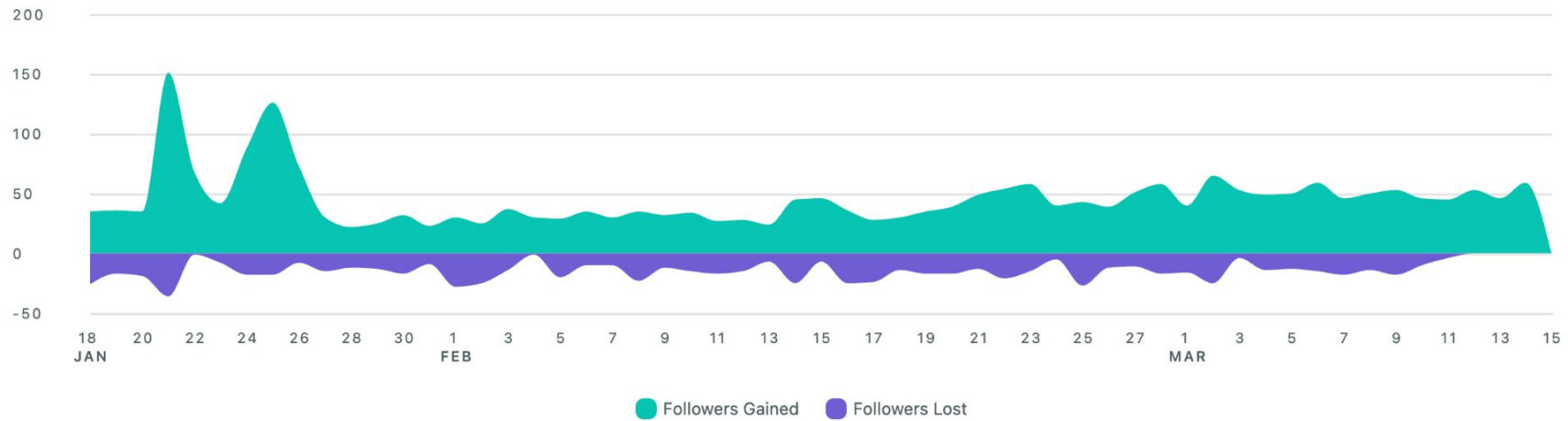
# Instagram Audience Growth



## Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day





Audience Metrics	Totals	% Change
<b>Followers</b>	<b>46,810</b>	<b>↗ 3.8%</b>
<b>Net Follower Growth</b>	<b>1,732</b>	<b>↗ 289.2%</b>
Followers Gained	2,547	↗ 98.2%
Followers Lost	815	↘ 3%




# Instagram Top Posts






  **visitsouthpadreisland**  
Fri 2/25/2022 10:05 am PST

A Dose of aerial views coming your way 📸 The Entertainment District is your one-stop for great food, live music, and sunset views! 📸: @jsickingphoto #SoPadre




<b>Total Engagements</b>	<b>1,355</b>
Likes	1,284
Comments	10
Saves	61






  **visitsouthpadreisland**  
Wed 1/19/2022 3:29 pm PST

\* G ! F T A W A Y \* Love is in the air and Valentine's Day is right around the corner. We want to treat you and your significant other to a romantic getaway on South Padre...




<b>Total Engagements</b>	<b>1,353</b>
Likes	905
Comments	429
Saves	19




  **visitsouthpadreisland**  
Fri 1/28/2022 1:50 pm PST

Come fly with us at the 2022 SPI Kite Fest 🪁 Enjoy the weekend watching beautifully crafted kites dance in the wind. The outdoor festival is free and open to the public. ...



