

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

**WEDNESDAY, JULY 27, 2022
9:00 AM 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 City Staff or may be placed on the agenda of a future Convention and Visitors Advisory Bureau meeting]

4. Approve Consent Agenda

- 4.1. Approve the excused absences for Board Members Chad Hart and Bob Friedman for the June 22, 2022 regular meeting. (Till)
- 4.2. Approve the meeting minutes for the June 22, 2022 regular meeting. (Till)
- 4.3. Approve the Special Events Committee post-event reports for the following events:
(Brown)
 - * American Junior Golf Association in June 2022
 - * Beach Bash Skate Jam in June 2022

5. Regular Agenda

- 5.1. Presentation and discussion by the Zimmerman Agency and Predictive Data Lab on campaign performances, KPIs, and analytics. (Rodriguez)
- 5.2. Presentation and discussion regarding the CVB Monthly Report. (Rodriguez)
 - 1.) Special Events
 - 2.) Groups & Meetings
 - 3.) Marketing and Communications
 - 4.) Social Media
 - 5.) Cision
 - 6.) In House Creative



- 5.3. Discussion and possible action to approve the funding request for the following Special Events: (Brown)
* Sandcastle Days in October 2022
- 5.4. Update and discussion on the FY 22/23 budget for Events Marketing and Marketing. (Moore)
- 5.5. Discussion and action concerning the new meeting date for August 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 THURSDAY, JULY 21, 2022


Linette Liendo, 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 THURSDAY, JULY 21, 2022, AT/OR BEFORE 5:00PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.


Linette Liendo, CVB Management Assistant

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



Agenda: JULY 27, 2022 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board

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

MEETING DATE: July 27, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the excused absences for Board Members Chad Hart and Bob Friedman for the June 22, 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:

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

MEETING DATE: July 27, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the meeting minutes for the June 22, 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, JUNE 22, 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, June 22, 2022 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 9:05 am. A quorum was present: Vice Chairman Daniel Salazar, Board Members Rene Valdez, and Bryan Pinkerton were present. Board Members Chad Hart and Bob Friedman were absent.

City Officials: Council Member Ken Medders

CVB Staff: CVB Interim Director Lori Moore, Senior Marketing and Communications Manager Teresa Rodriguez, Special Events Manager April Brown, Management Assistant Linette Hernandez, and Administrative Assistant Silvia Sanchez.

II. PLEDGE OF ALLEGIANCE

CVB Chairman Sean Till led the pledge of allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS: Special Events Manager April Brown informed the board that the 2022 Beach Bash Skate Jam was a well attended and successful event. Interim CVB Director informed the board that the CVB marketing team had a Tik Tok video that went viral and that SPI won destination of the year by Texas Travel Awards. She also announced that the new CVB Director, Blake Henry, will be starting his employment with the city on June 27, 2022.

4. Approve Consent Agenda

- 4.1. Approve the excused absence for Board Member Rene Valdez for the May 25, 2022 regular meeting. Board Member Tom Goodman made a motion to approve, seconded by Vice Chairman Daniel Salazar. Motion carried unanimously.

- 4.2. Approve the meeting minutes for the May 25, 2022 regular meeting. Board Member Tom Goodman made a motion to approve, seconded by Vice Chairman Daniel Salazar. Motion carried unanimously.

- 4.3. Approve the Special Events Committee post-event reports for the following events:
 - * Run the Jailbreak in May 2022
 - * Splash in April 2022
 - * Shallow Sport Owners Fishing Tournament in May 2022Board Member Tom Goodman made a motion to approve, seconded by Vice Chairman Daniel Salazar. Motion carried unanimously.

5. Regular Agenda

- 5.1. Update on The Switch Up motion picture.
 - * marketing efforts
 - * movie launch date
 - * NetflixMovie promoter Marcella Ronquillo presented at the podium. She shared a video clip and movie update with a timeline to the board.
- 5.2. Presentation and discussion by the Zimmerman Agency and Predictive Data Lab on campaign performances, KPIs, and analytics. The Zimmerman Agenda and Predictive Lab presented their individual presentations virtually.
- 5.3. Presentation and discussion regarding the CVB Monthly Report. Senior Marketing and Communications Manager Teresa Rodriguez presented at the podium and answered questions from the board.
 - 1.) Marketing and Communications
 - 2.) Social Media
 - 3.) Cision
 - 4.) PR Efforts
 - 5.) New Creative
 - 6.) SPI-Certified Tourism Advisor (CTA) Program
- 5.4. Discussion and possible action to approve the funding request for the following Special Events:
 - * The A Team/Dynamic Texas Entertainment LLC in July and September 2022
Vice Chairman Daniel Salazar made a motion to approve \$7,000 for marketing for the Labor Day weekend show, seconded by Board Member Rene Valdez. Motion carried unanimously.
 - * SPI Pride in October 2022
Vice Chairman Daniel Salazar made a motion to approve \$10,000 for marketing, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
 - * Aurora Fest in September 2022. This event was tabled for the SEC and CVAB meeting in July.
- 5.5. Discussion and action concerning the new meeting date for July 2022. The next meeting was scheduled for July 27, 2022.

VI. ADJOURN

The meeting was adjourned at 11:09am.

Linette Hernandez, CVB Management Assistant

Approved by:

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

MEETING DATE: July 27, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the Special Events Committee post-event reports for the following events: (Brown)

* American Junior Golf Association in June 2022

* Beach Bash Skate Jam in June 2022

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:

SOUTH PADRE ISLAND EVENT FUNDING POST EVENT REPORT



Please complete all sections.

Date Report Submitted: 6/27/22

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

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

Please submit the following within 30 days post event:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to a third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules, and signed station affidavits.
3. Copies of marketing or advertising materials, and websites showing the South Padre Island CVB logo.

ORGANIZATION INFORMATION

Name of Organization: American Junior Golf Association

Address: 1980 Sports Club Drive

City, State, Zip: Braselton, GA 30517

Full Name: Ty Kempf

E-Mail: tkempf@ajga.org

Office Number: 678-425-1720

Cell Phone Number: 785-218-8094

EVENT INFORMATION

Name of Event: South Padre Junior All-Star

Date(s) of Event: June 13-16, 2022

Primary Location of the Event: South Padre Island Golf Club

How many years have you held this event on South Padre Island? 1 year

EVENT FUNDING INFORMATION

Please attach an actual event budget showing all revenues including sponsorships and expenses.

Amount Requested: _____

Total Amount to be Received: _____

Did the event charge admission? Was there a net profit from the event? If so, what was the amount and how is it being used?

No - Budget attached

EVENT ATTENDANCE INFORMATION

How many people did you predict would attend this event? (Number submitted in the application)?

300 people

What was the actual attendance at the event? 245

How many of the participants were from another city or county? 240

How many room nights did you predict in your application would be generated by attendees of this event?

55 nights

How many room nights were actually generated by attendees of this event? 30

If this event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this event?

This Year: 0

Two Years Ago: 0

Last Year: 0

Three Years Ago: 0

What method did you use to determine the number of people who booked rooms at South Padre Island hotels (e.g., room block usage information, a survey of hoteliers, total attendance formula, zip code information, etc.)?

Tournament registration survey

Was a room block established for this event at an area hotel (hotels), and if so, did the room block fill? If the room block did not fill, how many rooms were picked up?

Yes, 25 rooms

No, only 7 rooms filled most of the participants stayed in Airbnbs.

EVENT MARKETING INFORMATION

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

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

Please list all efforts your organization used to promote the event and how much was spent in each category:

Print \$: N/A

Website \$: N/A

Radio \$: N/A

Social Media \$: N/A

TV \$: N/A

Other Digital Advertising \$: N/A

Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes

What new marketing initiatives did you utilize to promote hotel and convention activity for this event?

We promoted the host hotel on our tournament website with a booking link as well.

ADDITIONAL EVENT INFORMATION

Please note any other success indicators of your event:

316,443 reach on twitter

What South Padre Island businesses did you utilize for food, supplies, printing, etc.?

Find the host facility at the South Padre Island Golf Club in Laguna Vista.

What was the weather like during the event?

90+ degrees with a heat index above 100 most days
winds blow 20+ mph with gusts above 30+ mph

Were there any other factors that may have affected the event?

Ty Z Kempf
Authorized Signature

6/27/22
Date

Ty Z Kempf
Print Name

2022 Tournament Budget (Committee Version)
 Junior All-Star - South Central

	<u>2021</u>	<u>2022</u>
	<u>Actuals</u>	<u>Budget</u>
Revenue		
Corporate Sponsor(s)	\$ -	\$ 10,000
Fundraising (Junior-Am)	0	20,000
Fundraising (Project Zero)	0	0
Misc. (Hotel Rebate, Cookout Revenue)	0	0
Total Revenue	\$ 0	\$ 30,000
Expense		
Staff Food (On-Site)	0	200
Staff Lodging (On-Site)	0	7,350
Gas (On-Site)	0	200
Rental Cars	0	1,000
Product (Fruit, Water, Sp. Drink, Ice)	0	300
Medical Services	0	1,000
Project Zero	0	10,050
Junior-Am Reception	0	0
Junior-Am Breakfast / Lunch	0	0
Tournament Cookout / Vouchers	0	1,560
Players / Parents Meeting	0	0
Volunteer Meals	0	0
Hospitality	0	0
Banquet	0	0
Player Meals	0	0
Equipment / Room Rental	0	0
Player Travel / Lodging	0	0
Food & Hospitality	0	1,560
Support Staff (Wages)	0	3,001
Pre-Tournament Trip	0	0
Staff Travel (In-Transit)	0	1,726
Travel / Staff Expenses	0	4,727
Junior-Am Signage	0	0
Scoreboard / Graphics Artist	0	0
Sponsor Signage & Promotion	0	350
Electronic Scoreboard	0	0
Promotion / Experience	0	350
Junior-Am Orders / Gifts	0	0
Tourn. Orders / Gifts (Juniors)	0	3,571
Other Orders / Gifts (Juniors)	0	0
Qualifier Gifts	0	730
Committee / Course Appreciation	0	225
Volunteer Gifts	0	112
Tournament Orders / Gifts	0	4,638
Champion Trophies	0	272
Runners-Up Trophies	0	564
Qualifier Awards	0	26
Junior-Am Awards	0	0
Other Awards / Trophies	0	0
Awards / Trophies	0	862
Professional Services	0	0
Shuttle Transportation	0	0
Shipping & Postage	0	20
Misc. Tournament Operations	0	180
Tournament Operations	0	200
Tournament Site Fees	0	12,848
Qualifier Site Fees	0	4,212
Junior-Am Site Fees	0	0
Facility Fees	0	17,060
Equipment & Technology	0	3,200
Printing	0	100
Clipping Service	0	75
Junior-Am	0	0
Scorecards	0	0
Photography	0	25
Fixed Costs	0	3,400
Total Expense	\$ 0	\$ 42,847
Proceeds Available for Charity	\$ 0	\$ (12,847)
Contributions to Local Charity	0	0
Contributions to ACE Grant	0	0
Net Proceeds (After Contrib. to Charity)	\$ 0	\$ (12,847)

Last Name	Gender	AJGA Event: Campaign Name	Display City	DisplayState	Display Country	Other Zip/Postal Code
Aerrabolu	Male	South Padre Junior All-Star	Plano	TX	United States	75024
Agarwal	Male	South Padre Junior All-Star	Saratoga	CA	United States	95070
Agarwal	Male	Qualifier - South Padre Junior All-Star	Saratoga	CA	United States	95070
Ahn	Female	South Padre Junior All-Star	Dallas	TX	United States	75287
Amour	Male	Qualifier - South Padre Junior All-Star	McAllen	TX	United States	78504
Anand	Male	South Padre Junior All-Star	Irving	TX	United States	75063
Arcella	Male	South Padre Junior All-Star	Henderson	NV	United States	89012
Arenkiel	Male	South Padre Junior All-Star	Pearland	TX	United States	77584
Arenkiel	Male	Qualifier - South Padre Junior All-Star	Pearland	TX	United States	77584
Ayres	Male	South Padre Junior All-Star	Dallas	TX	United States	75229
Ayres	Male	Qualifier - South Padre Junior All-Star	Dallas	TX	United States	75229
Baer	Male	South Padre Junior All-Star	Lantana	TX	United States	76226
Baer	Male	Qualifier - South Padre Junior All-Star	Lantana	TX	United States	76226
Beebe	Male	South Padre Junior All-Star	West Palm Beach	FL	United States	33405
Beebe	Male	Qualifier - South Padre Junior All-Star	West Palm Beach	FL	United States	33405
Bolado	Female	South Padre Junior All-Star	New Braunfels	TX	United States	78130
Bourgault	Female	South Padre Junior All-Star	Mont-Tremblant	QC	Canada	J8E 1C6
Breuer	Male	South Padre Junior All-Star	Peoria	AZ	United States	85383
Browning	Male	South Padre Junior All-Star	Carlsbad	CA	United States	92009
Browning	Male	Qualifier - South Padre Junior All-Star	Carlsbad	CA	United States	92009
Caldera	Male	Qualifier - South Padre Junior All-Star	Weslaco	TX	United States	78599
Cannon	Female	South Padre Junior All-Star	Edmond	OK	United States	73025
Cannon	Female	Qualifier - South Padre Junior All-Star	Edmond	OK	United States	73025
Chiu	Male	South Padre Junior All-Star	Los Altos	CA	United States	94022
Cook	Male	South Padre Junior All-Star	Las Vegas	NV	United States	89141
De Marco	Female	South Padre Junior All-Star	Southlake	TX	United States	76092
De Marco	Female	Qualifier - South Padre Junior All-Star	Southlake	TX	United States	76092
Duggal	Male	South Padre Junior All-Star	The Woodlands	TX	United States	77382
Ellestad	Female	South Padre Junior All-Star	Houston	TX	United States	77042
Follmer	Male	South Padre Junior All-Star	Austin	TX	United States	78738
Follmer	Male	South Padre Junior All-Star	Austin	TX	United States	78738
Follmer	Male	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78738
Follmer	Male	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78738
Fukushima	Male	South Padre Junior All-Star	Irvine	CA	United States	92618
Ganiear	Male	South Padre Junior All-Star	Southlake	TX	United States	76092
Ganiear	Male	Qualifier - South Padre Junior All-Star	Southlake	TX	United States	76092
Garza	Male	South Padre Junior All-Star	Laguna Vista	TX	United States	78578
Garza	Male	Qualifier - South Padre Junior All-Star	Laguna Vista	TX	United States	78578
Glazer	Female	Qualifier - South Padre Junior All-Star	Dallas	TX	United States	75209
Hang	Female	South Padre Junior All-Star	Pleasanton	CA	United States	94588
Hang	Female	Qualifier - South Padre Junior All-Star	Pleasanton	CA	United States	94588
He	Male	Qualifier - South Padre Junior All-Star	The Woodlands	TX	United States	77375
Hooks	Male	South Padre Junior All-Star	Forest	VA	United States	24551
Hooks	Male	Qualifier - South Padre Junior All-Star	Forest	VA	United States	24551
Huang	Male	South Padre Junior All-Star	Austin	TX	United States	78717
Huang	Male	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78717
Hughes	Male	South Padre Junior All-Star	Oklahoma City	OK	United States	73142
Hughes	Male	Qualifier - South Padre Junior All-Star	Oklahoma City	OK	United States	73142
Im	Female	South Padre Junior All-Star	Fontana	CA	United States	92336
Ju	Male	South Padre Junior All-Star	Buena Park	CA	United States	90620
Ju	Male	Qualifier - South Padre Junior All-Star	Buena Park	CA	United States	90620
Kandula	Male	South Padre Junior All-Star	Chesterfield	MO	United States	63017
Kandula	Male	South Padre Junior All-Star	Chesterfield	MO	United States	63017
Kandula	Male	Qualifier - South Padre Junior All-Star	Chesterfield	MO	United States	63017
Kandula	Male	Qualifier - South Padre Junior All-Star	Chesterfield	MO	United States	63017
Kendrick	Male	South Padre Junior All-Star	Tulsa	OK	United States	74120
Kendrick	Male	Qualifier - South Padre Junior All-Star	Tulsa	OK	United States	74120
Kim	Male	South Padre Junior All-Star	Lewisville	TX	United States	75056
Korn	Male	South Padre Junior All-Star	Scottsdale	AZ	United States	85254
Kwon	Female	South Padre Junior All-Star	Calabasas	CA	United States	91302
Kwon	Female	Qualifier - South Padre Junior All-Star	Calabasas	CA	United States	91302
Laklak	Male	South Padre Junior All-Star	Pincrest	FL	United States	33156
Laklak	Male	Qualifier - South Padre Junior All-Star	Pincrest	FL	United States	33156
Lane	Male	South Padre Junior All-Star	Benton	AR	United States	72019
Lee	Male	South Padre Junior All-Star	Plano	TX	United States	75024
Lee	Male	South Padre Junior All-Star	College Station	TX	United States	77845
Lee	Male	Qualifier - South Padre Junior All-Star	College Station	TX	United States	77845
Lee	Male	Qualifier - South Padre Junior All-Star	Plano	TX	United States	75024
Li	Male	South Padre Junior All-Star	Vancouver	BC	Canada	V6R2P1
Lim	Female	South Padre Junior All-Star	Union City	CA	United States	94587
Lim	Male	South Padre Junior All-Star	Union City	CA	United States	94587
Lim	Male	Qualifier - South Padre Junior All-Star	Union City	CA	United States	94587
Luna	Male	South Padre Junior All-Star	Weslaco	TX	United States	78596

Luna	Male	Qualifier - South Padre Junior All-Star	Weslaco	TX	United States	78596
Lyman	Male	South Padre Junior All-Star	Litchfield Park	AZ	United States	85340
Lyman	Male	Qualifier - South Padre Junior All-Star	Litchfield Park	AZ	United States	85340
Majma	Male	South Padre Junior All-Star	Edmond	OK	United States	73025
Mangione	Male	South Padre Junior All-Star	Austin	TX	United States	78737
Mangione	Male	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78737
Marshall	Female	South Padre Junior All-Star	Temple	TX	United States	76502
Marshall	Female	Qualifier - South Padre Junior All-Star	Temple	TX	United States	76502
McGown	Male	South Padre Junior All-Star	Klein	TX	United States	77375
McGown	Male	Qualifier - South Padre Junior All-Star	Klein	TX	United States	77375
McLaughlin	Female	South Padre Junior All-Star	Saint Louis	MO	United States	63141
Miller	Male	South Padre Junior All-Star	Jackson	KY	United States	41339
Mulder	Male	South Padre Junior All-Star	Scottsdale	AZ	United States	85255
Nguyen	Male	South Padre Junior All-Star	Richmond	TX	United States	77469
Nguyen	Male	Qualifier - South Padre Junior All-Star	Richmond	TX	United States	77469
Osborne	Female	South Padre Junior All-Star	Austin	TX	United States	78746
Osborne	Female	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78746
Padua	Male	South Padre Junior All-Star	Austin	TX	United States	78613
Padua	Male	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78613
Papacharalambous	Male	South Padre Junior All-Star	Austin	TX	United States	78738
Papacharalambous	Male	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78738
Park	Female	South Padre Junior All-Star	Everett	WA	United States	98208
Peterson	Male	South Padre Junior All-Star	Port St Lucie	FL	United States	34987
Peterson	Male	Qualifier - South Padre Junior All-Star	Port St Lucie	FL	United States	34987
Phillips	Male	South Padre Junior All-Star	New Orleans	LA	United States	70115
Phillips	Male	Qualifier - South Padre Junior All-Star	New Orleans	LA	United States	70115
Ramachandran	Female	South Padre Junior All-Star	San Jose	CA	United States	95125
Ramachandran	Female	Qualifier - South Padre Junior All-Star	San Jose	CA	United States	95125
Rivers	Male	South Padre Junior All-Star	Brampton	ON	Canada	L6W 1C2
Rivers	Male	Qualifier - South Padre Junior All-Star	Brampton	ON	Canada	L6W 1C2
Sarangdevot	Male	South Padre Junior All-Star	Mckinney	TX	United States	75070
Sarangdevot	Male	Qualifier - South Padre Junior All-Star	Mckinney	TX	United States	75070
Sirkin	Female	South Padre Junior All-Star	Colleyville	TX	United States	76034
Sirkin	Female	Qualifier - South Padre Junior All-Star	Colleyville	TX	United States	76034
Tarter	Male	South Padre Junior All-Star	Hanford	CA	United States	93230
Tarter	Male	Qualifier - South Padre Junior All-Star	Hanford	CA	United States	93230
Urrea	Female	South Padre Junior All-Star	Lima		Peru	34786
Urrea	Female	Qualifier - South Padre Junior All-Star	Lima		Peru	34786
Watters	Male	South Padre Junior All-Star	Austin	TX	United States	78738
Watters	Male	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78738
Xu	Male	South Padre Junior All-Star	Houston	TX	United States	77098
Yang	Female	South Padre Junior All-Star	Santa Clara	CA	United States	95054
Yang	Female	Qualifier - South Padre Junior All-Star	Santa Clara	CA	United States	95054
Yao	Male	South Padre Junior All-Star	Whittier	CA	United States	90605
Yao	Male	Qualifier - South Padre Junior All-Star	Whittier	CA	United States	90605
Zhang	Male	South Padre Junior All-Star	Plano	TX	United States	75024
Zhang	Female	South Padre Junior All-Star	Katy	TX	United States	77494
Zhang	Female	South Padre Junior All-Star	Milpitas	CA	United States	95035-8668
Zhang	Male	Qualifier - South Padre Junior All-Star	Plano	TX	United States	75024
Zhang	Female	Qualifier - South Padre Junior All-Star	Milpitas	CA	United States	95035-8668
Zhao	Male	South Padre Junior All-Star	San Diego	CA	United States	92129
Zhao	Male	Qualifier - South Padre Junior All-Star	San Diego	CA	United States	92129
Zhou	Male	South Padre Junior All-Star	Sugar Land	TX	United States	77479



SOUTH PADRE ISLAND EVENT FUNDING POST EVENT REPORT



Please complete all sections.

Date Report Submitted: 07/07/2022

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

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

Please submit the following within 30 days post event:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to a third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules, and signed station affidavits.
3. Copies of marketing or advertising materials, and websites showing the South Padre Island CVB logo.

ORGANIZATION INFORMATION

Name of Organization: Technology Created Arts

Address: 3740 San Jacinto Rd

City, State, Zip: Brownsville, Tx 78521

Full Name:

Michael De La Fuente

E-Mail:

michael.delafuente@tcmediastudio.com

Office Number:

Cell Phone Number:

(956) 203-8246

EVENT INFORMATIONName of Event: Beach Bash Skate Jam

Date(s) of Event:

06-21-2022

Primary Location of the Event:

John L Tompkins ParkHow many years have you held this event on South Padre Island? 1**EVENT FUNDING INFORMATION****Please attach an actual event budget showing all revenues including sponsorships and expenses.**Amount Requested: \$2,000Total Amount to be Received: \$1,523

Did the event charge admission? Was there a net profit from the event? If so, what was the amount and how is it being used?

We did not charge admission. We did have sponsor packages for sponsors, which amounted to a totalOf \$1,500. This cash was used to meet city guidelines and permits, so no profit was made.**EVENT ATTENDANCE INFORMATION**How many people did you **predict** would attend this event? (Number submitted in the application)?100-200What was the actual attendance at the event? 150How many of the participants were from another city or county? 100How many room nights did you **predict** in your application would be generated by attendees of this event?We did not predict any rooms to be booked for the one day event.How many room nights were **actually generated** by attendees of this event? N/A

If this event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this event?

This Year: _____

Two Years Ago: _____

Last Year: _____

Three Years Ago: _____

What method did you use to determine the number of people who booked rooms at South Padre Island hotels (e.g., room block usage information, a survey of hoteliers, total attendance formula, zip code information, etc.)?

We did not calculate how many people stayed at South Padre Island.

Was a room block established for this event at an area hotel (hotels), and if so, did the room block fill? If the room block did not fill, how many rooms were picked up?

No

EVENT MARKETING INFORMATION

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

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

Please list all efforts your organization used to promote the event and how much was spent in each category:

Print \$: \$1,738 _____

Website \$: _____

Radio \$: _____

Social Media \$: \$272 _____

TV \$: _____

Other Digital Advertising \$: _____

Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? No

What new marketing initiatives did you utilize to promote hotel and convention activity for this event?

Consistent interaction with attendants on social media. Word of mouth with all businesses at SPI.

We promoted the event at every skatepark in the Rio Grande Valley.

ADDITIONAL EVENT INFORMATION

Please note any other success indicators of your event:

For a small skate park we were amazed on the amount of contestants the competition had.

Businesses have reached out to thank us on at least a 75% increase on social media and store traffic.

What South Padre Island businesses did you utilize for food, supplies, printing, etc.?

77 Surf , The Painted Marlin, Hopper Haus

What was the weather like during the event?

Sunny from 12-2, Drizzled from 2:00-2:05, Sunny from 2:05-6:00

Were there any other factors that may have affected the event?

No

Authorized Signature

07/05/2022

Date

Ruby Gamez

Print Name



Receipt

Ordered on 06/18/2022

Invoice for

Michael De La Fuente
3740 San Jacinto Rd
Brownsville, Tx 78521

Invoice

1

Project

Beach Bash Skate Jam

Payed on

6/18/2022

Description	Qty	Unit price	Total price
BLK MED T-SHIRT	3	\$18.00	\$54.00
FRONT & BACK DESIGN	3	\$2.00	\$6.00
BLK LG T-SHIRT	3	\$18.00	\$54.00
FRONT & BACK DESIGN	3	\$2.00	\$6.00
BLK XL T-SHIRT	3	\$18.00	\$54.00
FRONT & BACK DESIGN	3	\$2.00	\$6.00
BLK TOTE BAG x LOGO	9	\$12.00	\$108.00
12x12 STICKERS	5	\$10.00	\$50.00
1x2 STICKERS	9	\$2.00	\$18.00
DELIVERY FEE: SPI		\$20.00	\$20.00
EXPRESS FEE		\$30.00	\$30.00

Notes:

Subtotal

\$580.00

INVOICE

11212

Fiesta Graphics

205 Paredes Line Rd
Brownsville, TX
78521

(956) 546-1722

June 10, 2022
5:38 PM

DATE
6/10/22

el De La Fuente

Receipt: LTx
Authorization: 053818

US DEBIT
AID A0 00 00 00 98 08 40

Custom Amount \$243.56

Total \$243.56

Visa 2309 (Chip) \$243.56
Priscilla Izaguirre

250 Postcard 4x4
2 sides print

1.50

225
1850
243.50

PAID
Fiesta Graphics

SPECIAL INSTRUCTIONS:

FONT:

COLOR:

SIZE:

APPROVED BY:

DATE:

PICKED UP BY:

DATE:

SUBTOTAL

\$

TAX

\$

TOTAL

\$

DEPOSIT

\$

BALANCE

\$

TECHNOLOGY CREATED ARTS



TCA MEDIA STUDIO

Bill To
Ruby Gamez

Invoice # 621
Invoice Date 06/12/2022
Due Date 06/12/2022

Qty	Description	Unit Price	Amount
1	Graphic Logo + Flyer / Poster Graphic	100.00	100.00
1	Promotional Graphic Banner 3'x6'	60.00	60.00
3	Promotional Flag Grapics (Custom)	20.00	60.00
1	Online / web promotional graphics	52.00	52.00
Total			\$272.00

Terms & Conditions
Payment is due within 15 days

TCA HOSTS

BEACH BASH

**DJ MUSIC!
NO ADMISSION!**

SPI SKATE PARK
AT
TOMPKINS PARK

Go Skate
Day
JUNE 23

SOUTH PADRE ISLAND,
TX

ALL AGES!

CASH PRIZES!

SKATE JAM

2-5AM

SPONSORED BY

HAF-CAB

AND COMPANY



South Padre Island



TCA HOSTS
TECHNOLOGY CREATED ARTS

BEACH BASH

SKATE JAM



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

MEETING DATE: July 27, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation and discussion by the Zimmerman Agency and Predictive Data Lab on campaign performances, KPIs, and analytics. (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:



Reporting & Analytics.

THE
ZIMMERMAN
AGENCY

| CAMPAIGN MANAGER - PAID MEDIA - PAGE 1 |

Campaign Manager Performance

\$49,766.12 **\$136,517.11**
▼ 64%
 MEDIA COST

4,887,310 **13,644,947**
▼ 64%
 IMPRESSIONS

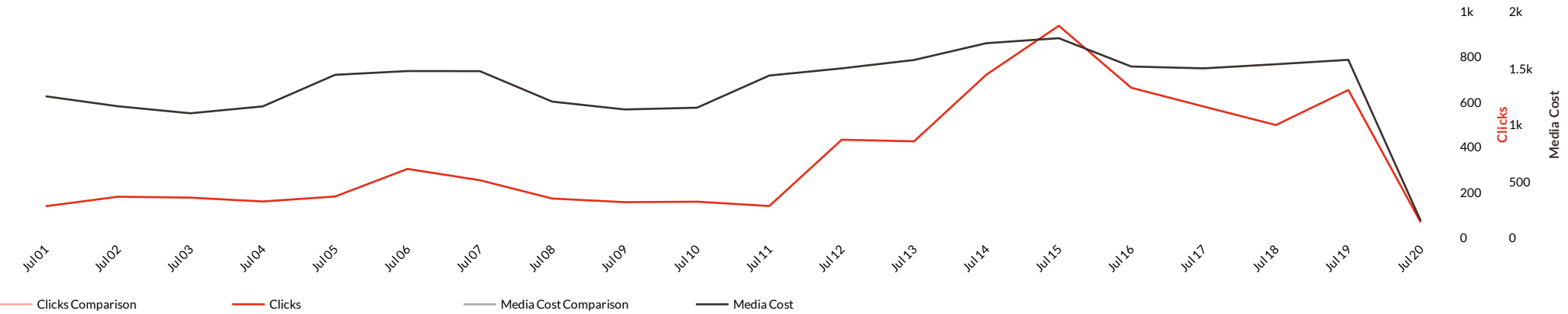
16,680 **24,116**
▼ 31%
 CONVERSIONS

14,012 **29,748**
▼ 53%
 CLICKS

0.29% **0.22%**
▲ 32%
 CTR

\$10.18 **\$10.00**
▲ 2%
 CPM

Performance Trend Over Time



Monthly Performance Breakdown

| CAMPAIGN MANAGER - PAID MEDIA - PAGE 2 |


 Media Delivery Summary

Date	Impressions	Clicks	CTR	Conversions	Media Cost
Total	51,542,438	112,974	0.22%	119,363	\$546,223.55
Dec 2021	1,775,266	2,309	0.13%	2,010	\$17,027.20
Jan 2022	4,268,738	3,788	0.09%	6,781	\$39,655.12
Feb 2022	7,568,115	10,698	0.14%	17,071	\$68,344.00
Mar 2022	8,141,865	18,256	0.22%	23,231	\$98,100.65
Apr 2022	9,186,557	27,118	0.30%	21,385	\$109,933.90
May 2022	13,644,947	29,748	0.22%	24,116	\$136,517.11
Jun 2022	4,887,310	14,012	0.29%	16,680	\$49,766.12
Jul 2022	2,069,640	7,045	0.34%	8,089	\$26,879.46

Creative Performance Breakdown

| CAMPAIGN MANAGER - PAID MEDIA - PAGE 3 |

 Creative Delivery Summary

Creative	Impressions	Clicks	CTR	Conversions
Total 	4,887,315	14,012	0.29%	16,680
OnShoreorOffShore_300x600_Static	3,755	10	0.27%	12
ByLandonBySea_300x600_Static	68,912	178	0.26%	134
Summer_Tour_Dip_300x600_Static	25,305	64	0.25%	152
Summer_Wave_Horse_300x600_Static	27,186	58	0.21%	152
OnShoreorOffShore__320x50_Static	79,692	147	0.18%	187
OnShoreorOffShore_160x600_Static	358,673	568	0.16%	1,553
ByLandonBySea_728x90_Static	132,638	215	0.16%	232
OnShoreorOffShore_300x50_Static	40,680	64	0.16%	60
ByLandonBySea_320x50_Static	415,229	636	0.15%	826
Summer_Tour_Dip_160x600_Static	42,897	61	0.14%	149

Placement Performance

CAMPAIGN MANAGER - PAID MEDIA - PAGE 4

 Placements Delivery Summary

Placement	Impressions	Clicks	CTR	Conversions
Texas / Beach Travel Intenders	0	7,601	-	4,693
Sojern Display_Travel Intent from RGV_300x250	471,302	577	0.12%	1,696
Sojern_Display_In-Market Travelers_300x250	808,235	977	0.12%	1,120
Sojern_Display_In-Market Travelers_320x50	494,829	777	0.16%	981
Expedia_VRBO_Vacation Rental Infosite/Details Right 1 Link Off	136,263	271	0.20%	828
Sojern Display_Travel Intent from Houston_300x250	335,865	526	0.16%	815
Expedia_VRBO_Vacation Rental Results Right 1 Link Off	148,216	227	0.15%	767
Sojern Display_Travel Intent from San Antonio_300x250	271,085	358	0.13%	643
Sojern Display_Travel Intent from DFW_300x250	288,018	426	0.15%	603
Sojern Display_Travel Intent from Austin_300x250	265,349	336	0.13%	534

 Site Performance

Site	Impressions	Clicks	CTR	Conversions
Expedia	763,449	1,000	0.13%	3,109
Sojern	4,066,315	5,396	0.13%	8,718
Stack Adapt	57,545	15	0.03%	160
Travel Spike	0	7,601	-	4,693

Google Ads Performance

22,387 21,850
▲ 2%
 CLICKS

152,866 133,851
▲ 14%
 IMPRESSIONS

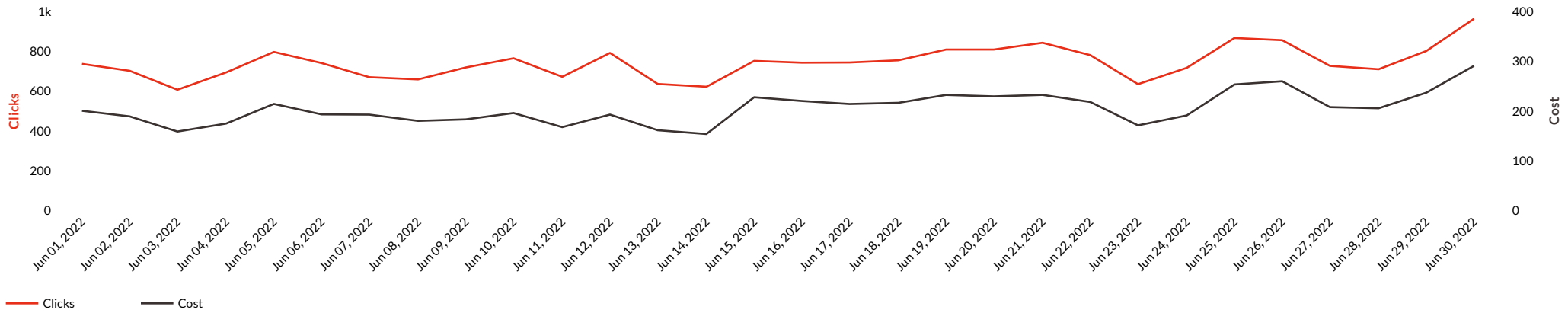
14.64% 16.32%
▼ 10%
 CTR

\$0.28 \$0.29
▼ 4%
 AVG. CPC

\$6,191.90 \$6,300.61
▼ 2%
 COST

1,124.00 1,047.00
▲ 7%
 CONVERSIONS


Clicks vs Cost



Campaign Breakdown

| GOOGLE ADS - PPC - PAGE 2 |


 Campaign and Ad Set Breakdown

Campaign Name	Impressions	Clicks	Avg. CPC	CTR	Conversions	Cost
Total 	152,866	22,387	\$0.28	14.64%	1,124.00	\$6,191.90
South Padre Island - Events	21,954	5,338	\$0.28	24.31%	11.00	\$1,482.21
Competitors - South Padre Island	5,018	1,128	\$0.46	22.48%	48.00	\$514.82
Brand - South Padre Island	104,196	14,123	\$0.26	13.55%	1,047.00	\$3,684.68
South Padre Island - Accommodations	16,442	1,445	\$0.28	8.79%	3.00	\$411.53
South Padre Island - Places to Eat	5,256	353	\$0.28	6.72%	15.00	\$98.66

Ad Content Breakdown

GOOGLE ADS - PPC - PAGE 3

 Ad Performance Overall

Ad Preview	Cost	Clicks	Impressions	CTR	Conversions	Avg. CPC
Total 	\$1,992.40	7,136	43,652	16.35%	29.00	\$0.28
Events in south padre island Dolphin and bird watching Welcome to South Padre Island Fishing trip to South Padre Live music in Padre Island Blackhorse riding in the beach Texas beach party with DJ	\$13.91	22	1,631	1.35%	0.00	\$0.63
Best Texas Beach Hotels Front Beach Accommodation Welcome to South Padre Island Sunny Texas beach vacation Plan your trip to South Padre Padre Island places to stay South padre island rentals	\$409.48	1,437	15,408	9.33%	3.00	\$0.28
Restaurants in South Padre Romantic dinners by the beach Drinking and eating in SPI All you can eat in Texas coast Fun family restaurants Visit the biggest bar in Texas	\$96.40	343	4,631	7.41%	14.00	\$0.28

Keyword Breakdown

 Top Keywords

Grid contains more rows, but they have been clipped.

Keyword	Impressions	Clicks	CTR	Conversions
south padre island	37,656	5,270	14.00%	436.00
st padre island	20,167	3,038	15.06%	264.00
events in south padre	5,555	2,397	43.15%	6.00
padre island	7,615	1,100	14.45%	82.00
san padre island texas	4,838	846	17.49%	70.00
best beaches in texas	2,890	734	25.40%	30.00
south padre parties	3,580	685	19.13%	2.00
south padre island texas	3,333	649	19.47%	32.00

| GOOGLE ANALYTICS - WEBSITE TRAFFIC - PAGE 1 |

Google Analytics Performance YoY Comparison

336,137 377,386

▼ 11%

USERS

287,232 308,600

▼ 7%

NEW USERS

387,163 432,385

▼ 10%

SESSIONS

52.77% 46.96%

▲ 12%

BOUNCE RATE

00:01:40 00:01:49

▼ 8%

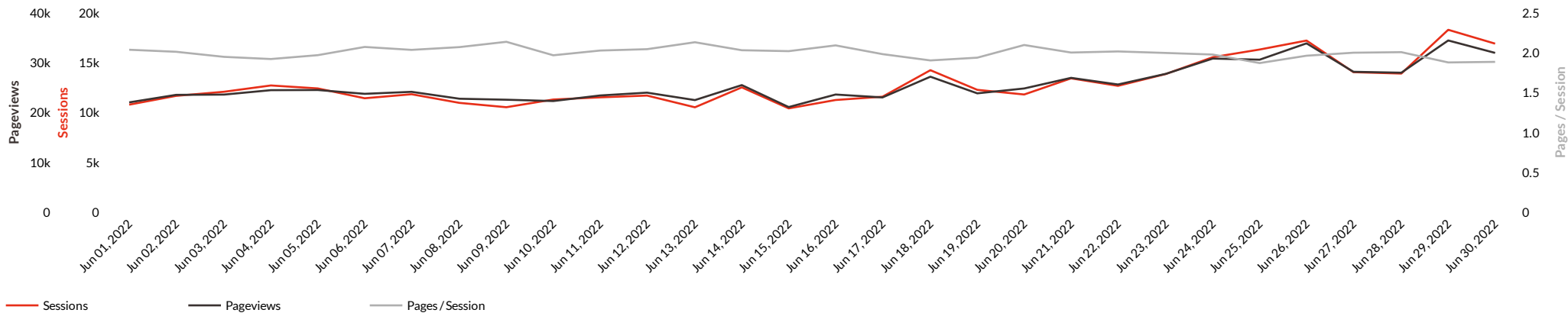
AVG. SESSION DURATION

773,614 975,194

▼ 21%

PAGEVIEWS


Performance Timeline by Day



Site Performance

| GOOGLE ANALYTICS - WEBSITE TRAFFIC - PAGE 2 |

 Site Performance MoM

Date	Users	New Users	Sessions	Bounce Rate	Avg. Session Duration 	Pageviews	Pages / Session
Feb 2022	310,599	269,878	351,922	58.26%	00:01:31	674,338	1.92
Apr 2022	278,087	234,542	319,596	52.49%	00:01:36	631,146	1.97
May 2022	294,851	251,054	344,547	49.72%	00:01:39	692,478	2.01
Mar 2022	371,238	310,720	433,632	50.53%	00:01:39	895,818	2.07
Jun 2022	336,137	287,232	387,163	52.77%	00:01:40	773,614	2.00
Jul 2022	226,260	188,526	262,198	50.22%	00:01:40	522,641	1.99
Jan 2022	230,675	197,001	258,773	50.86%	00:01:46	554,608	2.14

Traffic Performance

 Traffic performance MoM

Default Channel Grouping	Users	New Users	Sessions	Goal Completions
Organic Search	172,502	130,104	197,320	36,427
(Other)	60,846	57,697	61,924	2,034
Direct	50,587	43,259	55,659	5,591
Paid Search	38,625	33,037	44,861	8,662
Referral	17,068	15,162	17,836	1,352
Social	7,229	6,465	7,359	1,162
Email	1,808	1,358	2,054	538
Display	150	150	150	0

What is the (Other) channel in Google Analytics? Simply put, the (Other) traffic channel in Google Analytics is **web traffic that has an acquisition source or medium that is not recognized within Google's default system-defined channel rules like "Email" or "Social"**.

