

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

**THURSDAY, OCTOBER 27, 2022
9:00 AM AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS**

1. Call to Order

2. Pledge of Allegiance

3. Public Comments and Announcements

This is an opportunity for citizens to speak to the 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 September 23, 2022 regular meeting. (Till)
- 4.2. Approve the excused absence for Vice Chairman Daniel Salazar for the September 23, 2022 regular meeting. (Till)
- 4.2. Approve the Special Events Committee post-event reports for the following events:
(Henry)
 - *Wahoo Classic Fishing Tournament 2022
 - *SPIsland Games 2022

5. Regular Agenda

- 5.1 Presentation and discussion by Predictive Data Lab on campaign performances, KPIs, and analytics. (Moore)
- 5.2 Presentation, discussion, and possible action regarding the Zimmerman Media Plan for FY 2022-2023. (Moore)
- 5.3 Presentation, discussion, and possible action regarding the Zimmerman Public Relations Plan for FY 2022-2023. (Moore)
- 5.4 Presentation and discussion regarding the CVB Monthly Report. (Henry)
 - 1.) Groups & Meetings



- 2.) Marketing & Communications
- 3.) Social Media
- 4.) Cision
- 5.) In-House Creative

- 5.5 Discussion and possible action to approve the funding request for the Texas State Surfing Championship in April 2023. (Henry)
- 5.6 Discussion and possible action to approve the funding request for the Ron Hoover Fishing Tournament in July 2023. (Henry)
- 5.7 Discussion and possible action to approve the marketing buy for the National Tropical Weather Conference in April 2023. (Henry)
- 5.8 Discussion and possible action to approve the marketing buy with JLO Productions for the Cameron County | SPI CVB Holiday Celebration 2022. (Henry)
- 5.9 Discussion and action concerning the new meeting date for November 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 FRIDAY, OCTOBER 21, 2022



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



Erna 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.



Agenda: OCTOBER 27, 2022 - CONVENTION AND VISITORS ADVISORY BOARD MEETING

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

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

MEETING DATE: October 27, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

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

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

None

COMPREHENSIVE PLAN GOAL

not available

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

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

FRIDAY, SEPTEMBER 23, 2022

1. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Friday, September 23, 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 9:03 AM. Board Members present: Board Members Tom Goodman, Bob Friedman, Chad Hart, and Bryan Pinkerton. Vice Chairman Daniel Salazar was absent.

CVB Staff: CVB Director Blake Henry, Operations and Services Manager Lori Moore, Special Events Manager April Brown, CVB Sales and Services Manager Mayra Nunez, Marketing and Communications Specialist Dennise Hernandez, Marketing and Communications Specialist Mauricio Cervantes, Administrative Assistant/Receptionist Silvia Sanchez, City Secretary/Public Information Officer Angelique “Nikki” Soto, City Manager Randy Smith.

2. PLEDGE OF ALLEGIANCE

Chairman Sean Till lead the pledge of allegiance.

3. PUBLIC COMMENTS AND ANNOUNCEMENTS

Public comments were made at this time.

4. APPROVE CONSENT AGENDA

Board Member Tom Goodman made a motion to approve consent agenda items. Board Member Chad Hart second motion. Motion carried unanimously.

- 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)
PDL was unable to present due to technical difficulties.

- 5.2 Presentation and discussion regarding the CVB Monthly Report. (Henry)
- 1.) Special Events- Special Events Manager April Brown presented and answered questions regarding special events.
 - 2.) Groups & Meetings- CVB Sales and Services Manager Mayra Nunez presented and answered questions regarding groups and meetings.
 - 3.) Marketing & Communications -
 - 4.) Social Media- Marketing and Communication Specialist Dennise Hernandez presented social media statistics (TikToks, Instagram, Facebook).
 - 5.) Cision- Marketing and Communication Specialist Mauricio Cervantes presented Cision and In-House Creative to board.
 - 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)
- Brown presented the funding request for the Texas Beach Ultimate Festival. Board Member Rene Valdez created motion to approve \$5,000 towards marketing, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 5.4 Discussion and possible action to approve the Brand Refresh and Definition Project for South Padre Island. (Henry)
- Mr. Blake Henry, CVB Director, came to podium to answer questions regarding Brand Refresh and Definition Project for SPI. Board Member Tom Goodman created a motion to approve the Brand Refresh and Definition Project, seconded by Board Member Bryan Pinkerton. Motion carried unanimously.
- 5.5 Discussion and possible action to approve the position of Director of Marketing to the CVB Staff. (Henry)
- CVB Director Blake Henry came to the podium to answer questions regarding recruitment and hiring process. Board Member Rene Valdez made a motion to approve, seconded by Board Member Tom Goodman. Motion carried unanimously.
- 5.6 Discussion and possible action to approve the position of Director of Sales to the CVB Staff. (Henry)
- CVB Director Blake Henry came to the podium to answer questions regarding recruitment and hiring process. Board Member Bryan Pinkerton created a motion to approve agenda item, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.7 Discussion and possible action to approve the marketing buy with Rio Sports Live for the amount of \$60,000. (Pinkerton)
- Joe Bowling came to the podium to answer questions from the board regarding the marketing buy contract. Board Member Chad Hart created a motion to approve the

marketing buy with Rio Sports Live for the amount of \$60,0000, seconded by Board Member Rene Valdez. Motion carried unanimously.

- 5.8 Discussion on growth comparison for hotel & vacation rental inventory from 2019 to 2022. (Pinkerton)
Board Member Bryan Pinkerton discussed the growth comparison for hotel and vacation rental inventory between 2019 and 2022.
- 5.9 Discussion and action concerning the new meeting date for October 2022. (Till)
Chairman Sean Till announced the next meeting will be Wednesday, October 26, 2022 at 9 AM

6. Adjourn

There being no further business, Chairman Till adjourned the meeting at 10:25 AM .

Prepared By:

Ema Jaramillo, Management Assistant

Approved By:

Sean Till, CVAB Chairman

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

MEETING DATE: October 27, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the excused absence for Vice Chairman Daniel Salazar for the September 23, 2022 regular meeting. (Till)

ITEM BACKGROUND

none

BUDGET/FINANCIAL SUMMARY

None

COMPREHENSIVE PLAN GOAL

none

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

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

MEETING DATE: October 27, 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: (Henry)

*Wahoo Classic Fishing Tournament 2022

*SPIsland Games 2022

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

None

COMPREHENSIVE PLAN GOAL

none

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

SOUTH PADRE ISLAND EVENT FUNDING POST EVENT REPORT



Date Report Submitted: 10-7-22

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 Wahoo Classic, Inc.

Address: PO Box

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

Full Name:

E-Mail:
bigairter@gmail.com, deep.sea.dave@hotmail.com

Office Number:

Cell Phone Number:
303-517-9419

EVENT INFORMATION

Name of Event: SPI Wahoo Classic

Date(s) of Event:
9-17-22 thru 9-19-22

Primary Location of the Event:
Painted Marlin/The Greens

How many years have you held this event on South Padre Island? 6 years

EVENT FUNDING INFORMATION

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

Amount Requested: \$1,250

Total Amount to be Received: \$5,000

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 each boat paid \$350 to enter the tournament

F/S's are not completed yet but any net profit will go next years tournament

EVENT ATTENDANCE INFORMATION

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

250

What was the actual attendance at the event? estimated at 200

How many of the participants were from another city or county? 12

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

30

How many room nights were **actually generated** by attendees of this event? 25

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>25</u>	Two Years Ago:	<u>0</u>
Last Year:	<u>15</u>	Three Years Ago:	<u>15</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.)?

survey at registration

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

Yes, no minimum required

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>17,000</u>	Website \$:	<u>500</u>
Radio \$:	<u>0</u>	Social Media \$:	<u> </u>
TV \$:	<u>0</u>	Other Digital Advertising \$:	<u>0</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?

Yes a block of rooms for those who wanted to stay overnight

ADDITIONAL EVENT INFORMATION

Please note any other success indicators of your event:

31 boats in 2021 this year in 2022 we had 44 boats an increase of 42%

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

Painted Marlin, Toucan Graphics, Skydiving Spi, LLC, Dollar Tree, SPI Chamber,

Tom and Jerry's

What was the weather like during the event?

Perfect, sunny and warm with some brief passing showers

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

When we can keep the original date most captains will sign up as they can block out our tournament around their schedule



Authorized Signature

Terence W Chase

Print Name

10-7-22

Date



Skydive SPI, LLC DBA, SPI DESIGNS PO Box 2686 South Padre Island, TX 78597 Phone 956-744-5867	INVOICE INVOICE #1011 DATE: 05/20/2022

TO: Diane

COMMR SPECIAL INSTRUCTIONS:

SALESPERSON	P.O. NUMBER	REQUISITION ER	SHIPPED VIA	F.O.B. POINT	TERMS
Frank					Due on receipt

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
265 Sm-XL- Youth LG	Screen print Shirts	15.80	4187.00
40 2XL		16.80	672.00
15 3XL		17.80	267.00
25	Staff shirts	9.80	245.00

SUBTOTAL	5371.00
SALES TAX	443.10
Credit card convenience fee 3%	174.42
TOTAL DUE	5988.52

Make all checks payable to Skydive SPI, LLC
 If you have any questions concerning this invoice, contact Frank Shisler 956-744-5867



SOUTH PADRE ISLAND EVENT FUNDING POST EVENT REPORT

Please complete all sections.

Date Report Submitted: 10/11/2022

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

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

Please submit the following within 30 days post event:

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

ORGANIZATION INFORMATION

Name of Organization: Rojolin LLC

Address: 1206 E. Colony Dr.

City, State, Zip: Pharr, TX 78577

Full Name:
Rocky Lozano

E-Mail:
spislandgames2022@gmail.com

Office Number:
956.878.6157

Cell Phone Number:
956.878.6157

EVENT INFORMATIONName of Event: SPIsland Gams 2022Date(s) of Event:
September 16-18, 2022Primary Location of the Event:
Beachpark at Isla BlancaHow many years have you held this event on South Padre Island? 2**EVENT FUNDING INFORMATION****Please attach an actual event budget showing all revenues including sponsorships and expenses.**Amount Requested: \$25,000.00Total Amount to be Received: \$2,000.00

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. No, there was not a net-profit (this is the 2nd year of the event).

EVENT ATTENDANCE INFORMATIONHow many people did you **predict** would attend this event? (Number submitted in the application)?3,000What was the actual attendance at the event? 2,000How many of the participants were from another city or county? 99% - 1 participantHow many room nights did you **predict** in your application would be generated by attendees of this event?50% of participantsHow many room nights were **actually generated** by attendees of this event? 290

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: 290 Two Years Ago: _____
 Last Year: Not funded last year. Three Years Ago: _____

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

We used a survey upon check-in for each participant

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

Yes - Host hotel was Holiday Inn Resort

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 \$: 5,000.00 Website \$: _____
 Radio \$: 6,000.00 Social Media \$: 500.00
 TV \$: _____ Other Digital Advertising \$: _____

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

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

Multiple posts were made regarding room blocks and group rates

for our host hotel.

ADDITIONAL EVENT INFORMATION

Please note any other success indicators of your event:

We held the first all inclusive division of special needs children (ages (10-18)).

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

SOS printing, Beachpark at Isla Blanca, SPI Sessions, Dona Carmen's,

and other restaurants on the island.

What was the weather like during the event?

Sunny, rainy, sunny

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

No



Authorized Signature

Ramiro Rocky Lozano

Print Name

10-15-22

Date



JOHN SANCHEZ
 (956) 460-5435
 IGRAFXMEDIA@GMAIL.COM

Invoice #000181

Bill To
 amiro lozano
 ISLAND GAMES
 twostudios@gmail.com
 156-878-6157
 25 E Nolana Ave
 McAllen, 78503

Item	Quantity	Price	Amount
Vinyl Banners 63x180 <i>Grommet Holes and Wind Slits</i>	5	\$400.00	\$2,000.00
Subtotal			\$2,000.00
Total Due			\$2,000.00



Timestamp	Name (Last)	City	State	What is your zip code?	Name of the property you	Number of Rooms	How many nights?
9/16/2022 14:31:51	Gonzalez	Edinburg	Texas	78542	Holiday in	1	1
9/16/2022 14:36:22	Alberto G Garcia	Weslaco	Texas	78596	Holiday inn	1	3
9/16/2022 14:36:42	Alvarado	Weslaco	Texas	78599	Holiday Inn	1 Room	2 nights
9/16/2022 14:37:49	De Los Rios David	Donna	Texas	78537	Pearl	1	3
9/16/2022 14:40:04	Zapata	San Antonio	Texas	78253	Holiday Inn Resort	1	2
9/16/2022 14:40:05	Freddy Garcia	Rancho viejo	Texas	78575	Suites at sun chase	1	2
9/16/2022 14:40:18	Velbz	San Antonio	TX	78254	Holiday Inn Resort	1	2
9/16/2022 14:40:34	Leon	Corpus Christi	TX	78412	Holiday inn resort	1	1
9/16/2022 14:42:14	Rudder	Brownsville	Texas	78520	Home	0	0
9/16/2022 14:42:24	Gomez	Corpus Christi	Texas	78413	The Inn	210	2
9/16/2022 14:43:02	Garza	Corpus Christi	Texas	78521	Holiday inn	2	2
9/16/2022 14:44:16	Murphy	Brownsville	Texas	77546	Los Marinas	1	4
9/16/2022 14:44:19	Murphy	Friendswood	Texas	77546	Las Marinas	1	4
9/16/2022 15:05:51	Shea	Friendswood	Texas	78413	Airbnb	4	3
9/16/2022 15:05:56	Alvarado	Corpus Christi	Texas	78520	Holiday inn	1	1
9/16/2022 15:06:12	Garza	Brownsville	Texas	78520	Holiday inn	1	1
9/16/2022 15:14:33	Jasso	San benito	Texas	78599	Hotel	3	4
9/16/2022 15:19:01	Luna	Weslaco	TEXAS	78504	Airbnb	2	2
9/16/2022 15:19:02	Nifo	MCALLEN	Texas	78539	Acapulco Star	2	2
9/16/2022 15:23:23	Partida	Edinburg	TX	78537	Condo	2	2
9/16/2022 15:23:37	Partida	Donna	TX	78537	Condo	2	2
9/16/2022 15:24:36	Cantu	Donna	TX	78537	Condo	2	2
9/16/2022 15:25:02	Soto	Lyle	TX	78052	Spi beach house	3	3
9/16/2022 15:25:13	Shafler	Los fresnos	TX	78566	Airbnb	2	2
9/16/2022 15:25:21	Pizana	Rio Hondo	Texas	78583	Home	0	0
9/16/2022 15:25:41	Leal	Brownsville	Texas	78575	Casa del sol	2	2
9/16/2022 15:27:59	Lozoya	Brownsville	Texas	78521	Casa del sol	2	2
9/16/2022 15:28:43	Lozoya - Moreno	Los Fresnos	Texas	78566	Holiday Inn near beach pi	1	2
9/16/2022 15:28:50	Ramirez	Los Fresnos	TX	78566	Holiday Inn	1	2
9/16/2022 15:29:48	Herevia	Brownsville	Texas	78526	South padre island lodge	1	1
9/16/2022 15:31:54	Martinez	Pharr	Texas	78577	Heaven on Earth Condi	2	2
9/16/2022 15:36:50	Garza Marquez	Los Fresnos	Texas	78566	Gulf point condominiums	1	2
9/16/2022 15:36:58	Moo	Brownsville	Tx	78521	Gulf Coast Condominium:	1	2
9/16/2022 15:37:17	Limon	Matamoros	Tamaulipas	87300	Gulf coast	2	2
9/16/2022 15:43:38	Bergeaux	Matamoros	Tamaulipas	78520	Gulf coast condos	2	1
9/16/2022 15:45:41	Goff	Brownsville	TX	78520	Holiday Inn Resort	1	2
9/16/2022 15:47:32	Trevino	Bastrop	Texas	78602	Condo	1	3
9/16/2022 15:48:55	Breton	Mcallen	Texas	78504	Holiday inn resort	1	2
9/16/2022 15:48:55	Galindo	Corpus Christi	TX	78414	Holiday Inn	1	1
9/16/2022 15:49:45	Wenke	Corpus Christi	Texas	78418	Holiday Inn	1	1
		Giddings	Texas	78942	Condo	1	3

Timestamp	Name (Last)	City	State	What is your zip code?	Name of the property you	Number of Rooms	How many nights?
9/16/2022 15:50:20	Rodriguez	Harlingen	Texas	78552	Los Cabos	3	2
9/16/2022 15:52:25	Welker	Corpus Christi	Tx	78418	Hilton	1	2
9/16/2022 15:52:28	Koziolek	Corpus christi	Texas	78413	Hilton	1	2
9/16/2022 15:53:02	Rangel	Brownsville	Texas	78575	Home	Home	All the time
9/16/2022 16:02:47	Yanez	Donna	Tx	78537	Ramada	1	2
9/16/2022 16:07:55	Thomas	Brownsville	Texas	78520	Na	Na	Na
9/16/2022 16:08:22	Busch	Brownsville	TX	78521	Wfnd water hotel and mar	1	2
9/16/2022 16:12:57	Flores	McAllen	Texas	78501	Marriot	1	2
9/16/2022 16:15:04	Rosalaz	Harlingen	Texas	78550	Los Cabos III Condominit	3	2
9/16/2022 16:16:23	Garza	Los fresnos	Texas	78566	South padre lodge	1	1
9/16/2022 16:16:24	Atkinson	Harlingen	TX	78550	Condo	3	2
9/16/2022 16:18:03	Olvera	Brownsville	Texas	78520	Lighthouse Inn	1	2
9/16/2022 16:26:29	Villarreal	Mcallen	Texas	78501	Air bnb	1	2
9/16/2022 16:26:30	Rathore	Pharr	TX	78577	Airbnb	1	2
9/16/2022 16:27:14	Gonzales	Primera	TX	78552	Airbnb	5	2
9/16/2022 16:28:53	Garcia	Mission	Texas	78572	Holiday Inn	1	2
9/16/2022 16:29:59	Flores	Brownsville	Tx	78526	NA	NA	NA
9/16/2022 16:32:04	Hernandez	Brownsville	Texas	78526	Hotel 8	1	1
9/16/2022 16:32:06	Hernandez	Brownsville	Texas	78526	Hotel 8	1	1
9/16/2022 16:36:04	Saenz	Weslaco	Texas	78596	Holiday Inn Resort	1	2
9/16/2022 16:37:54	Longoria	Harlingen	TX	78552	Holiday Inn	1	2
9/16/2022 16:38:39	Villarreal	Weslaco	Texas	78599	Holiday inn resort	335	2
9/16/2022 16:39:06	Loredo	Edcouch	Texas	78538	Holiday inn	1	2
9/16/2022 16:42:01	Santos	San Benito	TX	78586	Parkland	1	2
9/16/2022 16:42:44	Barron	South Padre Island	TX	78569	Lighthouse Inn	1	2
9/16/2022 16:53:31	Luna	Donna	Texas	78537	Casa Rosa Inn	1	2
9/16/2022 16:55:59	Granado	Brownsville	Texas	78526	HOME	0	0
9/16/2022 17:09:48	Vela	Mcallen	Texas	78501	Personal	4	Indefinitely
9/16/2022 17:13:14	Tomes	Brownsville	Tx	78526	Peninsula	1	2
9/16/2022 17:14:36	Solo	Fomey	TX	75126	Cynthia	1	3
9/16/2022 17:15:09	Boen	San Antonio	TX	78254	Sunchase	1	2
9/16/2022 17:18:19	Ramos	Donn	Texas	78537	Holiday inn	2	3
9/16/2022 17:23:49	Alvarez	San Antonio	Texas	78221	SPI beach house	3	2
9/16/2022 17:24:44	Castro	Los Fresnos	Texas	78566	N/A	0	0
9/16/2022 17:25:55	Anderson	Coppell	TEXAS	75019	Holiday inn resort	1	3
9/16/2022 17:26:11	Williams	Bayview	TX	78566	My house	5	All nights
9/16/2022 17:30:13	Eddie Sada	Weslaco	Texas	78596	Beach house	5	3
9/16/2022 17:33:51	Patton	San Marcos	Texas	78666	Air bnb	4	2
9/16/2022 17:34:22	Villarreal	Edcouch	Texas	78538	Ramada inn	1	1
9/16/2022 17:34:24	Patton	Beeville	Texas	78102	Air bnb	3	2

Timestamp	Name (Last)	City	State	What is your zip code?	Name of the property you	Number of Rooms	How many nights?
9/16/2022 17:34:27	Monroy	Edinburg	TX	78542	south padre island lodge	1	2
9/16/2022 17:37:59	Elliott	Corpus Christi	Texas	78414	Gulfview 1	1	2
9/16/2022 17:38:08	Brittain	Katy	Tx	77493	Holiday inn resort	1	2
9/16/2022 17:41:02	Perez	Brownsville	Tx	78521	House	N/A	2
9/16/2022 17:41:36	Solis	Brownsville	Tx	78526	House	4	2
9/16/2022 17:44:37	Rangel	Brownsville	Texas	78526	Beach house	4	2
9/16/2022 17:44:54	Erik hermandez	Mission	Texas	78572	Micasa	2	3
9/16/2022 17:50:15	Cardenas	Santa rosa	Texas	78593	El deifin	1	2
9/16/2022 17:50:59	Fernandez III	Weslaco	Texas	78599	Hilton inn	1	2
9/16/2022 17:51:18	Bethel	Brownsville	Texas	78526	Home	0	0
9/16/2022 17:52:35	Velasquez	Brownsville	TEXAS	78520	3 Conquistador St	1	3
9/16/2022 17:52:45	Rodriguez	Brownsville	Texas	78521	Condo	3	2
9/16/2022 17:53:27	Siles	Harlingen	Texas	78550	No where	0	0
9/16/2022 17:53:35	Reyes	Brownsville	Texas	78520	Home	1	3
9/16/2022 17:54:02	Martinez	Brownsville	TX	78526	Brownsville	1	1
9/16/2022 17:54:02	Cordova	Brownsville	Texas	78526	Holiday Inn	1	1
9/16/2022 17:54:10	Rodriguez	Brownsville	Texas	78521	NA	NA	1
9/16/2022 17:57:13	Vela	Brownsville	TX	78521	Home	3	NA
9/16/2022 18:05:49	Ramirez	Edinburg	Texas	78539	Pacificca	1	2
9/16/2022 18:08:58	Dorsett	Los Fresnos	Texas	78566	N/A	2	2
9/16/2022 18:09:01	montenegro	Mission	Tx	78574	Sapphire	1	2
9/16/2022 18:18:44	Gonzalez	Brownsville	Tx	78526	Airbnb	2	2
9/16/2022 19:31:38	Michael Ginez	Donna	TX	78537	109 East Retama Street #	2	2
9/16/2022 19:53:59	Lindsey	CORPUS CHRISTI	TEXAS	78412	Airbnb	1	1
9/17/2022 10:13:44	Jose Fonseca	Edinburg	TX	78542	None	0	0

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

MEETING DATE: October 27, 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

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:



VISIT SOUTH PADRE ISLAND

September 2022 – Board Presentation



PREDICTIVE
DATA LAB



TABLE OF CONTENTS

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



HOTEL AND VACATION RENTAL DATA



PREDICTIVE

DATA LAB



COMPETITOR ANALYSIS: VR

Month

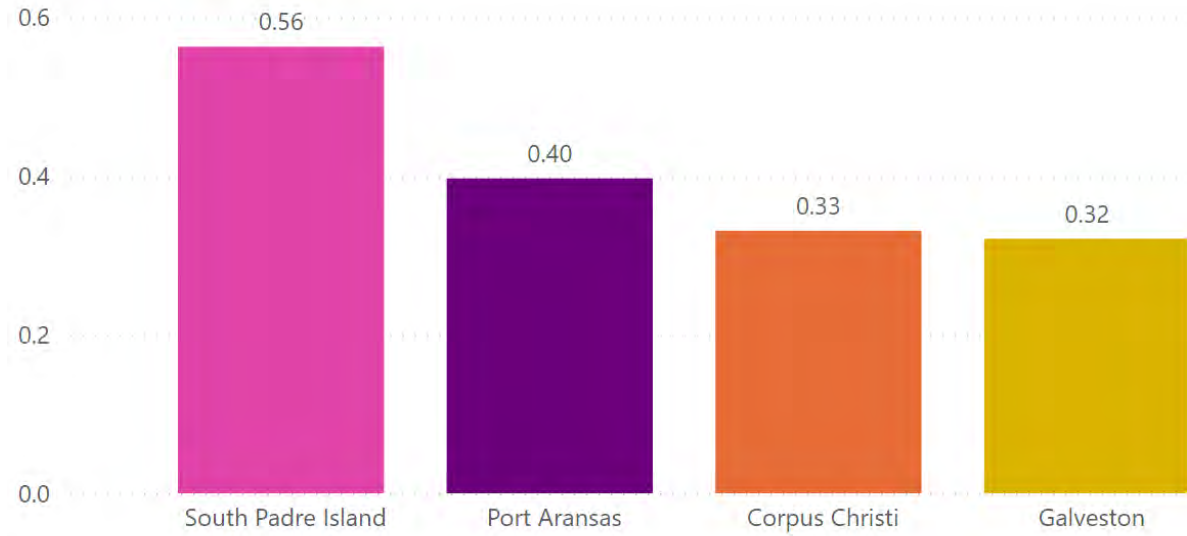
September

Year

2022



Occupancy by City



ADR by City



RevPar by City



South Padre Island far outpaced competitors for occupancy numbers. This resulted in South Padre Island overtaking Galveston for the 2nd highest RevPAR among competing destination cities.