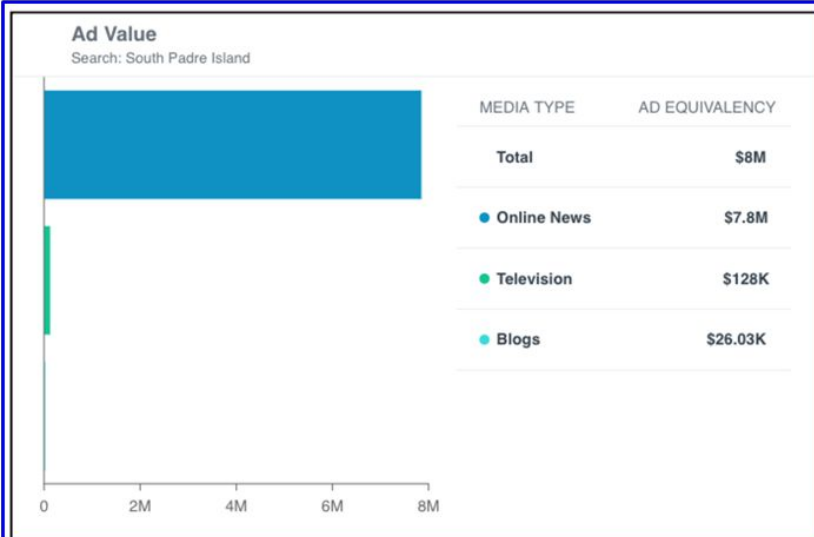
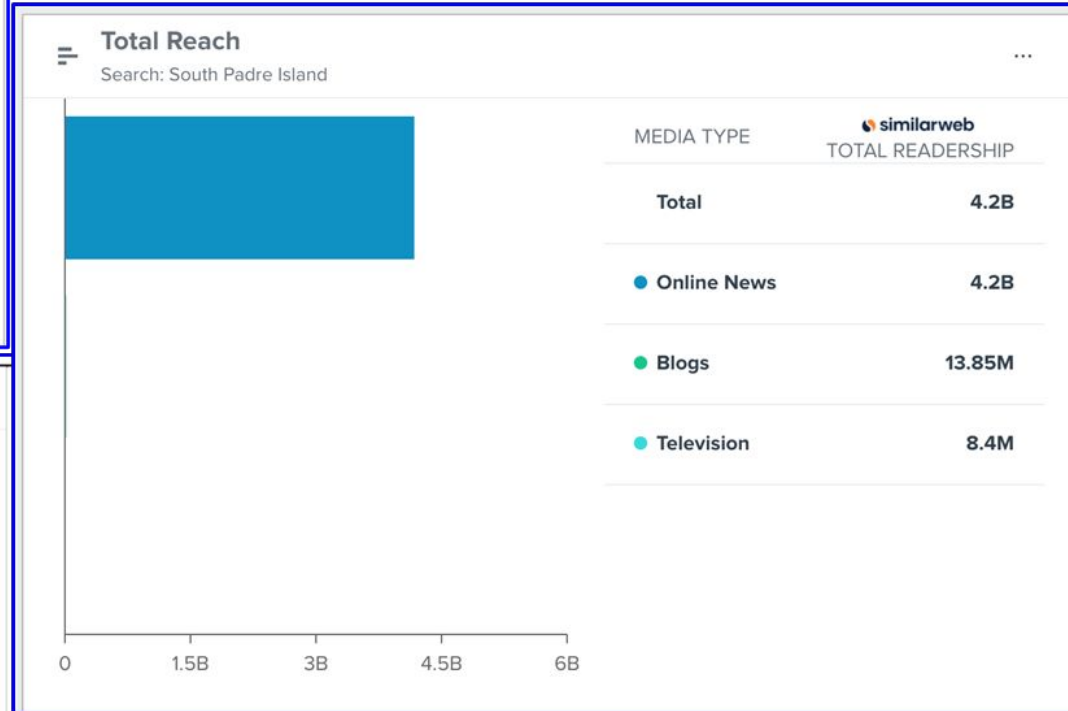
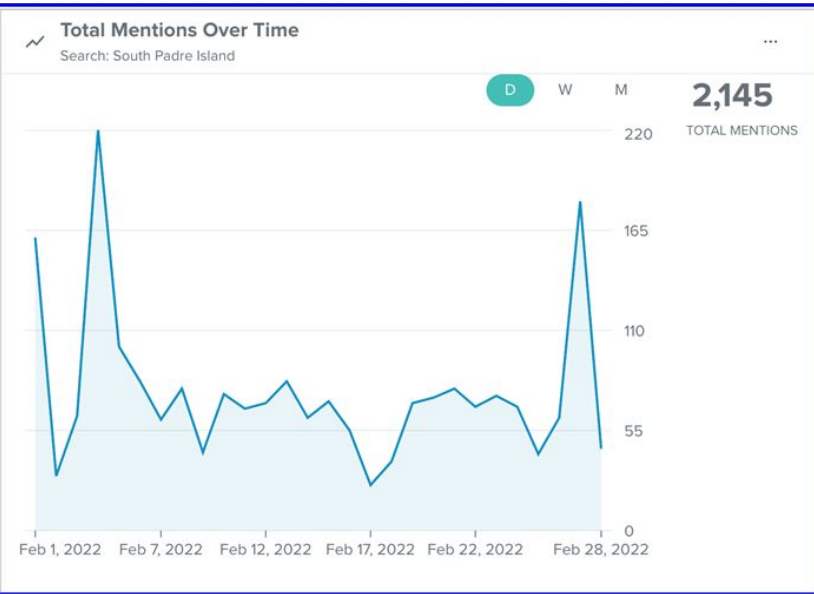
<b>Total Engagements</b>	<b>1,202</b>
Likes	1,108
Comments	26
Saves	68




# CISION REPORT

CISION®

# Cision Report December 2021



**2.1K**  
**Total Mentions**  
 The total number of news stories for a specified time period.

**4.2B**  
**Total Reach**  
 A globally consistent baseline metric for measuring the reach of a media outlet.

**\$8M**  
**Total Publicity Value**  
 A scoring system that creates an approximate value for a news article.



Top Stories (Headlines)



Elon Musk Says he will send a prototype of SpaceX's Starship to a nearby Texas airport for a public display

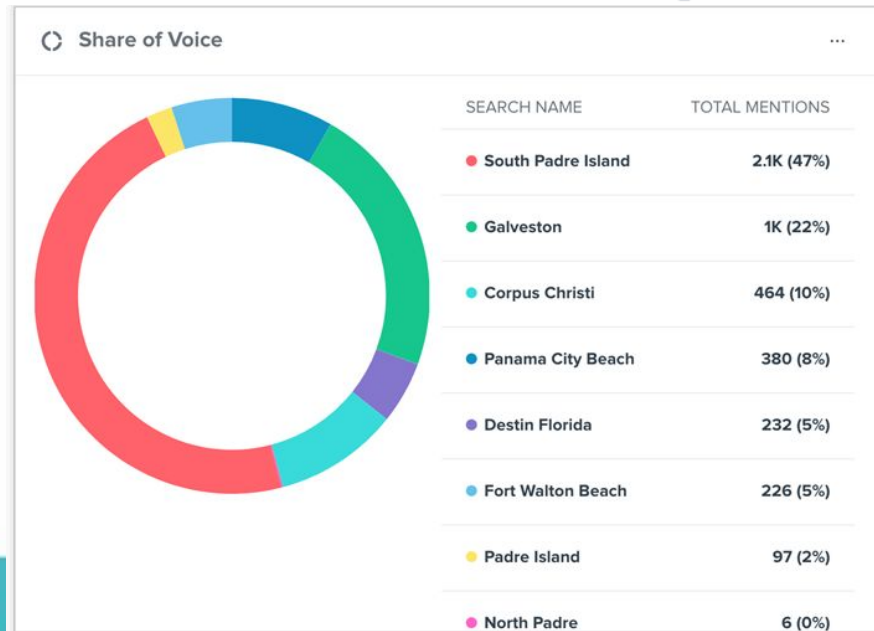


77 gerettete Schildkröten in Texas wieder ausgesetzt (77 rescued turtles released in Texas)



Surfside Beach Ranks Top 3 In Affordable Vacations, According to HomeToGo.

## Share of Coverage



## Top Locations by Country

- United States 1.9 K
- Canada 23
- Mexico 16
- United Kingdom 15
- Germany 11
- India 10
- Italy 10
- Turkey 05



# Creative



**CATCH OF THE DAY: BONDING.**



**PLAN A TRIP**



**SPEND SPRING BREAK  
NEAR THE SHORE BREAK.**



**PLAN A TRIP**





**SPEND SPRING BREAK  
NEAR THE SHORE BREAK.**

[PLAN A TRIP](#)



**CATCH OF THE DAY:  
*Bonding.***

[PLAN A TRIP](#)





## FISHING THAT LEAVES OTHER DESTINATIONS

IN ITS WAKE.



Off the beach, in the bays or far offshore, South Padre Island offers anglers the fishing trip of a lifetime. Here, you can catch a trophy or reel in your supper and have it cooked as soon as you step ashore. And when you don't have a rod in your hand, countless other diversions await. Learn more at [sopadre.com/fishing](http://sopadre.com/fishing).

**sopadre.com**



### WHERE BIRDS AND BIRDERS FIND REFUGE.



**PLAN A TRIP**

### WHERE BIRDS AND BIRDERS FIND REFUGE.



**PLAN A TRIP**



## OPEN WATER OR WETLAND?

Where will I view from today?

It's a nice day – the bird blinds on the water look inviting. Then again, the 3,300 feet of boardwalk across the marsh might be the sweet spot. Shoot! I almost forgot about the five-story viewing tower. Decisions, decisions...

If I was a rare bird, where would I be?

**That's as hard as it gets.**



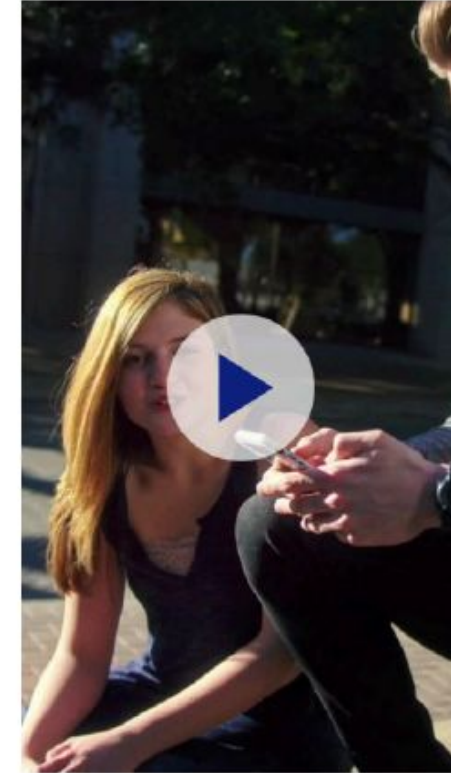
# Social Media: College and Family Spring Break



FACEBOOK/INSTAGRAM : FAMILY



FACEBOOK/INSTAGRAM : COLLEGE



TIK TOK / SNAPCHAT : COLLEGE

# Mexico campaigns



# PR Efforts

- Interviews: 12
- Press Releases: 2
- Travel Writers/ Influencers: 12
- Number of Stories: 18

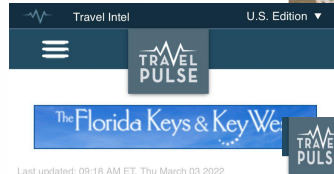


## South Padre Island Experience

Pack your bags—it's time to check South Padre Island off your bucket list!

By TM Studio January 24, 2022

BROUGHT TO YOU BY  
South Padre Island CVB



Last updated: 09:18 AM ET, Thu March 03 2022

## Surprising South Padre Island, Texas: A Nature Lover's Perfect Paradise

DESTINATION & TOURISM | NOREEN KOMPANIK | MARCH 2022



Sand Dune (Photo via SP Island CVB)

Texas has a tropical island. Surprising? Well, it certainly was for me.

South Padre Island is a 110-mile long barrier

## The Most Searched for Spring Break Destinations

FEATURES & ADVICE | PATRICK CLARKE | FEBRUARY 22, 2022



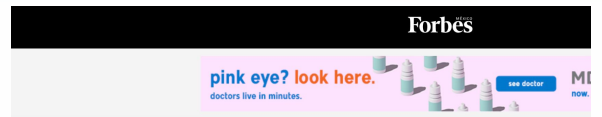
RESTAURANTS + BARS ENTERTAINMENT ARTS SOCIETY CITY GUIDE  
CITY LIFE FASHION + BEAUTY REAL ESTATE HOME + DESIGN INNOVATION TRAVEL



Home » Travel

## 7 mini honeymoons for Austin couples to explore in 5 days or less

By Brianna Caleri Mar 7, 2022, 12:40 pm



Portada / Actualidad / Forbes Content marzo 4, 2022 @ 12:00 pm

## South Padre Island, el único paraíso tropical en Texas

La diversión, el placer y descanso te esperan en este destino de belleza incomparable y uno de los mejores secretos del sur de Texas.



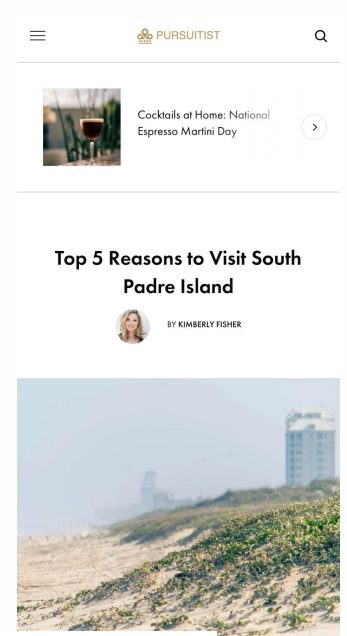
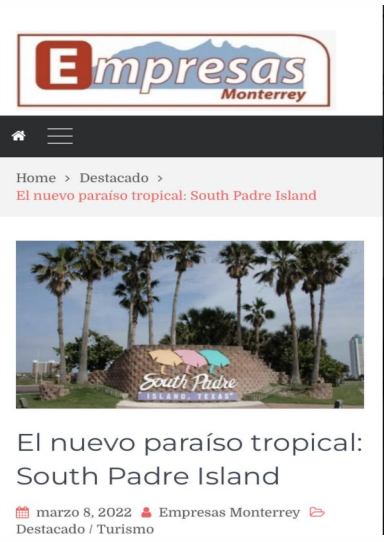
South Padre Island es un oasis tropical localizado en la punta sur de Texas. Ésta isla ofrece la incomparable belleza de la bahía Laguna Madre y el Golfo de México, lo cual la hace un destino ideal todo el año para turistas en busca de un escape de lo cotidiano.



SOUTHERN LIVING • THE SOUTH'S BEST 2022

## The South's Best Family Getaways 2022

By Southern Living March 08, 2022



# PR Efforts - Charro Days



South Padre Island participated during the 85th Annual Charro Days in Brownsville, Texas

**Date:** February 25-26, 2022

**Total Attendance:** Over 40,000 people







## Certified Tourism Advisor Program Certification

Presented by South Padre Island CVB



## Included in the Program

- The program consists of a 2-hour class and a 2-hour tour.
- The course will cover general ideas of why tourism and hospitality are essential.
- Participants will learn about everything South Padre Island offers, from hotels, restaurants, and activities.
- How to Provide Better Customer Service to our Visitors
- New Attractions in South Padre Island
- What to do in South Padre Island
- The Role of South Padre Island CVB
- The Economic Impact of Tourism on our City

## Logo & Certificate



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

**MEETING DATE:** March 23, 2022

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Update, discussion, and possible action on new marketing plan for media placement and creative content in FY 21/22.  
(Moore)

**ITEM BACKGROUND**

\$500,000 for media placement

\$100,000 for creative content

**BUDGET/FINANCIAL SUMMARY**

02-594-0531

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



**South Padre Island In house buys**  
**FY2021/2022**  
**Q2-Q3-Q4**

					March	April	May	June	July	August	September	October	November	December	Total Cost																																
					7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	
Date: 3/4/22																																															
<b>Digital</b>																																															
Rio Sports	Streaming TV	RGV, Corpus	HHI \$75k	Adults 25-55																											\$30,000																
<b>Total</b>																															<b>\$30,000</b>																
<b>TV / Streaming</b>																																															
Tegna	Streaming TV	DFW	HHI \$75k+ No Children	Adults 35-64																											\$22,500																
Tegna	Streaming TV / Live TV	Houston	HHI \$75k+ No Children	Adults 35-64																											\$15,000																
Tegna	Streaming TV	San Antonio	HHI \$75k+ No Children	Adults 35-64																											\$16,500																
Tegna	Broadcast TV	Austin	HHI \$75k+ No Children	Adults 35-64																											\$15,000																
<b>Total</b>																															<b>\$69,000</b>																
<b>Billboards</b>																																															
Lamar	Digital Billboards	McAllen/Austin/San Antonio																													\$48,150																
Lamar	Digital Billboards	Oklahoma City																													\$49,000																
<b>Total</b>																															<b>\$97,150</b>																
<b>Total Approved:</b>																															<b>\$196,150</b>																
<b>Texas</b>																																															
Spectrum Reach	Streaming TV	Austin/Houston/ San Antonio	HHI \$75k+	Adults 35-64																											\$13,800																
United Radio	Display & Native	RGV / Laredo	HHI \$75k+	Adults 35-64																											\$8,000																
De Shopping	1 Full page/ Print & Digital	RGV/ Northern Mexico	HHI \$75k+	Adults 35-64																											\$10,400																
Telemundo 40	TV Station /Digital	RGV	HHI \$75k+	Adults 25-54																											\$25,000																
Entravision	GEO Fencing / Digital	RGV / Laredo	HHI \$75k+	Adults 35-64																											\$25,000																
International Billboards	Billboard	RGV	HHI \$75k+	Adults 35-64																											\$6,250																
Socialife	1 Full page/ Print & Digital	RGV	HHI \$75k+	Adults 35-64																											\$3,200																
TV Azteca	TV Station /Digital	RGV / Laredo	HHI \$75k+	Adults 35-64																											\$15,000																
Nextstar- Channel 4	TV Station /Digital	RGV	HHI \$75k+	Adults 25-54																											\$12,500																
KRGV- Channel 5	TV Station /Digital	RGV	HHI \$75k+	Adults 35-64																											\$8,400																
<b>Total</b>																															<b>\$127,550</b>																
<b>Northern Mexico Campaign</b>																																															
Print/Digital	Carretera/ Portal Informativo	Monterrey	Medium & High Income	Adult 18-54																											\$1,000																
Online	Empresas Monterrey	RGV	Medium & High Income	Adult 18-54																											\$3,000																
Television	Televisa Tamaulipas	Matamoros/Reynosa/RGV	Medium & High Income	Adult 18-54																											\$20,000																
Television	Televisa Monterrey	Monterrey	Medium & High Income	Adult 18-54																											\$25,000																
Newspaper- Digital & Radio	EL Norte	Monterrey	Medium & High Income	Adult 35-64																											\$23,250																
Newspaper- Digital & Radio	ABC Noticias Monterrey	Monterrey	Medium & High Income	Adult 25-54																											\$4,500																
Outdoor	Grupo Alegria Billboard	Monterrey																													\$3,000																
Outdoor	International Billboards	Monterrey																													\$6,800																
Outdoor	International Billboards	Guadalajara																													\$9,750																
<b>Total</b>																															<b>\$96,300</b>																
<b>Airlift Marketing/Direct Flights</b>																																															
Digital	Promoting Direct Flights:	Austin																													\$80,000																
	McAllen International Airport	Denver																																													
	Valley International Airport	DFW																																													
	Brownsville-SPI International	Houston																																													
		Guadalajara																																													
		Monterrey																																													
<b>Total:</b>																															<b>\$80,000</b>																
<b>Total Media Buy:</b>																															<b>\$500,000</b>																
<b>Creative</b>																																															
Bus wraps new creative																															\$100,000																
Airports																																															
Spanish ads in Mexico																																															
Enrique Leal Videos																																															
<b>Total Creative</b>																															<b>\$100,000</b>																
<b>Additional Funds (\$600K) Grand Total:</b>																															<b>\$600,000</b>																

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

**MEETING DATE:** March 23, 2022

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action concerning the new meeting date for April 2022. (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:**