Traffic performance YoY

Default Channel Grouping		Users		New Users		Sessions		Goal Completions
Organic Search		▼17% 1,046,482 1,262,620		▼19% 786,379 974,988		▼17% 1,189,646 1,436,762		▼18% 237,749 290,649
Direct		▲7% 269,345 251,681		▲11% 222,229 200,709		▲6% 300,165 284,134		▲26% 29,493 23,362
(Other)		▼49% 279,204 551,149		▼48% 259,422 501,144		▼49% 288,690 569,413		▼57% 8,014 18,721
Paid Search		▲188% 241,875 84,048		▲199% 211,800 70,787		▲190% 279,180 96,380		▲498% 50,313 8,417
Referral		▲69% 147,521 87,427		▲90% 126,864 66,601		▲63% 153,579 94,123		▼42% 10,052 17,198
Social		▲54% 128,324 83,233		▲65% 120,572 73,015		▲58% 129,918 82,355		▼10% 6,949 7,716
Email		▲57% 12,257 7,816		▲63% 9,047 5,562		▲61% 13,873 8,598		▲49% 3,432 2,310
Display		▼93% 2,721 40,453		▼92% 2,641 33,067		▼94% 2,780 44,939		▼96% 18 488

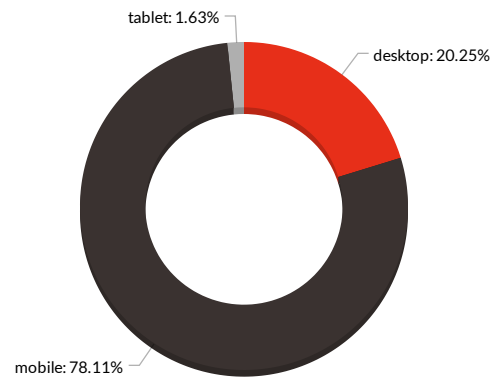
Demographics Insights

| GOOGLE ANALYTICS - WEBSITE TRAFFIC - PAGE 4 |

 Device Performance

Device Category	Sessions	Bounce Rate	Pageviews
mobile	302,429	57.01%	515,999
desktop	78,419	36.58%	244,422
tablet	6,315	50.59%	13,193

 Sessions by Device



| GOOGLE ANALYTICS - WEBSITE TRAFFIC - PAGE 5 |

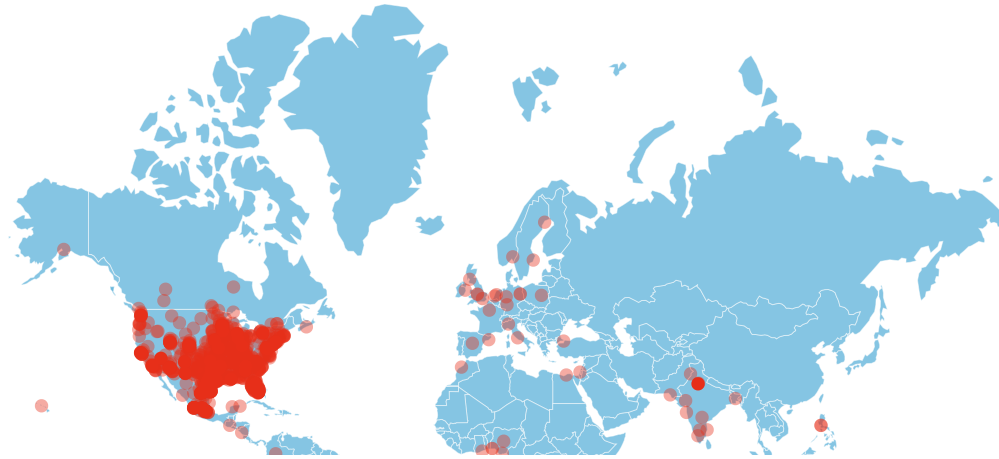
 Geo Performance

Metro	Users	New Users	Sessions	Bounce Rate	Avg. Session Duration	Pageviews
Dallas-Ft. Worth TX	54,179	44,071	62,491	47.89%	00:01:56	133,173
Chicago IL	51,367	42,201	60,917	49.20%	00:01:42	113,905
(not set)	47,637	43,328	50,587	74.67%	00:00:45	74,631
Austin TX	32,556	25,646	37,844	47.68%	00:01:42	76,020
Harlingen-Weslaco-Brownsville-McAllen TX	27,736	19,376	32,146	37.21%	00:02:16	73,736
Houston TX	24,304	21,024	26,876	50.55%	00:01:59	59,886
San Antonio TX	14,164	11,622	16,102	46.28%	00:02:06	37,986
New York, NY	8,916	7,584	10,074	56.12%	00:01:20	17,510
Phoenix AZ	5,790	5,090	6,464	54.98%	00:01:26	12,214
Atlanta GA	5,133	4,623	5,493	64.28%	00:01:02	9,205

Geo Performance

| GOOGLE ANALYTICS - WEBSITE TRAFFIC - PAGE 6 |

 User Chart




 Most Visited Pages

Grid contains more rows, but they have been clipped.

Date	Page Title	Avg. Session Duration	Pages / Session	New Users	Pageviews	Sessions
Jun 01, 2022	Things to Do in South Padre Island, Texas	00:02:01	1	2,946	4,046	3,414
Jun 01, 2022	South Padre Island CVB Contact Us	00:09:39	7	2	14	2
Jun 01, 2022	FAQ - South Padre Island	00:02:09	1	12	20	14
Jun 01, 2022	SPI Visitor Guide - South Padre Island	00:00:16	8	2	84	10
Jun 01, 2022	COVID-19 - South Padre Island	00:01:30	3	8	26	8
Jun 01, 2022	A Blast to Cast Guide Service	00:06:36	5	0	20	4
Jun 01, 2022	Bahia Mar/Solare	00:00:44	5	4	32	6
Jun 01, 2022	Bar Louie at Courtyard by Marriott	00:00:13	3	2	6	2

Goal Performance

 Goal Performance by Source and Medium

Goal Name	Source	Medium	Completions
Outbound Link Clicked	google	organic	34,054
Outbound Link Clicked	google	cpc	8,630
Outbound Link Clicked	(direct)	(none)	5,573
Outbound Link Clicked	bing	organic	1,174
Outbound Link Clicked	TravelSpike	Native	924
Outbound Link Clicked	yahoo	organic	648
Outbound Link Clicked	newsletter	email	520
Outbound Link Clicked	claytonsbeachbar.com	referral	332
Outbound Link Clicked	duckduckgo	organic	330
Outbound Link Clicked	m.facebook.com	referral	306

| GOALS - PAGE 2 |

 Goal Performance By Campaign

Campaign	Goal Completions
(not set)	48,875
Brand - South Padre Island	3,720
Brand	1,092
june-consumer	500
June 2022 MEX Family Facebook ad	302
South Padre Island - Events	301
Summer	160
June 2022 Family Facebook ad	156
Competitors - South Padre Island	153
June 2022 Instagram Millennial ad	124

 Events

Event Label	Event Action	Total Events
Webcam	Viewed Webcam	133,52
Widget - Listings	Scroll Into View	71,95
Widget - Events	Scroll Into View	44,20
Next Page 13 - 24	Page Changed	29,10
Next Page 25 - 36	Page Changed	16,99
(not set)	undefined	14,98
Date Date Range	Filter Change	13,86
Next Page 37 - 48	Page Changed	10,09
Updated_First_Timers_Guide_49f36e35-c668-421d-a57f-25cb3a60b65a.pdf	pdf Click	6,31
https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/southpadretx/Updated_First_Timers_Guide_49f36e35-c668-421d-a57f-25cb3a60b65a.pdf	External URL	6,27

Facebook Ads Performance

2,814,050 747,466
▲ 276%
 IMPRESSIONS

42,859 6,641
▲ 545%
 LINK CLICKS

172,177 50,508
▲ 241%
 POST ENGAGEMENT

\$0.09 \$0.61
▼ 85%
 CPC (COST PER LINK CLICK)

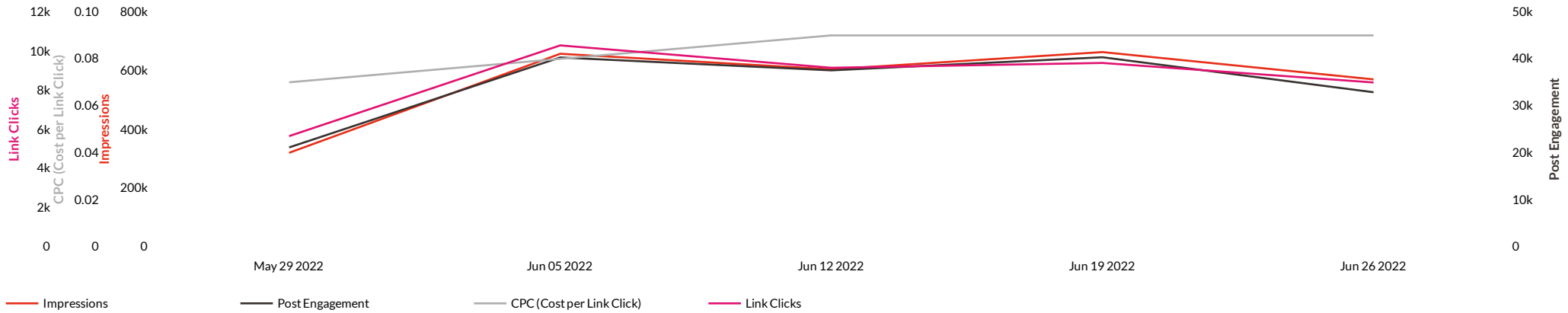
2.00% 1.68%
▲ 19%
 CTR

\$1.32 \$5.44
▼ 76%
 CPM

2,657,236 697,153
▲ 281%
 TOTAL AD REACH

37,801 9,728
▲ 289%
 VIDEO VIEWS TO 100%

f Ads Performance Trend Over time



Monthly Performance Breakdown





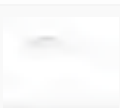
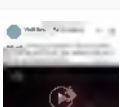
| FACEBOOK - ADS - PAGE 2 |

 MoM Performance

Date	Impressions	Post Engagement	Link Clicks	CPC (Cost per Link Click)	Spend
Feb 2022	3,745,894	363,141	28,558	\$0.80	\$22,843.57
Jan 2022	3,414,867	429,100	15,633	\$0.97	\$15,150.00
Mar 2022	3,013,063	124,198	26,059	\$0.32	\$8,375.00
Jun 2022	2,814,050	172,177	42,859	\$0.09	\$3,725.87
Jul 2022	931,869	54,595	22,587	\$0.06	\$1,309.34
May 2022	747,466	50,508	6,641	\$0.61	\$4,068.59
Apr 2022	694,666	35,456	6,581	\$0.37	\$2,431.39

Creatives Performance

f Ads Top Performing Creatives

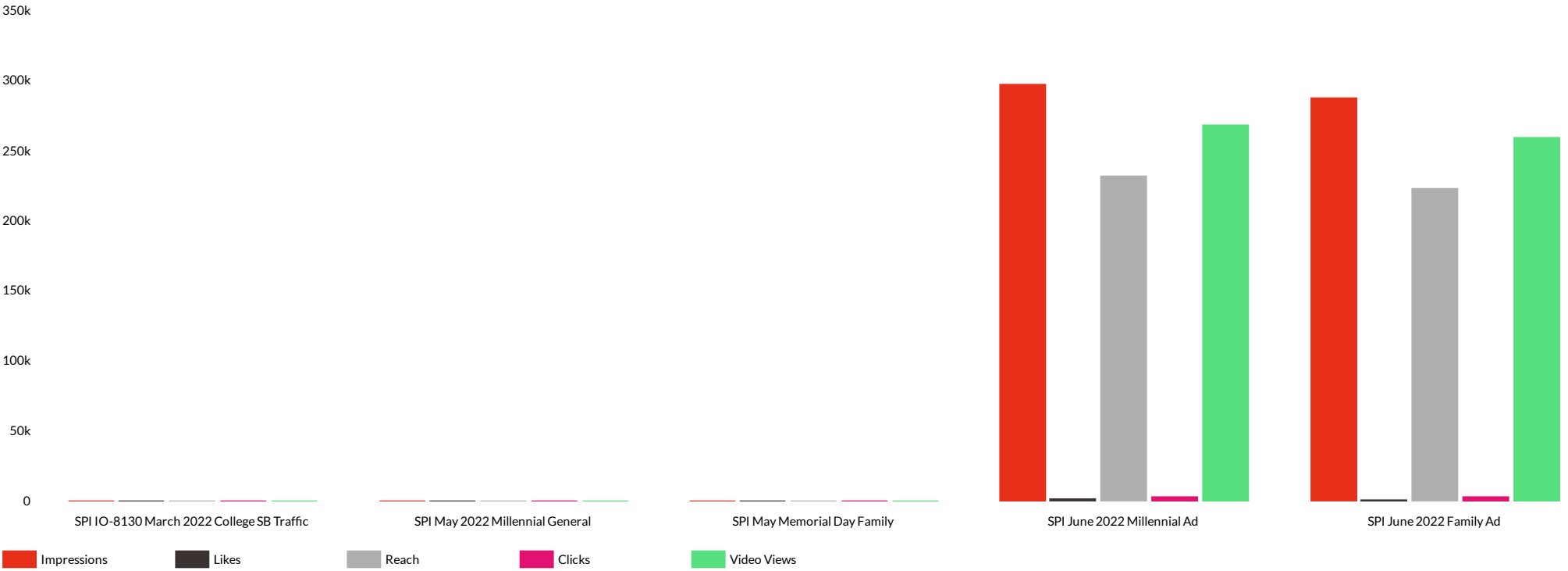
Ad Set Start Date	Ad	Mobile Preview	Impressions	Clicks	Link Clicks	CPC (Cost per Link Click)	Total Ad Reach	Destination URL
2022-06-01	SPI June 2022 MEX Instagram Millennial		1,413,293	3,554	3,078	\$0.24	1,340,819	
2022-06-01	SPI June 2022 MEX Family As Hard As It Gets		819,286	40,919	32,827	\$0.02	770,814	https://www.sopadre.com/experiences/family-espanol/?utm_source=Facebook&utm_medium=facebook+mexico+ad+video&utm_campaign=June+2022+MEX+Family+Facebook+ad
2022-06-01	SPI June 2022 Instagram Millennial		311,810	1,492	1,202	\$1.46	299,008	
2022-06-24	SPI July 2022 July 4th MEX		170,233	5,918	3,786	\$0.03	156,153	https://www.sopadre.com/event/4th-of-july-fireworks/818/
2022-06-01	SPI IO June 2022 Family As Hard As It Gets		65,134	2,539	1,457	\$0.17	60,718	https://www.sopadre.com/?utm_source=Facebook&utm_medium=facebook+ad+video&utm_campaign=June+2022+Family+Facebook+ad
2022-06-24	SPI July 2022 July 4th Promo US		34,294	1,824	509	\$0.21	29,724	https://www.sopadre.com/event/4th-of-july-fireworks/818/

TIKTOK SOCIAL - PAGE 1

TikTok Ads | Page Level Performance

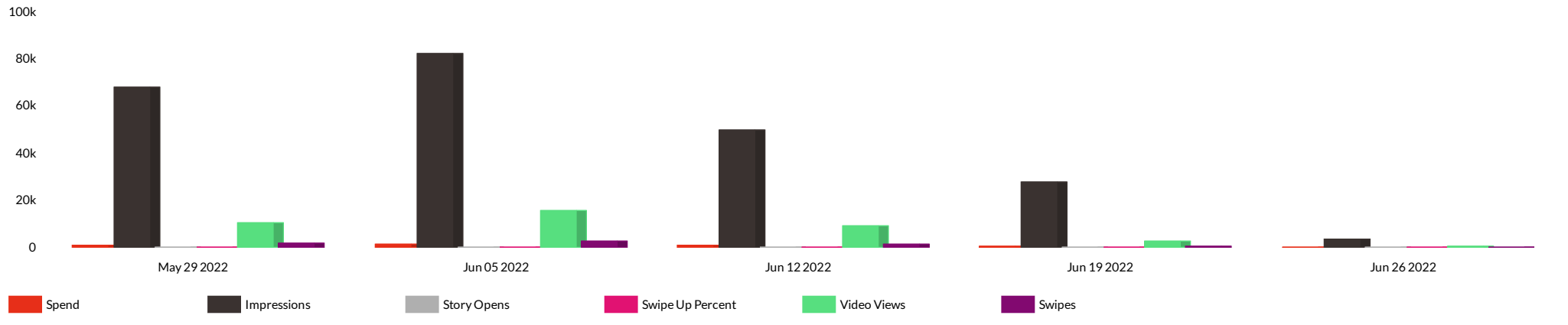
62.03K 2-SECOND VIDEO VIEWS	584.92K IMPRESSIONS	1.59K LIKES	454.95K REACH	6.45K CLICKS	\$0.46 CPC
---------------------------------------	-------------------------------	-----------------------	-------------------------	------------------------	----------------------

TikTok Performance



| SNAPCHAT SOCIAL - PAGE 1 |

 Snapchat Performance



 Overview

230.86K IMPRESSIONS 5.90K SWIPES \$3.00K SPEND

| SNAPCHAT SOCIAL - PAGE 2 |

 Snapchat Performance

Date	↓	Spend	Impressions	Swipe Up Percent	Video Views	Swipes	Preview Link
May 29 2022		\$683.92	67,762	2.21%	10,280	1,582	Click to View
Jun 05 2022		\$1,211.11	82,435	3.18%	15,669	2,533	Click to View
Jun 12 2022		\$728.73	49,894	2.95%	9,278	1,444	Click to View
Jun 19 2022		\$331.22	27,496	1.12%	2,704	321	Click to View
Jun 26 2022		\$45.02	3,275	0.63%	382	19	Click to View

| PAID MEDIA INSIGHTS - PAGE 1 |

Paid Digital Insights - June:

- The Brand and Summer campaign saw higher **engagement** with a **32% increase MoM**
- The decrease in conversions is due to the decrease in spend MoM
- Stack Adapt **OTT** continues to be the top-performing partner in terms of **engagement**. Overall, the OTT saw a **98% video completion rate**, right at the benchmark of 98%
 - **San Antonio** was the top-performing market in terms of garnering the **most impressions**, while the **DFW** market drove the highest **video completion rate**
- Various **Expedia** placements drove **2,200 room nights booked, \$608,200 in gross bookings, and 44:1 ROAS**
 - 42% of Expedia bookings occurred during a 0-6 day travel window.
 - 64% of those who converted were multi-Adults, with 70% spending 1-2 days in trip duration
- **Travel Spike Native** was the top-performing partner in terms of **driving the most conversions**
- Source Video continues to drive strong engagement in terms of Video Completion Rates and Landing Page Lands
 - MoM, **landing page lands increased** by **6%**. Saw a steady increase in landing page lands and video completion rate the longer the campaign ran
 - The videos have also delivered a strong engagement of 49% video completion rate (VCR), slightly below the benchmark of 50% VCR. The decline in video completion rate is due to the flight ramping down since ending June
- **By Land or By Sea** creative achieved the highest **CTR of .16%**, 60% above the benchmark
 - The Ride a Wave or Ride a Horse and Take a Tour or Take a Dip creative achieved equally the same CTR of .14%
 - The By Land or By Sea creative drove a .14% CTR and 11,000 conversions

*Travel Spike is a cost-per-click platform, therefore no impressions were reported.

Paid Digital Recommendations - June:

- Continue optimizing the paid media efforts to gain better efficiencies
- The Source Video saw steady increases the longer the campaign ran. The flight ends in June therefore, recommend shifting dollars from Sojern and Expedia to extend the Source Video campaign to run in August and September to drive brand awareness and complement the OTT schedule in September
- Optimizations include increasing bids on top-performing tactics and audiences
- Optimize creative by increasing bids on top-performing creative or ad size
 - Top ad sizes include: 300x600 and 728x90
 - Paused ad sizes that are delivering a CTR below the benchmark
 - 468x60 and 970x90
- Continue to rotate different creative to limit ad fatigue

Paid Search Insights - June:

- Continued to **gain efficiencies** in CPC, **decreased 4% MoM**
- The **Brand campaign** is the top-performing campaign in terms of average CPC and engagement, **achieving the best efficiencies**
 - Accommodations, Places to Eat, and Events saw the 2nd best average cost per click
- To increase and drive brand awareness, continue to prioritize the budget toward the brand campaign
- **Beaches and Islands** search terms are predicted to trend through August with search intent 25% above normal levels
- Top converting audiences skewed females adults 25-34 and 35-44, from Sunday to Wednesday during the late afternoon / early evening
- Added new "beach" keywords

Paid Search Recommendations - June:

- To capitalize on search trends for Beaches and Islands, increase keyword bids to remain competitive and implement additional keywords relevant to Beaches and Islands
 - Keywords to add include, but are not limited to; beaches in Texas, beach in Texas, South Padre Island Vacation, South Padre Island Beaches, beach vacation South Padre
- Continue to optimize the campaigns to gain better efficiencies
 - Pausing low-performing keywords (<1% CTR)
 - Evaluating keyword bids based on average CPC, Conversions, and CTR
- Increase bids on the top-performing keywords in terms of CTR and conversions
- Ensure keyword bids are above the first-page bid threshold
- The agency will continue to shift funds towards mobile to hone in on the top audiences as well as adjusting bids
- The agency will continue to adjust bids to optimize toward females, adults 25-34 and 35-44

| PAID SOCIAL INSIGHTS - PAGE 1 |

Paid Social Insights - June:

Overall, TikTok and Snapchat continue to be the strongest platforms to reach audience members and gain the most link clicks/swipe-ups. Our budget increase to these two platforms began this month and will run monthly through September. Additionally, we've split the Meta budget on Facebook and Instagram to run ads in Mexico as well as the US, resulting in higher engagement and lower CPC in that region.

This month we focused on running general awareness summer ads across all platforms and also a Fourth of July Fireworks ad at the end of the month. Both TikTok and Snapchat ads overall had a lower CPC over general awareness travel ads.

Note: Currently our KPI's are measured out to be # of link clicks, CPC, Impressions, and Reach.

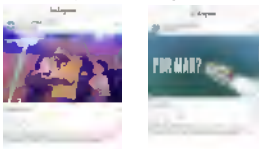
Facebook

- Our general awareness ad in Mexico closed at **\$.02 CPC** with **32,827 link clicks** and **819,286 impressions**. Moving forward, we recommend increasing the July budget for the Mexico ad.
- As Hard As It Gets video ended with a strong performance at **\$.17 CPC**. We'll continue to optimize targeting and refresh content with new campaign videos to avoid ad fatigue.
- Our top converting audience continues to be **females at 59% vs males at 41%**.
- July 4th Fireworks show promo ran at the end of the month - targeting both US and Mexico cities. US ad had a **\$.21 CPC** and saw **1,824 link clicks** while Mexico ad had **\$.03 CPC** and **5,918 link clicks**.



Instagram

- General awareness ads in Mexico ended at **\$.24 CPC, 3,554 link clicks, and 1,413,293 impressions**.
- Our US ad garnered **\$1.46 CPC, 1,492 link clicks, and 311,810 impressions**. SPI Team is working on creating another video composed of general activities, we'll run that in the month of July in order to refresh the content served.
- Our top converting audiences are **males at 60% vs females at 40%**.



Snapchat

- Our general awareness ad came out to **\$.51 CPC, 5,899 swipe ups, and over 230,862 impressions**.
- With our general activities video continuing to perform strongly, we'll run it again the following month.



TikTok

- This platform has been the most efficient in terms of average cost per click across the board.
- June Family and Millennial-focused ads totaled 584,916 impressions collectively.
 - **Family Ad: 287,386 impressions, 3,210 link clicks, \$.47 CPC**
 - **Millennial Ad: 297,530 impressions, 3,237 link clicks, \$.46 CPC**
- Over the next few months, we will continue to refresh video content with new campaign spots and clips the team produces.



| EMAIL MARKETING INSIGHTS - PAGE 1 |

Email Marketing

Paid Digital Insights - June:

- The Brand and Summer campaign saw higher **engagement** with a **32% increase MoM**
 - The decrease in conversions is due to the decrease in spend MoM
 - Stack Adapt **OTT** continues to be the top-performing partner in terms of **engagement**. Overall, the OTT saw a **98% video completion rate**, right at the benchmark of 98%
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Paid Digital Recommendations - June:

- Continue optimizing the paid media efforts to gain better efficiencies

Thank You.
Any Questions?

THE Z!MMERMAN AGENCY

VISIT SOUTH PADRE ISLAND

June 2022 – Board Presentation



PREDICTIVE
DATA LAB



TABLE OF CONTENTS

- 1. STR AND KEY DATA**
- 2. PAID MEDIA PERFORMANCE**
- 3. IN HOUSE MEDIA BUYS**
- 4. WEB ANALYTICS**
- 5. TRAVELLER INTELLIGENCE**
- 6. ECONOMIC IMPACT**



STR AND KEY DATA



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COMPETITOR ANALYSIS: MONTHLY

Month

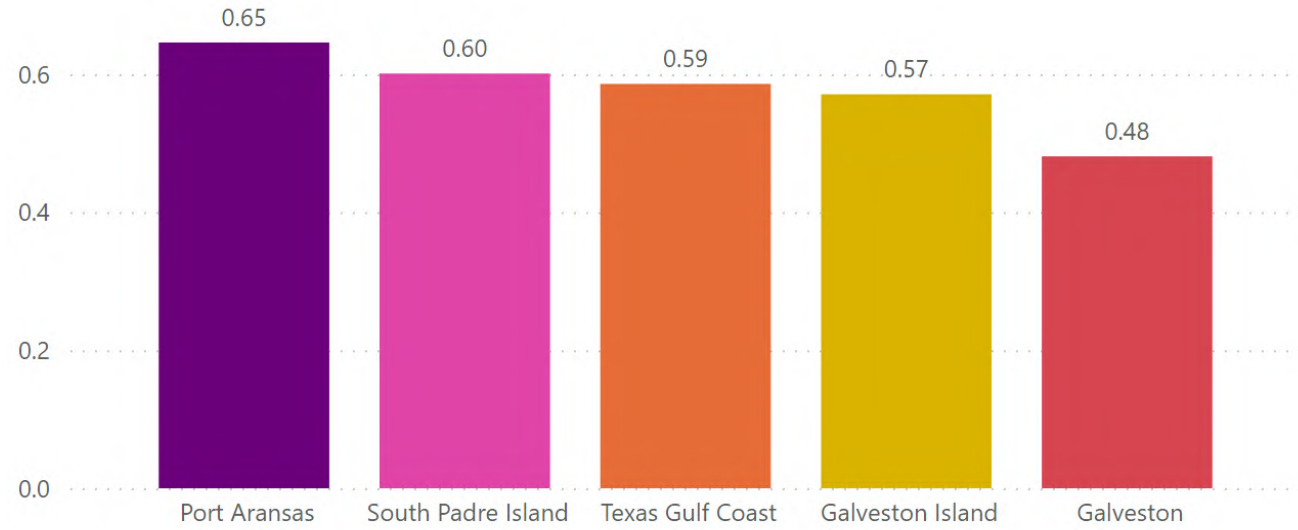
June

Year

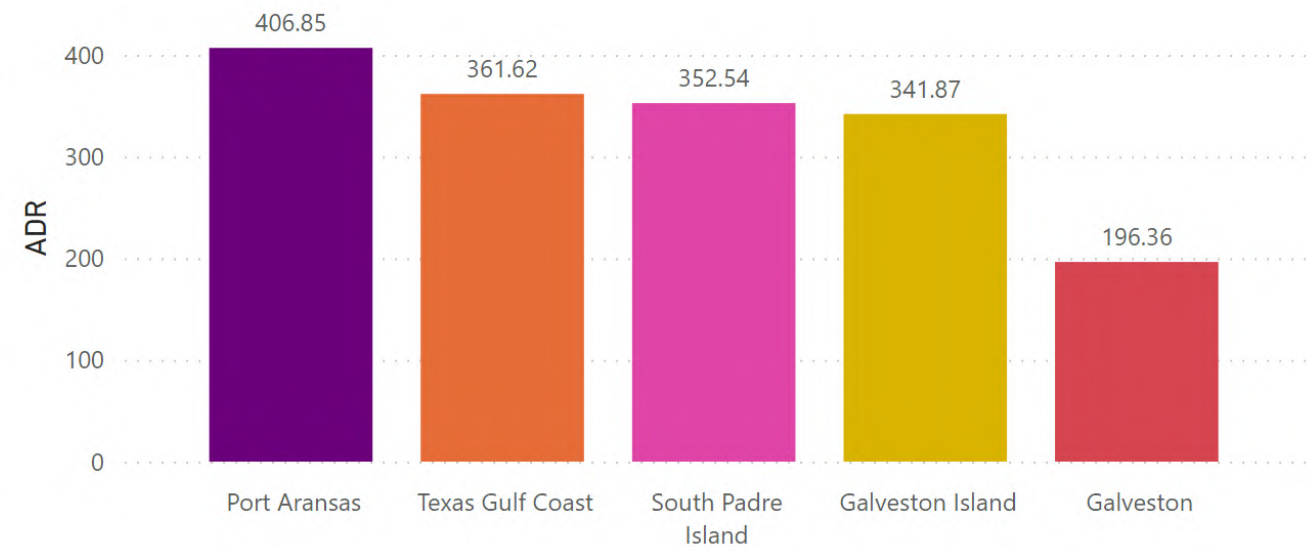
2022



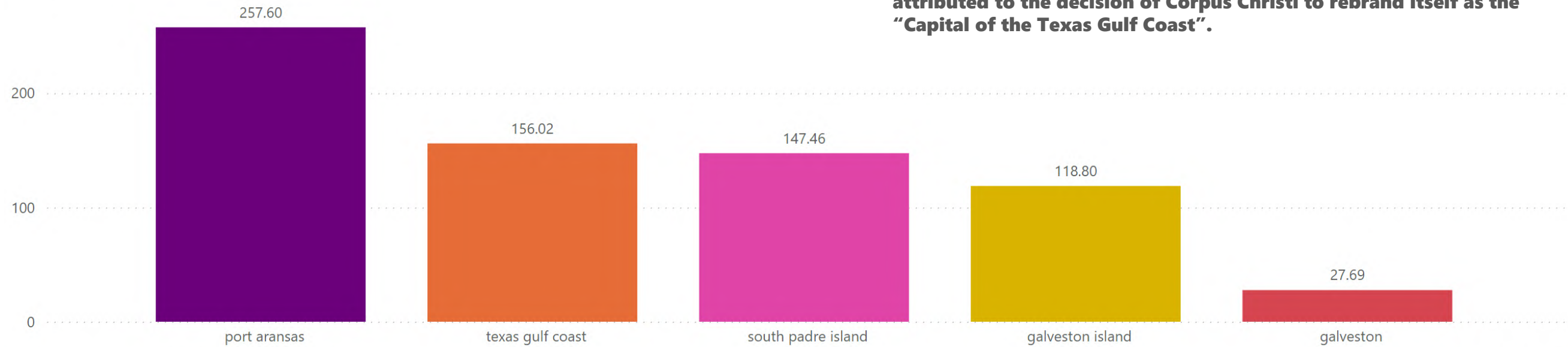
Occupancy by City



ADR by City



RevPAR by City



The increased performance of Texas Gulf Coast can be directly attributed to the decision of Corpus Christi to rebrand itself as the "Capital of the Texas Gulf Coast".

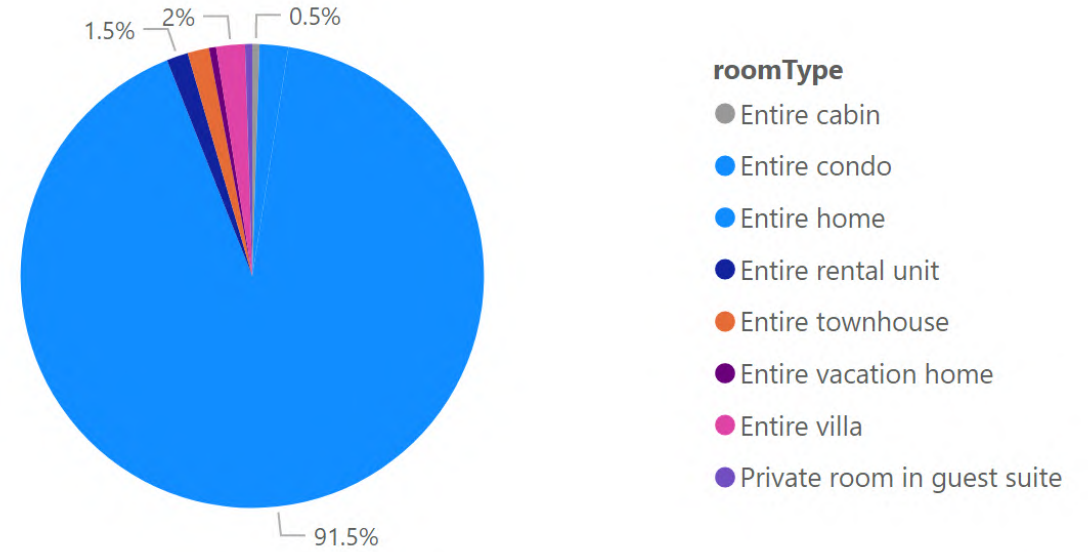
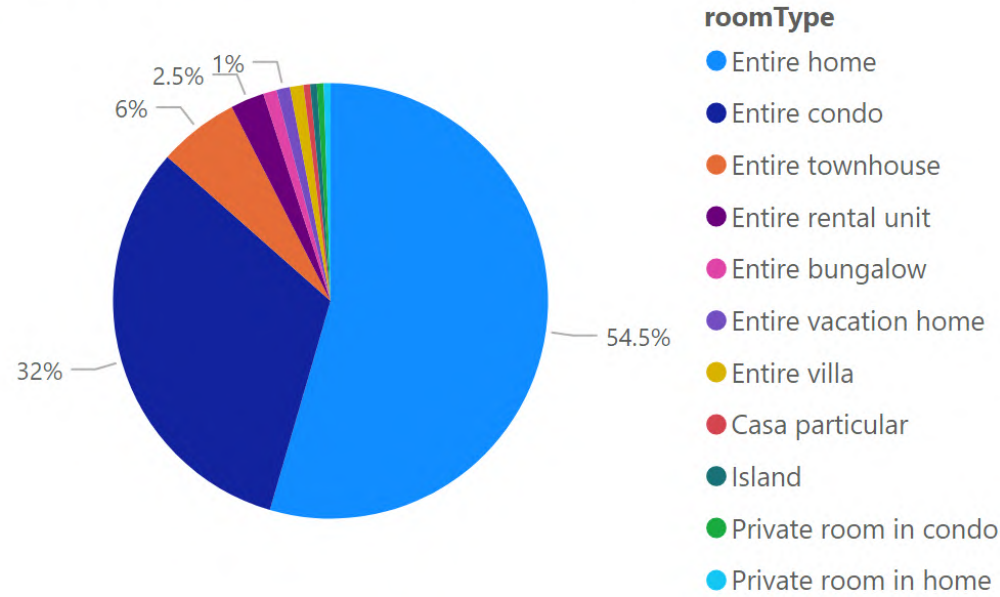


VACATION RENTAL COMPARISON: PORT ARANSAS

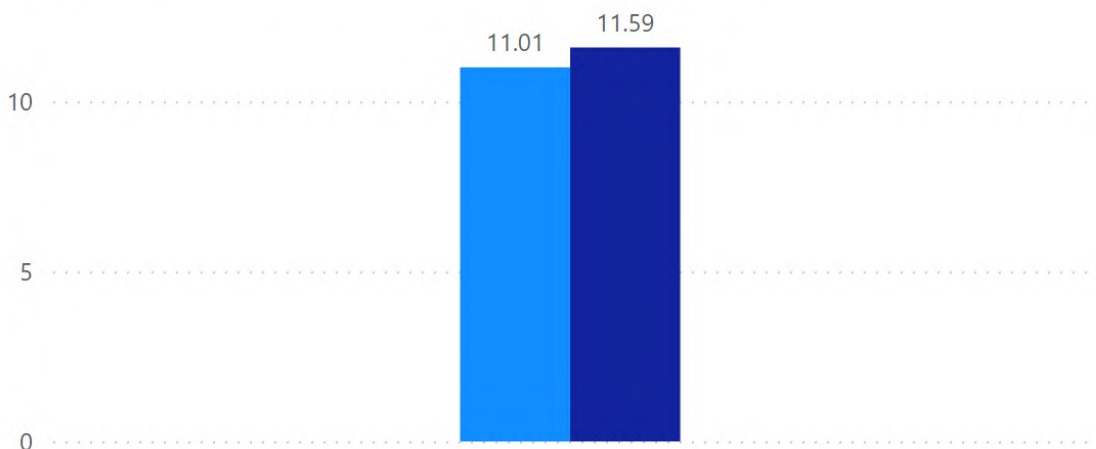


South Padre Island

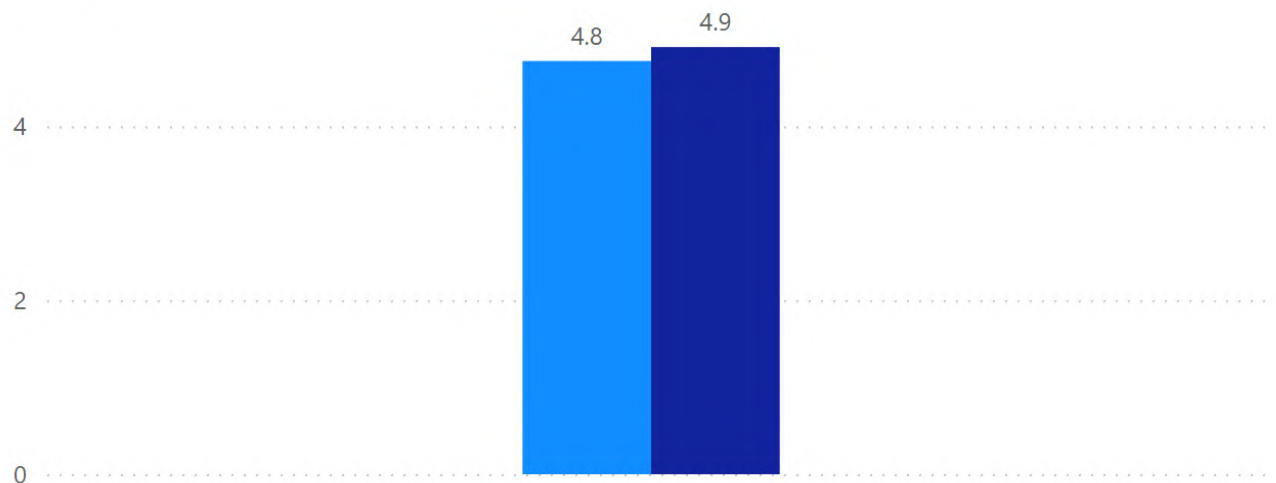
Port Aransas



● Avg Guest Space South Padre Island ● Avg Guest Space Port Aransas



● Avg Star Rating South Padre Island ● Avg Star Rating Port Aransas

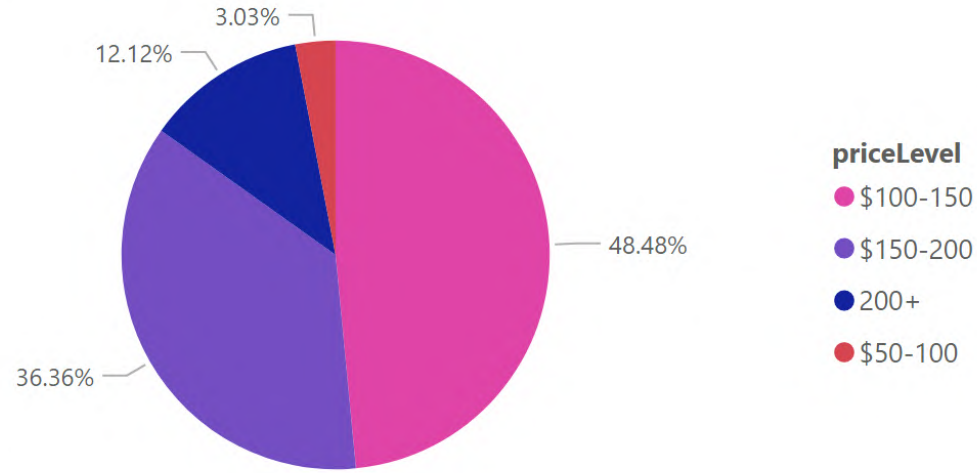




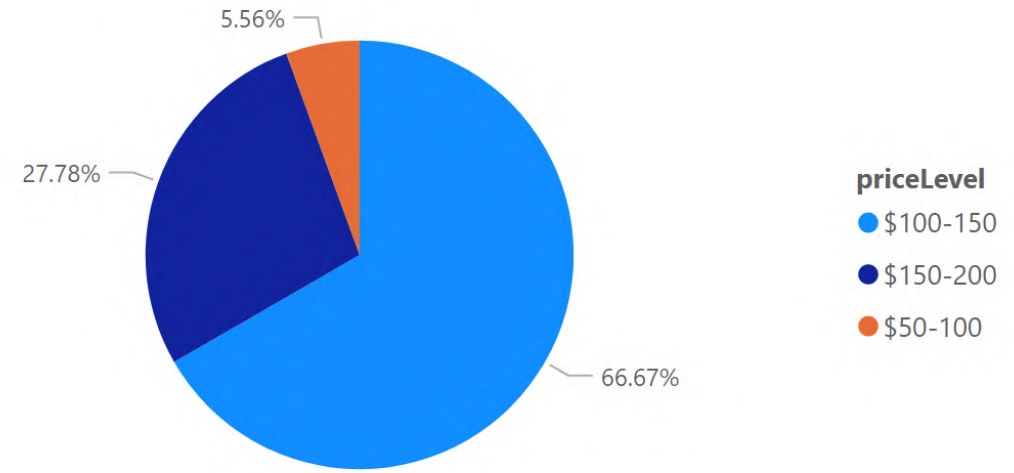
HOTEL COMPARISON: PORT ARANSAS



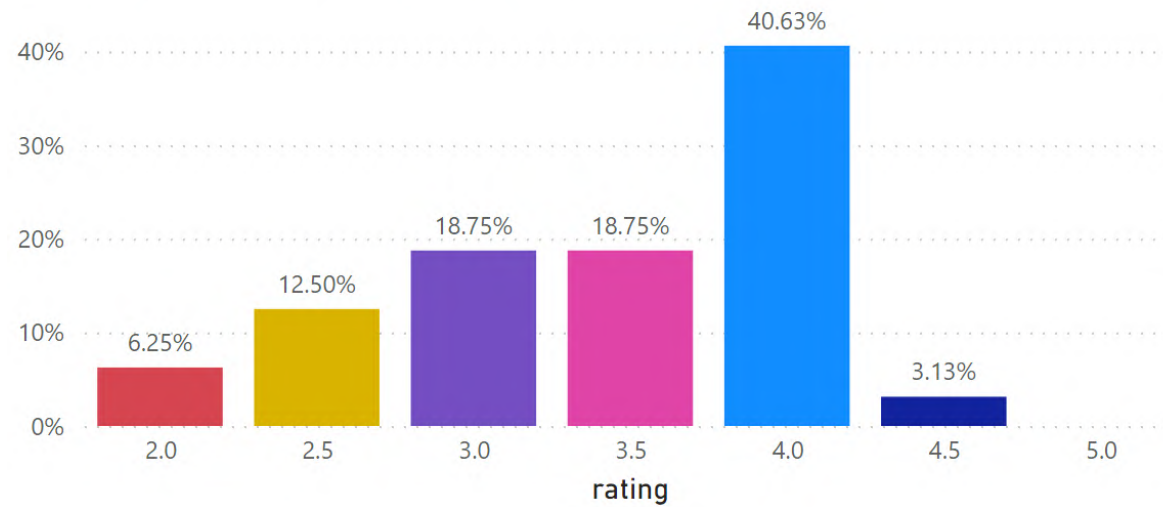
Hotels by Price Range: South Padre Island



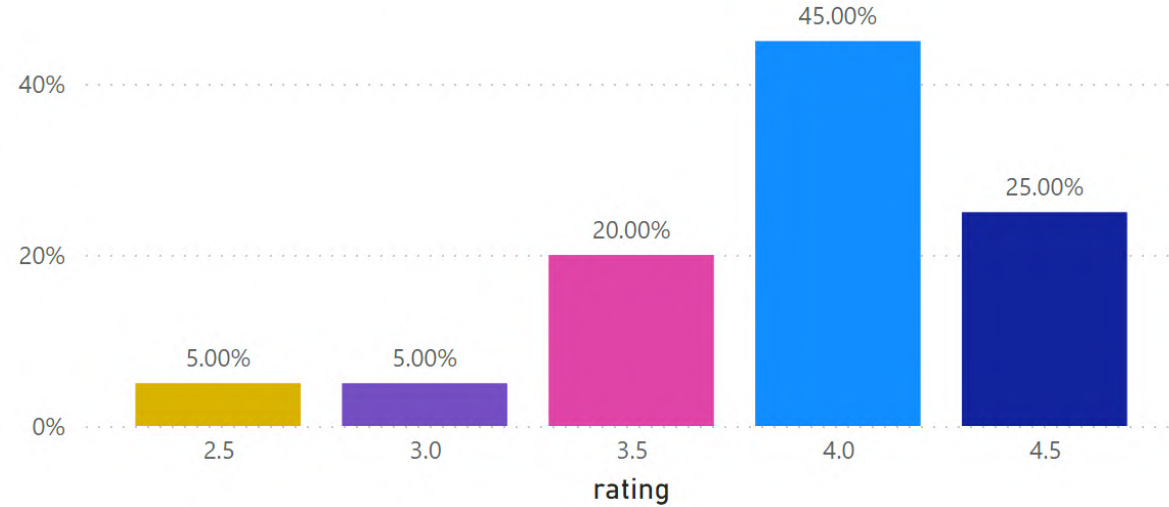
Hotels by Price Range: Port Aransas



Hotels by Rating: South Padre Island



Hotels by Rating: Port Aransas





HISTORICAL ANALYSIS

Month

June

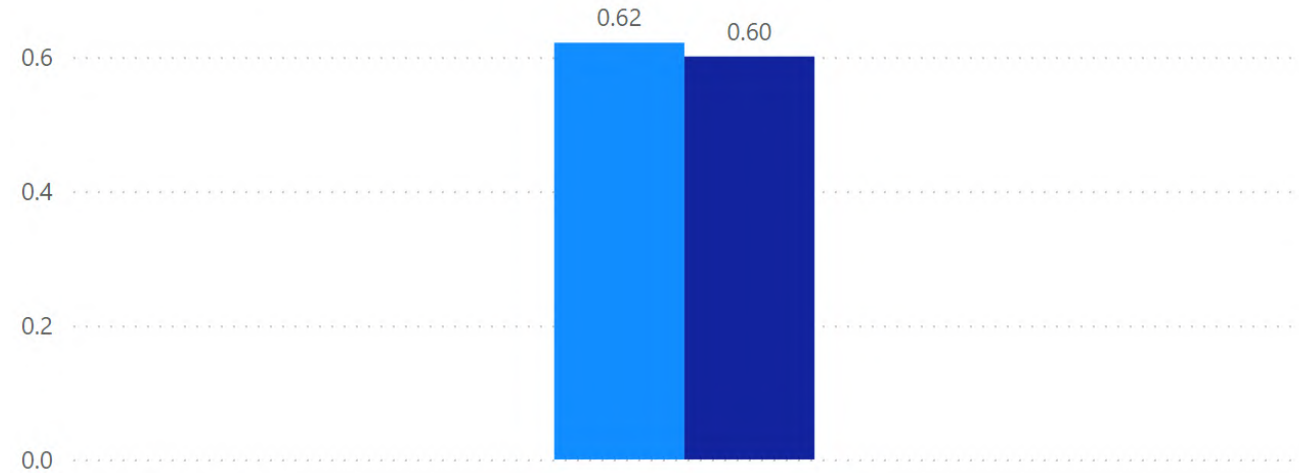
Year

Multiple selections



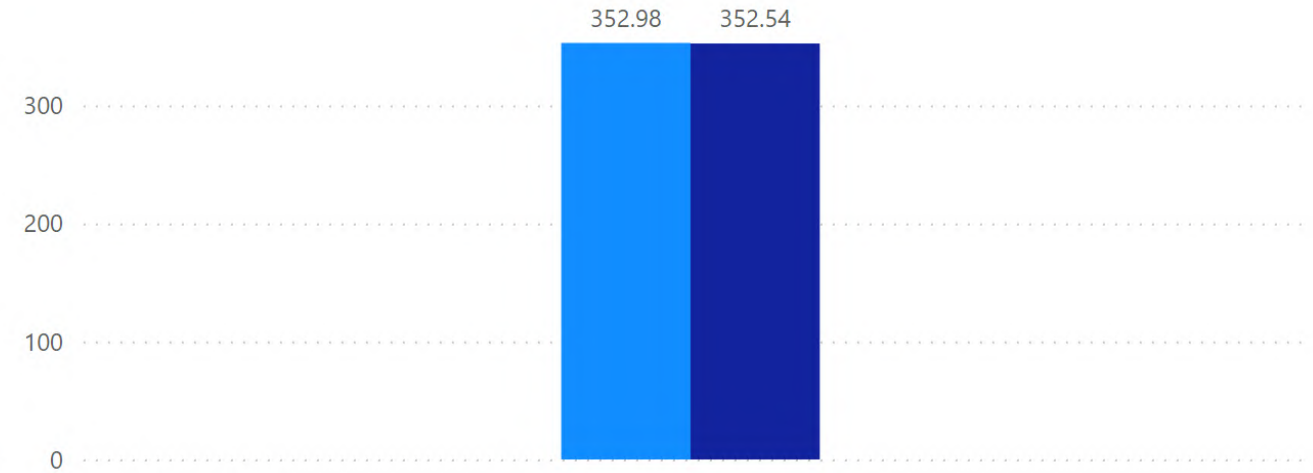
Occupancy by Year

● 2021 Occupancy ● 2022 Occupancy



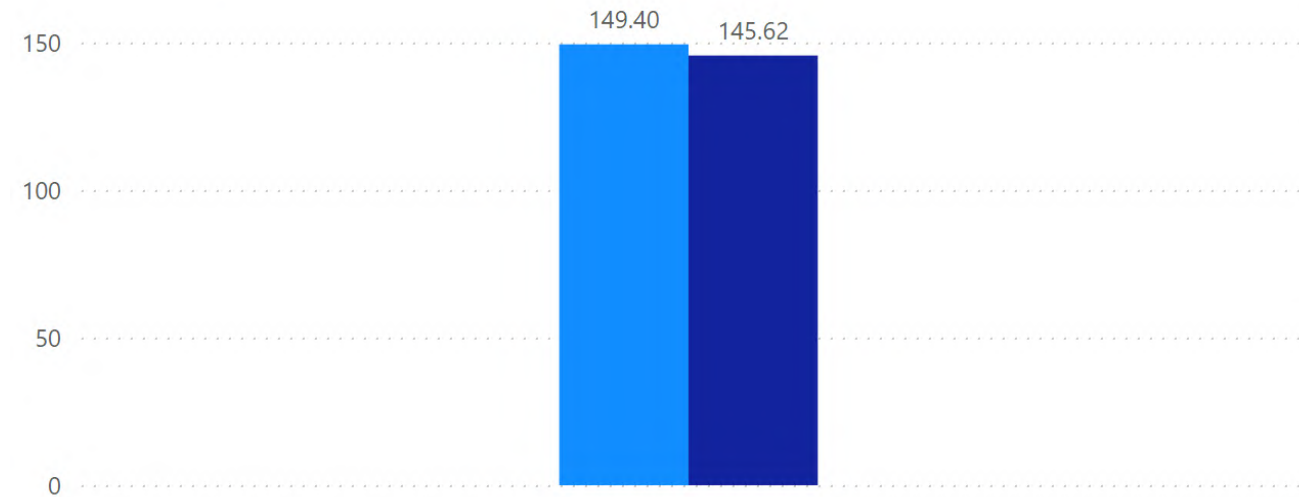
ADR By Year

● 2021 ADR ● 2022 ADR



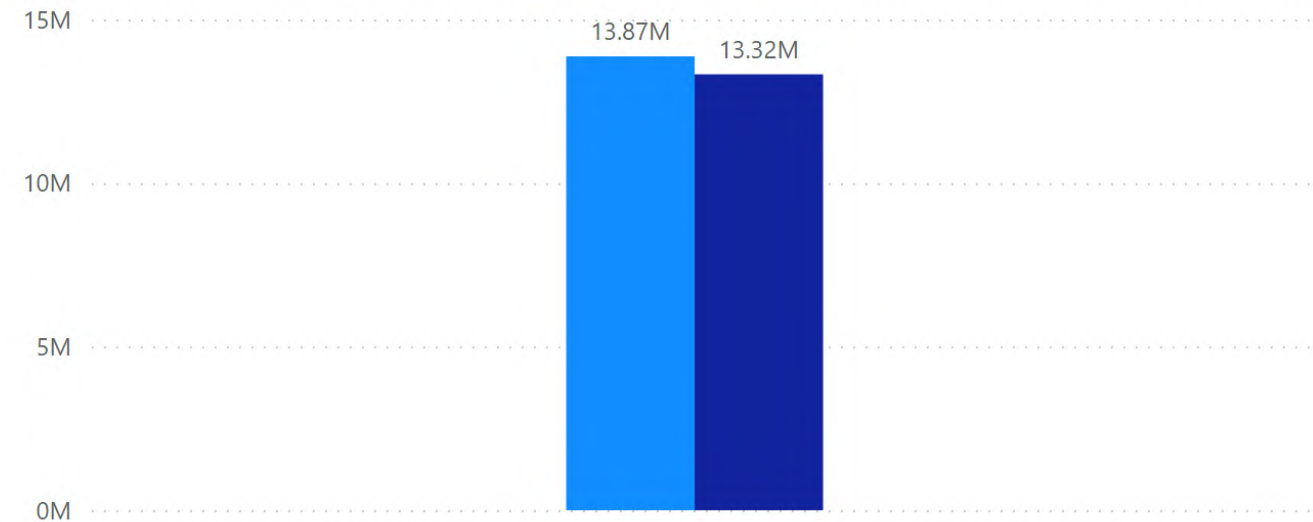
RevPAR by Year

● 2021 RevPar ● 2022 RevPar



Revenue by Year

● 2021 Revenue ● 2022 Revenue





South Padre
ISLAND
**PAID MEDIA
PERFORMANCE**





PAID MEDIA PERFORMANCE

Month

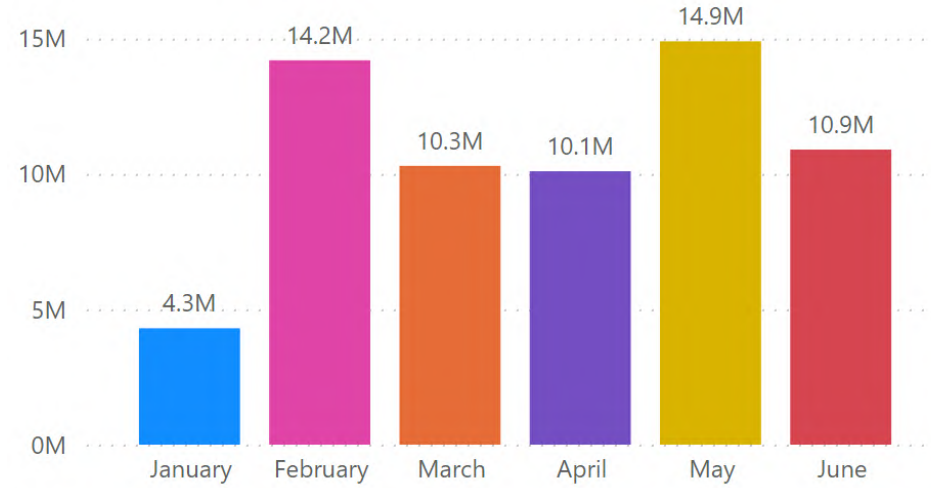
Multiple selections

Year

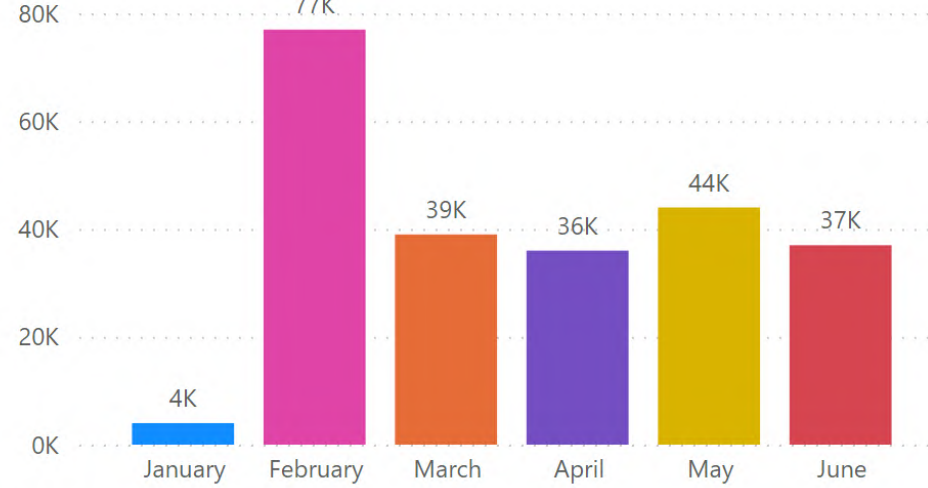
2022



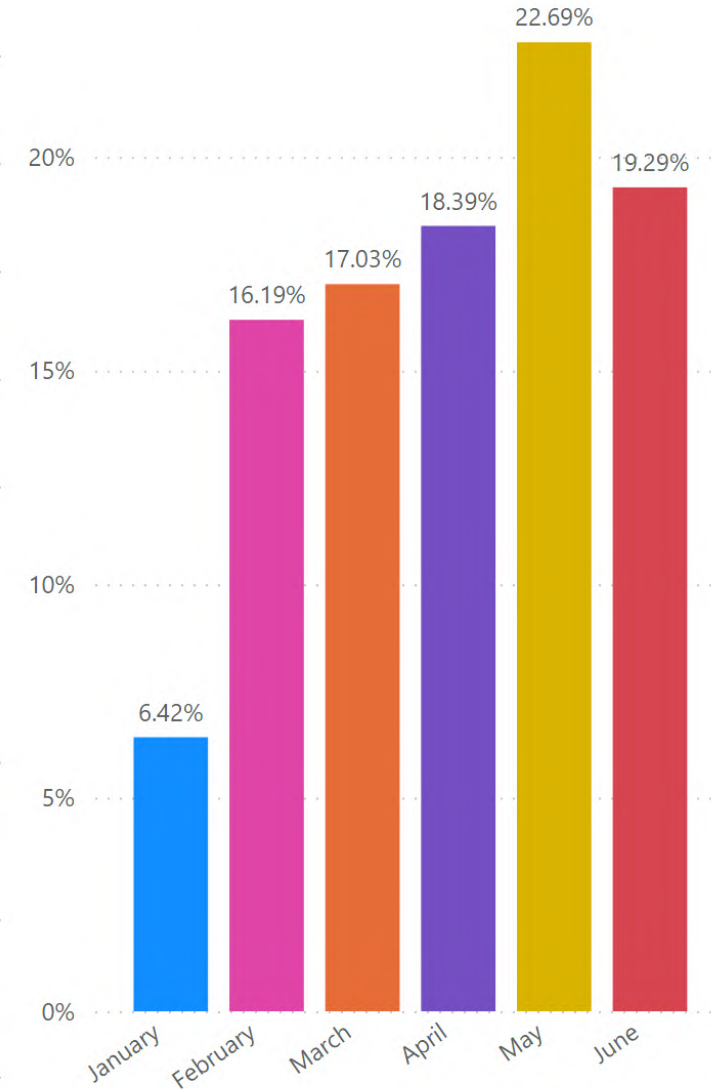
Impressions by Month



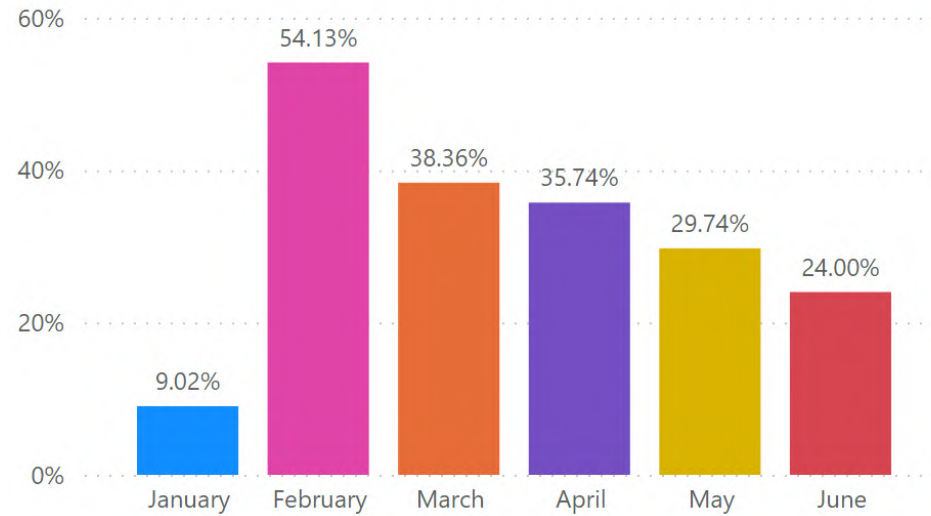
Clicks by Month



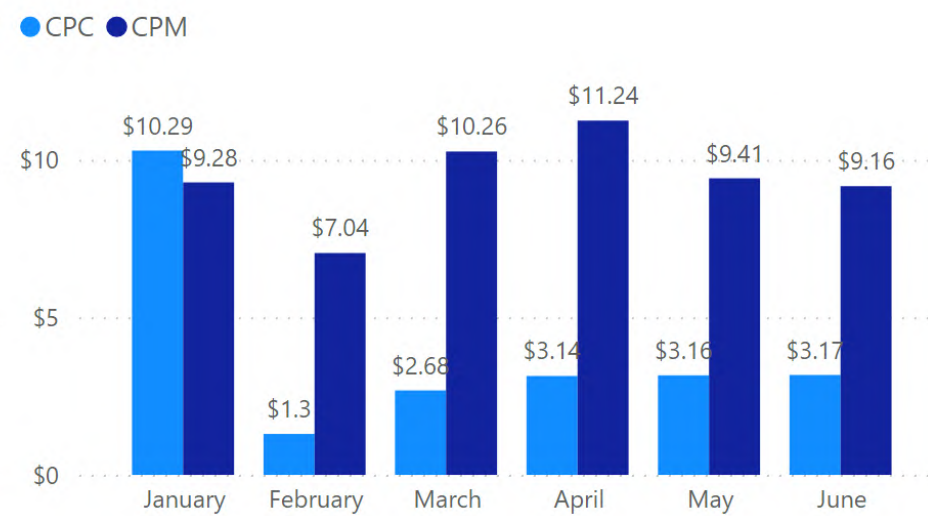
CTR by Month



CTR by Month



CTR by Month





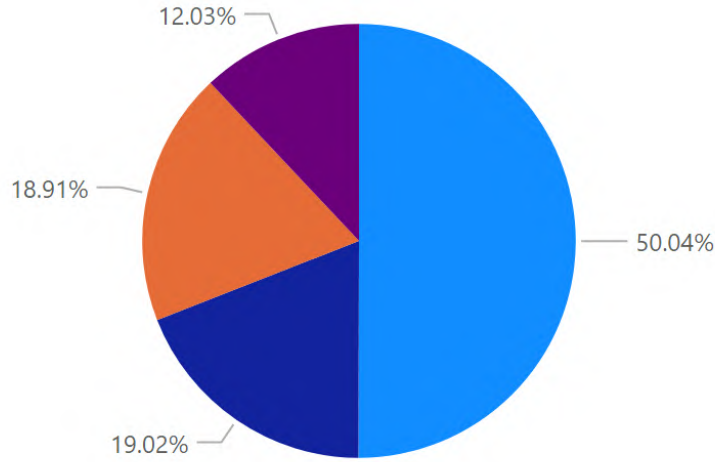
CAMPAIGN KPI

The Millennial Focus and Family Focus campaign improved click volume and price efficiency due to increased spending on TikTok.

6/1/2022 6/30/2022

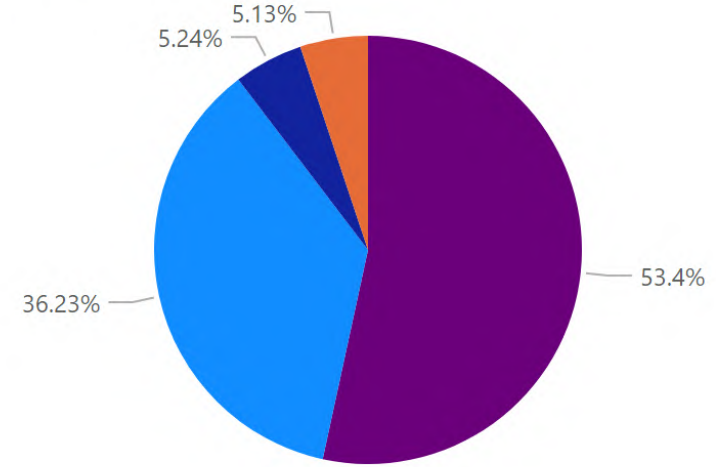


Clicks by Campaign



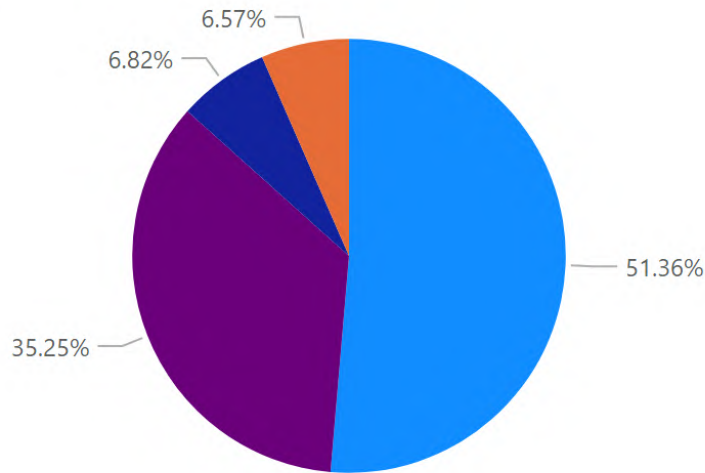
- Campaign**
- Evergreen
 - Millennial Focus
 - Family Focus
 - Summer

Cost Per Click



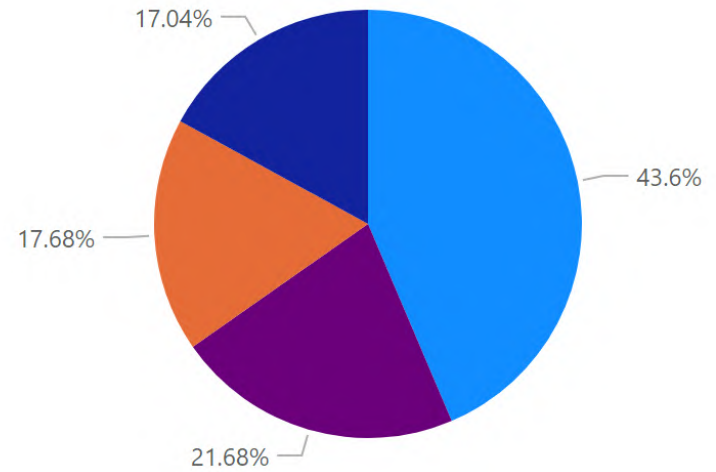
- Campaign**
- Summer
 - Evergreen
 - Millennial Focus
 - Family Focus

Impressions by Campaign



- Campaign**
- Evergreen
 - Summer
 - Millennial Focus
 - Family Focus

CPM by Campaign



- Campaign**
- Evergreen
 - Summer
 - Family Focus
 - Millennial Focus

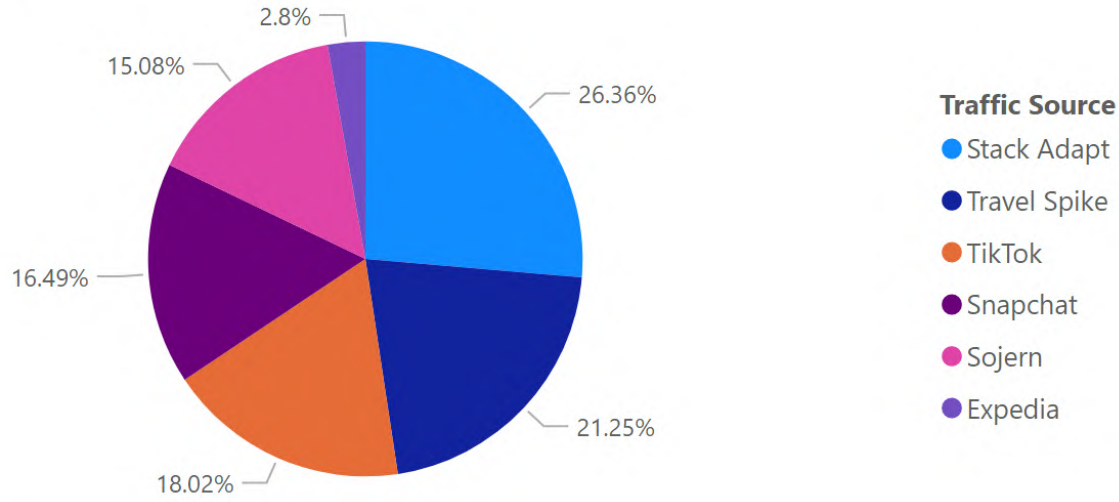


CAMPAIGN KPI

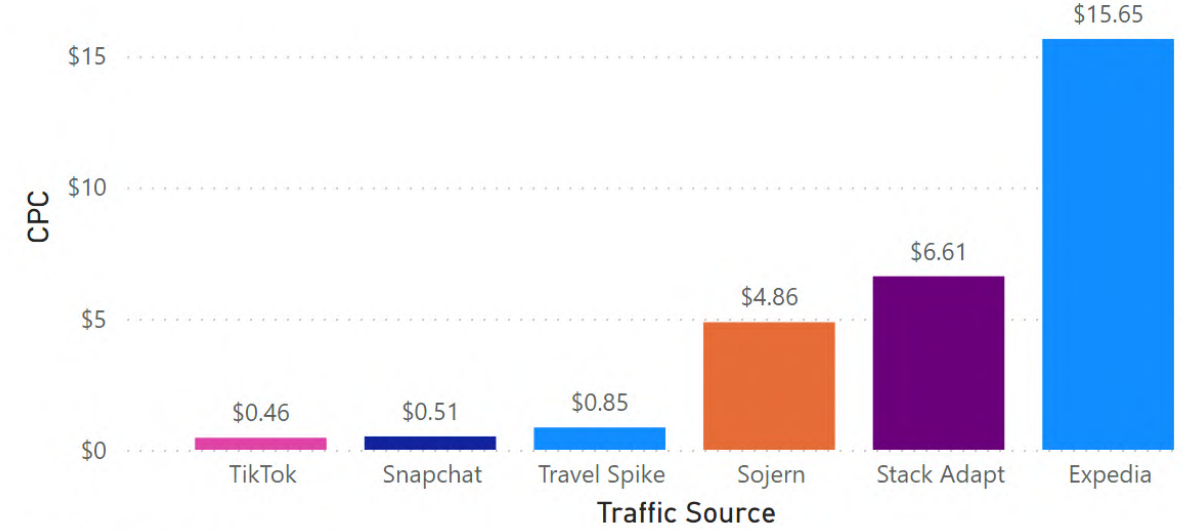
6/1/2022 6/30/2022



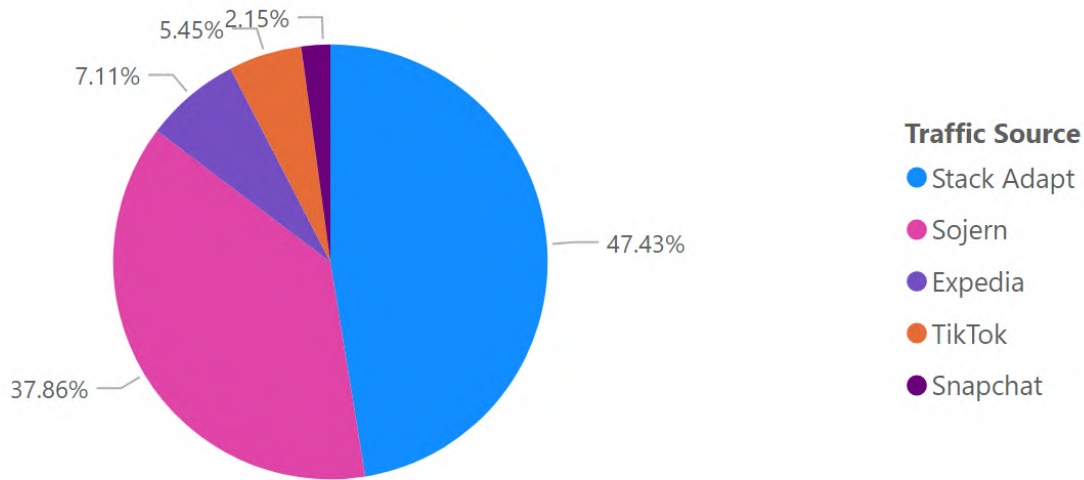
Clicks by Campaign



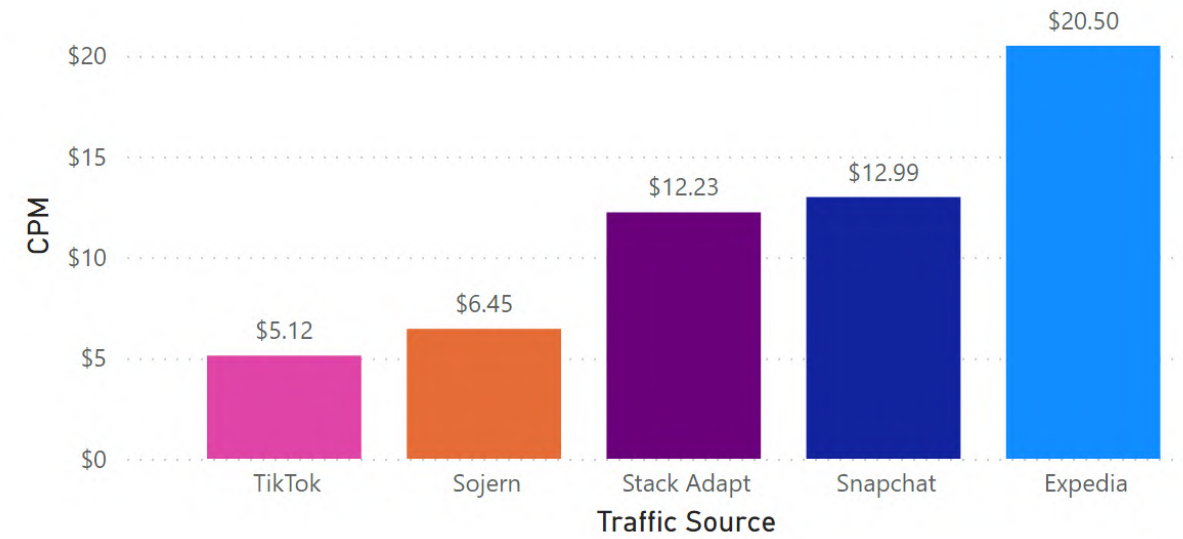
CPC by Traffic Source



Impressions by Campaign



CPC by Traffic Source





IN HOUSE MEDIA BUYS



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IN HOUSE MEDIA BUYS

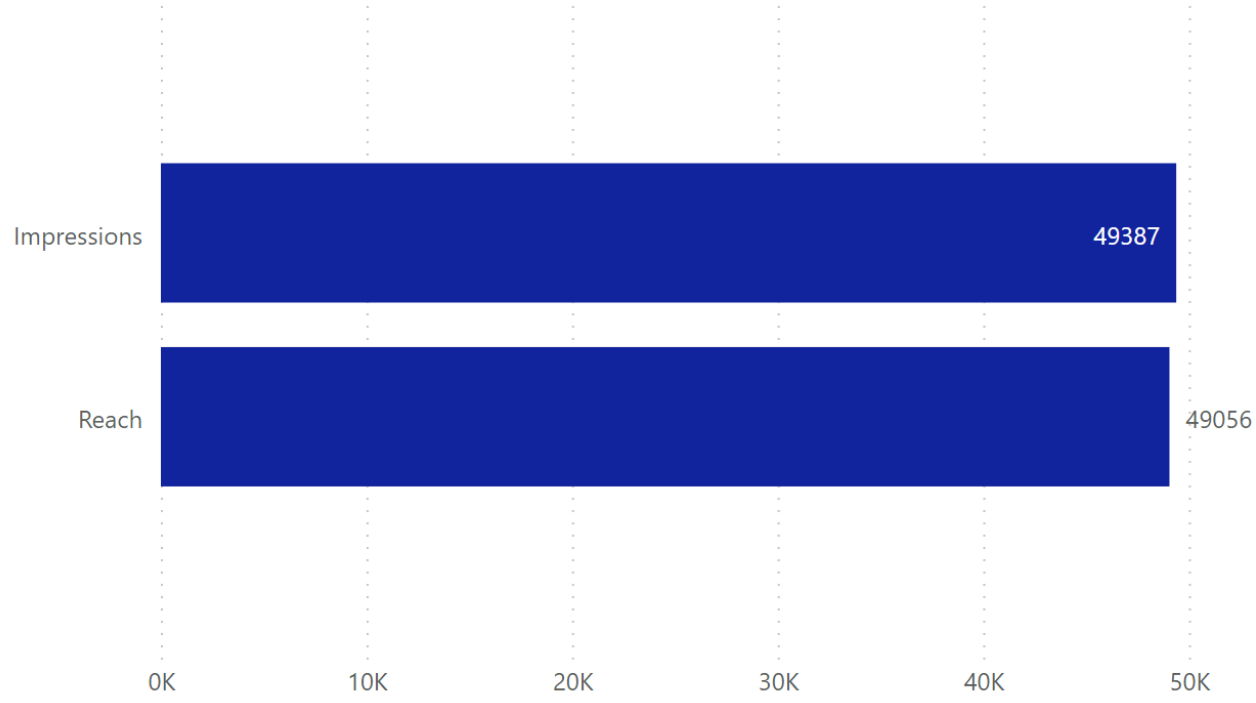
Month

June

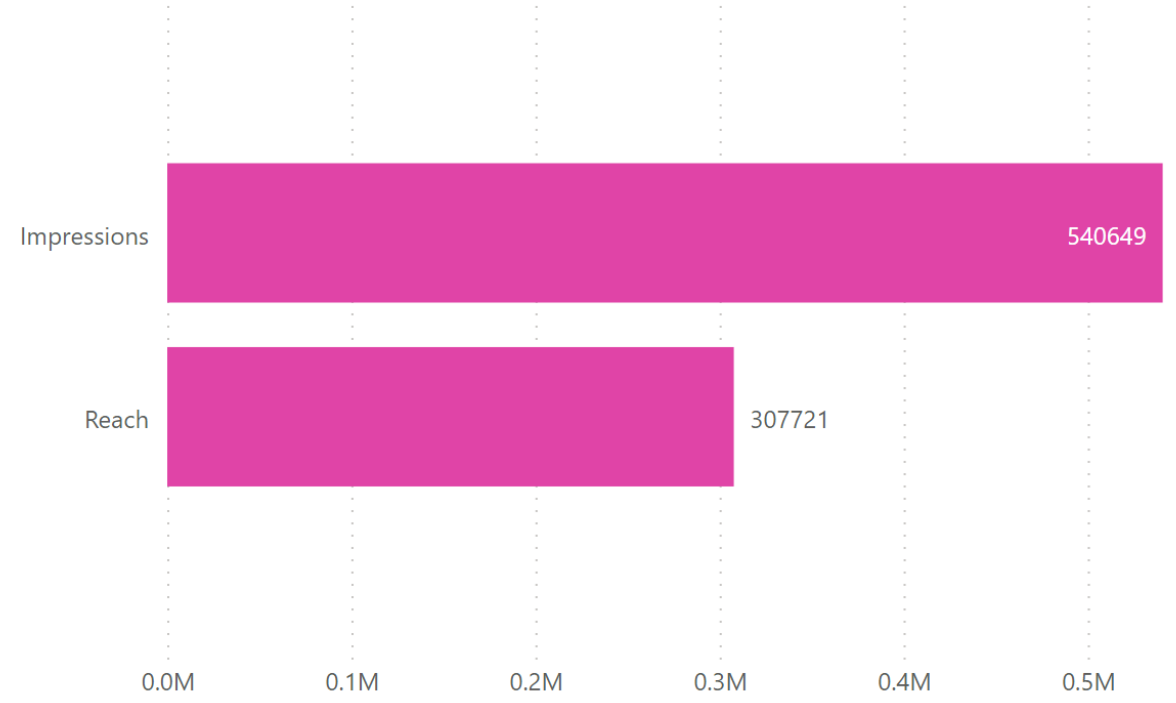
Year

2022

Texas Monthly Campaign



Entravision Campaign



Texas Monthly Campaign

Texas Monthly Campaign

Entravision Campaign

Entravision Campaign

57.00

Engagements

0.12

Engagement Rate

739.00

Column2

0.14

Column2



IN HOUSE MEDIA BUYS

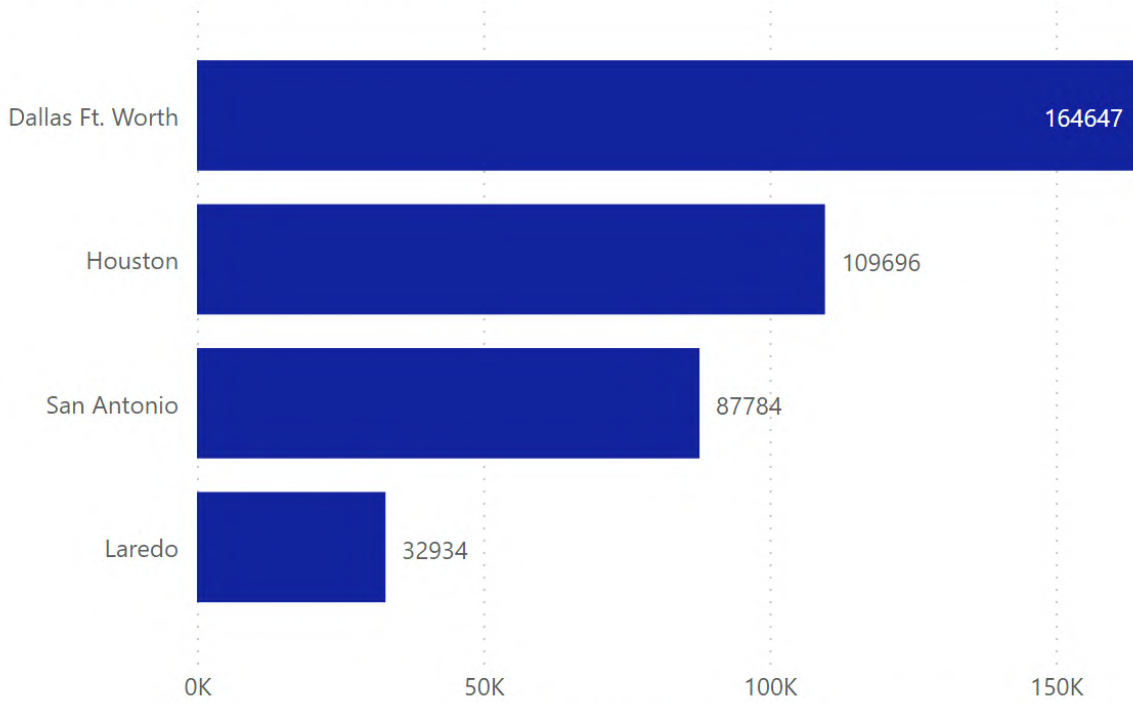
Month

June

Year

2022

KVUE Impressions by DMA

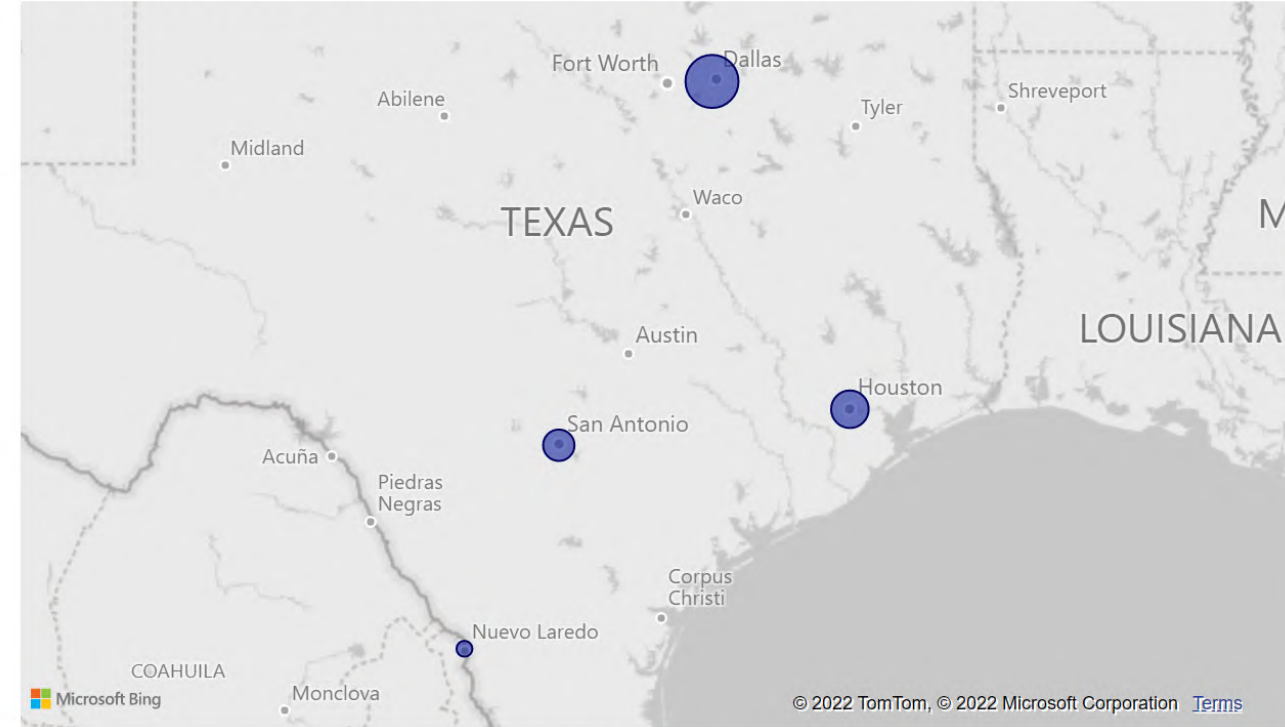


KVUE Television Campaign

391K

Total Ordered Impressions

KVUE Impressions by DMA



KVUE Television Campaign

395K

Total Delivered Impressions

KVUE Television Campaign

3825

Total Additional Impressions

WEB ANALYTICS



PREDICTIVE

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WEB ANALYTICS

Month

June

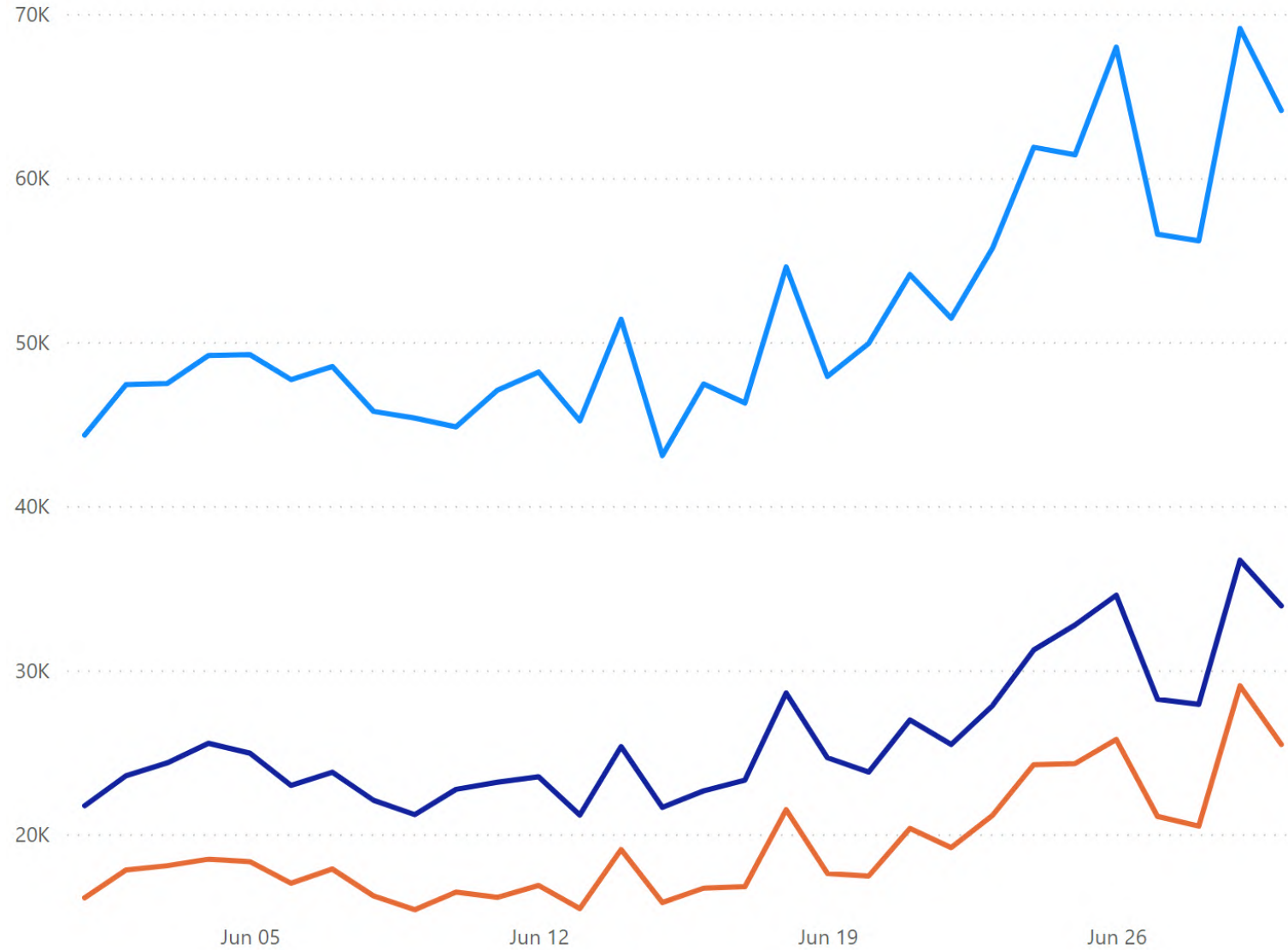
Year

2022

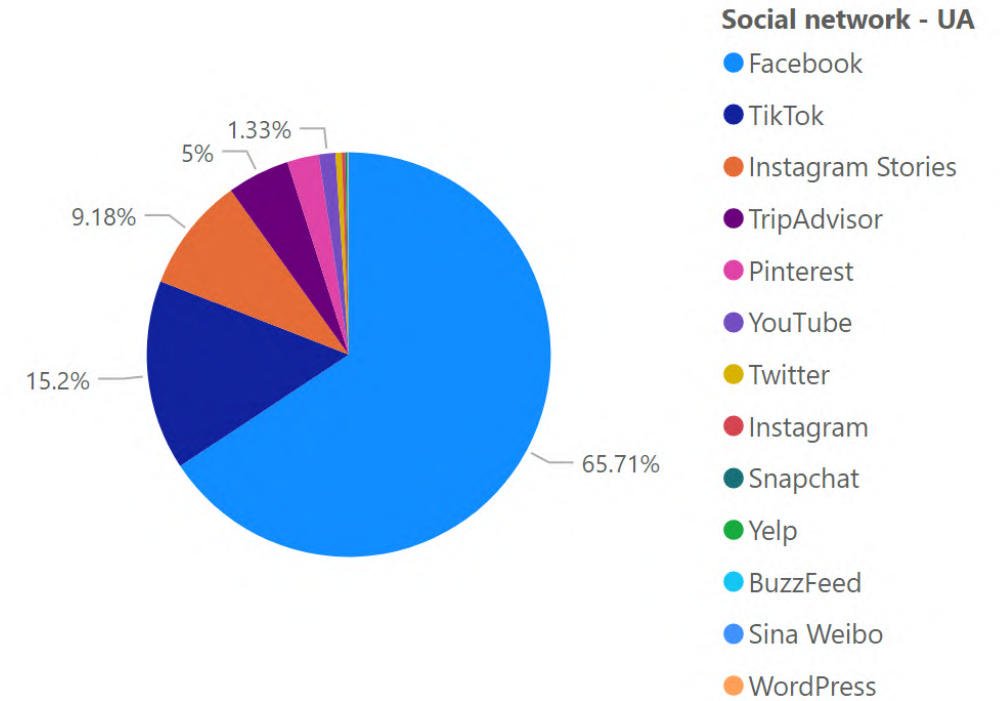


Web Performance by Day

● Pageviews - UA ● Sessions - UA ● New users - UA



New users by Social Network





Month

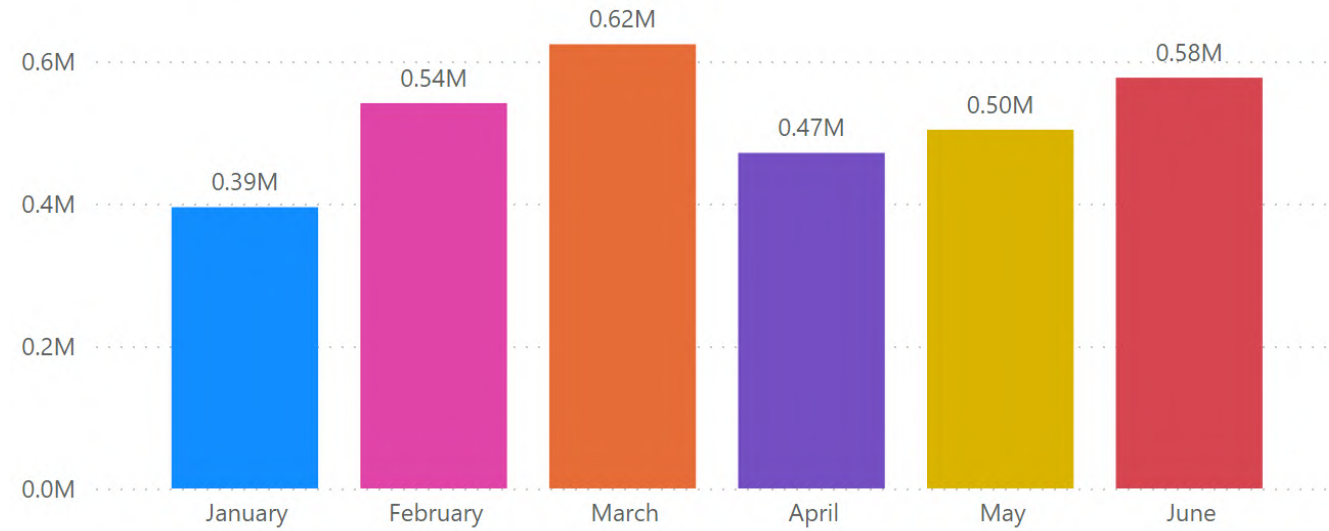
All

Year

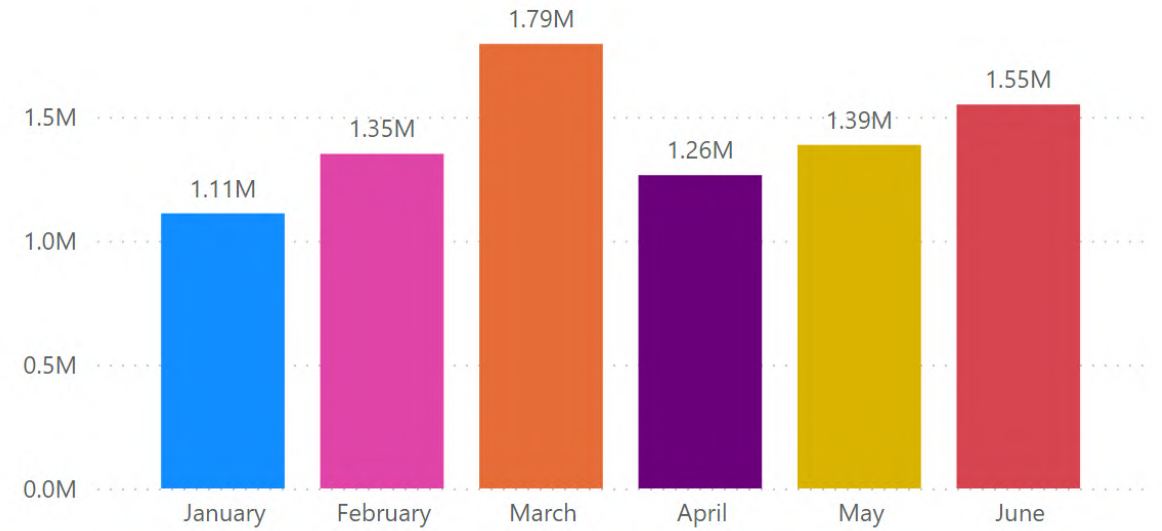
2022



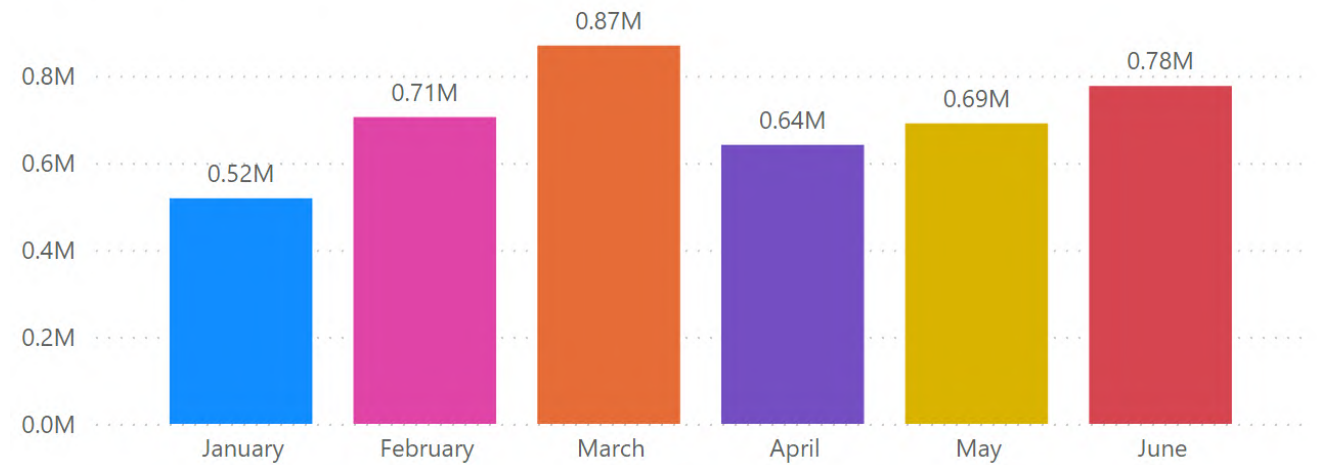
New Users by Month



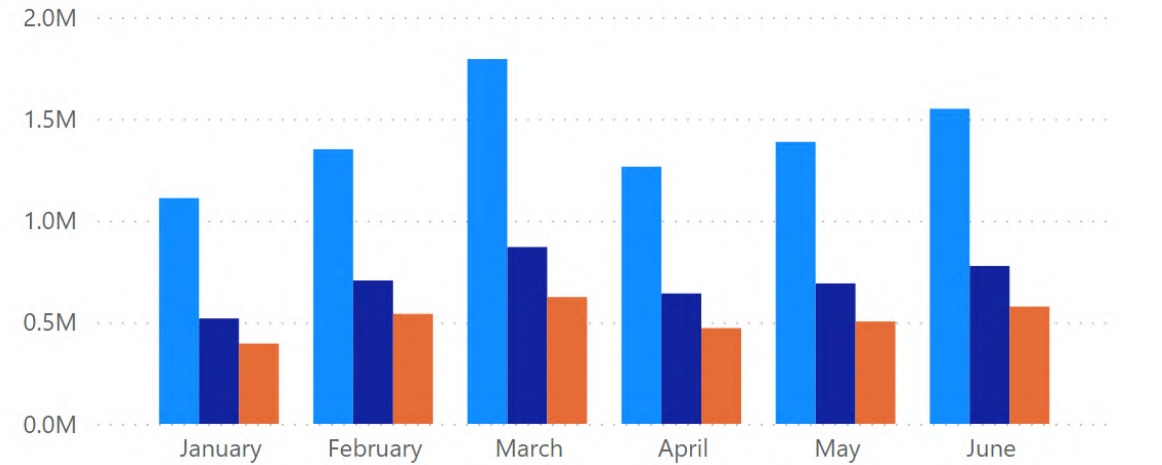
Page Views by Month



Sessions by Month



● Pageviews - UA ● Sessions - UA ● New users - UA





KEYWORD ANALYTICS

Month

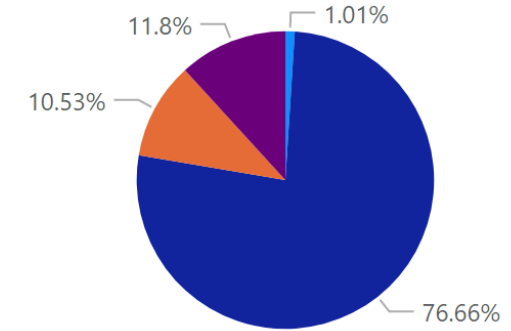
June

Year

2022

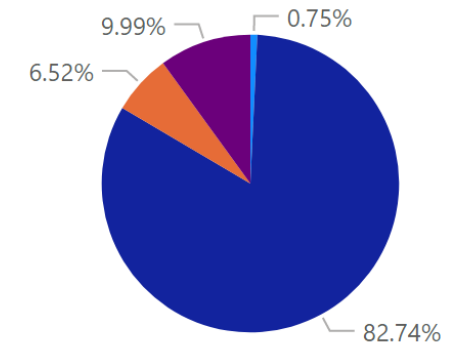


Keyword - UA	Ad group	Campaign	New users - UA	Pageviews - UA	Sessions - UA
south padre island	Brand	Brand - South Padre Island	16777	46495	21828
st padre island	Brand	Brand - South Padre Island	4826	16103	6505
south padre island spring break	Brand	Brand - South Padre Island	4175	10098	5817
padre island	Brand	Brand - South Padre Island	3828	8744	4662
best beaches in texas	Competitors	Competitors - South Padre Island	3474	5479	3896
san padre island texas	Brand	Brand - South Padre Island	2894	9040	3919
events in south padre	Events	South Padre Island - Events	2830	6625	4668
south padre island texas	Brand	Brand - South Padre Island	2453	7744	3553
texas beach destination	Competitors	Competitors - South Padre Island	2243	3682	2535
isla del padre	Brand	Brand - South Padre Island	2119	4688	2643
san padre island	Brand	Brand - South Padre Island	1668	4070	2129
padre island texas	Brand	Brand - South Padre Island	1421	4175	1926
south padre island rentals	Events	South Padre Island - Events	843	1722	1070
south padre	Brand	Brand - South Padre Island	831	2811	1096
south padre island concerts	Events	South Padre Island - Events	777	1384	1168
events in south padre island	Events	South Padre Island - Events	671	1684	1168
concerts south padre island	Events	South Padre Island - Events	670	1141	933
south padre island hotels	Brand	Brand - South Padre Island	634	2257	874
south padre parties	Events	South Padre Island - Events	614	1484	1024
padre island hotels	Accommodations	South Padre Island - Accommodations	550	1052	702



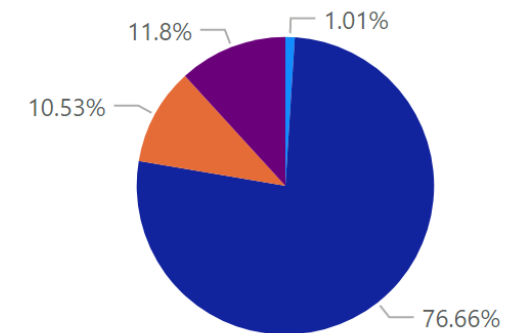
Ad group

- Accommodatio...
- Brand
- Competitors
- Events



Ad group

- Accommodatio...
- Brand
- Competitors
- Events



Ad group

- Accommodatio...
- Brand
- Competitors
- Events

A sunset over the ocean with a seagull on the beach. The sky is filled with colorful clouds in shades of orange, yellow, and blue. The sun is low on the horizon, casting a warm glow over the water and the sandy beach. A seagull is visible on the beach in the foreground.

TRAVELLER INTELLIGENCE DATA



PREDICTIVE

DATA LAB



ARRIVALS & EVENTS

Month

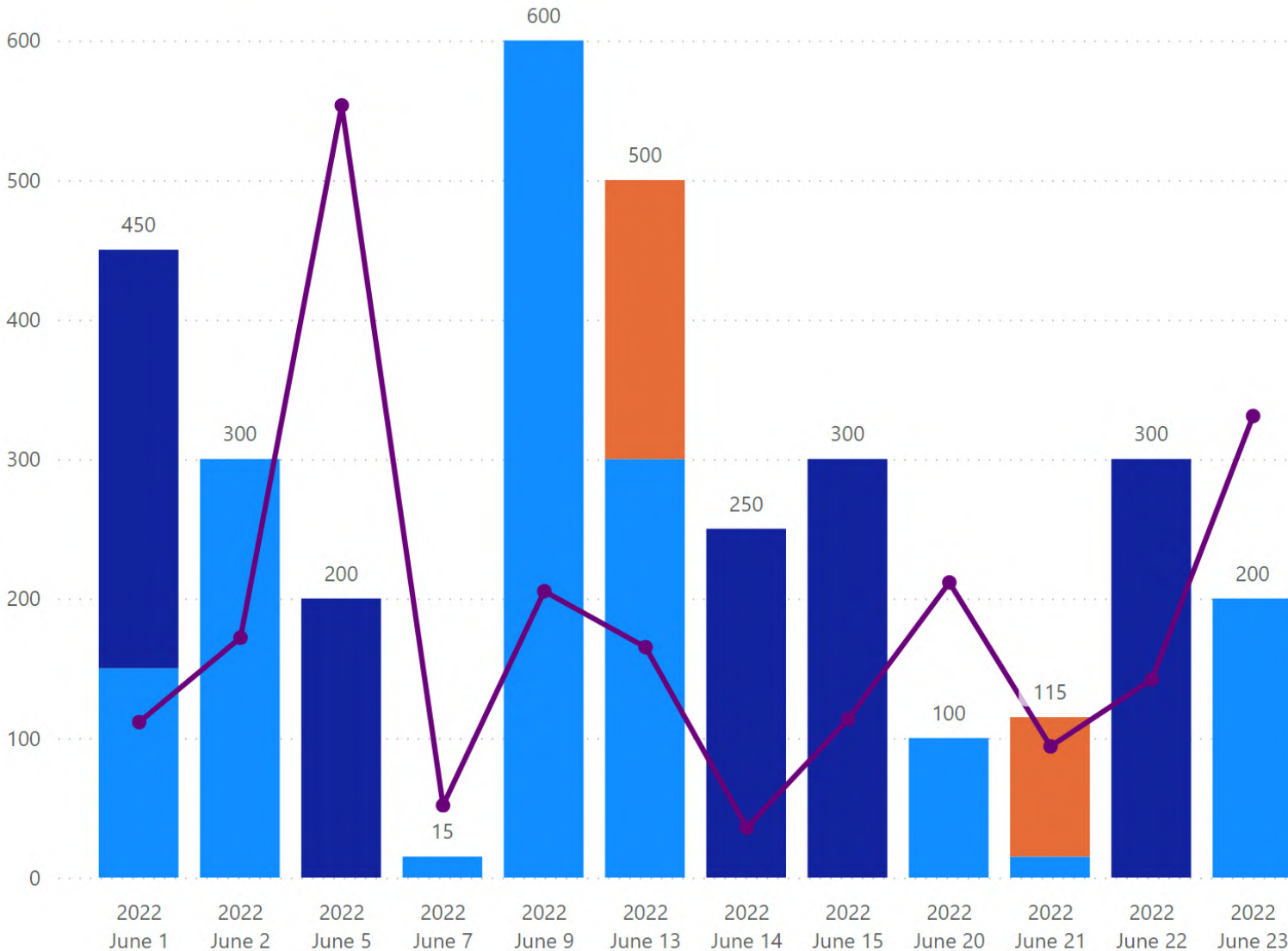
June

Year

2022

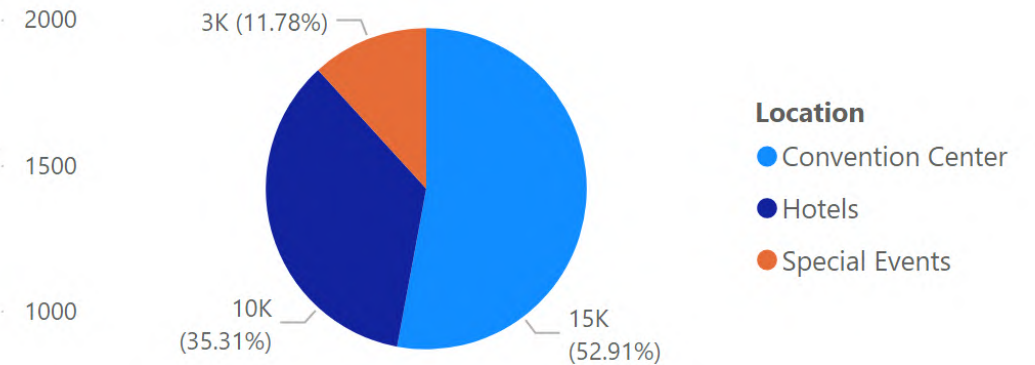


● Convention Center ● Hotels ● Special Events ● Trips



Event Name	Location	Month	Day	Trips	Total
Annual LRGV Water Mangement & Quality Conference	Hotels	June		5	4080
Clash of Champions	Convention Center	June		23	2841
Interdiction for the Protection of Children Training	Convention Center	June		20	2177
SPATS	Convention Center	June		9	2142
Sports Medicine Instructor Training	Convention Center	June		9	2142
Dargel Fishing Tournament	Convention Center	June		2	1957
American Junior Golf	Special	June		13	1919
Total					87702

Trips by Event Location



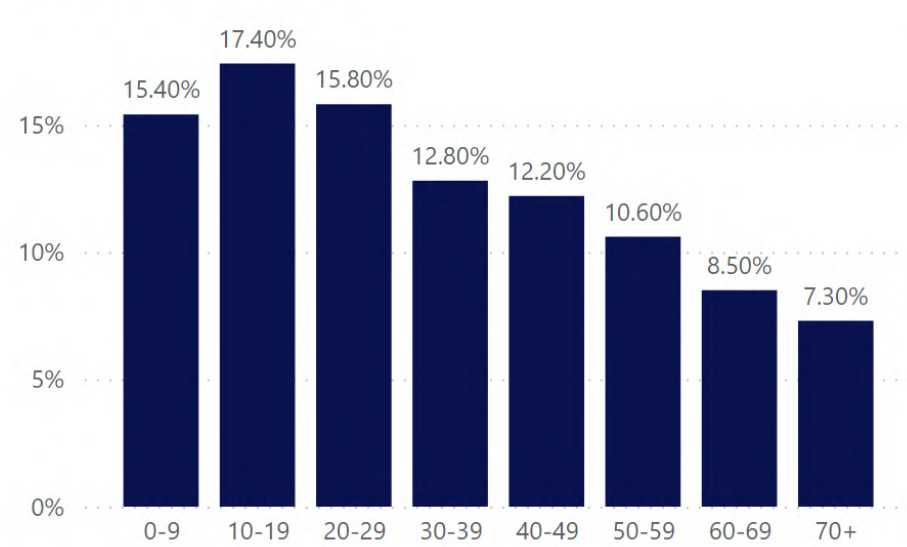


DEMOGRAPHIC ANALYSIS

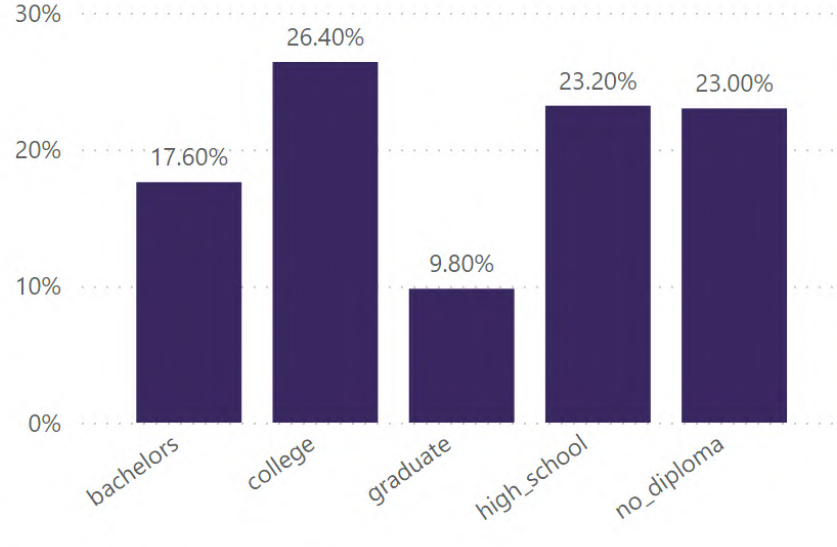
Visitor Timeframe: March 2021 – March 2022



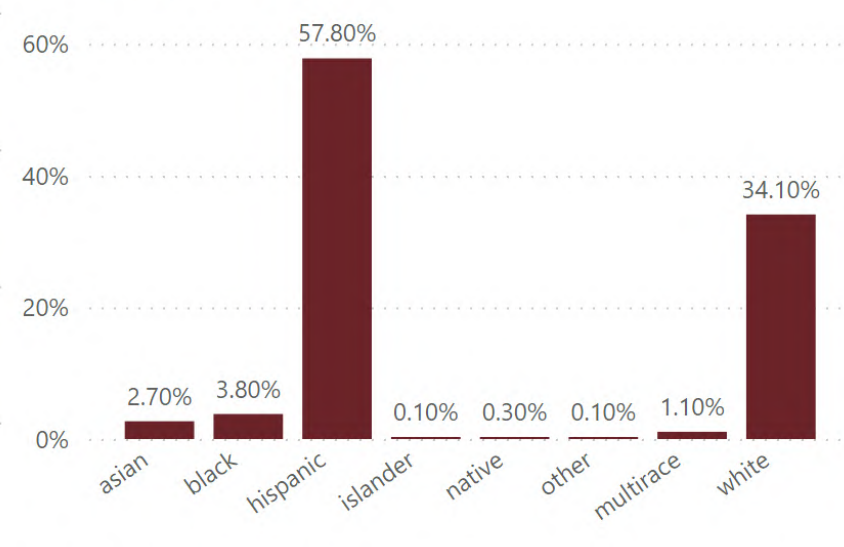
Visitors By Age Group



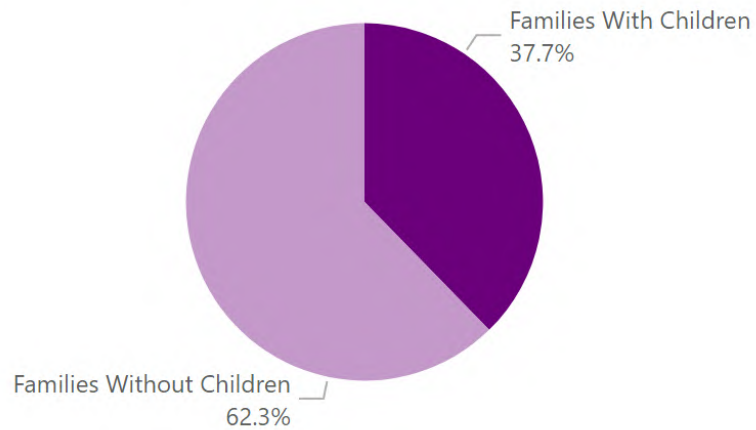
Visitors by Education



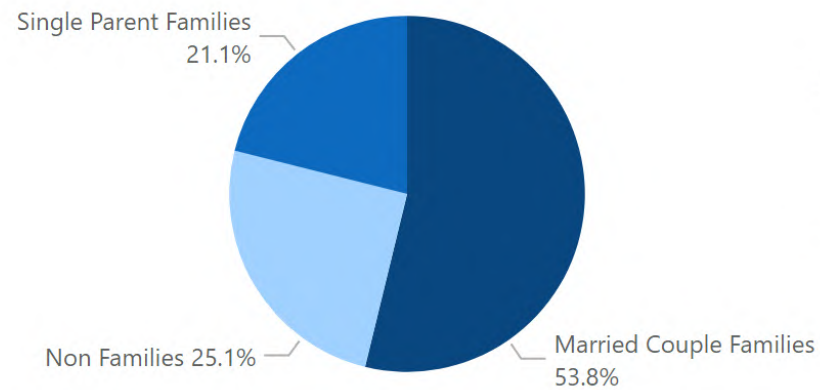
Visitors by Ethnicity



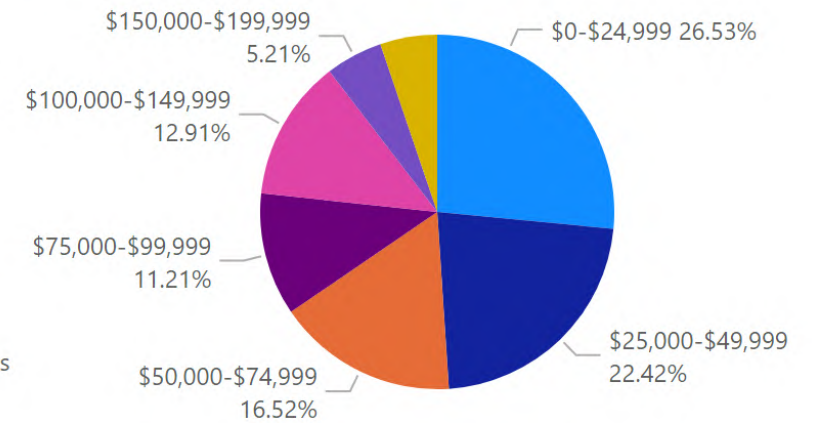
Visitors by Household Size



Visitors by Marital Status



Visitors by Household Income





TRAVELLER INTELLIGENCE

Month

June

Year

2022

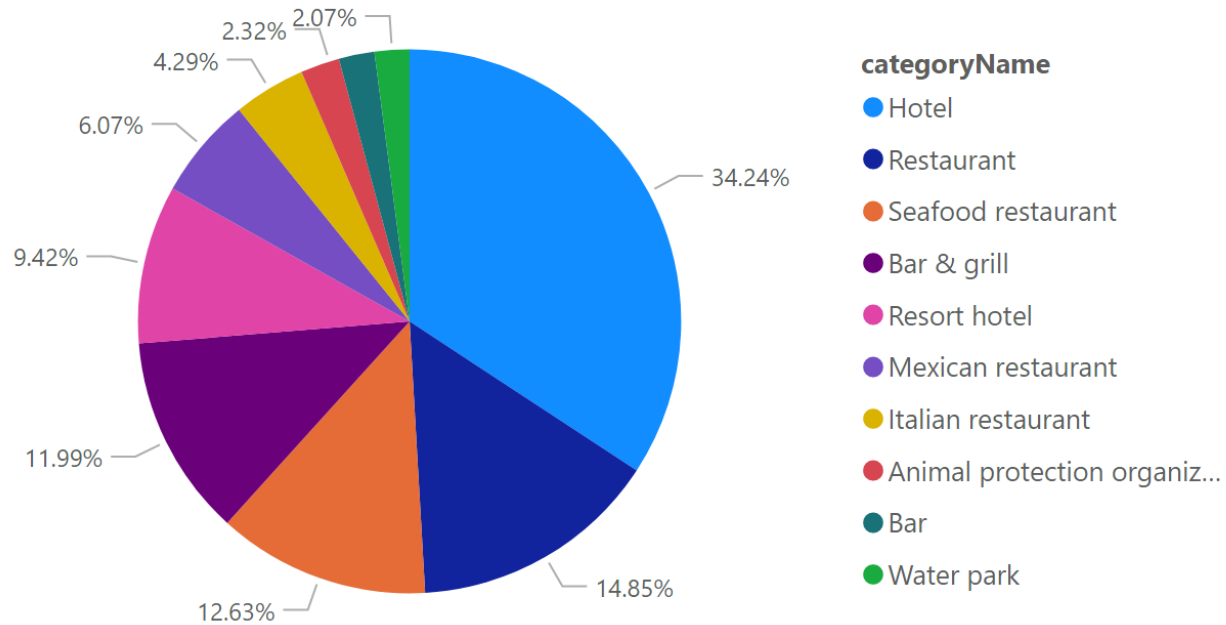


Category

All



Top POI Categories by Review Score



categoryName

- Hotel
- Restaurant
- Seafood restaurant
- Bar & grill
- Resort hotel
- Mexican restaurant
- Italian restaurant
- Animal protection organiz...
- Bar
- Water park

Location Name	Google Review Score	Category	Number of Reviews
Clayton's Beach Bar & Event Venue	4.30	Bar	5752
Blackbeards'	4.30	Seafood restaurant	5581
Louie's Backyard	4.00	Restaurant	5086
Sea Turtle, Inc.	4.70	Animal protection organization	4592
Beach Park At Isla Blanca	4.20	Water park	2715
Pearl South Padre Beachfront Resort Hotel	3.40	Resort hotel	2661
Daddy's Seafood & Cajun Kitchen	4.00	Seafood restaurant	2579
La Copa Inn Beach Hotel	4.00	Resort hotel	2567
Holiday Inn Resort South Padre Island- On the beach	4.10	Resort hotel	2468
Ramada by Wyndham & Suites South Padre Island	4.00	Hotel	2380
Isla Grand Beach Resort	4.20	Hotel	2356
Wanna Wanna Inn Beach Bar & Grill	4.50	Bar & grill	2308
Senor Donkey	3.90	Mexican restaurant	2282
Gabriella's	4.30	Italian restaurant	2217
Hilton Garden Inn South Padre Island Beachfront	4.20	Hotel	1885
LongBoard Bar and Grill	4.40	Restaurant	1861
Painted Marlin Grille	4.40	Seafood restaurant	1825
La Quinta Inn & Suites by Wyndham South Padre Island Beach	4.00	Hotel	1815



TRAVELLER INTELLIGENCE

Month

June

Year

2022

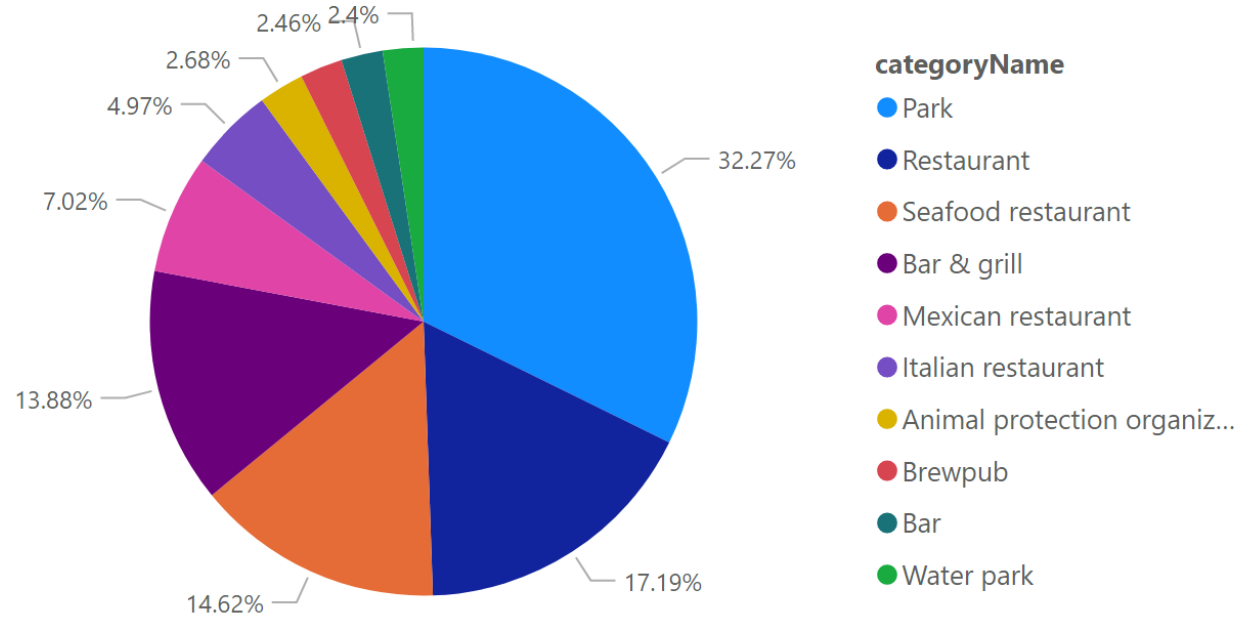


Category: Non-Lodging

Multiple selections



Top POI Categories by Review Score



categoryName

- Park
- Restaurant
- Seafood restaurant
- Bar & grill
- Mexican restaurant
- Italian restaurant
- Animal protection organiz...
- Brewpub
- Bar
- Water park

Location Name	Google Review Score	Category	Number of Reviews
Clayton's Beach Bar & Event Venue	4.30	Bar	5752
Blackbeards'	4.30	Seafood restaurant	5581
Louie's Backyard	4.00	Restaurant	5086
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Wanna Wanna Inn Beach Bar & Grill	4.50	Bar & grill	2308
Senor Donkey	3.90	Mexican restaurant	2282
Gabriella's	4.30	Italian restaurant	2217
Padre Island Brewing Co	4.40	Brewpub	1971
LongBoard Bar and Grill	4.40	Restaurant	1861
Painted Marlin Grille	4.40	Seafood restaurant	1825
Tom and Jerry's	4.20	Bar & grill	1764
The Meatball Cafe	4.40	Italian restaurant	1668
Padrerita grill	3.60	Bar & grill	1548
Laguna BOB	4.40	Bar & grill	1529
Cap'n Roy's	4.20	Seafood restaurant	1325
Montana's The Kraken	3.90	Bar & grill	1091
Ceviche Ceviche	4.70	Seafood restaurant	1076
Andy Bowie County Park	4.40	Park	1049
Lobo Del Mar Cafe	4.30	Restaurant	951
Chilitto Pikin	4.40	Mexican restaurant	858
Josephine's Kitchen	4.50	Restaurant	799



TRAVELLER INTELLIGENCE

Month

June

Year

2022

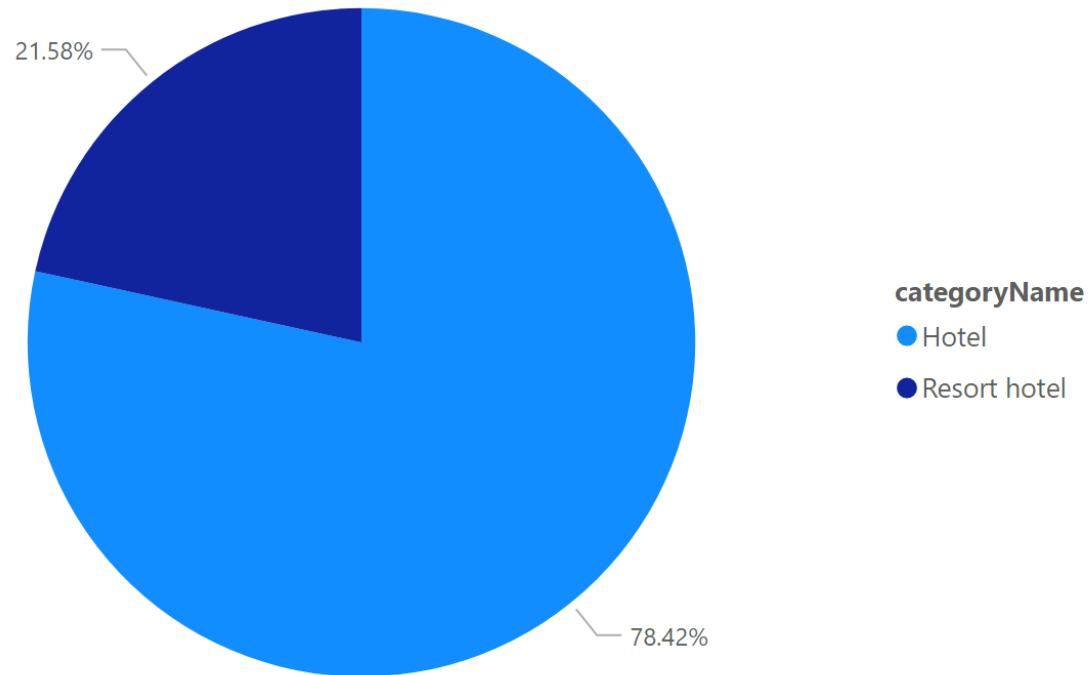


Lodging

Multiple selections



Top POI Categories by Review Score



categoryName

● Hotel

● Resort hotel

Location Name	Google Review Score	Category	Number of Reviews
Pearl South Padre Beachfront Resort Hotel	3.40	Resort hotel	2661
La Copa Inn Beach Hotel	4.00	Resort hotel	2567
Holiday Inn Resort South Padre Island- On the beach	4.10	Resort hotel	2468
Ramada by Wyndham & Suites South Padre Island	4.00	Hotel	2380
Isla Grand Beach Resort	4.20	Hotel	2356
Hilton Garden Inn South Padre Island Beachfront	4.20	Hotel	1885
La Quinta Inn & Suites by Wyndham South Padre Island Beach	4.00	Hotel	1815
Padre South Hotel	4.00	Hotel	1384
Courtyard by Marriott South Padre Island	4.00	Resort hotel	1161
Peninsula Island Resort & Spa	3.60	Resort hotel	928
The Inn at South Padre	3.80	Hotel	917
WindWater Hotel & Marina	3.20	Hotel	854
Best Western Beachside Inn	4.30	Hotel	828
Comfort Suites South Padre Island	4.10	Hotel	788
Holiday Inn Express & Suites South Padre Island, an IHG Hotel	4.30	Hotel	760
Coco Beach Hotel On The Beach	4.00	Hotel	713



TRAVELLER INTELLIGENCE

Month

June

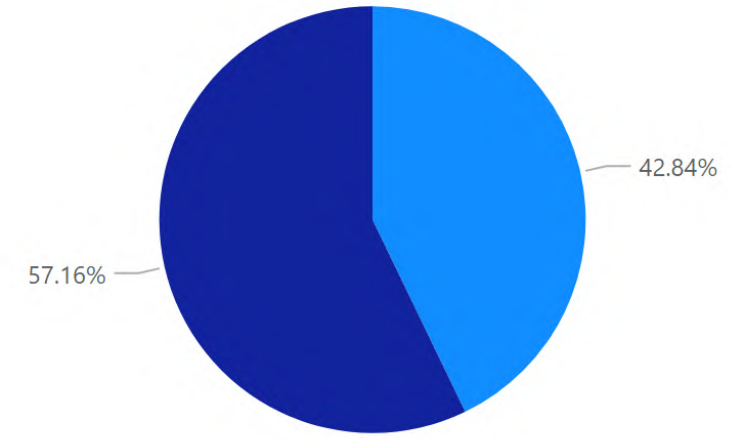
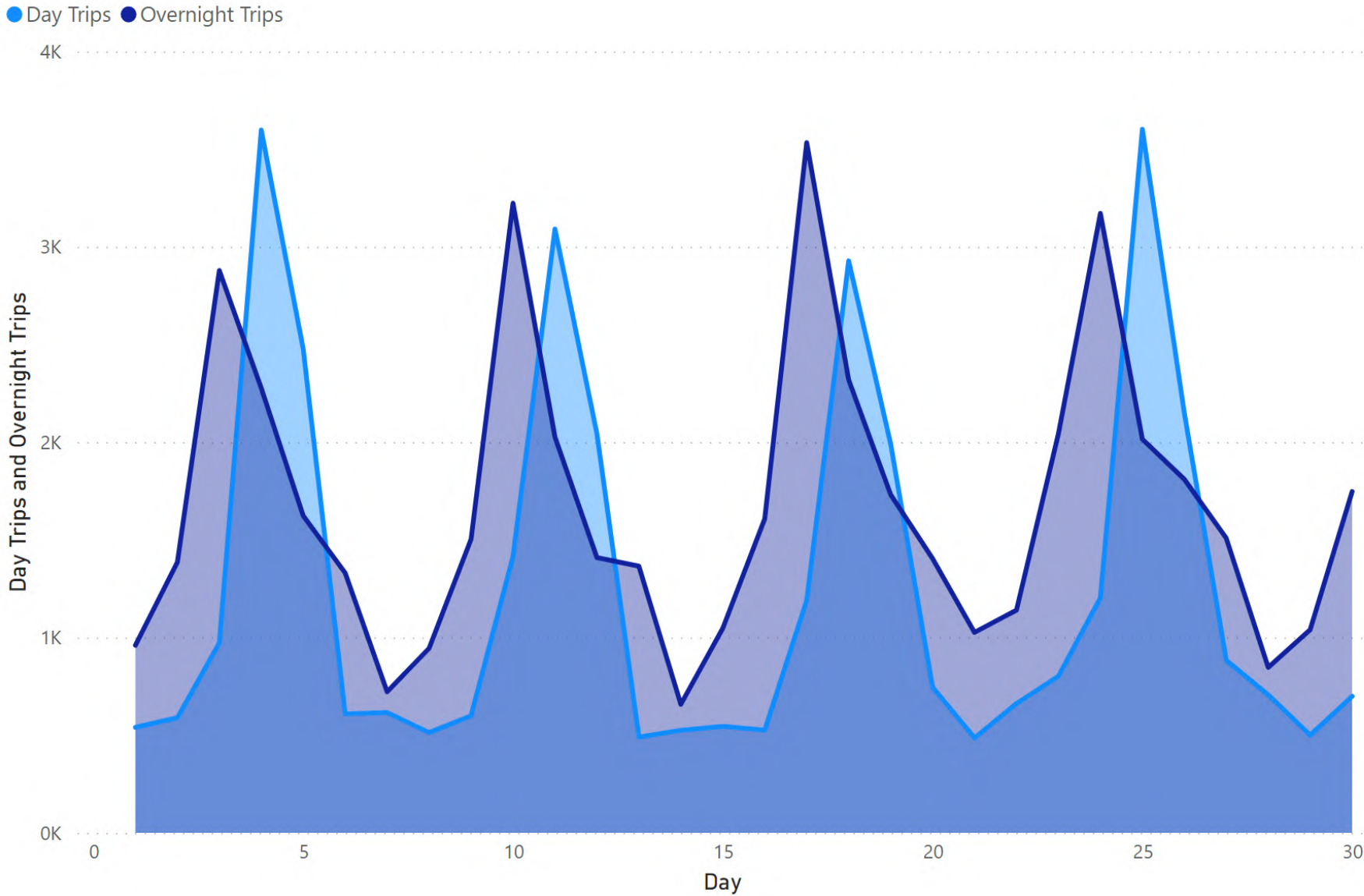
Year

2022



Day Trips and Overnight Trips

Day Trips Overnight Trips



Overnight trips made up most trips to South Padre Island in June 2022, however day trips overtook night trips on each Saturday of the month.



ECONOMIC IMPACT

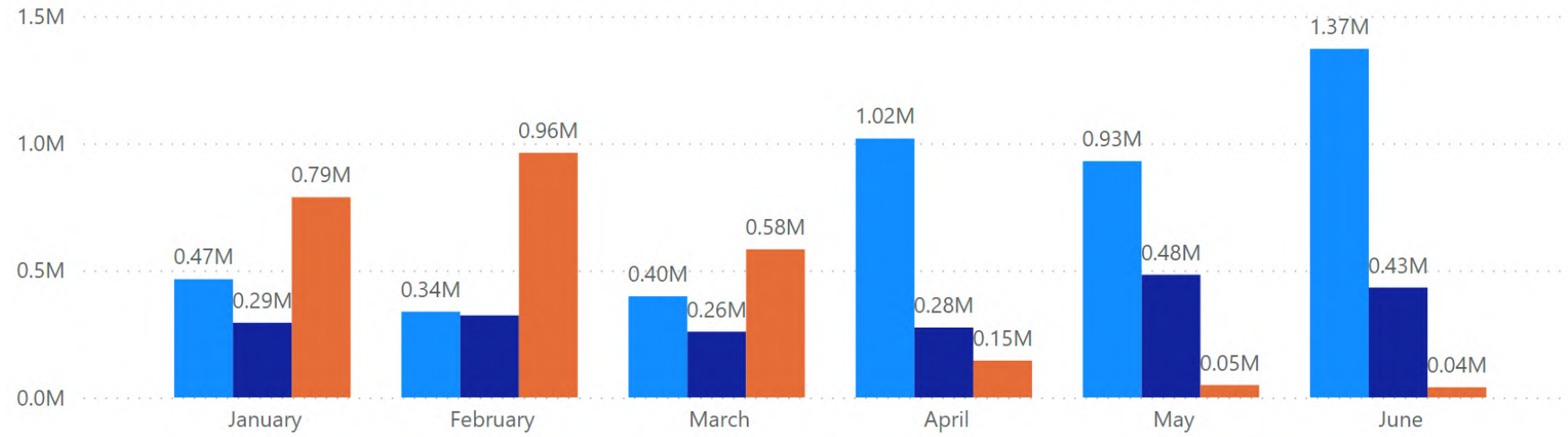


TAX COLLECTIONS

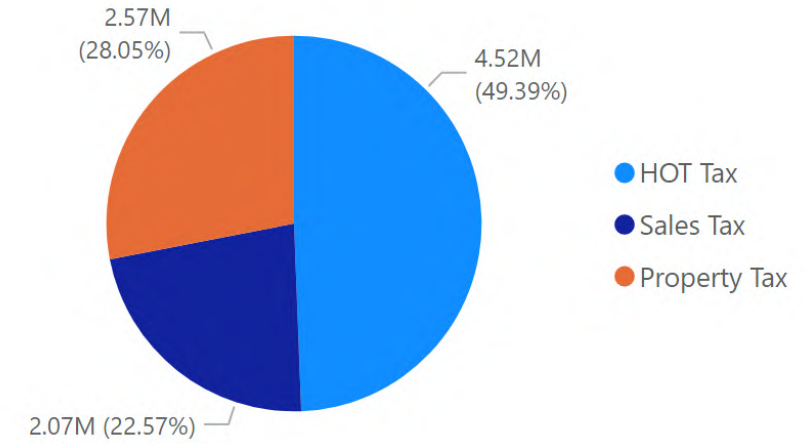


2022 Tax Collection by Type and Month

● HOT Tax ● Sales Tax ● Property Tax

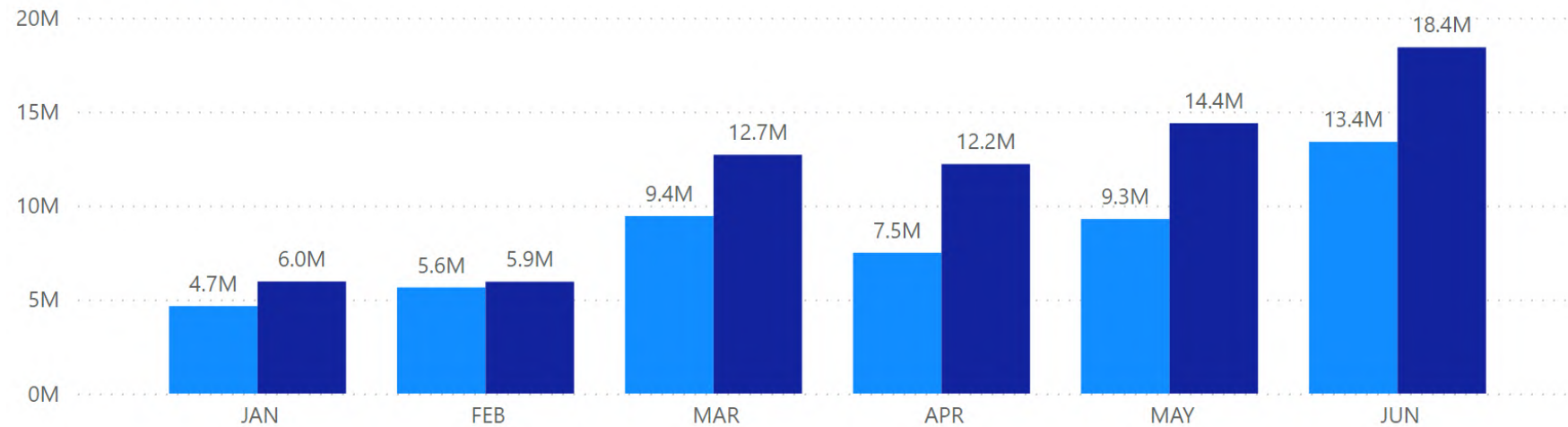


2022 Tax Collection by Type

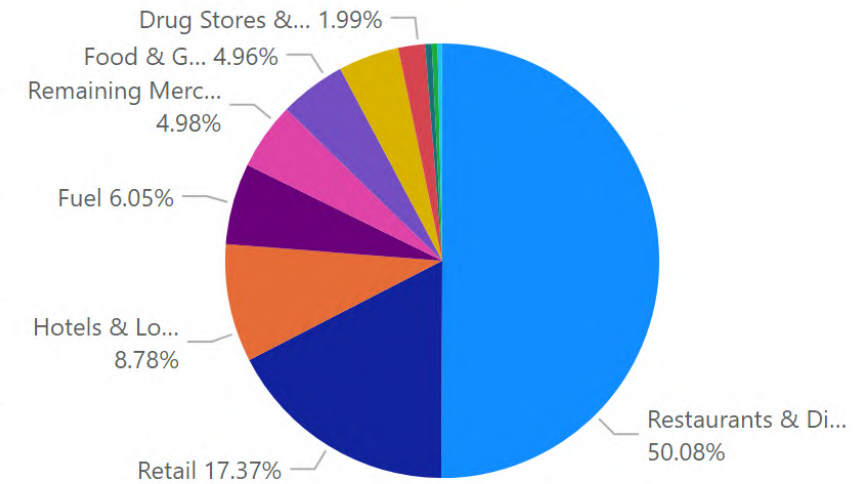


2022 Credit Card Spending

Purchase Year ● 2021 ● 2022



2022 Credit Card Spending





KEY TAKEAWAYS

- **Port Aransas outperformed South Padre Island for the second month in a row in RevPar. A deeper analysis showed that a reason for this is because Port Aransas offers larger vacation rentals with more guest spots. Port Aransas also had a slightly higher rating on Airbnb than South Padre Island. A deeper analysis of hotel data showed that South Padre Island offered more expensive hotels, but hotels in Port Aransas had a higher customer rating.**
- **South Padre Island performed slightly worse than last year's hotel and vacation rental metrics. This can be attributed to a more significant than average amount of summer travelers in 2021.**
- **The Annual LRGV Water Quality Management & Planning Conference was the event with the most significant number of associated trips in June 2022.**

NEXT STEPS



- **Complete customer segmentation reports influencing strategy for upcoming campaigns.**
- **Potentially utilize competitor analysis to understand the high performance of Port Aransas further.**
- **Increase efforts to improve the reputation of South Padre Island on review sites such as Google, Airbnb, and Trip Advisor.**

Q&A



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

MEETING DATE: July 27, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation and discussion regarding the CVB Monthly Report. (Rodriguez)

- 1.) Special Events
- 2.) Groups & Meetings
- 3.) Marketing and Communications
- 4.) Social Media
- 5.) Cision
- 6.) In House 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 Monthly Report

July 2022



SPECIAL EVENTS

Special Events



June Events

- **American Jr. Golf Association**
 - June 13-17
 - SPI Golf Course in Laguna Vista
- **Beach Bash Skate Jam**
 - June 21
 - SPI Skate Park

Upcoming Events

- **Ron Hoover Fishing Tournament**
- **Texas International Fishing Tournament**
- **Ladies Kingfish Tournament**



Other News

- **2 New Turtles on the Art Trail**
- **South Padre Island selected as host city for 2024 USLA National Lifeguard Championships**
- **Selected for DI's 30 Under 30**



GROUPS & MEETINGS

Sales Blitz, Networking & Social Events

● July

- Austin
 - 14 Meeting Planners-2 RFPs + 2 SV
- RGV
 - 12 Meeting Planners-1 RFP +2 SV
-

● Fall 2022

- North TX Market
 - August 23-25, 2022 -Houston
 - September 19-22, 2022 -Austin
 - October 03-05, 2022 -Houston
 - November 09, 2022-Austin
 - December 08, 2022 -Dallas
- RGV Market
 - August -Upper Valley
 - September -Mid Valley
 - October -Lower Valley

Above schedules are tentative.

Sales Efforts

- Total Leads Sent: 31
- Room Nights Booked: 3185

*June 2022

Marketing

- Helmsbriscoe October FAM
 - 7 Meeting Planners
 - City Wide Participation Request

Convention Services Program

- Tie Cutting Ceremony
- Tier Program based on room nights
- Complimentary Amenities @ SPICC
- Complimentary Services

Partner Training Opportunity



Date: Wednesday-Thursday, August 17-18, 2022

Place: SPI Convention Center

Times: 2 Sessions, AM & PM

Duration: 1 ½ Hours

Objective:

Comprehensive and hands-on, Empowering Training for Partners. Simpleview Extranet is the core training that ensures our members and partners' success with the Simpleview Extranet. It's a must for those hotels, restaurants, attractions and other stakeholders who want to participate, receive, communicate and manage data (being received and sent to) the South Padre Island Convention and Visitor Bureau.

Modules offered:

Sales: Reply to RFPs, update property information, create and maintain details about their businesses and organizations.

Marketing: Upload Events, Listings, Leisure Packages, Coupons and Amenities, as well as get access to reports of their successes in the Benefits Summary.



Marketing & Communications


ORGANIC SOCIAL MEDIA OVERVIEW




sproutsocial

Facebook Top Posts



 **Visit South Padre Island**
Fri 6/24/2022 2:52 pm PDT

It's time to celebrate 🏆 Texas Travel Awards named South Padre Island Destination of the Year! Not only that South Padre Island took home a total of six awards, including: 🌈...




Total Engagements	6,789
Reactions	1,903
Comments	266
Shares	292
Post Link Clicks	6
Other Post Clicks	4,322

 **Visit South Padre Island**
Tue 6/7/2022 1:53 pm PDT


Firework season is in full swing on South Padre Island. Enjoy the bright lights over the bay and beach throughout the week all summer long. 🎆 Fireworks over the bay with Louie...



Total Engagements	6,204
Reactions	1,680
Comments	529
Shares	569
Post Link Clicks	—
Other Post Clicks	3,426

 **Visit South Padre Island**
Tue 6/28/2022 12:02 pm PDT

It's a beautiful day on South Padre Island ❤️ Today we're giving you a special view from our Laguna Madre Bay! #SoPadre



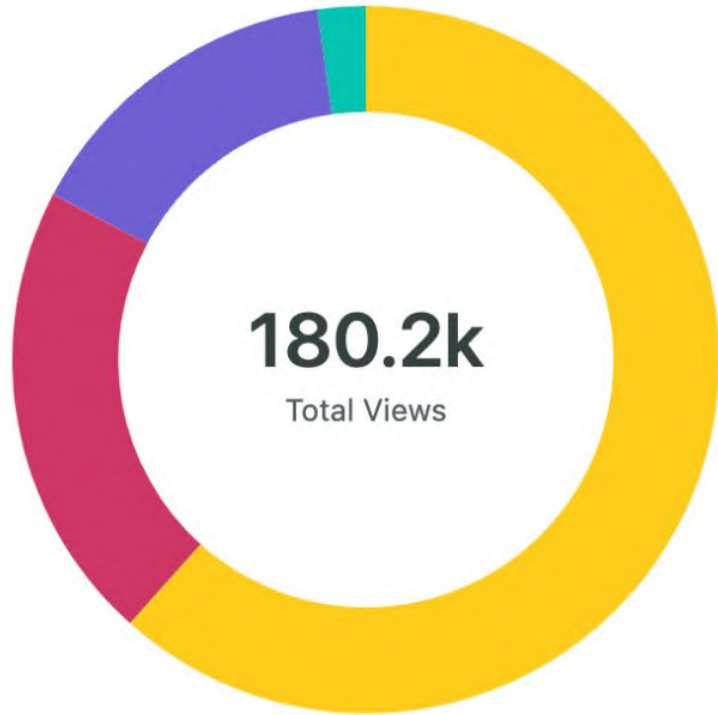
Total Engagements	2,850
Reactions	678
Comments	85
Shares	55
Post Link Clicks	—
Other Post Clicks	2,032



Facebook Video Performance



View Metrics



Organic Full
3,954

Organic Partial
27,137

Paid Full
38,094

Paid Partial
111.0k

Viewing Breakdown



Organic Views
17%

Paid Views
83%

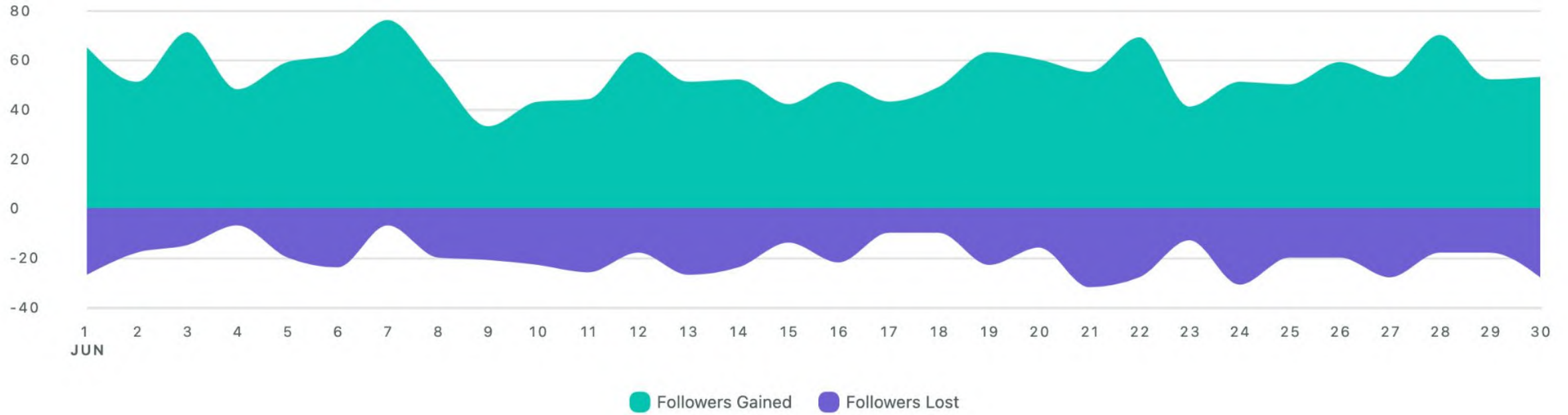


Click Plays
15%

Auto Plays
85%



Instagram Audience Growth



Audience Metrics

Followers

Totals % Change

50,602 ↗ 2.1%



sproutsocial

Instagram Top Posts



[visitsouthpadreisland](#)

Fri 6/24/2022 1:28 pm PDT

It's time to celebrate 🏆 Texas Travel Awards named South Padre Island Destination of the Year! Not only that South Padre Island took home a total of six awards, including: 🌈...



Total Engagements	1,372
Likes	1,267
Comments	41
Saves	64



[visitsouthpadreisland](#)

Tue 6/21/2022 3:48 pm PDT

It's the first day of summer ☀️ Have you planned your beach getaway? Come on over to enjoy the beach, fresh seafood, weekly firework shows, and more! South Padre Island is...



Total Engagements	998
Likes	954
Comments	27
Saves	17



[visitsouthpadreisland](#)

Wed 6/22/2022 7:59 am PDT

If you love comedy, country music, and fireworks, then we have the perfect lineup! The @cameroncountyamphitheater has a jam-packed weekend for the Fourth of July. 🇺🇸...



Total Engagements	820
Likes	735
Comments	59
Saves	26



TikTok top posts



TikTok Audience Growth

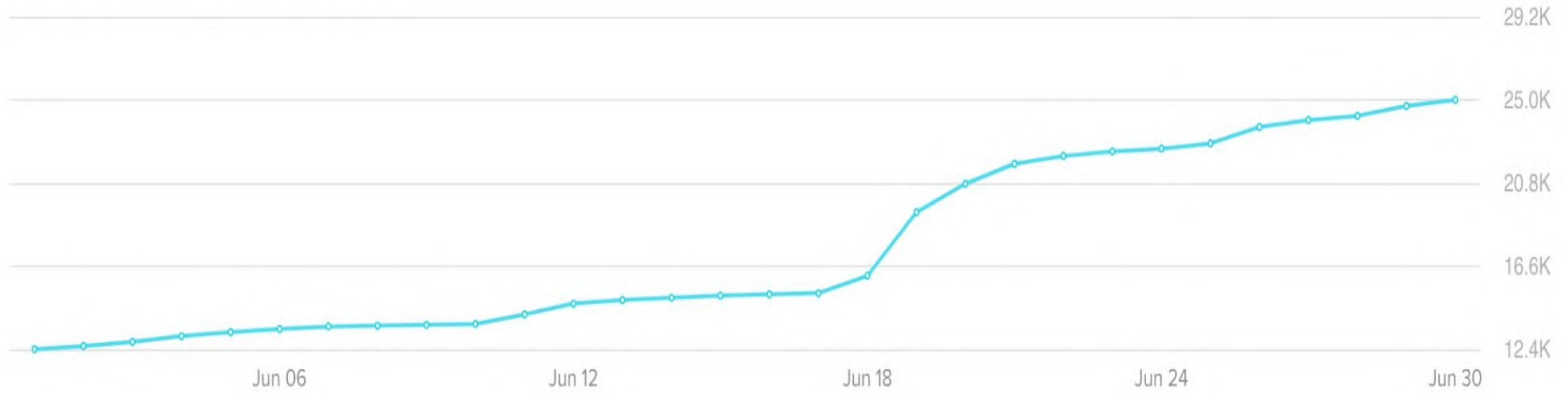


27,690 in total ⓘ

Net +980 (Jul 06 - Jul 12)

Growth rate +560.31% (vs. May 02 - May 31) ↑

Jun 01 - Jun 30



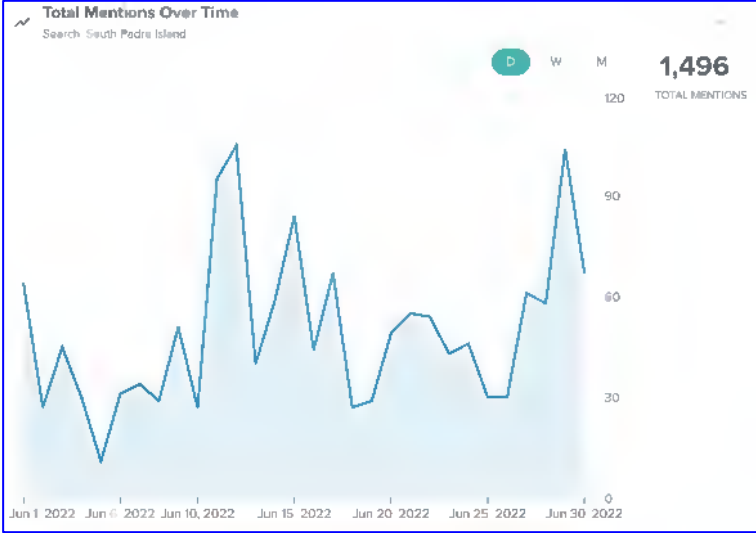
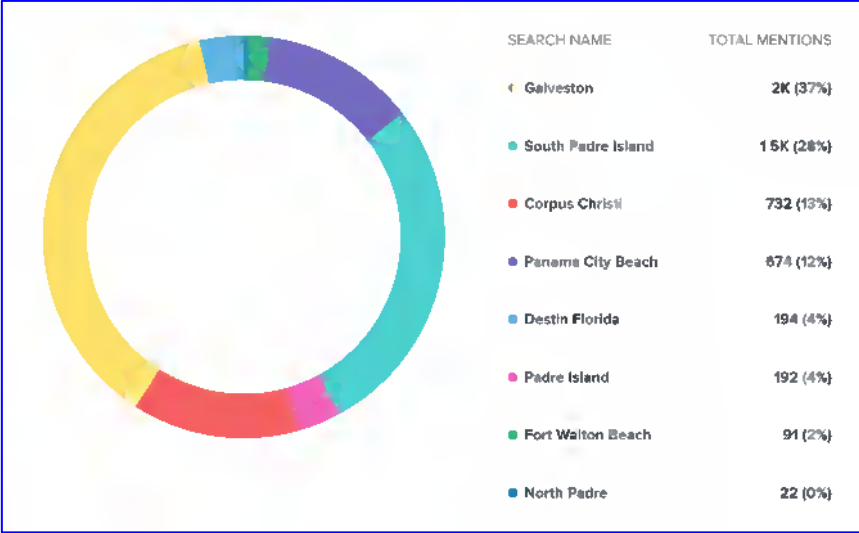
CISION REPORT

CISION®

Cision Report June 2022

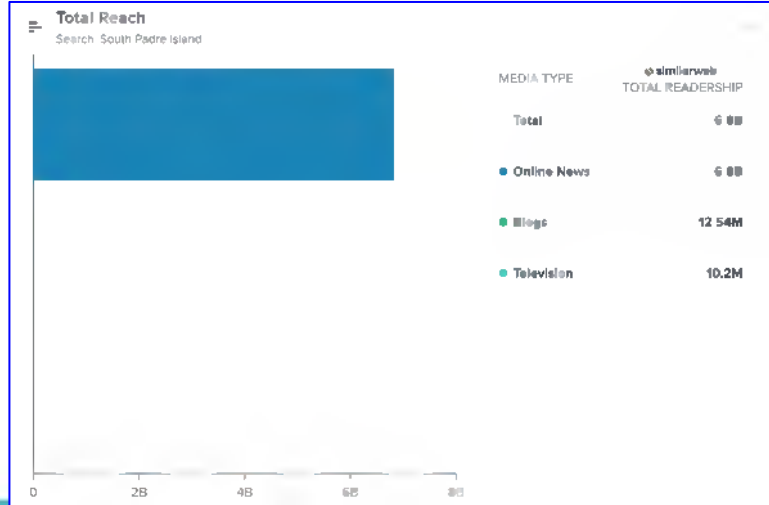
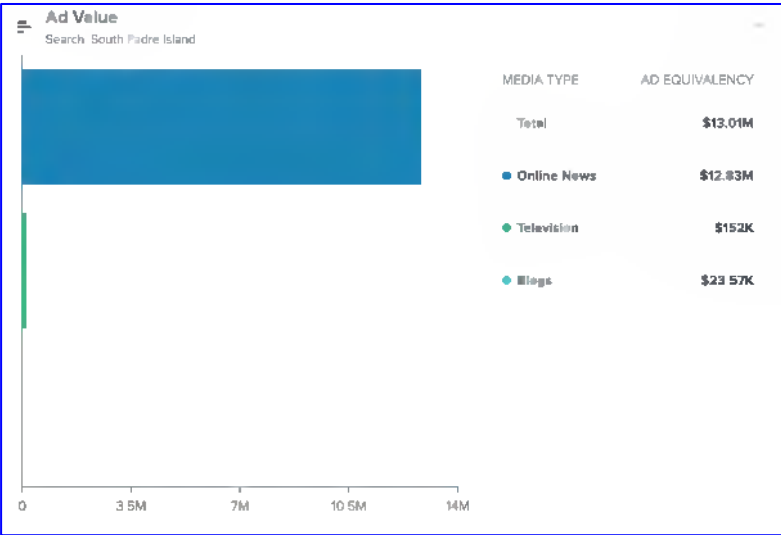


Share Voice



1,4K
Total Mentions
The total number of news stories for a specified time period.

6.8B
Total Reach
A globally consistent baseline metric for measuring the reach of a media outlet.



\$13.M
Total Publicity Value
A scoring system that creates an approximate value for a news article.





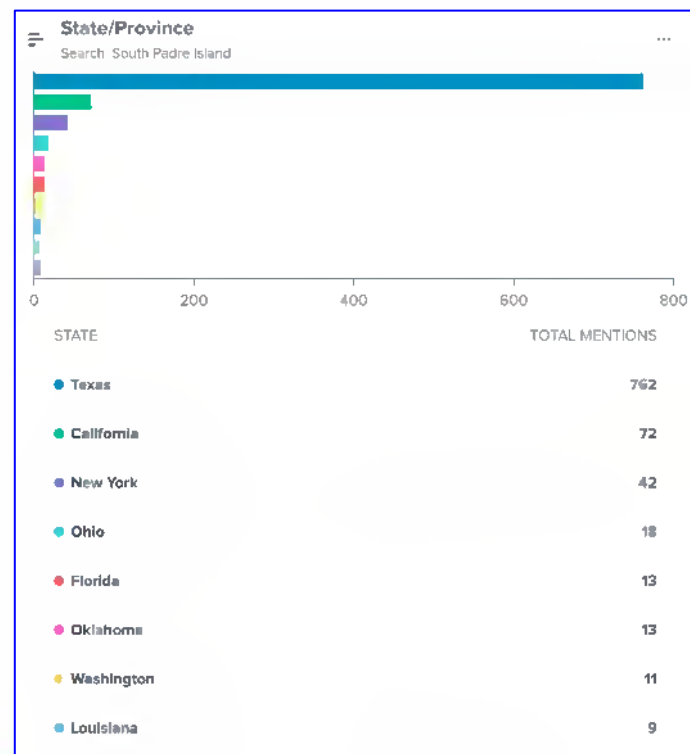
Top Stories

1		Brownsville skaters flip over Go Sk...	456M	6		Turtle nest found at bay surprises ...	456M
		Jun 22 - Yahoo!				Jun 21 - Yahoo!	
2		'A lot to be proud of'	456M	7		Gulf system unlikely to develop int...	456M
		Jun 26 - Yahoo!				Jun 28 - Yahoo!	
3		Source Digital Makes its Mark on L...	456M	8		Back to sea: Fishing's Future grou...	438M
		Jun 29 - Yahoo!				Jun 3 - Yahoo!	
4		On a roll: Valley Tire Recycling win...	456M	9		'Great days': USS Kitty Hawk veter...	438M
		Jun 21 - Yahoo!				Jun 1 - Yahoo!	
5		Mayra Flores secures Republican ...	456M	10		When fun in the sun causes not-so...	204M
		Jun 15 - Yahoo!				Jun 28 - MSN	

Top Locations by Country

- **United States** 1.3K
- **United Kingdom** 14
- **India** 13
- **Canada** 8
- **Ukraine** 6
- **VietNam** 6
- **Mexico** 5

Top Location by State



PR Efforts



- Interviews: 10
- Press Releases: 5
- SPI Presentations: 1
- Live Shows Interviews: (TV & Radio): 4
- Total Number of Publications: 15

THE 8 BEST ISLANDS IN TEXAS FOR AN UNFORGETTABLE VACATION

When it comes to picking a vacation destination, Americans are spoiled for choice. But not all of them can make this list as the focus here is on the best of the best: the summer parks that let us out of the park every single year. This time of year, the best summer destinations in America range from man-made lakes in the Midwest to beautiful bays in Southern California, offshore islands, and everything in between. Best assured, no matter which one of the following great American summer travel destinations you go to this year, you are destined to have the trip of a lifetime.

2. South Padre Island

A seemingly endless stretch of sand combines with nearly as long a list of fun things to do in and beside the water to make South Padre Island a summer dream come true. Each year, Texans and those in the know from other areas of the nation flock here...

THE 50 BEST US BEACHES FOR SUMMER

When the thought of summer vacation comes to mind, the vision of a sandy beach and crashing waves isn't usually far behind. From the Atlantic to the Pacific and from the Great Lakes to the Gulf of Mexico, the best beaches in America get even better during the summer months as vacationers arrive to embrace beach life and make memories that will last a lifetime. The following list of summer beaches includes some of the most famous stretches of sand in the land, and also some you may not have heard of before. So click on the slideshow to be taken away to the shore and find some inspiration for your summer vacation.

South Padre Island, Texas

A seemingly endless stretch of sand combines with nearly as long a list of fun things to do in and beside the water to make South Padre Island a summer dream come true. Each year, Texans and those in the know from other areas of the nation flock here...

DID YOU KNOW

FIREWORKS ON THE PIER

LA TEMPORADA ESPECIAL PARA VER FUEGOS ARTIFICIALES

La mejor manera de terminar la vida de fin de semana en la Isla del Padre es observando el show de fuegos artificiales que se da en Clayton's Beach Bar Club. Cada noche que ver al cielo iluminándose al ritmo de la música, mientras disfrutas de una refrescante bebida o cerveza en el muelle más grande del Valle.

Este espectáculo es totalmente gratis y sucede todos los viernes y sábados a partir de las 8:00 p.m. hasta el 28 de octubre de 2016.

Clayton's es el beach bar más grande de la costa de Texas. Siempre frecuentemente se ofrecen actividades para disfrutar del calor.

CLAYTON'S BEACH BAR - SOUTH PADRE ISLAND
6900 Padre Blvd, South Padre Island, TX 78597
(954) 761-5900, claytonsbear.com

Every State's Best Summer Travel Destination

When it comes to picking a vacation destination, Americans are spoiled for choice. But not all of them can make this list as the focus here is on the best of the best: the summer parks that let us out of the park every single year. This time of year, the best summer destinations in America range from man-made lakes in the Midwest to beautiful bays in Southern California, offshore islands, and everything in between. Best assured, no matter which one of the following great American summer travel destinations you go to this year, you are destined to have the trip of a lifetime.

Texas: South Padre Island

This stunning barrier island is home to seemingly endless stretches of sand, a fascinating range of wildlife and a diverse range of diversions guaranteed to keep all members of the family entertained all vacation long.

Every State's Best Summer Travel Destination

When it comes time to pick a summer vacation destination, Americans are spoiled for choice. But not all of them can make this list as the focus here is on the best of the best: the summer spots that let us out of the park every single year. This time of year, the best summer travel destinations in America range from man-made lakes in the Midwest to beautiful bays in Southern California, offshore islands, national parks near the Canadian border and everything in between. Best assured, no matter which one of the following great American summer travel destinations you go to this year, you are destined to have the trip of a lifetime.

6. South Padre Island

This stunning barrier island is home to seemingly endless stretches of sand, a fascinating range of wildlife and a diverse range of diversions guaranteed to keep all members of the family entertained all vacation long.

The 50 Best US Beaches for Summer

When the thought of summer vacation comes to mind, the vision of a sandy beach and crashing waves isn't usually far behind. From the Atlantic to the Pacific and from the Great Lakes to the Gulf of Mexico, the best beaches in America get even better during the summer months as vacationers arrive to embrace beach life and make memories that will last a lifetime. The following list of summer beaches includes some of the most famous stretches of sand in the land, and also some you may not have heard of before. So click on the slideshow to be taken away to the shore and find some inspiration for your summer vacation.

South Padre Island, Texas

A seemingly endless stretch of sand combines with nearly as long a list of fun things to do in and beside the water to make South Padre Island a summer dream come true. Each year, Texans and those in the know from other areas of the nation flock here creating a truly special vacation experience.

Unique Pools & Waterparks in Texas Where You Can Float Your Summer Days Away

The heat that makes the Texas sun during the summer is no joke. You can relax at a beach 24/7 while the AC blares or hop on a float or you can actually be in the outside world to find the closest, most body of water possible.

There are many outdoor activities to choose from across the Lone Star State, both natural and human-made that are sure to cool you down.

Looking for the best place to pool in the backyard or visiting local beaches isn't quite enough. Instead, here are 6 unique spots with fun water features to take you away from your daily life.

Beach Park South Padre Island

Price: \$48.00
Address: 2378 Santa Rosa Rd, South Padre Island, TX 78597

Outdoor Summer Destinations To Escape the Texas Heat Without Leaving the State

Everything is bigger in Texas, including the heat, and summer months can be especially brutal. Temperatures often top the degree, and it's important to plan a Texas adventure in order to escape the dog days without leaving the state because who would ever want to do that?

When you hear the words "South Padre Island," you'll know they aren't just words. It's a hot and vibrant spot for a beach. Luckily for you, Texas has several places to visit when you're ready to cool off, and each of them offers something special that will make your summer vacation memorable.

South Padre Island

The South's Best Beaches

Maybe you associate South Padre Island with spring break in the Lone Star State, but the island has so much more to offer. With its white sand beaches and great blue herons, many enjoy South Padre Island's beauty from October to January, while vacationers flock here also make a stop in October.

South Padre Island-Texas

This stunning barrier island is home to seemingly endless stretches of sand, a fascinating range of wildlife and a diverse range of diversions guaranteed to keep all members of the family entertained all vacation long.

South Padre Island

This stunning barrier island is home to seemingly endless stretches of sand, a fascinating range of wildlife and a diverse range of diversions guaranteed to keep all members of the family entertained all vacation long.

Best 10 Texas Beaches Worth Adding To Your Summer List

Texas not only has the ocean, coastline, lakes, and beaches but has also a great variety of inland destinations that are cool, fun, and relaxing. The best of these destinations are located in the heart of Texas, and each one offers a unique experience. From the Gulf of Mexico to the heart of Texas, there are many beautiful beaches to visit during your summer vacation.

6. South Padre Island

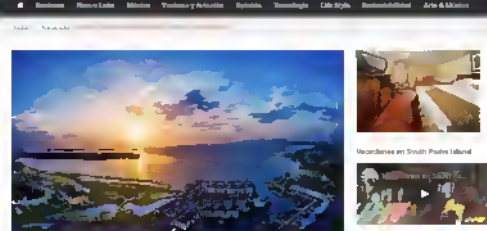
This stunning barrier island is home to seemingly endless stretches of sand, a fascinating range of wildlife and a diverse range of diversions guaranteed to keep all members of the family entertained all vacation long.

Mexico campaigns



Vida Nocturna en la Isla del Padre Sur, la diversión a la carta

Un grupo de vibrantes actividades nocturnas en la playa de la Isla del Padre Sur que ofrece una gran variedad de opciones para disfrutar de la vida nocturna en un ambiente tropical. El ambiente es perfecto para quienes buscan una experiencia única y divertida en la noche. La gran variedad de opciones que la Isla del Padre Sur ofrece te garantiza una experiencia única y divertida en la noche. El ambiente es perfecto para quienes buscan una experiencia única y divertida en la noche.

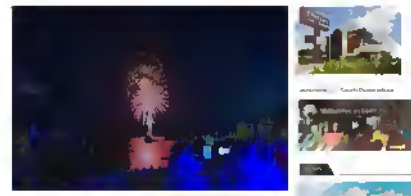


South Padre Island sede del Torneo All-Star de golf

El primer torneo de Torneo All-Star de Golf en la Isla del Padre Sur se celebrará el 14 de junio de 2022. El evento será un torneo de golf que se celebrará en la Isla del Padre Sur. El evento será un torneo de golf que se celebrará en la Isla del Padre Sur.



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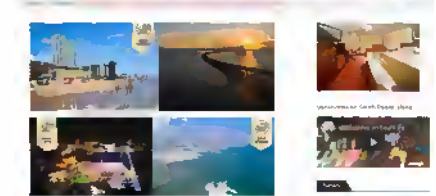
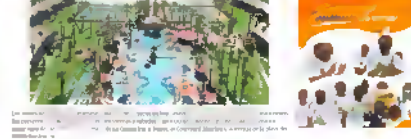


Celebrará South Padre Island de forma espectacular el 4 de julio

South Padre Island celebrará el 4 de julio de 2022 con una gran variedad de actividades. El evento será un día de fiesta que se celebrará en la Isla del Padre Sur. El evento será un día de fiesta que se celebrará en la Isla del Padre Sur.

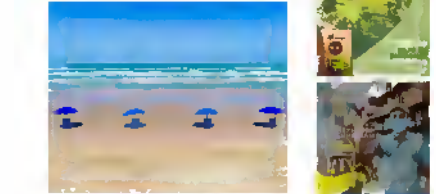


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Reconoce Texas Travel Awards a South Padre Island como Destino del Año 2022

South Padre Island ha sido reconocida como Destino del Año 2022 por los Texas Travel Awards. Este reconocimiento es un honor que reconoce la gran variedad de actividades que ofrece la Isla del Padre Sur. Este reconocimiento es un honor que reconoce la gran variedad de actividades que ofrece la Isla del Padre Sur.



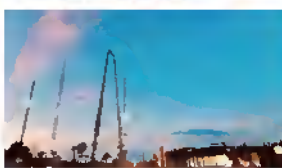
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GUY LAS MEJORES ACTIVIDADES EN LA ISLA DEL PADRE



Si te gusta bailar, la Isla del Padre ofrece una gran variedad de opciones para disfrutar de la vida nocturna en un ambiente tropical. El ambiente es perfecto para quienes buscan una experiencia única y divertida en la noche.



Si estás buscando aventuras fuera de lo común, puedes visitar el Crawly Park donde se alberga el Bungee más largo del mundo, el Skycoaster y camaras de Go-Kart para niños y adultos.



Si eres de los que disfrutas de la vida nocturna, la Isla del Padre ofrece una gran variedad de opciones para disfrutar de la vida nocturna en un ambiente tropical. El ambiente es perfecto para quienes buscan una experiencia única y divertida en la noche.

SPI CONVENTION & VISITORS BUREAU - SOUTH PADRE ISLAND
2332 Padre Blvd., South Padre Island, TX 78597
(954) 761-3000 spibci.com



In-House Creative

Print - Digital





South Padre Island Convention & Visitors Bureau



Top 3 Reasons to meet on South Padre Island

So Ready. So Padre.

South Padre is more than just a motto; it's a way of life. On South Padre Island, meeting attendees find the perfect balance between work and play. With 34 miles of pristine shoreline, surfside dining, indoor and outdoor activities, innovative venues and excellent hotel options, planning your meeting or conference will feel more like an island getaway.



David Villarreal
Sales Manager

The South Padre Island Convention Center was designed to be aesthetically pleasing and functional, to impress attendees while serving the needs of the event planner. The South Padre Island Convention & Visitors Bureau is excited to get back to the business of serving clients and is ready to provide you with a safe environment to successfully host your meetings, conferences or trade shows.

Please contact David Villarreal to inquire about our complimentary convention services program that includes: welcome reception, attendee welcome bags, custom printed name badges & holders and collateral materials. Let's schedule a site visit, lunch is on us.

Above program is based on space rights booked.

- 1 Texas' only tropical Island
- 2 A meet, sleep, play meetings approach
- 3 Unique meeting venues

DESTINATION DETAILS

Guest Rooms: **5,424**
Total Square Footage of Meeting Space: **121,000**
Hotels: **5** full service; **24** select service
Airport to Destination:
Brownsville: **30** minutes
Harlingen: **45** minutes
McAllen: **1 1/2** hours

CONTACT

David Villarreal, Sales Manager
(956) 761-3834 • david@spadre.com

**SO READY.
SO PADRE**

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Please contact Mariana Estrada to inquire about our complimentary convention services program that includes: welcome reception, attendee welcome bags, custom printed name badges & holders and collateral materials. Let's schedule a site visit, lunch is on us.

SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU
7335 Padre Blvd., South Padre Island, TX 78597
(956) 761-3000 | sopadre.com

MARIANA ESTRADA | SALES MANAGER
(956) 761-8395 | mariana@sopadre.com

South Padre Island Convention & Visitors Bureau



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Mariana Estrada
Sales Manager

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McAllen: **1 1/2** hours

CONTACT

Mariana Estrada, Sales Manager
(956) 761-8395 • mariana@sopadre.com

South Padre Island Destination of the Year 2022



The Texas Travel Awards has named the City of South Padre Island Destination of the Year 2022.

South Padre Island won six awards total:

- The People's Choice for Best Destination for Families
- The statewide prize for best Brewery
- Best Instagrammable Spot
- Live Music Venue
- Outdoor Activity in the Small Market category



SPI-CTA Program



- 9 New SPI-Certified Tourism Advisors
- **80** Total SPI-Certified Tourism Advisors



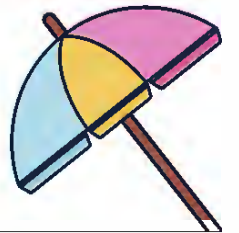
SPI-CTA Upcoming class:

- Tuesday, August 16, 2022, from 8:30 a.m. to 12:30 p.m.
- Tuesday, August 23, 2022, from 8:30 a.m. to 12:30 p.m.



Certified Tourism Advisor Program Certification

Presented by South Padre Island CVB

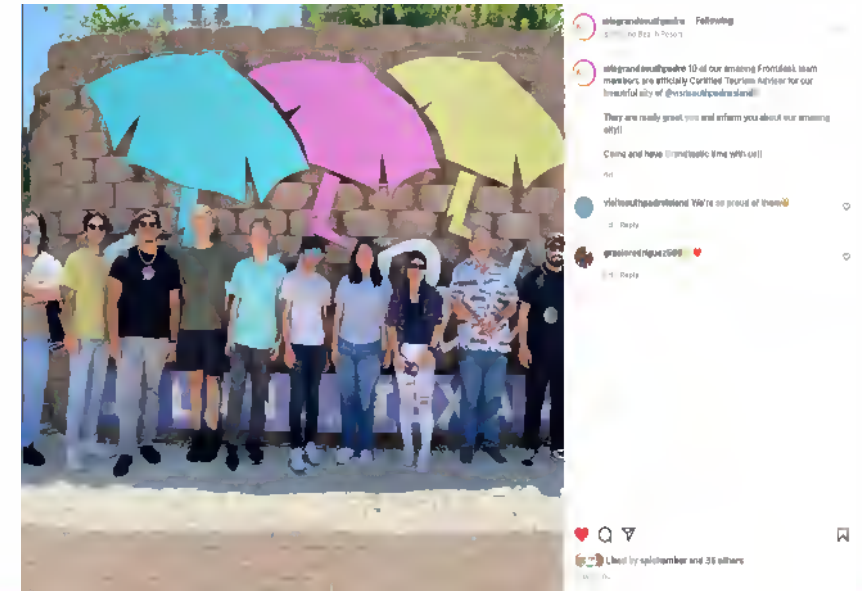


SPI-CTA Program



Comments

- "10 of our amazing Frontdesk team members are officially Certified Tourism Advisors for our beautiful city..." - **Isla Grand**
- "What a wonderful investment of time for our staff. Our front-line employees are the first impression of the Sea Turtle Inc brand and many times are the advisor and resource for our visitors to South Padre Island. This program provided new and valuable insights into all the amazing things South Padre Island has to offer! From employees that had just moved here in the last year, to my employees that grew up in South Texas, everyone came out learning and knowing something new. This is a must-do for any service organization and was a wonderful program offered by the CVB" - **Wendy Knight**
Chief Executive Officer, Sea Turtle, Inc.





QUESTIONS

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

MEETING DATE: July 27, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the following Special Events: (Brown)

* Sandcastle Days in October 2022

ITEM BACKGROUND

The SEC approved a total of \$40,000 in funding for Sandcastle Days at the July 14, 2022 meeting.

Breakdown of approved funding:

\$16,000 operational expenses

\$24,000 marketing expenses.

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

SOUTH PADRE ISLAND EVENT FUNDING
APPLICATION



To apply for funding please complete all questions.

ORGANIZATION INFORMATION

Date Application Submitted: July 7, 2022

Name of Organization: Sandcastle Days

Address: 6900 Padre Blvd. or mailing address: PO Box 2344

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

Full Name:
Sandcastle Days / Clayton Brashear

E-Mail:
claytonsbeachbar@aol.com

Office Number:
n/a

Cell Phone Number:
Clayton 956.455.8436 or Adolfo 956.371.1591

Website for Event or Sponsoring Entity : sandcastledays.com

Non-Profit or For-Profit Status:

Tax ID #:
467-31-8779

Primary Purpose of Organization:
To promote tourism and preserve a long established event for over 32 years.

EVENT INFORMATION

Name of Event: Sandcastle Days 2022

Date(s) of Event:
10/6/2022 - 10/9/2022

Primary Location of the Event:
Clayton's Resort 6900 Padre Blvd

Amount Requested: \$40,000.00

If greater than previous year funded (if applicable), please explain the increase being requested:

n/a

Primary Purpose of Event:

To promote tourism and preserve a long established event on South Padre Island for over 32 years.

How will the hotel tax funds be used? Please attach a list of the hotel tax funded expenditures.

Please see attached budget for Sandcastle Days 2022

Are you asking for any cost reductions for city facility rentals or city services? Please quantify and explain.

Yes, the city every year provides in-kind services in regards to beach sand and hauling.

AMOUNT REQUESTED UNDER EACH CATEGORY

Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category:

\$: 16,000.00

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:

\$: n/a

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 10 years (Clayton took over management of Sandcastle Days in 2012)

Attendance for previous year (if applicable): see attached 2019 UTRGV Report

How many of the attendees are expected to be from more than 75 miles away?
80%

How many people attending the event will use South Padre Island lodging establishments?
see attached 2019 UTRGV Report

How many nights do you anticipate the majority of the tourists will stay? 2 - 4

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

Where and how many rooms will be blocked?
n/a

List other years (over the last three years) that you have hosted your event, please include the amount of assistance given from HOT funding and the number of hotel rooms used:

Month/Year Held	Assistance Amount	# of Hotels Used
<u>10/2021</u>	<u>40,000.00</u>	<u></u>
<u>10/2019</u>	<u>35,000.00</u>	<u></u>
<u>10/2018</u>	<u>35,000.00</u>	<u></u>

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

Please list other sponsors, organizations, and grants that have offered financial support to your event:
none

Will the event charge admission? If so, what is the cost per person/group?

No

Do you anticipate a net profit from the event? If so, what is the anticipated amount and how will it be used?

No

Please list all promotion efforts your organization is planning and the amount estimated for each media outlet. **Please attach a detailed marketing budget.**

Print \$: 2,000.00

Website \$: 1,200.00

Radio \$: 5,000.00

Social Media \$: 1,800.00

TV \$: 6,000.00

Other Digital Advertising \$: _____

A link to the CVB **must be** included on your promotional handouts and on your website for booking hotel nights during this event.

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

Who is your target audience?

What geographic region(s) are you marketing to?

Mostly Texas

Have you obtained the insurance required and who is the carrier?

Yes, Mount Vernon Fire Insurance Company

During the term of this agreement, the event organizer shall procure and keep in force insurance with limits of \$1,000,000 per occurrence and 2,000,000 general aggregate. The policy must contain a policy endorsement that names "The City of South Padre Island, it's elected officials, representatives, employees or agents" as additionally insured. Applicant must provide a copy of the actual endorsement.

SOUTH PADRE ISLAND EVENT FUNDING CHECKLIST



To apply for funding please provide all the required documents

Name of Event: Sandcastle Days 2022

- Received and understood the separate Special Events Policy (REQUIRED)
- Received and understood the separate HOT Funding Guidelines (REQUIRED)
- Completed the South Padre Island Event Funding Application form (REQUIRED)
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- In Room night projections, with back-up, for the Funded Event (REQUIRED) *Please see UTRGV 2019 Sandcastle Days Survey*
- I agree: 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 in accordance. (REQUIRED)
- I agree: The SPICVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event. (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 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
- Indicated the amount of financial support (if requested)

Clayton Brashear
Authorized Signature
Clayton Brashear

Print Name

7/7/2022
Date



Lodging Festival Schedule of Events
Contact Us Vendor Application



Free Entry!

Wednesday, October 5th

~~**Wednesday, Sept 29th**~~

Doors Open: 9:00 am

- Masters of Sand carve as a group build Sponsors Sculptures. See them work their magic on the group sandcastle.

Thursday, October 6th

~~**Thursday, Sept 30th**~~

Doors Open: 9:00 am

- Official start Masters of Sand Competition
- Join the Masters, listen to music and watch them create Unforgettable Sand Art

Friday, October 7th

~~**Friday, October 1st**~~

Doors Open: 9:00 am

- Masters of Sand continue sculpting
- Registration Open – Amateur competition includes: Kids, Family, Groups, and Singles 1 pm – 5 pm
- T-Shirt Sales Open
- Sandcastle Days Mercado
- Live Bands on Stage At Clayton's

~~Saturday, October 2nd~~

Saturday, October 8th

Doors Open 9:00 am

- Sandcamp – Free Sandcastle Lessons beginning at 8:00 am
- Master Sand Sculpting competition final day!
- Sandcastle Days Mercado Open 10:00 am to Close
- Children Water Slides, Bouncer & Bull Riding Open
- Amateur Registration open 8:00 am
- Amateur competition begins at 9:00 am, ends at 3:00 pm / Kids, Family, Group or Singles Castle welcome
- Unlitter Campaign 10th Annual Trashion Show “Straw Wars Theme” at 4:00 pm
- Judging for Amateur and Masters Divisions
- Awards Ceremony for Amateur and Masters Divisions at 4:30 pm
- Live Bands on Stage at Clayton’s

~~Sunday, October 3rd~~

Sunday, October 9th

Doors Open: 9:00 am

- Sandcamp – Free Sandcastle Lessons begin at 10:00 am
- Sandcastle Days Mercado
- Children Water Slides, Bouncer & Bull Riding Open
- Enjoy the Sand Monuments, Listen to music and play the day away
- Spread The Word Family Fun For All Ages
- People’s Choice Awards at 3:00 pm

2022 SANDCASTLE DAYS BUDGET:

INCOME:

CVB Sponsorship	\$	40,000.00	
Sponsorships Other	\$	6,000.00	
Vendors	\$	6,000.00	
Amateur Sand Sculptors	\$	100.00	
Total Budgeted Income:	\$		52,100.00

EVENT EXPENSES:

Advertising Digital Marketing	\$	3,000.00	
Advertising Print	\$	2,000.00	
Advertising Radio	\$	5,000.00	
Advertising TV	\$	6,000.00	
Total Budgeted Advertising:	\$		16,000.00

Kiddie Rides and Tents	\$	3,000.00	
Materials and Supplies	\$	5,000.00	
Event MC	\$	1,000.00	
Security	\$	2,000.00	

Event Staff Management	\$	1,000.00	
Event Staff Sand Sculptors	\$	18,000.00	
Event Staff Sand Sculptors Assistants	\$	3,000.00	
Sand Sculptors Travel Expense	\$	5,000.00	
Sand Sculptors Lodging Expense	\$	10,000.00	
Sculptors Awards	\$	2,000.00	
Total Budgeted Event Staff:	\$		39,000.00

In-Kind Venue Costs	\$	25,000.00	
In-Kind Outside Food	\$	6,000.00	
Total Budgeted In-Kind Expense:	\$		31,000.00
Total Budgeted Event Expense:	\$		97,000.00

Net Profit/Loss	\$		(44,900.00)
-----------------	----	--	--------------------

Sandcastle Days 2022

Marketing Plan

For the past 10 years Sandcastle days has proved to be the most successful fall event on South Padre Island.

We plan to enhance the event by adding additional sculptors and family games to make the event more exciting for all.

The target marketing is Texas and beyond with a majority focus on San Antonio, Austin, Houston and Dallas using social media. The other large market is the 1.5 million persons within 100 miles of South Padre Island. This market will not only be through social media but with added visual advertisements through local TV media stations.

2019 Sandcastle Days

\$35,000	\$1,340,695	3,731
CVB Investment	Total Spending at SPI	Net RO



Event Attendance

12,268 estimated attendees
3,557 unduplicated households
2,145 room nights
17.1% change in Occupancy
3.0% change in ADR
20.8% change in RevPAR



DEMOGRAPHICS

Average age 48
Average Income:
62.3%
\$50,000 or more

\$377

spending per household



3.45 visitors per household

1.38 nights spent on SPI

City tax share

10.5% Lodging = \$42,676
2% F&B sales tax = \$6,557
2% Other sales tax = \$9,428
Total = \$58,661

Total tax ROI = 67.6%
Lodging only ROI = 21.9%

SPI Experience



NET PROMOTER SCORE
likely to recommend
South Padre Island

90

97.4%

Likely to return

99.1%

Satisfied with SPI

98.2%

Satisfied with event

Executive Summary and Survey Highlights

This report details the measured economic impact of the 32nd annual South Padre Island Sandcastle Days event held at Clayton's Beach-Bar & Grill on October 3 – 6th, 2019. The event was organized by Clayton, Brashear (Clayton's Resort) "to demonstrate the magical sculpting qualities of South Padre Island sand AND the critical importance of protecting our beautiful coastal shores." The event was expected to attract more than 10,000 people. To examine the spending of SANDCASTLE DAYS 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 the UTRGV survey team on Saturday and Sunday, the days of the event. The survey was administered onsite for 652 completed questionnaires resulting in 471 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominantly married (65.9%) females (67.5%), had an average age of 48 years, had at least some type of college degree (54.2%), worked full-time (62.1%), were primarily Hispanic (65.8%) and White (29.3%) and (62.3%) had an average annual income above \$50,000. Survey respondents were primarily from the US (98.2%) with 1.8% from Mexico. On average, household participants traveled an average of 136.17 miles with an average of 3.45 people and spent 1.38 nights on SPI during the event. Most survey respondents are considered promoters of the Island (91.5%), resulting in an excellent net promoter score of 90. Most respondents are somewhat or very satisfied with the Island experience (99.1%) and the event (98.2%) and are likely or very likely to return to SPI for a future vacation (97.4%).

Importantly, the survey analysis found that 3,557 household groups attend SANDCASTLE DAYS and spent an ***estimated weighted average of \$377 per household while on the Island for a total spending of \$1,340,695***. Of this spending, lodging is the highest per household expenditure category with 58.7% of study respondents spending at least one night on the Island in paid lodging and staying an average of 1.38 nights. This resulted in about 2,145 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$377 per household that spent the night on the Island, a total of \$475,537 was spent on lodging. Of this amount, 17% or \$69,095 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$42,676, is the City's share of the HOT. We discuss more on tax benefits in the upcoming sections, also see table 2 for a complete tax breakdown.

Summary of Key Performance Indicators (KPI)

KPI	RESULT	DESCRIPTION OF KPI
CVB INVESTMENT	\$35,000	AMOUNT OF FUNDING PROVIDED BY CVB TO EVENT PROMOTER
TOTAL SPENDING	\$1,340,695	TOTAL SPENT BY EVENT HOUSEHOLDS
ESTIMATED NET ROI	3731%	RETURN ON CVB INVESTMENT CONSIDERING TOTAL SPENDING AT SPI DURING THE EVENT
AVERAGE SPENT PER HOUSEHOLD	\$377	WEIGHTED AVERAGE SPENT PER HOUSEHOLD
NUMBER OF HOUSEHOLDS	3,557	NUMBER OF HOUSEHOLDS AT EVENT
NUMBER IN HOUSEHOLD	3.45	NUMBER OF PEOPLE IN HOUSEHOLD GROUP AT EVENT
NIGHTS ON SPI	1.38	AVERAGE NUMBER OF NIGHTS SPENT ON SPI
LODGING TAX	\$42,676	CITY SHARE OF HOT REVENUE: 10.5% OF 17% HOT
F&B SALES TAX	\$6,557	CITY SHARE OF TOTAL TAX COLLECTED FROM F&B SPENDING: 2% OF 8.25% OF TOTAL SALES TAX
OTHER SALES TAX	\$9,428	CITY SHARE OF TOTAL SALES TAX REVENUE
TOTAL CITY TAX SHARE	\$58,611	TOTAL CITY TAX REVENUE FROM EVENT
TOTAL TAX ROI	67.6%	RETURN ON CVB INVESTMENT CONSIDERING ALL TAXES
LODGING ONLY ROI	21.9%	RETURN ON CVB INVESTMENT CONSIDERING HOT ONLY
NET PROMOTER SCORE	90	MEASURE OF CUSTOMER LOYALTY; CALCULATED AS IDENTIFIED PROMOTERS LESS DETRACTORS
LIKELY TO RETURN	97.4%	PERCENT SOMEWHAT OR EXTREMELY LIKELY TO RETURN TO SPI
SATISFIED WITH THE SPI	99.1%	PERCENT SATISFIED WITH THE SPI EXPERIENCE
SATISFIED WITH EVENT	98.2%	PERCENT SATISFIED WITH EVENT

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SANDCASTLE DAYS 2019

Introduction

This report details the measured economic impact of the 32nd annual South Padre Island Sandcastle Days event held at Clayton's Beach-Bar & Grill on October 3 – 6th, 2019. The event was organized by Clayton, Brashear (Clayton's Resort) "to demonstrate the magical sculpting qualities of South Padre Island sand AND the critical importance of protecting our beautiful coastal shores." The event was expected to attract more than 10,000 people with about 17.4% of the total attendees staying in South Padre Island lodging for three or more nights.

Activities are scheduled daily as follows:

SCHEDULE OF MAIN ACTIVITIES

- WED OCT - 2nd Carving day for Master sculptors
- THU OCT 3rd Start of sandcastle competition
- FRI OCT 4th More sculpting, Amateur competition begins
 - SAT OCT 5th Sandcastle Days Full Day 1
 - SUN OCT 6th Sandcastle Days Full Day 2

The South Padre Island Convention and Visitors Bureau provided SANDCASTLE DAYS with \$35,000 in funding. According to the application for the funding, the event sponsor initially planned to use \$35,000 to cover the cost of the event. Ultimately, the amount did reach the amount of \$35,000 as informed by CVB. According to the HOT funding application, the sponsor planned to spend \$12,500 on TV advertisements, \$1,000 on website and social media, and \$1,000 in newspaper, and \$0 in radio and \$400 in other paid Advertising.

Research Methodology

Interviews

To estimate the economic impact of the 2019 SANDCASTLE DAYS, UTRGV interviewers administered a survey (see Appendix A) to event attendees as follows:

- Saturday, October 5th, 7:30am – 4:30pm: UTRGV survey team.
- Sunday, October 6th, 11:30am – 4:30pm: UTRGV survey team.

On Saturday and Sunday. The days 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 Saturday and Sunday of the event, the UTRGV survey team interviewers collected 652 surveys. 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 652 completed responses; 181 responses were eliminated because of the following reasons:

- were completed by another household member
- were from respondents not on the Island for the event
- Live or reside within 10 miles or less from the island
- were outliers

The result is 471 useable questionnaires for analysis. According to the SPI survey team surveys, drone technology (See Appendix D), and clicker counter of 9,588 total people on Saturday and Sunday we estimated the total attendee number for the five Sandcastle Days to be 12,268 people. Assuming that 355 people attended the event on Wednesday, 595 people attended the event on Thursday, 1316 people attended the event on Friday, and 10,000 people attended the event on Saturday and Sunday. Thus, we estimated the response rate by dividing the new total of 12,268 by the total completed surveys (652), so the response rate was 5.3%. Picture evidence was taken (See Appendix C) of the SPI survey Team while approaching event attendees and collecting surveys.

CLICKER COUNTER PER DAY

TIME	SATURDAY	Column1
	Adults	Children
9:20-10:20	206	55
10:20-11:20	494	105
11:20-12:20	476	144
12:20-1:20	303	90
1:20-2:20	586	279
2:20-3:20	486	188
3:20-4:20	551	189
Totals	3,102	1,050

TIME	SUNDAY	Column1
	Adults	Children
9:50-10:50	545	173
10:50-11:50	761	324
11:50-12:30	701	259
12:50-1:50	807	342
1:50-2:50	752	344
2:50-3:20	301	127
Totals	3,867	1,569

OUTLIERS BY CATEGORY

The following are survey reported values by Sandcastle Days attendees that are considered outliers. These values were not considered for the economic impact analysis, but still mentioned in the surveys.

Traveled Miles

- 8,000
- 4,500

Household Members

- 19
- 20
- 20

Nights spent at SPI

- 20
- 31
- 30
- 31
- 30
- 19

Food expenditure

- \$1,000
- \$4,500
- \$1,400
- \$1,000
- \$1,200
- \$1,000
- \$1,500
- \$2,000

Night club expenditure

- \$1,000
- \$1,000

Lodging expenditure

- \$1,500
- \$2,600
- \$2,000

Local staff expenditure

- \$500

Retail expenditure

- \$1,000

Transportation expenditure

- \$700
- \$2,500
- \$500

Parking fees

- \$70

Admission fees

- \$100

Clothing expenditure

- \$1,000

Groceries expenditure

- \$1,500

Other

- \$5,800
- \$2,500

Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. According to our study, approximately 12,268 people

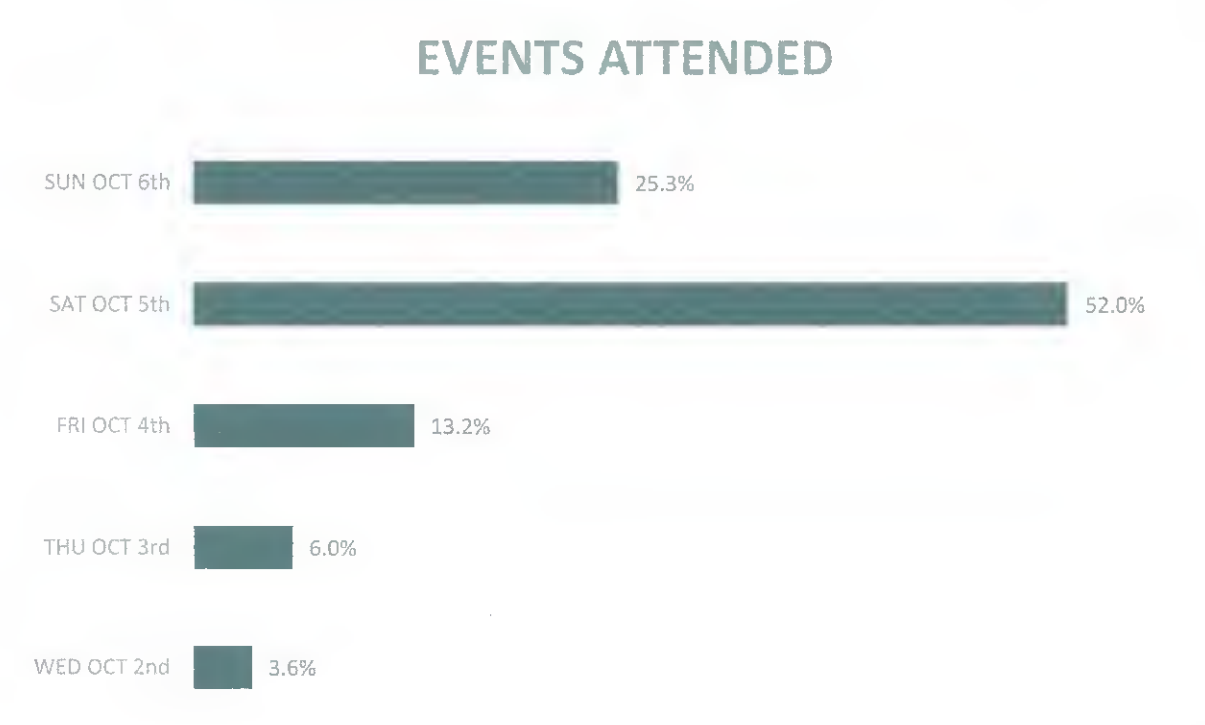


FIGURE 1. EVENTS ATTENDED

attended the five-day event. However, to better understand household attendance and duplication of attendance over multiple days, respondents were asked to indicate which of the multiple-days' activities they attended. A total of 617 respondents indicated attending 957 events suggesting that each household respondent attended an average of 1.55 days of events. Figure 1 shows that the most attended days were the Saturday (52%) and Sunday (25.3%).

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 estimated attendees (12,268) is divided by the average household size (3.45) as found in the survey (see Figure 3) to determine that 3,557 households were at the event over the five-day event.

Results

Survey participants travel, and SPI stay characteristics

In all, 471 useable surveys were completed by people specifically at Clayton's for the 2019 SANDCASTLE DAYS. Survey respondents were first asked to indicate their role or participation type in the event. Figure 2 shows that by far, most of the respondents surveyed were spectators (88.6%).

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 15 for an average of 3.45 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 136.17 miles to attend the event, although distances traveled ranged from 10 to 1,600 miles and spent an average of 1.38 nights on SPI for the event with a range of 0 to 12 nights spent on SPI.

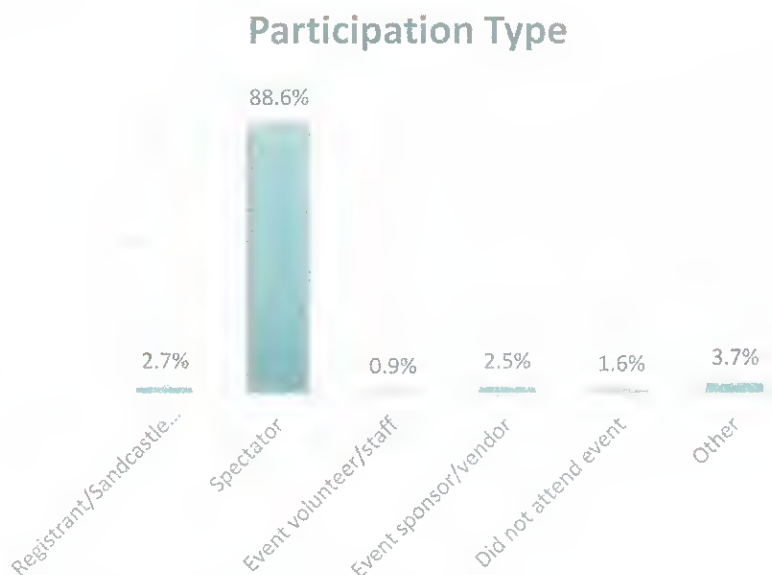


FIGURE 2. PARTICIPATION TYPE

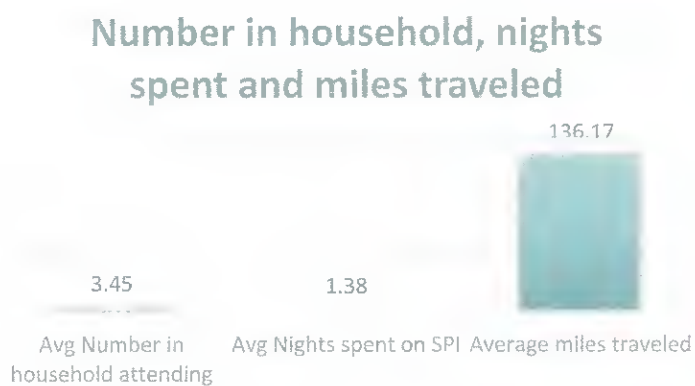


FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Figure 4 breaks down the percent of respondents by number of nights spent on SPI



FIGURE 4. PERCENTAGE SPENDING THE NIGHT ON SPI

and shows that 41.3% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent one night (21.8%) or two nights (19.6%). Lastly, (10%) spent more than three nights on SPI for the event.

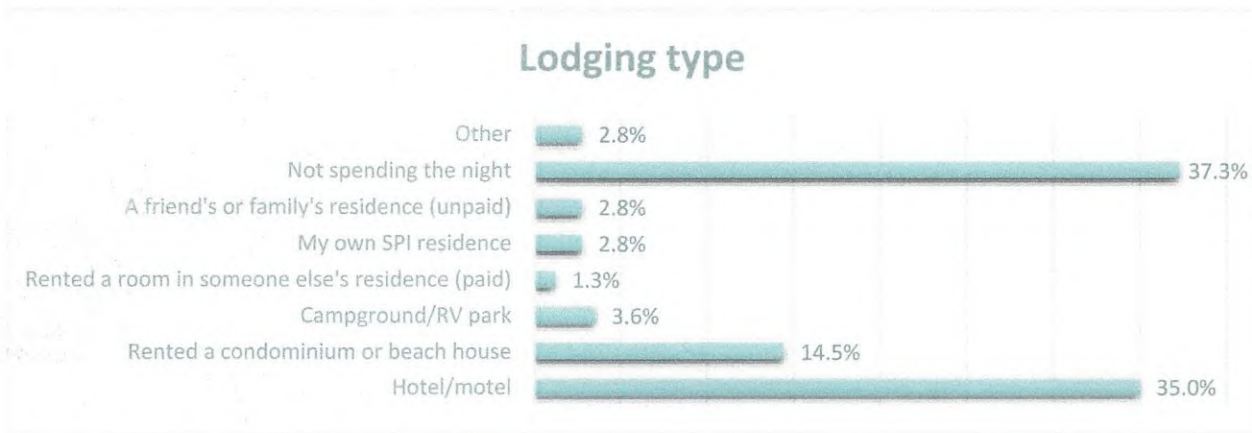


FIGURE 5. TYPE OF LODGING

Figure 5 shows the types of lodging used. While most event attendees reported not spending the night on the Island (37.3%), of those who did, 35% spent the night in a hotel/motel room, 14.5% rented a condominium or beach house, 2.8% stayed with family or friends.

With 43.7% (Table 1, p6) of the estimated 3,557 households spending an average of 1.38 nights (Figure 3, p5) on the Island, the SANDCASTLE DAYS event should have resulted in 2,145 room nights. In addition, a total of 143 people indicated staying at one of the 35 hotels/motels/condos shown below.

SANDCASTLE DAYS 2019 attendees accounted for 2,145 room nights.

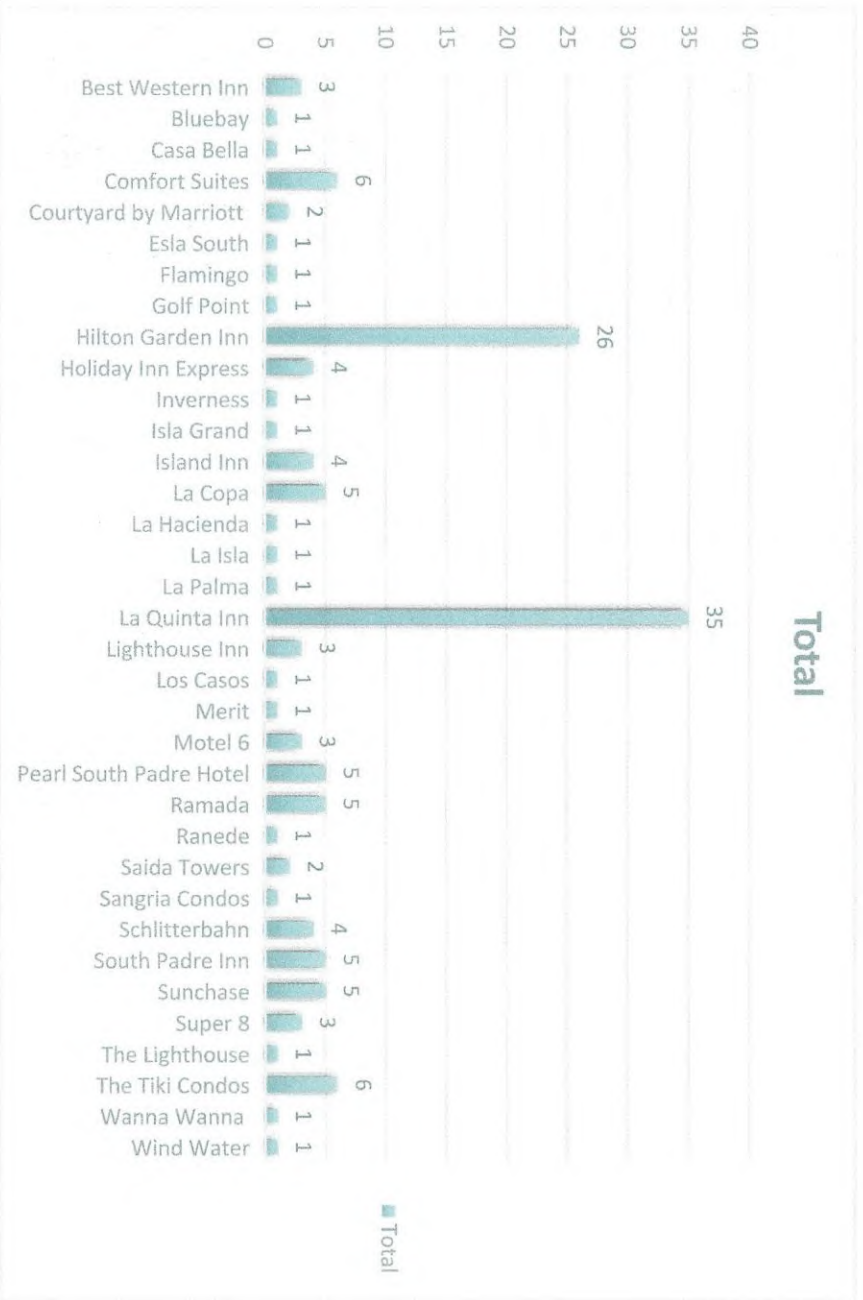


FIGURE 5.1 HOTELS/MOTELS/CONDOS USED DURING THE EVENT

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 of \$306 with a weighted average of \$133.68 considering that 43.7% of respondents spent money on lodging for a total of \$475,537. ***In total, 3,557 event households spent a weighted average of \$377 for a total SPI spending of \$1,340,695.***

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$123	80.9%	\$99.76	\$354,888
Night life	\$75	32.9%	\$24.54	\$87,278
Lodging	\$306	43.7%	\$133.68	\$475,537
Attraction entertainment	\$64	22.3%	\$14.20	\$50,512
Retail	\$68	42.0%	\$28.63	\$101,862
Transportation	\$58	57.7%	\$33.28	\$118,394
Parking	\$7	15.7%	\$1.08	\$3,829
Admission fees	\$4	11.7%	\$0.48	\$1,699
Clothing	\$38	21.7%	\$8.24	\$29,319
Groceries	\$62	30.8%	\$18.95	\$67,403
Other	\$83	17.0%	\$14.05	\$49,975
Total	\$886		\$377	\$1,340,695

The estimated direct spending on South Padre Island as attributed to the 2019 SANDCASTLE DAYS is \$1,340,695, within a 3.73% confidence interval of plus or minus \$50,008 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;
- 10.50% 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. Altogether, the tax revenue should be \$135,031 with \$58,661 the City's share. The gain from the City's share of the hotel tax alone on the \$35,000 invested in the event is 21.9% and is 67.6% 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
Lodging	\$475,537	17%	\$69,095	10.50%	\$42,676	21.9%
Food & Beverage	\$354,888	8.25%	\$27,047	2%	\$6,557	
All nonlodging	\$510,271	8.25%	\$38,889	2%	\$9,428	
Totals	\$1,340,695		\$135,031		\$58,661	67.6%

The SPI Experience

The next section of the survey asked SANDCASTLE DAYS 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 (91.5%) are promoters of SPI while (1.1%) are detractors. This yields a net promoter score (NPS) of 90, which is excellent. For example, the hotel industry has an NPS of 39 (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 (97.4%) are extremely and somewhat 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 99.1% were satisfied with the SPI experience and that 0.4% were extremely and somewhat dissatisfied with SPI.

Recommendation likelihood Net promoter score

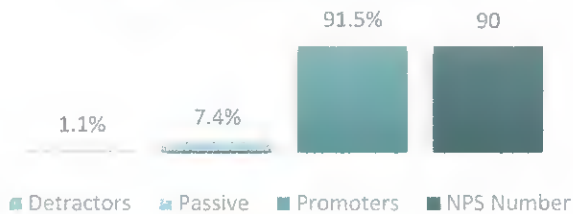


FIGURE 6. NET PROMOTER SCORE

Likelihood of returning to SPI

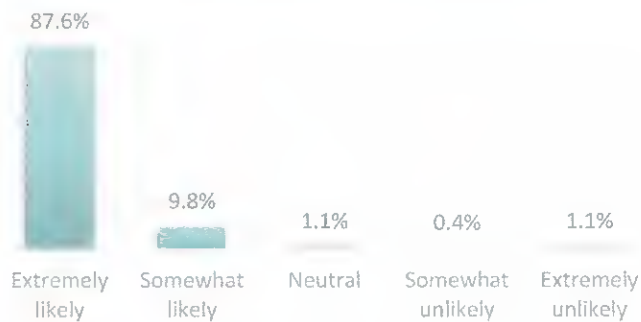


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

Satisfaction with SPI experience

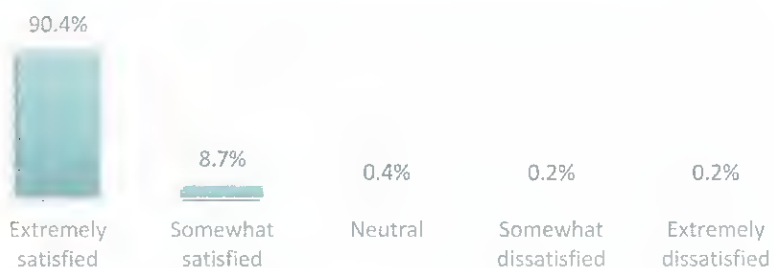


FIGURE 8. SATISFACTION WITH SPI EXPERIENCE

Satisfaction with event

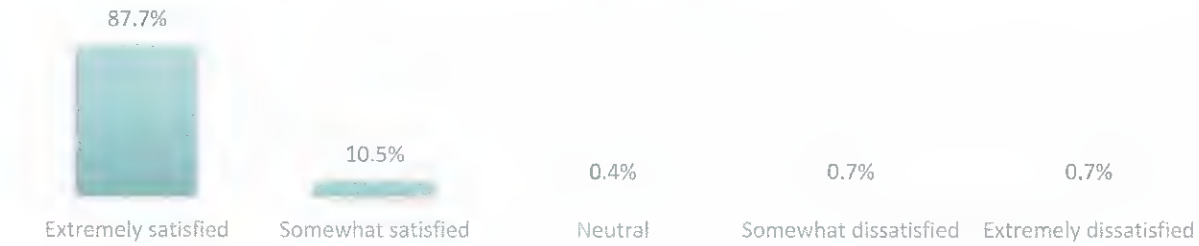


FIGURE 9. SATISFACTION WITH EVENT

Most respondents (98.2%) were also satisfied with the event and only 1.3% reported being dissatisfied with the event as seen in Figure 9.

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

- MAKE THE EVENT LONGER
- ADVERTISE THIS TO THE VALLEY MORE
- KEEPING THE BEACH CLEAN- NO TRASH!
- FREE SHADE, DOG STATIONS, FOOT PRESS
- WHERE TO GET PAID FOR SEATING
- MORE SHADE AVAILABLE, CANOPY WITH WATER/MORE FANS
- LONGER SANDCASTLE DAYS! 2 WEEKS!
- CHAIRS
- MORE FOOD BAR RAN OUT OF FOOD
- MORE POLITE SECURITY
- LARGER SANDCASTLE DAYS
- TELEVISIONS
- MORE AREAS TO SANDCASTLES
- MORE SANDCASTLES
- IMPROVE PARKING ARRANGEMENTS
- BETTER PARKING
- BETTER PARKING MORE SHOWERS AND BATHROOMS
- OTHER LOCAL VENDORS, MORE SANDCASTLE EXHIBIT, KID EVENTS, ENCOURAGE FAMILY EVENTS
- MORE SHADE
- MORE DRINKING WATER ON THE BEACH
- MORE STAFF TO CLEAN UP; MORE BATHROOMS
- MORE SIDE WALKS
- GOOD PLACE TO COME TO
- PARKING BAD
- MORE PARKING
- LARGER AREA FOR SCULPTURES
- SHUTTLE/TRANSPORT SERVICE FROM PARKING LOT TO BEACH; GOLF CARTS, ACCESSIBILITY, ETC.
- MORE SANDCASTLES
- WORK ON ISLAND BEAUTIFICATION. COMB

THE BEACHES EVERY MORNING. PLANT COCO PALM TREES LIKE THE ONES IN FLORIDA. THE AREA LOOKS TOO DEAD. THE LAST TIME TO PLANT A TREE WAS 40 YEARS AGO BUT... IT'S NEVER TOO LATE TO START. HAVE MORE SHADE FOR THE SCULPTORS. ALSO, BE ABLE TO BRING YOUR OWN DRINKS TO THE BEACH AREA.

- IMPROVEMENTS: PAVE PARKING LOT, MORE SANDCASTLES, BE CLEAR ON VOTING FOR PEOPLE'S CHOICE, MORE FOOD VENDORS
- FREE UMBRELLAS/SPACE
- NO DRUNKS OR INAPPROPRIATE MUSIC AS THIS IS A FAMILY-ORIENTED EVENT
- MORE MUSIC AND WAITRESSES AT CLAYTON'S
- MORE MUSIC
- SETUP THIS YEAR IS BETTER

- MORE PARKING
- MORE PARKING
- MORE PARKING
- INCLUDE FACE PAINTING FOR KIDS
- BRING BACK THE FREE CHAIRS
- COOLER TEMPS
- NEEDS TO GROW
- MORE SHADE
- MORE SHADE
- BIGGER PRIZES
- MORE SPACE
- TO SEE THE NAME OF THE SCULPTURE
- MORE CASTLES
- PARKING
- BIGGER!
- GREAT ORGANIZATION CLAYTONS IS GOOD LOOK FORWARD TO NEXT YEAR
- BIO INFO FROM MASTER COMPETITORS

- SPREAD THE COMPETITION OUT DOWN THE BEACH- UNDERSTAND TIDE & WEATHER CONCERNS BUT IT'S JUST NOT SO ENJOYABLE WITH IT BEING SO CRAMPED
- PARKING
- MORE EVENTS ON THE SIDE
- LIVE ENTERTAINMENT, BUFFET BREAKFAST, DJ, RUNNING EVENT, LUNCH BUFFET, CARNIVAL, LIGHTS AT NIGHT, MORE ADVERTISEMENTS WITH RADIOS TO BRING IN MORE PEOPLE NEARBY AND FAR
- MORE MONEY FOR SCULPTURES
- "MORE MONEY FOR COMPETITION
- NEED TO KNOW THAT IT IS PET FRIENDLY"

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 48 years-of-age with ages ranging from 18 to 89.

Most respondents were female (67.5%), a majority were married (65.9%) and most had some type of college degree (54.2%) as shown in Figures 10 through 12, respectively.

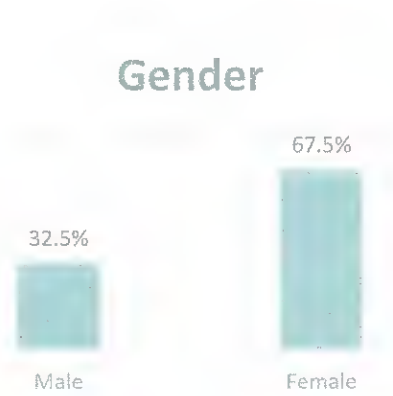


FIGURE 11. GENDER

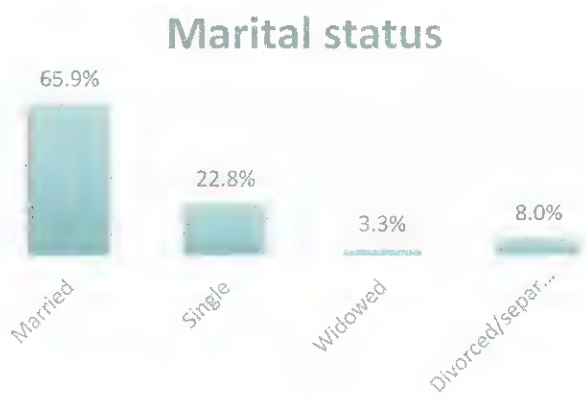


FIGURE 12. MARITAL STATUS

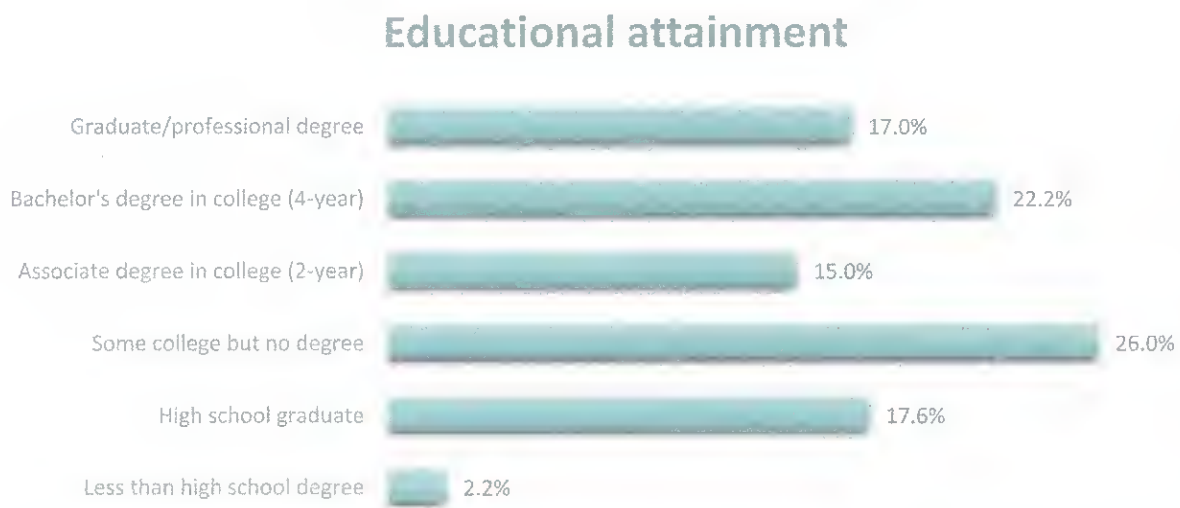


FIGURE 10. EDUCATIONAL ATTAINMENT

Employment status

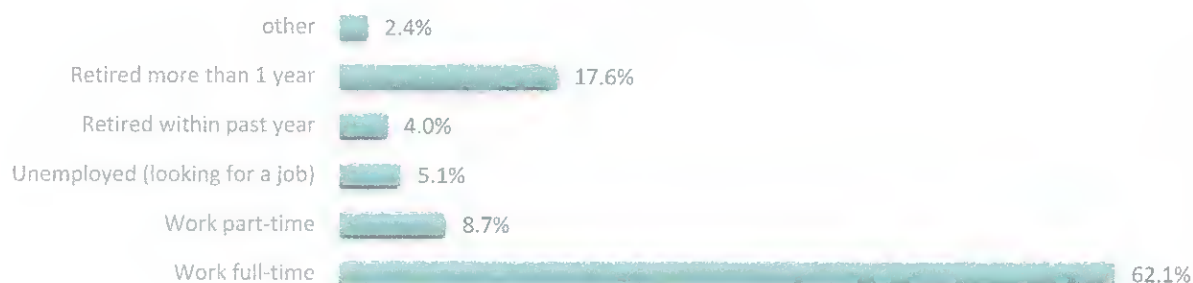


FIGURE 13. EMPLOYMENT STATUS

Most study respondents work full-time (62.1%), although 8.7% work part-time and 21.6% are retired as seen in Figure 13.

Household income level

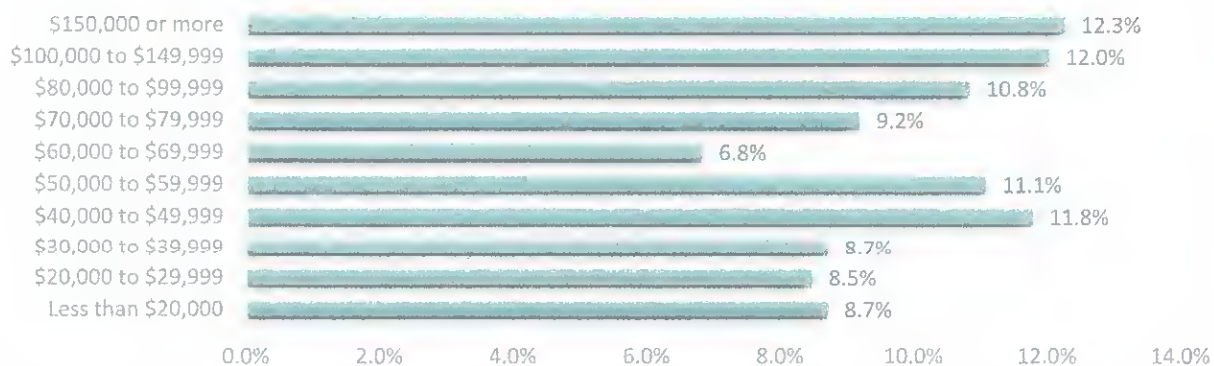


FIGURE 14. HOUSEHOLD INCOME LEVEL

Most SANDCASTLE DAYS study participants reported having a higher-than-average household income level: 62.3% indicated an annual household income above \$50,000 (Figure 14).



FIGURE 15. ETHNICITY

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 15 show that 65.8% of respondents considered themselves Hispanic while 29.3% indicated being White.

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 (98.2%) and 1.8% indicated being from Mexico as shown in Figure 16.

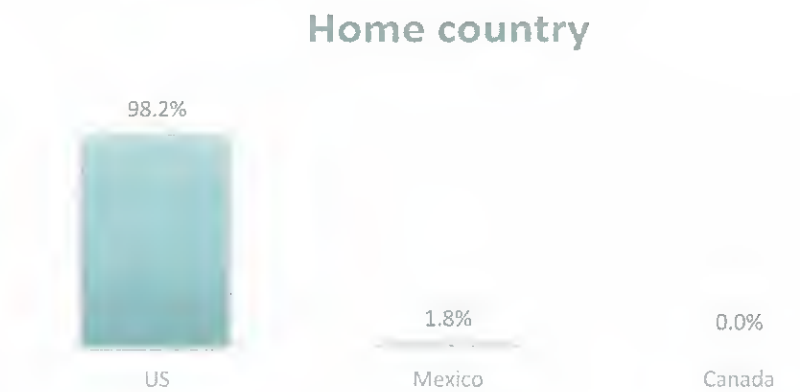


FIGURE 16. HOME COUNTRY

Specific zip or postal codes maps of study respondents and of study participants are shown 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 to those of the same time period in the previous year.

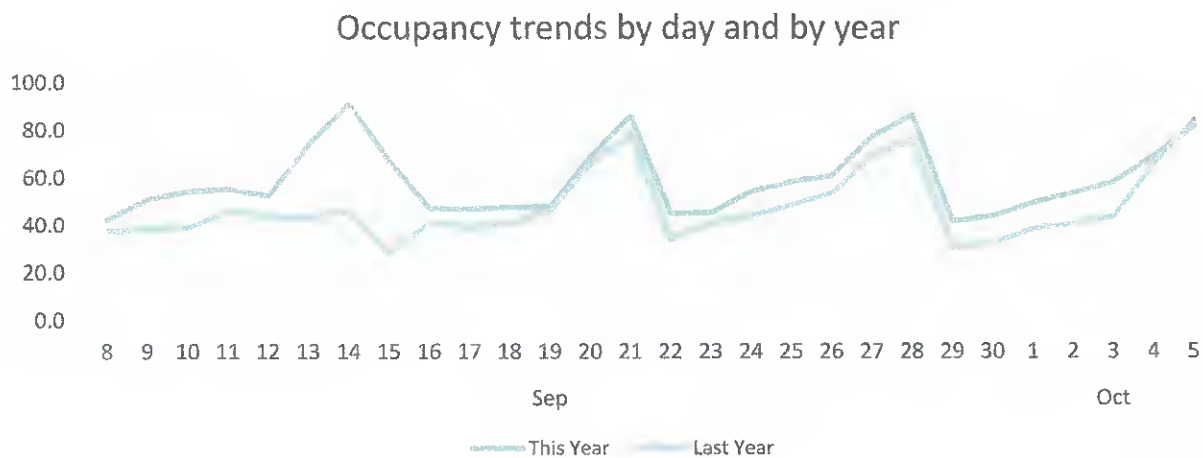


FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR

Sandcastle Days was held on Oct 3 – 6th. This means that event attendees could have spent a total of four nights on SPI. The following figures show the hotel metrics for the event period (the month trend) for this year and for the same period as last year (the year trend).

The occupancy rate for the four-night period this year was 65.5%, as compared to 58.3% last year, which is 17.1% above the same day-period last year. This year’s event period was above the week average (56.6%) as well as the 28-day rate of 59.1% as seen in Figure 17.

Average daily rate trends by day and by year

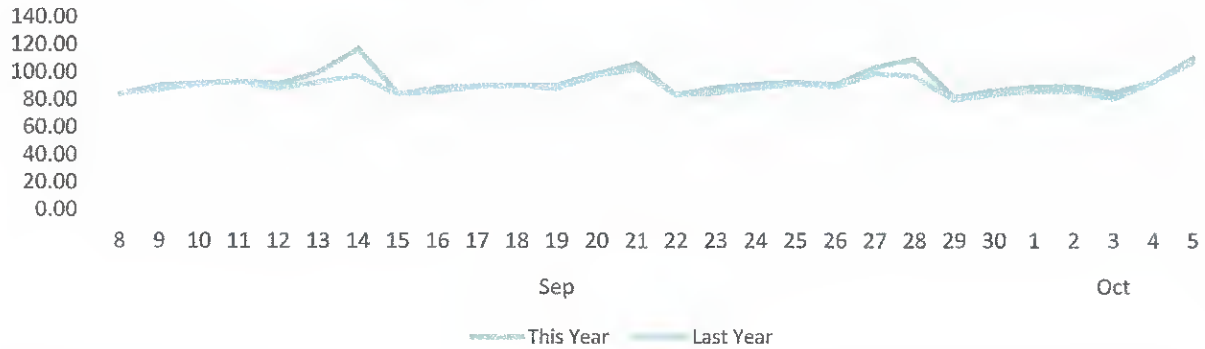


FIGURE 18. AVERAGE DAILY RATE

The average daily rate (ADR) of rooms for this year’s event period was \$95, 3% above room rates compared to \$92, the same time last year. The average room rate for this year’s event period was also higher than the rate for the week (\$92.95) and almost the same as the 28-day period (\$95.32) as shown in Figure 18.

Figure 19 shows the revenue per available room (RevPAR) for the same year/month-long time period. The average RevPAR for the four nights of the event was \$63, which is 20.8% above last year’s same-period average of \$55. This year’s RevPAR was also above the average week rate (52.61) and this year’s 28 day-period rate of 56.31.

Revenue per available room trends by day and year

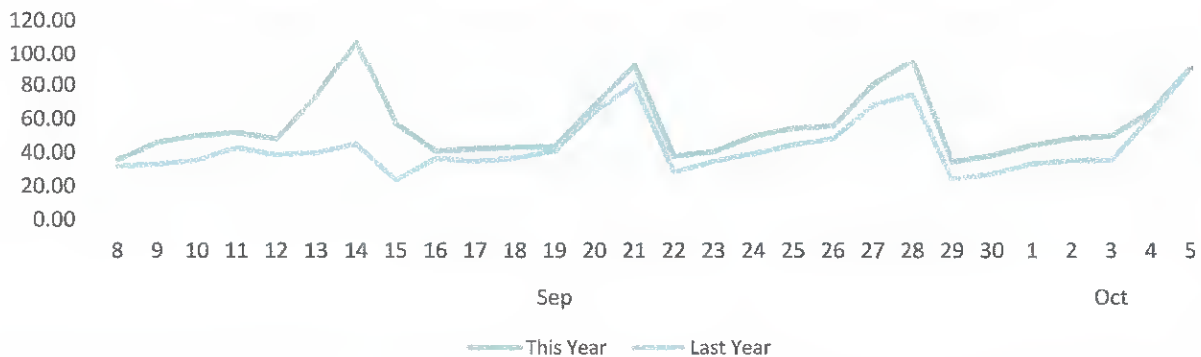


FIGURE 19. STR REVPAR BY DAY AND YEAR

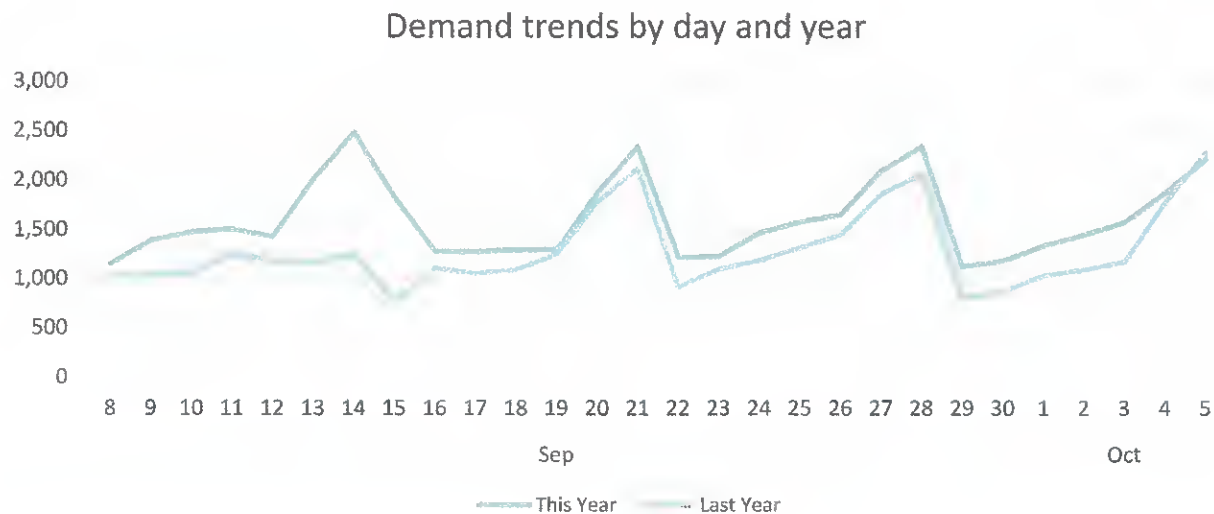


FIGURE 20. STR DEMAND TRENDS BY DAY AND YEAR

The demand trend in Figure 20 shows an increase this year over last year. Room demand for this year’s event period was 1,780 rooms as compared to last year’s same four-day period average of 1,585 rooms, an increase of 17.1%. Room demand during event night. It was also above the daily average demand for the month (1,606) and for the week (1,538).

Total lodging revenue for this year’s event-period was also higher than last years by 20.9%. This year’s SANDCASTLE DAYS four-night revenue averaged \$171,507 whereas last year’s same-day revenue was \$150,644 as seen in Figure 21. The average revenue is also higher than this year’s month average revenue (\$153,043) and for the week (\$142,983).



FIGURE 21. STR REVENUE TRENDS BY DAY AND YEAR

STR hotel trend data Comparison of same day this year to last

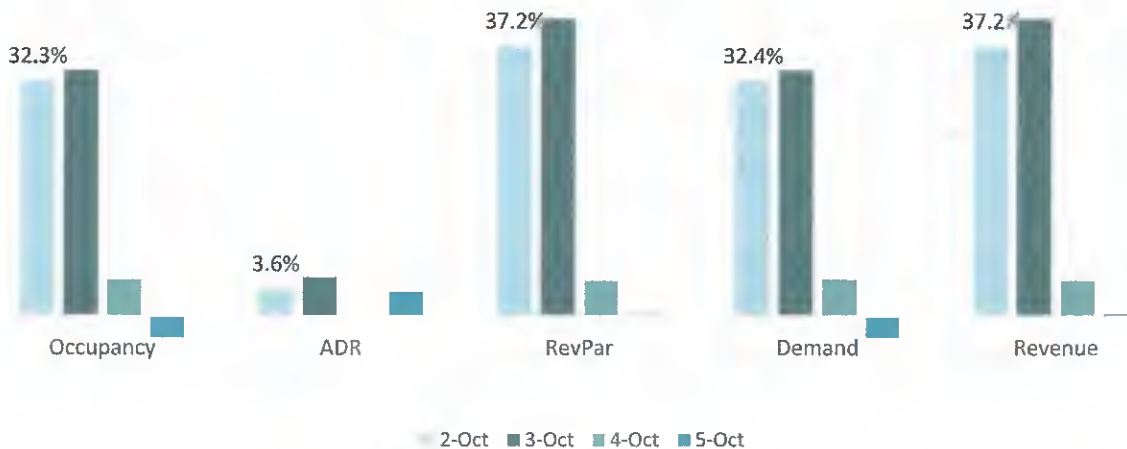


FIGURE 22. STR HOTEL TREND DATA 4-DAY COMPARISON

Finally, Figure 22 summarizes the average percent change in hotel occupancy, ADR, RevPAR, Demand, and Revenue for the final nights of that SANDCASTLE DAYS attendees would have spent the night on the Island were positive.

The STR data suggests that SANDCASTLE DAYS could have resulted in an increase in lodging occupancy and rates over the week or month period as compared to the same four-day period as last year. In addition, other events held during the same four-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 31.4% of the hotel rooms listed, thus all results should be interpreted accordingly without a high degree of assurances of generalizability.

Appendix A: Survey

Sandcastle Days 2019

This survey is to understand your household experience and spending during Sandcastle 2019. *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. 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.

- Have you or someone else in your household already completed this survey? Yes No If yes, return this survey.
- Did you come to South Padre Island specifically for Sandcastle Days? Yes No
- **About how many miles did you travel to attend this event? _____ miles
- Which of the following best describes your participation at this event? (Check all that apply)
 - Registrant/Sandcastle Competitor
 - Spectator Event volunteer/staff
 - Event sponsor/vendor Did not attend
 - Other _____ (write in answer)
- **Including yourself, how many people from your household attended the event? _____ Number in household
- How many nights did you (or will you) spend on South Padre Island while attending this event? _____ nights
- **Where are you staying (or did stay) while on South Padre Island for this event?
 - Hotel/motel Rented condo/beach house
 - Campground/RV park Rented a room
 - My own SPI residence Friend/family residence (unpaid)
 - Not spending the night Other (please specify) _____
- *If Hotel/Motel selected, provide name _____
- Which Sandcastle days did you attend and/or will you attend? (check all that apply)
 - WED OCT 2nd
 - THU OCT 3rd
 - FRI OCT 4th
 - SAT OCT 5th
 - SUN OCT 6th
- **Please give your best estimate of the total amount you and your household spent (or will spend) during your entire time in South Padre Island for Sandcastle.
(List only total dollar amounts spent on SPI)

Food & beverages (restaurants, concessions, snacks, etc.)	\$
Night clubs, lounges & bars (cover charges, drinks, etc.)	\$
Lodging expenses (hotel, motel, condo, room)	\$
Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$
Retail shopping (souvenirs, gifts, film, etc.)	\$
Transportation (gas, oil, taxi, etc.)	\$
Parking fees	\$
SPI Admission fees	\$
Clothing or accessories	\$
Groceries	\$
Other (please specify)	\$

- 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?
Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely
- How likely are you to return to South Padre Island for a vacation at some time in the future?
 Extremely likely Somewhat likely Neutral
 Somewhat unlikely Extremely unlikely
- How satisfied are you with your overall South Padre Island experience?
 Extremely satisfied Somewhat satisfied Neutral
 Somewhat dissatisfied Extremely dissatisfied
- How satisfied are you with the event?
 Extremely satisfied Somewhat satisfied Neutral
 Somewhat dissatisfied Extremely dissatisfied
- **What suggestions do you have for improving Sandcastle Days or your stay in South Padre Island? (write on back)
- What is your home zip or postal code? _____
- What is your home country?
 US Mexico Canada Other _____
- What is your age? _____ (years of age)
- What is your gender? Male Female Gender diverse
 Prefer not to answer
- What is your marital status?
 Married Single Widowed Divorced/separated
- What is your highest educational attainment?
 Less than high school Associate's degree
 High school graduate Bachelor's degree
 Some college, no degree Graduate/professional degree
- What is your current employment status?
 Work full-time Retired within past year
 Work part-time Retired more than 1 year
 Unemployed (looking for a job) Other (Please specify)
- What is your combined annual household income?
 less than \$20,000 \$60K-\$69,999
 \$20K-\$29,999 \$70K-\$79,999
 \$30K-\$39,999 \$80K-\$99,999
 \$40K-\$49,999 \$100K-\$149,999
 \$50K-\$59,999 \$150,000 or more
- What is your ethnicity? (Select all that apply)
 White Hispanic Mixed
 Black Asian 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.

Appendix B: Zip code map

The following showcases the Sandcastle Sculptors zip codes and names provided by the 2019 Sandcastle Days sponsor.

<u>2019 Master Sculptors:</u>	<u>ZIP CODES OR COUNTRY:</u>
Abe Waterman	94122
Andrew Daily	34231
Bruce Q Peck	34212
Christy Atkinson	77856
Edith Van De Wetering	Hoofdstraat 6g 9968 AB Pieterburen, Holland
Emerson Schreiner	49506
Greg J Grady	03038
John Joaquin Cortez	76446
Lucinda Wierenga	78597
Ludo Roders	3022 RE Rotterdam, Holland
Walter C McDonald	78597
Wilfred Stijger	Hoofdstraat 6g 9968 AB Pieterburen, Holland
<u>2019 Amateau Sculptors:</u>	<u>Zip Codes:</u>
Magic Tables Mamas/J Schmidt	79414
Los Morrocayos/M Mendoza	78665
Phrank's Phun/F Elkins	74131
Sand Pitty/S Nagy	76513
Sand Camp/M Miller	78578
Sandbaggers/A Lucio	78728
Beach Bum/B Reynolds	78566
San Marcos Suns/M Foster	78666
Suns of San Marcos/C Martin	78155

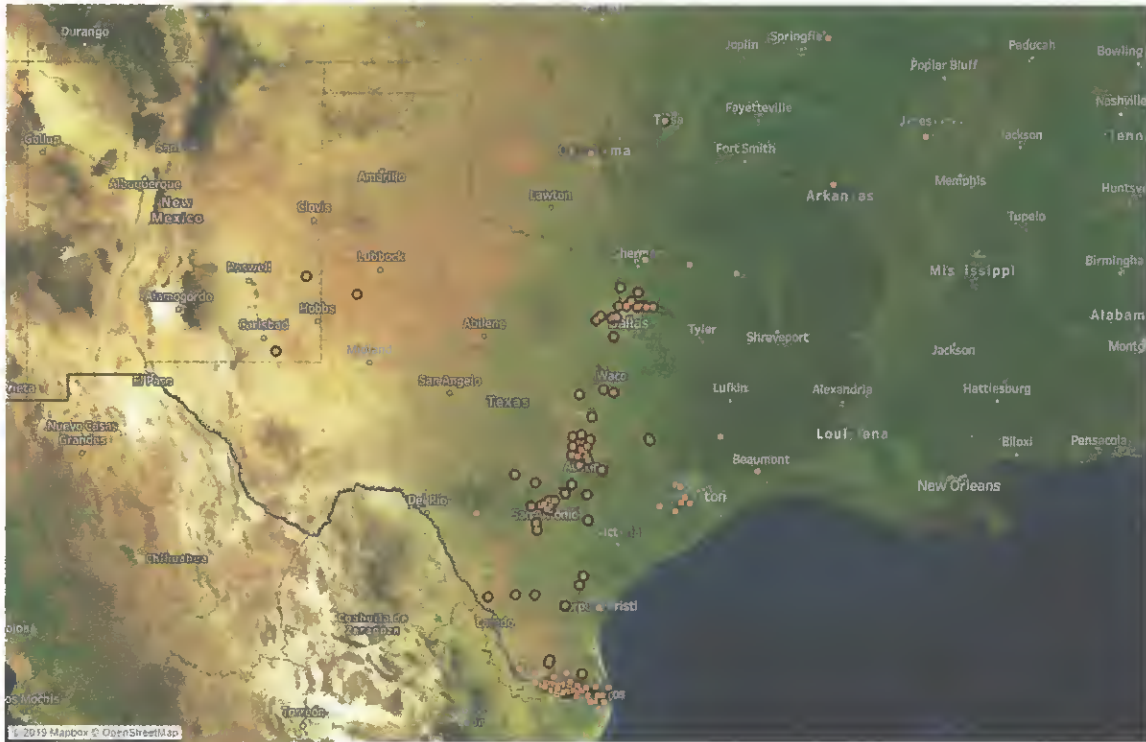
The following showcases the zip codes gathered by the SPI Survey Team at Sandcastle Days 2019.

SURVEYS ZIPCODES



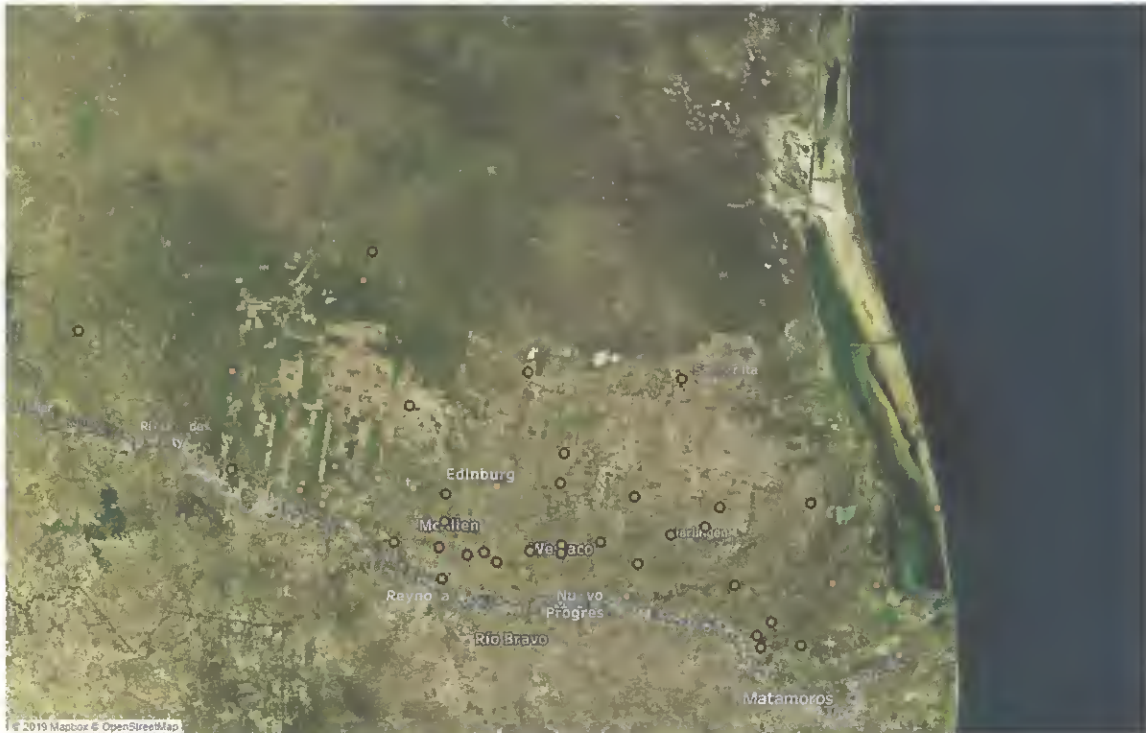
Map based on Longitude (generated) and Latitude (generated). Details are shown for Survey Zipcodes. The view is filtered on Survey Zipcodes, which keeps multiple members.

SURVEYS ZIPCODES



Map based on longitude (generated) and latitude (generated). Details are shown for Survey Zipcodes. The view is filtered on Survey Zipcodes, which keeps multiple members.

SURVEYS ZIPCODES

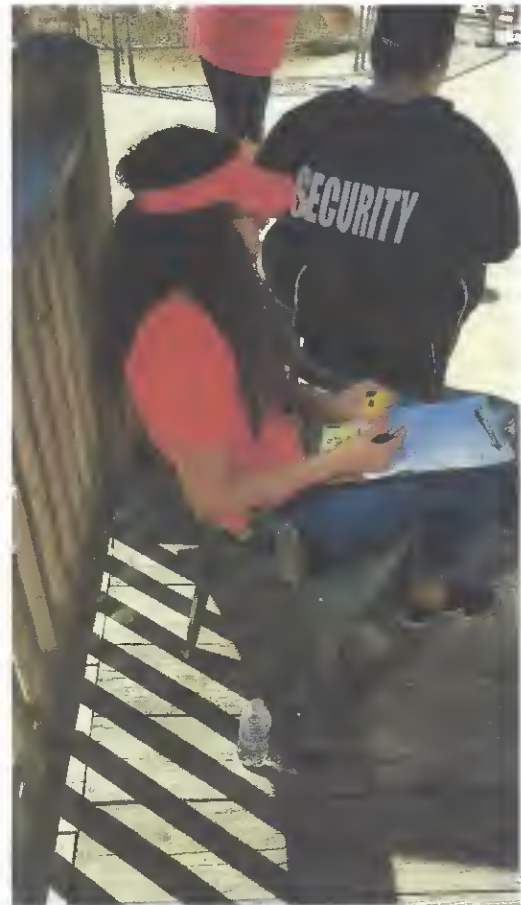


Map based on longitude (generated) and latitude (generated). Details are shown for Survey Zipcodes. The view is filtered on Survey Zipcodes, which keeps multiple members.

Appendix C: Survey Picture Evidence







Sandcastle Days 2019 Drone Picture Analysis



Beginning of the event for the day. 131 people pictured.



People are arriving to see the almost finished products. 143 people pictured.



In just 1 hour, the amount more than doubles. Sandcastles are nearing completion. 344 people pictured.



SPI - Sandcastle Days
Saturday, Oct. 5, 2019
11:30 a.m
Count : 345

Crowd remains steady. Influx has slowed down. 345 people present.



SPI - Sandcastle Days
Saturday, Oct. 5, 2019
12:30 p.m
Count : 445

Crowd picks up once again. Some of the sand artworks are completed. Sandcastle building class also attracts a small crowd. 445 people pictured.



People keep pouring in to see the finished products. There are still some incomplete, but most are now done. 553 people pictured.

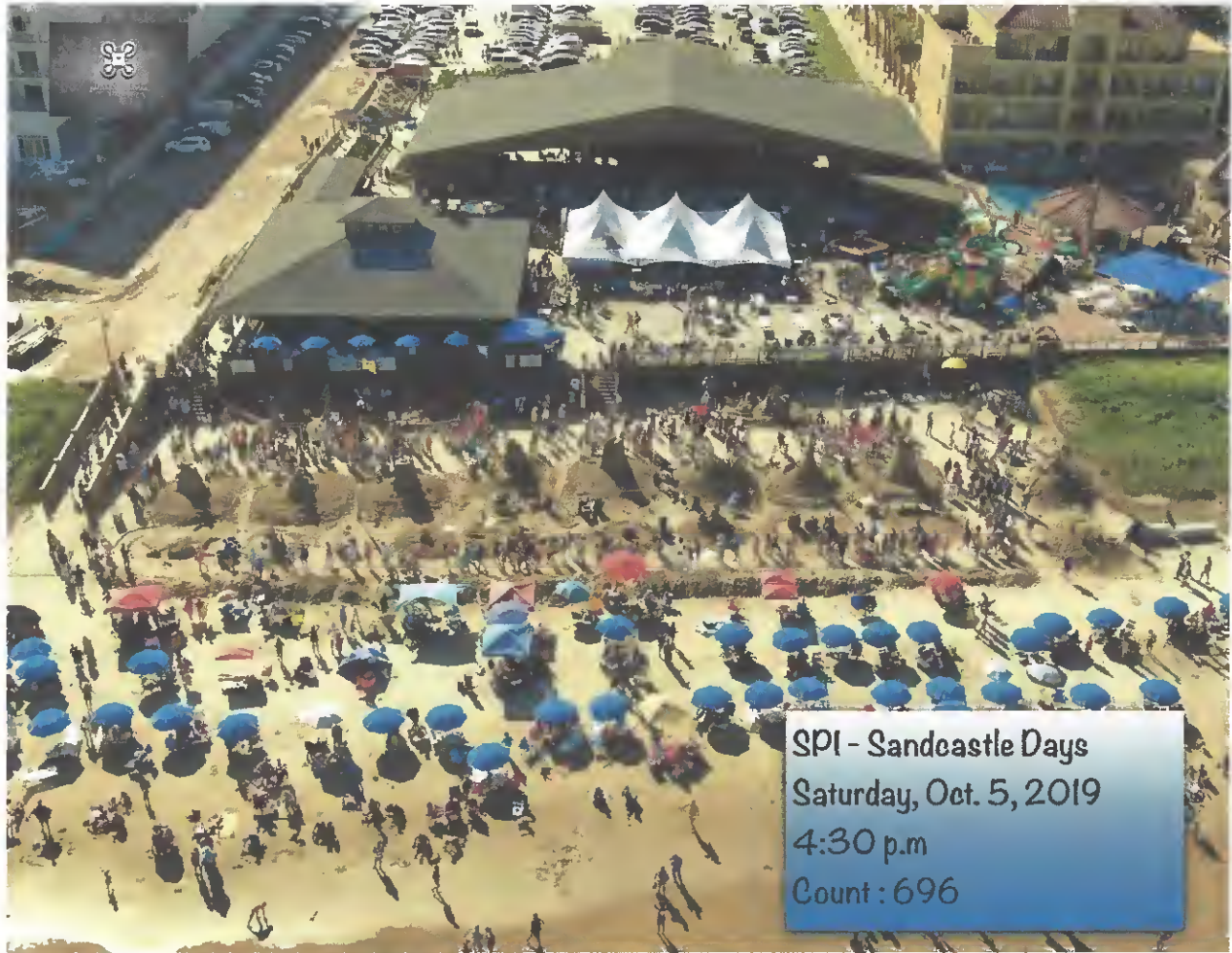


SPI - Sandcastle Days
Saturday, Oct. 5, 2019
2:30 p.m.
Count : 568

More people are still arriving. Announcement is made that a local band will perform shortly, so some head to the stage area. 568 people pictured.



Spectators are still arriving to admire the sandcastles. Most are complete. Local band is also performing. 547 people pictured.



People still continue to pour in to the event. Local band continues to perform along with a pause for an environmental awareness show. 696 people pictured.



Beginning of the event for the day. 113 people pictured.



Crowd sized almost triples as people come to view the finished products. 301 people pictured.



SPI - Sandcastle Days
Sunday, Oct. 6, 2019
11:30 a.m
Count : 355

Crowd increases steadily as more people arrive to view the artwork. 355 people pictured.



Crowd continues to grow and announcement is made that the bar is once again open. 406 people present.



Local band shows up once again. Announcement to support local vendors is made. Crowd shifts back toward the stage area. 348 people pictured.



SPI - Sandcastle Days
Sunday, Oct. 6, 2019
2:30 p.m
Count : 394

Saturday Oct. 6, 2019, 2:30 pm: Crowd once again picks up to see the finished sandcastles as well as the music entertainment. 394 people pictured.



Crowd dwindles as event is nearing closure. 278 people pictured.

Drone videos and on the ground interview evidence were also recorded at the event on Saturday Oct 5th and Sunday Oct 6th. They will be provided to the CVB team in the upcoming weeks.

Videos will be finally posted on the Business and Tourism Research Center at the University of Texas Rio Grande Valley YouTube account. Click the link to stay alert for the latest videos.

<https://www.youtube.com/channel/UCmhZTG8c4y5iiB-RDacRPCw>

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

MEETING DATE: July 27, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Update and discussion on the FY 22/23 budget for Events Marketing and Marketing. (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:

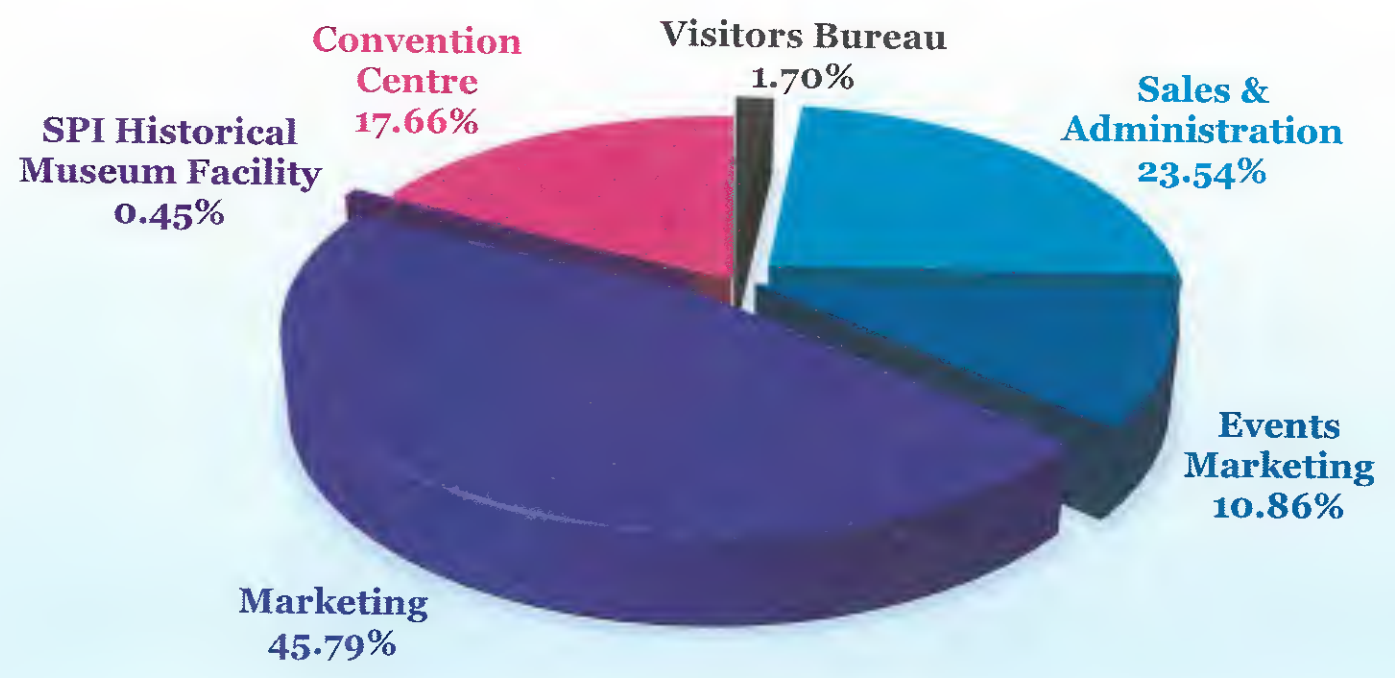


Hotel Motel and Convention Centre Funds

Budget Workshop

July 20, 2022

Hotel/Motel and Convention Centre Expenditures

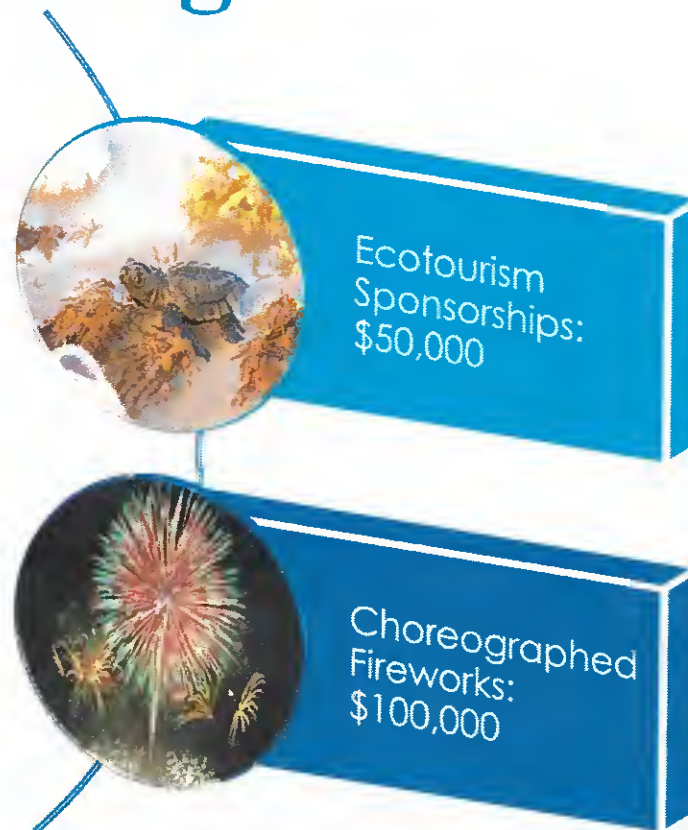


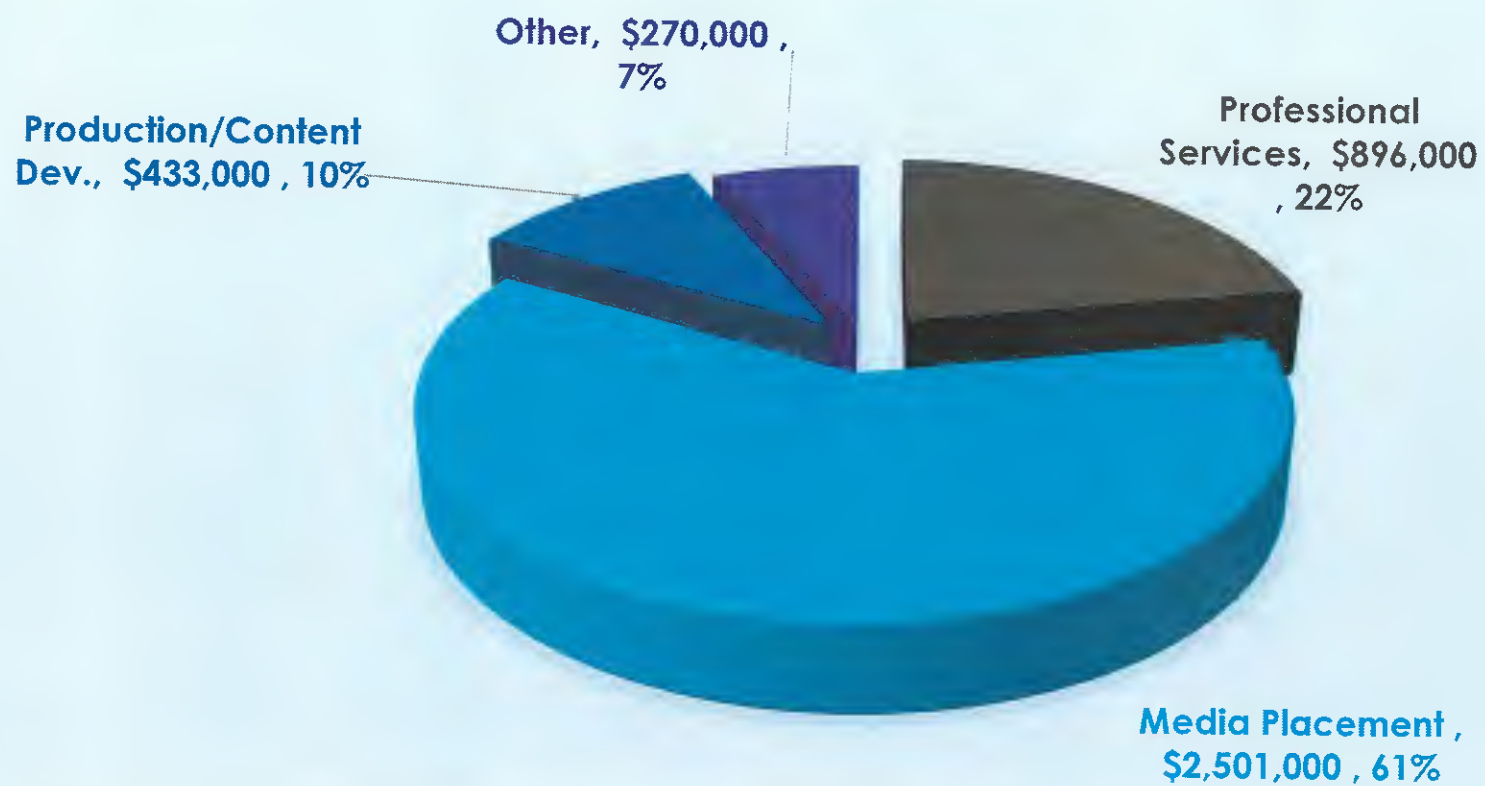
Events Marketing

Total

Sponsorships:

\$649,000



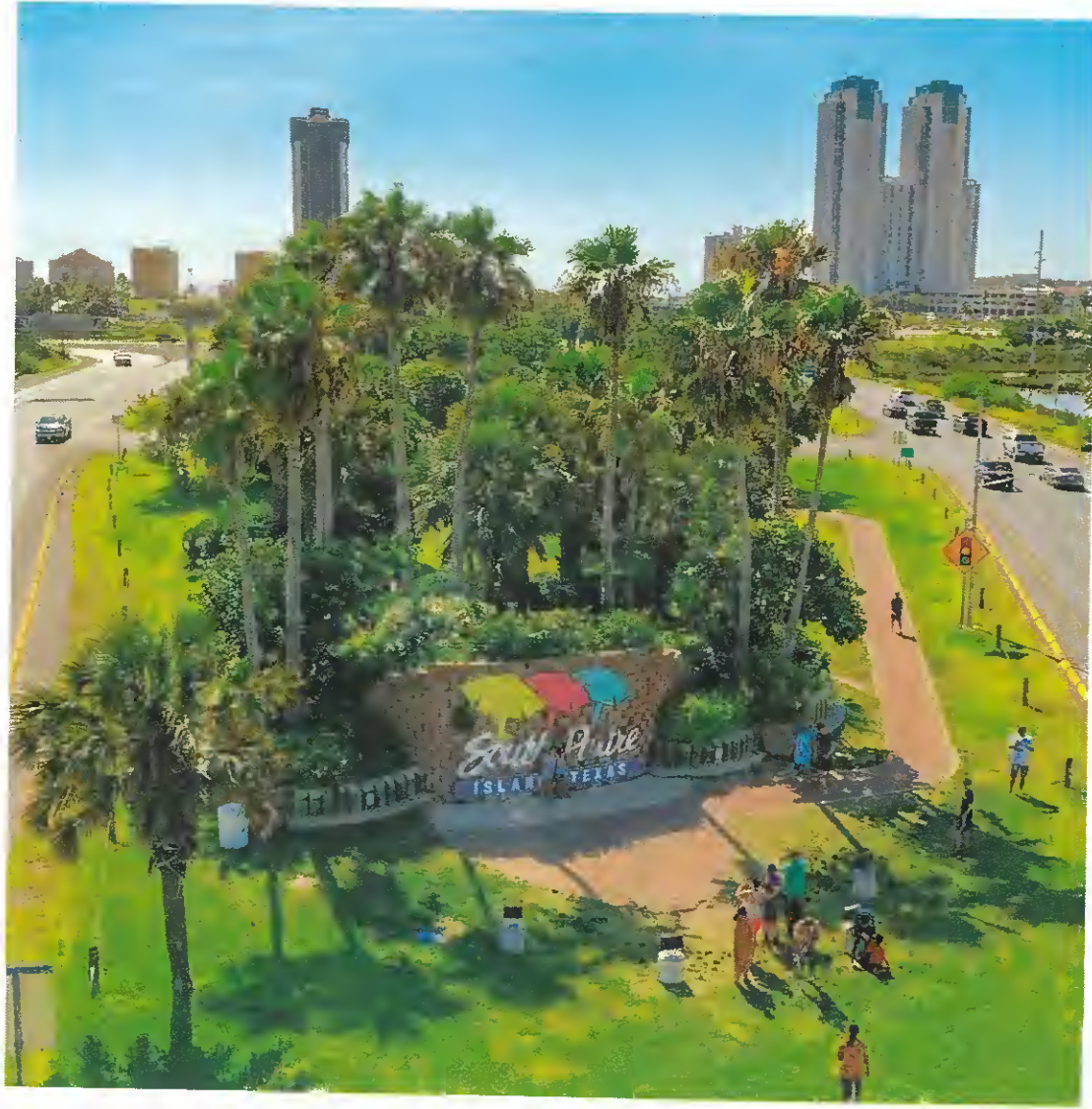


Marketing

Thank you!

Mark your calendar:

July 27th Special City
Council Meeting –
Budget Submission



CITY OF SOUTH PADRE ISLAND
 PROPOSED BUDGET WORKSHEET
 AS OF: JULY 31ST, 2022

02 -HOTEL/MOTEL TAX FUND
 EVENTS MARKETING
 DEPARTMENT EXPENDITURES

		TWO YEARS	ONE YEAR	----- CURRENT YEAR -----		PROPOSED	INCREASE
		PRIOR	PRIOR	ACTUAL	Y-T-D	BUDGET	(DECREASE)
		ACTUAL	ACTUAL	BUDGET	ACTUAL		
<u>MISCELLANEOUS SERVICES</u>							
593-0501	COMMUNICATIONS	900.00	1,275.00	1,680.00	1,000.00	1,680.00	0.00
	SPECIAL EVENTS MANAGER 0	0.00				1,200.00	
	SPECIAL EVENTS COORDINA 0	0.00				480.00	
593-0511	AUTO ALLOWANCE	3,150.00	4,462.50	4,200.00	3,500.00	4,200.00	0.00
	EVENTS DEVELOP & PACKAG 0	0.00				4,200.00	
593-0513	TRAINING	2,726.78	540.00	8,480.00	0.00	8,480.00	0.00
593-0520	INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
593-0530	PROFESSIONAL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
593-0540	ADVERTISING	0.00	236.70	0.00	0.00	0.00	0.00
593-0550	TRAVEL	2,933.47	383.40	3,059.00	2,268.68	3,059.00	0.00
593-0551	DUES & MEMBERSHIPS	3,100.90	3,025.90	3,590.00	1,950.00	3,590.00	0.00
	SPORTS EVENTS & TOUR AS 0	0.00				1,100.00	
	INTERNATIONAL FILM COMM 0	0.00				1,490.00	
	TX ASSOC OF FILM COMMIS 0	0.00				1,000.00	
*** CATEGORY TOTAL ***		12,811.15	9,923.50	21,009.00	8,718.68	21,009.00	0.00
<u>EQUIPMNT > \$5,000 OUTLAY</u>							
593-1001	BUILDINGS & STRUCTURES	0.00	0.00	0.00	0.00	0.00	0.00
593-1006	LAND ACQUISITION	0.00	0.00	0.00	0.00	0.00	0.00
593-1007	MOTOR VEHICLES	0.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		0.00	0.00	0.00	0.00	0.00	0.00
<u>SPRING BREAK</u>							
593-7010	HOSTING COSTS	0.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		0.00	0.00	0.00	0.00	0.00	0.00
<u>TOURSIM AND CULTURAL</u>							
593-8015	TEXAS POLICE GAMES	0.00	0.00	0.00	0.00	0.00	0.00
593-8030	FIREWORKS	30,000.00	97,000.00	100,000.00	72,500.00	100,000.00	0.00
593-8045	KITE BOARDING RODEO	0.00	0.00	0.00	0.00	0.00	0.00
593-8060	ENTRANCE SIGNS	8,835.00	8,893.25	10,000.00	8,277.25	10,000.00	0.00
593-8068	KITEFEST	0.00	0.00	0.00	0.00	0.00	0.00
593-8070	BEACH AND BIKERFEST	0.00	0.00	0.00	0.00	0.00	0.00
593-8071	SPI MARATHON	0.00	0.00	0.00	0.00	0.00	0.00
593-8074	SPRING BREAK	4,894.98	4,841.00	8,000.00	6,435.35	12,000.00	4,000.00
593-8075	SAND CASTLE DAYS/SUMMER CON	0.00	0.00	0.00	0.00	0.00	0.00
593-8077	MEMORIAL DAY CONCERT	0.00	0.00	0.00	0.00	0.00	0.00
593-8080	NCAA BASKETBALL	0.00	78.00	10,000.00	0.00	0.00	(10,000.00)

CITY OF SOUTH PADRE ISLAND
 PROPOSED BUDGET WORKSHEET
 AS OF: JULY 31ST, 2022

02 -HOTEL/MOTEL TAX FUND
 EVENTS MARKETING
 DEPARTMENT EXPENDITURES

		TWO YEARS	ONE YEAR	----- CURRENT YEAR -----		PROPOSED	INCREASE
		PRIOR	PRIOR	ACTUAL	Y-T-D	BUDGET	(DECREASE)
		ACTUAL	ACTUAL	BUDGET	ACTUAL		
593-8081	NBA D LEAGUE	0.00	0.00	0.00	0.00	0.00	0.00
593-8084	SPI Bikefest	0.00	0.00	0.00	0.00	0.00	0.00
593-8086	TIFT	0.00	0.00	0.00	0.00	0.00	0.00
593-8088	LKT	0.00	0.00	0.00	0.00	0.00	0.00
593-8099	MISC SPONSORSHIPS	<u>315,851.29</u>	<u>319,316.59</u>	<u>524,072.00</u>	<u>271,596.91</u>	<u>649,391.00</u>	<u>125,319.00</u>
***	CATEGORY TOTAL ***	359,581.27	430,128.84	652,072.00	358,809.51	771,391.00	119,319.00
<u>TOURISM AND CULTURAL</u>							
593-8101	ECOTOURISM SPONSORSHIPS	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	0.00
593-8115	HIGH SCHOOL BASKETBALL	0.00	0.00	0.00	0.00	0.00	0.00
593-8118	FALL CONCERT SERIES	0.00	0.00	0.00	0.00	0.00	0.00
593-8131	KING OF THE CAUSEWAY	0.00	0.00	0.00	0.00	0.00	0.00
593-8142	JAILBREAK	0.00	0.00	0.00	0.00	0.00	0.00
593-8143	SAND CRAB RUN	0.00	0.00	0.00	0.00	0.00	0.00
593-8144	SPRING BREAK SPONSORSHI?	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
***	CATEGORY TOTAL ***	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	0.00
<u>INTERFUND TRANSFERS</u>							
593-9471	TSF TO GF - SPRINGBREAK	0.00	124,641.00	175,271.00	175,271.00	0.00	(175,271.00)
593-9474	TSF TO BAY ACCESS FUND	0.00	49,564.00	0.00	0.00	0.00	0.00
593-9477	TRANSPORTATION GRANT	0.00	0.00	0.00	0.00	50,000.00	50,000.00
	TSF TO TRANSIT 1	<u>50,000.00</u>				<u>50,000.00</u>	
***	CATEGORY TOTAL ***	0.00	174,205.00	175,271.00	175,271.00	50,000.00	(125,271.00)
<u>MISC ADJUSTMENTS</u>							
593-9999	MISC DEPT ADJ	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
***	CATEGORY TOTAL ***	0.00	0.00	0.00	0.00	0.00	0.00
***	DEPARTMENT TOTAL ***	<u>496,249.42</u>	<u>739,516.75</u>	<u>978,710.55</u>	<u>651,724.44</u>	<u>972,283.00</u>	<u>(6,427.55)</u>

CITY OF SOUTH PADRE ISLAND
 PROPOSED BUDGET WORKSHEET
 AS OF: JULY 31ST, 2022

02 -HOTEL/MOTEL TAX FUND
 MARKETING

DEPARTMENT EXPENDITURES	TWO YEARS PRIOR ACTUAL	ONE YEAR PRIOR ACTUAL	----- CURRENT YEAR -----		PROPOSED BUDGET	INCREASE (DECREASE)
			ACTUAL BUDGET	Y-T-D ACTUAL		
<u>GOODS AND SUPPLIES</u>						
594-0103 VIDEO MEDIA	0.00	0.00	0.00	0.00	0.00	0.00
594-0108 FULFILMENT AND POSTAGE	0.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***	0.00	0.00	0.00	0.00	0.00	0.00
<u>BULK GOODS AND SUPPLIES</u>						
594-0230 STOCK PROMO - TRADE SHOWS	0.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***	0.00	0.00	0.00	0.00	0.00	0.00
<u>MISCELLANEOUS SERVICES</u>						
594-0513 TRAINING EXPENSE	21.72	198.00	4,070.00	990.00	0.00	(4,070.00)
594-0530 PROFESSIONAL SERVICES	393,978.69	272,870.36	886,980.00	673,403.28	896,000.00	9,020.00
ACCT SERIVCES ZIMMERMAN	0	0.00			654,000.00	
PREDICTIVE DATA LAB	0	0.00			54,000.00	
SMITH TRAVEL RESEARCH/S	0	0.00			8,000.00	
PERSONA VISITOR PROFILE	0	0.00			10,000.00	
VISA VUE/VISA USA	0	0.00			38,000.00	
VR MARKET / KEY DATA	0	0.00			12,500.00	
ARRIVALIST	0	0.00			75,000.00	
LEGAL FEES	0	0.00			7,000.00	
AJR PUBLISHING	0	0.00			2,459.00	
CROWDRIFF	0	0.00			28,500.00	
SPROUT SOCIAL	0	0.00			4,800.00	
TIME.LY	0	0.00			1,741.00	
594-0531 MEDIA PLACEMENT	1,973,724.33	1,602,599.94	3,106,450.00	2,243,238.88	2,501,000.00	(605,450.00)
MEDIA PLACEMENT BY AGEN	0	0.00			1,031,000.00	
IN-HOUSE GRP BUSINESS M	0	0.00			200,000.00	
IN-H MARKETING AIRLFT,D	0	0.00			100,000.00	
IN-H MEDICA PLCMNT (FAL	0	0.00			300,000.00	
MEDIA PLACEMENT (AGENCY	0	0.00			870,000.00	
594-0533 MARKETING	104,800.55	70,798.71	60,000.00	44,414.44	160,000.00	100,000.00
BRAND DEVELOPMENT	0	0.00			160,000.00	
594-0535 FAMILIARIZATION TOURS	0.00	0.00	0.00	0.00	30,000.00	30,000.00
MEX MED TOURS, AGENCY FA	0	0.00			30,000.00	
594-0537 PRODUCTION/CONTENT DEVELOPM	183,089.64	170,391.82	266,000.00	164,343.80	433,000.00	167,000.00
CREATIVE CONTENT - NEW	0	0.00			183,000.00	
PROD & EDIT - LEAL MED	0	0.00			150,000.00	
CREATN ON MEDIA PLAC IN	0	0.00			100,000.00	
594-0538 CONVENTION SERVICES	0.00	90.00	0.00	0.00	0.00	0.00
594-0550 TRAVEL EXPENSE/TRADE SHCWS	19,122.57	8,060.46	15,450.00	8,422.26	20,000.00	4,550.00

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

MEETING DATE: July 27, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action concerning the new meeting date for August 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: