

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

**FRIDAY, SEPTEMBER 23, 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 Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. [Note: State law will not permit the Convention and Visitors Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to City Staff or may be placed on the agenda of a future Convention and Visitors Advisory Board meeting]*

4. Approve Consent Agenda

4.1. Approve the meeting minutes for the August 24, 2022 regular meeting. (Till)

4.2. Approve the Special Events Committee post-event reports for the following events:  
(Brown)  
\*Texas International Fishing Tournament 2022  
\*Ladies Kingfish Tournament 2022

5. Regular Agenda

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

5.2 Presentation and discussion regarding the CVB Monthly Report. (Henry)  
1.) Special Events  
2.) Groups & Meetings  
3.) Marketing & Communications  
4.) Social Media  
5.) Cision  
6.) In-House Creative



- 5.3 Discussion and possible action to approve the funding request for the Texas Beach Ultimate Festival in April 2023. (Brown)
- 5.4 Discussion and possible action to approve the Brand Refresh and Definition Project for South Padre Island. (Henry)
- 5.5 Discussion and possible action to approve the position of Director of Marketing to the CVB Staff. (Henry)
- 5.6 Discussion and possible action to approve the position of Director of Sales to the CVB Staff. (Henry)
- 5.7 Discussion and possible action to approve the marketing buy with Rio Sports Live for the amount of \$60,000. (Pinkerton)
- 5.8 Discussion on growth comparison for hotel & vacation rental inventory from 2019 to 2022. (Pinkerton)
- 5.9 Discussion and action concerning the new meeting date for October 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 MONDAY, SEPTEMBER 19, 2022

  
Ema Jaramillo, 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 MONDAY, SEPTEMBER 19, 2022 AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

  
Ema Jaramillo, Management Assistant

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



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

**MEETING DATE:** September 23, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the August 24, 2022 regular meeting. (Till)

**ITEM BACKGROUND**

Na

**BUDGET/FINANCIAL SUMMARY**

Not available

**COMPREHENSIVE PLAN GOAL**

NA

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**WEDNESDAY, AUGUST 24, 2022**

9:00 AM AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2ND FLOOR

4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

**1. Call to Order**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, August 24, 2022 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Tillman called the meeting to order at 9:00 AM. A full quorum was present: Vice Chairman Daniel Salazar, Board Members Rene Valdez, Tom Goodman, Bob Friedman, Chad Hart, and Bryan Pinkerton.

City Officials: Council Member Ken Medders and Kerry Schwartz

CVB Staff: CVB Director Blake Henry, Operations and Services Manager Lori Moore, Senior Marketing and Communications Manager Teresa Rodriguez, Special Events Manager April Brown, Marketing and Communications Specialist Dennise Hernandez, Marketing and Communications Specialist Mauricio Cervantes, Administrative Assistant/Receptionist Silvia Sanchez and City Secretary/Public Information Officer Angelique "Nikki" Soto.

**2. Pledge of Allegiance**

CVB Chairman Sean Till led the pledge of allegiance.

**3. Public Comments and Announcements**

**4. Approve Consent Agenda**

Chairman Sean Till made a motion to approve agenda items 4.1 - 4.3. Vice Chairman Daniel Salazar seconded motion. Motion carried unanimously.

- 4.1. Approve the excused absences for Board Members Bryan Pinkerton and Bob Friedman for the July 27, 2022 regular meeting. (Till)
- 4.2. Approve the meeting minutes for the July 27, 2022 regular meeting. (Till)
- 4.3. Approve the Special Events Committee post-event reports for the following events:  
(Brown)  
\* Ron Hoover Fishing Tournament 2022

**5. Regular Agenda**

Agenda: AUGUST 24, 2022



- 5.1. Discussion and possible action to approve The Zimmerman Agency's Q1 Fall Media Plan for FY 22/23.  
Board Member Rene Valdez made comments and discussed a motion to approve, seconded by Vice Chairman Daniel Salazar. Motion carried unanimously.
- 5.2. Presentation and discussion by Predictive Data Lab on campaign performances, KPIs, and analytics. The Zimmerman Team presented an update on...
- 5.3. Presentation and discussion regarding the CVB Monthly Report:  
1.) Special Events- Special Events Manager April Brown provided an update on the Special Events Department.  
2.) Marketing and Communications- Senior Marketing and Communications Manager Teresa Rodriguez provided an update on the following items below.  
3.) Social Media  
4.) Cision  
5.) In-House Creative
- Board member Chad Hart gave advice on social media and praised staff for their dedication on social media and requested social media regarding food, places to eat and Spanish media.
- 5.4. Discussion and possible action to approve the funding request for Hallowsings in October 2022.  
Boardmember Tom Goodman made a motion to approve, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 5.5. Discussion and possible action to approve the Q1 In-House Fall Media Plan for FY 22/23.  
Board Member Chad Hart made a motion to approve, seconded by Board Member Tom Goodman. Motion carried unanimously.
- 5.6. Presentation and discussion regarding the Mexico FAM Tour for Travel Agencies and Media. Senior Marketing and Communications Manager Teresa Rodriguez presented and answered questions regarding the Mexico FAM Tour.
- 5.7. Discussion and action concerning the new meeting date for September 2022. Chairman Till announce the next meeting was set for Wednesday, September 28, 2022 at 9:00 AM.

## 6. Adjourn

The meeting was adjourned at 11:31 AM.

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Ema Jaramillo, Management Assistant

Approved By:

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Sean Till, CVAB Chairman

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

**MEETING DATE:** September 23, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

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

\*Texas International Fishing Tournament 2022

\*Ladies Kingfish Tournament 2022

**ITEM BACKGROUND**

not available

**BUDGET/FINANCIAL SUMMARY**

not available

**COMPREHENSIVE PLAN GOAL**

na

**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: 08/25/22\_\_\_\_\_

**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: SPI Chamber of Commerce/Ladies Kingfish Tournament

Address: 321 Padre Blvd

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

Full Name:

E-Mail:

Alita Bagley

alita@spichamber.com

Office Number:  
956-761-4412

Cell Phone Number:  
956-243-1920

## EVENT INFORMATION

Name of Event: Ladies Kingfish Tournament\_\_\_\_\_

Date(s) of Event:

August 11 – 14, 2022

Primary Location of the Event:

SPI Convention Center/South Point Marina

How many years have you held this event on South Padre Island? 41

## EVENT FUNDING INFORMATION

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

Amount Requested: \$5,000 Marketing event

Total Amount to be Received: Rec'd to date \$3750 remaining \$1250\_\_\_\_\_

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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? There is a registration fee to participate in our event, \$100.00-\$105.00 per angler, \$30.00/\$35.00 per captain, deck hand, and boat guest and \$40.00 - \$45.00 youth angler. The event is planned to make a net profit. The net profit provides income necessary to sustain this event and supports the Chamber's operational expenses throughout the year. The SPI Chamber is a 501(c) 6 non profit membership organization.

## EVENT ATTENDANCE INFORMATION

How many people did you **predict** would attend this event? (Number submitted in the application)? 500

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What was the actual attendance at the event? Friday reg 460 Saturday dock 525 Sunday awards 400 Total anglers 223 – captains/crew 203 -

How many of the participants were from another city or county? 172

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How many room nights did you **predict** in your application would be generated by attendees of this event? 200

How many room nights were **actually generated** by attendees of this event? 202

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: 202 \_\_\_\_\_ Two Years Ago: Covid \_\_\_\_\_

Last Year: 208 \_\_\_\_\_ Three Years Ago: 145 \_\_\_\_\_

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 survey participants on each registration form and compile zipcode information for attendees. Out of area (Participants = 168) add 20% for additional family members/crew/captains = 201 201/2 = 101 x 2 night stay = 202 room nights

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 \$: 1009 \_\_\_\_\_

Website \$: 240 \_\_\_\_\_

Radio \$: \_\_\_\_\_

Social Media \$: 600 \_\_\_\_\_

TV \$: 400 (Discounted 1320 sponsor)

Other Digital Advertising \$: 2660 \_\_\_\_\_

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? CVB logo used on all. Utilized the CVB logo with link wherever possible. The links on our website spichamber.com are perpetual for all event sponsors. Our Chamber website and the Guide to South Padre Island actively promote local lodging year round, as well as for LKT. Event appeared on the sopadre website event page. We also posted LKT Lodging opportunities on our FB page

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

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### ADDITIONAL EVENT INFORMATION

Please note any other success indicators of your event:

We had a record number of anglers at weigh in. Event sponsorship was exceeded.

What South Padre Island businesses did you utilize for food, supplies, printing, etc.? S.O.S. Printing, Karla's Katering, Beach Park SPI, , SPI Designs, Toucan Graphics, A Clean Portoco, Rental World, Coastal Current, Port Isabel Press, Sea Ranch Marina II at SouthPoint, Laguna Madre, Rudy's BBQ

What was the weather like during the event?

There were a few rain showers off shore and in the bay but overall good weather

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

School early start dates and student activities in schools starting early – Fuel Prices Storms were predicted which may have caused some cancellations, however, our angler registration was up this year and the weather ended up being great. We had a record number of anglers at weight in.

*Alita Bagley*

08/25/22

Authorized Signature

Date

Alita Bagley

Print Name

11:43 AM  
08/25/22  
Cash Basis

**South Padre Island Chamber of Commerce**  
**Custom Summary Report**  
**October 2021 through September 2022**

	<u>Oct '21 - Sep 22</u>
<b>Ordinary Income/Expense</b>	
Income	
450000 · Ladies Kingfish Tournament -	
411050 · Reg. Fees	26,370.00
412050 · Sponsorship	46,995.00
	<u>73,365.00</u>
Total 450000 · Ladies Kingfish Tournament -	73,365.00
<b>Total Income</b>	<u>73,365.00</u>
<b>Gross Profit</b>	73,365.00
Expense	
620000 · Ladies Kingfish Tournament	
500050 · Promotion	4,242.65
502050 · Awards/Prizes/Trophies	1,013.08
522050 · Food/Drink	4,387.12
562050 · Misc.	2,878.91
	<u>12,521.76</u>
Total 620000 · Ladies Kingfish Tournament	12,521.76
<b>Total Expense</b>	<u>12,521.76</u>
<b>Net Ordinary Income</b>	<u>60,843.24</u>
<b>Net Income</b>	<u><u>60,843.24</u></u>



ANGLERS	ZIP
Bay	30276
Bay	75081
Bay	76108
Bay	76527
Bay	76935
Bay	77377
Bay	77494
Bay	77573
Offshore	77573
Offshore	77573
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Bay	78023
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Bay	78598
Bay	78598
Bay	78598
Bay	78602
Bay	78704
Bay	78704
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Bay	78704
Bay	78704
Offshore	78727
Bay	78734
Offshore	78735
Bay	78738
Bay	78749
Bay	78972
Offshore	85204

TOTAL ANGLER 223

OUT OF AREA 168

CAPTAIN/CREW

**FOR IMMEDIATE RELEASE:****FOR MORE INFORMATION CONTACT:**

Dianna L. Harvill  
 956.761.4412 (office)  
 956.455.1830 (cell)  
 dianna@spichamber.com

## ***Lady Anglers Are Ready To Fish The 41<sup>st</sup> Annual Ladies Kingfish Tournament***

The 41<sup>st</sup> Annual Ladies Kingfish Tournament week is here! The committee has worked hard to produce a tournament packed full of fun, and of course, the Chamber has ordered awesome weather for fishing on Saturday August 13<sup>th</sup>. Pre-registration can be done until noon on Friday, August 12th and registration forms are available on the Chamber's website at [www.spichamber.com](http://www.spichamber.com).

Everyone loved the changes to the tournament last year, so we are going to do it again. Come hungry because you do not want to miss out on the BBQ and all the trimmings, and of course just an all-around FUN evening! Not to worry, we will still have a Continental Breakfast on Sunday prior to the Awards Ceremony, and of course full service bars at both events.

The other change or addition actually, last year was the addition of the Youth Division. The committee is still committed to educating our future lady anglers about the joy of fishing and about conversation. One change this year to the Youth Division is a change in age. All young ladies age 10 (was 12 last year) on August 13<sup>th</sup> (fishing day) or younger, will enter in the Youth Division. Anglers in the Youth Division can fish in the Bay Division for Redfish, Trout or Flounder or in the Offshore Division for Kingfish, Blackfin Tuna, Bonito or Dolphin. First place trophies will be awarded for each species. Fish in the Youth Division will not count toward Grand Champion or the Challenge.

One other change this year is the committee decided to move the Kingfish back into the overall offshore division. The adult ladies tournament continues to be divided into two divisions, Bay and Offshore. Anglers fishing in the Bay Division will vie for trophies in the categories of Redfish, Trout and Flounder, while anglers in the Offshore Division compete in the categories of Kingfish, Bonito, Blackfin Tuna and Dolphin. Trophies will be awarded to the first three places in each category and Grand Champion Bay and Grand Champion Offshore winners will also receive trophies.

The tournament kicks off Friday, August 12<sup>th</sup> with check-in and on-site registration from 4:00 p.m. to 7:00 p.m. at the SPI Convention Centre. The bars, food, and vendors will be available until 8:00 p.m. again this year to give everyone a little more time to visit and shop. On Saturday, fishing begins at 6:30 a.m. and Sea Ranch Marina II at SouthPoint is where all the action will be with Bay division weigh-in from 2:00 p.m. to 4:00 p.m. and Offshore weigh-in from 4:00 p.m. to 7:00 p.m. Sea Ranch Marina II at SouthPoint provides a large viewing and parking area for family and friends, and anyone else that would like to see who brings in the biggest fish. The Sunday Awards Ceremony and Continental Breakfast will be held at SPI Convention Centre beginning at 11:00 a.m. All participants are invited to attend.

Registration fees are \$105 per angler, and includes an event bag, Friday night BBQ and Continental Breakfast at the Sunday Awards Ceremony. Registration fee for captains/boat operators/deck hands/guests is \$35 and includes, Friday night BBQ and Continental Breakfast at the Awards Ceremony on Sunday. **All anglers and all captain/boat operators/deckhands/guests on the boat must be paid registrants of the tournament, and have completed release forms on file with the SPI Chamber of Commerce.** Tickets may also be purchased at the Merchandise Booth for the Friday night BBQ for \$30 and Sunday for \$15.00 per person for those not registered on a boat. Food will be available only with a ticket.

Sponsors are the most essential element of a tournament because without them we could not have LKT! The sponsors of this year's tournament are: **Elite Sponsor:** Courtyard Marriott/ Hilton Garden Inn/La

Copa/La Quinta; **Title Sponsors:** Friends of RGV Reef (paid by anonymous donor), Shallow Sport Boats, The Sportsman, and South Padre Island Convention & Visitors Bureau; **Gold Sponsors:** Sea Ranch II at SouthPoint, Texas Sportsman TV Show & Magazine and Texas Outdoor Lifestyles TV Show; **Silver Sponsors:** Exceptional Emergency Center and Sutherlands; **Bronze Sponsors:** AEP, Generous Anonymous Donor, Isla Grand Beach Resort, McAfee Agency, NextDecade, Palms Resort and Cafe on the Beach, Pirate's Landing Fishing Pier, Rudy's Country Store & BBQ and Sisters Interiors; **BBQ Dinner Sponsor:** Furcron Inc., REALTORS® and Property Mgmt. Co.; **Awards Breakfast Sponsor:** Cactus Flower Interiors; **Friend Sponsors:** A Clean Portoco, Blackbeards', Blue Marlin Supermarket, Breakaway Cruises, Cameron County Insurance Center, Inc., CAS-CPA, LLC, First National Bank-SPI, Holiday Inn Resort, International Bank of Commerce, Padre Island Brewing Co., Pearl South Padre, Port Isabel-South Padre Press, Republic Services, Rio Grande Valley Abstract, S.O.S. Services, Sea Ranch Restaurant, and Shepard Walton King; and **Patron Sponsors:** Ibis Insurance, Karla's Katering, Law Office of Ed Cyganiewicz, SPI Designs, Strong A/C and Refrigeration, and Stronghold Security.

*Join us for the 41<sup>st</sup> Anniversary Ladies Kingfish Tournament, bring your daughter, granddaughter, niece, neighbor or friend, and start your own Island tradition.*

If you would like additional information about the tournament please contact the South Padre Island Chamber of Commerce at 956.761.4412 or [info@spichamber.com](mailto:info@spichamber.com)

*Press Release Updated: August 8, 2022*



# She's A Winner!

South Padre Island Chamber of Commerce  
1st Ladies Kingfish Tournament



Diana L. Howell © 2022

LKT

Elite Sponsor

**COURTYARD**  
BY MARRIOTT  
SOUTH PADRE ISLAND

**La Copa Inn**  
SOUTH PADRE ISLAND

**Hilton Garden Inn**  
South Padre Island

**LAQUINTA**  
BY HYATT  
SOUTH PADRE ISLAND

Title Sponsors

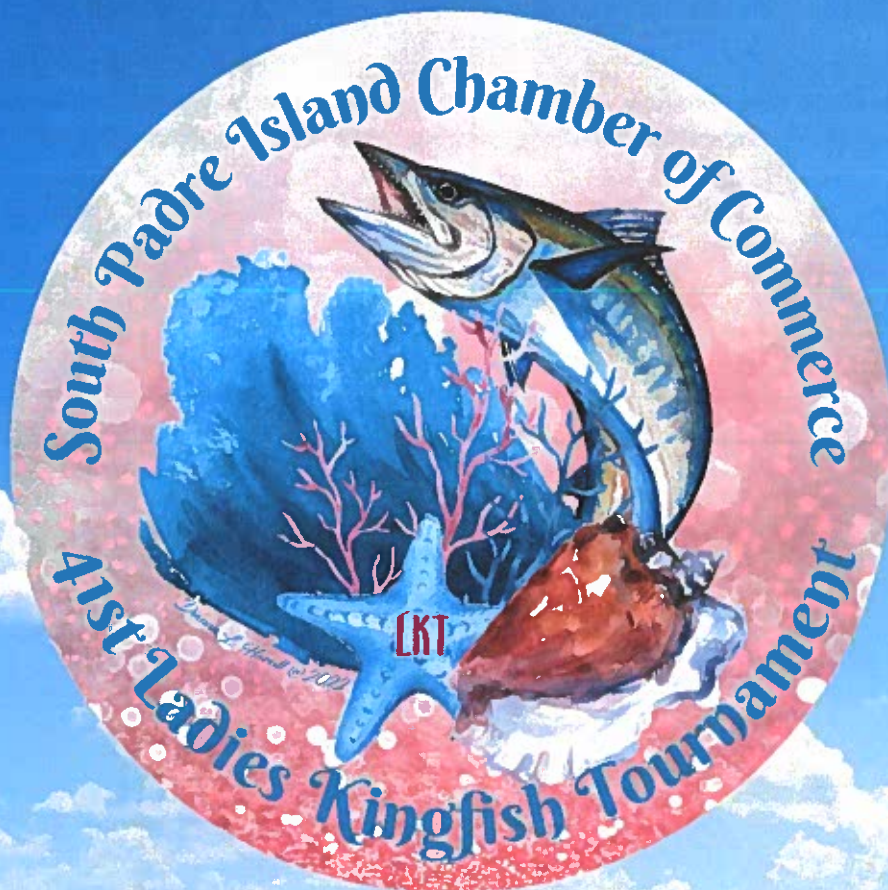
**BBQ REEF**

**The Sportsman**  
Shadow Sport

**South Padre Island**



# August 12-14, 2022



## Elite Sponsor

**COURTYARD**

BY MARRIOTT  
SOUTH PADRE ISLAND



**Hilton  
Garden Inn**  
South Padre Island



SOUTH PADRE ISLAND



BY MARRIOTT  
SOUTH PADRE ISLAND

## Title Sponsors



FRIENDS OF  
**RGV  
REEF**



Download Registration  
Forms and Rules at  
[www.spichamber.com](http://www.spichamber.com)

Follow us on Facebook & Instagram  
[@ladieskingfishtournament](https://www.facebook.com/ladieskingfishtournament)

## SOUTH PADRE ISLAND, TX



August 12-14, 2022

# Elite Sponsor

**COURTYARD**  
BY MARRIOTT  
SOUTH PADRE ISLAND

**La Copa Inn**  
SOUTH PADRE ISLAND

**Hilton Garden Inn**  
South Padre Island

**LAQUINTA**  
BY HYATT  
SOUTH PADRE ISLAND



# Title Sponsors



**RGV REEF**  
RESTORATION & GROWTH

**The Sportsman**  
Shallow Sport

**South Padre Island**

spichamber **LKT**  
LADIES KINGFISH  
TOURNAMENT

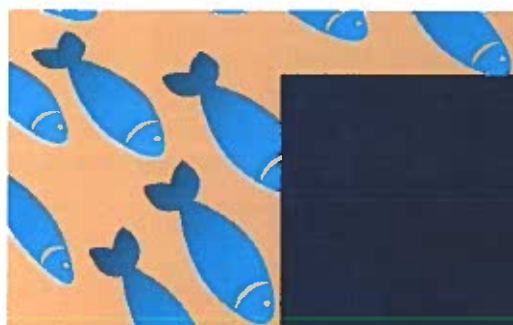
Download Registration  
Forms and Rules at  
[www.spichamber.com](http://www.spichamber.com)

Follow us on Facebook & Instagram  
[@ladieskingfishtournament](https://www.facebook.com/ladieskingfishtournament)

**SOUTH PADRE ISLAND, TX**







#LKT2022



KEEP CALM



and



FISH LKT!

# SOUTH PADRE ISLAND EVENT FUNDING POST EVENT REPORT



Please complete all sections.

Date Report Submitted: 9/8/22

## 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: Texas International Fishing Tournament

Address: P.O. Box 2715

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

Full Name:  
Kristi Collier

E-Mail:  
info@tift.org

Office Number:  
956-943-8438

Cell Phone Number:  
\_\_\_\_\_

**EVENT INFORMATION**Name of Event: Texas International Fishing Tournament

Date(s) of Event:

August 3-7, 2022

Primary Location of the Event:

South Padre Island Convention CenterHow many years have you held this event on South Padre Island? 81**EVENT FUNDING INFORMATION****Please attach an actual event budget showing all revenues including sponsorships and expenses.**Amount Requested: \$25,000

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?

Yes. Net profits go towards providing scholarships.**EVENT ATTENDANCE INFORMATION**How many people did you **predict** would attend this event? (Number submitted in the application)?1200What was the actual attendance at the event? 986How many of the participants were from another city or county? 646How many room nights did you **predict** in your application would be generated by attendees of this event?725How many room nights were **actually generated** by attendees of this event? 147

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:	<u>147</u>	Two Years Ago:	<u>626</u>
Last Year:	<u>575</u>	Three Years Ago:	<u>211</u>

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.)?

It was difficult to get hotels to provide courtesy room blocks & they did not have a method for tracking TIFT attendees

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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?

There was a block at the Pearl

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## 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 \$:	<u>13,000.00</u>	Website \$:	<u></u>
Radio \$:	<u></u>	Social Media \$:	<u></u>
TV \$:	<u>8,500.00</u>	Other Digital Advertising \$:	<u>3,000.00</u>

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?

\_\_\_\_\_

\_\_\_\_\_

### **ADDITIONAL EVENT INFORMATION**

Please note any other success indicators of your event:

The partnership with the Sport Fishing Championship created additional advertising and promotional opportunities across all platforms.

\_\_\_\_\_

\_\_\_\_\_

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

Louie's Backyard, Blue Marlin, Alex Avalos Printing,

\_\_\_\_\_

\_\_\_\_\_

What was the weather like during the event?

Hot and sunny

\_\_\_\_\_

\_\_\_\_\_

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

The partnership with SFC allowed TIFT to reach new anglers and promote SPI across new channels.

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_  
**Date**

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



# Texas International Fishing Tournament

Budget vs. Actuals: FY2022 - FY22 P&L

January - December 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
Bucket Auction	21,904.83	13,000.00	8,904.83	168.50 %
Challenge Donations	96,296.00	80,000.00	16,296.00	120.37 %
Corporate Sponsor Income	159,900.00	175,000.00	-15,100.00	91.37 %
Merchandise Income	53,034.13	50,000.00	3,034.13	106.07 %
Miscellaneous Income		100.00	-100.00	
Meals	850.00		850.00	
<b>Total Miscellaneous Income</b>	<b>850.00</b>	<b>100.00</b>	<b>750.00</b>	<b>850.00 %</b>
Registration Fees	82,545.00	85,000.00	-2,455.00	97.11 %
Trophy Income	22,725.00	19,000.00	3,725.00	119.61 %
<b>Total Income</b>	<b>\$437,254.96</b>	<b>\$422,100.00</b>	<b>\$15,154.96</b>	<b>103.59 %</b>
<b>GROSS PROFIT</b>	<b>\$437,254.96</b>	<b>\$422,100.00</b>	<b>\$15,154.96</b>	<b>103.59 %</b>
Expenses				
Advertising	24,052.85	30,000.00	-5,947.15	80.18 %
Bank Service Charges	641.37	3,500.00	-2,858.63	18.32 %
Bonus	18,750.00	20,000.00	-1,250.00	93.75 %
Challenge Expense	2,137.06	1,000.00	1,137.06	213.71 %
Challenge Labor	5,300.00	5,000.00	300.00	106.00 %
Challenge Office Supplies	268.61	500.00	-231.39	53.72 %
Challenge Printing	1,225.30	1,000.00	225.30	122.53 %
<b>Total Challenge Expense</b>	<b>8,930.97</b>	<b>7,500.00</b>	<b>1,430.97</b>	<b>119.08 %</b>
Charitable Contributions		5,000.00	-5,000.00	
Contract Labor	35,153.29	45,000.00	-9,846.71	78.12 %
Data Processing	17,115.92	12,000.00	5,115.92	142.63 %
Dock Supplies	20,047.07	25,000.00	-4,952.93	80.19 %
Dues and Subscriptions	515.00	1,000.00	-485.00	51.50 %
Equipment Rental	4,000.00	5,000.00	-1,000.00	80.00 %
Insurance	2,301.80	7,000.00	-4,698.20	32.88 %
Meetings & Entertainment	8,196.88	20,000.00	-11,803.12	40.98 %
Merchandise Expense	40,410.71	35,000.00	5,410.71	115.46 %
Miscellaneous	3,294.88	750.00	2,544.88	439.32 %
Office Supplies	712.00	2,500.00	-1,788.00	28.48 %
Photography	3,500.00	3,500.00	0.00	100.00 %
Playday	7,913.30	8,000.00	-86.70	98.92 %
Postage and Delivery	1,762.90	2,000.00	-237.10	88.15 %
Printing and Reproduction	10,443.34	12,000.00	-1,556.66	87.03 %
Professional Fees		1,000.00	-1,000.00	
Registration Expense	53,997.73	55,000.00	-1,002.27	98.18 %
Rent	26,339.28	20,000.00	6,339.28	131.70 %
Repairs				
Equipment Repairs		10,000.00	-10,000.00	
<b>Total Repairs</b>		<b>10,000.00</b>	<b>-10,000.00</b>	

# Texas International Fishing Tournament

Budget vs. Actuals: FY2022 - FY22 P&L

January - December 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Scholarship	52,000.00	20,000.00	32,000.00	260.00 %
Security	9,240.00	10,000.00	-760.00	92.40 %
Software/Computer Expense	1,485.20	9,000.00	-7,514.80	16.50 %
Sponsorship Expense	24,443.67	25,000.00	-556.33	97.77 %
Taxes		4,500.00	-4,500.00	
Telephone	1,549.20	2,100.00	-550.80	73.77 %
Trophy	22,623.51	14,000.00	8,623.51	161.60 %
Volunteer Expense	7,233.01	6,000.00	1,233.01	120.55 %
<b>Total Expenses</b>	<b>\$406,653.88</b>	<b>\$421,350.00</b>	<b>\$ -14,696.12</b>	<b>96.51 %</b>
NET OPERATING INCOME	<b>\$30,601.08</b>	<b>\$750.00</b>	<b>\$29,851.08</b>	<b>4,080.14 %</b>
NET INCOME	<b>\$30,601.08</b>	<b>\$750.00</b>	<b>\$29,851.08</b>	<b>4,080.14 %</b>