COMPETITOR ANALYSIS: HOT TAX

Month

August

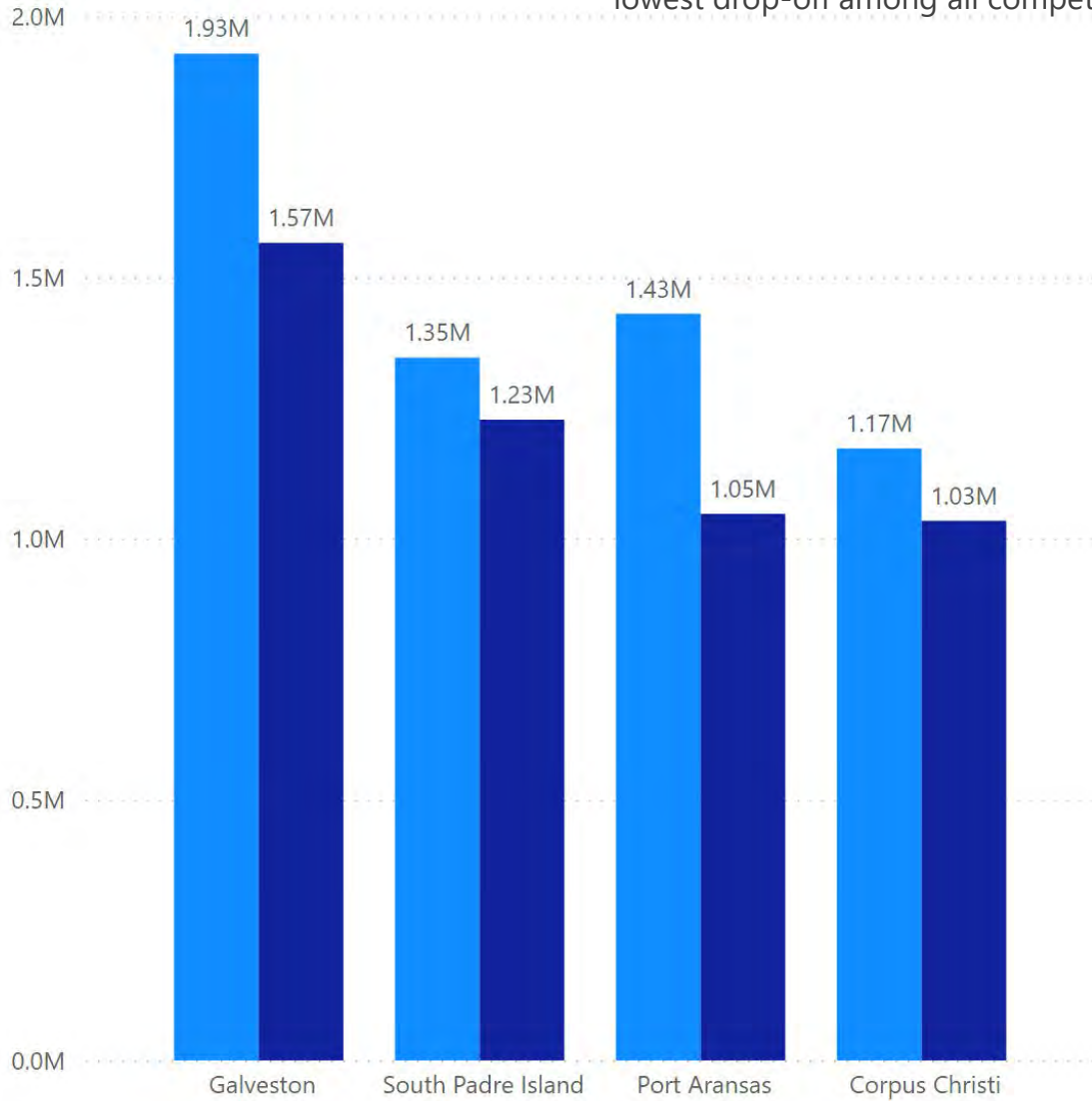
Year

2022



August 2022 HOT Tax by City

● 2021 HOT Tax ● 2022 HOT Tax

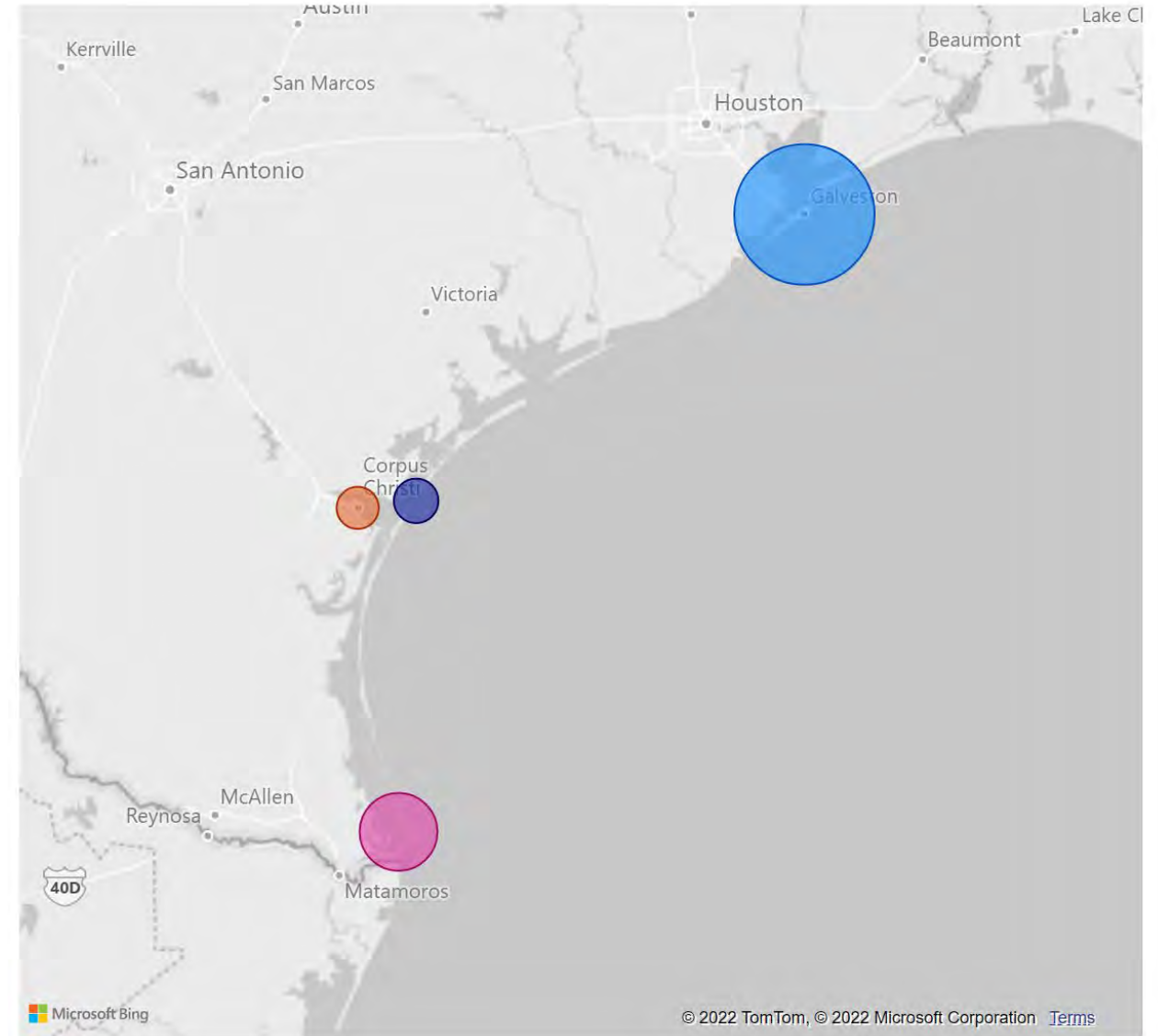


All competing cities had a drop in HOT Tax collection when compared to last year. However, South Padre had the lowest drop-off among all competitors.

August 2022 HOT Tax by City

Date Collected: September 2022

City ● Galveston ● South Padre Island ● Port Aransas ● Corpus Christi



Microsoft Bing

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HISTORICAL ANALYSIS: HOTELS

Month

September

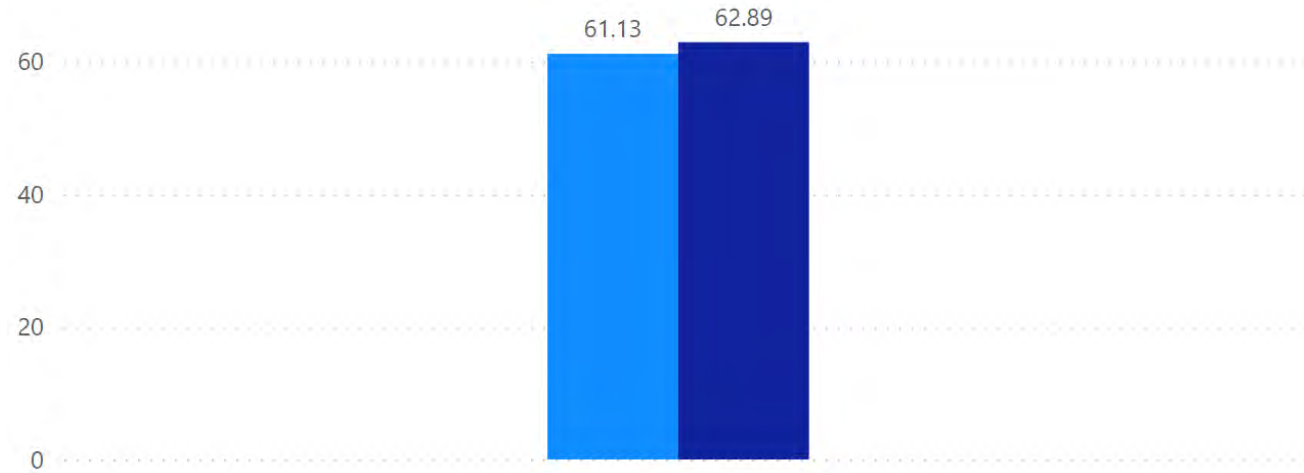
Year

Multiple selections



Occupancy by Year

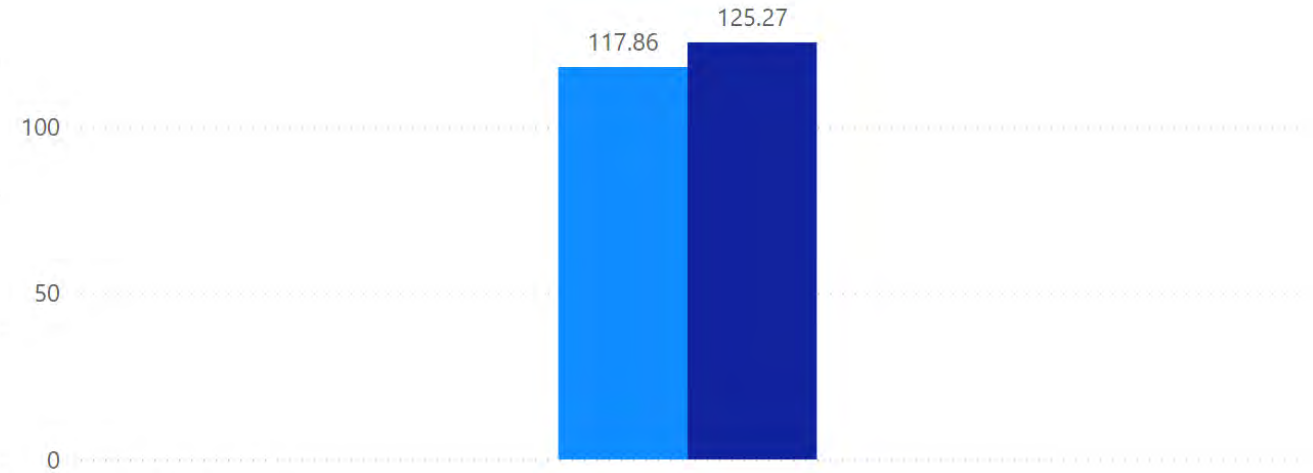
Year ● 2021 ● 2022



ADR By Year

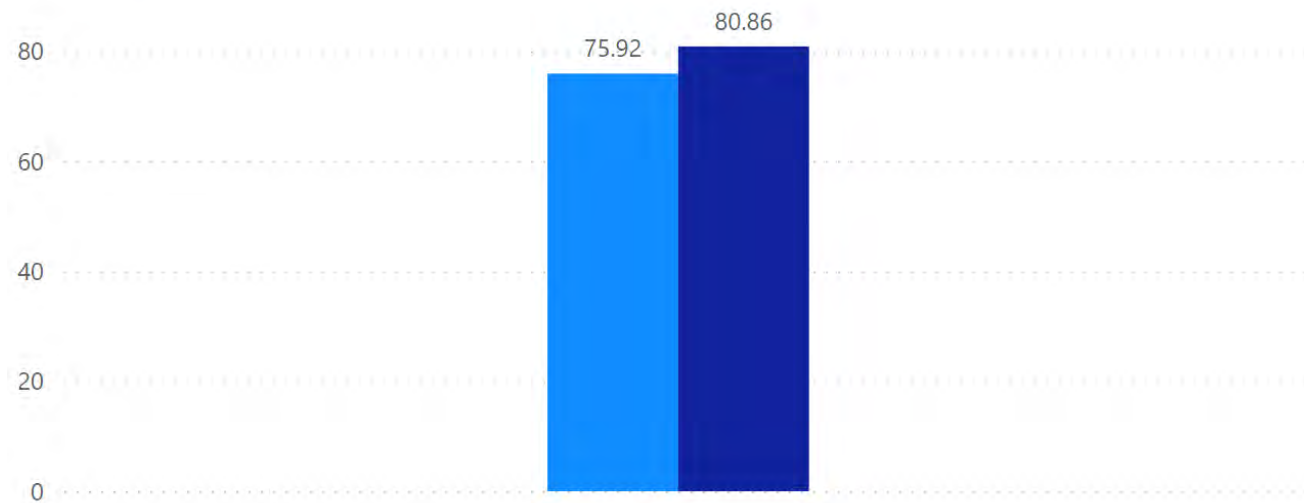
Year ● 2021 ● 2022

South Padre outperformed the previous year in all key hotel metrics.



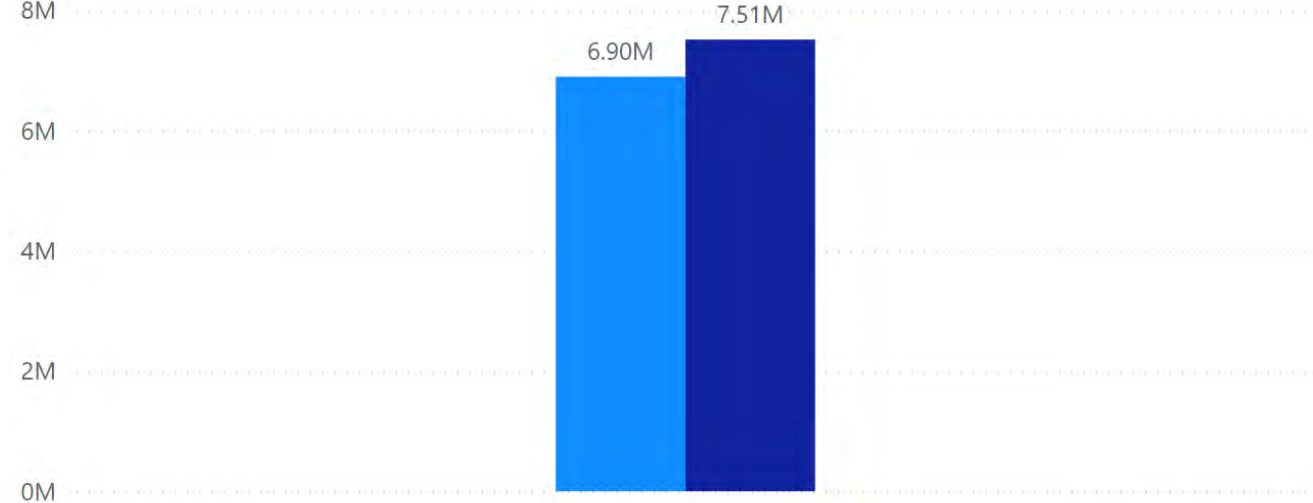
RevPAR by Year

Year ● 2021 ● 2022



Revenue by Year

Year ● 2021 ● 2022





HISTORICAL ANALYSIS: HOTELS

Month

September

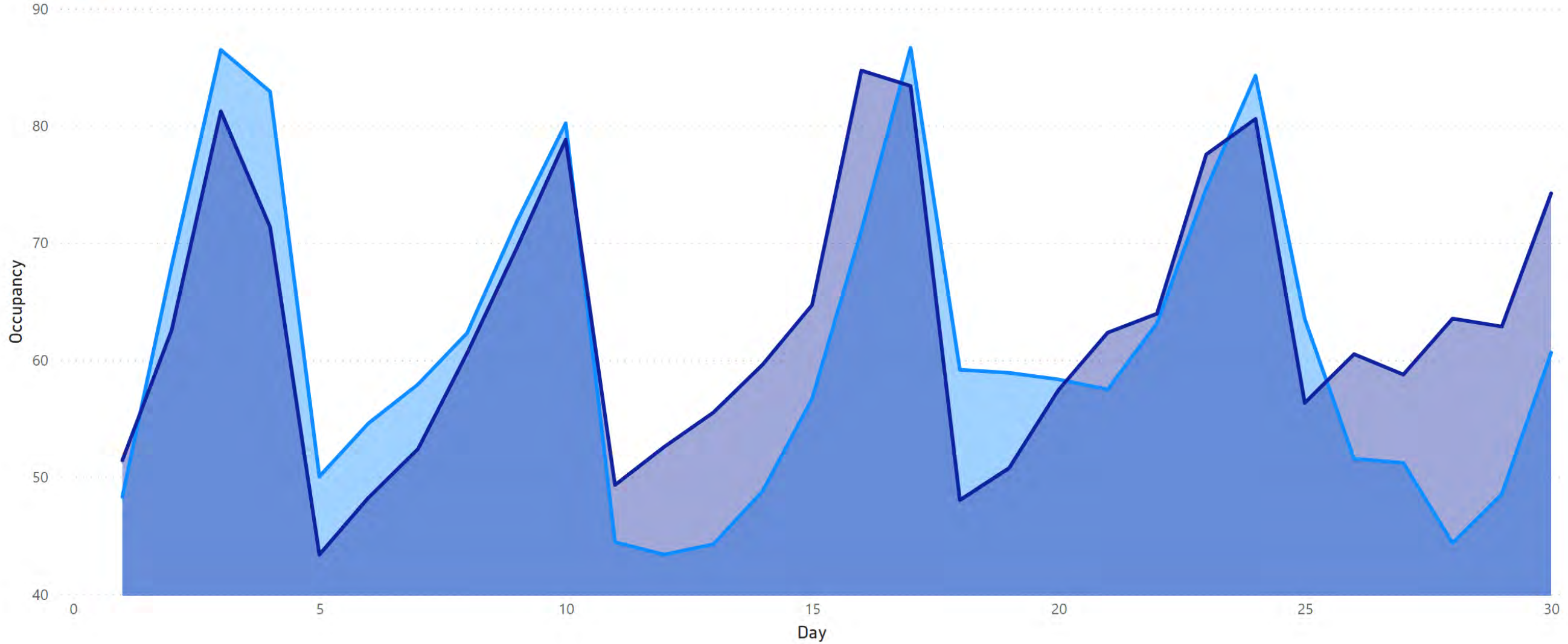
Year

Multiple selections

Occupancy by Day and Year

Year ● 2021 ● 2022

The better performance in 2022 can be directly attributed to more substantial occupancy numbers during the weekdays, especially towards the end of the month.







PAID MEDIA PERFORMANCE

Month

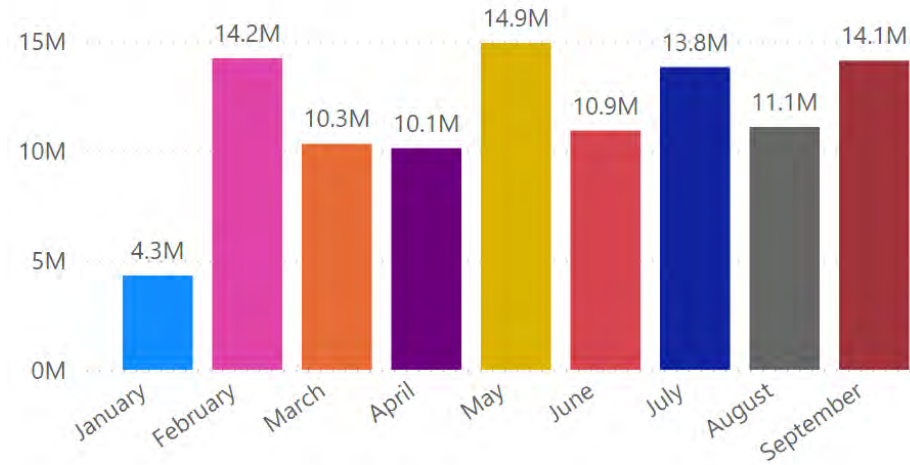
Multiple selections

Year

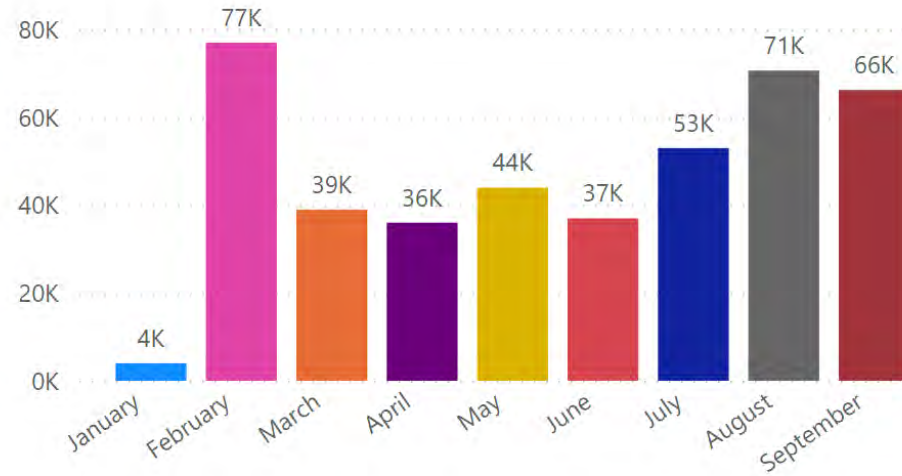
2022



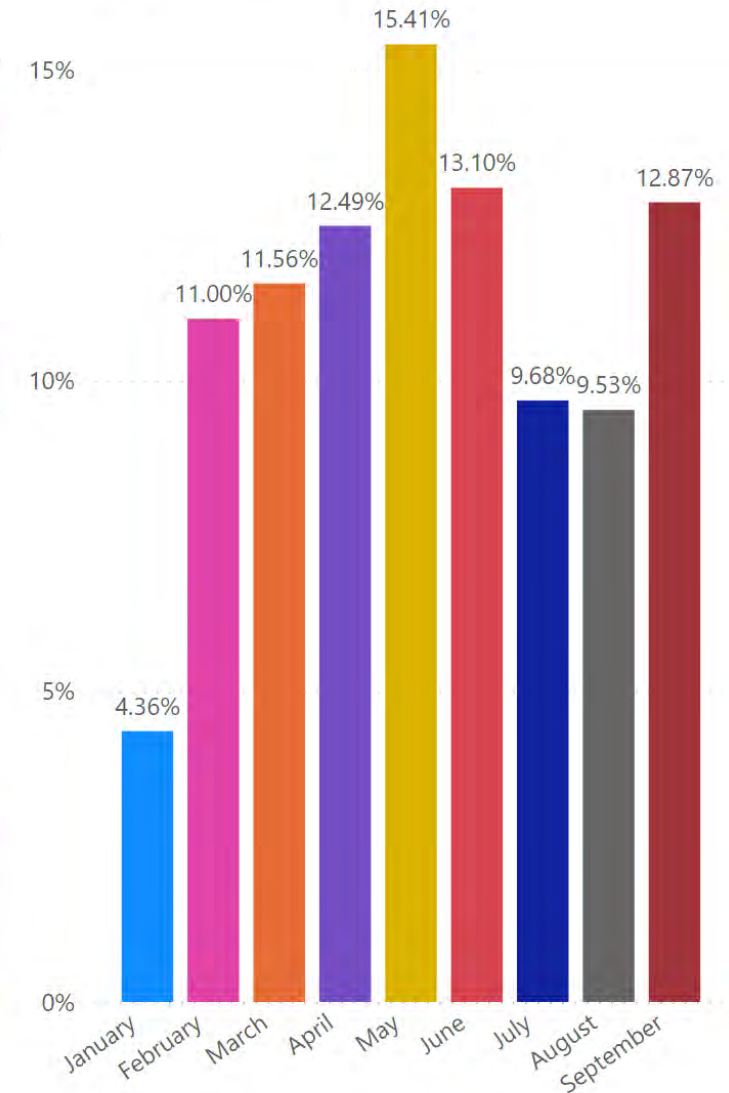
Impressions by Month



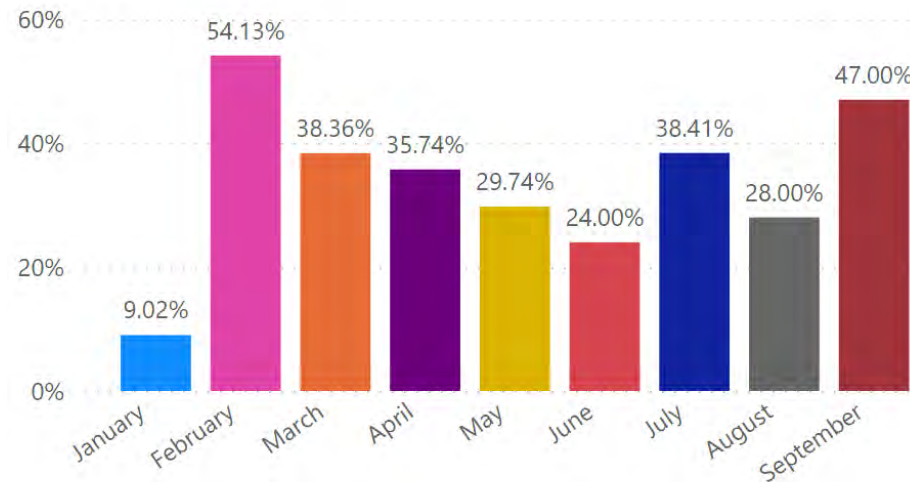
Clicks by Month



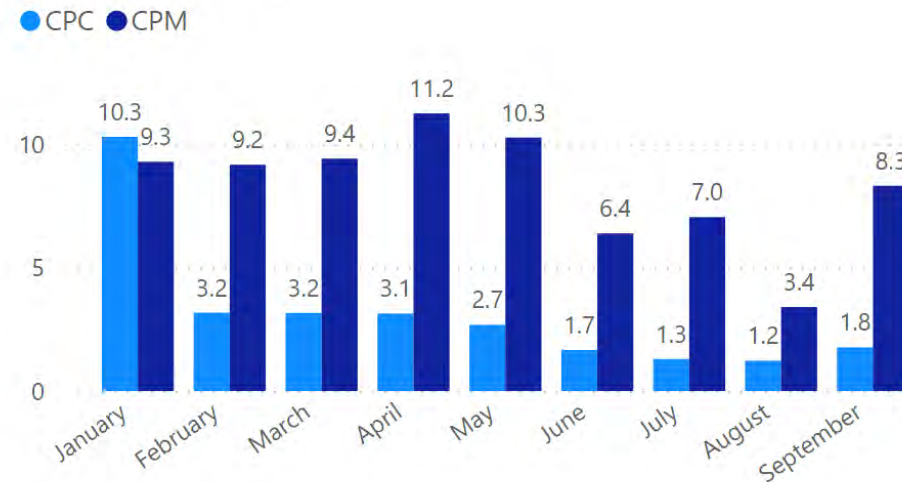
Cost by Month



CTR by Month



Cost Efficiency by Month



September 2022 was among the top 3 performing months in terms of impressions, clicks, and CTR for all of 2022. Additionally, it showcased the highest CTR since February, which can be attributed to seasonal optimization tactics.