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

**MEETING DATE:** September 23, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

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

**ITEM BACKGROUND**

not available

**BUDGET/FINANCIAL SUMMARY**

none

**COMPREHENSIVE PLAN GOAL**

not available

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



# VISIT SOUTH PADRE ISLAND

August 2022 – Board Presentation



**PREDICTIVE**  
DATA LAB



# TABLE OF CONTENTS

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





# HOTEL AND VACATION RENTAL DATA




**PREDICTIVE**  
DATA LAB



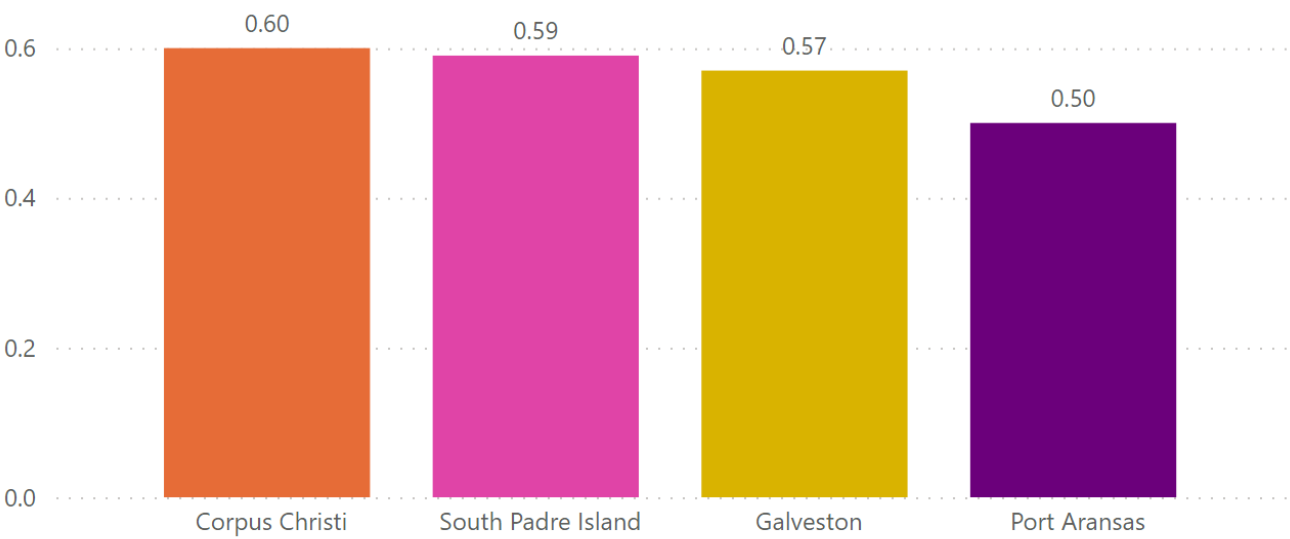
# COMPETITOR ANALYSIS: VR

Month  
August

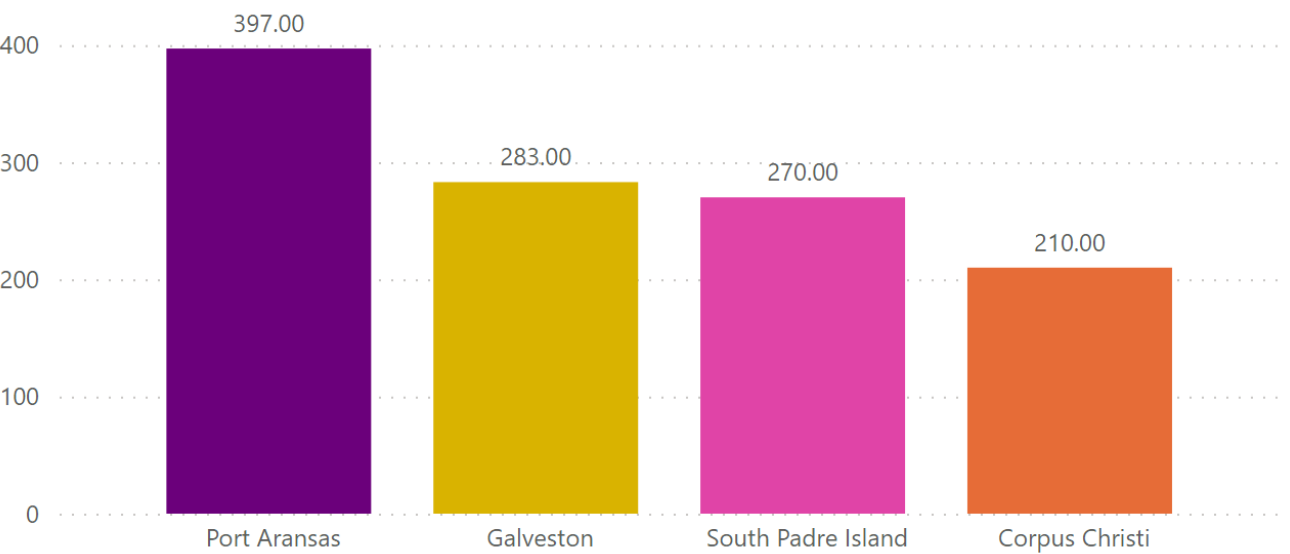
Year  
2022



Occupancy by City



ADR by City



RevPar by City



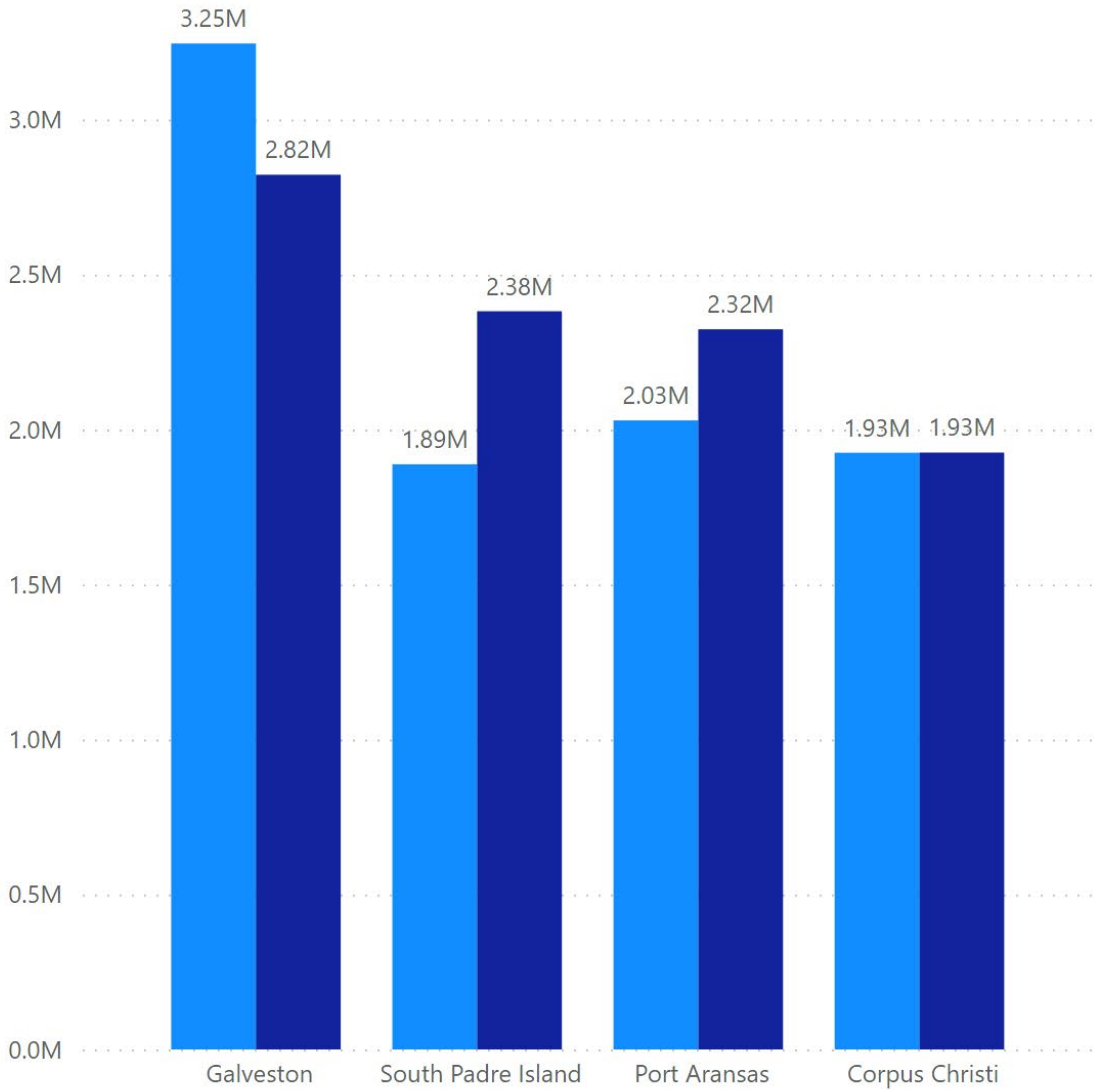
Port Aransas had the worst occupancy numbers when compared to competitors. This could be an indicator of future drops in RevPAR as seasonal travel trends continue to change.



# COMPETITOR ANALYSIS: HOT TAX

July 2022 HOT Tax by City

● 2021 HOT Tax ● 2022 HOT Tax



South Padre Island had the highest year-over-year increase in HOT Tax compared to competitors for August 2022.

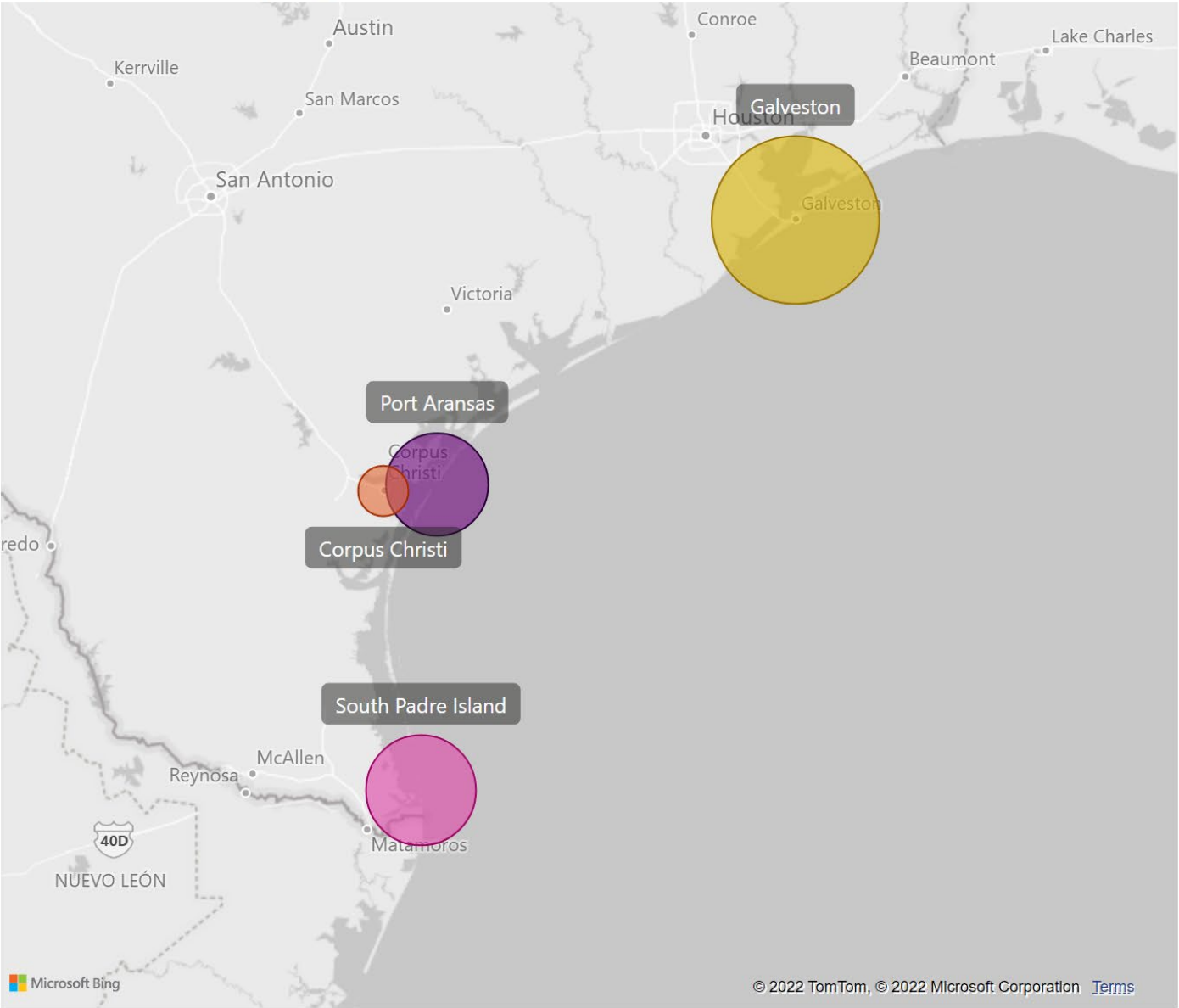
Month  
July

Year  
2022



**\*Date Collected: August 2022\***

July 2022 HOT Tax by City







# HISTORICAL ANALYSIS: HOTELS

Month

August

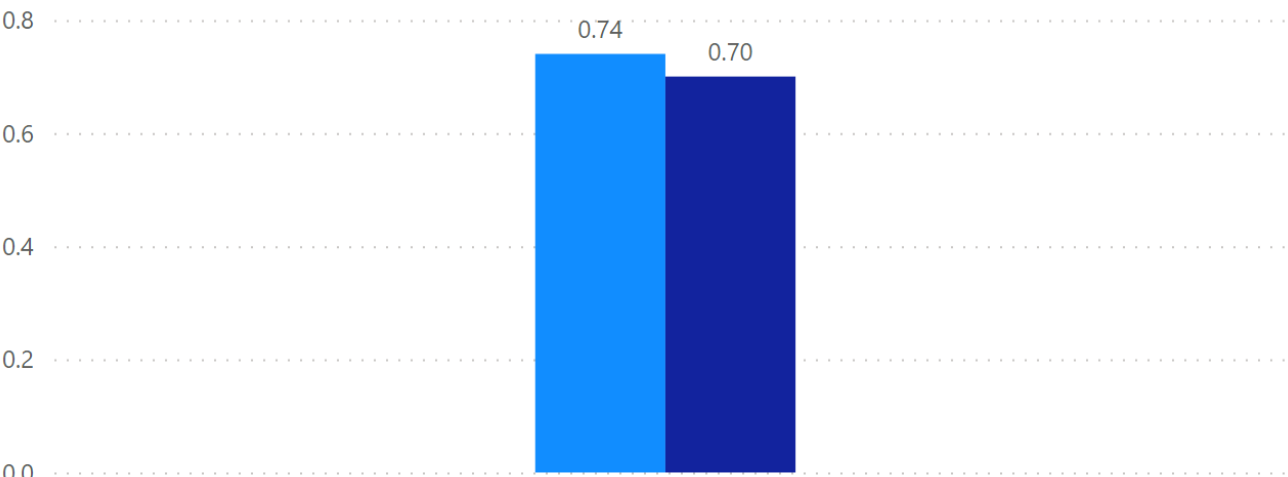
Year

Multiple selections



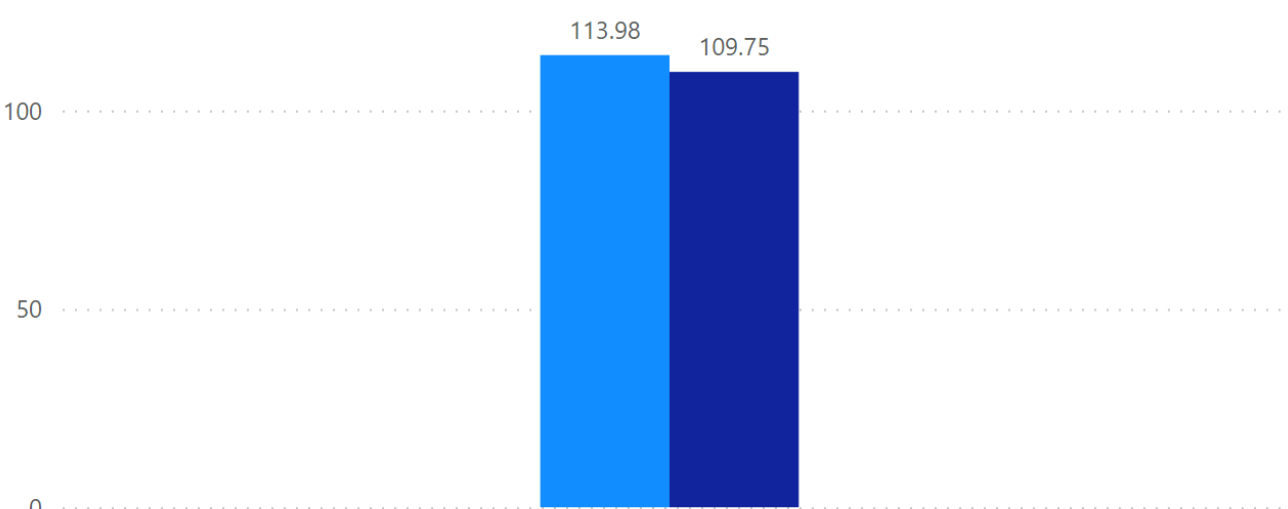
Occupancy by Year

Year ● 2021 ● 2022



RevPAR by Year

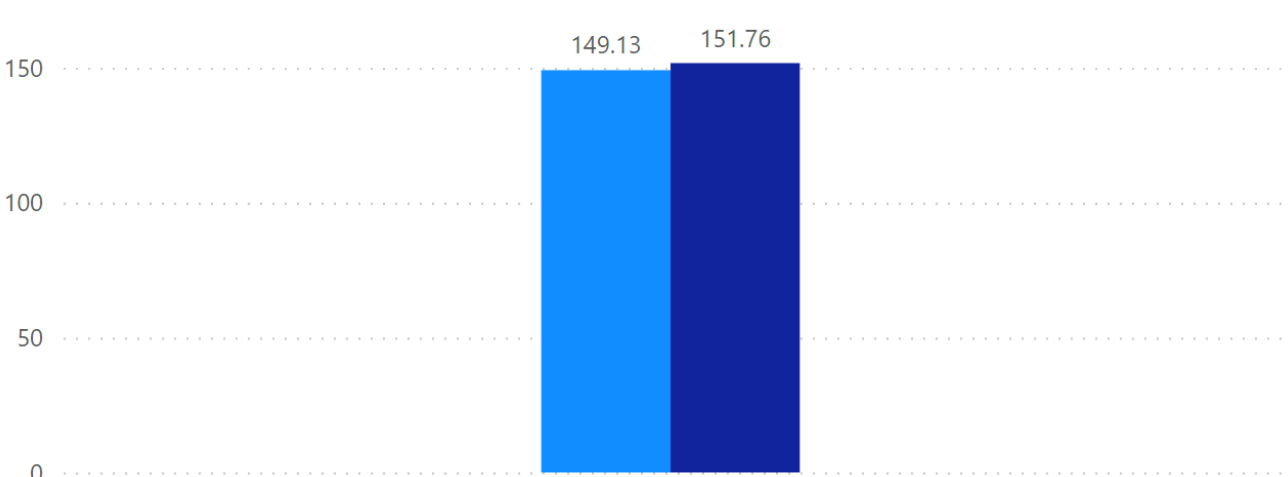
Year ● 2021 ● 2022



Data Source (s): Intelligence Hub 2.0, STR

ADR By Year

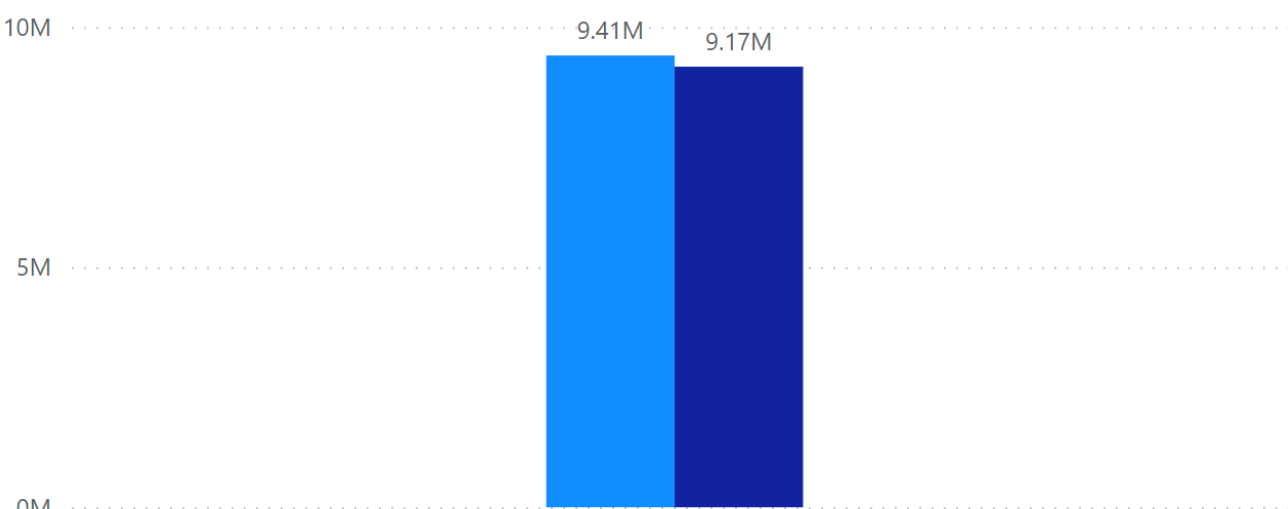
Year ● 2021 ● 2022



Hotels had higher ADR in 2022 but had lower occupancy, RevPAR , and revenue than the previous year.

Revenue by Year

Year ● 2021 ● 2022





# PAID MEDIA PERFORMANCE



PREDICTIVE  
DATA LAB



# PAID MEDIA PERFORMANCE

Month

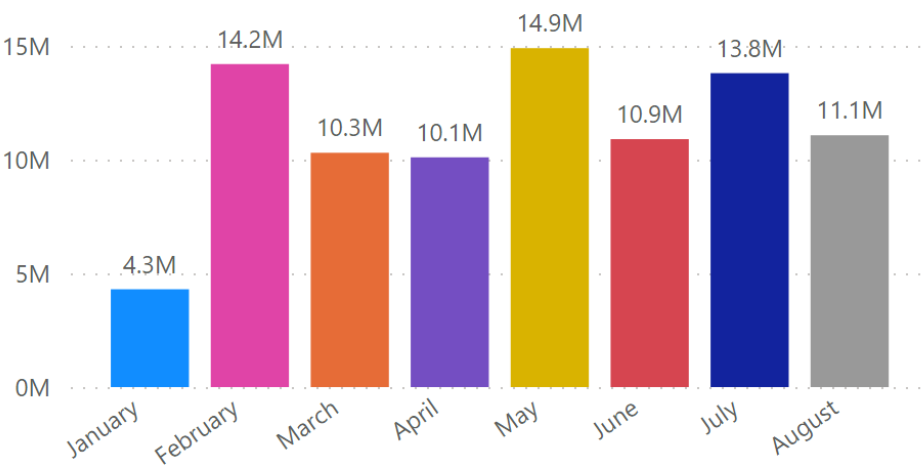
Multiple selections

Year

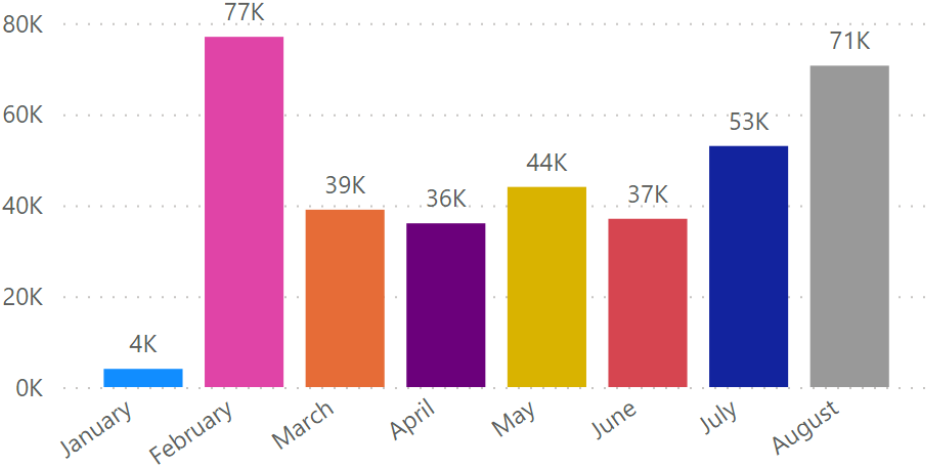
2022



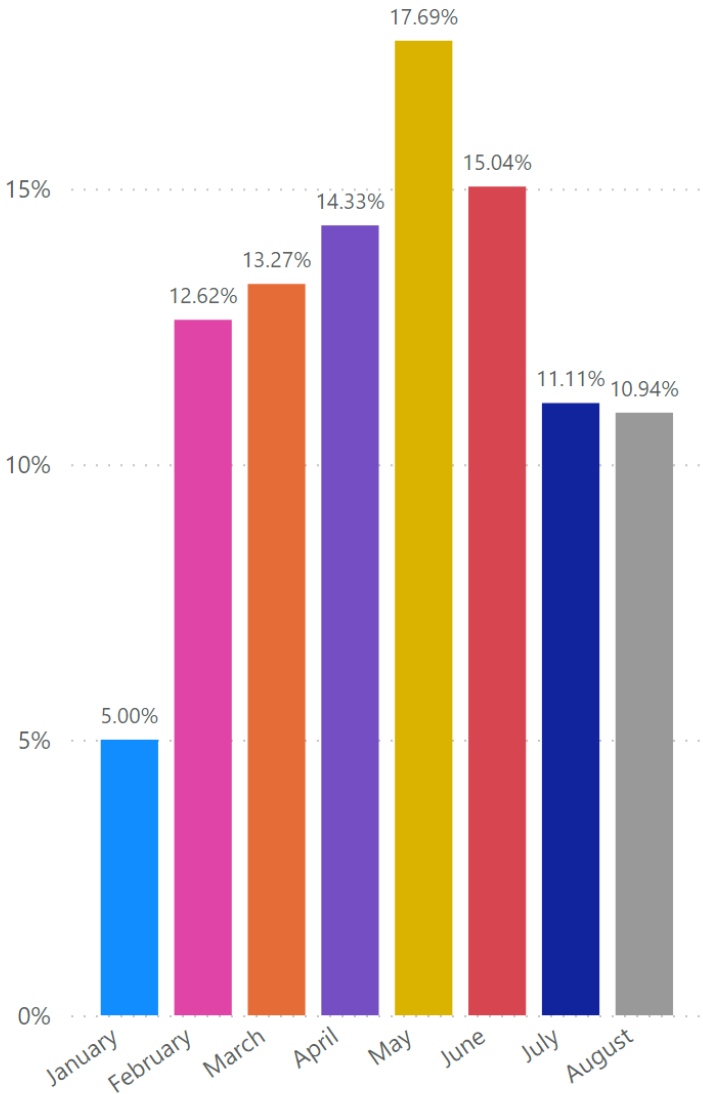
Impressions by Month



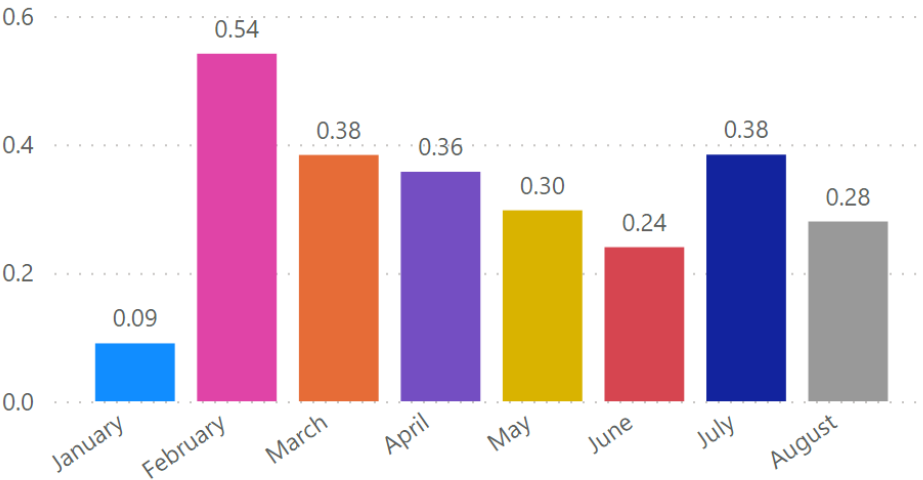
Clicks by Month



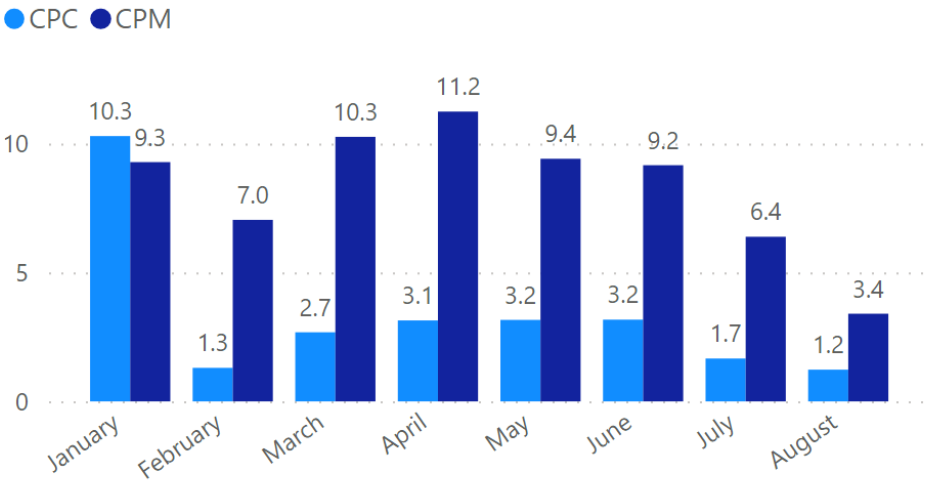
Cost by Month



CTR by Month



Cost Efficiency by Month



August 2022 continues to show very efficient spending with the highest cost efficiency for the entire year. This was largely driven by a strong performance on TikTok



# CAMPAIGN KPI

Month

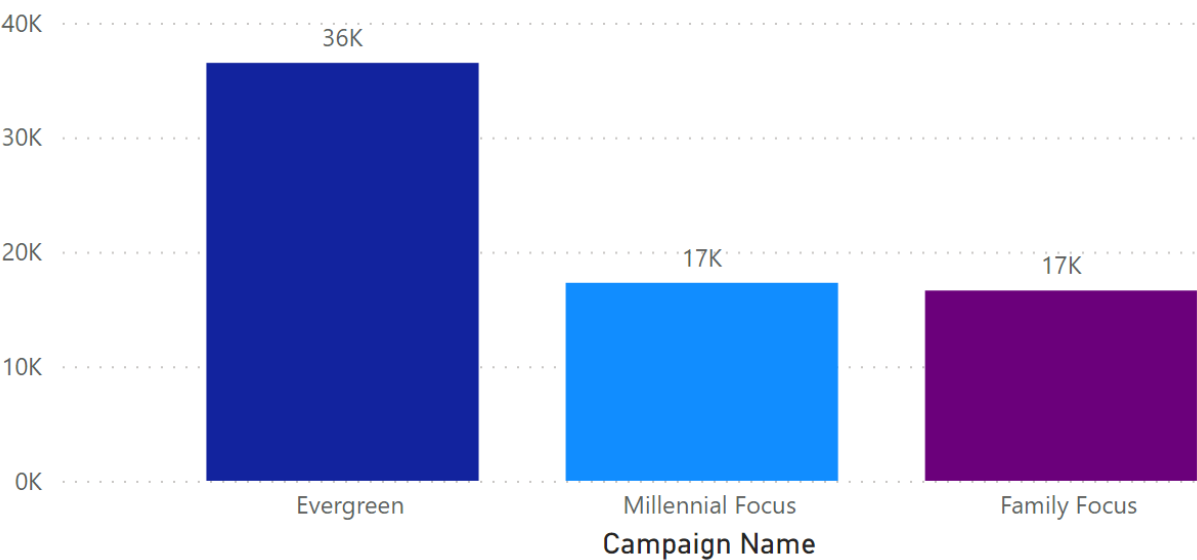
August

Year

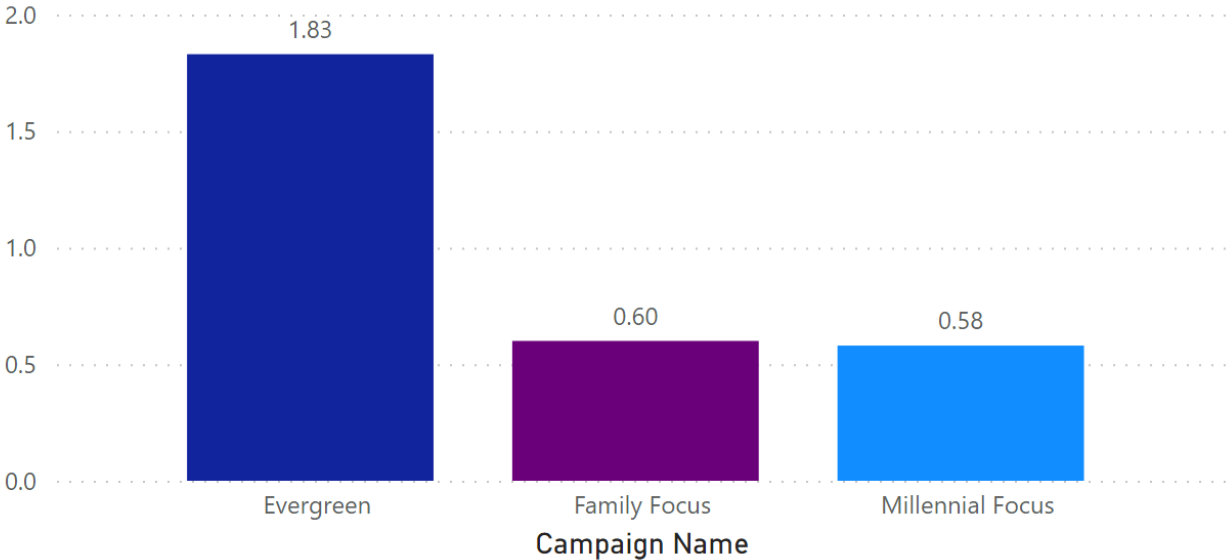
2022



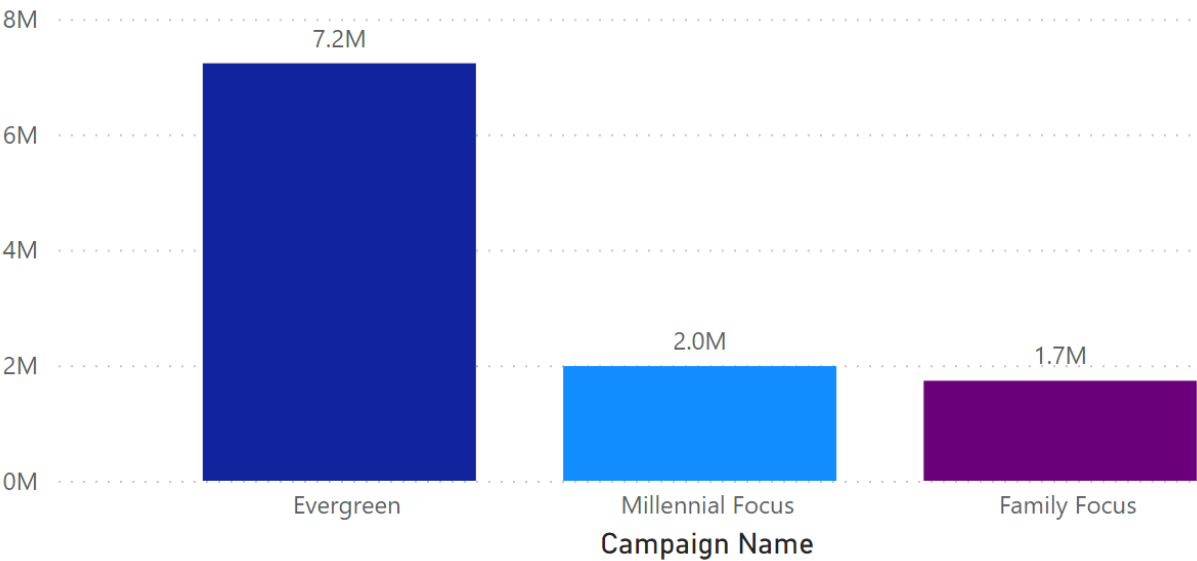
Clicks by Campaign



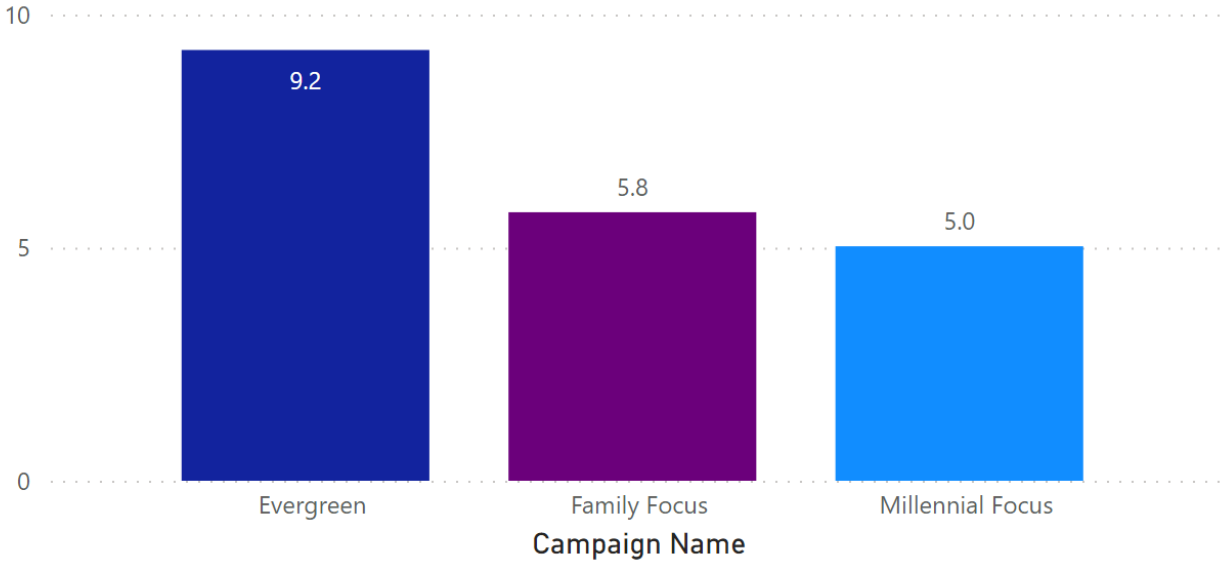
Cost Per Click



Impressions by Campaign



CPM by Campaign





# CAMPAIGN KPI

Month

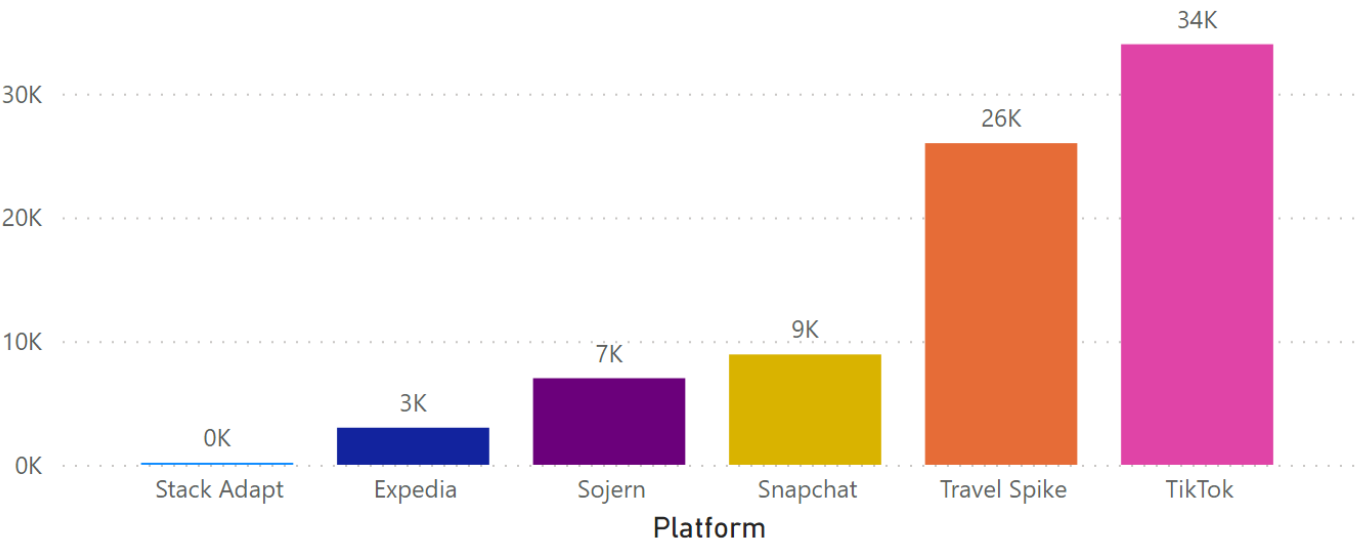
August

Year

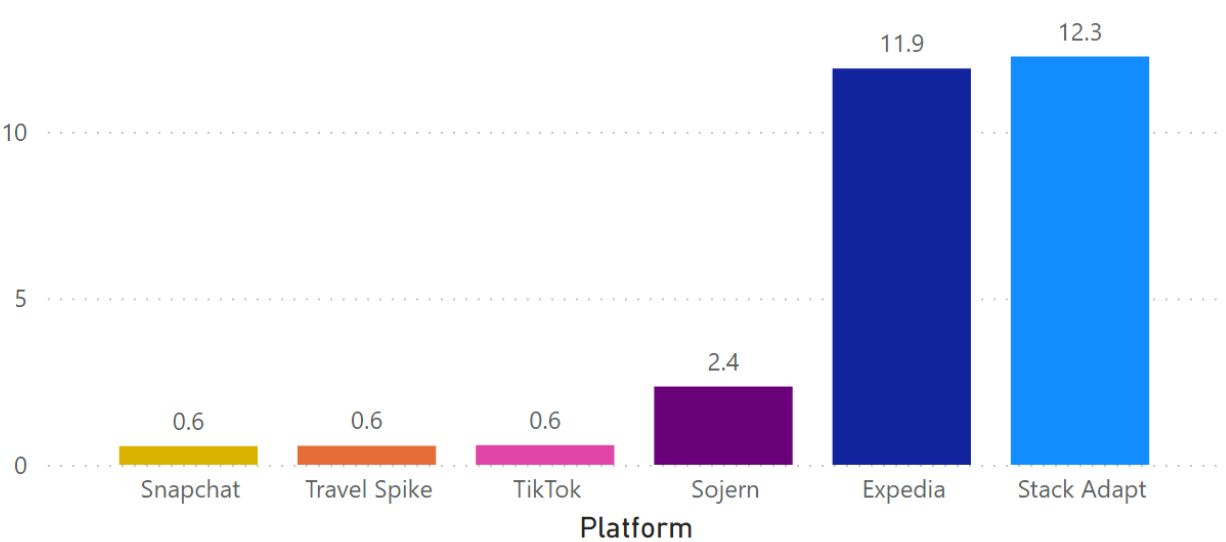
2022



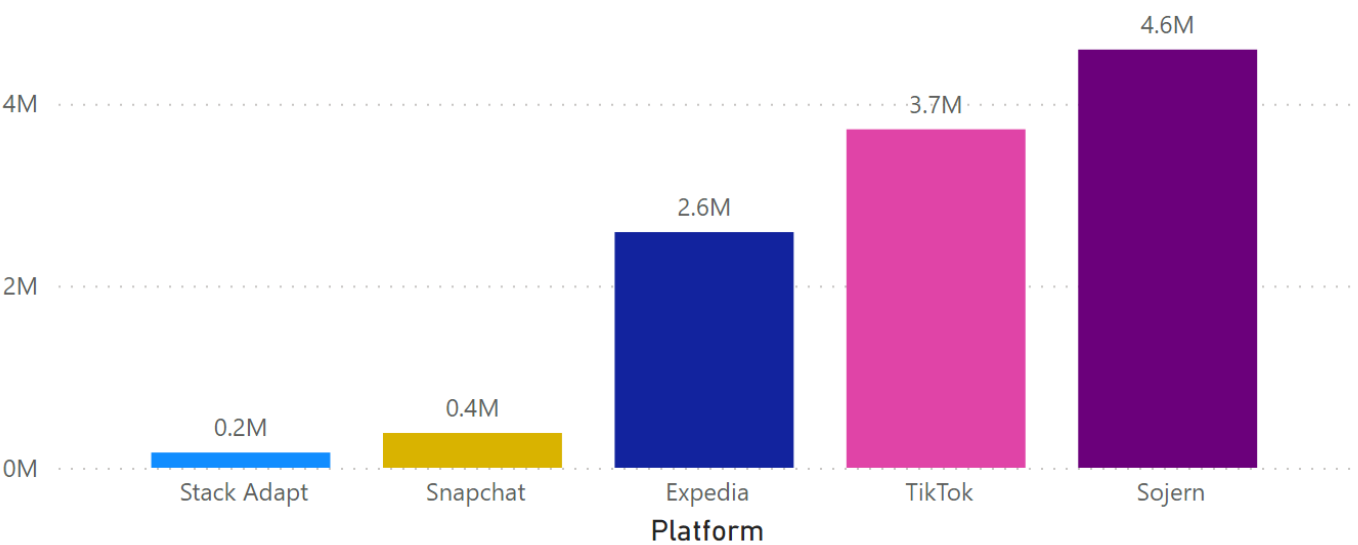
Clicks by Platform



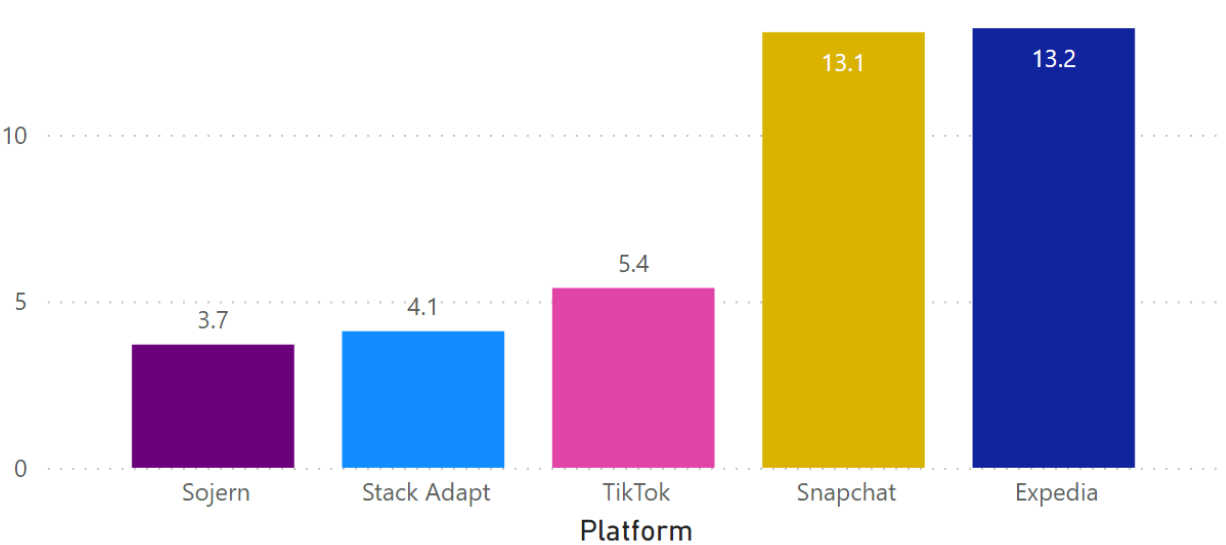
Cost Per Click by Platform



Impressions by Campaign



CPM by Platform



Data Source (s): Intelligence Hub 2.0, DCM, Visit South Padre Island

TikTok was the strongest performer among all platforms. Snapchat saw a decrease in performance from the previous month.



# EXPEDIA CAMPAIGN ANALYSIS

Month

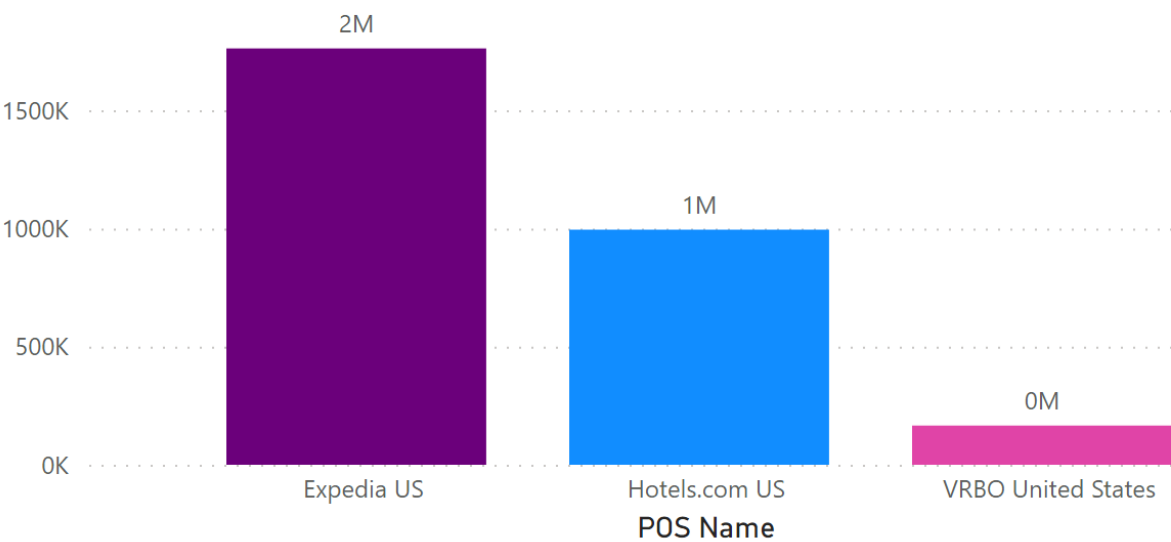
August

Year

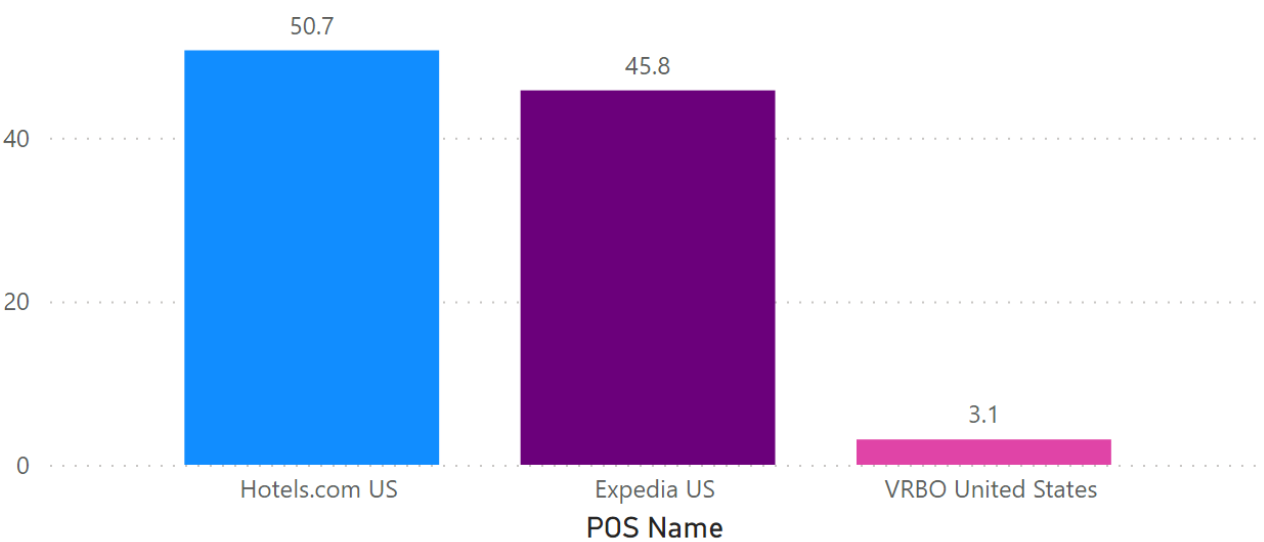
2022



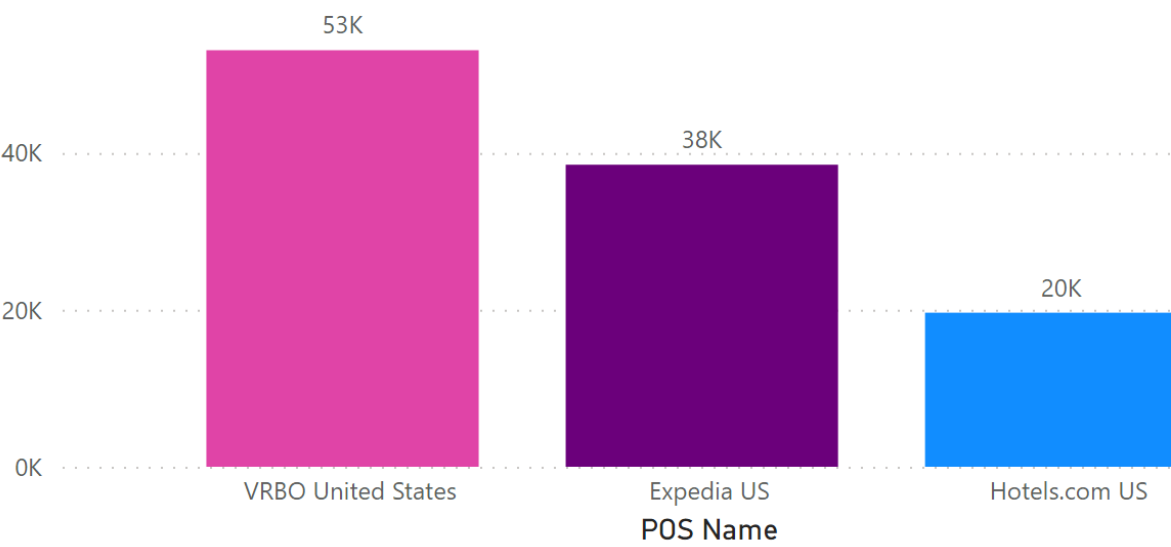
Gross Booking by Platform



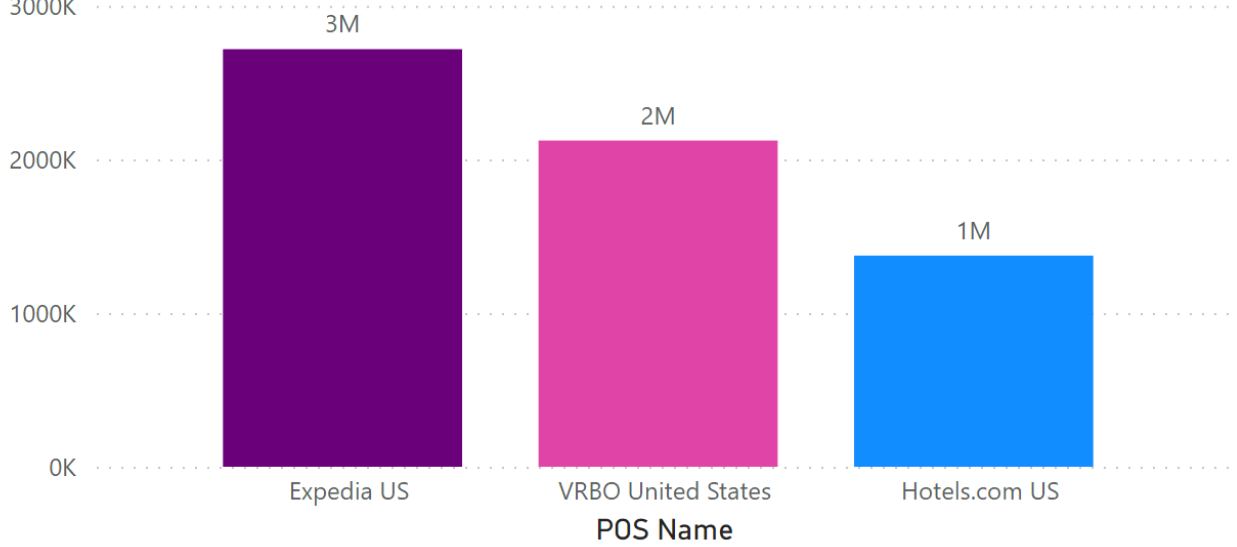
Return on Ad Spend by Platform



Attributed Ad Spend by Platform



Impressions by Platform





# GEO PERFORMANCE

Month

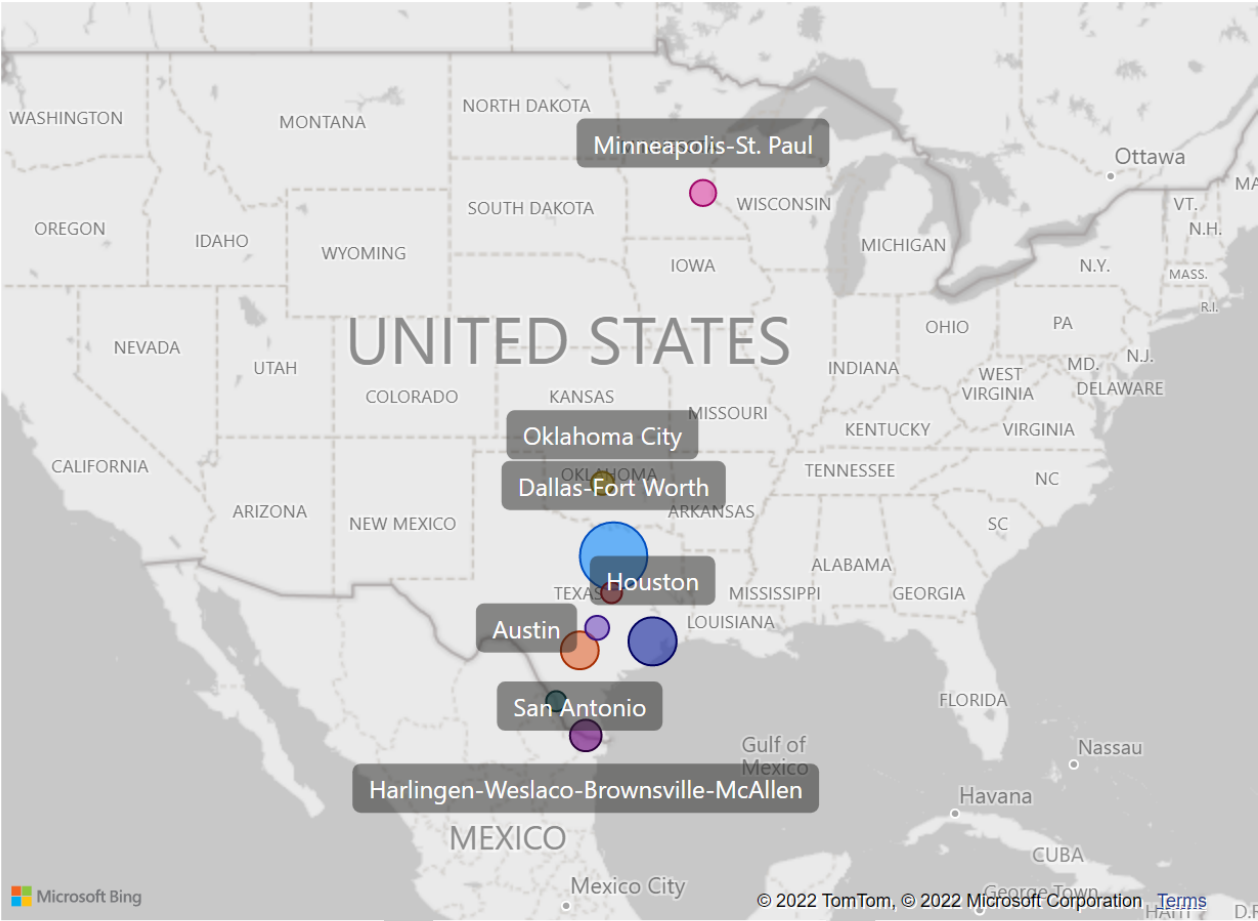
August

Year

2022



## Top Markets by Campaign Impressions



35.55

Avg Age

92.51K

Avg HH Income

2.97

Avg HH Size

DMA/Metro	Arrivals	Investment	Impressions	Clicks	CPC (USD)	CPM (USD)
Harlingen-Weslaco-Brownsville-McAllen	1016	974.75	182,221	1,678	0.58	5.35
San Antonio	521	1,481.23	273,339	2,527	0.59	5.42
Houston	468	2,195.85	423,311	3,769	0.58	5.19
Dallas-Fort Worth	464	3,736.15	703,287	6,334	0.59	5.31
Austin	362	367.33	71,320	621	0.59	5.15
Laredo	100	102.78	17,632	171	0.60	5.83
Waco-Temple-Bryan	88	164.16	27,327	269	0.61	6.01
Minneapolis-St. Paul	84	580.90	101,758	960	0.61	5.71
Oklahoma City	55	378.39	58,935	625	0.61	6.42

Zip	Sum of Impressions	Avg Age	Avg Income	Avg HH Size
78023	14442	38.60	122,967.00	3.51
75034	12705	36.80	117,707.00	3.17
75035	9868	37.20	134,636.00	3.20
73099	9694	35.40	74,392.00	3.07
78641	9651	35.40	100,562.00	3.26
75063	9168	34.00	96,053.00	2.97
75071	8843	36.30	103,982.00	3.16
78660	8626	34.70	88,204.00	3.10
78613	8559	35.70	104,308.00	3.24
77479	8166	39.90	140,394.00	3.29
75013	7428	38.70	130,509.00	3.28

Total	499042	35.55	92,507.88	2.97
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# IN HOUSE MEDIA BUYS



**PREDICTIVE**

DATA LAB





# IN HOUSE MEDIA BUYS: TEXAS MONTHLY



Ad	Creative Size	Impressions	%GT Impressions	Clicks	%GT Clicks	Average of CTR	%GT CTR
Collections Page Promo ROS	320x50	168965	<div></div>	243	<div></div>	0.14%	<div></div>
Promo ROS (Influencer #1)	320x50	82461	<div></div>	95	<div></div>	0.12%	<div></div>
Brand ROS	320x50	80838	<div></div>	96	<div></div>	0.12%	<div></div>
Promo RO S (Influencer #2)	320x50	74481	<div></div>	65	<div></div>	0.09%	<div></div>
Collections Page Promo ROS	300x250	26407	<div></div>	24	<div></div>	0.09%	<div></div>
Promo RO S (Influencer #2)	300x250	12745	<div></div>	12	<div></div>	0.09%	<div></div>
Collections Page Promo ROS	300x600	11271	<div></div>	22	<div></div>	0.20%	<div></div>
Collections Page Roadblock	320x50	10158	<div></div>	41	<div></div>	0.40%	<div></div>
Collections Page Promo ROS	728x90	10082	<div></div>	9	<div></div>	0.09%	<div></div>
Brand ROS	300x250	9343	<div></div>	9	<div></div>	0.10%	<div></div>
Promo ROS (Influencer #1)	300x250	9013	<div></div>	13	<div></div>	0.14%	<div></div>
Collections Page Promo ROS	970x90	7364	<div></div>	6	<div></div>	0.08%	<div></div>
Collections Page Promo ROS	970x250	5296	<div></div>	7	<div></div>	0.13%	<div></div>
Promo RO S (Influencer #2)	300x600	5003	<div></div>	7	<div></div>	0.14%	<div></div>
Brand ROS	300x600	3553	<div></div>	7	<div></div>	0.20%	<div></div>
Promo RO S (Influencer #2)	728x90	3042	<div></div>	0	<div></div>	0.00%	<div></div>
Promo ROS (Influencer #1)	300x600	2867	<div></div>	5	<div></div>	0.17%	<div></div>
Brand ROS	728x90	2493	<div></div>	1	<div></div>	0.04%	<div></div>
Promo ROS (Influencer #1)	728x90	2328	<div></div>	6	<div></div>	0.26%	<div></div>
Promo RO S (Influencer #2)	970x90	2030	<div></div>	1	<div></div>	0.05%	<div></div>
Promo RO S (Influencer #2)	970x250	1969	<div></div>	3	<div></div>	0.15%	<div></div>
Brand ROS	970x250	1935	<div></div>	1	<div></div>	0.05%	<div></div>
Brand ROS	970x90	1904	<div></div>	0	<div></div>	0.00%	<div></div>
Promo ROS (Influencer #1)	970x250	1635	<div></div>	2	<div></div>	0.12%	<div></div>
Promo ROS (Influencer #1)	970x90	1609	<div></div>	1	<div></div>	0.06%	<div></div>
Collections Page Roadblock	728x90	1086	<div></div>	6	<div></div>	0.55%	<div></div>
<b>Total</b>		<b>541688</b>	<b>100.00%</b>	<b>692</b>	<b>100.00%</b>	<b>0.20%</b>	<b>100.00%</b>

542K

Total Impressions

692

Total Clicks

0.20%

Avg CTR

## 464K

Total Impressions

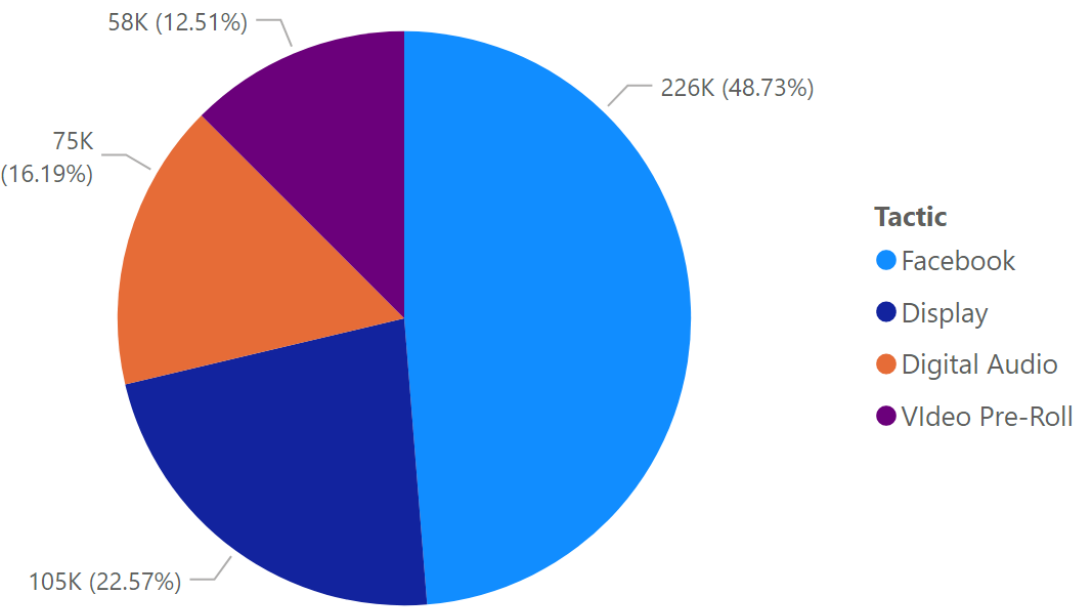
## 623

Total Clicks

## 0.13%

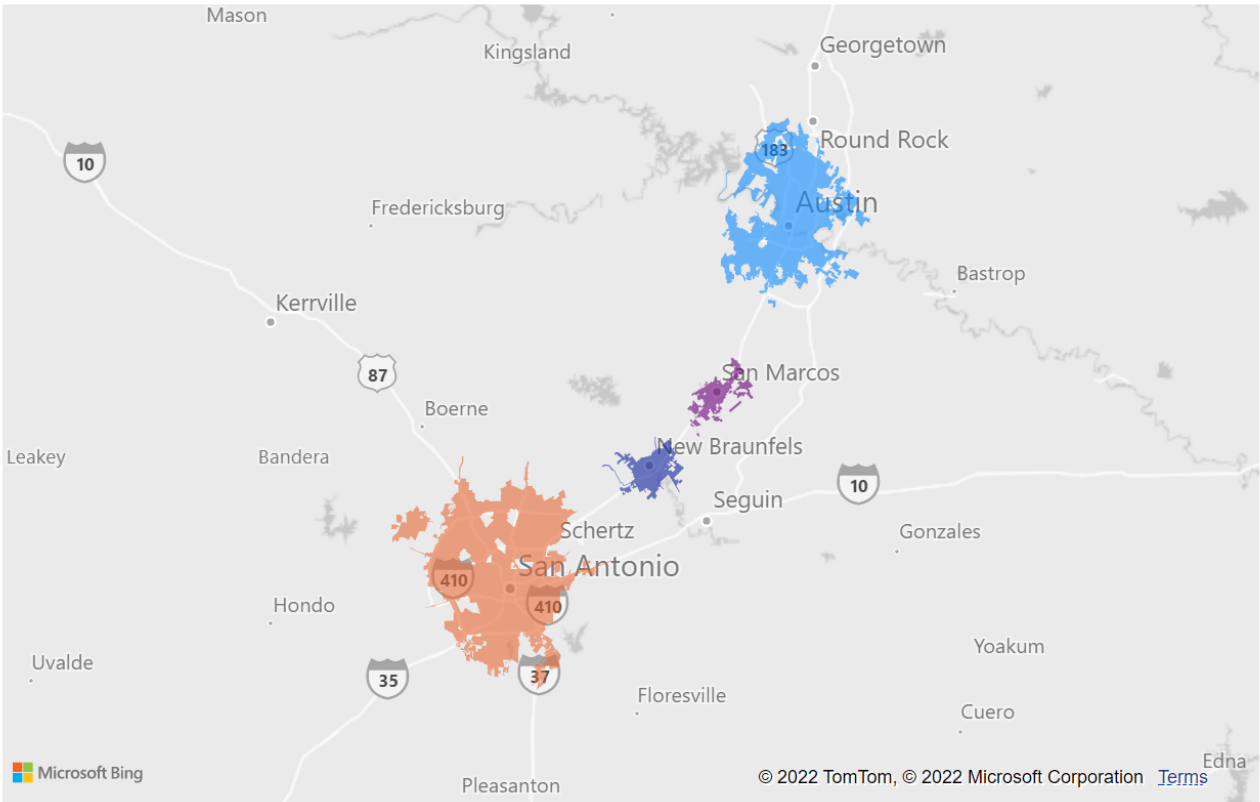
Avg CTR

Impressions by Tactic



Impressions by Geo

City ● Austin ● New braunfels ● San Antonio ● San Marcos



# WEB ANALYTICS



**PREDICTIVE**  
DATA LAB



# WEB ANALYTICS

Month

August

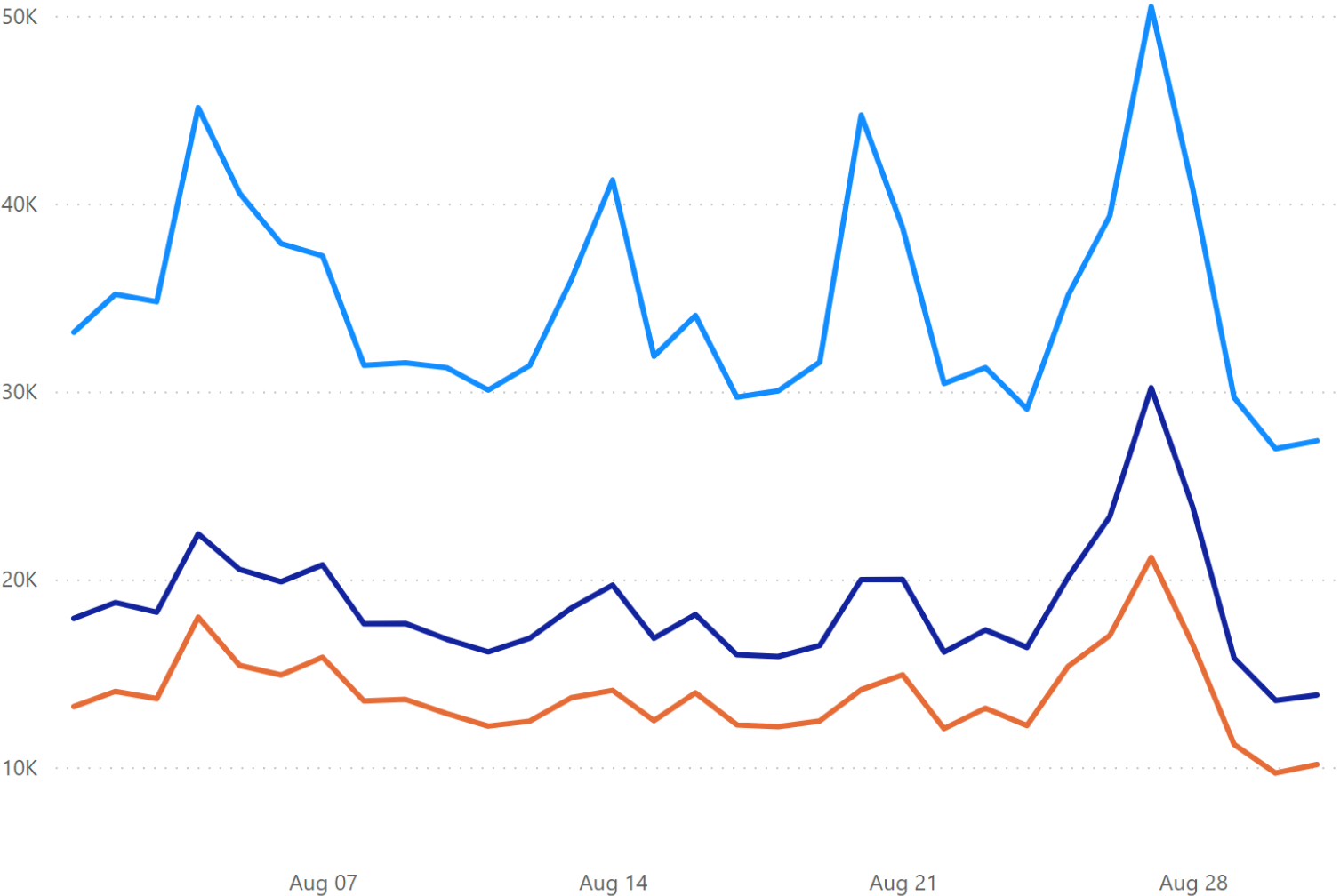
Year

2022

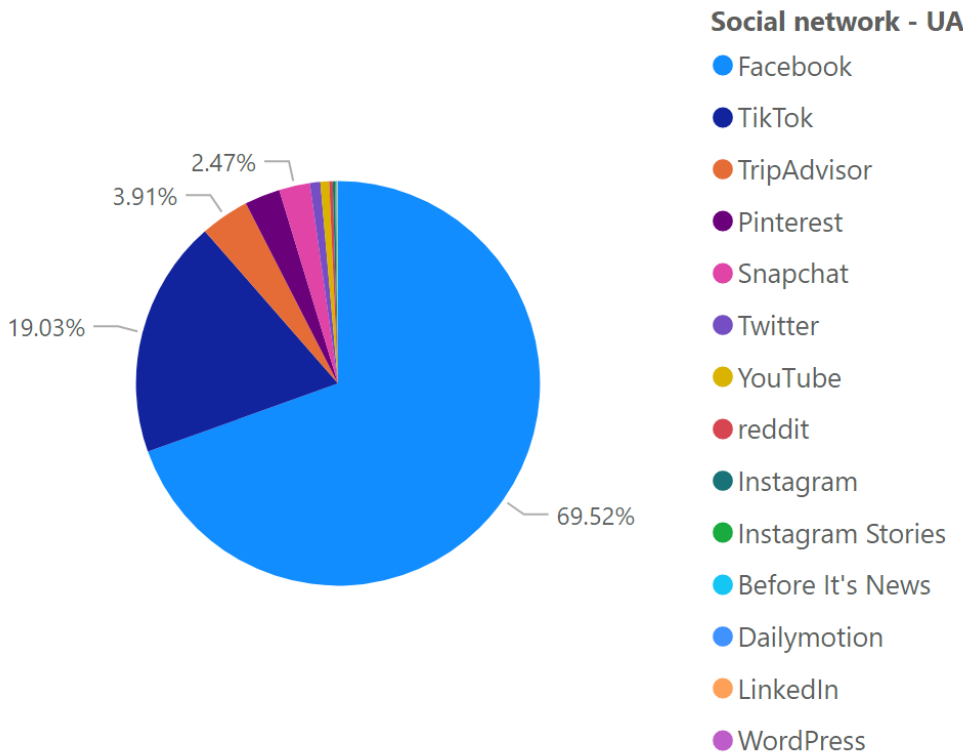


## Web Performance by Day

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



## New users by Social Network





# WEB ANALYTICS

Month

August

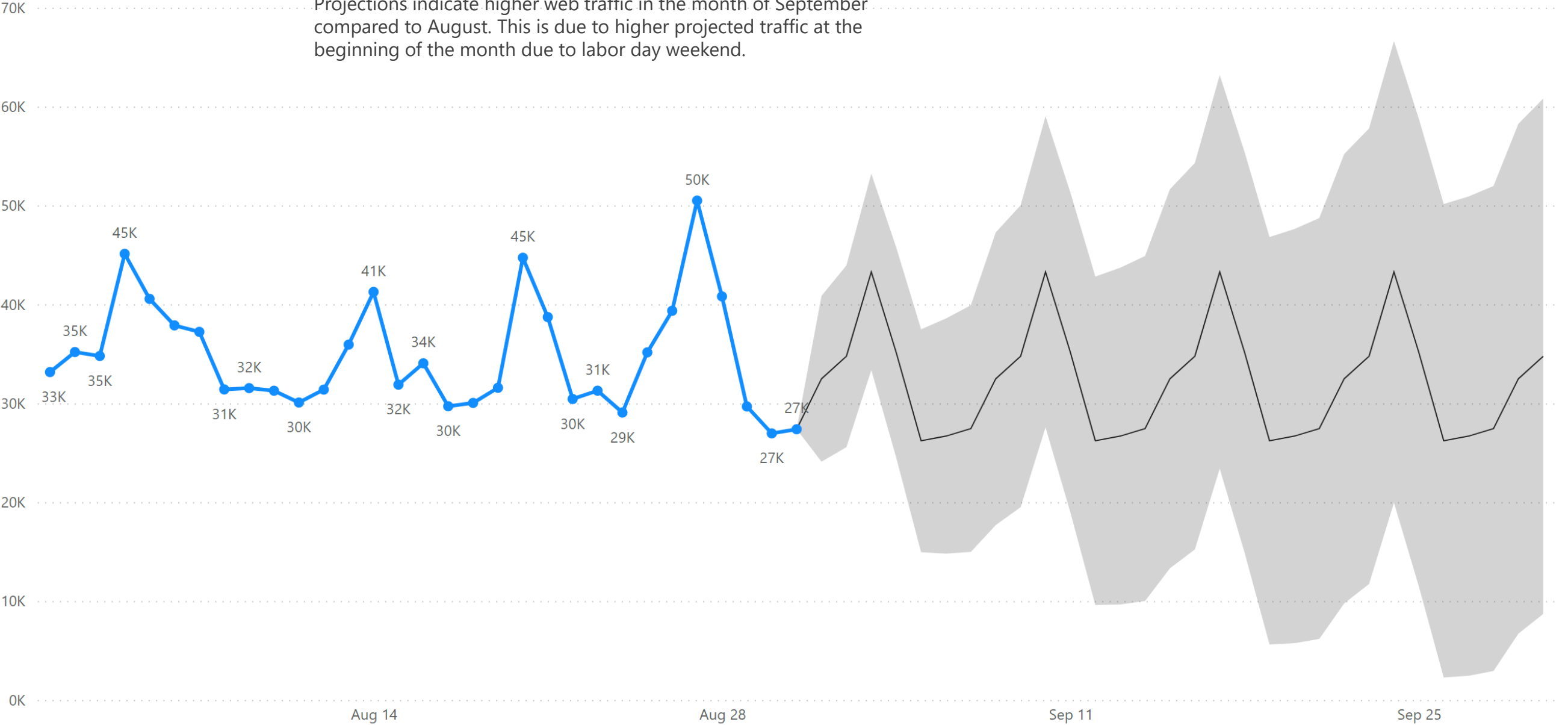
Year

2022



## Web Analytics Forecast

Projections indicate higher web traffic in the month of September compared to August. This is due to higher projected traffic at the beginning of the month due to labor day weekend.





# WEB ANALYTICS

Month

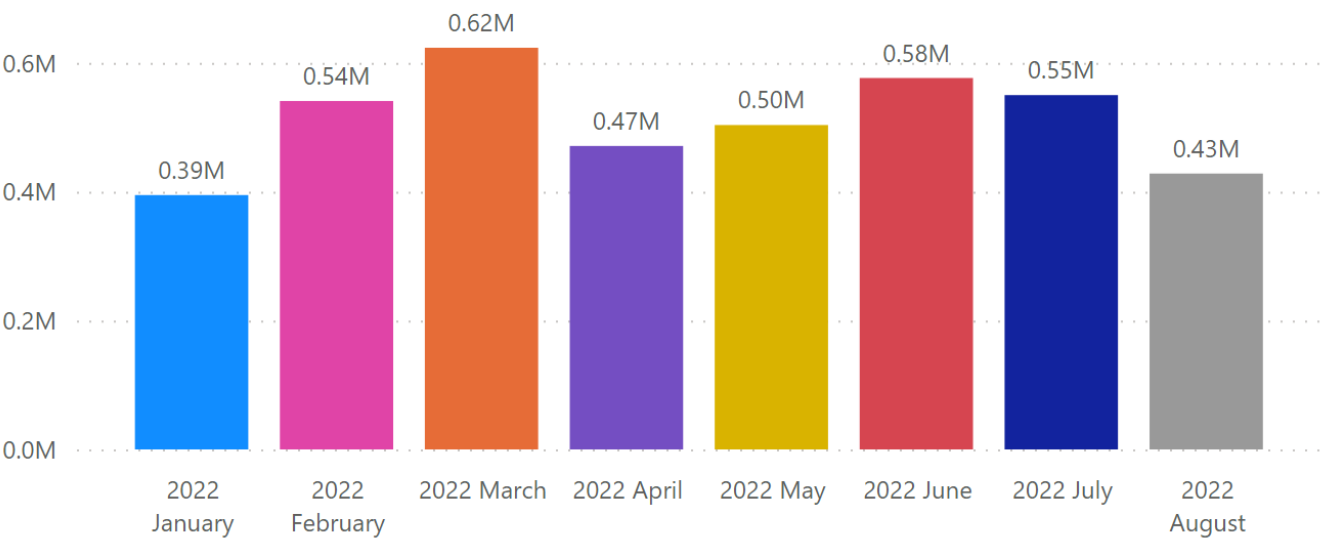
All

Year

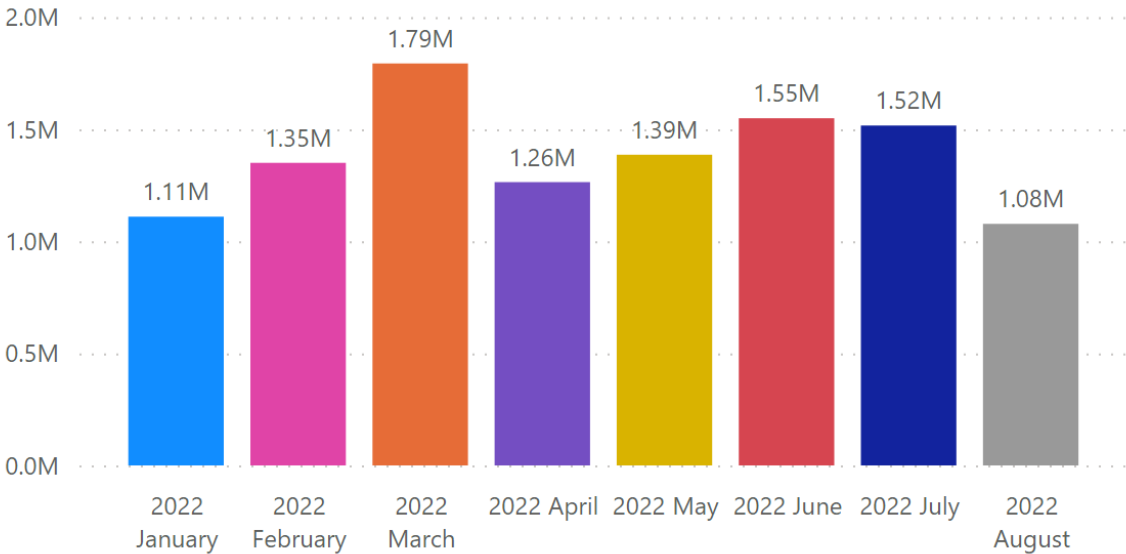
2022



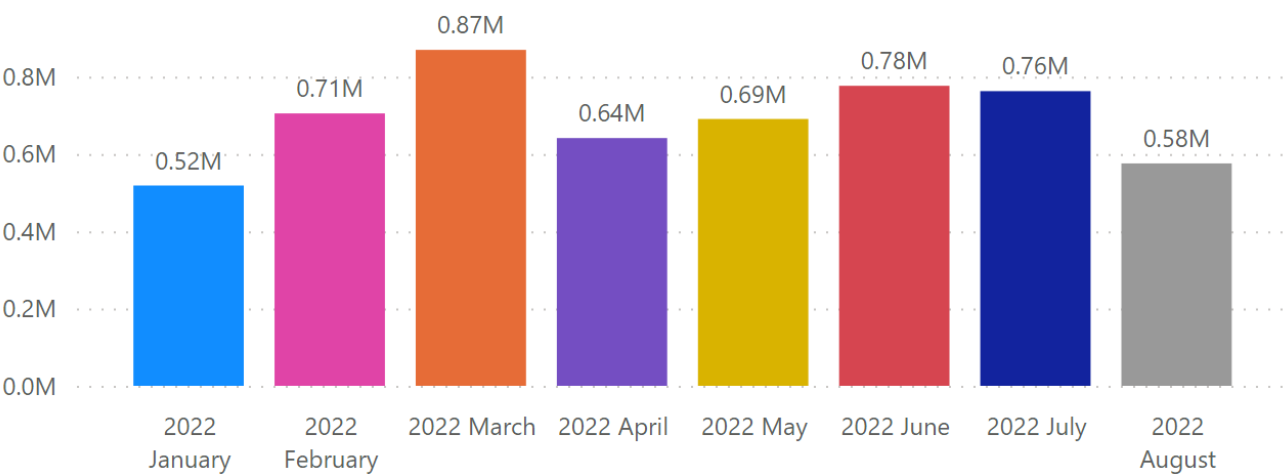
New Users by Month



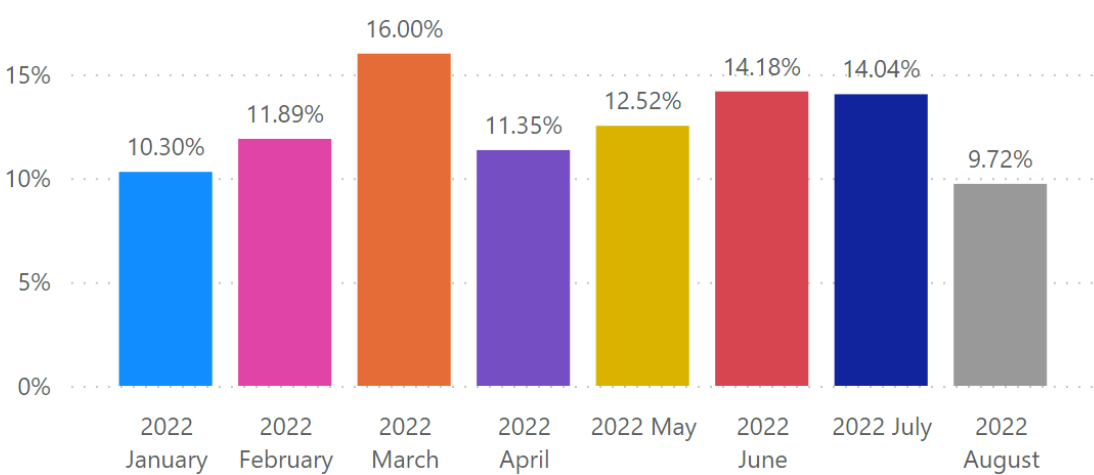
Page Views by Month



Sessions by Month



Time on Page by Month





# WEB ANALYTICS

Month

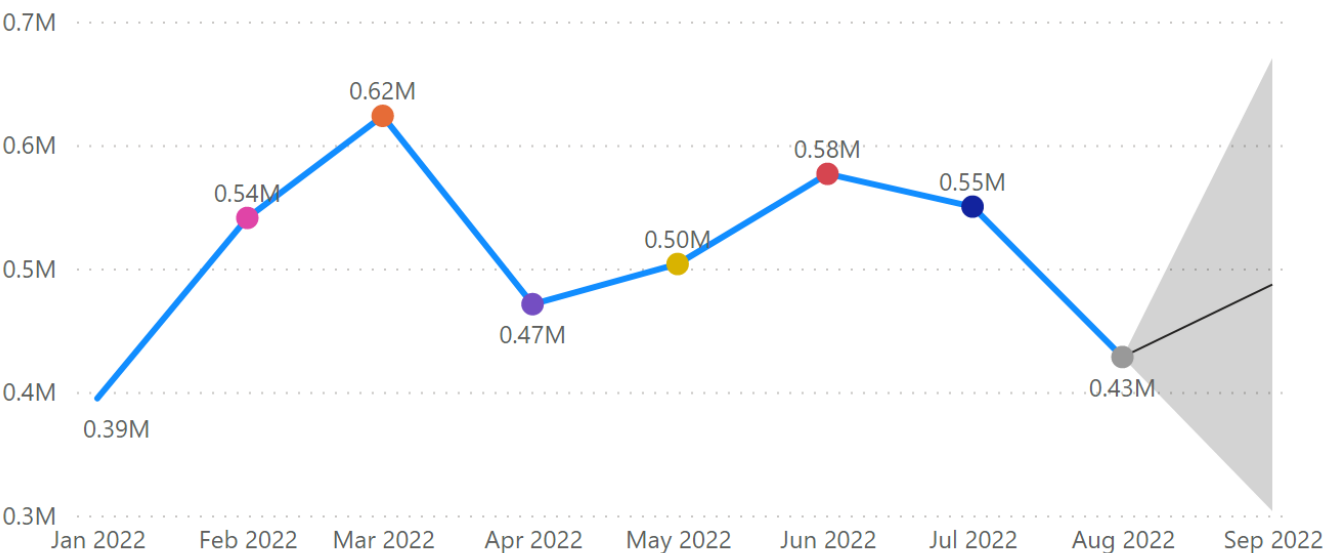
All

Year

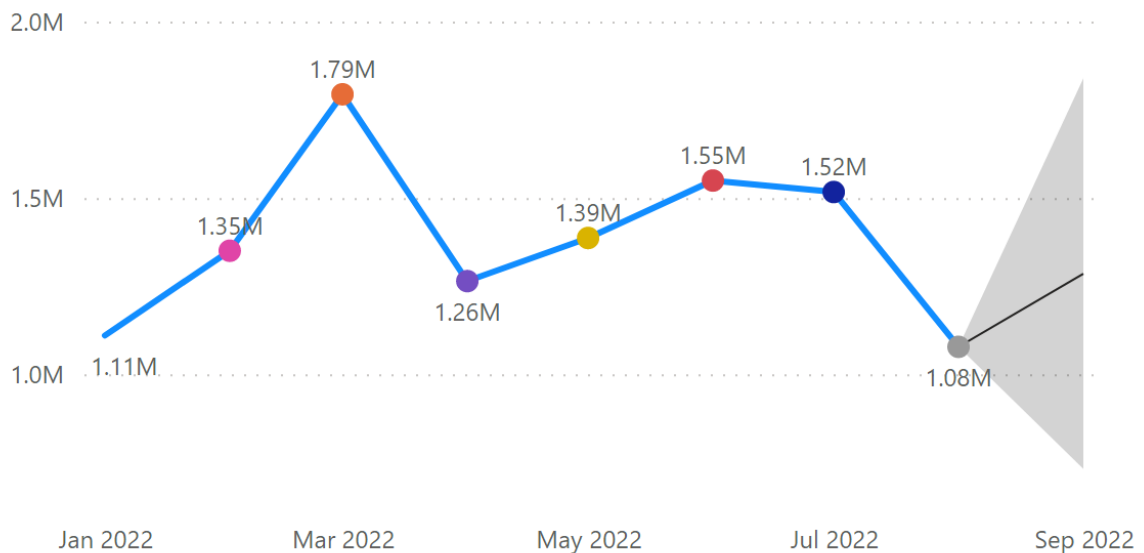
2022



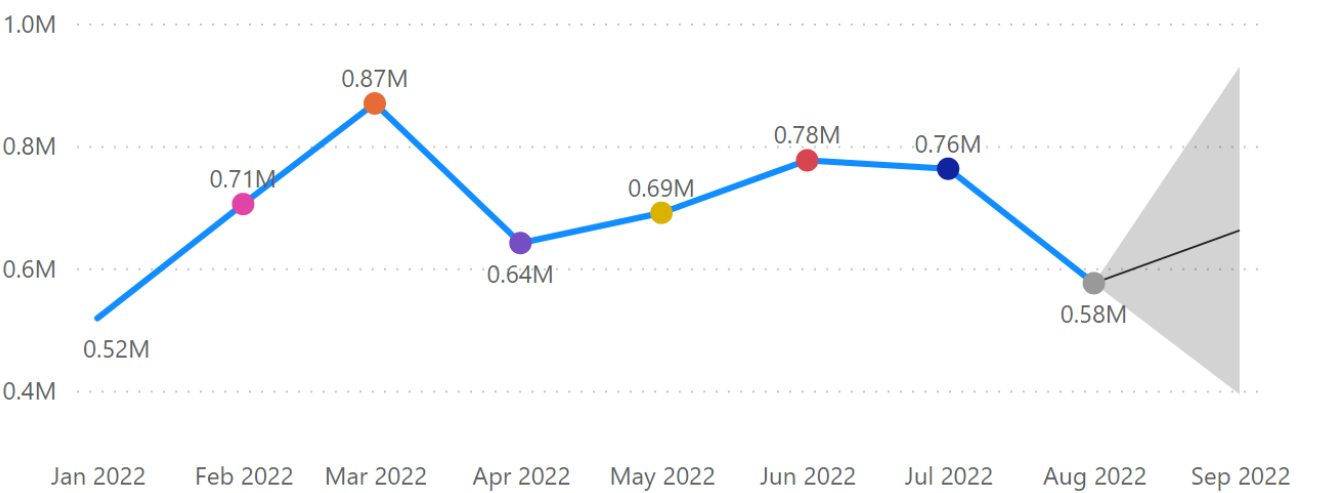
New Users by Month



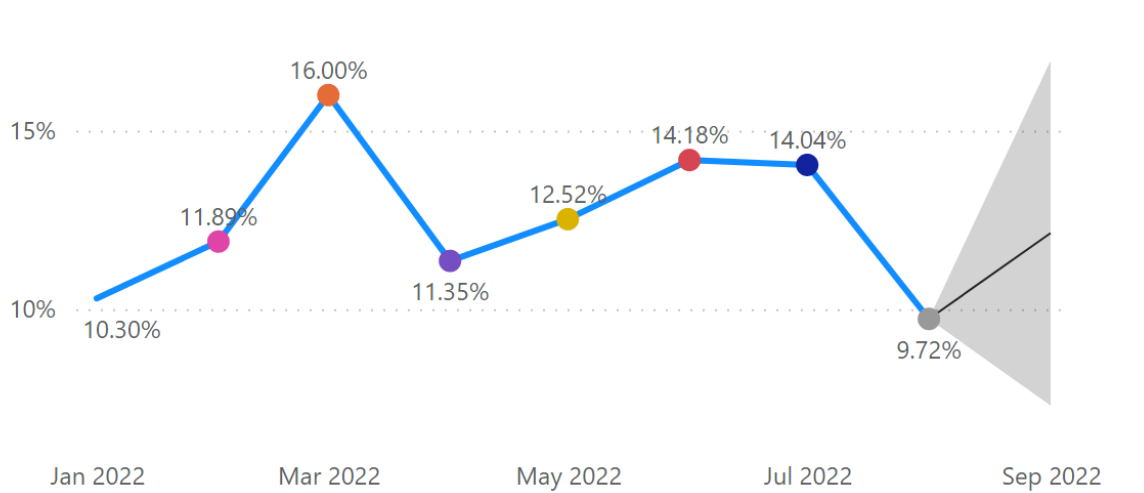
Page Views by Month



Sessions by Month



Time on Page by Month



Projections indicate higher web traffic in the month of September compared to August. This is due to higher projected traffic at the beginning of the month due to labor day weekend.





# KEYWORD ANALYTICS

Month

August

Year

2022



Keyword	Clicks	%GT Clicks	Conversions	%GT Conversions	CTR	%GT CTR	Cost	%GT Cost	Impr.	%GT Impr.	Avg. CPC	%GT Avg. CPC
[south padre island]	2412		159		15.57%		604.78		15487		0.25	
st padre island	1120		88		11.40%		302.32		9822		0.27	
"events in south padre"	1060		2		29.14%		263.05		3638		0.25	
[padre island]	543		43		20.38%		146.72		2665		0.27	
isla del padre	418		9		9.67%		99.99		4322		0.24	
beaches	341		2		6.58%		87.70		5185		0.26	
[south padre island texas]	319		23		21.04%		76.87		1516		0.24	
san padre island texas	319		26		9.58%		79.87		3329		0.25	
san padre island	293		18		14.45%		78.50		2028		0.27	
[best beaches in texas]	251		10		18.66%		102.24		1345		0.41	
padre island hotels	243		0		13.06%		68.76		1860		0.28	
south padre island concerts	168		0		17.14%		52.22		980		0.31	
"events in south padre island"	164		0		22.44%		45.20		731		0.28	
south padre parties	162		0		11.30%		49.85		1433		0.31	
south padre island rentals	161		2		8.07%		45.96		1995		0.29	
south padre vacation	157		2		9.45%		47.11		1662		0.30	
south padre	155		12		9.54%		39.56		1624		0.26	
padre island texas	136		10		7.16%		32.52		1900		0.24	
la isla del padre	133		6		9.64%		34.47		1380		0.26	
"south padre island entertainment schedule"	114		1		40.14%		31.13		284		0.27	
south padre island hotels	110		9		12.15%		27.67		905		0.25	
dining south padre island	100		1		5.43%		28.93		1841		0.29	
texas getaways	82		0		4.65%		23.48		1762		0.29	
Total	10080	100.00%	462	100.00%		100.00%	2,694.06	100.00%	82945	100.00%	25.48	100.00%





# KEYWORD ANALYTICS

Month

August

Year

2022



Ad group	Conversions	%GT Conversions	Cost	%GT Cost	Average of CTR	%GT CTR	Impr.	%GT Impr.
Brand	431		1,725.77		11.60%		55435	
Competitors	20		153.02		9.88%		2159	
Accommodations	4		245.59		7.82%		10948	
Places to Eat	4		53.92		1.38%		4667	
Events	3		515.76		10.96%		9736	

83K

Impr.

10K

Clicks

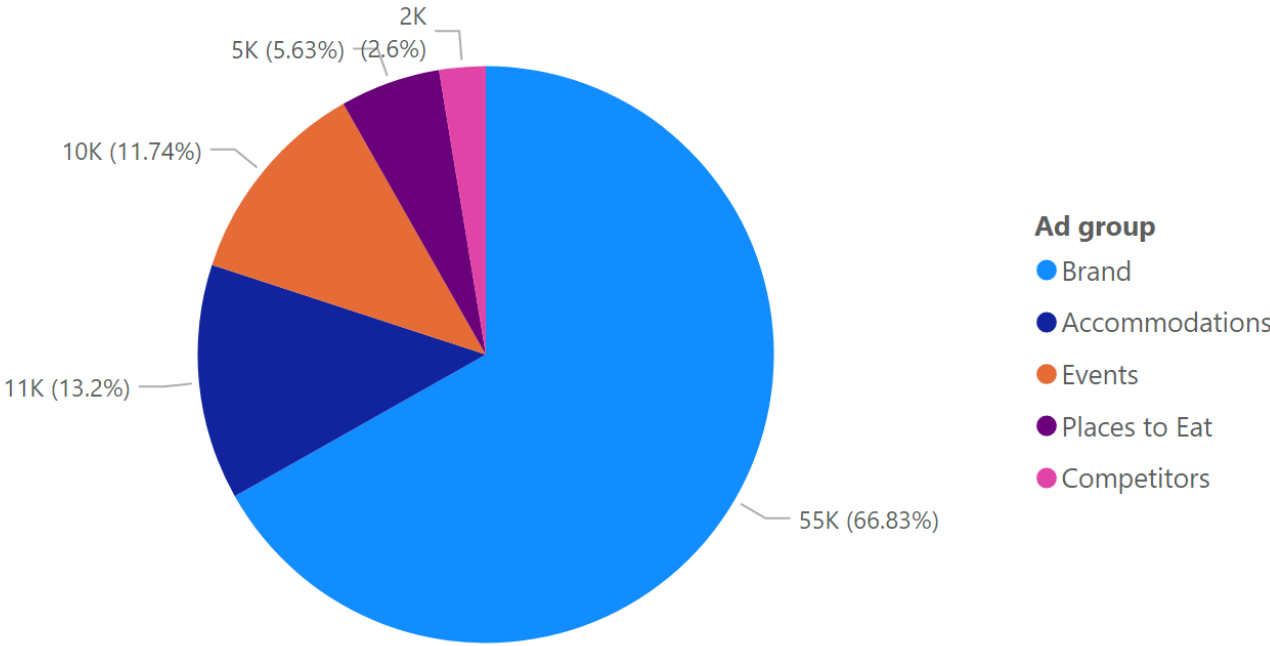
462

Conversions

2.69K

Investment

Impr. by Ad group



Keywords in the "Brand" ad group performed the strongest for the month of August. Accommodations and Events had high CTR despite lower conversions. This could indicate a need for potential web page optimization.

# TRAVELLER INTELLIGENCE DATA



**PREDICTIVE**  
DATA LAB

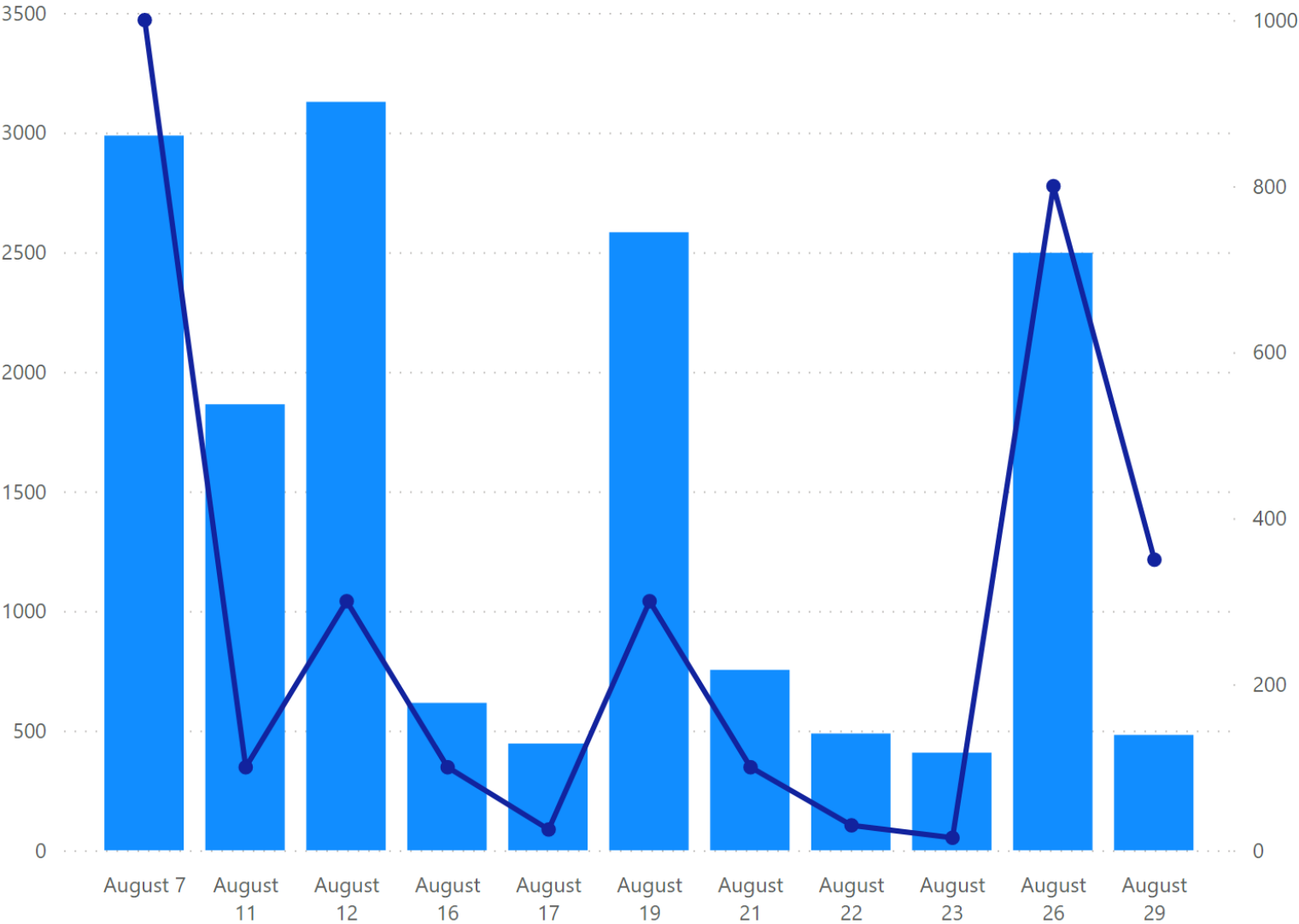


# TRIPS

Fishing tournaments and professional conferences coincided with the largest increase in trips. We expect both event types to continue drawing large crowds as we enter into Fall.

### Daily Trips

● Trips ● Estimated Attendance



Month

August

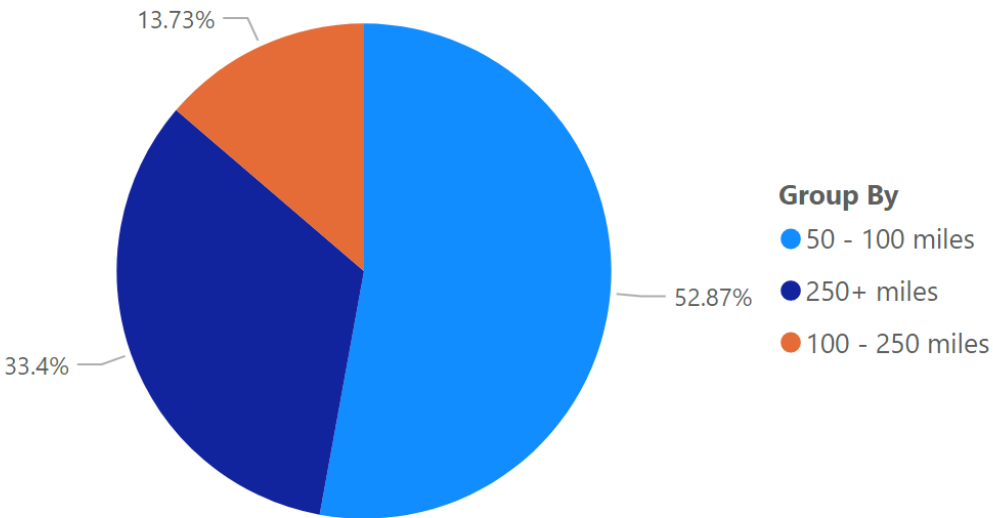
Year

2022



Day	Event Name	Trips	Estimated Attendance
12	Ladies Kingfish Tournament	3128	300
7	Texas International Fishing Contest	2987	1000
19	API Fishing Tournament	2583	300
26	Fishing for Hope Fishing Tournament	2497	800
11	Texas Narcotic Officers Association	1864	100
21	El Paseo Arts Foundation	754	100
Total		16253	3120

### Trips by Distance





# TRIPS

Month

August

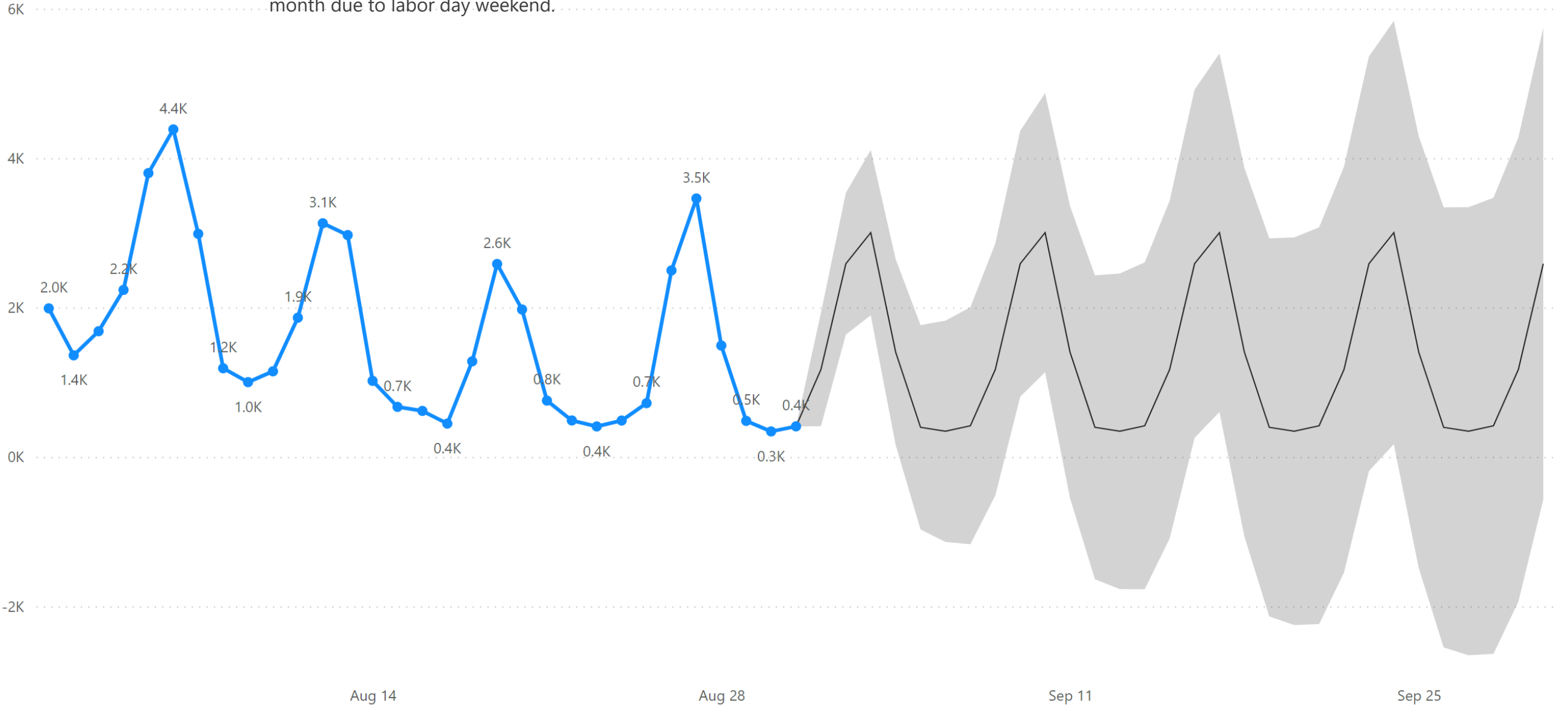
Year

2022



Projections indicate higher visitors in the month of September compared to August. This is due to higher projected visitors at the beginning of the month due to labor day weekend.

## Daily Trips: Forecast





# TRAVELLER INTELLIGENCE

Month

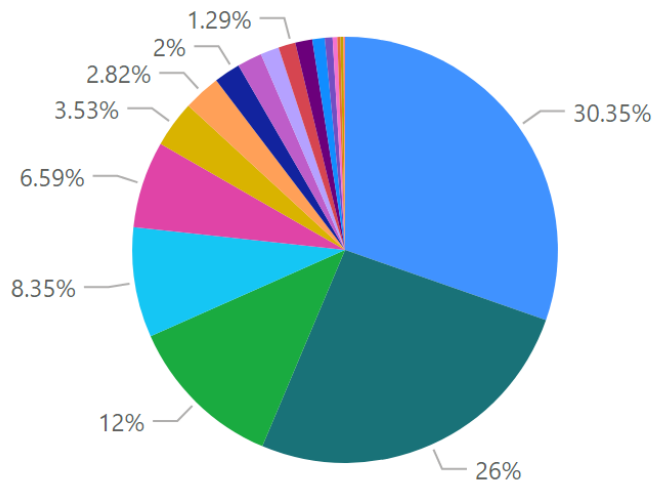
August

Year

2022



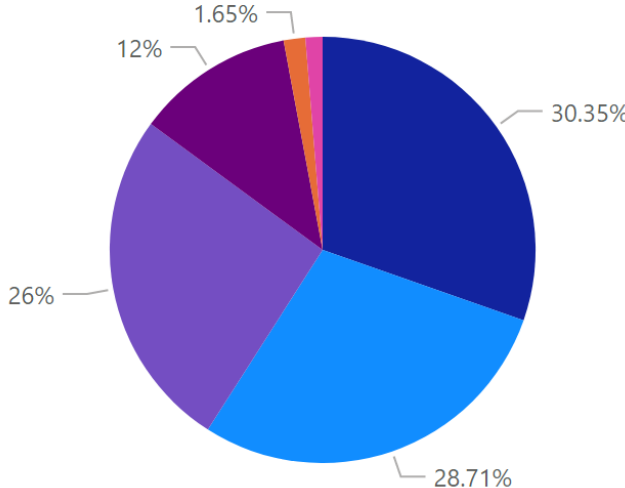
Trips by POI Name (Non-Lodging)



name

- Isla Blanca Park
- Entertainment District
- Clayton's Bar & Grill
- Bay Fishing
- Port Isabel Lighthouse Square
- Schlitterbahn Waterpark
- Andie Bowie Park
- Sea Turtle Inc.
- The Jetties

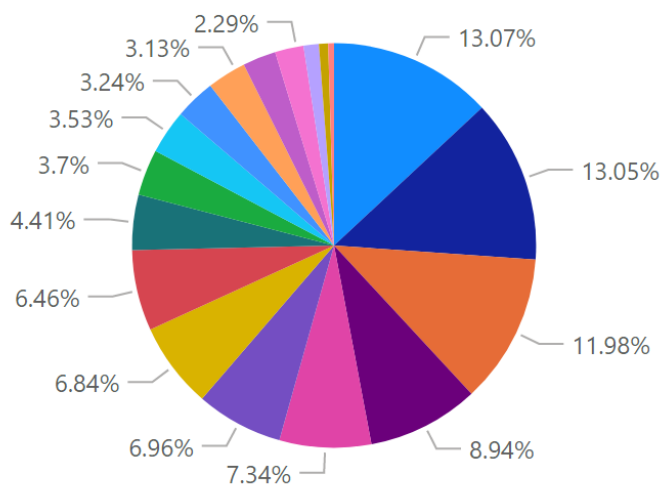
Trips by POI Category (Non-Lodging)



category\_name

- Parks
- Attractions
- Districts
- Restaurants
- Transportation
- Convention Center

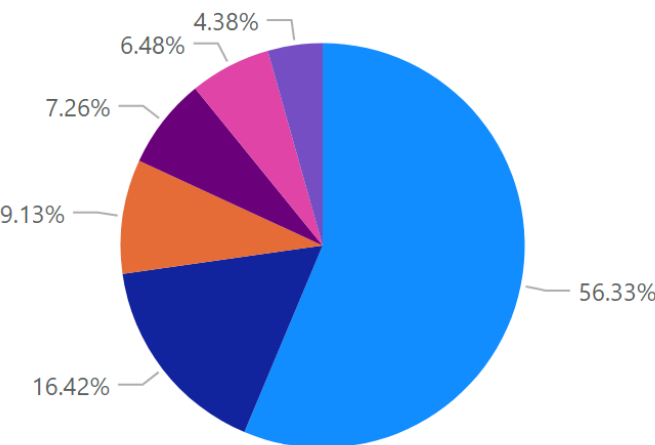
Time Spent by POI Name (Non-Lodging)



name

- Birding and Nature Center
- Sea Turtle Inc.
- Brownsville/SPI International Airport
- Valley International Airport
- Port Isabel Lighthouse Square
- Causeway Median
- Schlitterbahn Waterpark
- SPI Convention Centre

Time Spent by POI Category (Non-Lodging)



category\_name

- Attractions
- Parks
- Transportation
- Restaurants
- Convention Center
- Districts

Outdoor and nature attractions continue to increase in popularity entering the Fall season.





# TRAVELLER INTELLIGENCE

Month

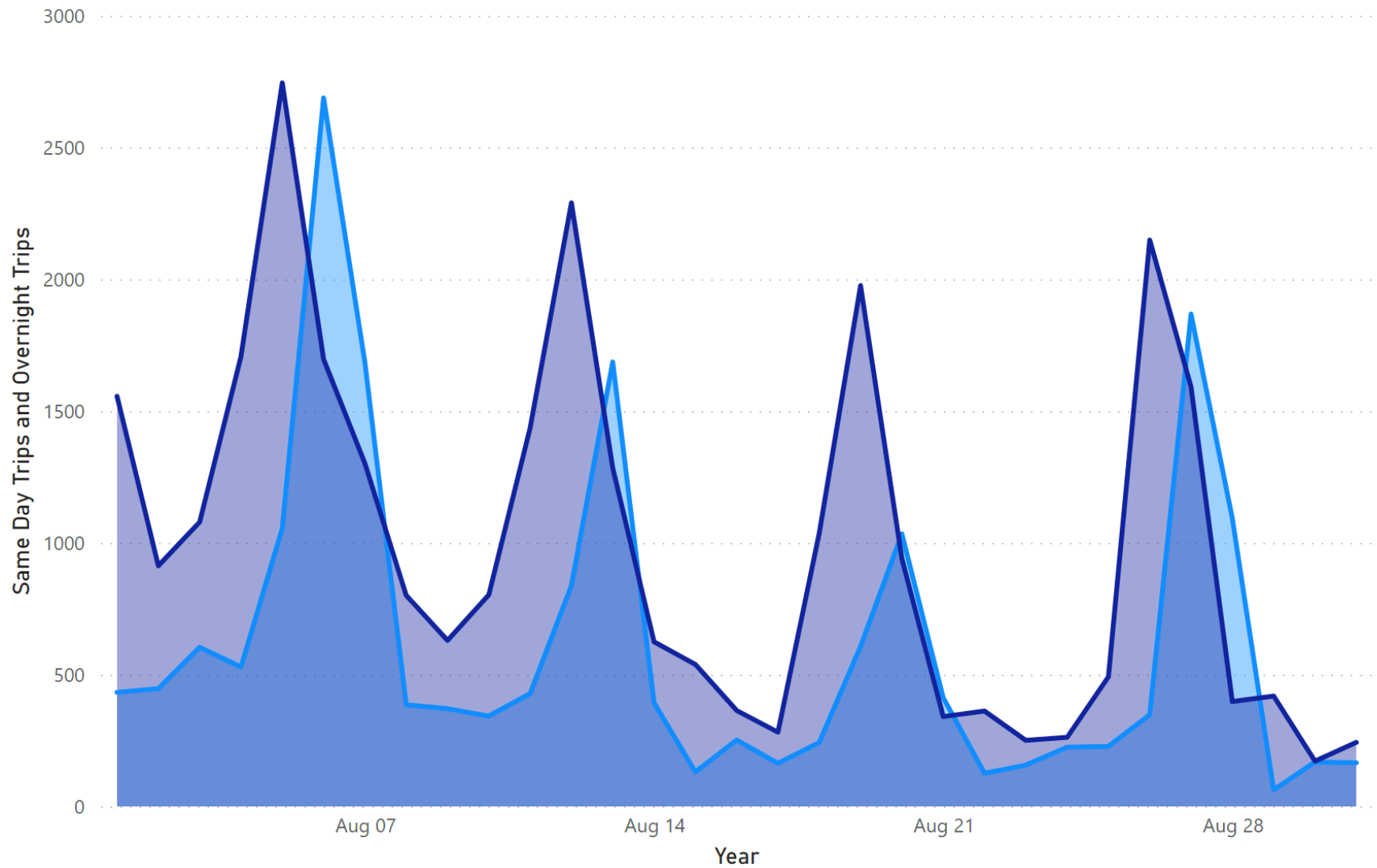
August

Year

2022

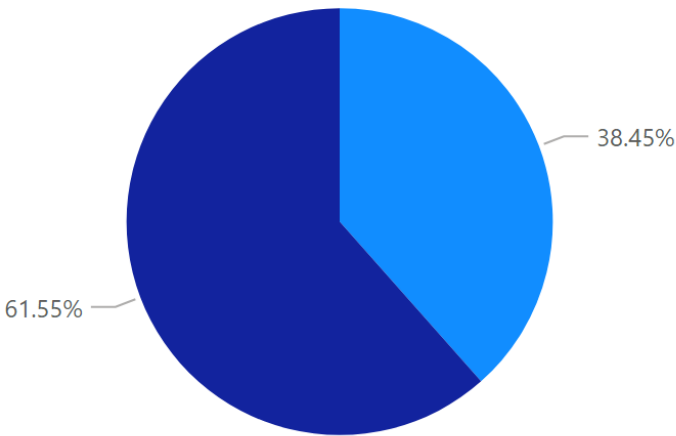


Same Day Trips Overnight Trips



## Same Day Trips and Overnight Trips

Same Day Trips Overnight Trips



Same day visitors surpassed overnight visitors on each Sunday of the month of August. However, the majority of visitors stayed overnight.





# ECONOMIC IMPACT



**PREDICTIVE**  
DATA LAB



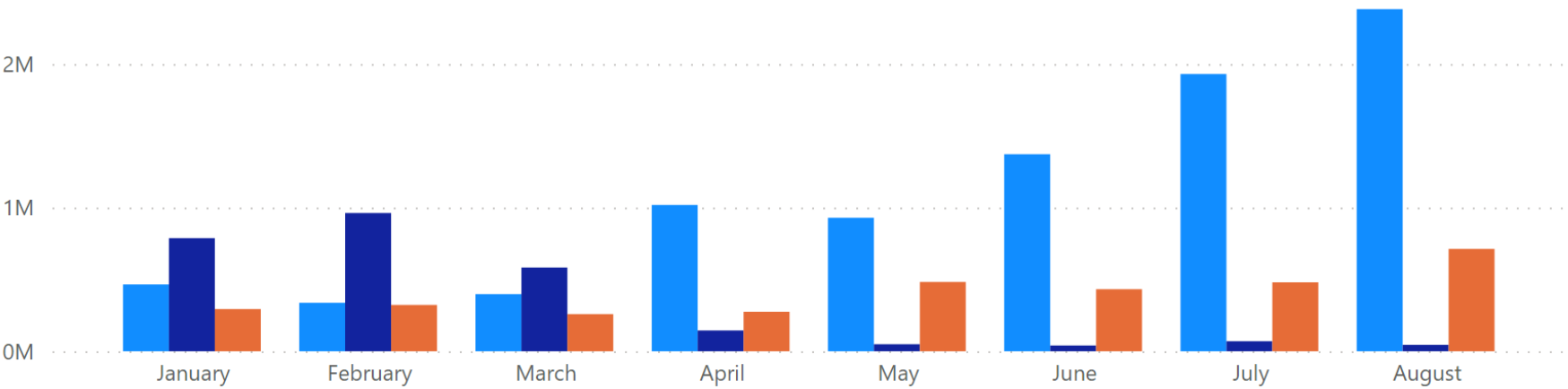


# ECONOMIC IMPACT



2022 Tax Collection by Type and Month

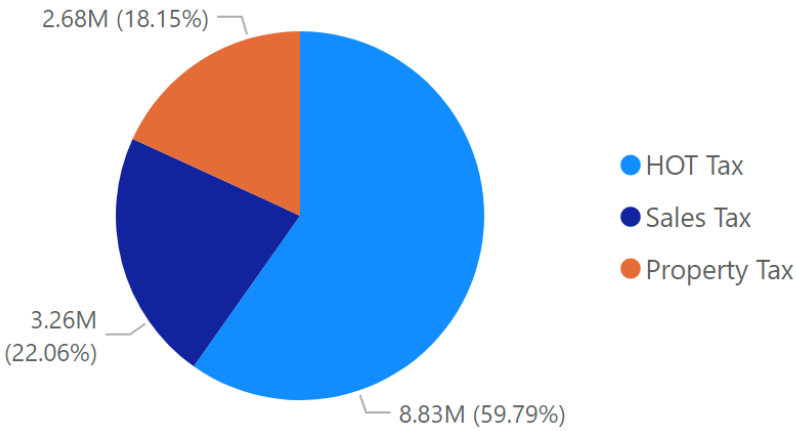
● HOT Tax ● Property Tax ● Sales Tax



HOT Tax collection continued to outpace property and sales tax collection in August 2022.

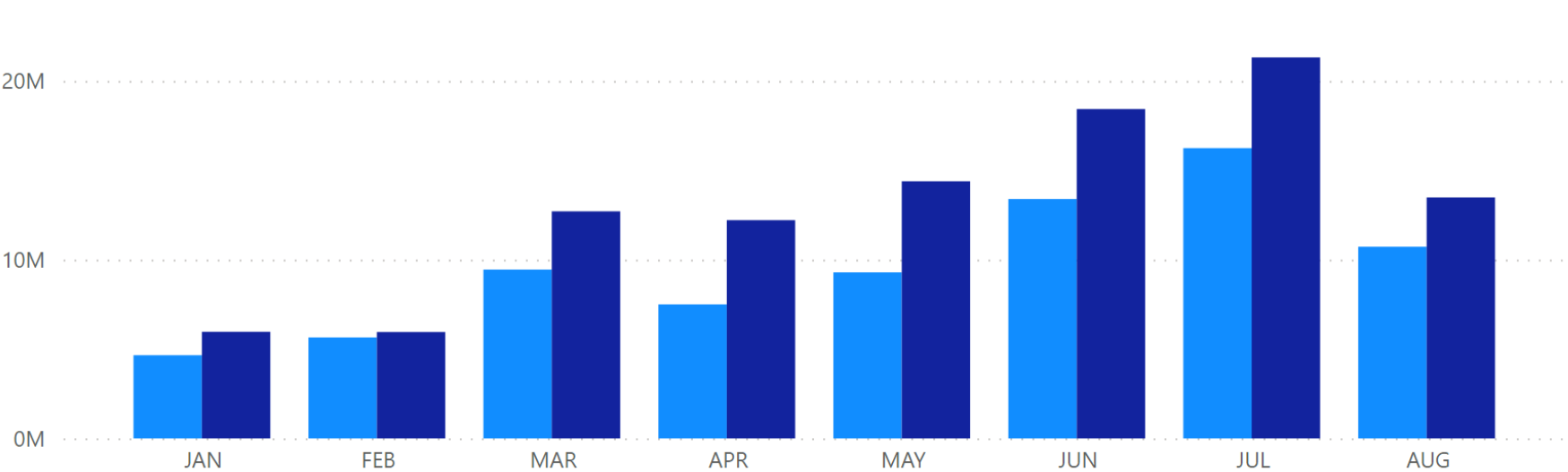
**\*Date Collected: August 2022\***

2022 Tax Collection by Type

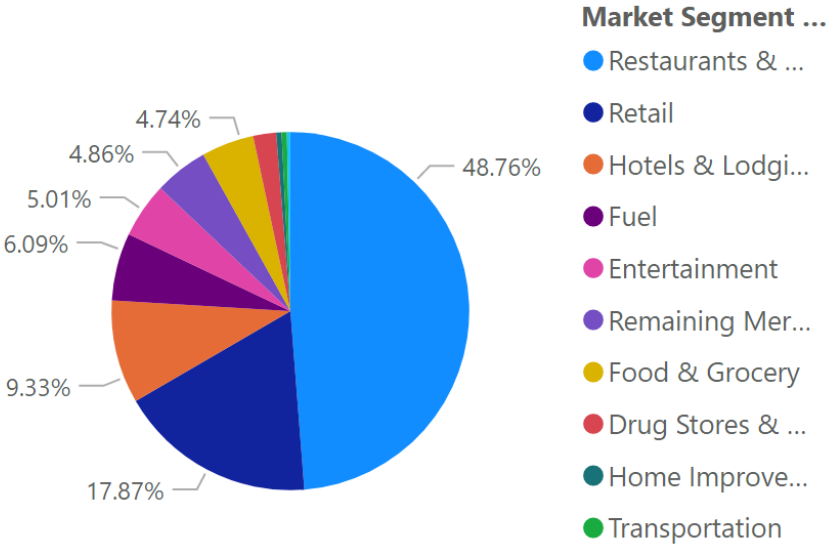


2022 Credit Card Transactions

Purchase Year ● 2021 ● 2022



Spend Amount by Market Segment Code





# KEY TAKEAWAYS

- South Padre Island outperformed 2021 HOT Tax numbers compared to competitors. Port Aransas is showing decreases in occupancy which could be an indicator of lower RevPAR in the future. Galveston had higher HOT Tax numbers compared to South Padre Island but underperformed when comparing to the previous year.
- Paid media recorded the highest cost efficiency in August 2022 with TikTok outperforming all other platforms.
- Weekends show a much larger increase in both web and foot traffic. Projections show that this pattern is expected to continue into the Fall.





# OUR RECOMMENDATIONS

- Event and point of interest data indicate an increased interest in fishing, birding, and nature related activities. We recommend shifting to fall focused creative in September for all ad platforms.
- Keyword data shows that there is a large volume of website visitors who enter the website but a small percentage who click on additional links. This could be an indicator for website optimizations. This is especially relevant for pages concerning accommodations and events.







# NEXT STEPS

- Coordinate with Zimmerman Team on the exact starting dates of the Fall campaign so that we can measure both targeting and visitation patterns of Fall 2022 personas.
- Begin discussion on more focused KPI's that can be used to measure campaign success going forward.



# Q&A



**PREDICTIVE**  
DATA LAB

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

**MEETING DATE:** September 23, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

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

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

**ITEM BACKGROUND**

NA

**BUDGET/FINANCIAL SUMMARY**

na

**COMPREHENSIVE PLAN GOAL**

none

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**





# CVB Monthly Report

September 2022



# SPECIAL EVENTS



# Special Events



## Events

- **Roar by the Shore Airshow**
  - August 27-28
  - Holiday Inn Beach Resort
- **SPIsland Games**
  - Sept. 16 - 18
  - SPI Sessions & Beach Park
- **Wahoo Classic**
  - Sept. 16 - 18
  - Jim's Pier

## Upcoming Events

- **Elite Redfish Series Championship / Sept. 23 - 25**
- **SPI Triathlon / Sept. 25**
- **Banzaikon / Sept. 29-30**





# GROUPS & MEETINGS



## Summer Wrap-up

- **Overview** *June, July & August 2022*
  - Conferences 6
  - Fishing Tournaments 6
  - Training Programs 8
  - Church Camps 2
  - Cheerleading Comp. 1
    - 11 days out of 90
- **June**
  - TX HSI Consortium
  - SPATS
- **July**
  - Crossroads
  - Crossbridge
  - TCAAA
- **August**
  - Fishing Tournaments
  - TACVB

## Sales Efforts

- **Total Leads Sent: 57**
- **Room Nights Booked: 5523**  
\*July & August 2022

## Tradeshaw

- SYTA, Student Youth Travel Association
- 15 appointments

## Group Highlight

- TACVB 50th Annual Conference
  - Record Attendance
  - 1000+ Booked Room Nights
  - Transportation
  - Sponsored Tours
    - ECO Tourism
    - Historical Tour



# Marketing & Communications





# ORGANIC SOCIAL MEDIA OVERVIEW




sproutsocial




# Facebook Top Posts



 Visit South Padre Island  
Sat 8/6/2022 1:57 pm PDT

Nothing beats this view 🌊 We got a weekend full of bright sun, cool coastal breeze, and bright blue water for a perfect time on paradise! 🌴 thestateoftexas2 #SoPadre #TexasBestBeach



Total Engagements	48,495
Reactions	14,719
Comments	2,449
Shares	2,202
Post Link Clicks	8
Other Post Clicks	29,117

 Visit South Padre Island  
Mon 8/1/2022 4:32 pm PDT

Take to the skies with Roar by the Shore Air & Space Expo 🛩️ An all-new event coming to South Padre Island this August 27 & 28. The event will feature performers from around the country...



Total Engagements	5,126
Reactions	2,114
Comments	109
Shares	200
Post Link Clicks	428
Other Post Clicks	2,275

 Visit South Padre Island  
Sat 8/27/2022 11:12 am PDT

Experience aerial wonder with Roar by the Shore Air and Space Expo 🛩️ South Padre Island's newest event brings the best pilots from the country for an all new experience! #SoPadre...



Total Engagements	2,596
Reactions	397
Comments	57
Shares	31
Post Link Clicks	—
Other Post Clicks	2,111

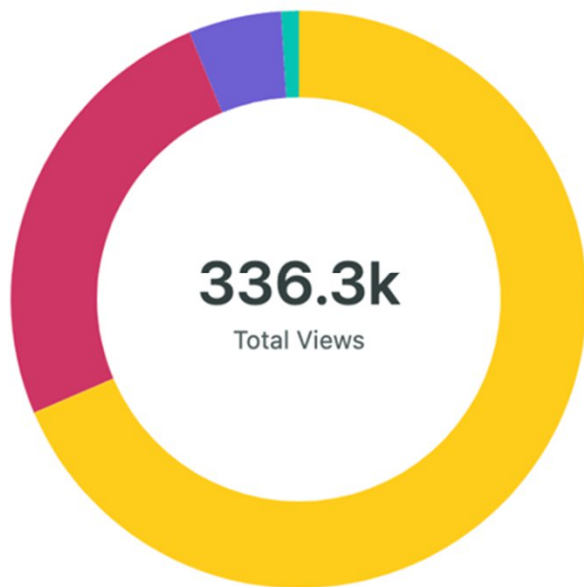


sproutsocial

# Facebook Video Performance



## View Metrics



Organic Full

**3,334**

Organic Partial

**17,536**

Paid Full

**84,918**

Paid Partial

**230.6k**

## Viewing Breakdown



Organic Views

**6%**



Paid Views

**94%**

Click Plays

**8%**

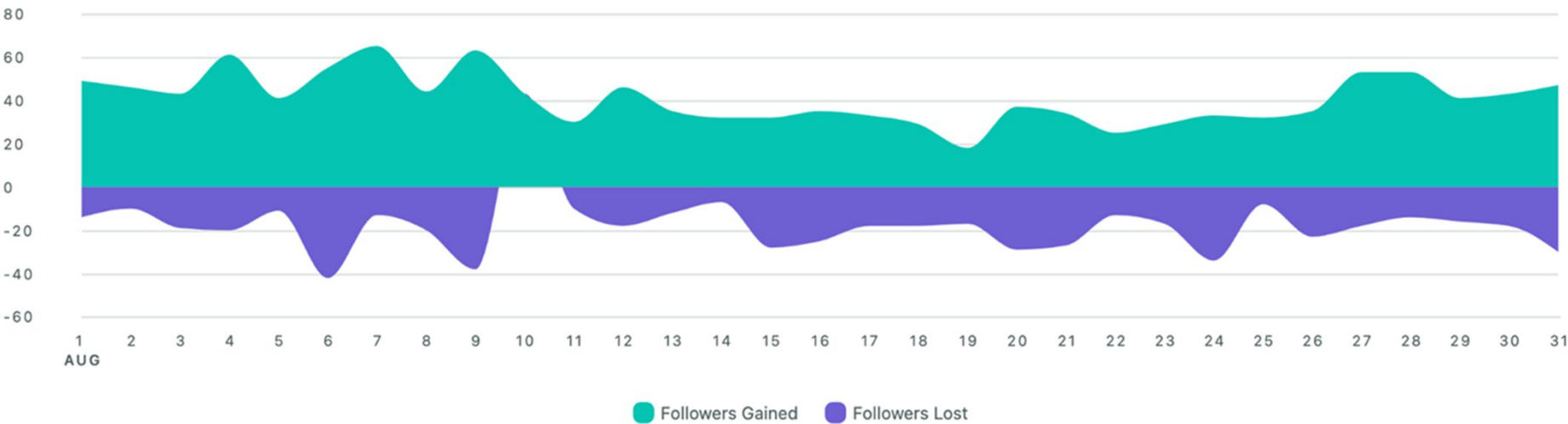
Auto Plays

**92%**



sproutsocial

# Instagram Audience Growth





Audience Metrics		Totals	% Change
Followers		52,237	↗ 1.3%




sproutsocial

# Instagram Top Posts






  **visitsouthpadreisland**  
Sat 8/6/2022 1:42 pm PDT

Nothing beats this view 🌴 We got a weekend full of bright sun, cool coastal breeze, and bright blue water for a perfect time on paradise. 🏖️: @thestateoftexas2 #SoPadre #TexasBestBeach




<b>Total Engagements</b>	<b>3,245</b>
<u>Likes</u>	3,047
<u>Comments</u>	62
<u>Saves</u>	136






  **visitsouthpadreisland**  
Wed 8/31/2022 3:33 pm PDT

Head north of South Padre Island to find vacation rentals perfect for large parties ✨ Beach side or Bayside The Shores have what you need! #sopadre #vacationrentals #vacation...




<b>Total Engagements</b>	<b>2,702</b>
<u>Likes</u>	2,237
<u>Comments</u>	60
<u>Saves</u>	405




  **visitsouthpadreisland**  
Sat 8/20/2022 4:59 pm PDT

Take a walk. Free your mind ✨ Discover the Laguna Madre Nature Trail and spot bird species that call South Padre Island home! #SoPadre #texasbestbeach #tropical #ocean #beach...



<b>Total Engagements</b>	<b>1,414</b>
<u>Likes</u>	1,303
<u>Comments</u>	11
<u>Saves</u>	100



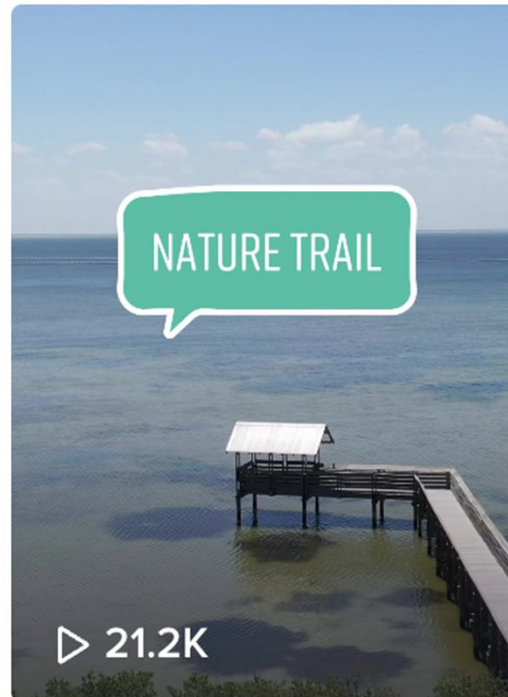

sproutsocial



# TikTok Top Posts



Head north of South Pa...



Take a walk. Free your ...



If you need help feeling ...



# TikTok Audience Growth

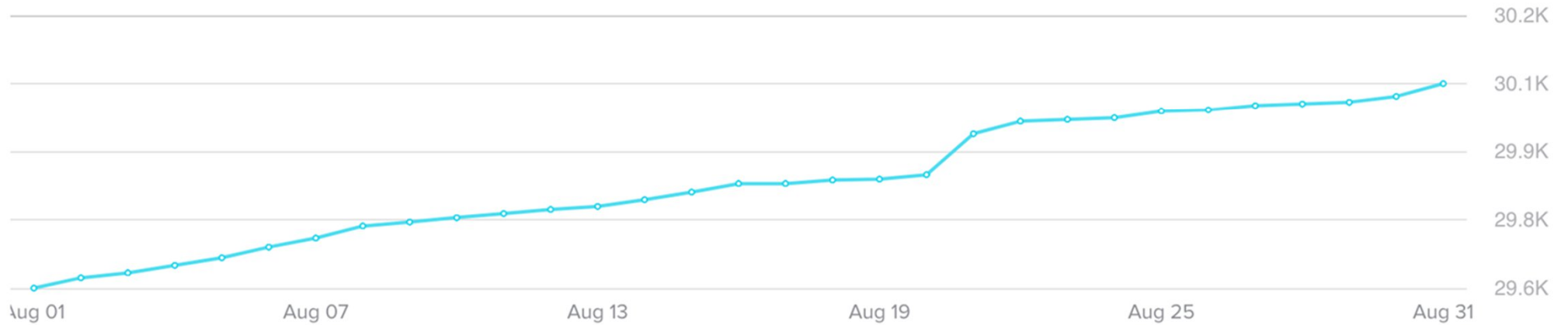


**33,770** in total ⓘ

Net +0 (-)

Growth rate -89.75% (vs. Jul 01 - Jul 31) ↓

Aug 01 - Aug 31





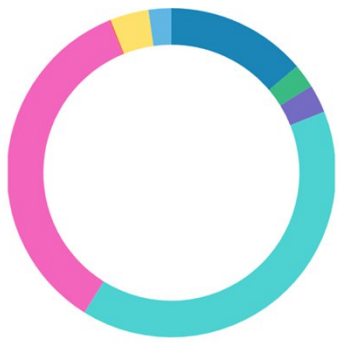
# CISION REPORT

CISION®

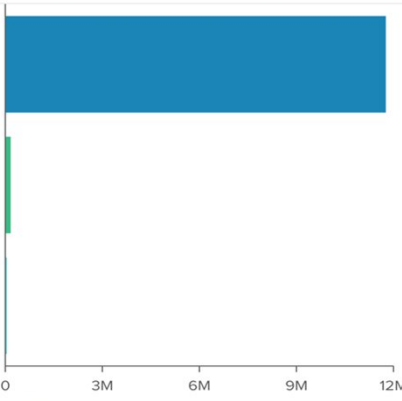
# Cision Report August 2022



## Share of Voice

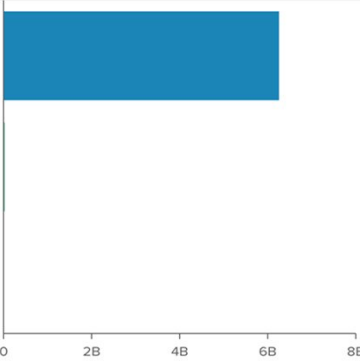
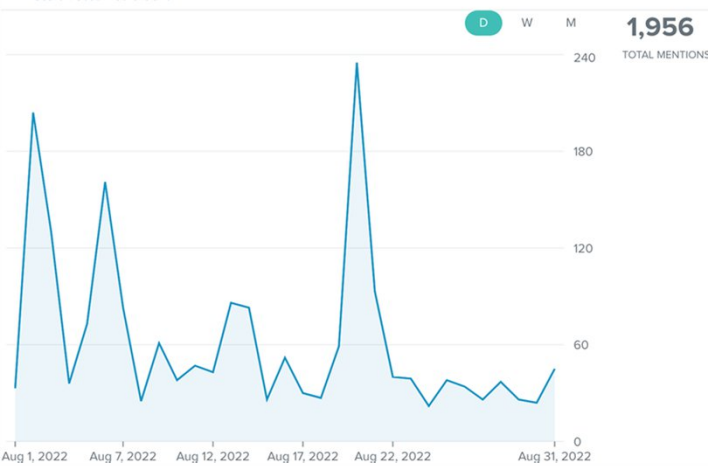


SEARCH NAME	TOTAL MENTIONS
Galveston	2.2K (40%)
South Padre Island	2K (35%)
Corpus Christi	773 (14%)
Destin Florida	212 (4%)
Panama City Beach	155 (3%)
Fort Walton Beach	133 (2%)
Padre Island	125 (2%)
North Padre	10 (0%)



MEDIA TYPE	AD EQUIVALENCY
Total	\$11.98M
Online News	\$11.76M
Television	\$167K
Blogs	\$46.95K

Total Mentions Over Time  
Search: South Padre Island



MEDIA TYPE	TOTAL READERSHIP
Total	6.3B
Online News	6.3B
Blogs	24.98M
Television	10.7M

1,956

Total Mentions

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

6.3B

Total Reach

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

\$11.98M

Total Publicity Value






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








# Cision Report August 2022



## Top Stories:

- 1  **Sales tax numbers show ...** 409M  
Aug 14 • Yahoo!
- 2  **We Need to Take Better ...** 409M  
Aug 3 • Yahoo!
- 3  **Tropical storm warning i...** 409M  
Aug 20 • Yahoo!
- 4  **Commissioners question...** 409M  
Aug 21 • Yahoo!
- 5  **McAllen Delights with In...** 409M  
Aug 11 • Yahoo!

- 6  **McAllen Delights with In...** 409M  
Aug 11 • Yahoo!
- 7  **Art gone wild: 'Nature In...** 409M  
Aug 20 • Yahoo!
- 8  **Brownsville-SPI Internati...** 409M  
Aug 27 • Yahoo!
- 9  **The worst places to inves...** 148M  
Aug 27 • MSN
- 10  **18 OF THE BEST TEXAS ...** 148M  
Aug 16 • MSN

COUNTRY	TOTAL MENTIONS
<b>United States</b>	<b>1.6K (97%)</b>
<b>India</b>	<b>9 (1%)</b>
<b>United Kingdom</b>	<b>8 (0%)</b>
<b>Canada</b>	<b>5 (0%)</b>
<b>Mexico</b>	<b>5 (0%)</b>
<b>Italy</b>	<b>4 (0%)</b>
<b>Viet Nam</b>	<b>4 (0%)</b>
<b>Germany</b>	<b>3 (0%)</b>

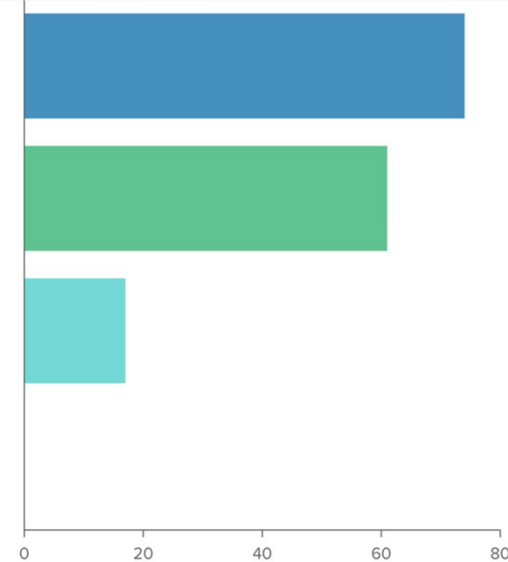
# PR Efforts



- Interviews: 12
- Press Releases: 5
- Live Shows Interviews: (TV & Radio): 8
- Total Number of Publications: 74

## Key Messages

Search: South Padre Island



KEY MESSAGE	TOTAL MENTIONS
● Top Publications	74
● Sea Turtles	61
● High Impact Articles	17
● The Switch Up	0

Aug 1, 2022 to Aug 31, 2022 ▼

yahoo!news

News US Politics World COVID-19 Climate Change Health Science Originals Contact Us



The Brownsville Herald, Texas

## Air show to bring thrills to South Padre Island's skies

Ryan Henry, The Brownsville Herald, Texas  
August 3, 2022 · 1 min read

Aug. 3—Jets will soon be screaming and soaring about South Padre Island's shoreline. This summer, the Roar by the Shore Air Show and Space Expo will be launching free air shows from noon to 4:30 p.m. on Aug. 27 and 28.

The event is centered on the beachfront at Beach Resort by Holiday Inn, organizers said.

"Headlining this year's inaugural event is the USAF F-22 Raptor Demo Team who will be accompanied by the US Navy West Coast Rhino Demo Team from VFA-122 — the 'Flying Eagles' in the F/A — 18E Super Hornet," organizers told the Coastal Current.

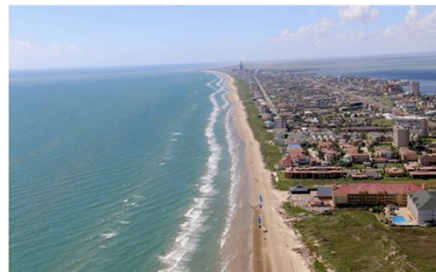
"Visitors can look for historical aircraft displays as well as a robotic demonstration by

DEEP SOUTH  
magazine

## 10 Road Trips in Texas for Your End of Summer Bucket List

Texas is a big state, and there's a lot to see. From the wide open plains of the panhandle to the bustling metropolis of Houston, there's something for everyone in Texas. And what better way to see it all than by taking a road trip? Just make sure you have the **cheapest car insurance in Texas** before you hit the open road.

### South Padre Island



Looking for a fun and affordable vacation? Then pack up the car and head to South Padre Island. This sunny resort town is located on a long barrier island off the coast of Texas and features miles of beautiful beaches, countless activities and plenty of affordable accommodation options.

Whether you're looking to relax on the beach, try your hand at surfing or fishing or explore the nearby shops and restaurants, South Padre Island has something for everyone. So grab your sunscreen and swimsuit and hit the road for a fun-filled vacation on the Texas coast.



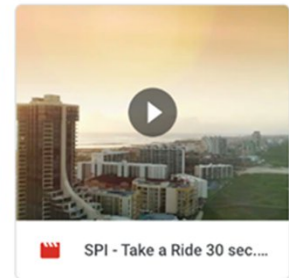
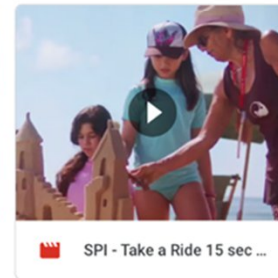
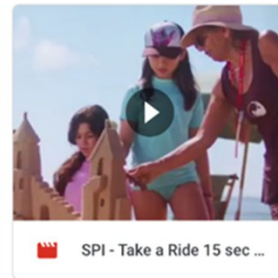
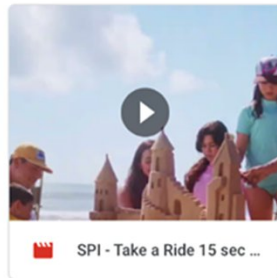
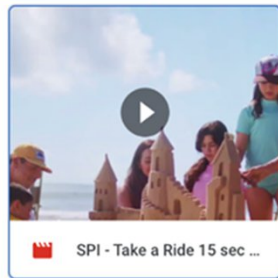
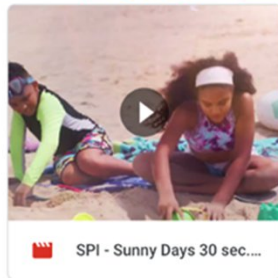
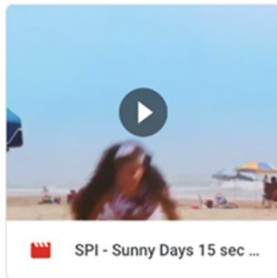
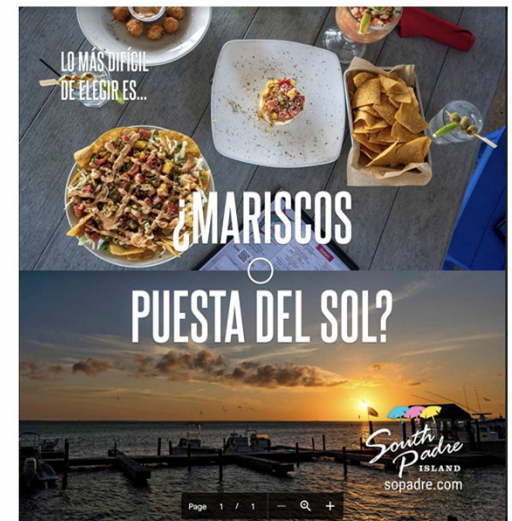


# In-House Creative

# Mexico campaigns



- Mexico FAM Tour:
  - October 7-9
  - 8 Tour Operators
  - Hosting Hotel: Isla Grand Beach Resort
  - Lodging Partners will be reached out to for meeting with the tour operators.





## Print - Digital



## Groups & Meetings



### ESCAPE THE FOUR WALLS



[www.sopadre.com](http://www.sopadre.com)



**MEET ON TEXAS' BEST BEACH**  
[www.sopadre.com](http://www.sopadre.com)

### OFFICE CHAIR OR BEACH CHAIR?

Sit back and feel the sand on your toes with your next meeting on Texas' only tropical island. Wide-open natural beach and stunning Gulf of Mexico waters are the perfect backdrops for your event. With a commitment to guest safety and flexibility to address protocols, you can rest easy knowing that your next meeting will be handled responsibly by our experienced team.



**SOUTH PADRE ISLAND CONVENTION  
& VISITORS BUREAU**  
7355 Padre Blvd. South Padre Island, TX 78597  
(956) 761 - 3000 | [www.sopadre.com](http://www.sopadre.com)

**DAVID VILLARREAL | SALES MANAGER**  
(956) 761 - 3834 | [david@sopadre.com](mailto:david@sopadre.com)





# SPI-CTA Program



- 17 New Certified Tourism Advisors
- 101 Total SPI-Certified Tourism Advisors

## SPI-CTA Upcoming class:

- Classes for September : 27th and October class is TBD
- Email will be sent out to Island Partners for sign-up



**ISLAND MATTERS**  
South Padre Island News

**CVB Builds on Success with Tourism Certification Program**

**Certified Tourism Advisor Program Certification**

**Dates:**  
Thurs., Jul. 7 - 8:30 AM to 12:30 PM  
Thurs., Aug. 16 - 8:30 AM to 12:30 PM  
Thurs., Aug. 23 - 8:30 AM to 12:30 PM

☎ (954) 761-8199  
✉ [Teresag@spidre.com](mailto:Teresag@spidre.com)  
📍 7355 Padre Blvd.

Get certified today!

(Courtesy of SPI Convention and Visitors Bureau)

In a recent SPI Business Roundtable hosted by Island Matters, the overarching theme of a consistent tourism experience echoed throughout the meeting. Painted Marlin General Manager Carlos Cantu highlighted making a vacation for tourists an orchestration of consistency between hotels, activities, and feeling welcomed.

"Hospitality in general goes a long way. They (tourists) do a little bit of everything. There should be consistency in the whole process," said Cantu.

South Padre Island experienced tremendous tourism growth during the pandemic, and the Convention and Visitors Bureau (CVB) plans to continue to build value to create an outstanding tourist experience for all.

The CVB currently offers a well-designed four-hour program that provides hospitality training to local businesses and their staff.

The program allows island employees to learn the value of hospitality and see what many employees often don't see—the island through the eyes of a visitor.



# Certified Tourism Advisor Program Certification

Presented by South Padre Island CVB







QUESTIONS

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

**MEETING DATE:** September 23, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for the Texas Beach Ultimate Festival in April 2023.  
(Brown)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

not available

**COMPREHENSIVE PLAN GOAL**

none

**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: 08/15/2022

Name of Organization: Houston Ultimate Community (HUC)

Address: 2223 Shakespeare St

City, State, Zip: Houston TX 77030

Full Name:

Chris Johnson

E-Mail:

bloomer98@gmail.com

Office Number:

7132066114

Cell Phone Number:

7132066114

Website for Event or Sponsoring Entity :

www.houston-ultimate.com

Non-Profit or For-Profit Status:

non-profit

Tax ID #:

30-0173400

Primary Purpose of Organization:

Grow the sport, reflect and celebrate Houston's diversity, encourage active lifestyles, provide equal access, make Houston and the surrounding region a destination for competitive events.

## EVENT INFORMATION

Name of Event: Texas Beach Ultimate Festival

Date(s) of Event:

April 14-16, 2023

Primary Location of the Event:

Isla Grand Hotel/Beachfront, Isla Blanca Beach

Amount Requested: \$10,000

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

n/a, first year

**Primary Purpose of Event:**

To fulfill our organization's mission, broaden our reach, create a flagship beach event similar "Lei Out",  
a Los Angeles based beach event that has been very successful, draw national to SPI.

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

Mostly for marketing, some operations. We will promote the event using a variety of media and partner  
organizations. We also will use about 20% of the funds to assist with beach prep and other operations.

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

We are discussing working with the city on the beach raking (preparation) and cleaning. Our participants  
will also spend time cleaning the beach, but equipment is also helpful in this process. Any cost reduction  
would be helpful here.

**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:

\$: 3000

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:

\$: 7000



**QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES**

How many years have you held this event? 30 years in Galveston, this is first year SPI

Attendance for previous year (if applicable): 300

How many of the attendees are expected to be from more than 75 miles away?  
100%

How many people attending the event will use South Padre Island lodging establishments?  
100%. They will likely use hotels as well as Airbnb/VRBO.

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

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

Where and how many rooms will be blocked?

Isla Grand, we anticipate around 30-40. Some teams may choose to use AirBnb/VRBO or other rentals.

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>N/A -previously local</u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></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.)?

We will ask registrants to list where they are staying and conduct a post-event survey.

Please list other sponsors, organizations, and grants that have offered financial support to your event:

N/A

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

Yes, each team pays an fee to play. Team of 10, \$500

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

Yes, but it greatly depends on the number that attend. Most of our costs are fixed, so marketing is key

for us. We are hoping in year one to turn a small profit and use that to further our mission.

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

Print \$: \_\_\_\_\_

Website \$: 1000

Radio \$: \_\_\_\_\_

Social Media \$: 2000

TV \$: \_\_\_\_\_

Other Digital Advertising \$: 4000

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?

Social media, direct email outreach, collaboration with other national ultimate and beach ultimate

organizations, USAU collaboration, other regional/city organizing groups

Who is your target audience?

Players & teams sourced mostly regionally, some nationally. Demographics included in attached PDF.

What geographic region(s) are you marketing to?

North America

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

Yes; State Farm

*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: Texas Beach Ultimate Festival

- ☒ 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)
- ☒ 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)

Authorized Signature

Chris Johnson

Print Name

September 6th, 2022

Date

# Texas Beach Ultimate Fest

Houston Ultimate Community  
Presentation to SPI SEC





# Who Are We?

The Houston Ultimate Community (HUC) is a non-profit organization established to:

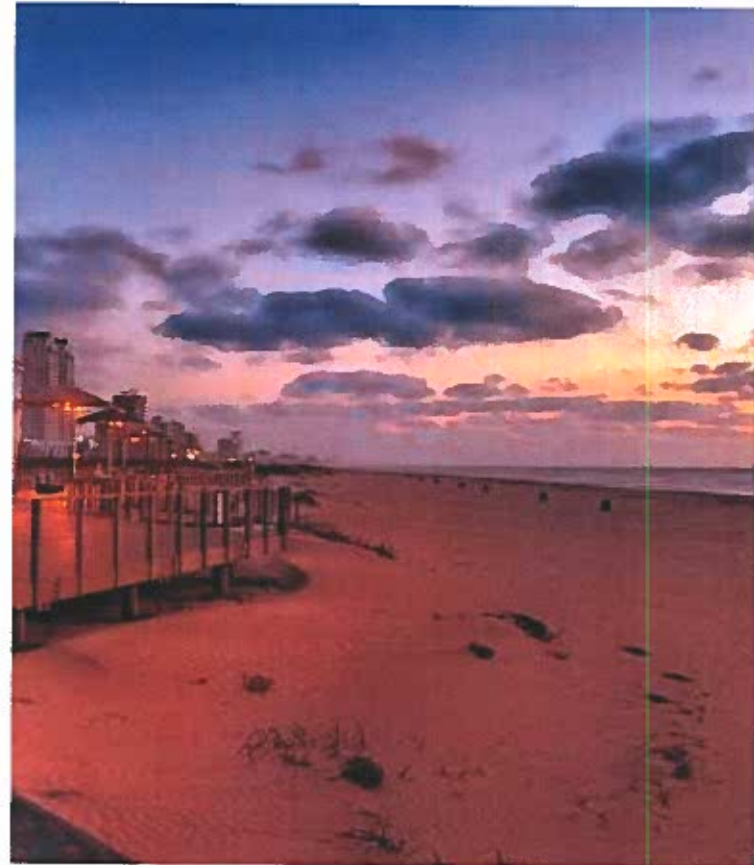
- Grow the Sport** of Ultimate Frisbee by supporting and nurturing youth, college and adult players to find a lifetime sport and community.
- Reflect and Celebrate Houston's Diversity** by expanding Ultimate awareness through Houston's diverse community to welcome players of all backgrounds.
- Encourage Active Lifestyles** to promote healthy living
- Eliminate Income Barriers** for all players so that everyone has an equal opportunity to participate.



# What is our Goal?

We have hosted our annual Texas Beach Ultimate Fest in Galveston for the last 30 years. We want to move it to SPI for a variety of reasons:

- **World-class beaches** with gorgeous weather which attracts teams from across the nation
- Access to **well-priced hotels and restaurants**
- **Ability to grow** – while we have been conservative in our estimates for 2023 of 20 teams, our peer tournaments routinely attract ~200 teams (~3,000 people) from around the nation
  - Anticipate that we could grow to this size over the long-term
  - Anticipate that **all** of these tourists will require lodging



# Proposed Event Schedule

## South Padre Island 2023 TBUF – Mock Schedule

*(All times Central, times may be adjusted for operational reasons)*

### Friday

4:00 PM – Captain's Check-in Opens

5:00 PM to 6:00 PM – Opening Showcase Game (Powerpool Elite 2 vs Elite 3) **(Streamed)**

6:00 PM to 7:00 PM – Texas Women's Sand Showcase **(Streamed)**

### Saturday (Hour long rounds, 15 min break)

8:00 AM – Flight 1, Pool Play Game 1

9:15 AM – Flight 1, Pool Play Game 2

10:30 AM – Flight 1, Pool Play Game 3

12:00 PM – Flight 2, Pool Play Game 1

1:15 PM – Flight 2, Pool Play Game 2

2:30 PM – Flight 2, Pool Play Game 3

### Saturday (con't)

4:00 PM – Bar / Food Opens at Isla Grande

4:30 PM – Elite Pool Showcase Game (Powerpool Elite 1 vs Elite 4) **(Streamed)**

6:00 PM – Color of Ultimate Showcase Game **(Streamed)**

7:30 PM to 10:00 PM – Band / Entertainment at Isla Grande directly adjacent to Showcase Field

10:00 PM to Bedtime – Quarter Deck Lounge with live music

### Sunday (Hour long rounds, 15 min break, all brackets to be determined based on teams participating)

8:00 AM – Lower Brackets Quarterfinals

9:15 AM – Lower Brackets Semis / Loser Bracket Semis

10:30 AM – Upper Bracket Quarterfinals / Lower Bracket Finals

12:00 PM – Upper Bracket Semis **(Streamed)** / Loser Bracket Semis

1:15 PM – Upper Bracket Finals **(Streamed)** / 3<sup>rd</sup> and 4<sup>th</sup> Place / Consolation Games



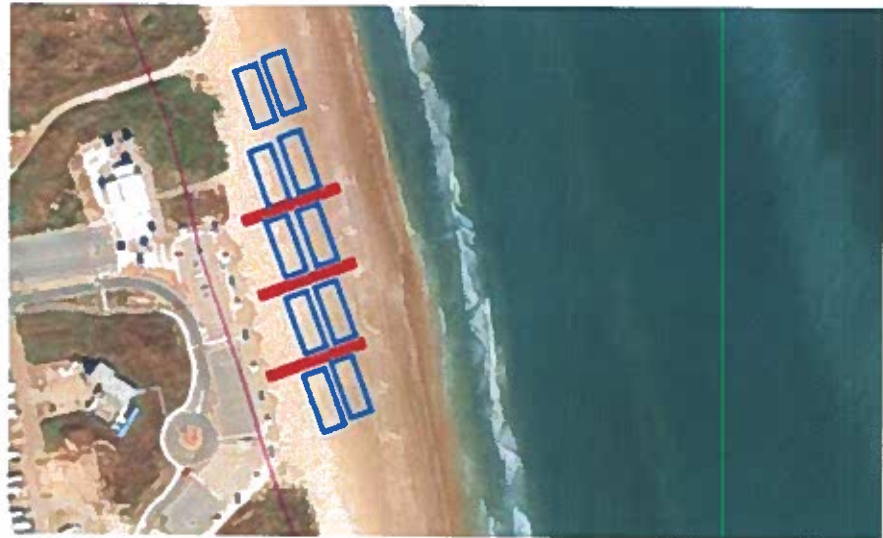
# Proposed Event Map

## Illustrative Showcase Field at Isla Grande



1. *Showcase Fields*
2. *Streaming to be set-up along beach*
3. *Anticipate working with Isla Grande to host a party with band and bar on location*

## Illustrative 10-Field Layout at Isla Blanca



1. *Red lines show public beach access points*
2. *Illustrative field space map – would prefer to set up the 10 fields at best sand quality in front of one of the pavilions. Said another way, this is shown at the north pavilion, but if there is better / softer sand in front of the south pavilion, we would prefer to set up there.*
3. *Open to move field locations to allow for better public access – would like to keep close to a pavilion for shade, restroom and food / drink access*



# Projected Event Budget

## Houston Ultimate Community TBUF Budget

### Income

Bid Fee	\$11,000.0
<b>Total Income</b>	<b>\$11,000.0</b>

### Expenses

Field Preparation*	(\$500.0)
Field Carts*	(\$1,200.0)
Medical	(\$2,500.0)
Medical Supplies	(\$100.0)
Tournament Food	(\$500.0)
Ice	(\$200.0)
Event Bar / Band	(\$5,000.0)
Website Marketing*	(\$1,000.0)
Social Media Marketing*	(\$2,000.0)
Digital Ads / Streaming*	(\$4,000.0)
Merchandise*	(\$2,000.0)
<b>Total Expenses</b>	<b>(\$19,000.0)</b>

### Bid Fee Calculation

Early Registration	\$500
Early Teams	10
Regular Registration	\$600
Regular Teams	10
<b>Total Bid Fees</b>	<b>\$11,000</b>

### Notes:

1. Requested funding detailed on next page
2. 20 team Bid Fee calculation is conservative by design given significant move from Galveston. We are hopeful we can attract a national audience and begin a strong build towards our long-term goal of ~200 teams

\*Funded fully or partially by amount requested.



# Advertising, Marketing and Promotion

Budget Item	Amount	Detailed Description
Website Marketing	\$1,000	Commissioning of new logos and graphics with South Padre Island branding consistent with marketing guidelines to be used on website and across total marketing funnel
Social Media Marketing	\$2,000	Purchase of ads across Facebook, Instagram, Reddit, USAU, and Ultiworld as key Ultimate marketing funnels as well as potential partnerships with large ultimate social media accounts to offer cross-segment marketing (Color of Ultimate, AUDL, PUL, Leiout, Wildwood and Sandblast)
Digital Ads / Streaming	\$4,000	We intend to stream 6 to 8 hours of games at the tournament. These streams will have announcers and offer advertising breaks during which we intend to run SPI focused tourism ads. These streams will be broadcast live with audiences between the mid-100's and low-1,000's of live viewers and will be maintained on YouTube as a year-round advertisement for the tournament and South Padre
Merchandise	\$2,000	Purchase of new merchandise with South Padre logos and island inspired designs.
Field Preparation	\$500	Dragging and cleaning the beaches – operational cost that is beneficial to the island
Field Carts	\$500	Partial subsidization of rental of field golfcarts to ferry water, trainers for medical emergencies and generally run the tournament



# In Room Projections

## Commentary

- All below demographics based on 2019 USAU Nationwide Survey (was not conducted during 2020 / 2021 due to COVID)
- Majority of Ultimate players are college educated (74.9%) and employed (88.6%)
- 49% of players make more than \$75,000 and 75% make more than \$50,000
  - 25% make more than \$100,000 annually
- We anticipate that players will attempt to room with their teams and have conservatively said 4 players per room
- We anticipate that some teams will defer to Airbnb's
  - We have attempted to dissuade that by hosting events at a hotel and putting tournament at south end of island where there are few Airbnb's within walking distance

	<u>First Year Projections</u>		
	Downside	Base	Upside
Teams	20	30	40
Average Team Members	10	10	10
Total Players	200	300	400
Player Per Room	4	4	4
<b>Total Rooms</b>	<b>50</b>	<b>75</b>	<b>100</b>



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

**MEETING DATE:** September 23, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the Brand Refresh and Definition Project for South Padre Island. (Henry)

**ITEM BACKGROUND**

not available

**BUDGET/FINANCIAL SUMMARY**

none

**COMPREHENSIVE PLAN GOAL**

naa

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



This estimate is for work activity to help redefine the South Padre Island brand as outlined in the August 19 Brand Rationale and Approach presentation. Our proposal and the four key phases are outlined below:

### **PHASE 1: ONBOARDING**

In the first phase, The Atkins Group will meet with key leadership to outline the approach to the development of the brand program, identify key constituent groups for involvement and participation, as well as develop a full schedule and timeline while communicating the process to participants to create awareness and understanding of the value and pursuit of true brand architecture. Your approval on this phase will be critical so that we are aligned on the scope of work, approach to achieving the brand, and overall outcome of this effort before proceeding with additional phases.

### **TIMELINE: 2 WEEKS**

### **PHASE 2: DISCOVERY & MARKETING AUDIT**

In this Discovery and Audit phase, The Atkins Group will review all existing research and information on South Padre Island and its competitors, with the goal of drawing insights for the brand approach and development. This includes a marketing audit, understanding of the strategic plan, and review of all existing marketing and communication materials and research data.

In this second phase, we will also conduct a workshop with a small group of stakeholders (max 12) to identify, record, and understand the expected brand attributes/features/benefits, the brand's position in the marketplace, the value it will contribute to its customers, and the personas of the most common customers.

This "visioning session" will seek to compare perspectives and current perceptions of your brand while seeking the "sweet spot" of similar reality to help ground our thinking.

### **IN THESE SESSIONS WE WILL COVER THE FOLLOWING TOPICS:**

- Determine what we think customers want and need from their interactions with SPI
- Explore beliefs and perceptions most associated with SPI, identifying the attitudes, concepts, feelings, language, and actions that differentiate it from the competition
- Utilize and incorporate all recent research efforts (Visioning Sessions, PDL Persona Definitions, Current Traveler Reports, Mind Ecology Data, etc.)

- Gather feelings about the current visual and verbal brand identity of SPI: logo, brand colors, other brand standards, tagline, personality, visual imagery, website, and marketing materials.

### **TIMELINE: 2-3 WEEKS INCLUDING BRAND DEVELOPMENT SESSIONS**

#### **PHASE 3: DEFINING THE BRAND**

We will bring together the insights gathered during the audit and research phases to finalize a recommendation for the overarching SPI brand architecture. This will include:

- Definition of the Ownable Brand Idea - your unique selling proposition
- Clarified language for Mission, Vision, and Core Values
- Supporting brand statements to demonstrate how the brand message works as a singular voice across all audiences and program areas (leisure and trade/sales) - Brand Personality and Brand Tone, Core Brand Elements/Messaging by Internal & External Audiences
- Consideration of transcreated brand for Mexico market
- Mood board representation of recommended style and tone of brand imagery
- SPI logo and tagline analysis

### **TIMELINE: 3 WEEKS**

#### **PHASE 4: PRESENTATION & APPROVAL**

Present revised Brand Definition documents for full Marketing Committee approval.

### **TIMELINE: 1 WEEK**

#### **PHASE 5: EXECUTION**

The Atkins Group will produce all necessary materials to package your new brand identity, assets and guidelines, including:

- Final Brand Architecture Guide
- Brand Standards & Guidelines Manual
- Brand Launch Plan including recommended messaging and touchpoints (additional costs for production needs as applicable)
- Consideration of brand application to website design and layout
- Manage copyrighting process for any new logo/taglines as necessary (additional costs for legal fees as applicable)

### **TIMELINE: 3 WEEKS**

## TIMELINE

PHASE	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11
PHASE 1: Onboarding											
PHASE 2: Discovery & Marketing Audit											
PHASE 3: Defining the Brand											
PHASE 4: Presentation & Approval											
PHASE 5: Execution											

## BUDGET

TACTIC	BUDGET
PHASE 1: Onboarding	\$15,000
PHASE 2: Discovery & Marketing Audit	\$24,000
PHASE 3: Defining the Brand	\$36,000
PHASE 4: Presentation & Approval	\$4,000
PHASE 5: Execution	\$20,000
<b>TOTAL BUDGET</b>	<b>\$99,000</b>

**We will invoice \$33,000/mo for October, November, and December time periods.**

**Terms and Conditions**

This Agreement begins upon the signature date of the estimate and terminates when project deliverables outlined above are completed..

**Approved:** \_\_\_\_\_ **Date:** \_\_\_\_\_

We agree to serve as your branding and marketing communications Agency, according to the following:

1. During the term of this agreement, we will be charged with the responsibility of brand development per the scope of this proposal.
2. Confidentiality: We acknowledge that both prior to and during the engagement, we will have access to and become acquainted with various trade secrets, inventions, innovations, processes, research, information, records and specifications owned or licensed by the you and/or used by the you and your clients in connection with the operation of your business including, without limitation, your business and product processes, methods, customer lists, accounts and procedures. We agree that we will not disclose to any other party the identity of clients, nor disclose any of the above, directly or indirectly, or use any of the information in any manner, either during the term of this Agreement or at any time thereafter, except as required in the course of this engagement with you. All files, records, documents, plans, specifications, information, letters, notes, media lists, original artwork/creative, notebooks, and similar items relating to your business or your clients, whether prepared by the us or otherwise coming into our possession, shall remain your exclusive property. We will not retain any copies of the foregoing without your prior written permission. Upon the expiration or earlier termination of this Agreement, or whenever requested by you, we will immediately deliver to you all such files, records, documents, specifications, information, and other items in our possession or under our control.



3. Ownership and use of our work products
  - a. Anything we do under the scope of this agreement for which we are compensated is your property. Any work we provide to you that has not been compensated for will be returned to us and will be our property.
4. Termination and Disposition at end of Agreement
  - a. Upon termination of this Agreement, we will transfer, assign and make available to you, all property and materials in our possession or control belonging to and paid for by you, to be carried to completion by TAG.
5. Payment Terms
  - a. TAG invoices once a month and submits invoices via email by the 10th (unless another invoice submission process is requested). Our monthly billing terms are Net 30 Days. A finance charge of 1.5% per month (18% annually) will be billed on balances 30-days or more past invoice date.

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

**MEETING DATE:** September 23, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the position of Director of Marketing to the CVB Staff. (Henry)

**ITEM BACKGROUND**

not available

**BUDGET/FINANCIAL SUMMARY**

NONE

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



## Position Description

Position Title:	Director of Marketing	Position Code:
Department:	Convention and Visitors Bureau	
Division:	Administration	
FLSA Status:	Exempt	
Revised:	08/29/2022	
Emergency Status:	<b>Non-Essential</b>	

---

Organization:	City of South Padre Island - Convention and Visitors Bureau
Address:	7355 Padre Blvd, South Padre Island, TX 78597
Work Location:	Convention Center
Web Address:	<a href="http://www.sopadre.com">www.sopadre.com</a> and <a href="http://www.MySPI.org">www.MySPI.org</a>

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### Leadership

Supervisor:	CVB Director
Direct Reports:	Marketing & Communications Specialist (2)

### Position Purpose

The position is responsible for overseeing travel and tourism research analysis and evaluation related to the policies and marketing programs of the South Padre Island Convention and Visitors Bureau. Serves as the Special Projects Manager in support of the CVB Director and Board initiatives. The this position is the primary supplier of South Padre Island tourism statistics to City Leadership and the local hospitality industry, economic development professionals and media. The successful candidate will be responsible for managing all primary and secondary research sources and distributing tourism research statistics in a variety of formats to support all aspects of tourism market planning and developing strategic plans/actions to capitalize on redirecting analytics and data to maximize South Padre Island Return on Investment (ROI) of marketing spend.

### Essential Functions

Support the strategic planning, marketing and communication activities for South Padre Island.

Supervision and management functions apply to all areas below:

- Manages and directs the activities of the events development division.
- Determines work processes and procedures, and monitors work flow to meet goals, objectives and performance measures.
- Serves as the special projects manager in support of CVB initiatives.



- Responsible for evaluating and monitoring Event Development staff performance to ensure all assigned goals and objects are met.
- Plan, organize and implement studies to determine the Return on Investment (ROI) and evaluate the effectiveness of South Padre Island Convention and Visitors Bureau marketing program.
- Determine appropriate methodologies, definitions and best practices that will yield accurate, reliable and credible results for measuring ROI and performance and predicting successful marketing activities to grow tourism.
- Oversee or participate in the development of brand research, focus groups and other qualitative research.
- Serve as the Special Projects Manager for CVB initiatives.
- Produce content for South Padre Island Convention and Visitors Bureau newsletter.
- Promote appreciation of the importance of travel and tourism to the local economy through the dissemination and appropriate use of tourism research and statistics.
- Project Manage Tourism week annually in May.
- Forecasting travel demand.
- Conduct case studies in niche markets.
- Respond to special requests from City Leadership, South Padre Island Hospitality Industry, media, etc.
- Collaboratively leading marketing, communications and special events teams for data and analytics methods.
- Must maintain a knowledge base that enables South Padre Island Convention and Visitors Bureau tourism to provide a high degree of expertise to citizens seeking information and referrals on diverse travel-related topics and data needs such as: Regional and local tourism development, leisure behavior, outdoor recreation, nature tourism, sports, special events, etc.
- Maintain a research library and data files.
- Establish and maintain affiliation with professional organizations; attend seminars and conferences; deliver papers and presentations.
- Perform special assignments for the South Padre Island Convention and Visitors Bureau executive team and other duties as deemed appropriate, including assistance and backup to the all aspects of South Padre Island tourism marketing program and industry communications.



- Prepare and review proposals, reports and articles; give presentations at conferences, workshops and seminars.
- Serve on professional committees and panels working toward the general improvement and advancement of travel and tourism research methods and standards.

### Secondary Functions

- Perform all other duties as required or assigned.

### Capital and/or Fiscal Responsibility

- Responsible for adhering to all City of South Padre Island Purchasing Policies while performing purchasing tasks.
- Assist with the creation, implementation and management of the Convention Centre budget.
- Assist in substantiating budget requests.
- Assist the Director in developing scopes of work requests for proposals and bids as needed.

### Credentials (minimum preferred)

- Knowledge/Skills/Abilities
  - Ability to manage multiple tasks simultaneously.
  - Skill in the use of all listed tools and equipment.
  - Ability to work under pressure and/or with frequent interruptions.
  - Ability to maintain accurate records; type and enter data accurately.
  - Working knowledge of computers and electronic data processing.
  - Ability to guide, direct and motivate employees to achieve goals and objectives.
  - Ability to establish and maintain effective working relationships with employees, supervisors, vendors, contractors, participants and the general public.
  - Ability to work a flexible schedule to include: nights, weekends, holidays and long hours.
  - Knowledge of research methods and techniques, statistical and other methods used in the analysis and projection of data, survey methods and analytical techniques.
  - Ability to analyze complex situations, problems and data, and use sound judgement in drawing conclusions and making decisions.





- Ability to plan, direct and advise others on highly complex and sensitive projects and prepare and present technical reports.
- Strong written and verbal communication skills; high degree of proficiency in synthesizing and communicating data from a variety of disciplines.
- Ability to communicate and work well with others in a professional office environment.
- Strong organizational skills; ability to handle multiple tasks, meet deadlines and manage priorities.
- Knowledge of Microsoft Office products and other graphics or presentation software; familiarity with statistical software desirable.
- Demonstrated ability to successfully manage and lead teams to achieve goals and objectives.
- Formal Education/Certification/Licenses
  - Graduation from a four-year college or university with a degree in marketing, recreation, tourism or a closely related field.
  - Valid state driver's license is required.
  - Texas Festivals and Events Association and International Festivals and Events Association training and accreditation is preferred.
- Prior Experience
  - Four (4) years of related experience or any equivalent combination of related education and experience to be determined appropriate by the City.
  - Budget and project management experience.
  - Minimum of two (2) years in a travel and tourism marketing capacity.
- Language Requirements
  - Bilingual: Spanish and English preferred.

### Tools and Equipment Used

Personal computer to include specialized software; calculator; copy and fax machine; printer; telephone; automobile; and cellular phone.

### Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit



and talk or hear; use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to walk; lift and/or move up to twenty-five (25) pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

### Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The work environment changes depending on the scheduled work. Work environment is normally located inside an air-conditioned office, although at times the employee will be required to be in outside conditions for short periods of time frequently throughout the day where the employee may be exposed to extreme heat, cold, wet, windy or humid conditions. This position requires occasional travel usually by vehicle or air. The noise level in the work environment is usually quiet or very noisy depending on the events. Travel is required of this position up to 20% of the time.

### Selection Guidelines

Formal application, rating of education and experience; oral interview and background /reference check; job related tests may be required.

### Acknowledgement

This position description does not constitute an employment agreement and is subject to change. This description is intended to indicate the types of outcomes, essential duties and levels of work difficulty required for this position. Other outcomes and/or responsibilities may be added, deleted or changed at any time, and the discretion of Management, formally or informally, either verbally or in writing. I have read and understand the duties required of this position and further affirm that I am physically and mentally able to perform the duties as described.

Employee (print name): \_\_\_\_\_

Employee (signature): \_\_\_\_\_

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

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

**MEETING DATE:** September 23, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the position of Director of Sales to the CVB Staff. (Henry)

**ITEM BACKGROUND**

NA

**BUDGET/FINANCIAL SUMMARY**

N/a

**COMPREHENSIVE PLAN GOAL**

none

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



## Position Description

Position Title:	Director of Sales	Position Code:
Department:	Convention and Visitors Bureau	
Division:	Sales (Meetings and Groups)	
FLSA Status:	Exempt	
Revised:	08/29/2022	
Emergency Status:	Emergency Non-Essential	
Organization:	City of South Padre Island - Convention and Visitors Bureau	
Address:	7355 Padre Blvd, South Padre Island, TX 78597	
Work Location:	Convention Center	
Web Address:	<a href="http://www.sopadre.com">www.sopadre.com</a> and <a href="http://www.MySPI.org">www.MySPI.org</a>	

### Leadership

Supervisor:	CVB Director
Direct Reports:	CVB Sales Managers, CVB Sales & Services Manager

### Position Purpose

Provide direction to sales staff and monitors sales activities for the Convention Center, all meetings and conventions and group sales division. Ensures that contact is maintained with all market segments on a local, state, regional, and national basis. Oversees and participates in sales initiatives to meet sales quotas, goals and objectives are achieved. The objective of the sales division is to market South Padre Island as a Meeting and Convention and Sports Tourism destination to potential and established accounts and increase hotel occupancy tax by being a liaison between event planners, organizations, hotels, businesses and clients, as an ideal site for group tours, especially on offseason weekends.

### Essential Functions

- Selects, trains, manages, directs, evaluates and provides leadership to the Convention Center sales staff to confirm that annual sales goals are met.
- Implements sales programs including, direct sales, email campaigns, trade show participation, and new lead development.
- Oversees the development of all sales materials, i.e., brochures, meeting planner guides, familiarization tour invitations, convention sales collateral and other materials as needed.
- Creates measurable performance goals and objectives for sales staff to include monitoring the performance of sales efforts through weekly, monthly and quarterly CRM reports.
- Prepares and presents oral presentations, as needed, to conventions, organizations and meetings about the Convention and Visitors Bureau.



- Represents the City of South Padre Island in area, regional and state organizations.
- Attends all Convention and Visitors Advisory board meetings, appropriate committee meetings and City Council Meetings when requested.
- Responsible for overseeing and maintaining an effective sales tracking incentive system for sales staff.
- Plans, implements and supports sales initiatives, targeting off season midweeks on the Island, with the goal of increasing Hotel Occupancy Tax (HOT) collections and visitation to the Island.
- Analyzes operations to evaluate departments' performance in meeting objectives and determines areas of potential efficiencies, program improvement and policy revisions to maximum ROI and increased productivity
- Evaluates sales marketing strategies, based on knowledge of establishment objectives, market characteristics, competitors and expense/revenue factors.
- Enhances business development, improving operational excellence and customer service practices to remain competitive in the national convention and tradeshow markets.
- Manages, supervises and coordinates the activities and operations of the Sales team in scheduling and booking events including assessing and monitoring workload, administrative and support systems and internal reporting relationships; identifying opportunities for improvement and implementing effective modifications.
- Trains, motivates and evaluates Sales staff; providing or coordinating staff training; working directly with team members to correct deficiencies and implementing discipline accordingly.
- Provides direct staff assistance to the CVB Director and prepares and presents staff reports and related correspondence.
- Directs and plans promotional projects and strategizes to attract new markets and clients.
- Performs sales calls to initiate high-level interest and advance organization's and facility's presence in the industry.
- Reviews, compares and tracks industry trends, standards and best practices and competitor statistics to determine price schedules and discount rates.
- Conducts facility tours for potential clients, addressing questions and providing information regarding facility's specifications and proficiencies.
- Directs Sales support staff in keeping records of correspondence, RFPs and communication.
- Attends and participates in industry meetings, trade shows, conventions, conferences and events to promote South Padre Island as a destination.

## Secondary Functions

- Perform all other duties as required or assigned.





### Capital and/or Fiscal Responsibility

- Responsible for adhering to all City of South Padre Island Purchasing Policies while performing purchasing tasks.
- Assist with the creation, implementation and management of the Convention Center budget related to the sales division.

### Credentials (minimum preferred)

#### Knowledge/Skills/Abilities

- Ability to manage multiple tasks simultaneously.
- Ability to communicate effectively verbally and in writing.
- Ability to work under pressure and/or with frequent interruptions.
- Ability to maintain accurate records; type and enter data accurately.
- Complex problem-solving – identifying and assessing situational factors to determine a workable and favorable resolution to address a matter.
- Developing creative and alternative ideas and solutions affluently.
- Preparing sales proposals, conducting meetings, convincing others to make certain decisions and negotiating certain terms.
- Meeting high standards of service and maintaining effective client relationships.
- Maintain constant attention to precise details and accuracy in communicating and implementing specified standards and directives.
- Conduct self in a professional and composed manner.
- Apply general guidelines or skills to specific scenarios or challenges to produce sound results or solutions.
- Ability to guide, lead and motivate employees to achieve sales goals and objectives.
- Ability to establish and maintain effective working relationships with employees, supervisors, vendors, contractors, participants and the general public.
- Ability to work a flexible schedule to include: nights, weekends, holidays and long hours.

### Formal Education/Certification/Licenses

- Graduation from a four-year college or university with a degree in marketing, tourism or a closely related field preferred.
- Valid state driver's license.

### Prior Experience

- Five (5) years of closely related experience or any equivalent combination of related education and experience to be determined appropriate by the City.



## Language Requirements

- Bilingual: Spanish and English preferred.

## Tools and Equipment Used

Personal computer to include specialized software; calculator; copy and fax machine; printer; telephone; automobile; and cellular phone.

## Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit and talk or hear; use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to walk; lift and/or move up to twenty-five (25) pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

## Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The work environment changes depending on the scheduled work. Work environment is normally located inside an air-conditioned office, although at times the employee will be required to be in outside conditions for short periods of time frequently throughout the day where the employee may be exposed to extreme heat, cold, wet, windy or humid conditions. This position requires frequent travel usually by vehicle or air. The noise level in the work environment is usually quiet or very noisy depending on the events. Travel is required of this position 25% to 50% of the time.

## Selection Guidelines

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

## Acknowledgement

This position description does not constitute an employment agreement and is subject to change. This description is intended to indicate the types of outcomes, essential duties and levels of work difficulty required for this position. Other outcomes and/or responsibilities may



be added, deleted or changed at any time, and the discretion of Management, formally or informally, either verbally or in writing. I have read and understand the duties required of this position and further affirm that I am physically and mentally able to perform the duties as described.

Employee (print name): \_\_\_\_\_

Employee (signature): \_\_\_\_\_

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

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

**MEETING DATE:** September 23, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the marketing buy with Rio Sports Live for the amount of \$60,000.  
(Pinkerton)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

NA

**COMPREHENSIVE PLAN GOAL**

NA

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



## Official Quote for SPI 2022-23.

I wanted to take the time first to thank you for being a part of what we have been building here at Rio Sports Live. Your marketing partnership has been one of the reasons that we continue to grow. As this school year has begun we have new and exciting things that are already in place and others that are just around the corner. Thank you once again.

Joe R Bowling  
Owner Rio Sports Live

The quote itself is three pages. The first goes over the current demographics and some of the analytics that pertain to marketing partners that were in for the past period of time. This includes actual impressions delivered on the social platforms that our content was delivered on.

The biggest change here in the immediate future is that we have now added OTT programming beginning with Roku this month and soon adding others such as Apple TV and Amazon. This will be adding show content as well as live events and it will be carried on channels within a network contained in our App. We will continue pushing to our main social media platforms but now are giving our audience the ability to have a series of channels for specific schools and groups. One of those groups has been designated for South Padre Island. These channels will have more of a traditional TV look and feel and will include our ability to go from live events to programmed events and back seamlessly. Your channel will be able to be filled with any programming you choose, this includes a way for you to even monetize it because the content on your channel is yours 100% to do so what you want.

The second page has what is our current rates for marketing on our platforms. This is a breakdown that we send out for potential marketing partners and I wanted you to see what others are currently buying from us.

The final page is a dedicated quote to SPI with the discounts that I have offered to you in the past. I have broken that down into two categories in the event that you wanted to include us in an annual budget versus the twice yearly approach that we have used in the past few years. I can work within either. I will also do the same thing that I have for the past few years and that is lock in this quote for an auto re-newel, at the same rates, should you choose this for next year (2023-24). This ensures you, that regardless of our growth this quote will be duplicated next year with no markups whatsoever. The added benefits to this package also includes your choice to choose and schedule RSL to be live on hand for 12 promotional events and to have 12 produced recaps shows about events you choose. This can be used within your channel and for distribution on other platforms as you desire.

Looking forward to another great year, bigger and better than any before.





## RSL and the STARS Network

### Two products under one roof

Rio Sports Live continues to broadcast games as we have since 2017. Thousands of live games and more every week and now added content on a new platform of Over the Top Programming on the RSL OTT Network Powered by RSL.

#### Current Audience on RSL

Platform	Number	Percentage	Age Range	Top Areas
Facebook Followers	63,000	51% Female, 49% Male	25-55 72%	Corpus/RGV 74%
YouTube Subscribers	31,800	39% Female, 61% Male	25-55 69.7%	Texas 78%

Instagram	16,023	33,000 Engagements monthly.
Twitter Followers	11,066	73,200 Profile visits monthly.
Web Site Visits Annual	1,450,000	

Audience/Traffic		Top Cities	Views on top social media platforms	
	Facebook	YouTube	January 2022	1,250,000
#1	Corpus Christi	#1 Austin	February 2022	1,703,000
#2	Brownsville	#2 Corpus Christi	March 2022	1,767,000
#3	Harlingen	#3 Harlingen	April 2022	1,358,000
#4	McAllen	#4 Brownsville	May 2022	3,131,000
#5	Edinburg	#5 Houston	June 2022	2,767,000
#6	Mission	#6 San Antonio	July 2022	2,142,000
#7	Laredo	#7 Edinburg		
#8	San Antonio	#8 Laredo	August – December 2021	Over 10 million

#### Annual Impressions

##### 2020, 2021-2022 (Through August 1)

Impressions delivered for advertiser receiving 2 ads per event  
(Does not include direct streams to schools.)

Facebook/YouTube	Twitter	Roku/Web	Total
2020 15,465,581 (15k CPMs)	11,397,075 (11k CPMs)	3,838,418 (4k CPMs)	30,700,574 (30k CPMs)
2021 21,560,457 (21k CPMs)	14,541,000 (14k CPMs)	6,530,755 (6k CPMs)	42,632,212 (42k CPMs)
2022 11,567,432 (11k CPMs)	7,651,432 (7k CPMs)	4,207,883 (4k CPMs)	23,426,747 (23k CPMs)

#### Average monthly CPM

2020 2,558	2021 3,553	2022 1,952
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#### Broadcasts and Coverage 2021- August 1, 2022

2,210 Live Events featuring over 200 schools. Average over 150 per month.



## General Info and Pricing 2022-23

### RSL Streaming

**Average 150 events per month**  
Live coverage on proven platforms  
Facebook, YouTube, Twitter.  
Commercials played within live  
broadcasts and kept on for 1 year.

#### **Monthly**

##### **4 Ads per event, All events**

August- December \$4,000 Monthly  
January-July \$3,250 Monthly.  
Annual discounted \$36,000.

##### **1 Ad per event, All events**

August- December \$1,500 Monthly  
January-July \$850 Monthly.  
Annual discounted \$9,600.

##### **4 Ads per event, one school**

August- December \$600 Monthly  
January-July \$500 Monthly.  
Annual discounted \$5,500.

##### **1 Ad per event, one school**

August- December \$500 Monthly  
January-July \$400 Monthly.  
Annual discounted \$3,600.

### RSL OTT Network

**Average 30-50 live events per channel**  
Over The Top programming on 24/7 channels.  
Premium channel, Bloodhound channel etc...  
Commercials played in live events and 24 hour  
Programming. Website, Roku, Amazon, Apple.  
Current ads run during pre-recorded content  
Older than one year.

#### **Monthly**

##### **All Channels 2 ads in live events 500 ROS**

August – December \$900 monthly.  
January – July \$700 Monthly.  
Annual Discounted \$8,000.

##### **All Channels 1 ad in live events 250 ROS**

August – December \$700 monthly.  
January – July \$600 Monthly.  
Annual Discounted \$6,000.

##### **Prem. Channel 2 ads in live events 500 ROS**

August – December \$700 monthly.  
January – July \$600 Monthly.  
Annual Discounted \$7,000.

##### **School Channel 2 ads in live events 500 ROS**

August – December \$600 monthly.  
January – July \$500 Monthly.  
Annual Discounted \$6,000.

##### **All Channels 1 ad in live events 250 ROS**

August – December \$500 monthly.  
January – July \$400 Monthly.  
Annual Discounted \$3,600.



## South Padre Island Special Quote 2022-23

### Monthly Breakdown Values of goods and services.

	<u>Annual Package</u>	<u>Six Month Package</u>
<b>Item 1 (Video Streams and Website presence)</b>	<b>\$7,500</b>	<b>\$8,000</b>
* Video Advertising on ALL Social Media Live Broadcasts		
* with an average of four commercials each game or event.		
* Highlight Reel pre roll for ALL Highlights.		
* Pre Game, Halftime, Post Game slate on EVERY Game.		
* Banner on main page of website.		
* Banner on Network page.		
* Inclusion of SPI on RSL Game of the Week branding.		
* Schedule of Events Page added to our website.		
<b>Item 2 (OTT Television Programming)</b>	<b>\$3,500</b>	<b>\$4,000</b>
* Placement of 25,000 R.O.S. Ads on the RSL Roku Network.		
* Placement of 12,000 R.O.S Ads on any school Roku on RSLN.		
* Dedicated 24/7 Channel for SPI on the RSL Network.		
* 12,000 Ads for SPI use on their Channel.		
* Added to additional platforms as published. Apple, Amazon etc...		
<b>Item 3 (Live Broadcasts)</b>	<b>\$500</b>	<b>\$750</b>
* 12 Promotional Live 60 minute broadcast from SPI.		
* 12 Event recap 30 minutes videos.		
<b>Package Value</b>	<b>\$11,500</b>	<b>\$12,750</b>
<b>Exclusive Offer per Joe Bowling for SPI</b>	<b><u>12 Month</u> \$60,000</b>	<b><u>Six Month</u> Oct.- March \$35,000</b>
<b>All of the above with applied discounts</b>		<b>April – Sept. \$30,000</b>
<b>for long term marketing plans and prepay.</b>		

Rio Sports Live LLC  
237 N Sam Houston  
San Benito Texas 78586  
(956) 291-2538  
riosportslive@gmail.com

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

**MEETING DATE:** September 23, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion on growth comparison for hotel & vacation rental inventory from 2019 to 2022. (Pinkerton)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

None

**COMPREHENSIVE PLAN GOAL**

NA

**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:** September 23, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

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

**ITEM BACKGROUND**

NA

**BUDGET/FINANCIAL SUMMARY**

None

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**