CAMPAIGN KPI

Month

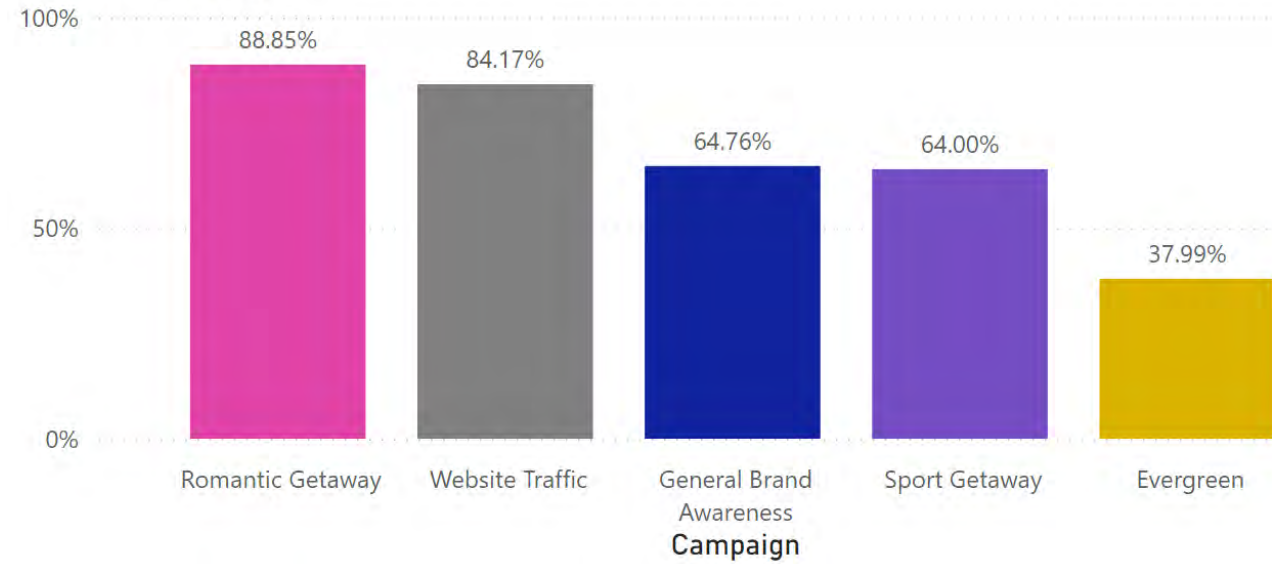
September

Year

2022

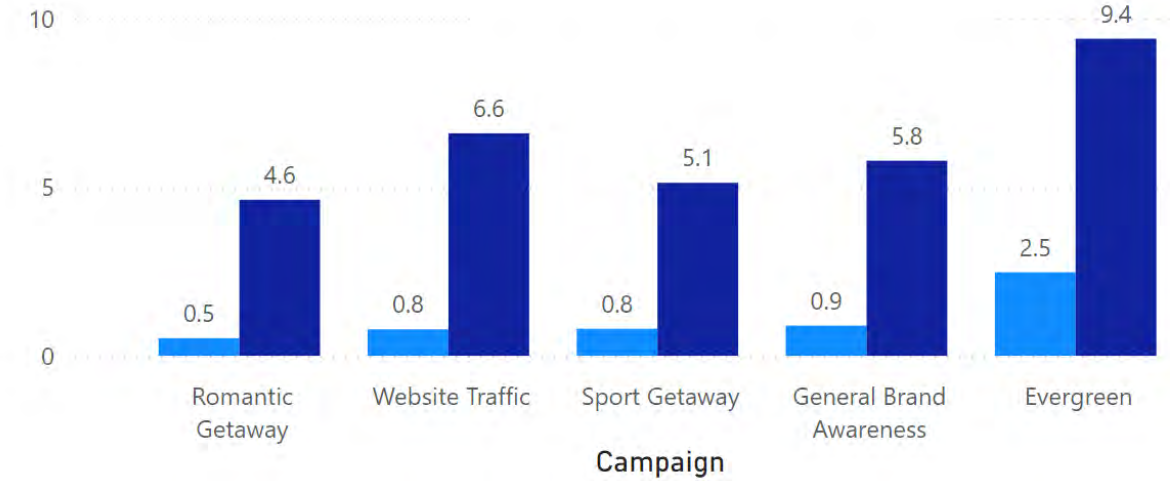


CTR by Campaign

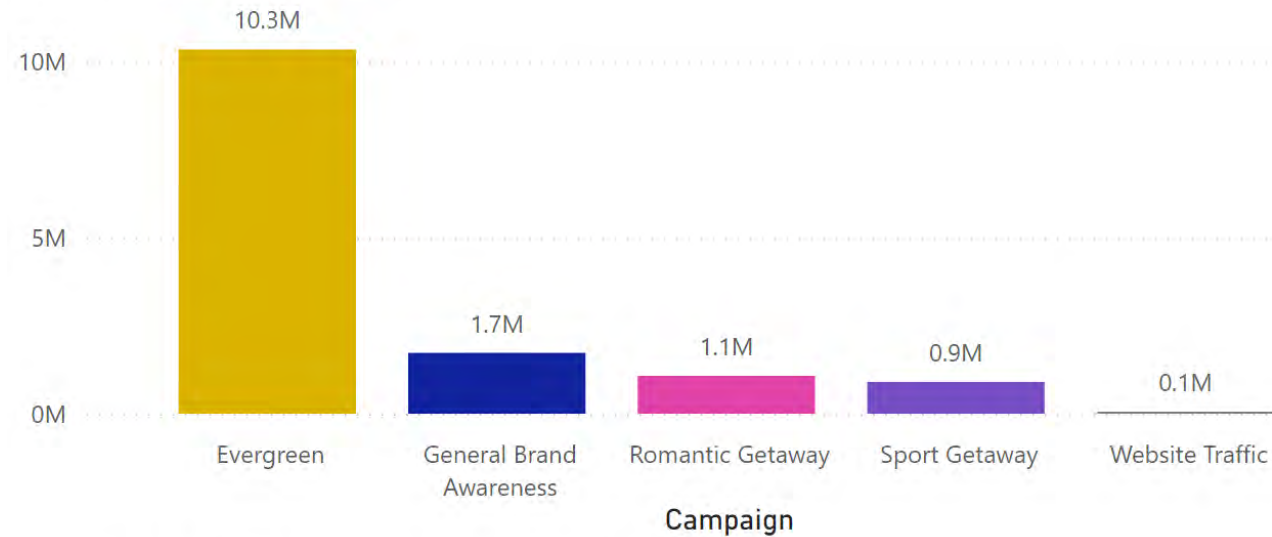


Cost Per Click

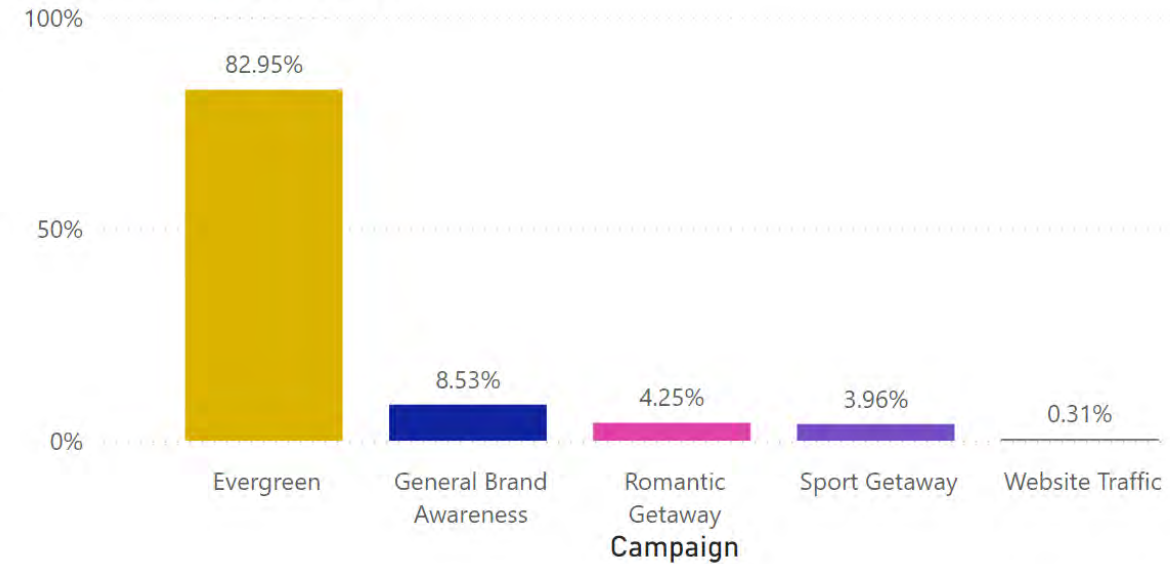
● CPC (USD) ● CPM (USD)



Impressions by Campaign



Investment by Campaign





CAMPAIGN KPI

Month

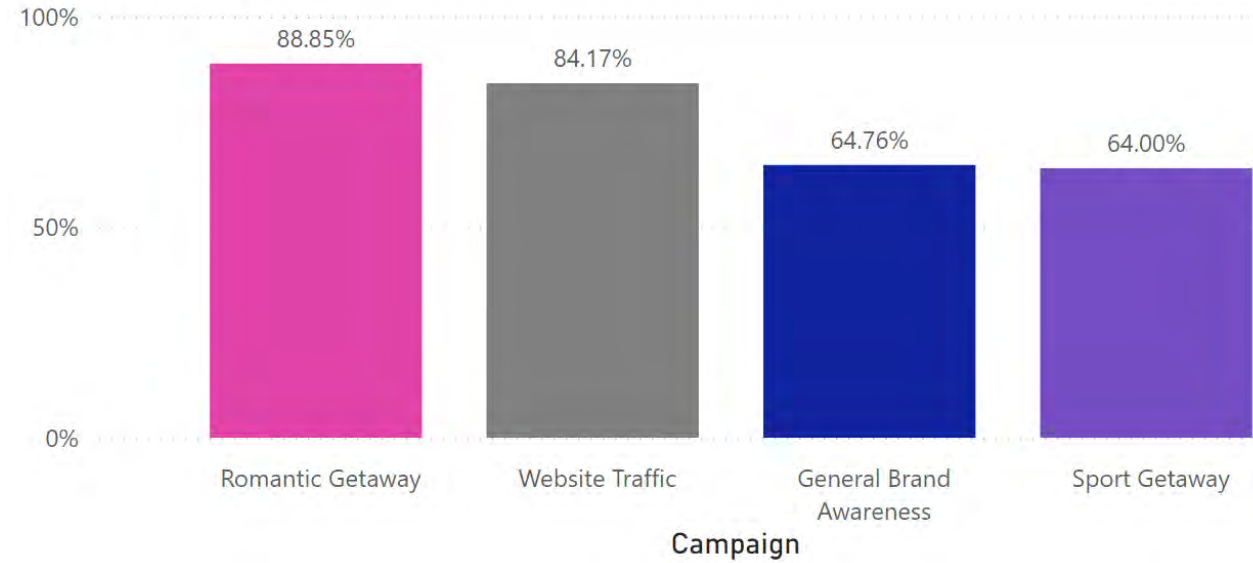
September

Year

2022

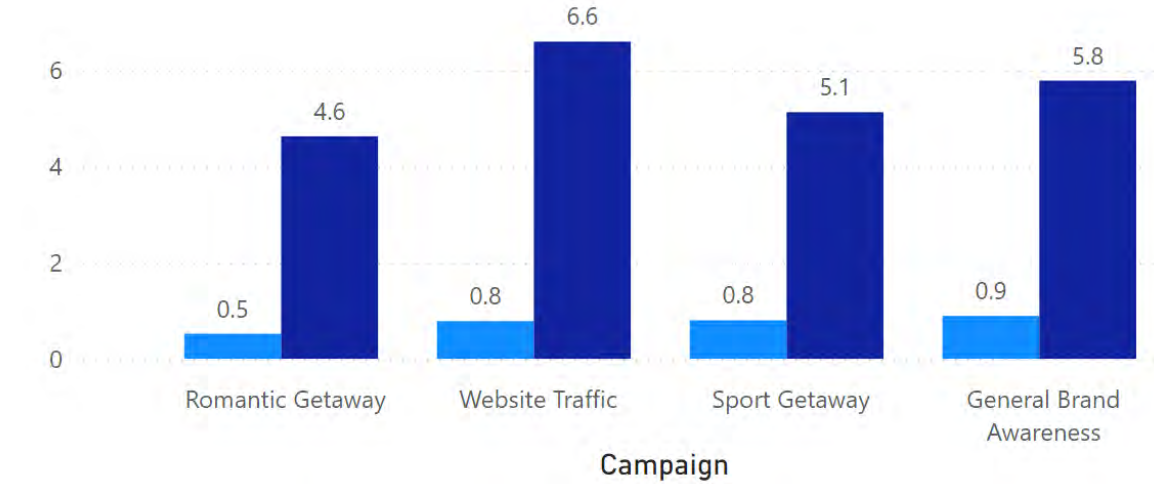


CTR by Campaign

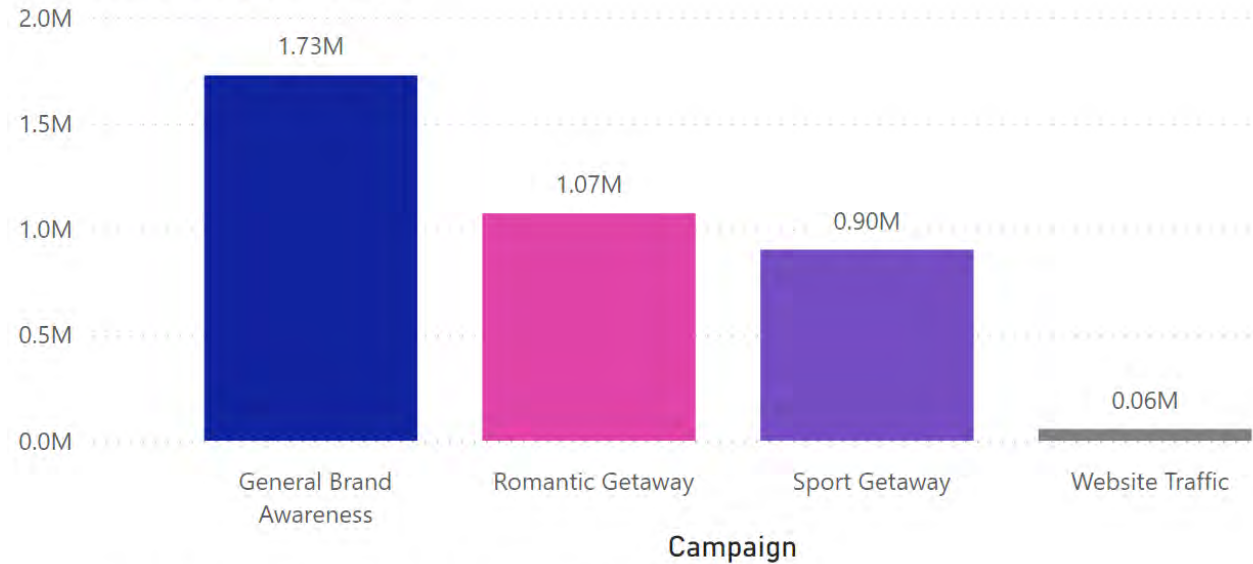


Cost Per Click

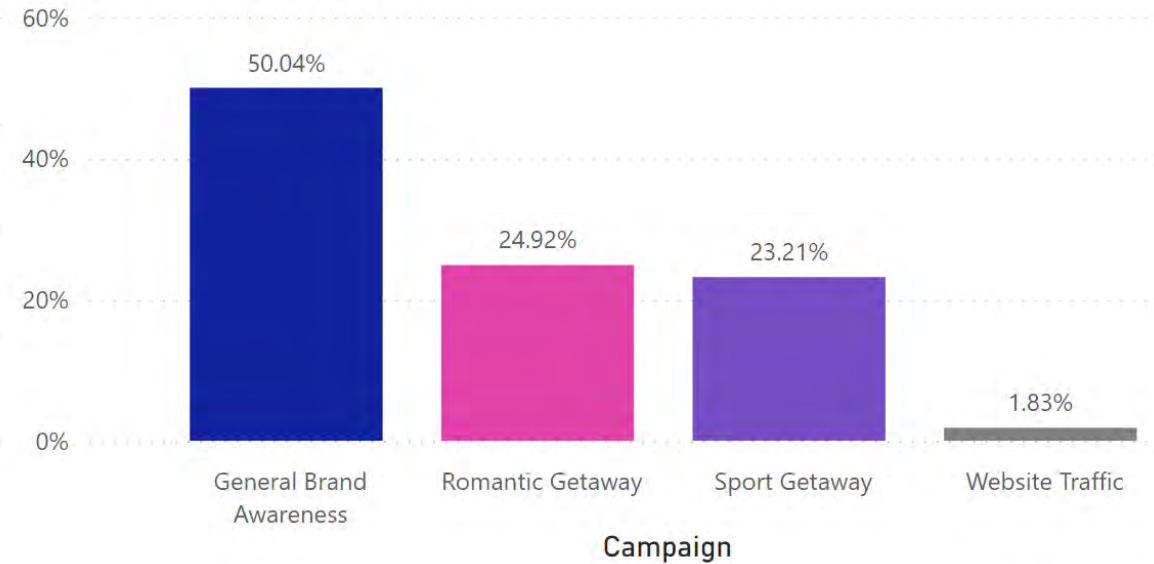
● CPC (USD) ● CPM (USD)



Impressions by Campaign



Investment by Campaign





CAMPAIGN KPI

Month

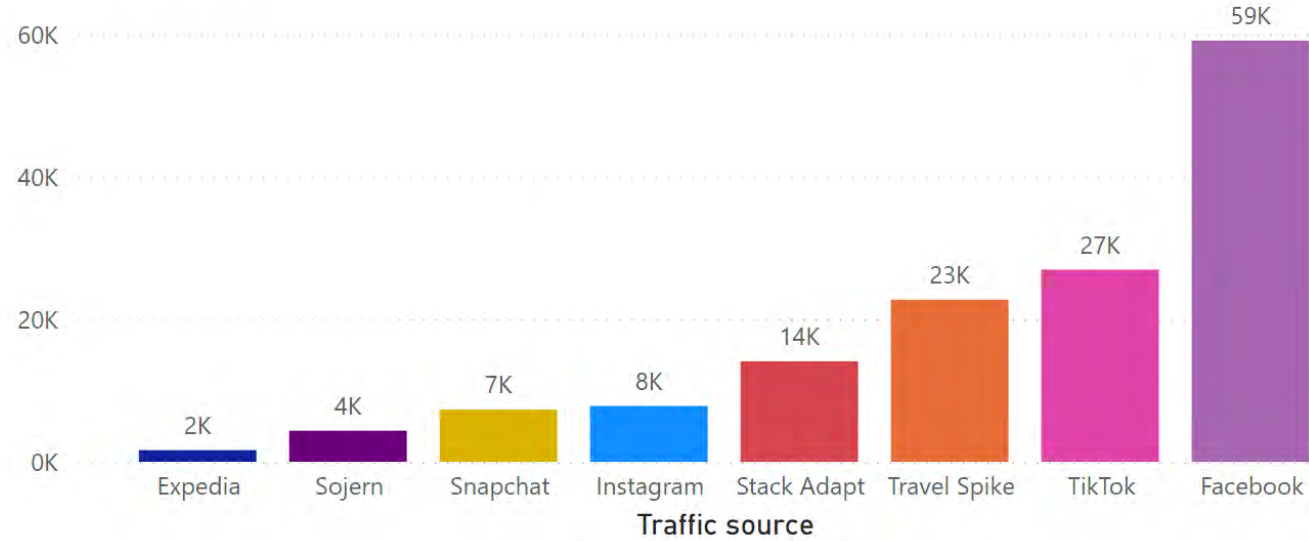
September

Year

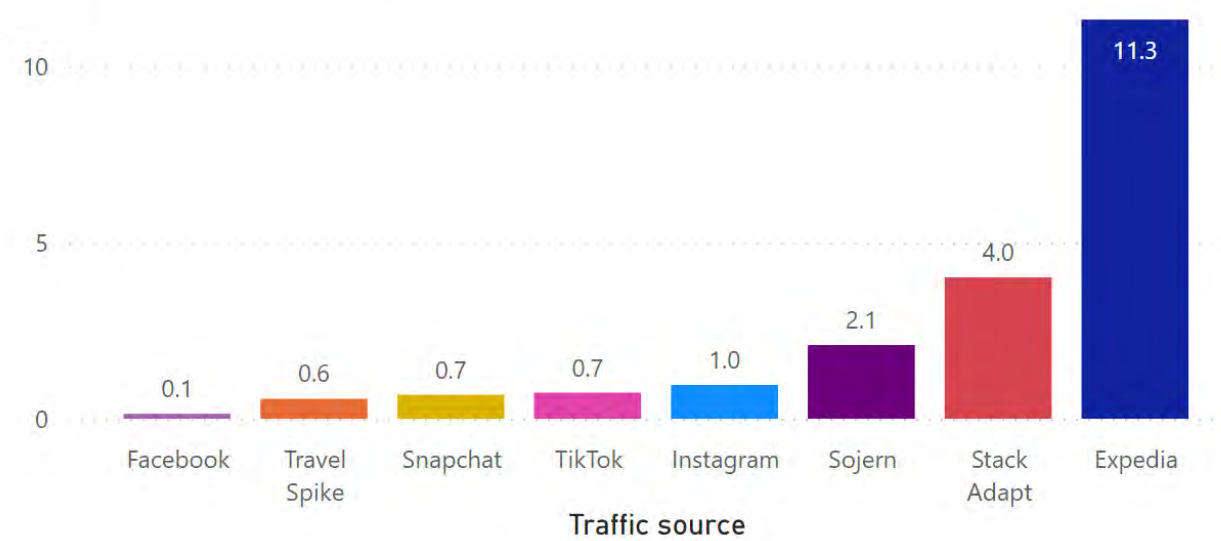
2022



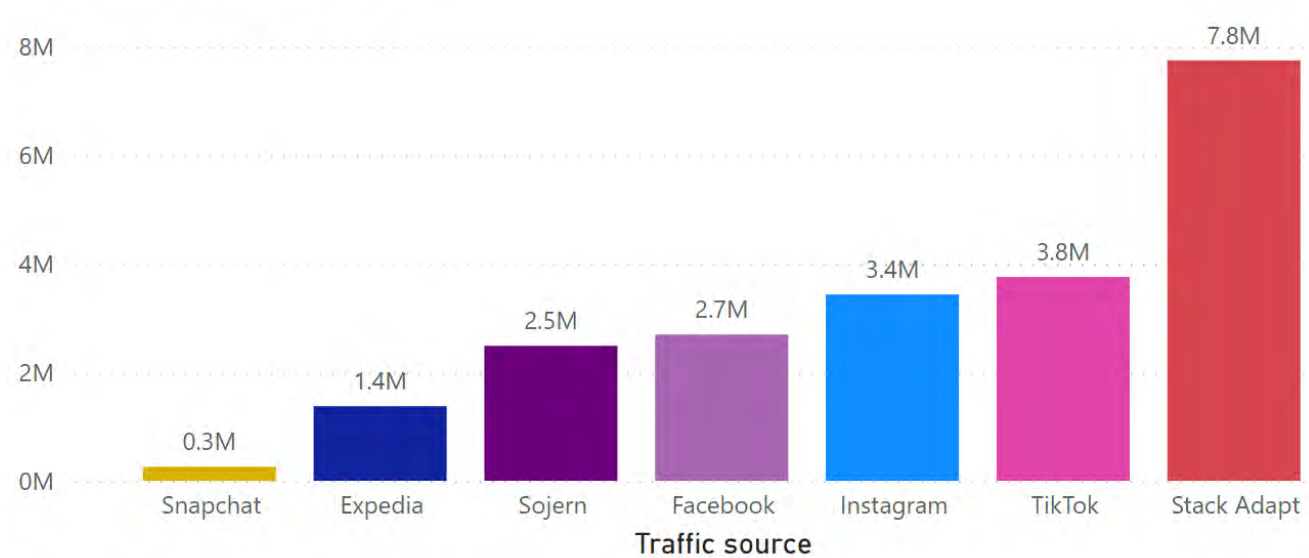
Clicks by Platform



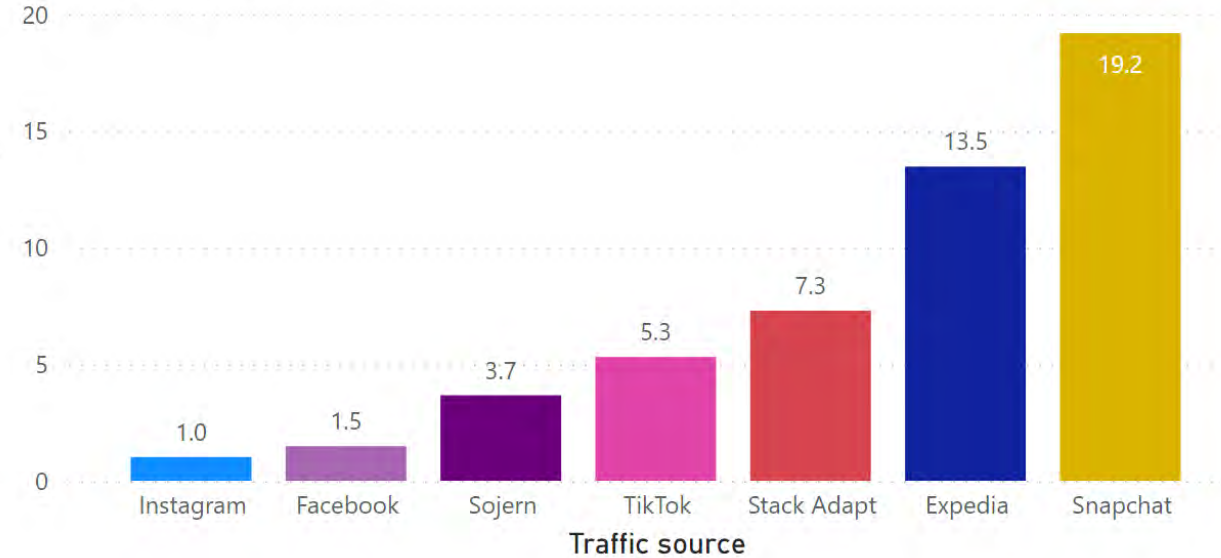
Cost Per Click by Platform



Impressions by Campaign



CPM by Platform



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

Facebook was the strongest performer among all platforms. TikTok remains consistent across all key metrics, but Snapchat continues to trend downward.

Predictive Data 35



EXPEDIA CAMPAIGN ANALYSIS

Month

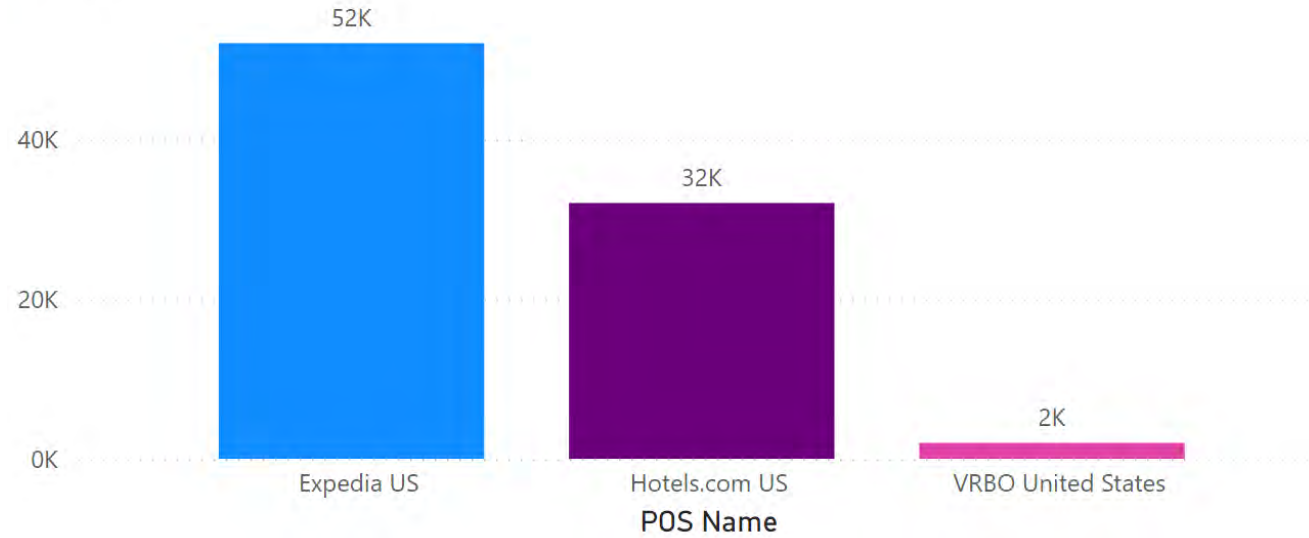
September

Year

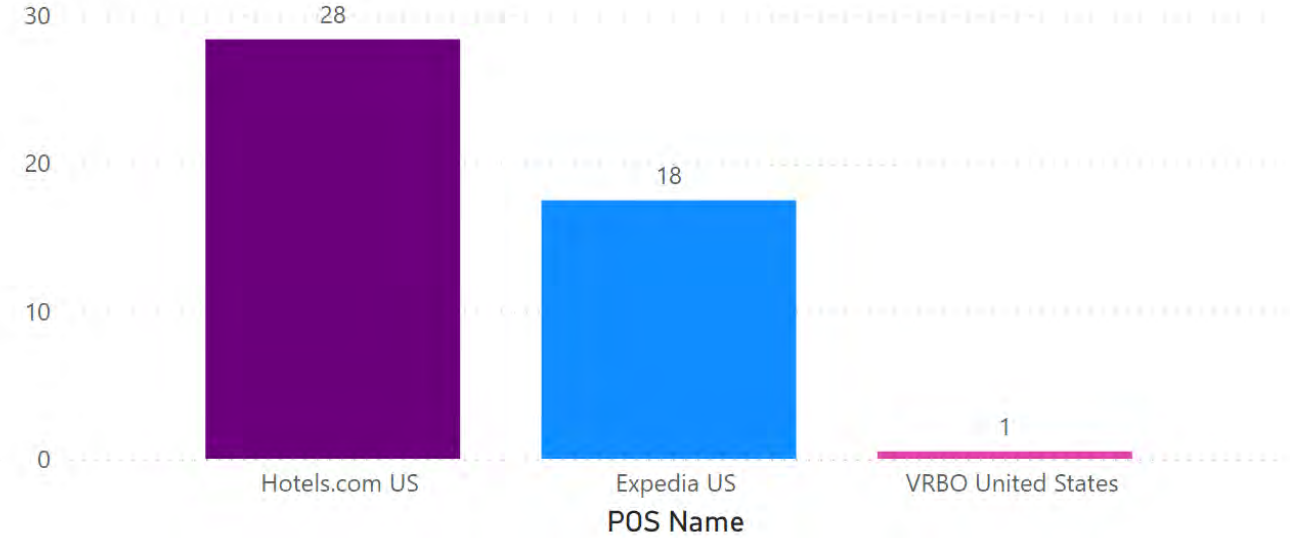
2022



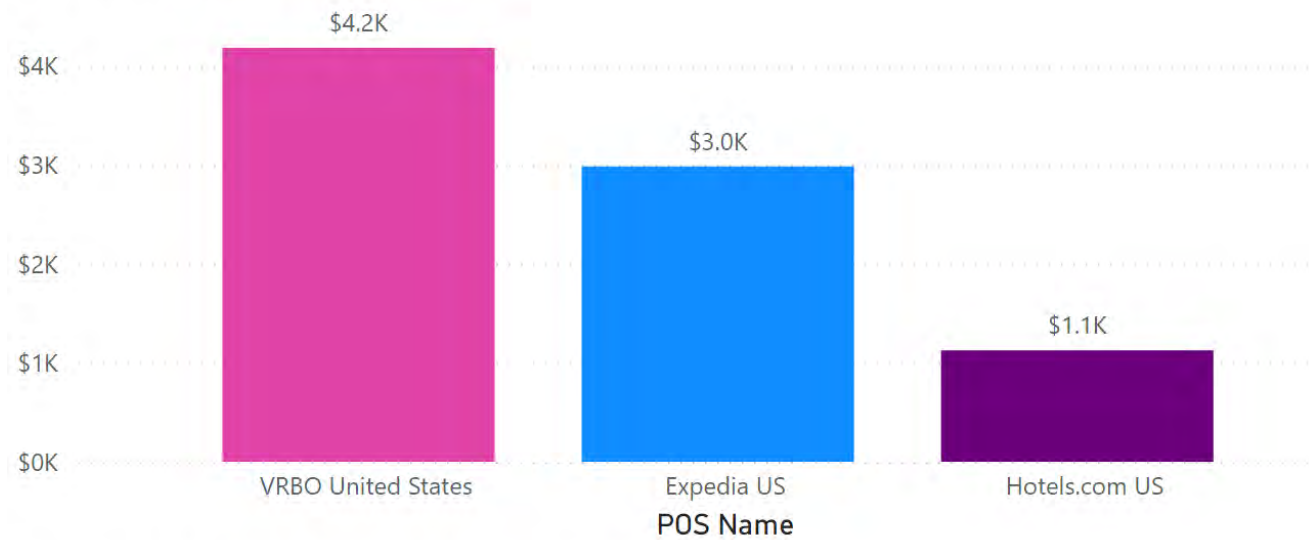
Gross Booking by Platform



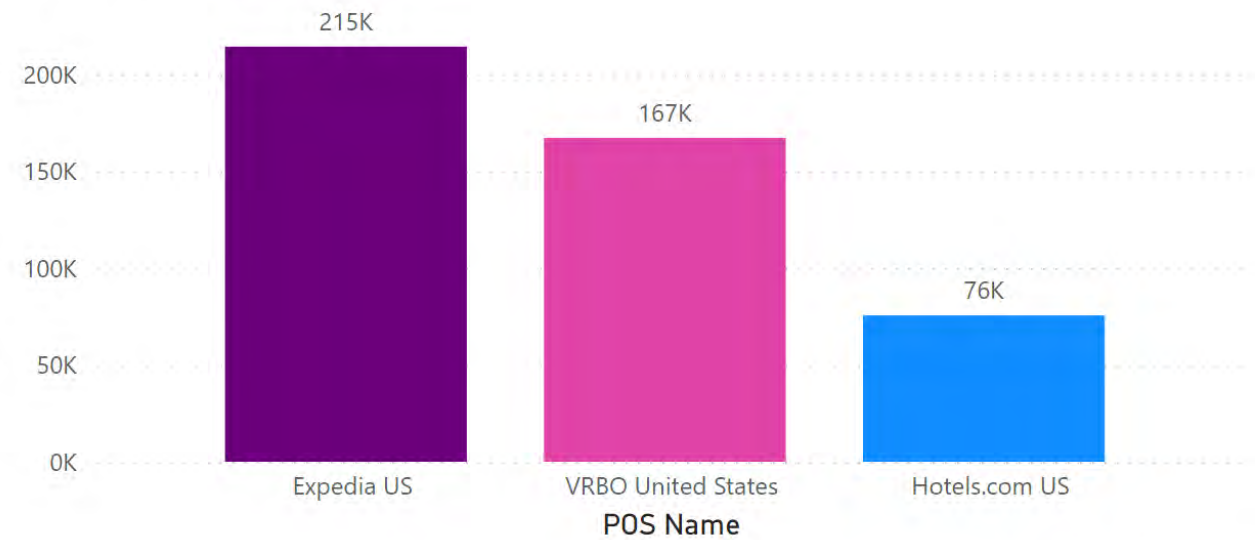
Return on Ad Spend by Platform



Attributed Ad Spend by Platform



Impressions by Platform



WEB ANALYTICS



PREDICTIVE
DATA LAB



WEB ANALYTICS

Month

September

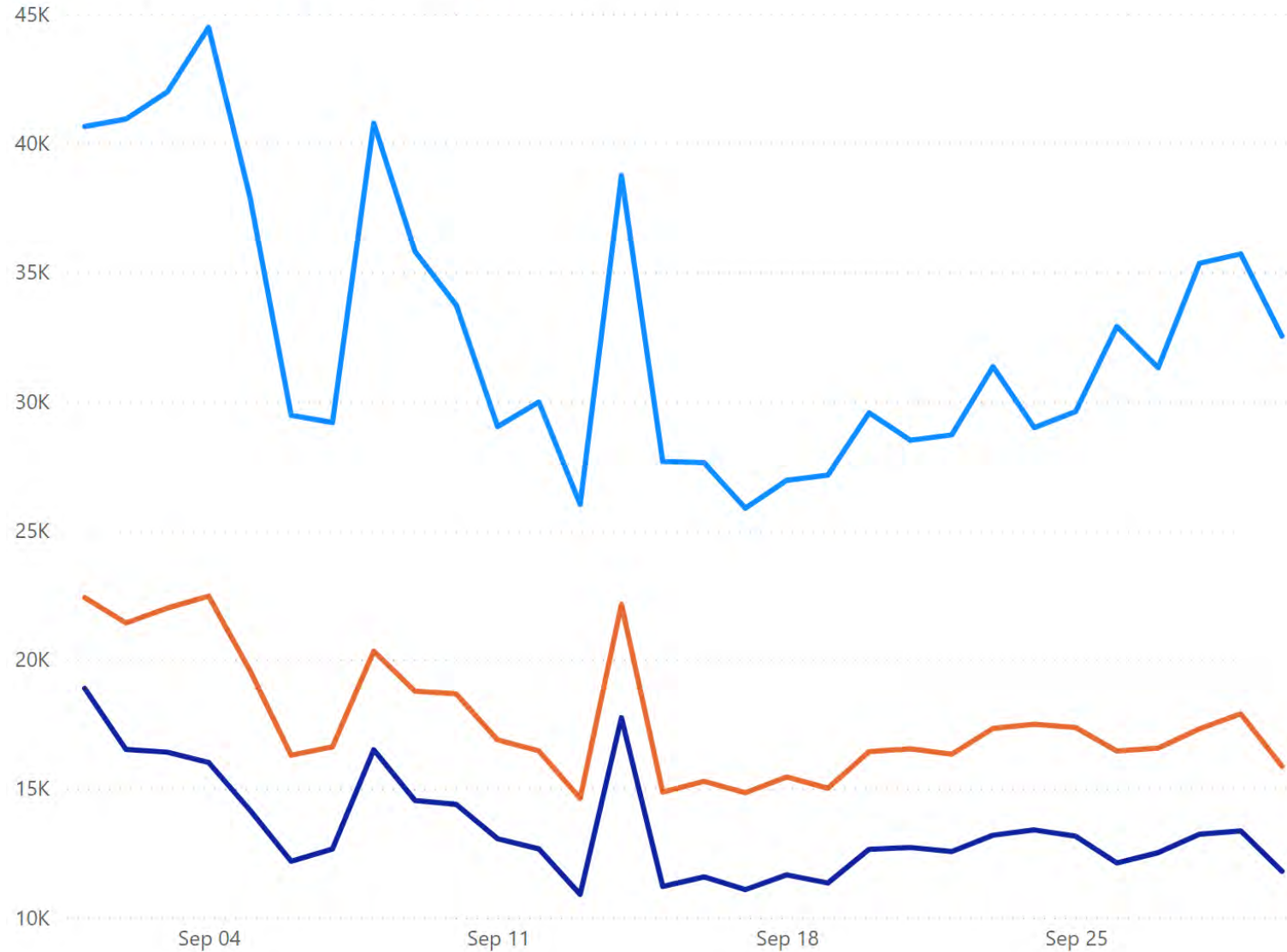
Year

2022

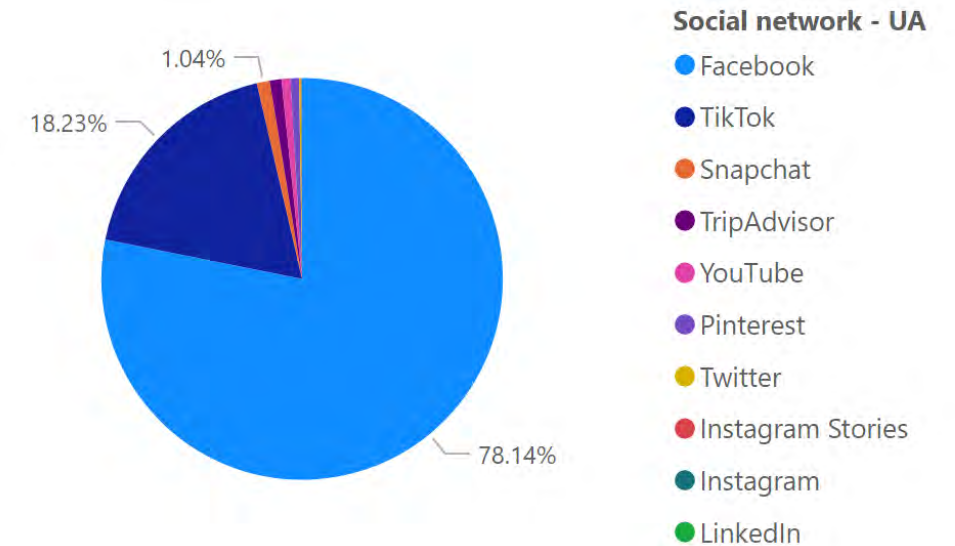


Web Performance by Day

● Sum of Pageviews - UA ● New users - UA ● Sessions - UA



New users by Social Network



Total web traffic volume was lower than the previous month due to a **website error caused by Simple View**. Despite this, the weekday web traffic was more consistent when compared to the previous month.



WEB ANALYTICS

Month

September

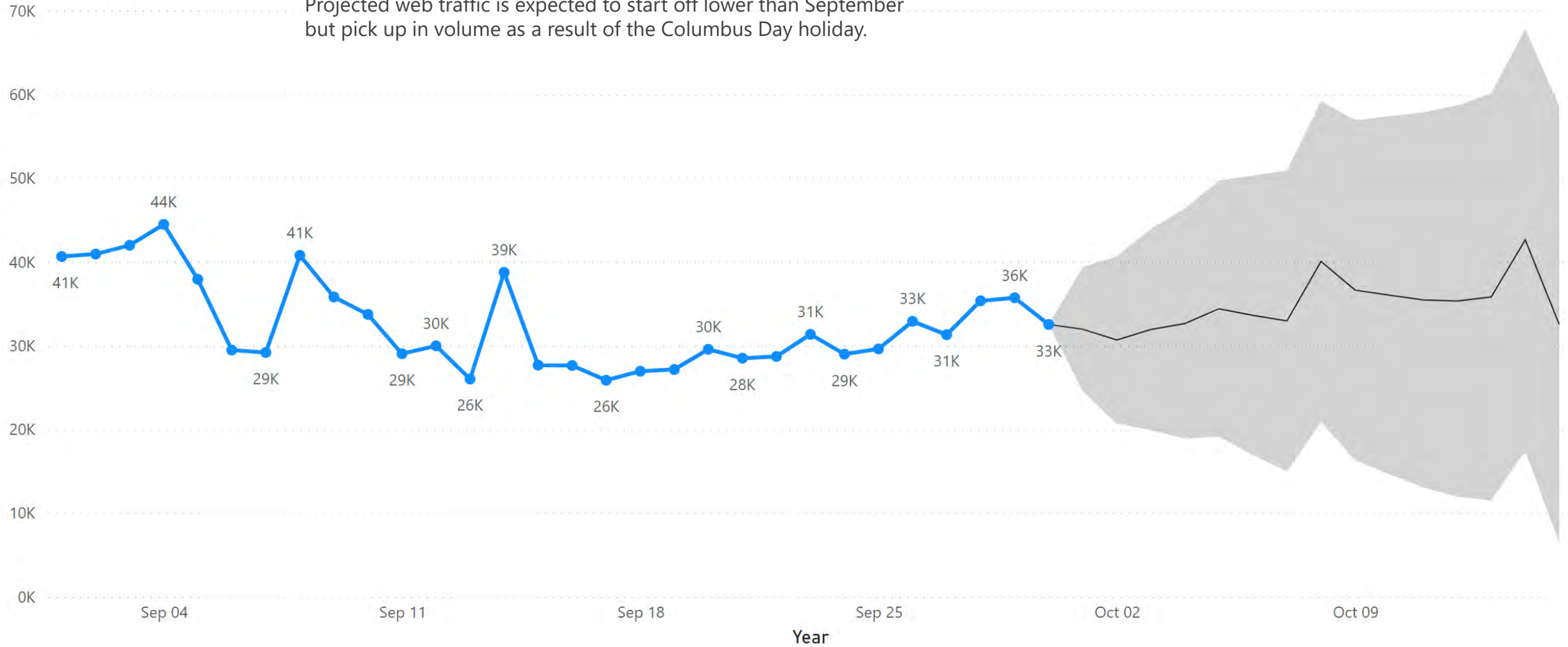
Year

2022



Web Analytics Forecast

Projected web traffic is expected to start off lower than September but pick up in volume as a result of the Columbus Day holiday.





WEB ANALYTICS

Month

All

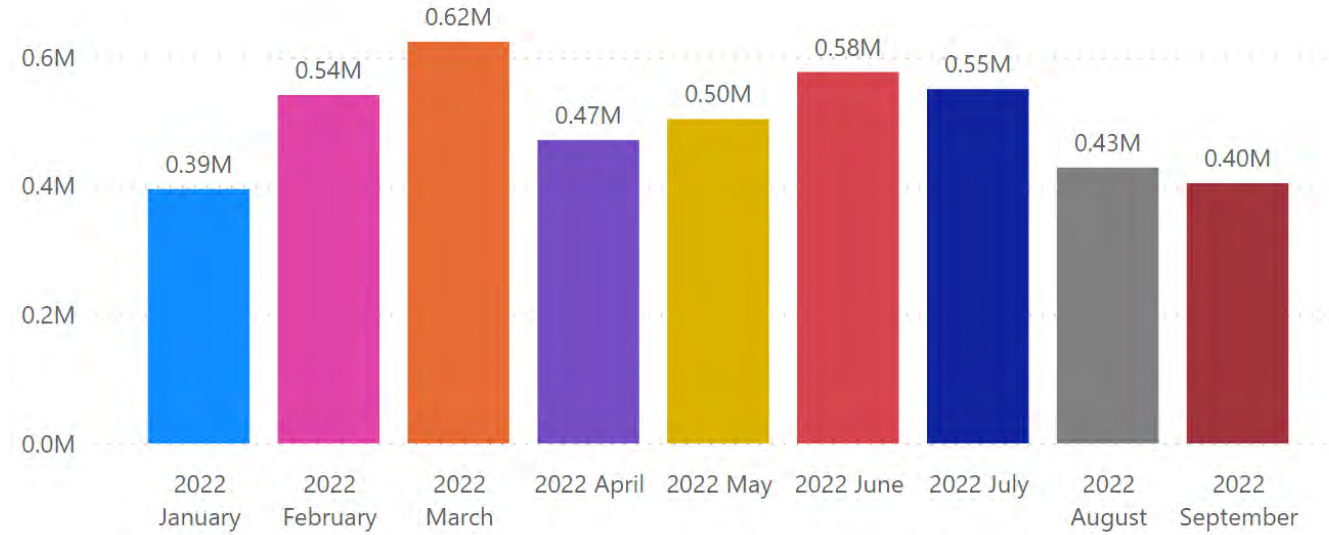
Year

2022

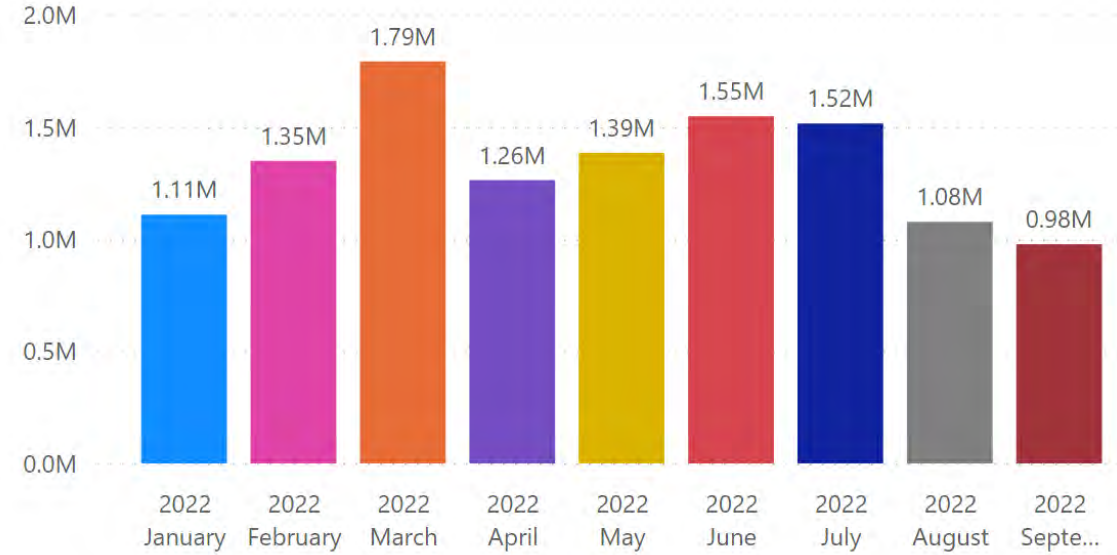


Total web traffic volume was lower than the previous month due to a **website error caused by Simple View**.

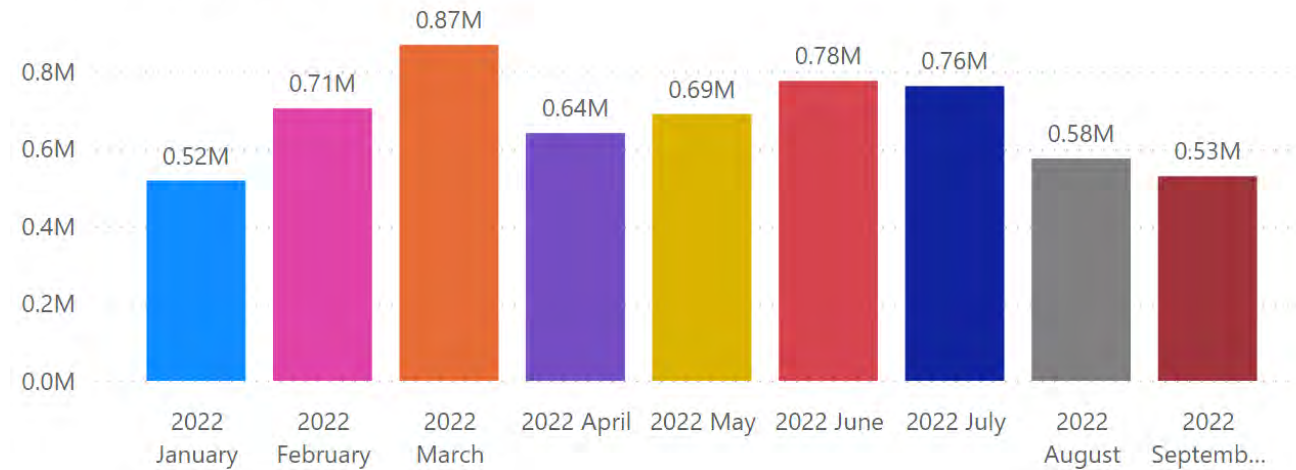
New Users by Month



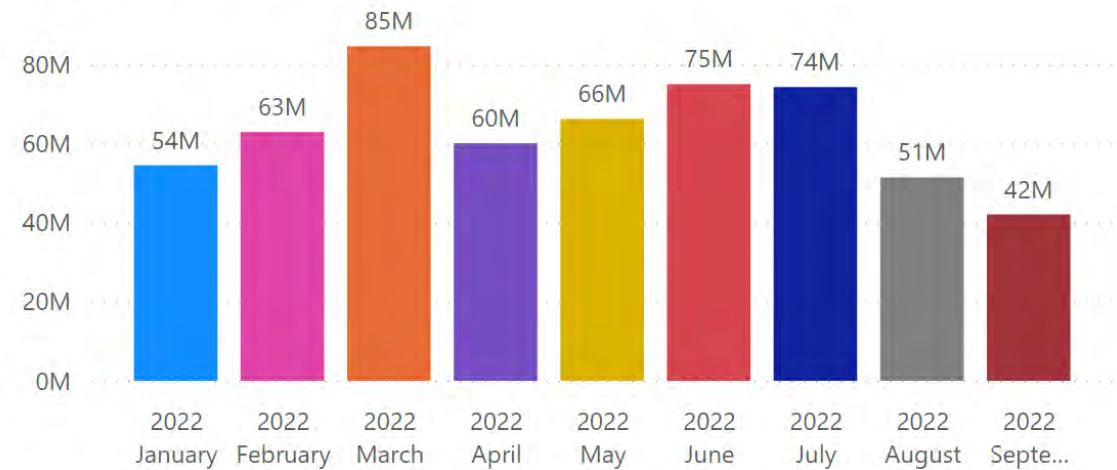
Page Views by Month



Sessions by Month



Time on Page by Month





WEB ANALYTICS

Web traffic projections for the rest of the year indicate a relatively strong October followed by a potential dip with the holiday season.

Month

All

Year

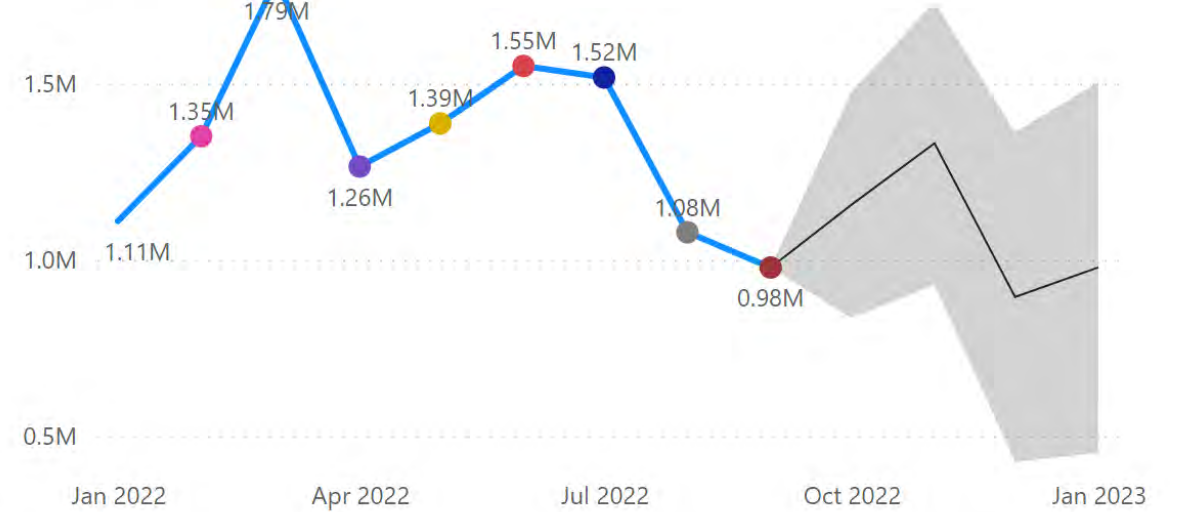
2022



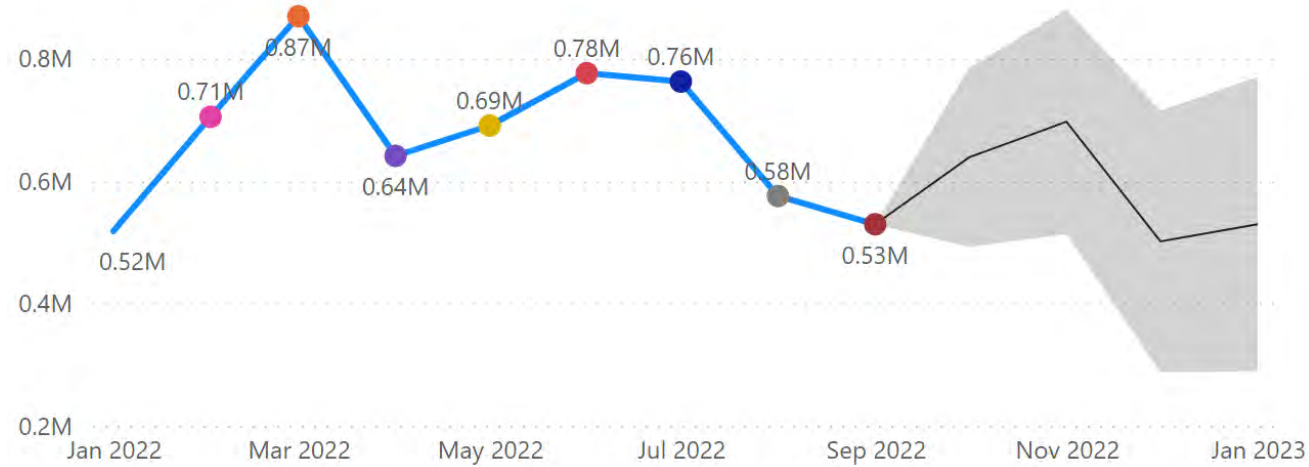
New Users by Month



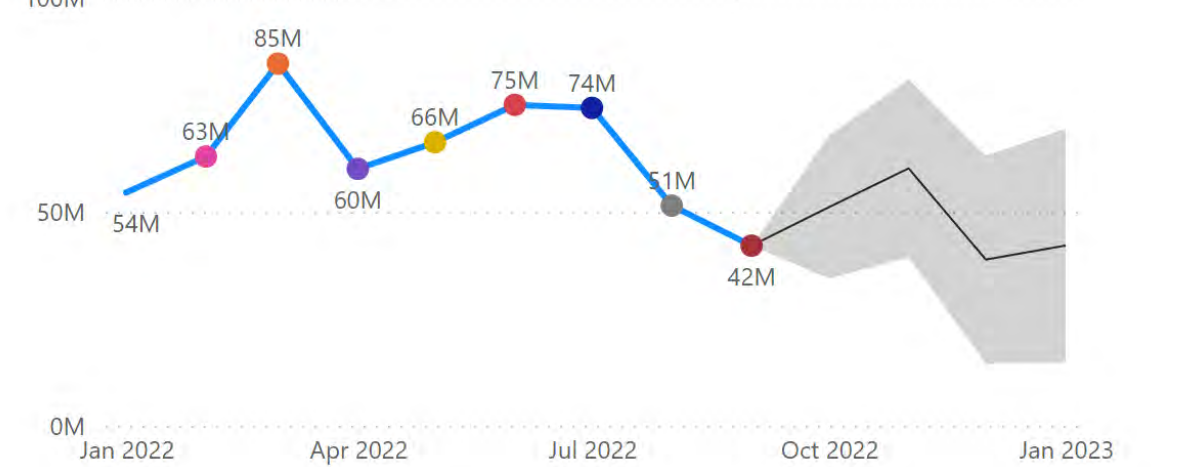
Page Views by Month



Sessions by Month



Time on Page by Month



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

TRAVELLER INTELLIGENCE DATA



PREDICTIVE

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TRIPS

Outdoor events and conventions coincided with the highest trips to the island and were a large driver in September 2022 outperforming September 2021.

Month

September

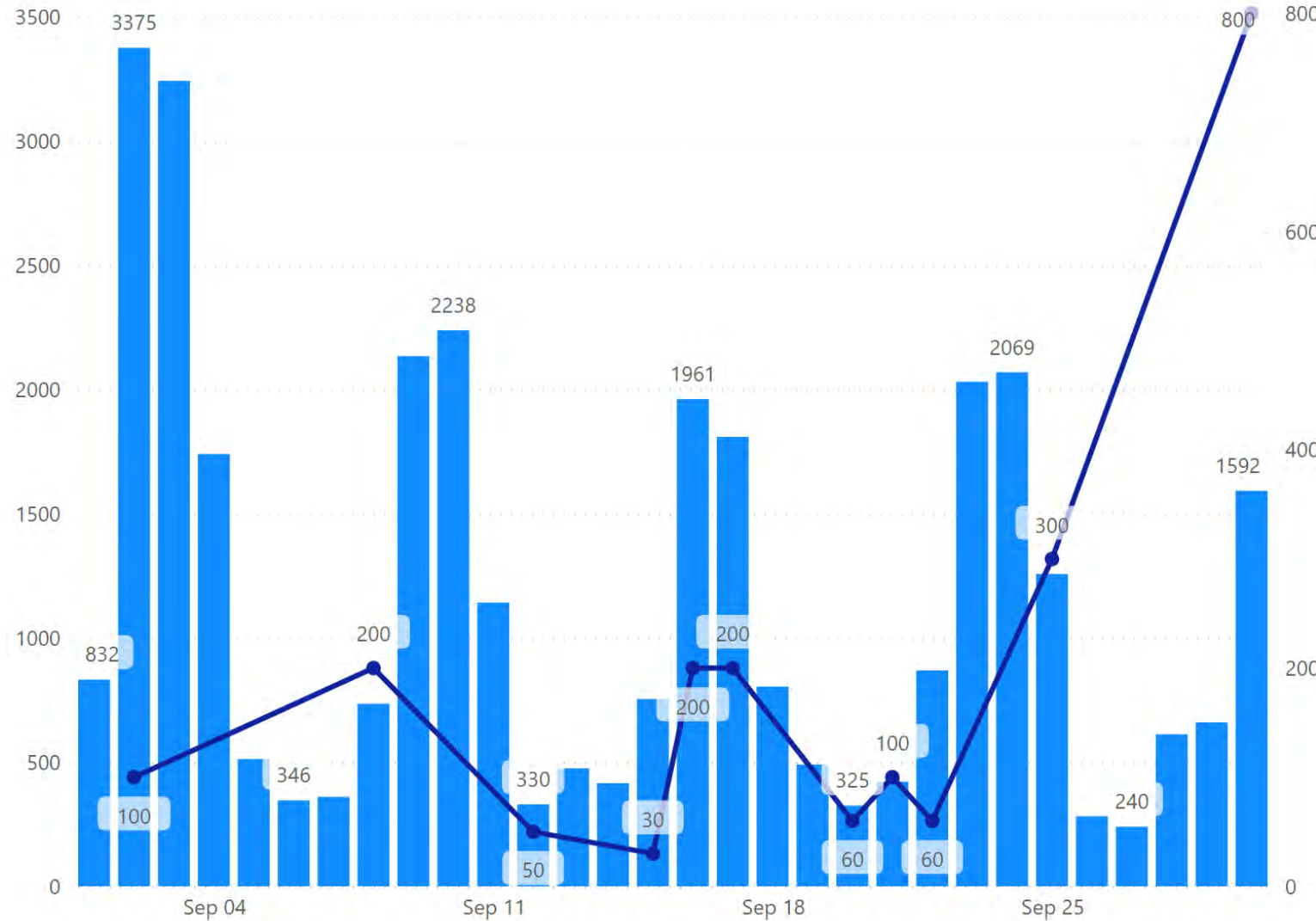
Year

2022



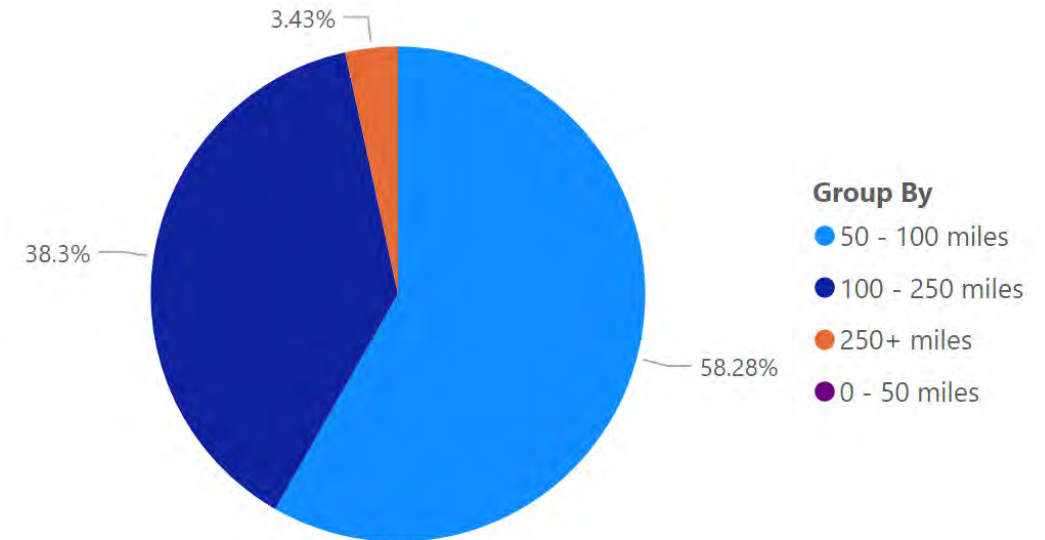
Daily Trips

● Trips ● Estimated Attendance



Day	Event Name	Trips	Estimated Attendance
2	Thomas/Dean Family Reunion (VRMS)	3375	100
10	ISD Cross Country Meeting	2238	200
16	RGV Bears: Wet-Oso Weekend	1961	200
17	SPIsland Games 2022	1809	200
30	Banzaikon	1592	800
25	Region One School Nutrition Product Expo	1257	300
11	Southern Vettes RGV, Car Show by the Bay	1142	200

Trips by Distance





TRIPS

Month

September

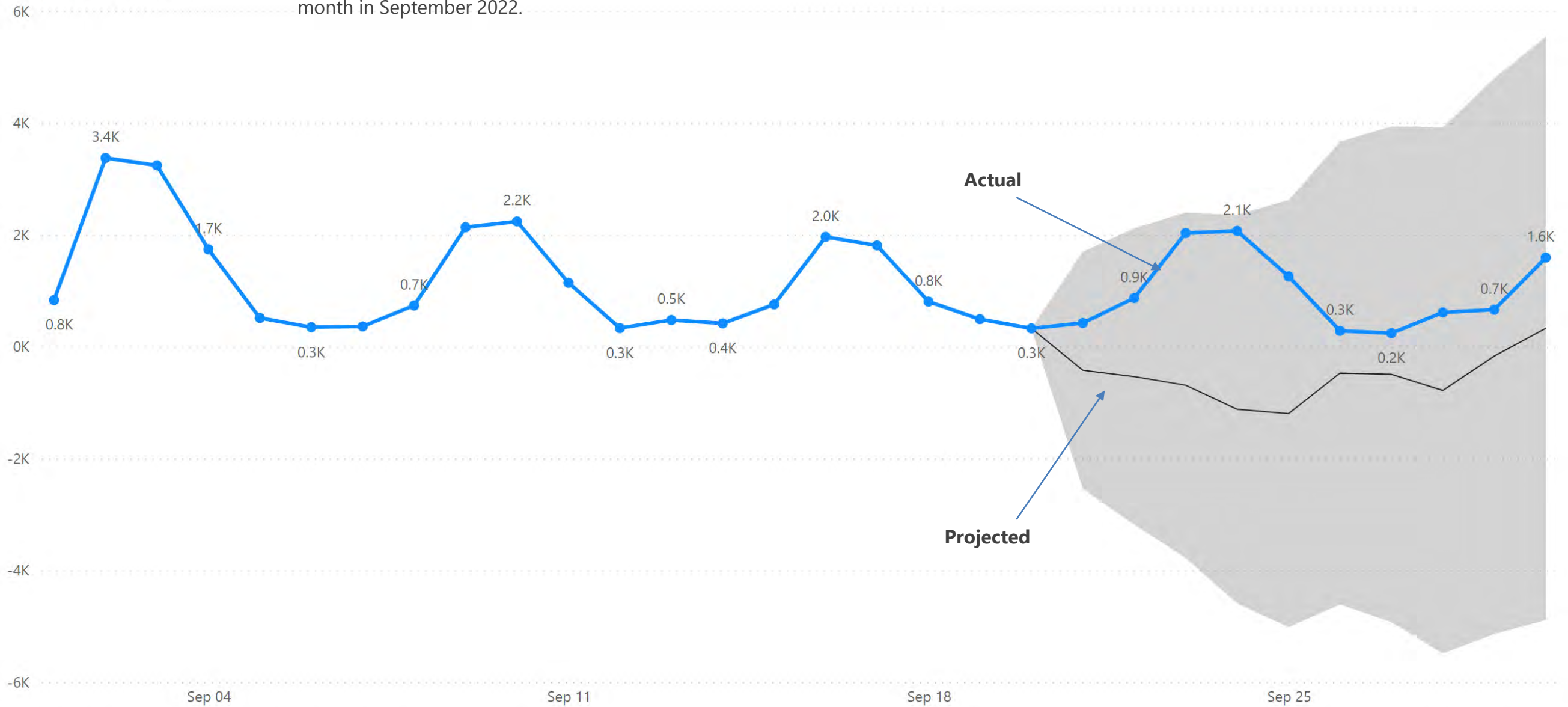
Year

2022



Daily Trips: Forecast

Actual trips surpassed projected trips for the end of the month in September 2022.





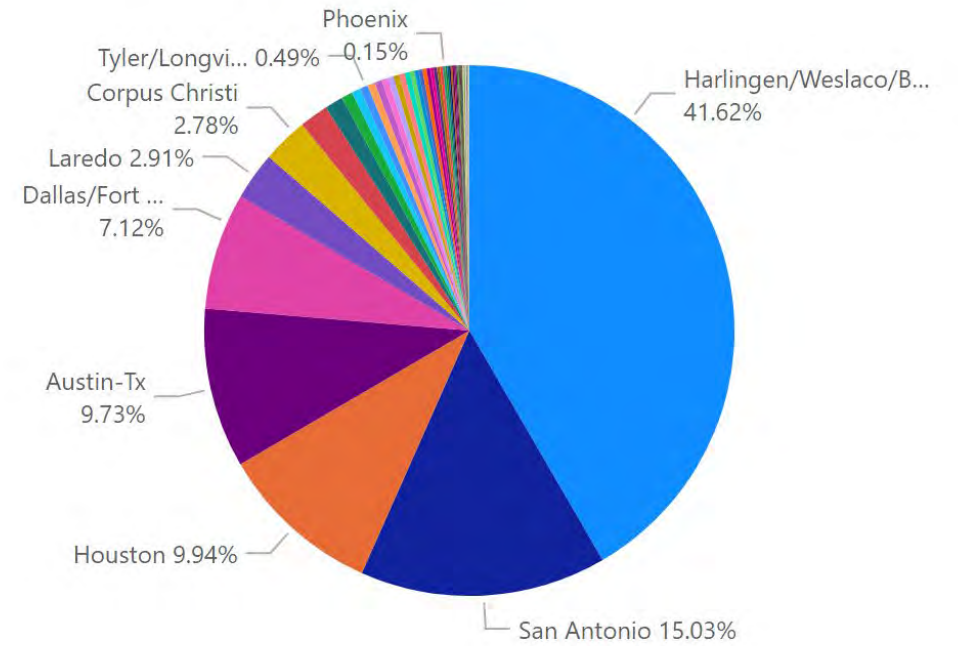
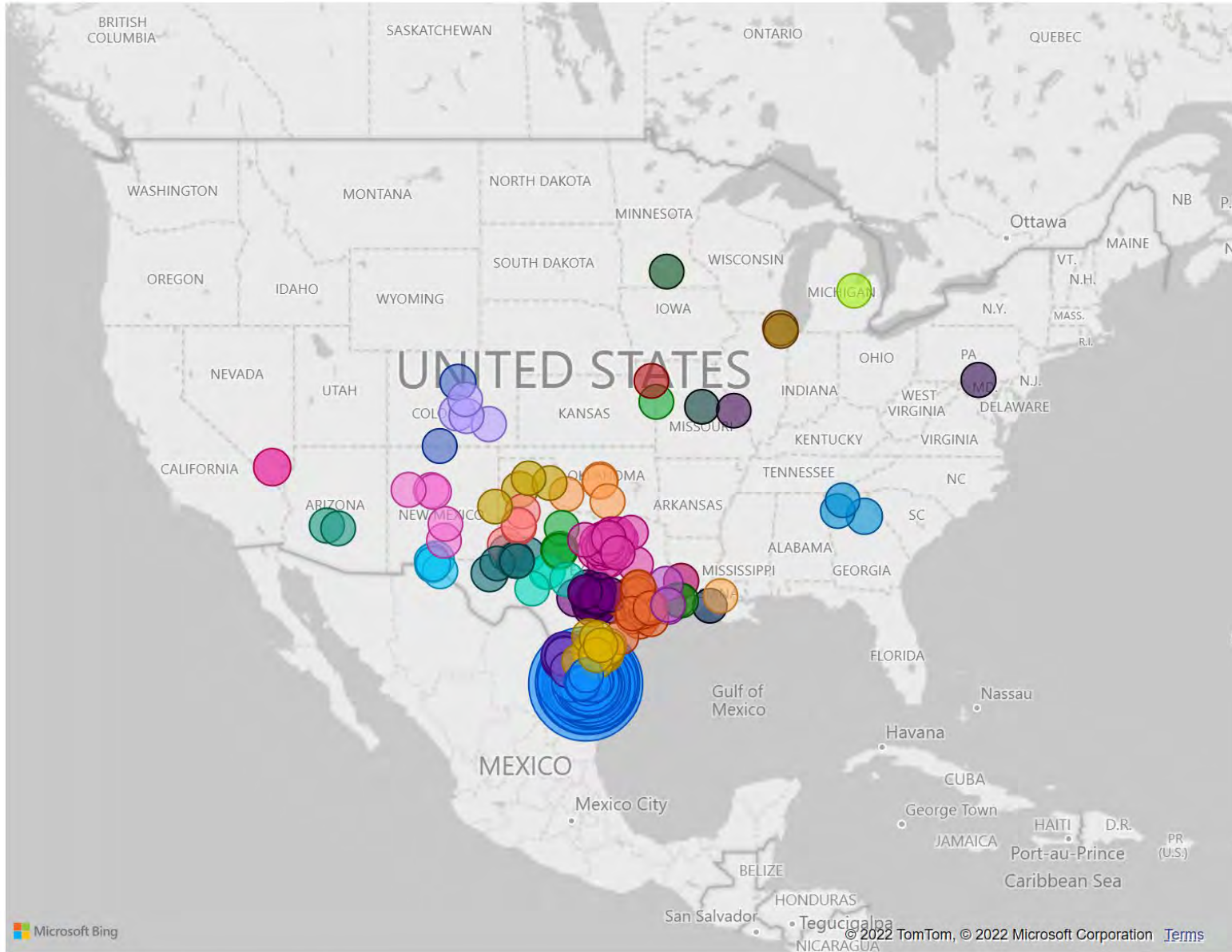
TRIPS BY POINT OF ORIGIN

Month

September

Year

2022





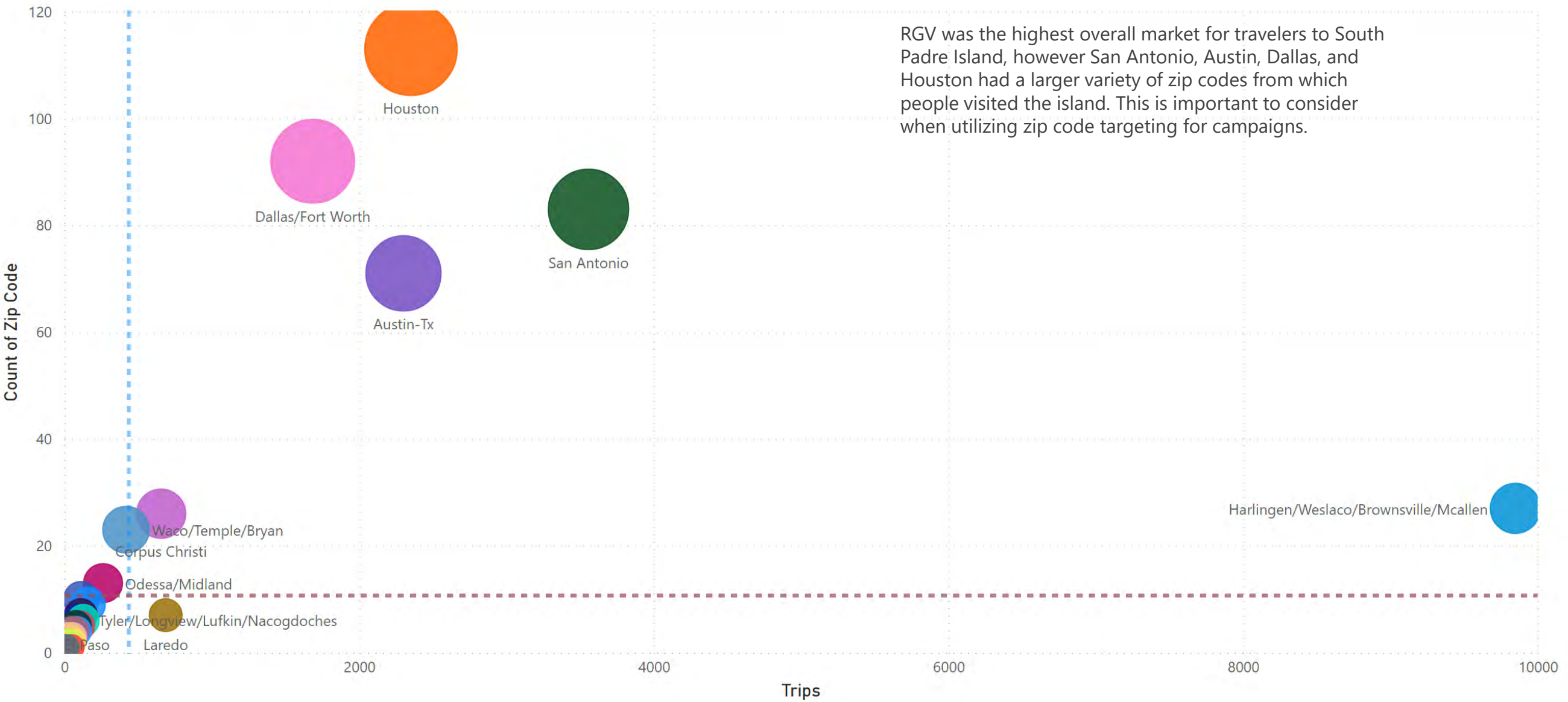
TRIPS BY POINT OF ORIGIN

Month

September

Year

2022



RGV was the highest overall market for travelers to South Padre Island, however San Antonio, Austin, Dallas, and Houston had a larger variety of zip codes from which people visited the island. This is important to consider when utilizing zip code targeting for campaigns.



TRAVELLER INTELLIGENCE

Month

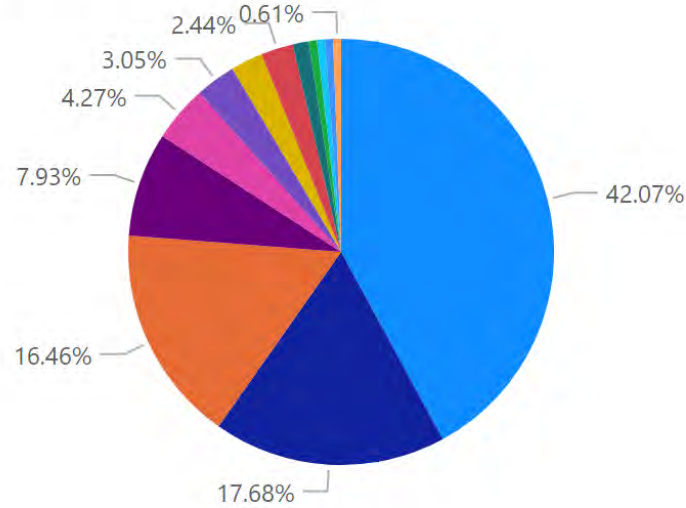
September

Year

2022



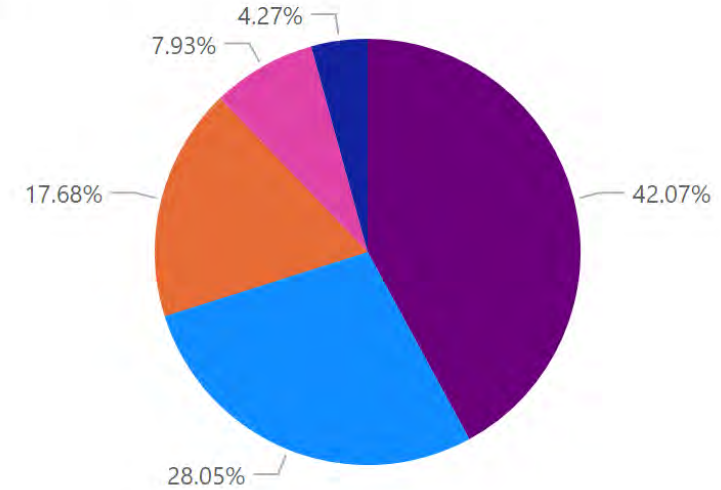
Trips by POI Name (Non-Lodging)



name

- Isla Blanca Park
- Entertainment District
- Bay Fishing
- Clayton's Bar & Grill
- SPI Convention Centre
- South Padre Water Park
- Gulf Fishing
- Port Isabel Lighthouse Square
- Sea Turtle Inc.

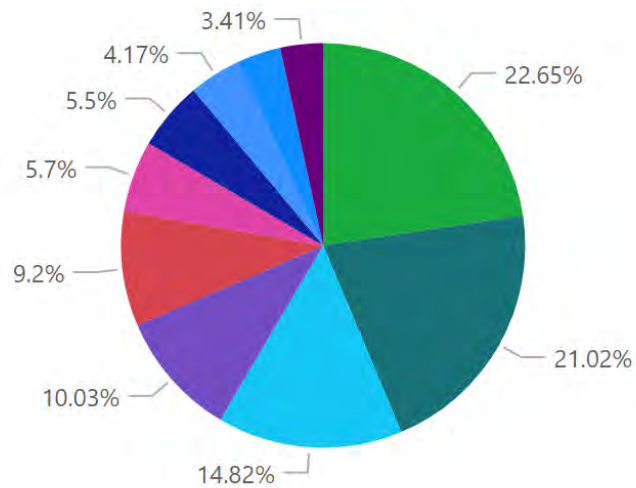
Trips by POI Category (Non-Lodging)



category_name

- Parks
- Attractions
- Districts
- Restaurants
- Convention Center

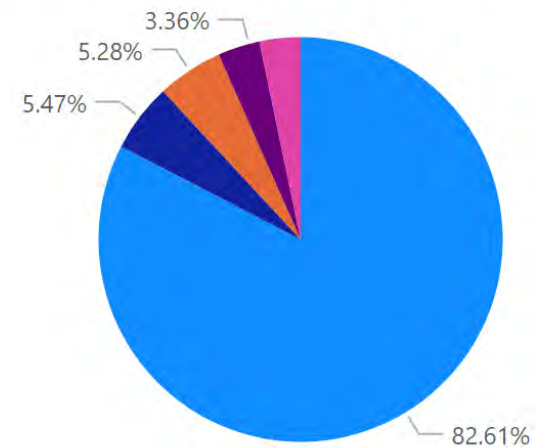
Time Spent by POI Name (Non-Lodging)



name

- Birding and Nature Center
- Sea Turtle Inc.
- Causeway Median
- South Padre Water Park
- Port Isabel Lighthouse Square
- SPI Convention Centre
- Entertainment District
- The Flats

Time Spent by POI Category (Non-Lodging)



category_name

- Attractions
- Convention Center
- Districts
- Parks
- Restaurants

Outdoor and nature attractions continue to trend upwards for "avg time spent" among all points of interest.



Month

September

Year

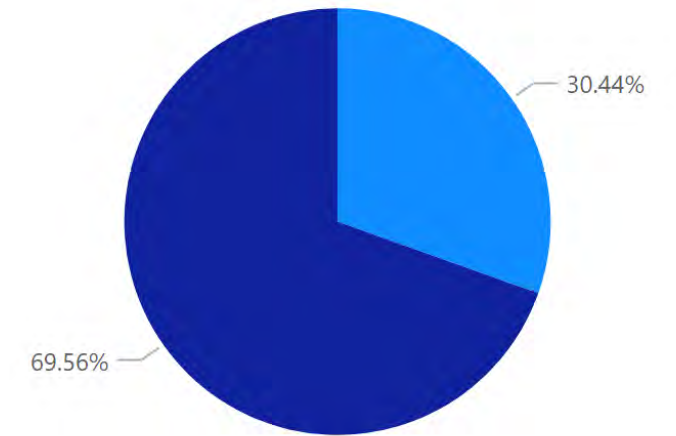
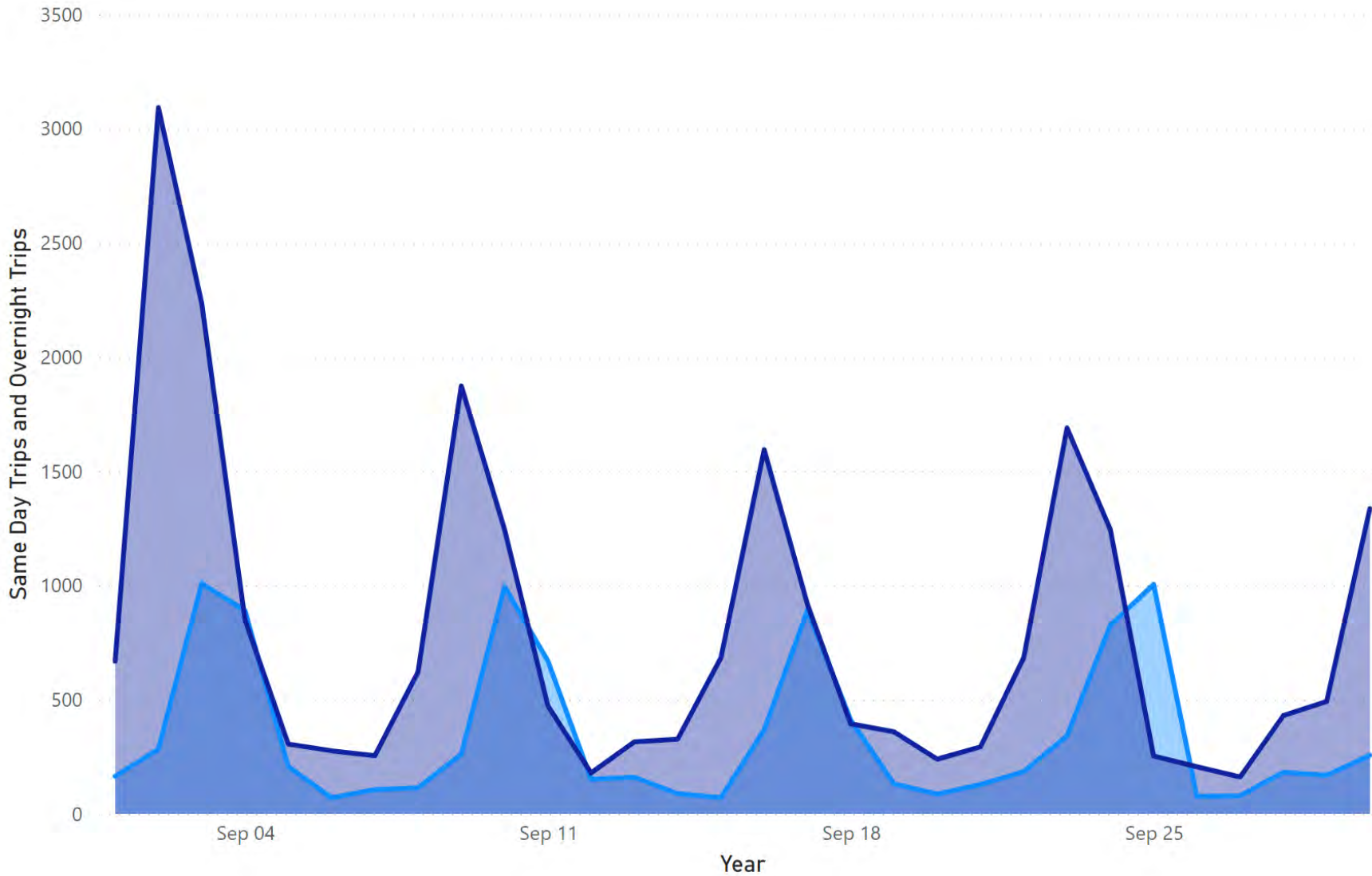
2022



Same Day Trips and Overnight Trips

Same Day Trips Overnight Trips

Same Day Trips Overnight Trips



Overnight visitors made up most visitors. However, there does continue to be a pattern of day trippers traveling to SPI on Sundays.

IN HOUSE MEDIA BUYS



PREDICTIVE

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IN HOUSE MEDIA BUYS: NATIVE BRANDING

The "Native Branding" in house media buy had a strong correlation between budget spent and amount of time people spent on content. This is an indicator of healthy engagement in a campaign.

50K

Impressions

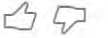
1.25K

Gross Budget Spent

0.22%

Average of CTR

Key influencers Top segments



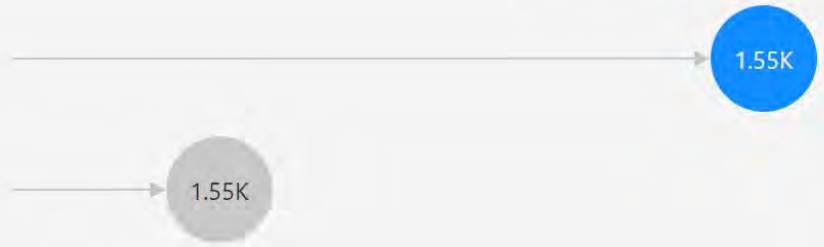
What influences Time on Content to ?

When...

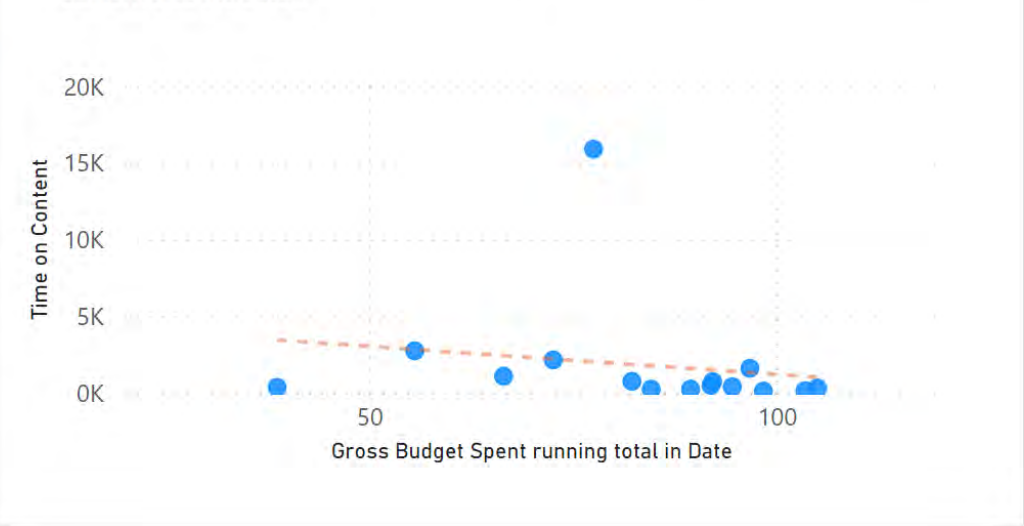
....the average of Time on Content increases by

Gross Budget Spent running total in Date goes up 17.88

Impressions goes up 715.24



← On average when Gross Budget Spent running total in Date increases, Time on Content also increases.





IN HOUSE MEDIA BUYS: TEXAS MONTHLY



Texas Monthly continues to have strong impression numbers, while maintaining the same CTR.

Line Item	Impressions	%GT Impressions	Clicks	%GT Clicks	Average of CTR	%GT CTR
Collections Page Promo ROS	249988	<div style="width: 100%;"></div>	337	<div style="width: 100%;"></div>	0.14%	<div style="width: 100%;"></div>
Brand ROS (Dec)	100066	<div style="width: 40%;"></div>	114	<div style="width: 40%;"></div>	0.09%	<div style="width: 40%;"></div>
Promo ROS (Influencer #1)	99913	<div style="width: 100%;"></div>	122	<div style="width: 100%;"></div>	0.15%	<div style="width: 100%;"></div>
Promo ROS (Influencer #2)	99270	<div style="width: 100%;"></div>	88	<div style="width: 100%;"></div>	0.09%	<div style="width: 100%;"></div>
Collections Page Roadblock	16046	<div style="width: 10%;"></div>	62	<div style="width: 10%;"></div>	0.55%	<div style="width: 10%;"></div>
Total	565283	100.00%	723	100.00%	0.20%	100.00%

565K

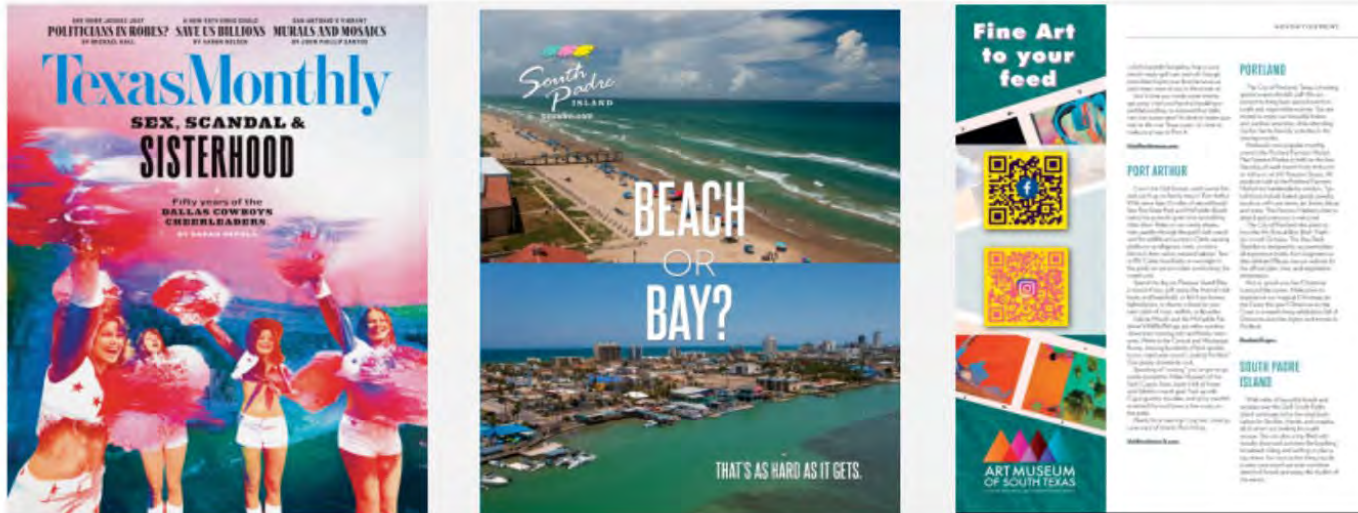
Total Impressions

723

Total Clicks

0.20%

Avg CTR





IN HOUSE MEDIA BUYS: ENTRAVISION



The highest performing creative was from the Entravision campaign was the "Tropical or Craft" display ad.

Target Areas: San Antonio, New Braunfels, San Marcos, and Austin

453K

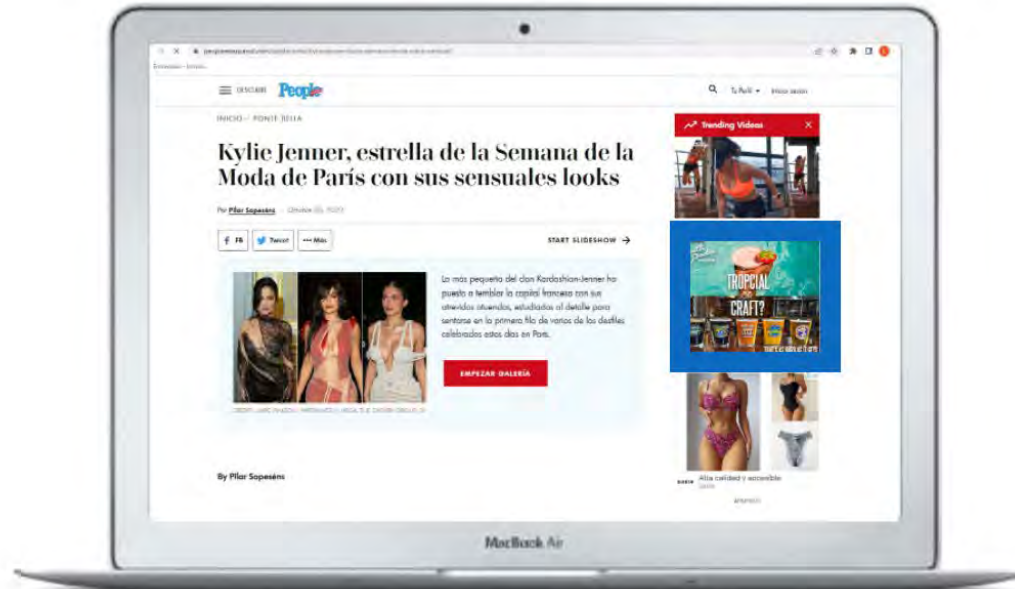
Impressions

464

Clicks

0.29

Average of CTR





IN HOUSE MEDIA BUYS: ABC NEWS



ABC 5 news provided consistent visibility for SPI throughout the week.
Drops in airtime occurred every other Thursday and Friday.

Target Area: McAllen

171

Spots

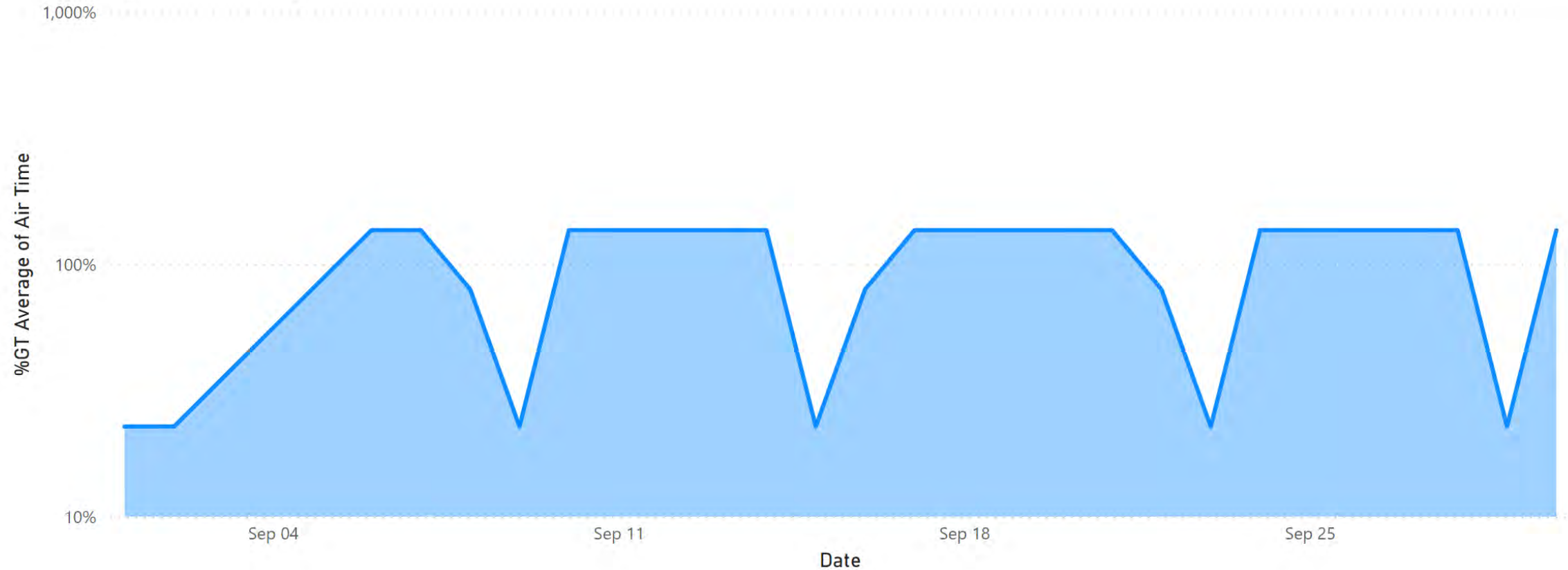
\$3.95K

Cost

172K

Net Reach (households)

%GT Average of Air Time by Date





ECONOMIC IMPACT



PREDICTIVE

DATA LAB



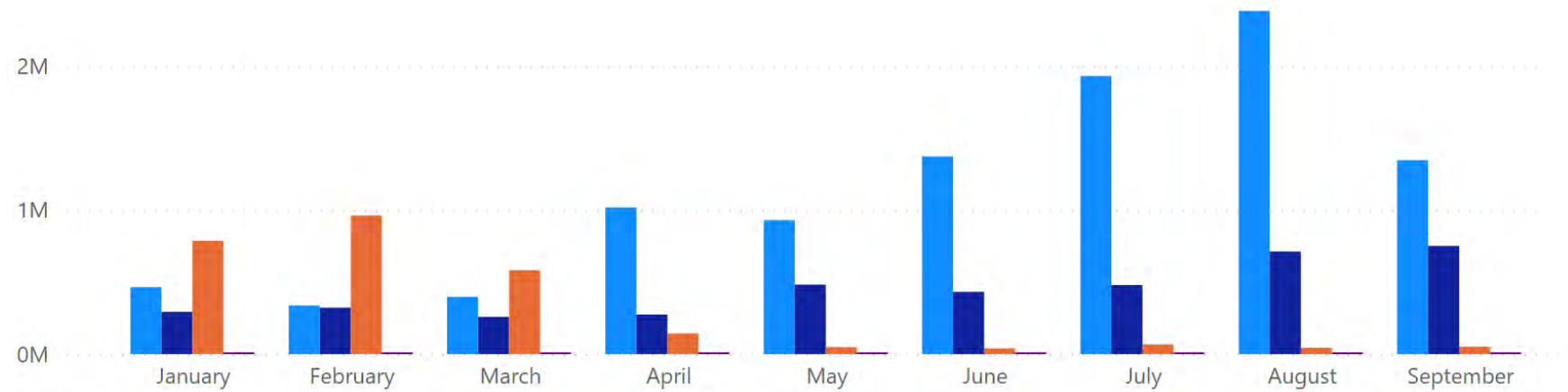
ECONOMIC IMPACT

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

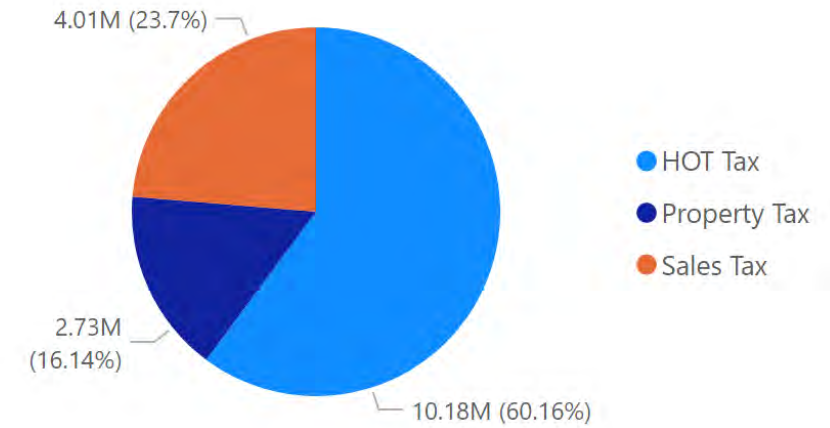


2022 Tax Collection by Type and Month

● HOT Tax ● Sales Tax ● Property Tax ● Sort Order

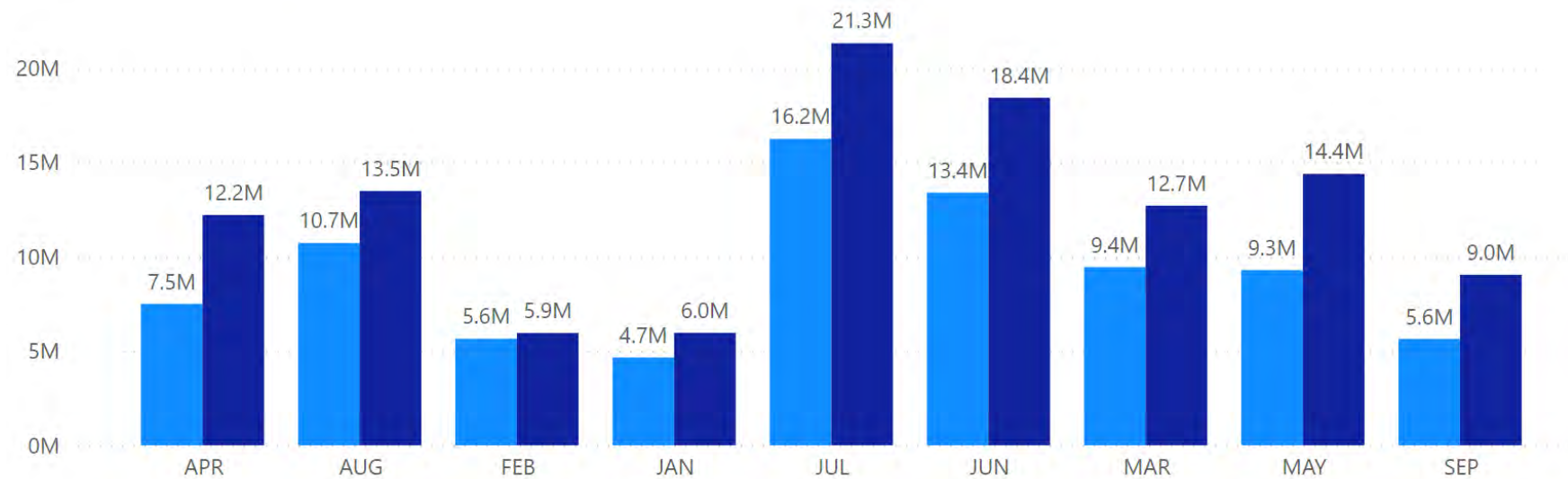


2022 Tax Collection by Type

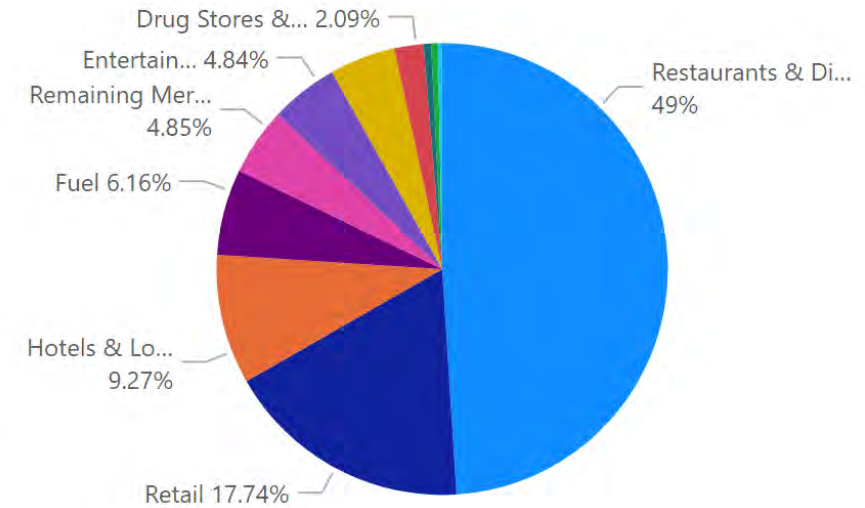


2022 Credit Card Transactions

Purchase Year ● 2021 ● 2022



Sum of Spend Amount by Market Segment Code





KEY TAKEAWAYS

- South Padre Island far outpaced competitors for occupancy numbers. This resulted in South Padre Island overtaking Galveston for the 2nd highest RevPAR among competing destination cities.
- The improved performance in 2022 can be directly attributed to more substantial occupancy numbers during the weekdays, especially towards the end of the month.
- September 2022 was among the top 3 performing months in terms of impressions, clicks, and CTR for all of 2022. In addition, it showcased the highest CTR since February, which can be attributed to seasonal optimization tactics and increased collaboration.





NEXT STEPS

- Provide a deeper analysis to understand why projections are showing a dip in visitors during the holiday season and provide insights on how to prevent or mitigate this drop in travelers.
- Develop specific metrics and KPIs to calculate and monitor paid media ROI.



Q&A



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

MEETING DATE: October 27, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation, discussion, and possible action regarding the Zimmerman Media Plan for FY 2022-2023. (Moore)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:



VISIT SOUTH PADRE ISLAND

FY 2023 Q2-Q4 PAID MEDIA/SOCIAL PLAN
THE **ZIMMERMAN** AGENCY

Media Focus.

1

Continue momentum into and through FY months of 2023

2

Optimize geo-target markets based on data learnings

3

Target audiences predisposed for Spring, Summer, and early Fall, Getaway travel

4

Activate a full-funnel digital approach

5

Drive increased overnight stays during the Spring/Summer seasons while laying the foundation for Fall/Winter visitation

6

Generate the greatest return on the media investment





Target Audiences.

Spring 2023.

Age

A 36-44

Primary: Urban Power Couple

Priority

Medium

Millennial/Gen X: 51%

Hispanic: 47%

Female/Male: 50%/50%

HHI

\$80K- \$100k

Primary

Millennials, Gen X, Couples

Niche

Beach Goers, Nature Lovers, Dining

Motivation/Interests:

Luxury, Nature, Environmental Conservation, Personalized Experiences, Arts & Culture, Unique Culinary Experiences, Entertainment District, Bars, and Local Attractions (Historic, Nature, etc.)



Target Audiences

Summer 2023.

Primary: Urban Traveling Family

Priority

High

Avg Age: 26 - 41

Millennial: 29%

White: 43%

Hispanic: 33%

Female/Male: 50%/50%

HHI

\$75K-\$100k

Motivation/Interests:

Family Friendly, Nature, Sight Seeing, Cultural Attractions, Entertainment District, Bars, and Local Attractions (Historic, Nature, etc.)

Secondary: Road Tripping Family

Priority

Medium

Avg Age: 26 - 41

Millennial: 29%

White: 43%

Hispanic: 90%

Female/Male: 51%/49%

HHI

\$50K - \$75K

Reasons To Come:

Beach Goers, Nature Lovers, Fishing, Dining, Romantic Getaways, Events

Motivation/Interests:

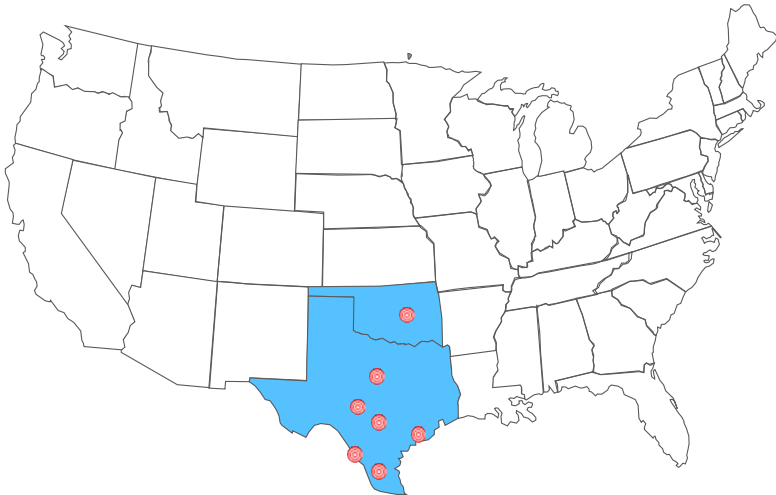
Budget Friendly, Family Friendly, Nature, Boat Tours, Water Sports, Isla Blanca Park, Entertainment District, Local Attractions (Historic, Nature, Waterparks etc.)





Geographic Targets.

- Texas
 - RGV
 - Houston
 - Dallas/Ft. Worth
 - San Antonio
 - Austin
 - Laredo
- Midwest
 - OK



Media approach: Q2 - Q4

Publisher Direct Digital

- Expedia
- VRBO
- Travelocity
- Hotels.com



Native/Pre-Roll Video

- Native
- Pre-Roll



Lifestyle/ Niche Print

- Romance
- Fishing
- Outdoors
- Birding
- Lifestyle
- City Titles
- Canada



Paid Social/ SEM

- Facebook
- Instagram
- TikTok
- Snapchat
- Google
- Bing



Media approach: Q2 - Q4

Publisher Direct Digital

**Conversion/
Awareness**

Accurate targeting of in-market individuals seeking beach vacation options.
Geo-fence efforts to areas/suburbs that match persona data



Native/Pre-Roll Video

**Conversion/
Awareness**

Cost efficient Native and Pre-roll Video approach that allows reach into larger regional footprint
Geo-fence efforts to areas/suburbs that match persona data



Lifestyle/ Niche Print

**Awareness/
Consideration**

Promote to our outdoor lifestyle, enthusiast, fishing, birding/eco travel segments



Paid Social/ SEM

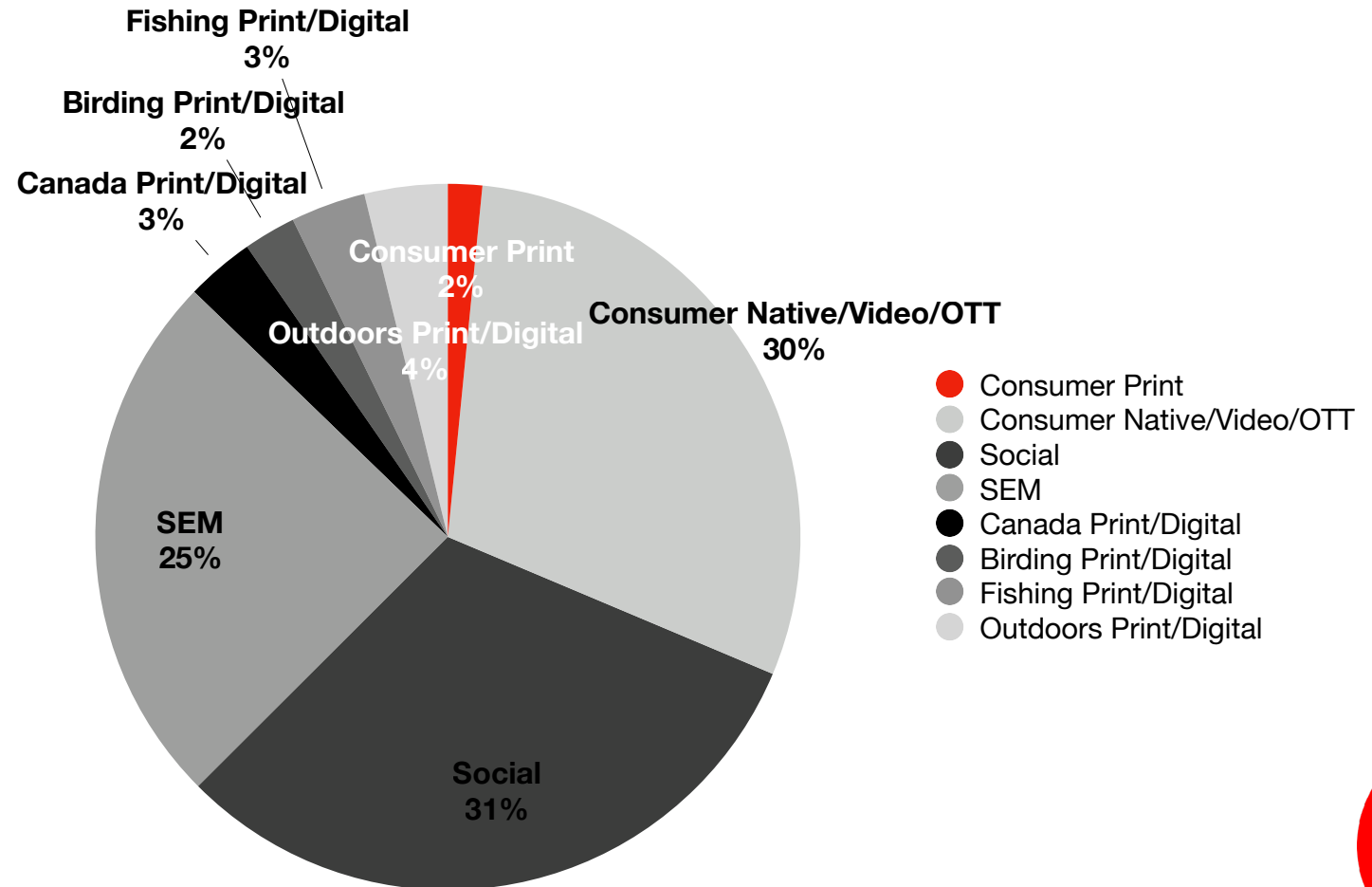
**Awareness/
Conversion**

Strategically placed social messaging in key feeder markets to drive interest and site traffic. Promote special events, seasonal promotions, lodging specials. Appear top 3 in search queries.



FY 2022/2023 Q2-Q4 MEDIA ALLOCATION

• \$389,162 Q2/3/4



Thank You.

Let's Discuss.





**Q2-4 + SUMMER
PLAN DETAILS
APPENDIX**

Strategic Approach

1. Activate the right mix of targeted media that will generate awareness and excitement of South Padre Island that will ultimately drive higher web traffic and accommodation revenue
 - Consumer Print
 - Niche Print (Outdoor/Birding/Fishing)
 - Publisher Direct Digital
 - Native Digital
 - SEM
 - Paid Social
- Negotiate value-added packages to extend reach/frequency of messaging
- Take advantage of partnership affiliations to extend our reach and efficiencies
 - Travel Texas
 - Texas Parks & Wildlife
 - Texas Campgrounds
- Leverage investment to expand our exposure via value-added efforts
 - Advertorial
 - Promotions
 - Public Relations



Digital Activation

- Incorporate a mix of direct-to-publisher and premium video and native placements to provide annual coverage and reach the most in-market for travel individuals.
 - Display prospecting on Expedia's Network to drive awareness amongst users in key markets that are in the dreaming, planning and converting stages of travel intent to South Texas.
 - Guaranteed exposure on affiliate sites including Expedia, Hotels.com, Travelocity, & VRBO
 - Targeting based on previous travel search behavior on affiliate sites
 - Geographic targeting focus: Texas/Oklahoma
 - Jan - April exposure (Late Spring Push/Early Summer Push)
 - Target focus: Urban Power Couple (late Spring push) and Urban Traveling Families (early Summer push)
 - Native ad prospecting with Travel Spike, a specialized native network in the vertical of travel
 - Delivering to network of only contextually relevant, travel related sites
 - Bought on a cost per click basis
 - Targeting individuals in-market for travel to Texas, families, outdoor interests, and vacation rentals
 - Target focus: Urban Power Couple (for Spring) and Urban Traveling/Road Tripping Families (for Summer)
 - Nationally targeted
 - Jan - Sept exposure



Digital Activation

- Incorporate a mix of direct-to-publisher and premium video and native placements to provide annual coverage and reach the most in-market for travel individuals.
 - Native ad prospecting with Travel Spike, a specialized native network in the vertical of travel
 - Delivering to network of only contextually relevant, travel related sites
 - Bought on a cost per click basis
 - Targeting individuals in-market for travel to Texas, families, outdoor interests, and vacation rentals
 - Target focus: Urban Power Couple (for Spring) and Urban Traveling/Road Tripping Families (for Summer)
 - Nationally targeted
 - Jan - Sept exposure
- Source Digital Interactive Video Units
 - Continue with new video technology partner, Source Digital to add CTA ability to video viewers
 - An amplified user experience through well-timed opportunities to engage, learn and explore video, and ultimately obtain information in a whole new way
 - Target focus: Urban Power Couple (late Spring push) and Urban Traveling Families (early Summer push)
 - March - May activation

travelspike Source



Digital Activation

- Partner with Travel Texas directly to participate in co-op packages that gain digital exposure with travelers interested in traveling to Texas
- Geo: Harlingen/Weslaco/Brownsville/McAllen, San Antonio, Houston, Dallas/Fort Worth, Austin, Laredo, Minneapolis/Saint Paul, Waco/Temple/Bryan, Oklahoma City
- Target: Millennials, Gen X, Boomers (per Travel Texas targeting options)
 - Travel Texas Digital Data Warehouse Re-targeting Co-op
 - Themes: Family (Jan/Feb), Beach (March/April)
 - Travel Texas Mobile CPC Co-op
 - Mobile CPC ads leveraging efficient CPC rates to drive high volume of clicks to partner website - Feb/March
 - Travel Texas Pre-roll Video
 - :15s online pre-roll video to run on desktop and mobile
 - Feb/March/April



SEM Activation

- Paid search will be activated across Google Ads and Microsoft Bing platforms.
 - Set-up account structure to allow for dedicated campaigns and ad groups to easily shift budget that need additional support and promotion
 - Target key in-market and out-of-state markets
 - Maintain an always on, consistent presence during the fiscal year
 - Campaigns:
 - South Padre Island (Brand)
 - Things To Do
 - Accommodations
 - Conquest / Competitor
 - KPI's
 - CTR
 - Conversions
 - Average Cost per Click
 - Flighting:
 - Q2-Q4 Brand
 - Additional weight for Summer campaign



Paid Social Activation

- Paid social will be activated across Facebook, Instagram, Snapchat and TikTok social platforms.
- Implement reach, traffic and brand awareness campaigns throughout platforms.
 - Audience targeting
 - Families with kids, Traveling Couples, Solo Travelers: prospecting based on age, geographic location, and interests
 - Retarget audiences based off of website visitors
 - Creative to be refreshed with Seasonal Brand Campaigns
 - Video to be implemented in the majority of ads
 - Messaging to center around:
 - Things to Do in SPI
 - SPI Yearly Events
 - General Evergreen Awareness
 - KPI's
 - CTR: Click Through Rate
 - CPC: Cost Per Click
 - Reach
 - Impressions
 - Flighting:
 - Q2-Q4 Brand
 - Additional weight for Summer campaign



Print

- Utilize high profile print partnerships that create brand awareness against our key target audiences in top source markets.
- Incorporate larger ad sizes for greater impact (FP, 1/2 page units)
- Negotiate digital programs for multi-touchpoint approach
 - Regional/State/City
 - Austin Magazine
 - ▶ 1x 1/2 page + 2x e-newsletters
 - San Antonio Magazine
 - ▶ 2x 1/2 page + 2x e-newsletters



Print/Digital Activation - Niche

● Birding

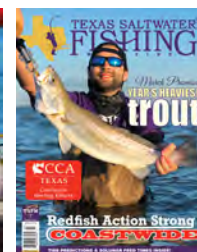
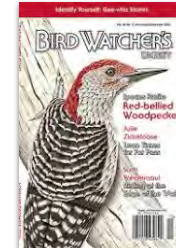
- Living Bird
 - 1x Spring Issue 1/2 page
- Bird Watchers Digest
 - 2x 1/2 page
 - 3x targeted e-blasts
 - 2x social media posts
- Birdwatching Magazine
 - 1x FP - Spring Guide
- AllAboutBirds.com
 - Annual banner campaign targeted to TX and key source market states

● Outdoors

- Texas Parks & Wildlife
 - 3x FP + 2x e-newsletter banners
- Texas State Park Guide
 - 1x FP (Annual)
- Texas RV Travel & Campaign Guide (TAC)
 - 1x FP (Annual)

● Fishing

- Texas Fish & Game
 - 2x FP + 2x e-blast + 3x Facebook post + dedicated podcast on SPI (RGV Reef content)
- Texas Saltwater Fishing
 - 4x 1/2 page + 3x e-blast + 5x home page takeovers



Print/Digital Activation - Canada

- Continue outreach to Canadian travelers to entice visitation to South Padre Island
 - Leading travel media partnership with;
 - Canadian Traveler's America Yours To Discover Annual Guide
 - ▶ 3 month digital banner campaign
 - ▶ 3x e-newsletter banner
 - Dreamscapes Travel & Lifestyle
 - ▶ 1x Full Page 4C (Feb/March/April - USA Section)
 - Explore Magazine
 - ▶ 1x Full Page 4C (Feb/March/April - USA Section)
 - ▶ 3x e-newsletter banner



MEASUREMENT BENCHMARKS

Visit South Padre Island Media Measurement							
Digital Media Channel	Partner(s)	Tactic	Primary Objective	Secondary Objective	Primary Digital KPI(s)	Benchmark(s)	NOTES
Programmatic	Sojern, Source Video	Video	Awareness	Awareness	VCR (Video Completion Rate)	70%-80%	Based on Industry Standard/ Agency Historical
Programmatic	Pandora	Audio	Awareness	Site Traffic	CTR	0.07%	Based on Industry Standard/ Agency Historical
Programmatic	StackAdapt	CTV / OTT	Awareness	Site Traffic	VCR (Video Completion Rate)	98%	Based on Industry Standard/ Agency Historical
Direct	Expedia	Display	Awareness/Conversions	Site Traffic	CTR, ROAS	0.10%	Based on Industry Standard/ Agency Historical
Direct	Travel Spike	Native	Awareness	Site Traffic	CTR	0.10%	Based on Industry Standard/ Agency Historical
Paid Search	Google	SEM	Awareness	Site Traffic	CTR, CPC	4.68% CTR, \$0.51 CPC	Based on Industry Standard/ Agency Historical



MEDIA PLAN

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Consumer Print		✕✕✕✕			✕✕✕✕							
Niche Print	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕		
Expedia/Native/Digital Video	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕		
Canada	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕					✕✕✕✕		
SEM	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕		
Paid Social	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕	✕✕✕✕		



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

MEETING DATE: October 27, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation, discussion, and possible action regarding the Zimmerman Public Relations Plan for FY 2022-2023.
(Moore)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

n/a

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

VISIT SOUTH PADRE ISLAND

2022/2023 PR PLAN
THE **ZIMMERMAN** AGENCY

Public Relations

2 Billion+
Impressions

\$1.8 Million+
Publicity Value

138
Total Placements

32
Texas Specific Placements

6
Media Experiences

12:1
ROI

21/22
Performance.



22/23 Goals.

- 24 media and influencer experiences
 - 2 FAMS, 6-8 attendees each - Targets: National Travel, Family/Parent, Digital Lifestyle, Niche + Metro outlets
 - 6 Individual Experiences - Targets: Influencers & Traditional Media
- 6 metro features - Targets: Texas + Top Target Markets
- 4+ articles within niche outlets - Targets: Birding, fishing, outdoor
- 3 radio promotions - Markets: Texas (Austin, San Antonio, Dallas/Fort Worth, Houston, Corpus Christi)
- 3 national features
- 1-2 broadcast promotions - Targets: National (Network Morning Shows, Game Shows, Daytime Talk)
- 1 in-book promotion - Targets: National (outdoor, birding, fishing, women's interest and lifestyle outlets); Metro



Public Relations Strategies

1

Generate positive publicity and brand awareness for South Padre Island through strategic editorial opportunities.

2

Lift destination accolades and signature events through news bureau.

3

Amplify efforts for family travel, while continuing to support core eco tourism, Winter Texans and spring visitors.

4

Penetrate primary and secondary markets while painting ground cover through national exposure.

5

Impact group business through impactful messaging within meetings and wedding publications.

6

Complement and strengthen the marketing impact, and ultimately deliver an increased ROI.



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

MEETING DATE: October 27, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

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

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

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

none

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:



CVB Monthly Report

September 2022



GROUPS & MEETINGS



Sales Efforts

- **Trade Shows:**
 - TSAE New Ideas *September 11-13, 2022 -Irving*
 - Networking Event
 - Meeting Planners
 - All Texas Destinations
 - MPI Austin Networking Event
 - TSAE Houston Learn@Lunch
 - RGV Sales Drive
 - Brownsville Airport
 - US Customs
 - Valley Baptist Medical Center
- **Site Visits**
 - TVSA -TX Victims Services Association
 - TSRC -Texas Society of Respiratory Care
 - US Border Patrol RGV Sector of Public Affairs Office
- **Community Outreach**
 - RGV Partnership

Sales Efforts

- **Total Leads Sent: 32**
- **Room Nights Booked: 1675**
*September 2022

Group Highlight

- The American Institute of Architects LRGV Chapter
 - September 8-10, 2022
 - over 15 years
 - 300 Participants
 - City Tours

Upcoming Travel

- Northstar Travel Group / TEAMS '22 October 24-27, 2022
- Appointment Based Tradeshow and Exhibition

Spring Break

- Beach Reach
- Cheer America Championships / Southern Nationals 2022 (NEW)



Marketing & Communications



ORGANIC SOCIAL MEDIA OVERVIEW




Facebook Top Posts



Visit South Padre Island
Sun 9/25/2022 2:20 pm PDT


Reach for the stars 🚀 When visiting South Padre Island, check out the SpaceX Starbase Facility for a one-of-a-kind photo op with the rockets that will one day reach a world...



Total Engagements	3,829
Reactions	1,134
Comments	178
Shares	177
Post Link Clicks	1
Other Post Clicks	2,339

Visit South Padre Island
Sun 9/4/2022 2:03 pm PDT


Come and watch world-class master sand sculptors work their magic at the 34th Annual Sand Castle Days 🏰! The event will take place October 6-9 at Clayton's Beach Bar...



Total Engagements	2,660
Reactions	977
Comments	100
Shares	143
Post Link Clicks	2
Other Post Clicks	1,438

Visit South Padre Island
Wed 9/28/2022 1:05 pm PDT

Enjoy a fall country concert at South Padre Island 🎵! Cameron County Amphitheater and Event Center will be hosting country music star Clint Black on October 14...



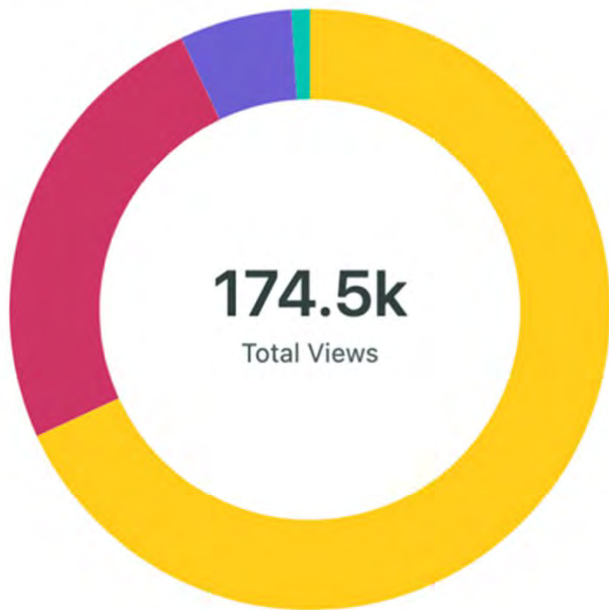
Total Engagements	2,465
Reactions	666
Comments	98
Shares	37
Post Link Clicks	113
Other Post Clicks	1,551



Facebook Video Performance



View Metrics



Organic Full
1,726

Organic Partial
10,563

Paid Full
43,341

Paid Partial
118.9k

Viewing Breakdown



Organic Views
7%

Paid Views
93%



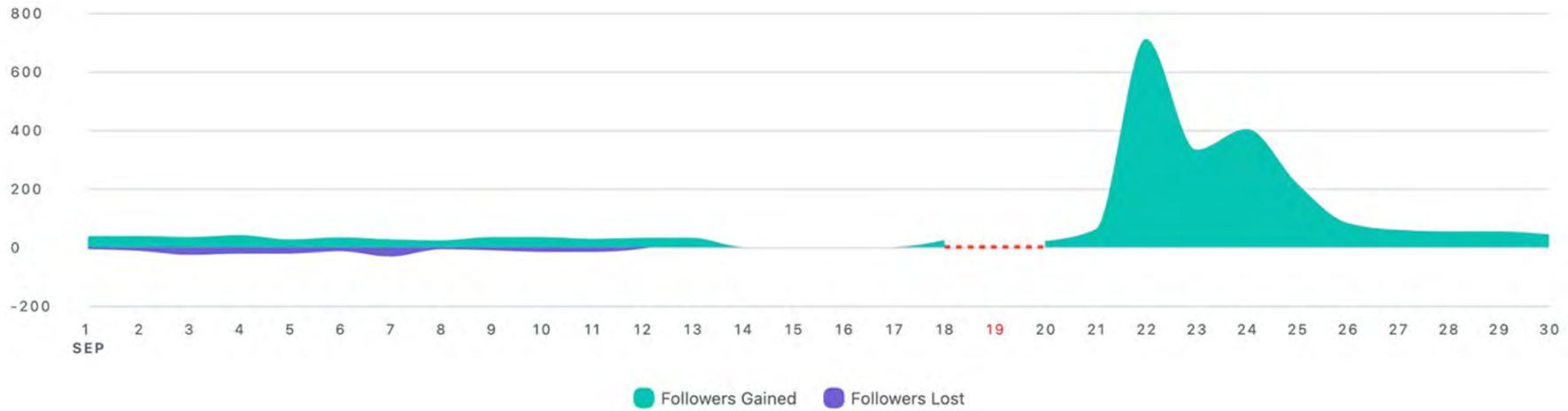
Click Plays
13%

Auto Plays
87%



sproutsocial

Instagram Audience Growth



Audience Metrics	Totals	% Change
Followers	52,476	↗ 0.5%
Net Follower Growth	2,270	↗ 236.3%
Followers Gained	2,470	↗ 95.7%
Followers Lost	200	↘ 65.9%



Instagram Top Posts



visitsouthpadreisland
Fri 9/2/2022 10:54 am PDT

Cruise around the Laguna Madre Bay 🌟first class🌟 with @southernwave_sailing sunset dinner cruise! #sopadre #texasbestbeach #dinner #cruise #romantic #sunset...

Total Engagements	1,179
Likes	931
Comments	22
Shares	146
Saves	80

visitsouthpadreisland
Thu 9/1/2022 3:42 pm PDT

The 7th Annual Summer Causeway Run & Fitness Walk returns on September 17 🏃 Join in as hundreds cross over the Queen Isabella Causeway for scenic view of the Lagu...

Total Engagements	1,073
Likes	1,027
Comments	17
Saves	29

visitsouthpadreisland
Wed 9/14/2022 6:35 pm PDT

Watch a pizza come to life with a authentic brick oven 🍕 That's right! Pizzeria express by Gabriella's has fresh pizza made to order. Check them out next time you visit...

Total Engagements	1,069
Likes	834
Comments	29
Shares	152
Saves	54



TikTok Top Posts



33,946 in total ⓘ

Net +3,819 (Sep 01 - Sep 30)

Growth rate +83.33% (vs. Oct 05 - Oct 11) ↑

Sep 01 - Sep 30



TikTok Audience Growth



Watch a pizza come to l...



If you are looking for an...



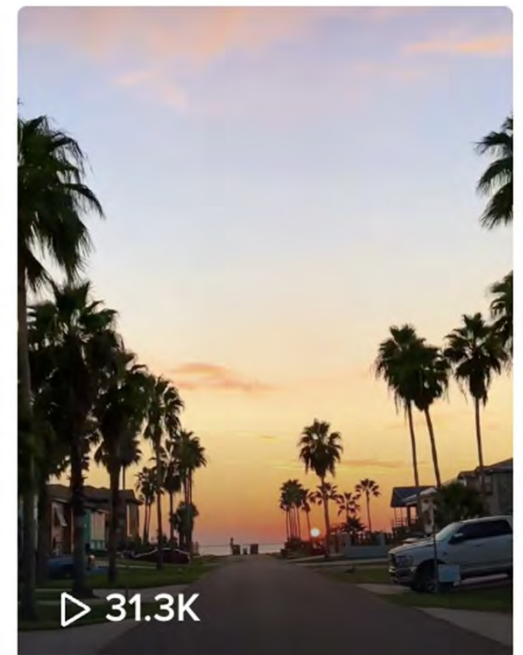
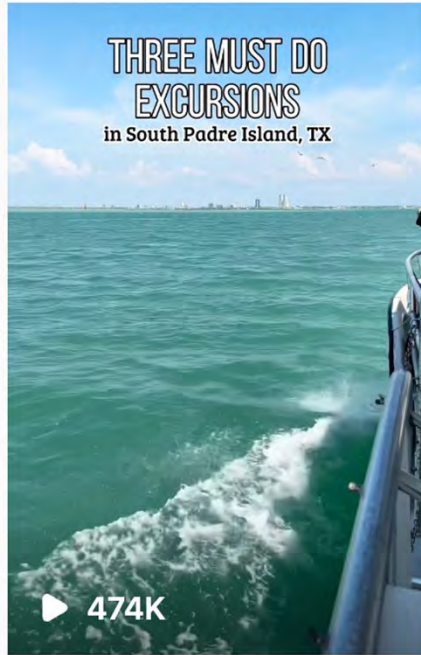
Cruise around the Lagu...

Influencer - Texas Explorer



Instagram views: More than 1.5 M
Instagram stories: 24 more than 10k views each
TikTok views: More than 622K

- <https://www.instagram.com/reel/Ci02vJelvyT/?igshid=YmMyMTA2M2Y=>
- <https://www.instagram.com/reel/Ci5p5JQI6a1/?igshid=YmMyMTA2M2Y=>
- <https://www.instagram.com/reel/Ci8bm0cqm-r/?igshid=YmMyMTA2M2Y=>





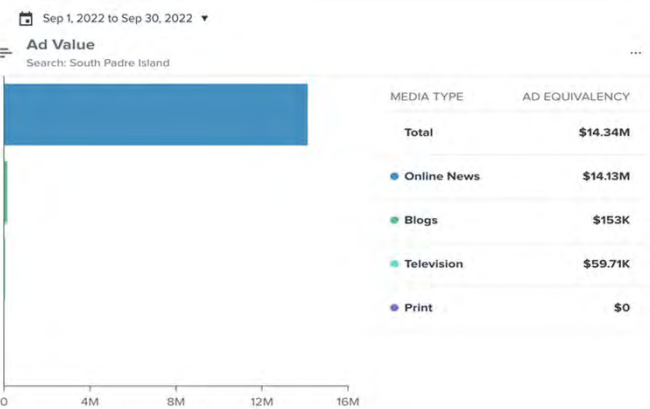
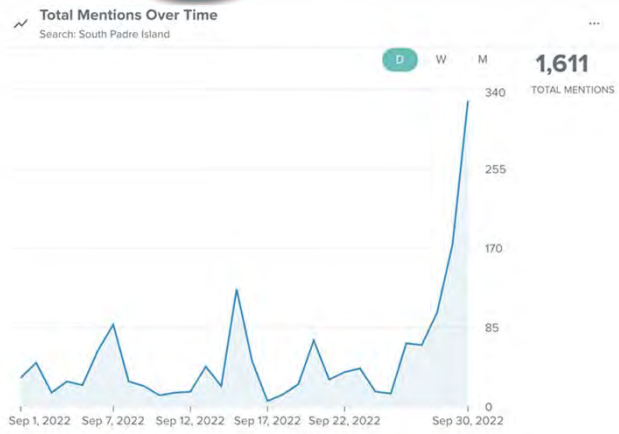
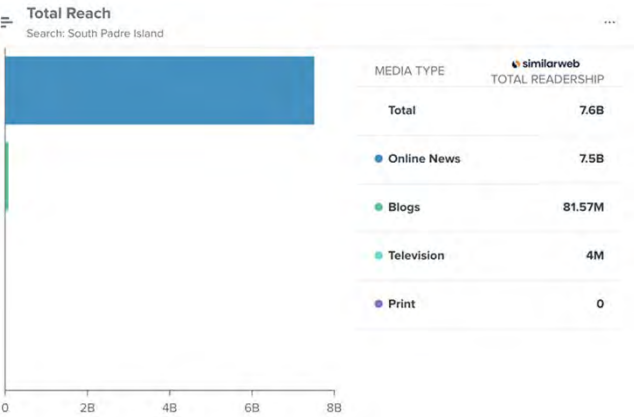
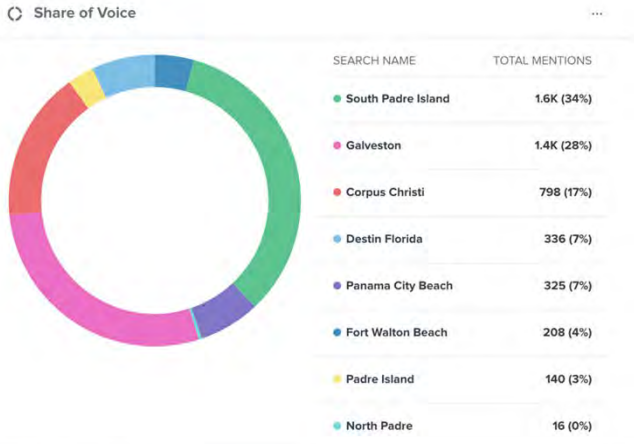
CISION REPORT

CISION

Cision Report September 2022



Share of Voice



1.6K
Total Mentions

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

7.6B
Total Reach

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

\$14.34M
Total Publicity Value

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













Cision Report September 2022



Top Stories

Search: South Padre Island

1		San Benito petition calls for... 409M Sep 8 • Yahoo!	6		Tesla Cybertruck Will \"Cros... 155M Sep 30 • MSN
2		'Shades of Green' opening ... 409M Sep 1 • Yahoo!	7		Elon Musk Says Cybertruck... 155M Sep 29 • MSN
3		Robust Arrival: Late sea turt... 409M Sep 5 • Yahoo!	8		15 RV Campsites You Will W... 155M Sep 21 • MSN
4		Tesla's mythical Cybertruck... 406M Sep 29 • Yahoo!	9		Elon Musk beweert dat de C... 155M Sep 30 • MSN
5		Elon Musk Boldly Claims th... 406M Sep 30 • Yahoo!	10		100 Things that Need to Be ... 155M Sep 27 • MSN

COUNTRY	TOTAL MENTIONS
United States	1.2K (84%)
India	61 (4%)
United Kingdom	40 (3%)
Korea, Republic of	31 (2%)
Canada	25 (2%)
Viet Nam	19 (1%)
France	18 (1%)
Germany	17 (1%)

PR Efforts

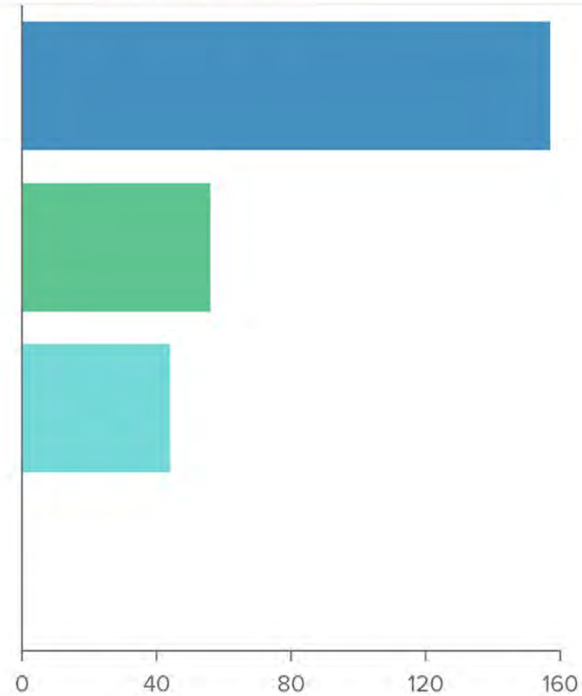


- Interviews: 1
- Press Releases: 2
- Total Number of Publications: 157



Key Messages

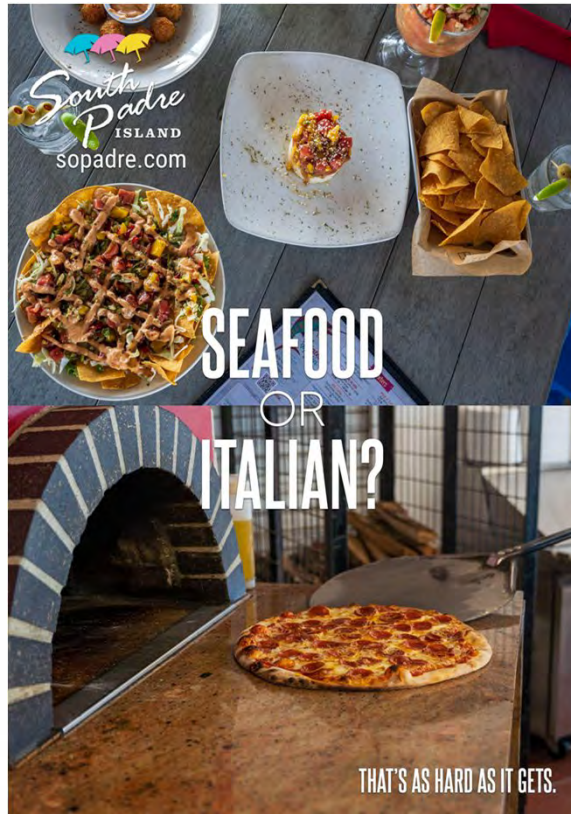
Search: South Padre Island



KEY MESSAGE	TOTAL MENTIONS
● Top Publications	157
● Sea Turtles	56
● High Impact Articles	44
● The Switch Up	0



In-House Creative



Groups & Meetings



SPECIAL ADVERTISING SECTION

South Padre Island

Meetings are better with a view, and on South Padre Island, it's nothing but views! Take your next event to the next level and go tropical. While travelers flock here for the sun, sand, and sea, South Padre Island also offers you all the essentials for planning an event that will inform, inspire and improve your organization's sense of camaraderie, both in and out of the boardroom.

Meeting planners love South Padre Island's innovative venues and excellent hotel options, making our island the perfect balance between work and play. As "Texas' Best Beach," and with more than 5,000 guest rooms, attendees can choose from a wide selection of beach and bedside hotels and vacation rentals, all perfectly situated to help you explore South Padre Island.

ATTRACTIONS

South Padre Island is a natural learning environment with group-friendly tours and activities offering attendees the opportunity to explore our waters to view bottlenose dolphins, interact with sea turtles, and learn about native birds and rare butterflies. Popular tours include horseback riding, where groups can enjoy unparalleled views of the Laguna Madre Bay and the Gulf of Mexico. For groups seeking adventure, the island boasts excellent fishing excursions for novices and experts alike. Bring your own boat, book a private charter, or cast your line off the jetties; on South Padre Island, the choice is yours for off-the-hook fishing.

HIDDEN GEM

Our tropical backdrop leaves no room for boredom in the boardroom. South Padre Island offers ideal venues with meeting space, delicious island catering, and rooms equipped with state-of-the-art options. A walkable boardwalk at the SPI Convention Centre and easy access to the Island Metro (a free shuttle with daily service) makes getting to and from team building activities, lunch, or meetings a breeze!

Dine on delicious local fare as the sun sets from the bow of a boat. Feel the boom of exploding fireworks just feet from the railing of a gulf vessel. Sip on wine and spirits while a cool breeze whispers from the South Padre Island shore. Whether by group size, occasion, or just last-minute break, choose from several cruise excursions attendees are sure to love.

AWARD-WINNING VENUES

Longboard Bar & Grill was named Best Live Music Venue by Texas Travel Awards. They offer great food and plenty of space for large groups. This venue is one of the best areas for sunset viewing of the Laguna Madre Bay. Longboard Bar & Grill can host groups of up to 750 people. Smaller groups? We've got you covered too. Experience the calm waters of the Laguna Madre Bay with the Southern Wave Catamaran. Enjoy fresh seafood and transition into the night with their sunset dinner cruise. With many venue options, your meetings will always be unique to fit your needs.

TEAM SPI

Teambuilding trust falls are a thing of the past! Group dynamic training on South Padre Island is all about motivation and personalized experiences. There are several group activities with options for large or small groups, designed to help refresh and re-energize teams on our island paradise. These include, but are not limited to, sandcastle lessons, beach yoga, sand dune re-nourishment (Sea Oat planting), pirate ship experience, and many others. Attendees can practice their swing at the SPI Golf Course as a group excursion. Others can explore our walkable island's sandcastle and sea turtle trails in their free time.

GRAND-FINALE!

Meetings on South Padre Island are magical-South Padre Island offers one of the most beautiful and affordable meeting destinations in the state and is the perfect "Meet, Sleep, Play" approach that will leave your attendees motivated and inspired. Together, we will produce an exceptional event experience for you and your attendees. We hope it will be the first of many. #coastaldistancing.

QUICK FACTS

Guest Rooms: 5,000+
Convention Center: South Padre Island Convention Centre
Meeting Space: 45,000 square feet
Nearest Airports: Brownsville/South Padre Island International Airport; Valley International Airport (Harlingen); McAllen International Airport

CONTACT

David Villarreal, Sales Manager
 david@sopadre.com
 956-761-3834
 sopadre.com



Unique meetings deserve unique views.

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



CVB Newsletter



- First CVB update newsletter went out on Oct. 17
 - Recapped Summer events and highlights
 - Includes upcoming events with projected attendance
- Next newsletter will be released on Nov. 15

EVERYTHING UNDER THE SUN
SOUTH PADRE ISLAND
CVB BUSINESS UPDATE

South Padre Island enjoyed massive growth and welcoming the summer. Across South Padre Island and our Convention Center, the CVB held various events, conferences, and family tournaments - leaving us very busy in October.

Our community stakeholders, the support of our government leaders, and marketing and hospitality partners were all instrumental in allowing positive momentum to build for our community.

A warm thank you to everyone that played a part in driving South Padre Island's tourism recovery to new heights.

Blair Henry
Executive Director

SEE LATEST UPDATES

SPI SUMMER VISITORSHIP

The CVB hosted 71 events that brought in:

10,250 Members to South Padre Island

8,000+ Convention Center Visitors

9,600+ Year-Over-Booked and Occupied Rooms

\$1,300,000 Economic Impact from 71 Spring Tournaments

REELING THEM IN

South Padre Island hosted 3 fishing tournaments during the summer. Among all tournament catches, the Collier & Roy's Marine Tournament, TFF and L&T tournaments each brought in over \$200,000 in prize money. The CVB announced a 20% tournament registration fee rebate to the tournament hosts during the summer.

HAPPY 50TH TACVB

South Padre Island was honored to host the Texas Association of Convention and Visitors Bureaus (TACVB) for their 50th Annual Conference in late August. The event brought in CVB leaders from across the state to learn, trade, and exchange information affecting the tourism industry. The association had record attendance and booked over 1,000 room nights with hotels and vacation rentals.

Janet Gonzalez
Marketing

Rebecca Zwick
Director of Marketing

THANK YOU

The CVB would like to acknowledge and thank the teams, staff, and sponsors of the South Padre Island Bridging Nature Center & Alligator Sanctuary and Sea Turtle Inc. Both partners provided excellent customer service and a family environment to all TACVB attendees!

DESTINATION TRAVELING

David Valdez
Sales Manager

Marlene Estrada
Sales Manager

The CVB 6000 team will be traveling in the coming months and is looking for island partners to join. Their main focus is making travel arrangements of South Padre Island to potential clients in the markets they visit.

UPCOMING TRAVEL EVENTS

- Texas Society of Association Executives
- TEAMS 22 Sponsored by SportTeam
- Upper RIO Medical and Education Communities Table Call

REGISTRATION OF TRAVELERS

- Student Youth Travel Association Annual Conference
- Texas Society of Association Executives Near Seas Annual Conference

COMMUNITY COLLABORATION

The CVB participated in several community events throughout the summer. Collaborating with our island partners as well as neighboring ideas to enhance our destination to South Texas residents, is a top priority for the CVB.

OCTOBER EVENTS

To ensure island partners are ready for peak times in October, below is the list of upcoming events and estimated attendance.

DATE	CONVENTION CENTER NAME	ATTENDANCE
October 01-02	Bienafacon 2022	1500+
October 03	Press Conference, McAllen Holiday Parade	
October 06	Office of the Governor, Small Business Series	250+
October 07-08	TX Workforce Commission, Childcare Conference	1000+
October 13-16	El Paseo, Stage Kiss	100+
October 19	SPI Chamber Member Showcase	
October 18	Welcome Home presents Winter TX Economic Study	155+
October 20-21	South Padre Island Chamber of Commerce ServSafe Class	250+
October 20-23	Herbal Life Leadership Weekend	300+
October 23-25	Region One Special Education Conference	300+
October 25-29	Tropical TX Behavioral Health Summit	500+
October 31		
November 04	SPI PD Crisis Negotiation Unit Training	50+

DATE	CONVENTION CENTER NAME	ATTENDANCE
October 02	Ride for Rotary	100+
October 05-09	SandCastle Days	3000+
October 08-09	SPI PRIDE	500+
October 09	Walk for Women	500+
October 26	Hallowings	450+

DATE	CONVENTION CENTER NAME	ATTENDANCE
October 02-04	County & District Clerks Association of Texas District 8	100+
October 06-09	My Body, My Choice, Isla Wellness & Fitness Workshop	100+
October 07-09	Neighbors in Need of Services Board of Directors Retreat	50+
October 09-17	Living Church of God 2022 Conference	150+
October 18-21	Summit Team Fall Trip 2022	50+
October 19-22	Dentists Who Care Annual Conference	200+
October 20-22	Glazers Beer & Beverage Distributor, Safety Rodeo Rodeos	200+
October 25-28	Nets Board of Directors Meeting 2022	30+

[SEE ALL EVENTS](#)

CONNECT ON SOCIAL



Visitor Information Center
321 Padm Blvd.
South Padre Island, TX 78597
1-800-SOPADRE



SPI-CTA Program

- 19 New Certified Tourism Advisors
- 120 Total SPI-Certified Tourism Advisors



SPI-CTA Upcoming class:

- Tuesday November 15
- Email will be sent out to Island Partners for sign-up



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: October 27, 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 State Surfing Championship in April 2023.
(Henry)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

SOUTH PADRE ISLAND EVENT FUNDING APPLICATION



To apply for funding please complete all questions.

ORGANIZATION INFORMATION

Date Application Submitted: 8.31.22

Name of Organization: Texas Gulf Surfing Association

Address: 15009 Dasmarias Dr

City, State, Zip: Corpus Christi, TX, 78418

Full Name:
Kristen Darden

E-Mail:
dardenkristen@yahoo.com

Office Number:
n/a

Cell Phone Number:
361-815-4567

Website for Event or Sponsoring Entity : surftgsa.org

Non-Profit or For-Profit Status:
Non-Profit 501c3

Tax ID #:
742549298

Primary Purpose of Organization:

To promote the sport and spirit of surfing on the Texas coast through healthy competition with an emphasis on good sportsmanship, education and environmental awareness.

EVENT INFORMATION

Name of Event: Texas State Surfing Championship

Date(s) of Event:
April 15&16, 20&21,29&30

Primary Location of the Event:
Isla Blanca Park

Amount Requested: \$5,000

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

Primary Purpose of Event:

culmination of the 2022-2023 competitive season where state titles will be determined

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

Event t-shirts, trophies, Cameron county fees, marketing merchandise including banners for display at the event

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

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:

\$: _____

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:

\$: 5,000 (100%)

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 33

Attendance for previous year (if applicable): 250

How many of the attendees are expected to be from more than 75 miles away?
200

How many people attending the event will use South Padre Island lodging establishments?
200

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

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

Where and how many rooms will be blocked?
Hotel and rooms blocked TBD

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>April 2022</u>	<u>\$5000</u>	<u>80</u>
<u>May 2021</u>	<u>\$3500</u>	<u>50</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.)?

Link, QR code provided by CVB and written forms filled out by contestants on the beach

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?

no admission fee competitors pay an entry fee we are a non profit the entry fees go towards paying staff to run the event

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

no last year we had a net loss of \$3,884.64

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

Print \$: 2000

Website \$: 500

Radio \$: -

Social Media \$: 1000

TV \$: -

Other Digital Advertising \$: 500

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?

We will partner with a local hotel to offer room blocks or a discount code and promote through our website, social media and email list

Who is your target audience?

Our members and spectators who have interest in outdoor events and water sports

What geographic region(s) are you marketing to?

The gulf coast regions with a focus in Corpus Christi, Galveston, Houston and outlying areas, Surfside, Matagorda, Port Aransas

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

Yes we obtain insurance through the John M Glover Agency and can provide a certificate of liability insurance naming the City of South Padre Island as the certificate holder as we did last year

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 State Surfing Championship

- 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)

Kristen Darden Digitally signed by Kristen Darden
Date: 2022.08.31 09:01:09 -05'00'

8.31.22

Authorized Signature

Date

Kristen Darden

Print Name

Texas State Surfing Championships 2023
Detailed Budget

Income

Sponsorship- South Padre Island Visitors Bureau	\$5,000
Entries	\$8,000
Total:	\$13,000

Expenses

Trophies-Trophyland	\$3,500
T-shirts-Print the Planet	\$2,000
Supplies	\$200
Contest Crew Lunch from local resturant	\$300
Personnel fees including travel	\$7,000
Cash prizes for open divisions	\$1,000
Permits and lifeguard fees-Cmeron County	\$1,200
Total	\$15,200
projected loss	\$ (2,200)

Texas State Surfing Championships 2023

Planned activities and schedule of events

March 2023- Open registration for event

March 2023- Send out discount code for the Pearl to members through social media, website, and email for members to book hotel rooms

April 2023- Contest is on call for April 15 & 16, 20 & 21, 29 & 30 we will call the contest on based upon the wave forecast on Wednesday giving time for additional accommodation booking.

April 2023- Meet & greet on Friday & Saturday night for competitors, family and friends at local restaurants to encourage out of town competitors to stay additional nights. Last year we used Tequila Sunset.

April 2023-Two day event Saturday and Sunday. We have 24 surfing divisions including shortboard, longboard and Stand-Up Paddle. Saturday will be for preliminary heats Sunday will include finals for all divisions.

TGSA Texas State Championship 2023

Marketing & Promotion Plan

August 2022- Schedule released on surftgsa.org with on call dates for Texas State Championships at Isla Blanca Park for April 15 & 16, 20 & 21, 29 & 30.

August 2022-South Padre Island logo and link to sopadre.com added to the sponsor section of the website

March 2023- T-shirts designed and ordered with South Padre Island as presenting sponsor

March 2023- Registration link set up on website with details added regarding the State Championships which will include hotel discount code, meet and greet details and tentative schedule of events.

March 2023- Registration opens and all members who are eligible receive email invite letting them know they are eligible to compete at the Texas State Surfing Championships with hotel discount code included.

March 2023- Social media posts start on Instagram and Facebook announcing open registration for State tagging South Padre Island as the presenting sponsor.

April 2023- Social media posts promoting the meet and greet on Friday and Saturday tagging local restaurant and South Padre Island.

April 2023- Email, website and social media update calling the contest on tagging South Padre Island.

April 2023- Schedule of heats sent out via email, posted on the website and to social media including South Padre Island as the presenting sponsor.

April 2023- Event held during one of the on-call weekends with banner displayed at event for South Padre Island as presenting sponsor, t-shirts given out to competitors with South Padre Island as presenting sponsor.

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

MEETING DATE: October 27, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the Ron Hoover Fishing Tournament in July 2023.
(Henry)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

SOUTH PADRE ISLAND EVENT FUNDING
APPLICATION



To apply for funding please complete all questions.

ORGANIZATION INFORMATION

Date Application Submitted: 10/1/2022

Name of Organization: RON HOOVER CO

Address: 655 RON HOOVER DR

City, State, Zip: DONNA, TX 78537

Full Name:
DUSTIN HOOVER/ OMAR FUENTES

E-Mail:
DUSTIN@RONHOOVER.COM / OMAR@RONHOOVER.COM

Office Number:
956-464-4403

Cell Phone Number:
361-548-5194

Website for Event or Sponsoring Entity : WWW.RONHOOVERFISHING.COM

Non-Profit or For-Profit Status:
NON-PROFIT BENEFITING MAKE A WISH, RGV

Tax ID #:

Primary Purpose of Organization:
RAISE MONEY FOR MAW-RGV THROUGH FAMILY FUN AND FISHING ON
ON SOUTH PADRE ISLAND WITH OUR CUSTOMER BASE

EVENT INFORMATION

Name of Event: 3RD ANNUAL RON HOOVER FISHING TOURNAMENT

Date(s) of Event:
JULY 14-15TH, 2023

Primary Location of the Event:
SPI CONV CENTER-PRIMARY / JIMS PIER- SECONDARY

Amount Requested: \$35,000

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

BASED ON THE AMOUNT OF MONEY GIVEN TO OTHER TOURNAMENTS

WITH CONSIDERATION OF OUT OF AREA ATTENDANCE AND SPI MARKETING PERFORMED

Primary Purpose of Event:

RAISE MONEY FOR MAKE A WISH, RGV

LAST YEAR WE RAISED \$18,865

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

PROMOTING SPI AND FISHING OUR BAYS

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

NO

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:

\$: ALL MONEY WILL GO TOWARDS MARKETING EXPENSE

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:

\$: 0

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 3

Attendance for previous year (if applicable): 1,500 APPROXIMATELY

How many of the attendees are expected to be from more than 75 miles away?
APPROXIMATELY 1/2, 750

How many people attending the event will use South Padre Island lodging establishments?
AT LEAST HALF

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

Will you reserve a room block for this event at area hotel(s)? YES, WE BELIEVE SO

Where and how many rooms will be blocked?
WILL TALK TO COURTYARD BY MARRIOTT

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>AUGUST 2021</u>	<u>\$0</u>	<u>1,000</u>
<u>JULY 2022</u>	<u>\$10K</u>	<u>1,200</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.)?
SURVEY AT REGISTRATION

Please list other sponsors, organizations, and grants that have offered financial support to your event:
RV & MARINE SUPPLIERS AND BANKS

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

YES, \$500 PER TEAM OF 4

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

NO, LAST YEAR WE LOST ABOUT \$30,000 NOT FACTORING LABOR

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

Print \$: 20,000

Website \$: 3,000

Radio \$: 0

Social Media \$: 40-50K

TV \$: 6,000

Other Digital Advertising \$: 0

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?

IN STORE MARKETING, BROCHURES GIVEN TO EVERY CUSTOMER AT DELIVERY , PHONE CALLS

INVITES, PROMOTION DURING EVERY BOAT SHOW ACROSS TX WE PARTICIPATE IN

Who is your target audience?

MEN & WOMEN WHO ENJOY FISHING AND OUTDOOR RECREATION

What geographic region(s) are you marketing to?

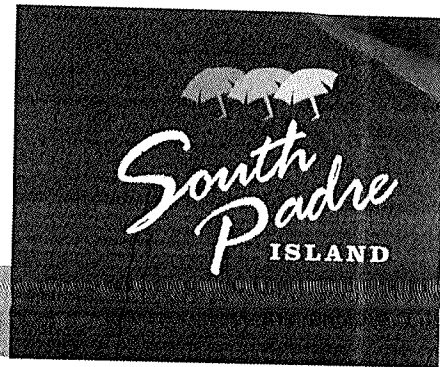
REGIONAL- ALL ACROSS TEXAS

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

TRUE RISK ADVISORS (AGENT) -TEXAS MUTUAL

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: 3RD ANNUAL RON HOOVER FISHING TOURNAMENT

- 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

10.6.22
Date

Dustin Hoover / Omar Fuentes
Print Name

2ND ANNUAL

OVER 150K
IN CASH & PRIZES

UNUSUAL CASH
PRIZES &
AWARDS



RON HOOVER

RV & MARINE CENTERS

FISHING TOURNAMENT

CONCERT FEATURING



FOWLER & SONS
JULY 29TH ONLY

SPI CONVENTION CENTER

BENEFITING
Make A Wish JULY 29-30

COME REGISTER AT
RON HOOVER
RV & MARINE CENTERS
OR OUR WEBSITE
WWW.HOOVERFISHING.COM

CONTACT INFORMATION

OMAR	JOHNNY	JERRY
956-393-8051	956-821-4731	956-314-4459

**RON HOOVER RV & MARINE
FISHING TOURNAMENT**

SCHEDULE OF EVENTS

REGISTRATION

- Friday July 29, 2022
- Registration at SPI Convention Center
- 5:00 pm - 8:00 pm On site registration and check in
 - 6:00 pm - 8:00 pm Hors D'oeuvres Sponsored by Starcraft
 - 7:00 pm - 7:30 pm Mandatory Team Captain's meeting
- Tournament rules/ Hoover Challenge
- 7:30 pm - 9:00 pm Kevin Fowler Live Concert
Sponsored By Forrest River

FISHING

- Saturday July 30, 2022
- 6:00 am - 2:00 pm Fishing Time
 - 12:00 pm - 2:00 pm Weigh in at Jim's Pier
(Must be in line by 2:00 pm NO EXCEPTIONS)

AWARDS

- 5:30 pm - Doors open at SPI Convention Center
 - 6:00 pm - 8:00 pm - Dinner Sponsored by Bad Boy & Veritex Bank
 - 6:30 pm - 7:00 pm - Comedian Juan Villarreal
Sponsored by Lippert
 - 7:00 pm - 7:30 pm - Awards/Trophys Presentation
Sponsored by Blue Wave Boats
 - 7:30 pm - 9:00 pm - Door Prize give-a-aways
followed by Grand Prize give-a-ways
- New Majek 18 M2 & New Viking RV**
(must be present to win)

3rd Annual Ron Hoover Fishing Tournament

July 14-15, 2023
South Padre Island



South Padre Island promotional merchandise and swag items

Tournament Shirts

- 1,500 Tournament shirts given to registered anglers promoting South Padre Island for years to come.



South Padre Island promotional merchandise and swag items : **Posters and Pamphlets**

RON HOOVER RV & MARINE FISHING TOURNAMENT
TOP SPONSORS

PLATINUM
SUZUKI, InTopStag, MAJEK RV CENTERS, Family FUNding, South Padre ISLAND, FISHING CENTER

GOLD
Auctioneers

THANK YOU TO ALL OUR SPONSORS FOR YOUR CONTRIBUTIONS AND SUPPORT

2ND ANNUAL
NEW VIKING MACHINES, MAJEK RV CENTERS, PATHWAY VIKING RV

RON HOOVER RV & MARINE CENTERS FISHING TOURNAMENT

2ND ANNUAL
RON HOOVER RV & MARINE CENTERS
SCHEDULE OF EVENTS

REGISTRATION
Friday July 29, 2022
Registration at SPI Convention Center
• 5:00 pm - 8:00 pm On site registration and check in
• 6:00 pm - 8:00 pm Hors D'oeuvres Sponsored by Starcraft
• 7:00 pm - 7:30 pm Mandatory Team Captain's meeting
Tournament rules/ Hoover Challenge
• 7:30 pm - 9:00 pm Kevin Fowler Live Concert
Sponsored By Perrier Boat

FISHING
Saturday July 30, 2022
• 6:00 am - 2:00 pm Fishing Time
• 12:00 pm - 2:00 pm Weigh in at Jim's Pier
(Must be in line by 2:00 pm NO EXCEPTIONS)

AWARDS
• 5:30 pm - Doors open at SPI Convention Center
• 6:00 pm - 8:00 pm - Dinner sponsored by Rod Day & Marine Boat
• 6:30 pm - 7:00 pm - Comedian Juan Villarreal
Sponsored by Uppert
• 7:00 pm - 7:30 pm - Awards/Trophys Presentation
Sponsored by Blue Wave Boats
• 7:30 pm - 9:00 pm - Door Prize give-a-ways
followed by Grand Prize give-a-ways
New Majek 18 M2 & New Viking RV
(must be present to win)

COME REGISTER AT
RON HOOVER RV & MARINE CENTERS
WWW.HOOVERFISHING.COM

CONTACT INFORMATION
OMAR 956-393-8051 JOHNNY 956-821-4731 JERRY 956-314-4459

OVER 150K IN CASH & PRIZES
INCLUDING NEW MAJEK M2 & VIKING RV

2ND ANNUAL
RON HOOVER RV & MARINE CENTERS FISHING TOURNAMENT

CONCERT FEATURING KEVIN FOWLER JULY 29TH ONLY

BENEFITING MAKE-A-WISH

South Padre ISLAND

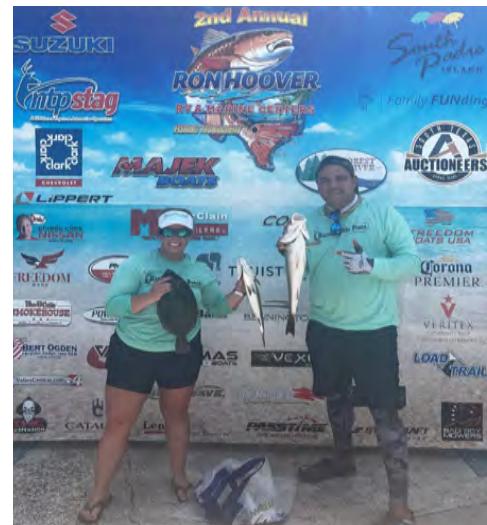
COME REGISTER AT
RON HOOVER RV & MARINE CENTERS
WWW.HOOVERFISHING.COM

OR OUR WEBSITE **JULY 29-30**

CONTACT INFORMATION
OMAR 956-393-8051 JOHNNY 956-821-4731 JERRY 956-314-4459

- 5,000 pamphlets distributed throughout 15 Ron Hoover RV & Marine Locations across Texas
- 1,000 posters distributed throughout 15 Ron Hoover RV & Marine Locations across Texas and displayed by many of our vendors and sponsors.

South Padre Island promotional merchandise and swag items : **Tournament Backdrops**

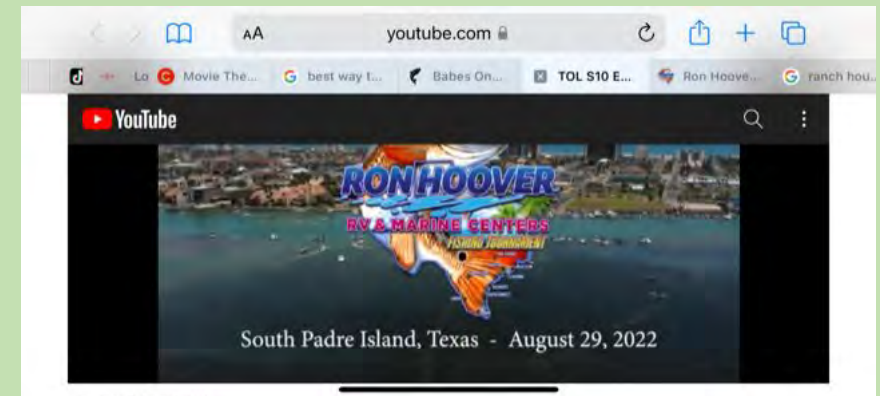


- South Padre Island displayed as top sponsor both of days of the event
- Digital back drop throughout ceremony and traditional back drop at the weigh in

Television Advertisement

- 60 spots on local TV commercials advertising tournament on News Valley Central
- Texas Outdoor Lifestyle TV episodes on News Valley Central, also found on YouTube
- 100 Spanish Television Networks

[TOL S10 E11 Ron Hoover 2022 Fishing Tournament - YouTube](#)



Social Media

- Official tournament webpage www.hooverfishing.com
- Facebook page hooverfish
- Instagram
- Youtube
- Advertising displayed at Annual Ron Hoover Boat Expo in February



The Spazmatics
1st Annual Tournament



Kevin Fowler
2nd Annual Tournament



Over \$30,000 worth of door prizes

Main Attractions: Concert and Big Prize Giveaways

Main Attraction: Boat and RV Raffle



New 2022 Viking RV
Valued at \$30,000



2022 Majek 18M2
Valued at \$65,000

Attendance

- Over 210 boat registrations
- Over 1,300 people in attendance
- Over half of attendees traveled over 75 miles to participate
- Two nights of family fun activities
- Maxed out capacity at SPI convention center



FACTS

Based on UTRGV Journal of Management and Marketing Research statistics show each participant will spend an average of \$1,000 out of pocket expenses on a fishing tournament based out of South Padre Island. In addition, a non angler would spend about \$86 per day according to TPW.

840 anglers would generate approximately \$840,000

660 non anglers would generate approximately \$90,000

For a total of \$930,000 in out of pocket revenue for two days for one event.

[Tpwd.Texas.gov](http://tpwd.texas.gov)

[Tournament Survey Final 3-23-10 \(texas.gov\)](http://tpwd.texas.gov)

[Scholarworks.utrgv.edu](http://scholarworks.utrgv.edu)

[Scenario economic impact & marketing implications for south Texas saltwater fishing tournaments \(utrgv.edu\)](http://scholarworks.utrgv.edu)

Tournament Recognition:

The TOP 6 Saltwater Fishing Tournaments in Texas 2022

#2. [Ron Hoover Fishing Tournament](#): July 29-30, 2022: South Padre Island, TX

This tournament is highly committed to both local causes and impressive prizes. The organizers advertise a plethora of door [prizes](#) and giveaways, amounting to over \$150K: this year, two lucky anglers will win a Majek 18M2 powerboat and a Viking travel trailer. Participants will also enjoy a catered meal and a full comedy set by comedian Juan Villarreal. Proceeds from these social events and anglers' entry fees benefit the Make-A-Wish Foundation of the Rio Grande Valley. While this saltwater tournament emphasizes charity and community, the fish themselves remain a crucial part of the tournament, and anglers in all divisions compete for the longest and heaviest red fish and trout.



July 14-15, 2023

Conclusion

Asking for \$35,000 to help fund a small portion of the advertising expenses for the 3rd Annual Ron Hoover RV & Marine Fishing Tournament.

Hope to see each and everyone of you all out there!

Thank you.

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

MEETING DATE: October 27, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the marketing buy for the National Tropical Weather Conference in April 2023. (Henry)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

this is the old application ???

*not needed
- Marketing not
SE*

APPLICATION FOR INITIAL FUNDING

Today's Date: 10/12/22

ORGANIZATON INFORMATION

Name of Organization: Storm Science Network Inc.

Address: 19118 Nature Oaks

City, State, Zip: San Antonio, Texas, 78258

Contact Name: Alex Garcia Contact Email: alex@wxguide.com

Contact Office Phone Number: 2105084454

Contact Cell Phone Number: 2105084454

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

Non-Profit or For-Profit status: ACTIVE Tax ID #: 20-5256421

Entity's Creation Date: 2001

Purpose of your organization:
Storm Science Network Inc. produces professional and public science conferences and expos that promote an understanding of science concepts, disaster safety, preparedness and resilience.

EVENT INFORMATION

Name of Event: National Tropical Weather Conference

Date(s) of Event: April 12-14, 2023

Primary Location of Event: Marriott Courtyard, SPI

Amount Requested: \$20,000

Primary Purpose of Funded Activity/Facility:
to educate broadcast meteorologist/emergency managers and others who manage disaster safety programs so that they in turn can educate the public, employees, and others

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

The hotel tax funds will be used to secure hotel space and services for the National Tropical Weather Conference

Percentage of Hotel Tax Support of Related Costs

35 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

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

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

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 11

Expected Attendance: 130

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

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

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

Where and how many rooms will be blocked?

Marriott Courtyard - 75 room minimum

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
April 2019	\$20,000	244
April 2018	\$20,000	280
April 2017	\$15,000	241

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

Room block usage information

USAA, The Weather Company, MagLite, Plylox, Weatherboy, City of Brownsville

Please list other organization, government entities, and grants that have offered financial support to your project: USAA, The Weather Company, MagLite, Plylox, Weatherboy, City of Brownsville

Will the event charge admission? Registration Fee If so, what is the cost per person? \$250

Do you anticipate a net profit from the event? No

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

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

- Newspaper: \$ _____
- Radio: \$ _____
- TV: \$ _____
- Website, Social Media: \$ \$2,500
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: 3

Anticipated Number Direct Emails to out-of-town recipients: 500

Other Promotions: Social Media, AMS Community, NWS Community, Linked-In

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

Will you negotiate a special rate or hotel/event package to attract overnight stays?
All states and countries that are directly impacted by tropical systems.

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

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

direct email and social media

Who is your target audience? broadcast meteorologists, research scientists, government meteorologists, and emergency managers

What geographic region(s) are you marketing to?

The United States (states that are impacted by tropical systems), countries that are impacted by tropical systems

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

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

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

\$1,000,000 Acord

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

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

Yes No

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

Submit to complete applications to:

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

South Padre Island Convention & Visitors Bureau Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

National Tropical Weather Conference

09/30/19

Name of Event

Date Submitted

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

Alex Garcia

Digitally signed by Alex Garcia
Date: 2019.10.04 10:20:04 -05'00'

10-12-22

Authorized Signature

Date

Alex Garcia

Print Name

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

MEETING DATE: October 27, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the marketing buy with JLO Productions for the Cameron County | SPI CVB Holiday Celebration 2022. (Henry)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:



Sponsorship Packaging

Oct. 5, 2022

Client Services:	Notes/Timelines	Cost Analysis
Program Event Branding	2 weeks	10%
<ul style="list-style-type: none"> • Audience Research + Insights • Audience Segmentation + Targeting, RGV, San Antonio, • Market Assessment & Brand Definition 		
Strategic & Creative Promotions	Duration of Event	15%
<ul style="list-style-type: none"> • Brand Strategy • Programming Innovation, Unique Programs for Celebration • Technical Strategy 		
Creative Sponsorship	Prep Stage 1 week	10%
<ul style="list-style-type: none"> • Copyright Event Identity • Content Development • Copywriting Drafts 		
Program Designing	5 days	8%
<ul style="list-style-type: none"> • Product & Custom Event Development • Original Materials and Logos, Ice Rink 		
Advertising and Marketing	Duration of Contract	12%
<ul style="list-style-type: none"> • Integrated Marketing Strategy, RGV, San Antonio, • Creative Strategy + Execution • Branded Content / Gorilla Advertising • Social + Mobile Content Advertising 		
Cloud and Social Media Development	Pending Approval	15%
<ul style="list-style-type: none"> • Strategy • Creative, Regional influencer recruitment • Engagement and Outreach, 		
Production	Duration of Celebration	45%
<ul style="list-style-type: none"> • Execution of Events • On site Coordination • Final tools and implementation • Celebration Event Closures 		

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

MEETING DATE: October 27, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

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

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS: