

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

WEDNESDAY, APRIL 26, 2023
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 March 29, 2023 regular meeting. (Till)

4.2 Approve the excused absence for Board Member Arnie Creinin for the March 29, 2023 meeting. (Till)

5. Regular Agenda

5.1 Presentation and discussion by Predictive Data Lab on March 2023 data and Mexico visits. (Trevino)

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

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

5.3 Discussion and possible action regarding CVB Budget 593 and 594 for FY 23/24. (Moore)

5.4 Discussion and possible action for Spring Break 2024 Marketing and Events. (Till)



- 5.5 Discussion and possible action to approve the funding request for the SPI Wahoo Classic Fishing Tournament in September 2023. (Brown)
- 5.6 Discussion and possible action to approve the funding request for Ride for Rotary Causeway Cross in October 2023. (Brown)
- 5.7 Discussion and action concerning the new meeting date for May 2023. (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, APRIL 21, 2023



Ema Jaramillo, Management Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON FRIDAY, APRIL 21, 2023 AT/OR BEFORE 5:00PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



Ema Jaramillo, Management Assistant

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



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

MEETING DATE: April 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the meeting minutes for the March 29, 2023 regular meeting. (Till)

ITEM BACKGROUND

Approve the meeting minutes for the March 29, 2023 regular meeting. (Till)

BUDGET/FINANCIAL SUMMARY

Approve the meeting minutes for the March 29, 2023 regular meeting. (Till)

COMPREHENSIVE PLAN GOAL

Approve the meeting minutes for the March 29, 2023 regular meeting. (Till)

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**

WEDNESDAY, MARCH 29, 2023

1. Call to Order

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, March 29, 2023, at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 9:01 AM. Board members present were Chairman Sean Till, Vice Chairman Daniel Salazar, Board Members Rene Valdez, Bob Friedman, Bryan Pinkerton, and Tom Goodman. Board member Arnie Creinin was absent. City Staff members present were CVB Director Blake Henry, Special Events Manager April Brown, Operations and Services Manager Lori Moore, CVB Sales and Services Manager Mayra Nunez, Marketing and Communications Specialist Mauricio Cervantes, Marketing and Communications Specialist Dennise Villalobos, Director of Marketing and Corporate Sponsorships Cindy Trevino, Event Experience Coordinator Luis Rios, Sales Manager David Villarreal, Sales Manager Mariana Estrada, Management Assistant Ema Jaramillo, and Chief of Police Claudine O'Carroll.

2. Pledge of Allegiance

Chairman Sean Till led the pledge of allegiance.

3. Public Comments and Announcements

Public comments given at this time.

4. Approve Consent Agenda

Board Member Tom Goodman made a motion, seconded by Board Member Rene Valdez, to approve consent agenda. Motion carried unanimously.

- 4.1 Approve the meeting minutes for the February 22, 2023 regular meeting. (Till)
- 4.2 Approve the excused absence for Board Member Tom Goodman for the January 25, 2023 regular meeting. (Till)
- 4.3 Approve the excused absence for Vice Chairman Daniel Salazar and Board Members Bob Friedman for the February 22, 2023 meeting. (Till)
- 4.4 Approve the post-event reports for the following events: (Till)
*Winter Wildlife Outdoor Expo 2023

5. Regular Agenda

Agenda: MARCH 29, 2023 - CONVENTION AND VISITORS ADVISORY BOARD MEETING

- 5.1 Update and presentation by The Zimmerman Group regarding Family and Collegiate Spring Break and Valley International Airport advertising. (Henry)
The Zimmerman Group provided an update regarding performances for the Family and Collegiate Spring Break and Valley International Airport advertising campaigns. Presentation included target audiences, geographic targets, media approach, media planning and buying, and social media performance as well as campaign performance.
- 5.2 Presentation and discussion by Predictive Data Lab on campaign performances, KPIs, and analytics. (Moore)
Atique Alam of Predictive Data Lab gave an update regarding hotel and vacation rental data, paid media performance, web analytics, in house media buys, Zartico data, and economic impact for the month of February and March.
- 5.3 Update regarding Director of Marketing and Director of Sales positions. (Henry)
CVB Director Blake Henry announced that Cindy Trevino was hired as the new Director of Marketing and Corporate Sponsorships. As for the Director of Sales position, Blake Henry mentioned several qualified candidates were interviewed for the position and the job position should be filled within the next weeks.
- 5.4 Discussion and action concerning the election of officers for the 2023 calendar year - CVAB Chairman and Vice Chairman. (Till)
Board Member Tom Goodman made a motion, seconded by Bryan Pinkerton, to keep Sean Till as Chairman and Daniel Salazar as Vice Chairman. Motion carried unanimously.
- 5.5 Discussion and possible action to approve the funding request for the International Surf Rescue Challenge in September 2023. (Brown, Henry)
Board Member Tom Goodman made a motion, seconded by Bryan Pinkerton, to approve \$35,000 for the International Surf Rescue Challenge.
- 5.6 Discussion and action concerning the new meeting date for April 2023. (Till)
The next meeting date will be Wednesday, April 26, 2023 at 9:00 AM.

6. Adjourn

There being no further business, Chairman Sean Till adjourned the meeting at 10:52 AM.

Prepared By:

Ema Jaramillo, Management Assistant

Approved By:

Agenda: MARCH 29, 2023 - CONVENTION AND VISITORS ADVISORY BOARD MEETING

Sean Till, CVAB Chairman

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

MEETING DATE: April 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the excused absence for Board Member Arnie Creinin for the March 29, 2023 meeting. (Till)

ITEM BACKGROUND

Approve the excused absence for Board Member Arnie Creinin for the March 29, 2023 meeting. (Till)

BUDGET/FINANCIAL SUMMARY

Approve the excused absence for Board Member Arnie Creinin for the March 29, 2023 meeting. (Till)

COMPREHENSIVE PLAN GOAL

Approve the excused absence for Board Member Arnie Creinin for the March 29, 2023 meeting. (Till)

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: April 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation and discussion by Predictive Data Lab on March 2023 data and Mexico visits. (Trevino)

ITEM BACKGROUND

Presentation and discussion by Predictive Data Lab on March 2023 data and Mexico visits. (Trevino)

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

VISIT SOUTH PADRE ISLAND

March 2023 – Board Presentation

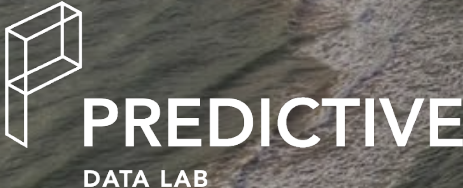


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EXECUTIVE SUMMARY



ANALYSIS

- Total Website Users: 209,641
- Total Web sessions produced this month: 240,512
- Vacation Rentals
 - YTD Avg. Occupancy: 60%
 - YTD Avg. ADR: \$235
 - YTD Avg. RevPar: \$114
- Hotels
 - YTD Avg. Occupancy: 62%
 - YTD Avg. ADR: \$107.45
 - YTD Avg. RevPar: \$67.86

HOTELS AND VACATION RENTAL DATA

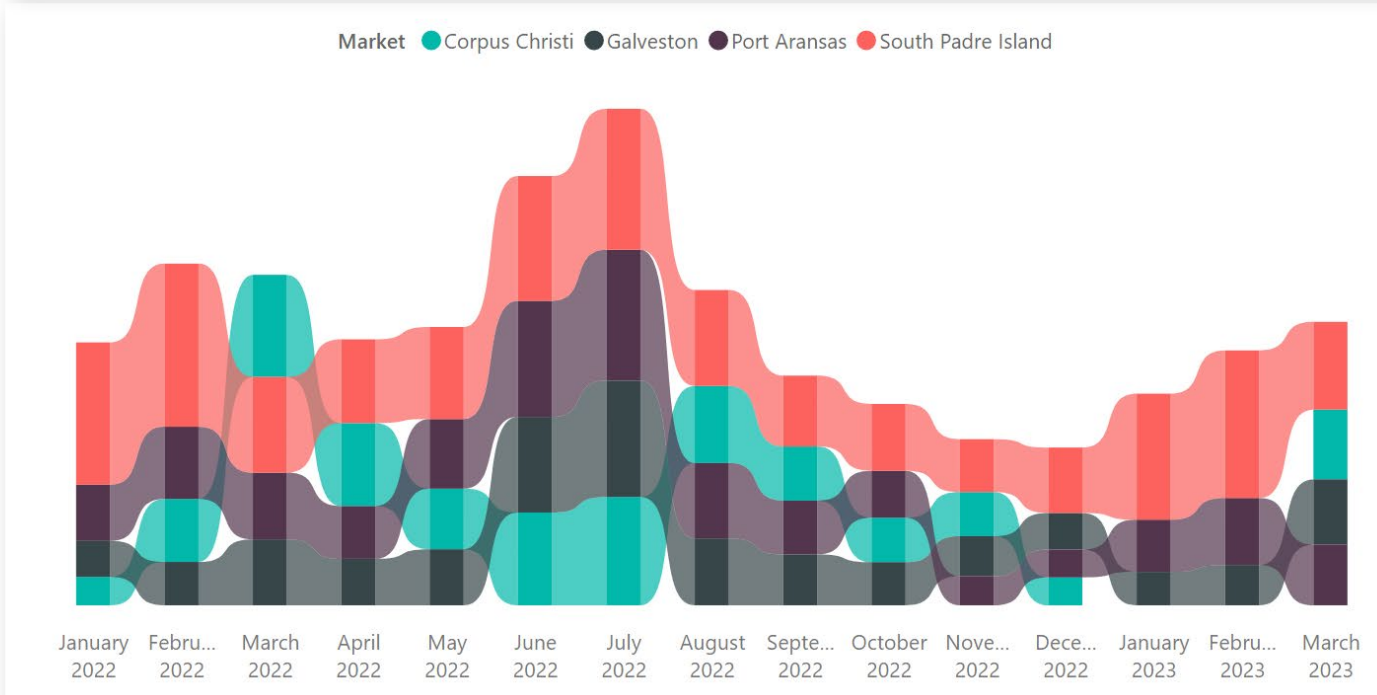


PREDICTIVE
DATA LAB



COMPETITOR VR ANALYSIS

Visit South Padre Island Competitor Cities Occupancy Rate



60%

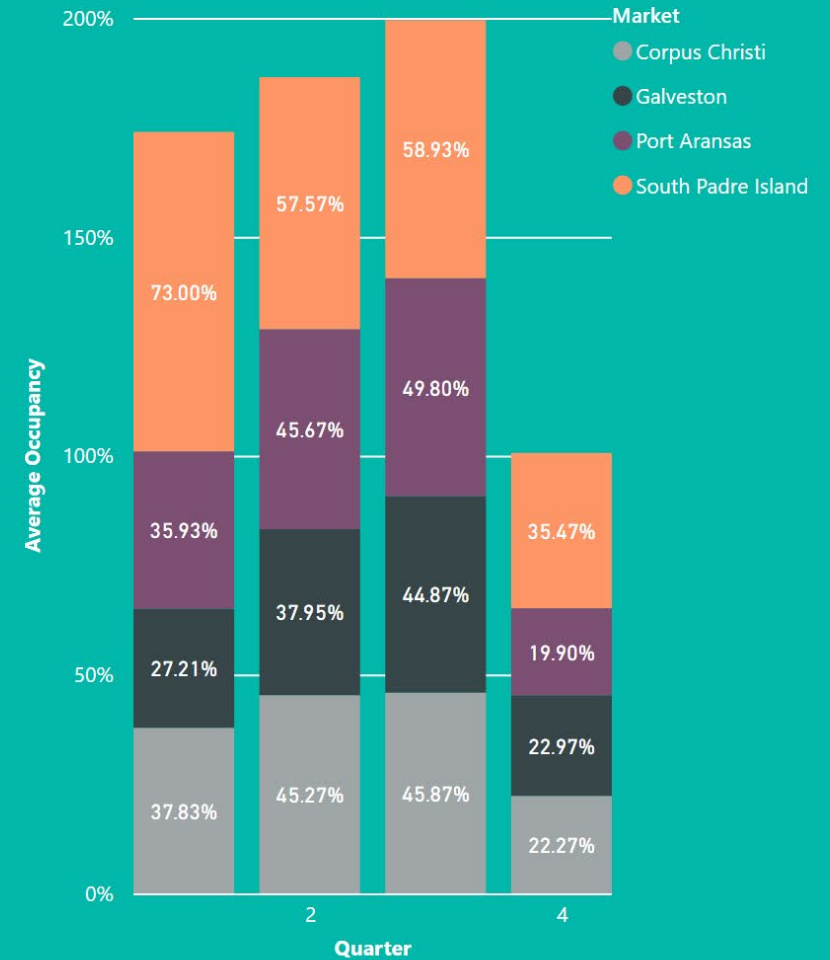
SPI AVG OCCUPANCY

40%

COMP AVG OCCUPANCY



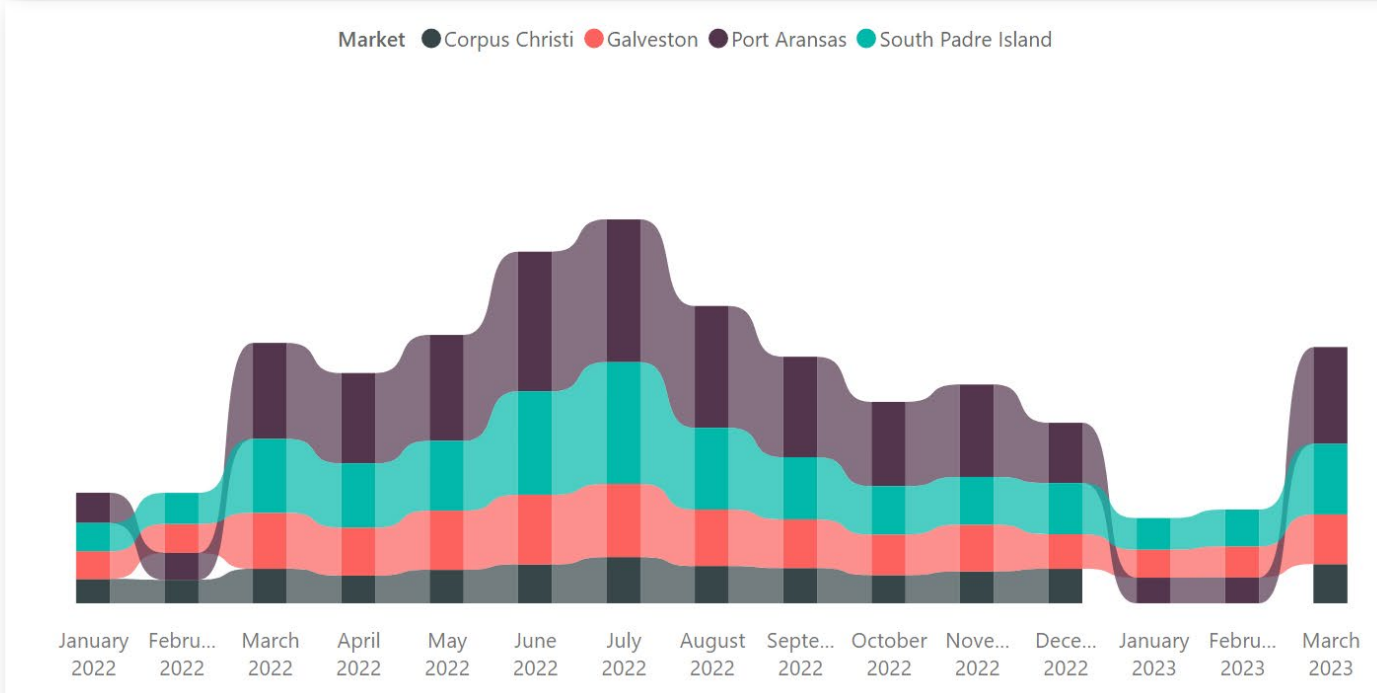
PREDICTIVE
DATA LAB



Data Source (s): Predictive Data Lab & KeyData

COMPETITOR VR ANALYSIS

Visit South Padre Island Competitor Cities ADR



\$235
SPI ADR

\$210
COMP ADR



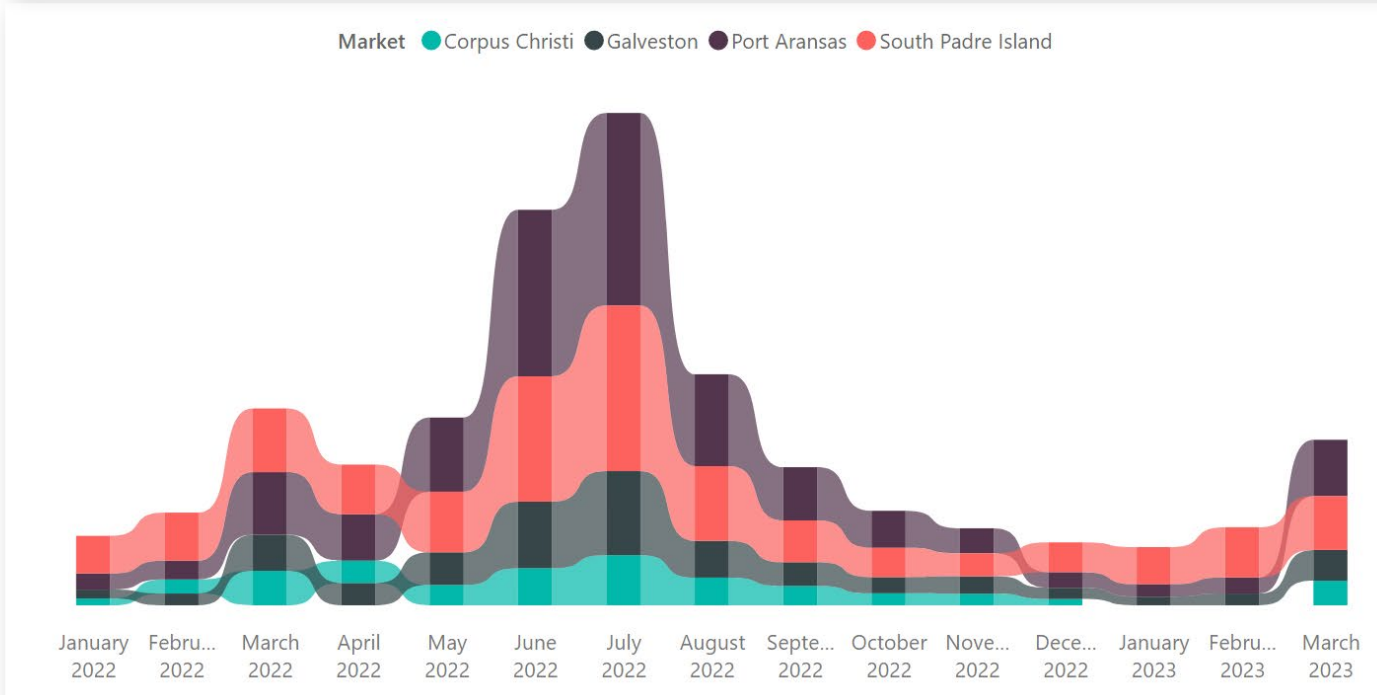
PREDICTIVE
DATA LAB



Data Source (s): Predictive Data Lab & KeyData

COMPETITOR VR ANALYSIS

Visit South Padre Island Competitor Cities RevPAR



\$114

SPI REVPAR

\$76

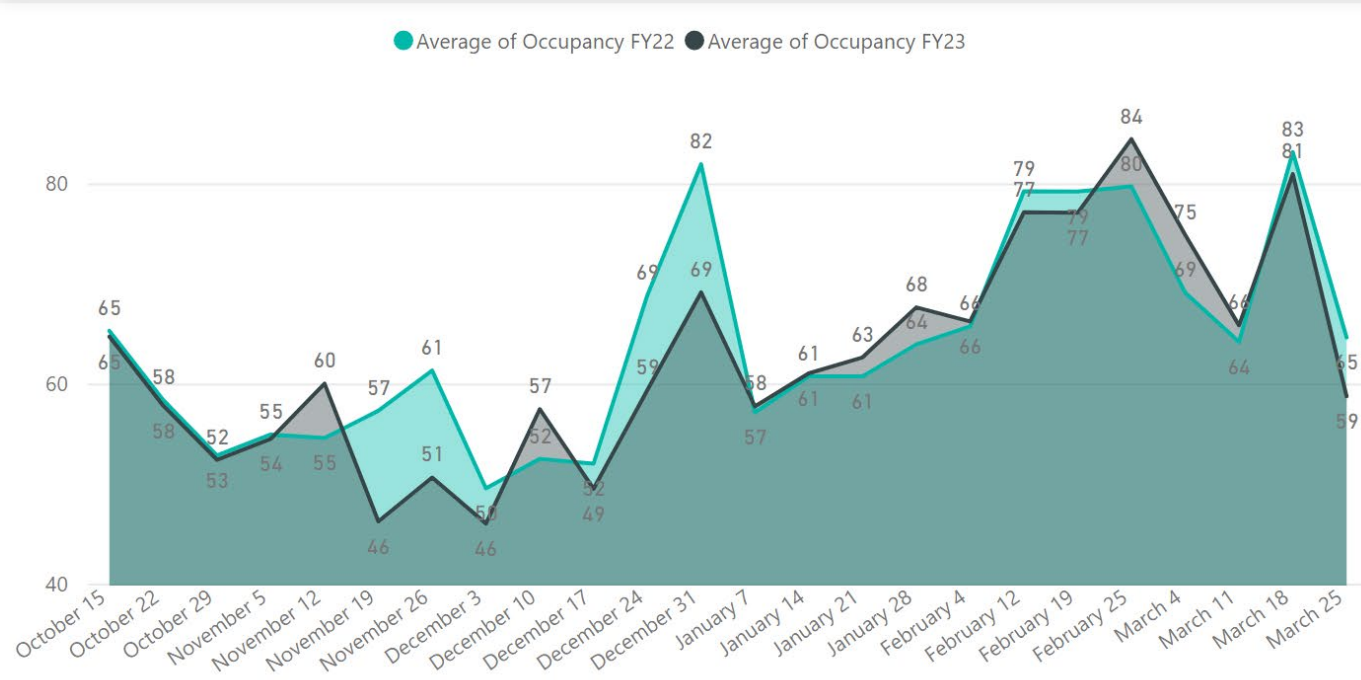
COMP REVPAR



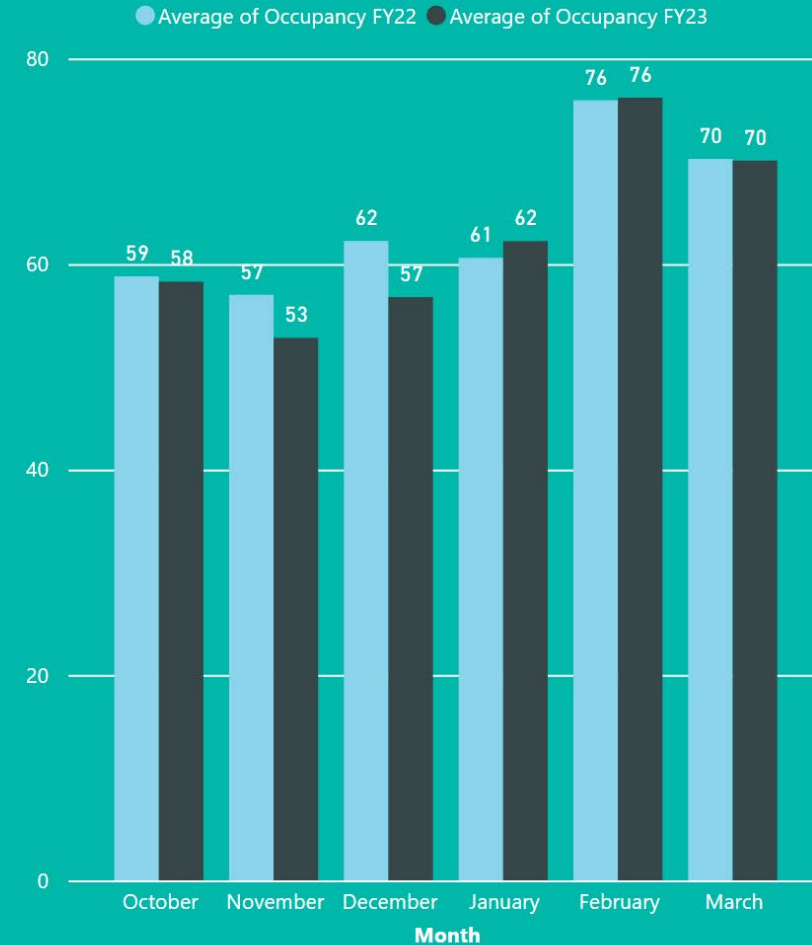
Data Source (s): Predictive Data Lab & KeyData

HISTORIC HOTEL ANALYSIS

Visit South Padre Island Hotel Occupancy



PREDICTIVE
DATA LAB



62.43

Average of Occupancy FY23

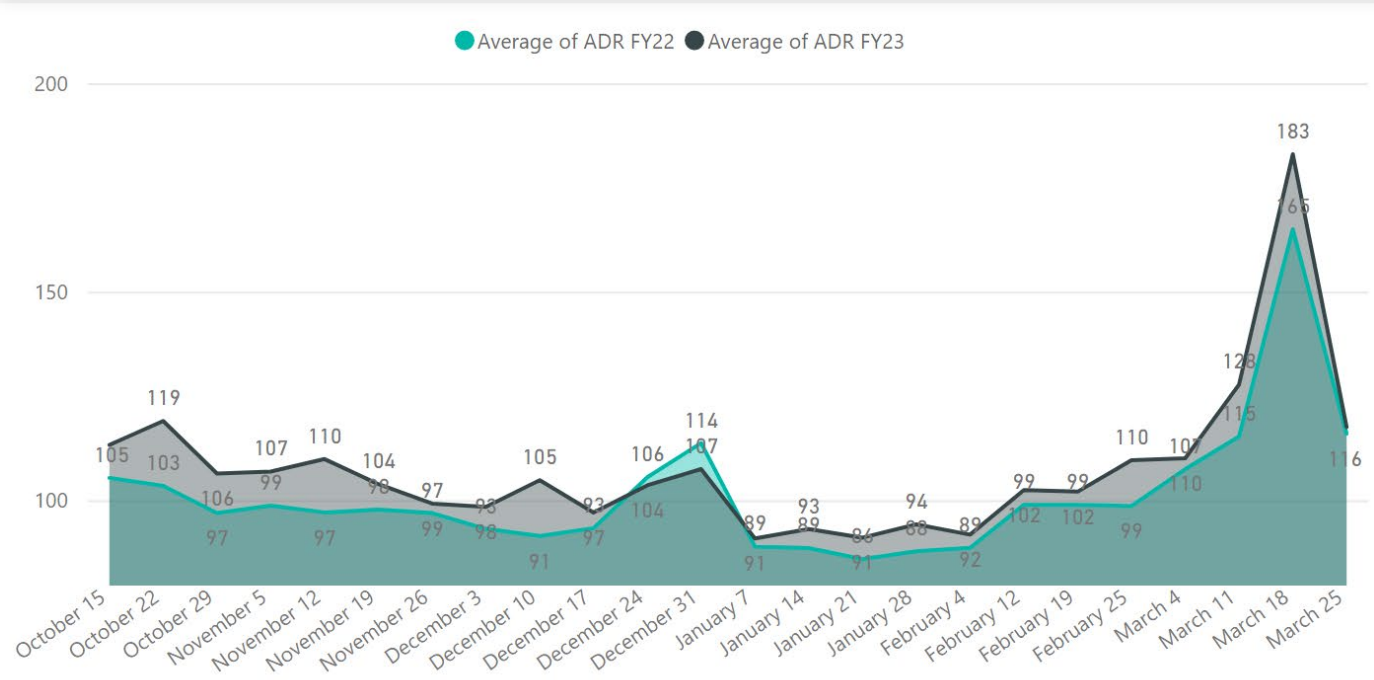
64.20

Average of Occupancy FY22

Data Source (s): Predictive Data Lab & STR

HISTORIC HOTEL ANALYSIS

Visit South Padre Island Hotel ADR



107.45

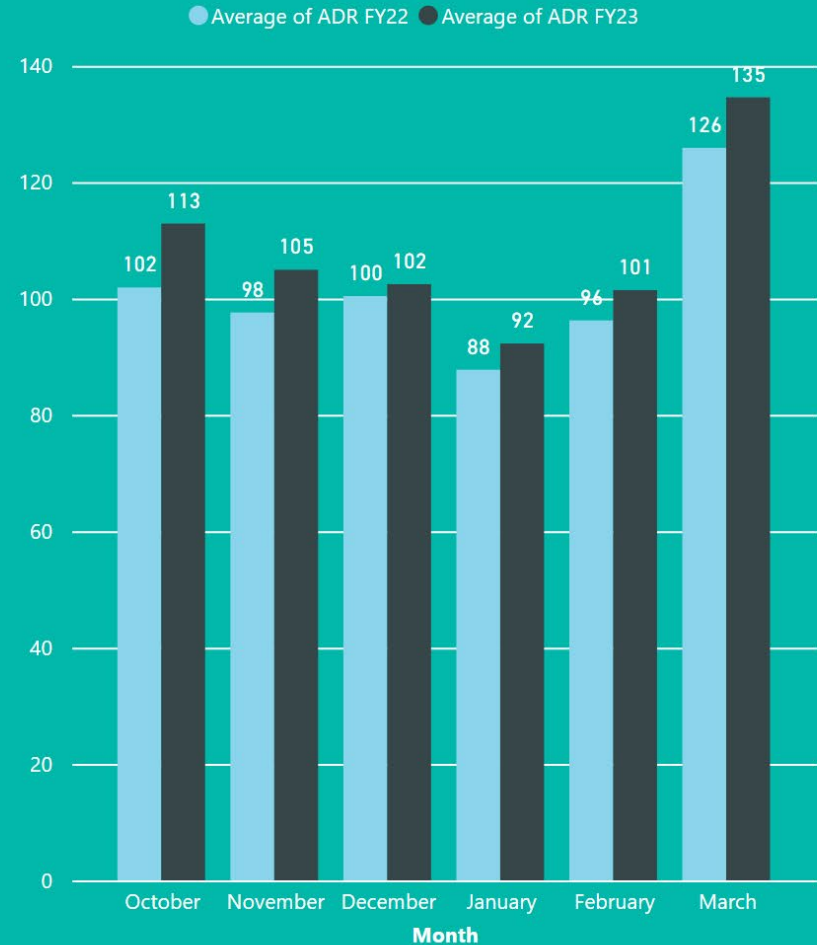
Average of ADR FY23

101.52

Average of ADR FY22



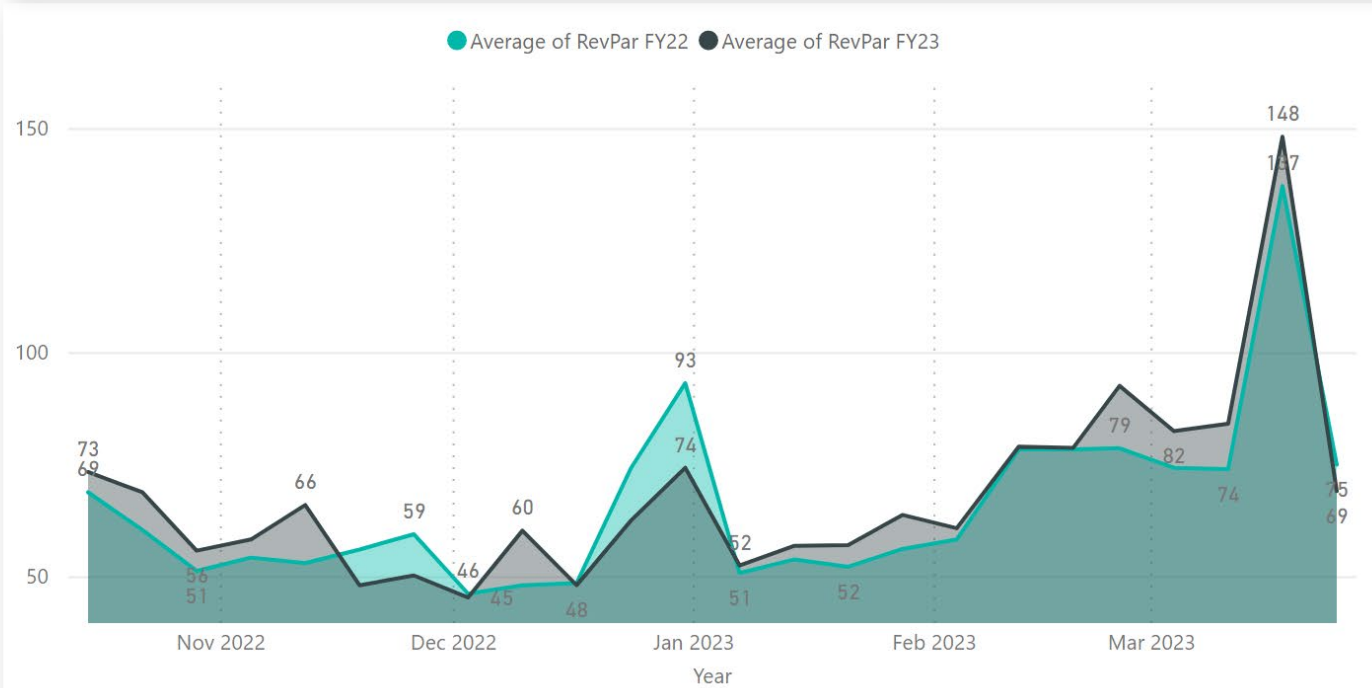
PREDICTIVE
DATA LAB



Data Source (s): Predictive Data Lab & STR

HISTORIC HOTEL ANALYSIS

Visit South Padre Island Hotel RevPAR

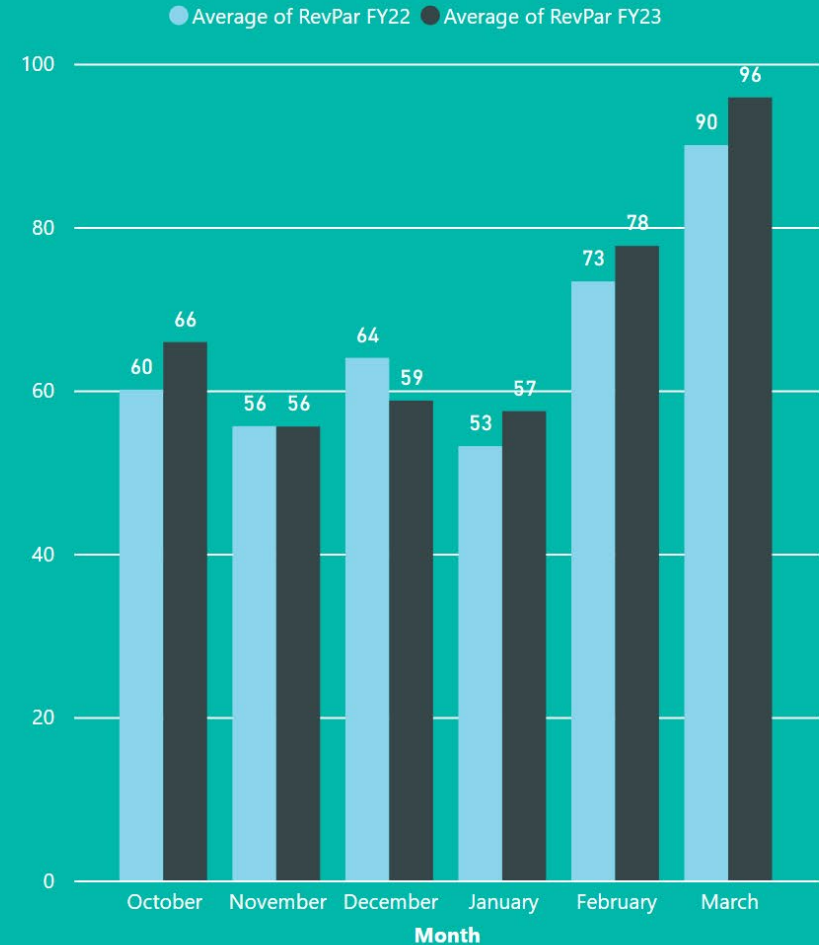


67.86
Average of RevPar FY23

66.11
Average of RevPar FY22



PREDICTIVE
DATA LAB



Data Source (s): Predictive Data Lab & STR

PAID MEDIA PERFORMANCE

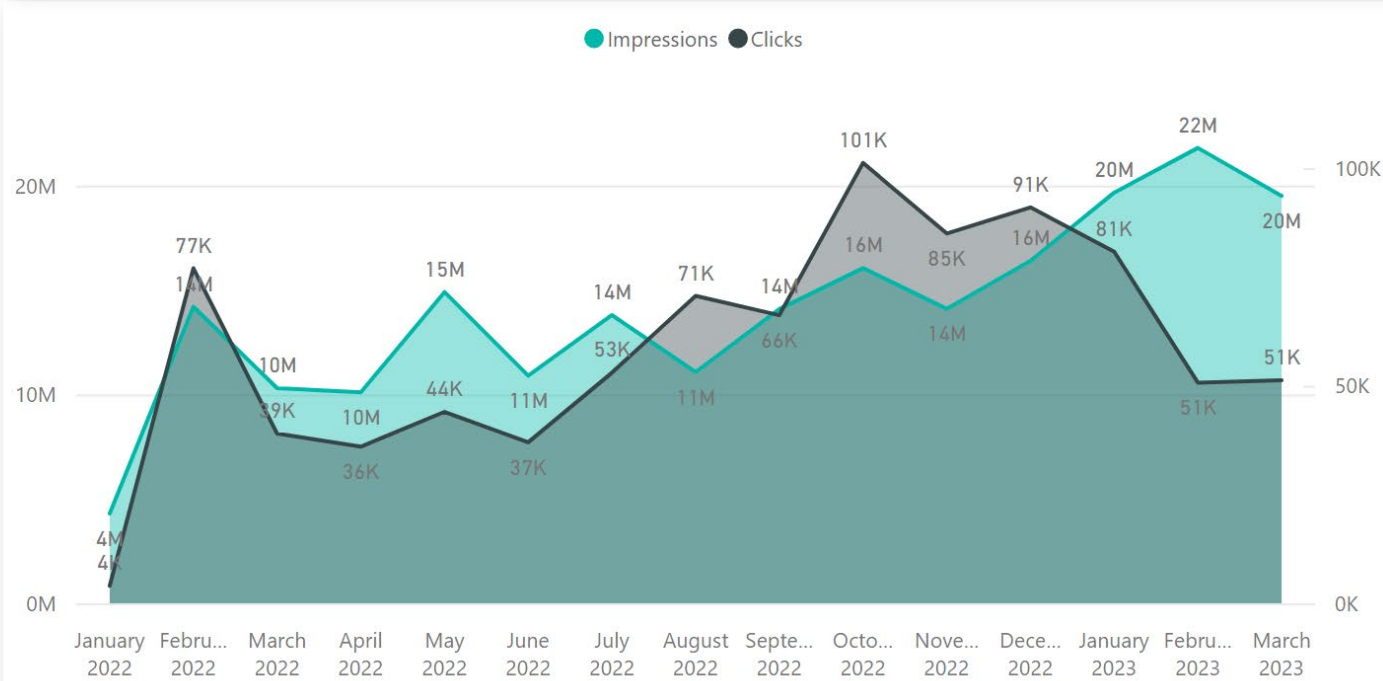


PREDICTIVE
DATA LAB



PAID MEDIA PERFORMANCE

Visit South Padre Island Paid Media KPI



14M

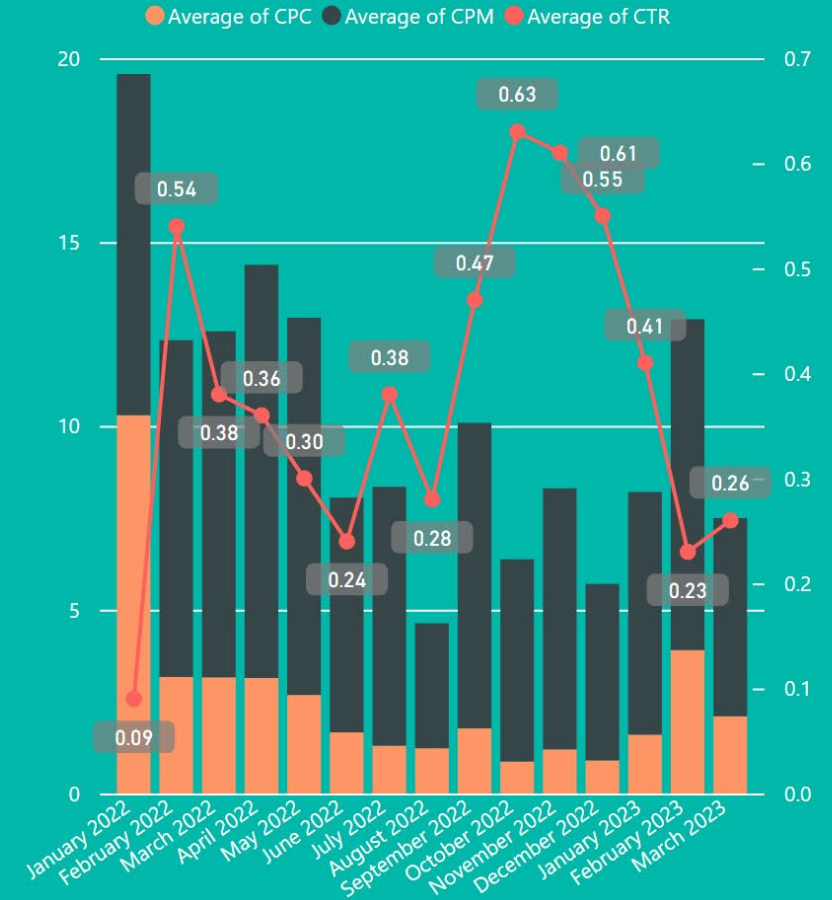
AVG MONTHLY IMPRESSIONS

59K

AVG MONTHLY CLICKS



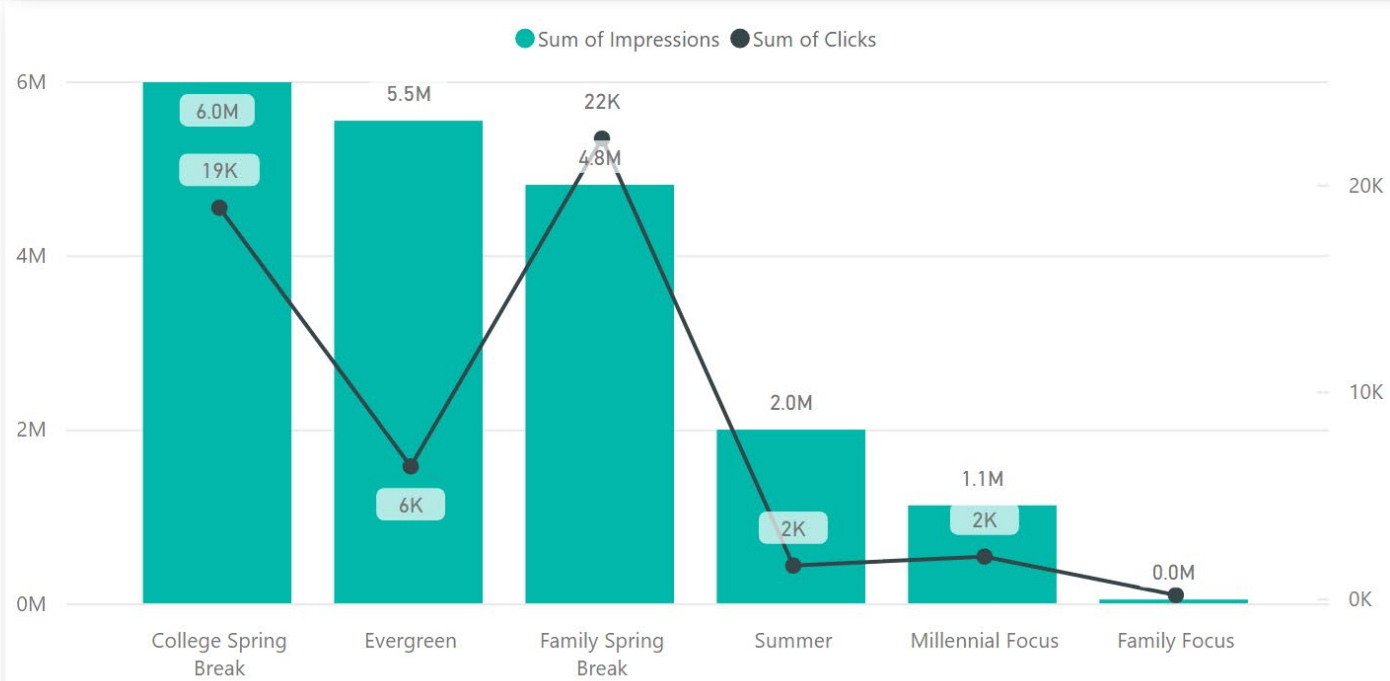
PREDICTIVE
DATA LAB



Data Source (s): Predictive Data Lab, DCM, Visit South Padre Island

CAMPAIGN PERFORMANCE

Visit South Padre Island Campaign KPI



3M

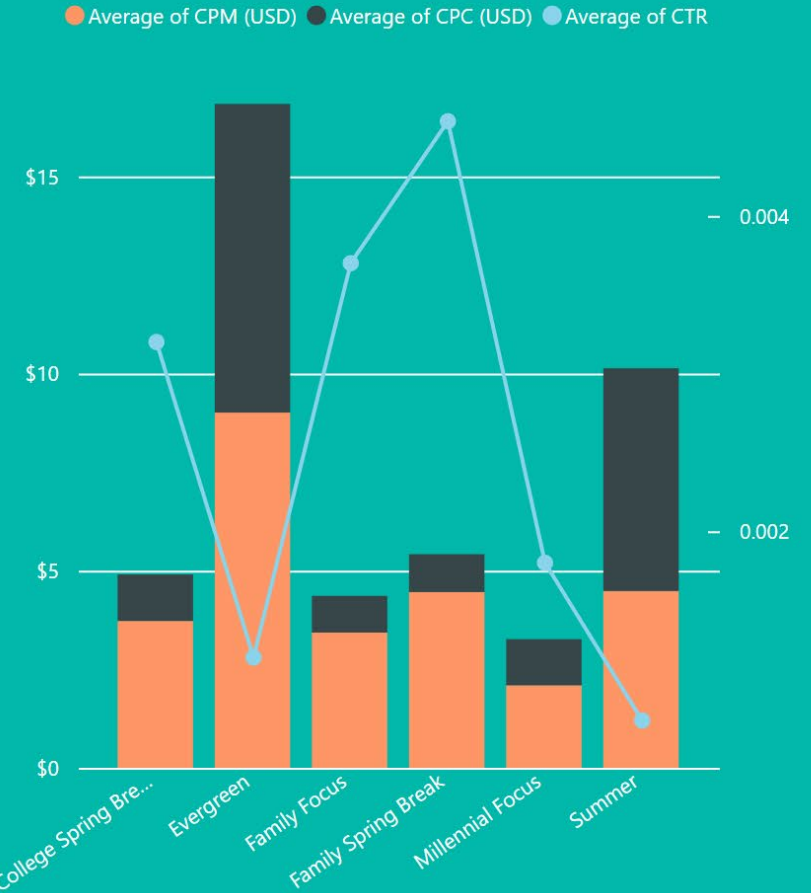
AVG CAMPAIGN IMPRESSIONS

9K

AVG CAMPAIGN CLICKS



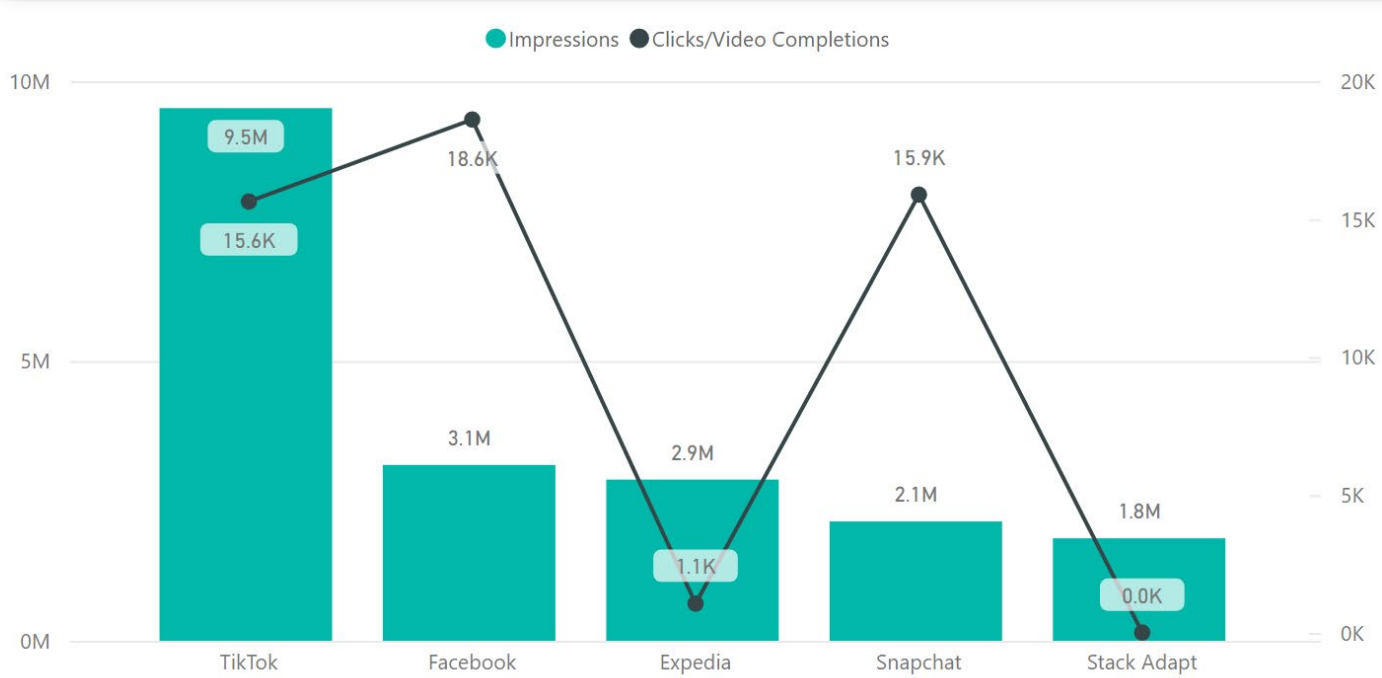
PREDICTIVE
DATA LAB



Data Source (s): Predictive Data Lab, DCM, Visit South Padre Island

PLATFORM PERFORMANCE

Visit South Padre Island Platform KPI

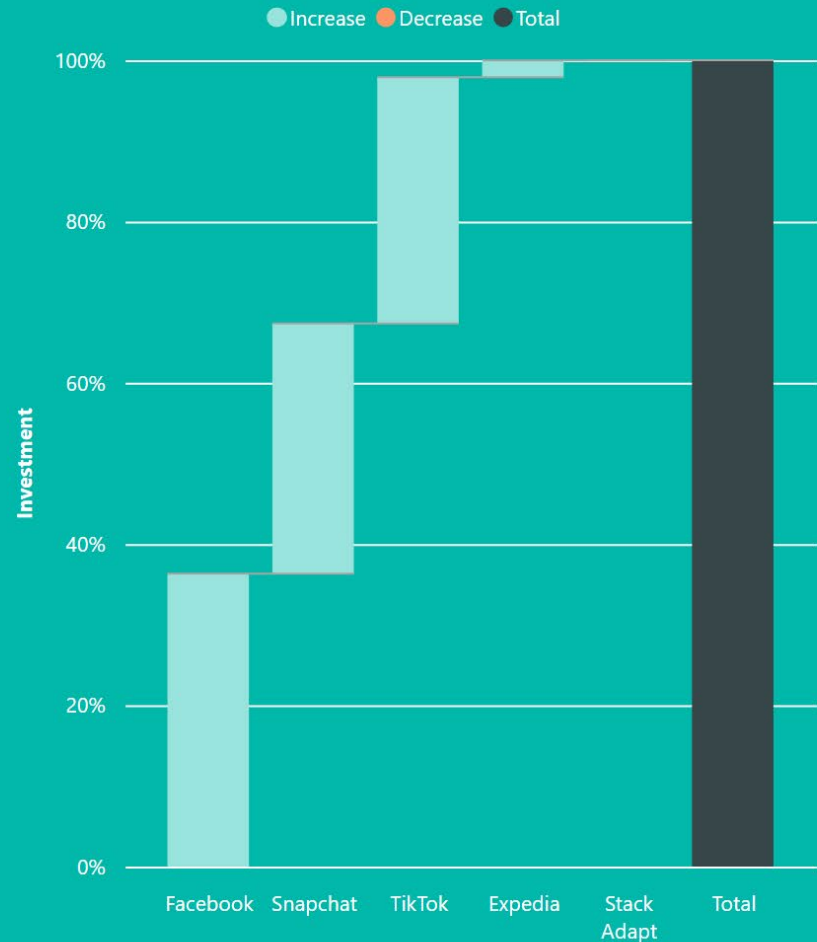


4M
AVG PLATFORM IMPRESSIONS

51K
AVG PLATFORM CLICKS



PREDICTIVE
DATA LAB



Data Source (s): Predictive Data Lab, DCM, Visit South Padre Island

WEBSITE PERFORMANCE

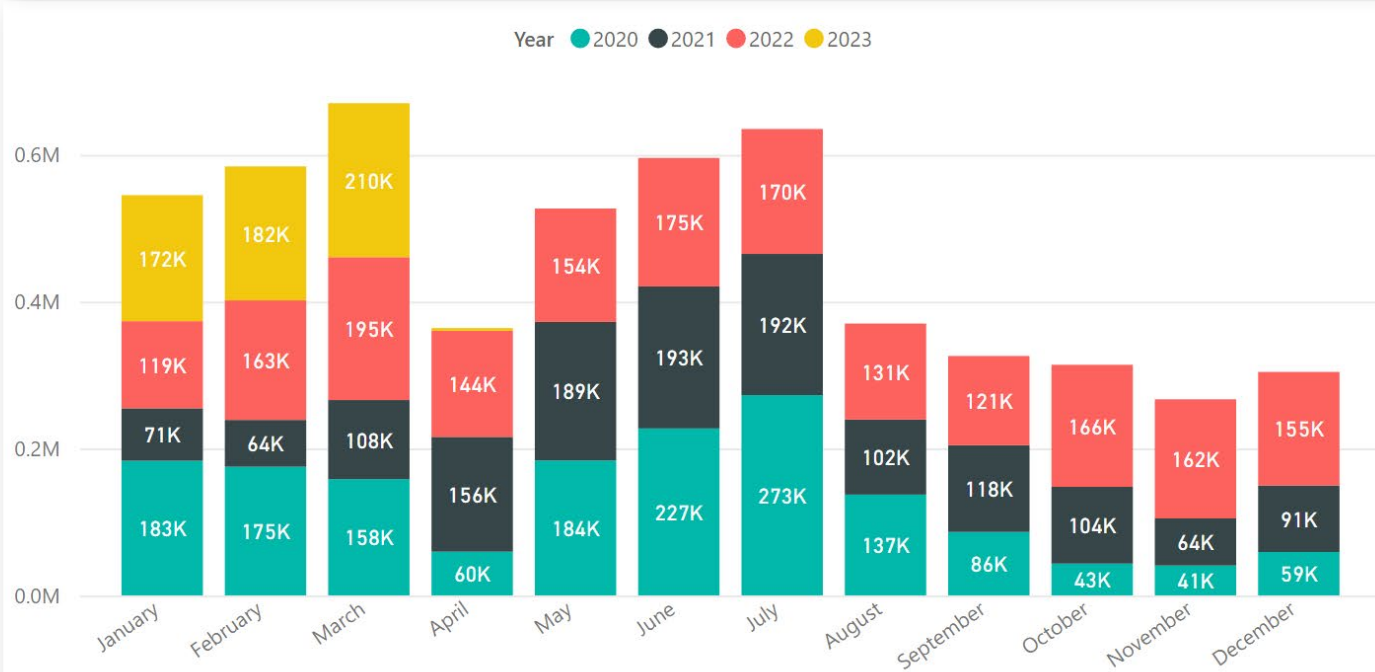


PREDICTIVE
DATA LAB



WEB TRAFFIC

Visit South Padre Island Web Traffic KPI



TOTAL USERS

209.64K

MAR 2023

TOTAL USERS

194.54K

MAR 2022



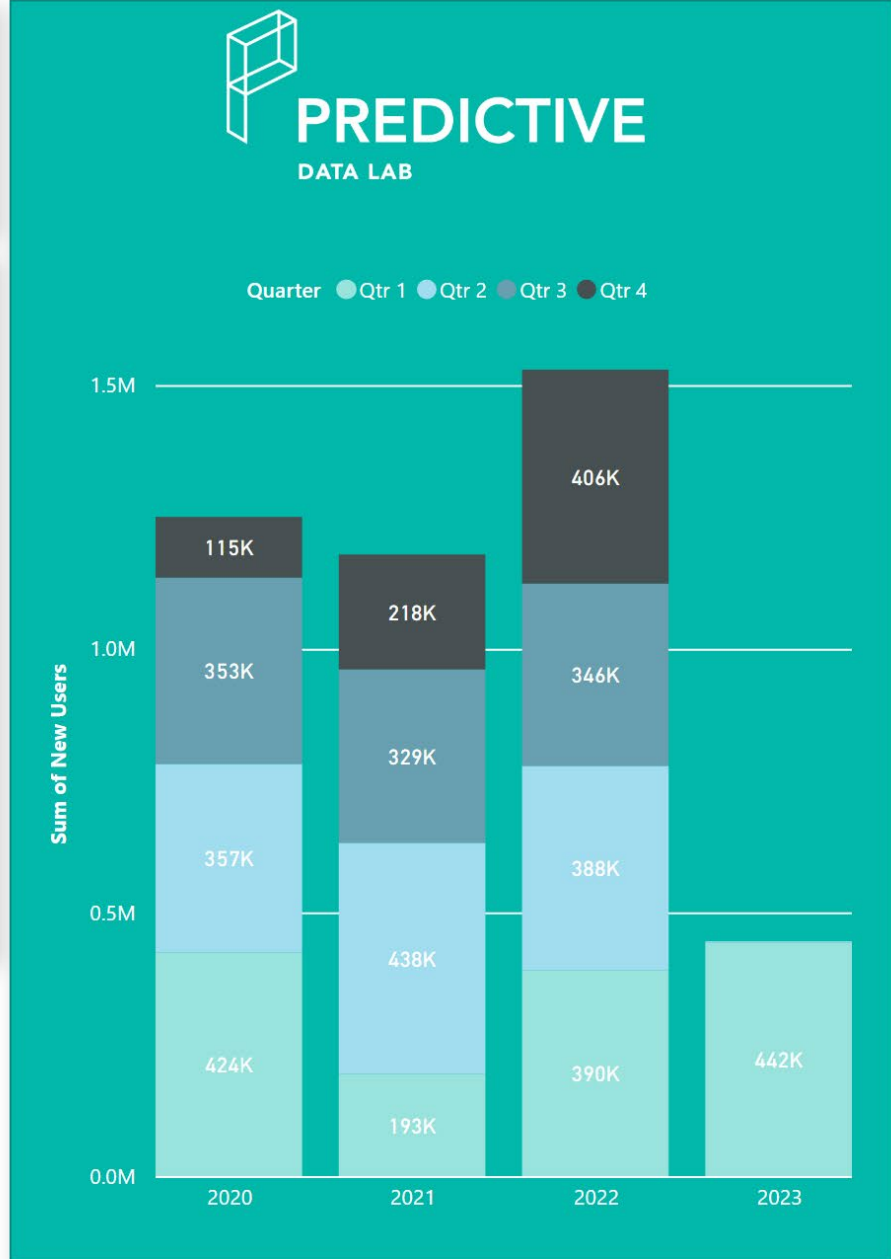
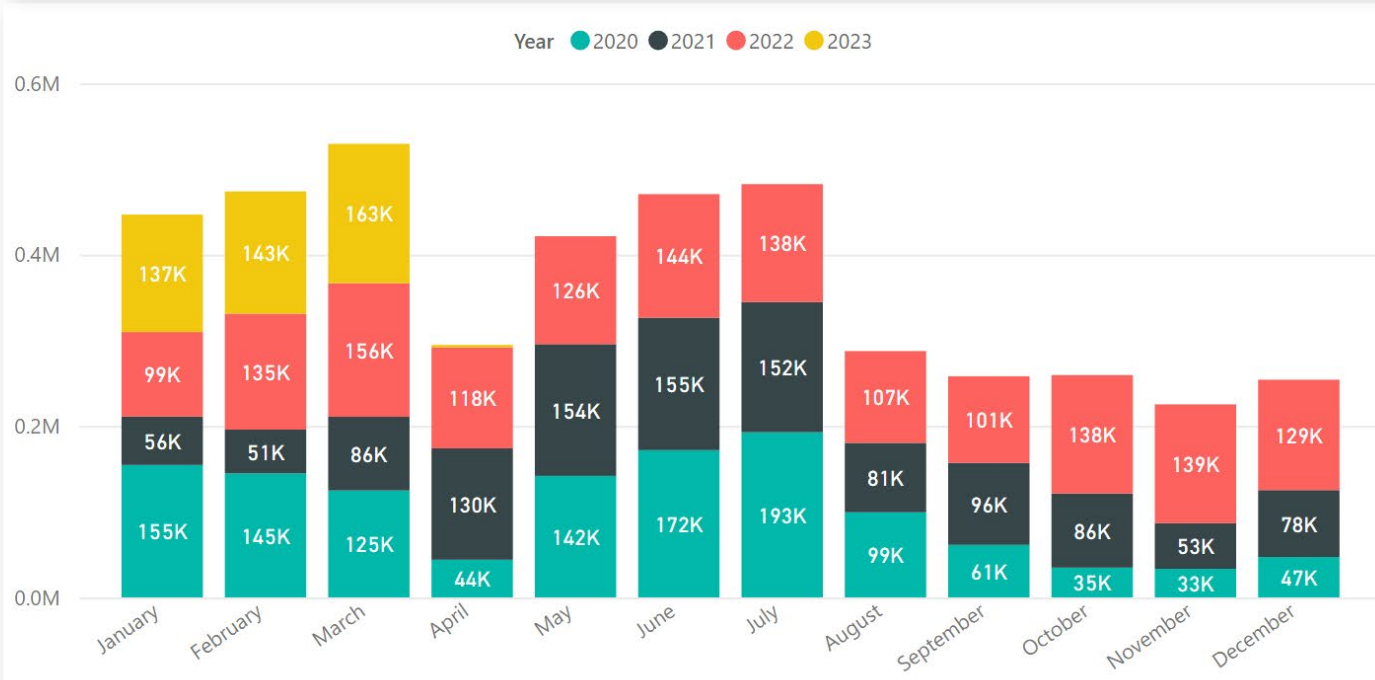
PREDICTIVE
DATA LAB



Data Source (s): Predictive Data Lab, DCM, Visit South Padre Island, Google Analytics

NEW WEB TRAFFIC

Visit South Padre Island Web Performance KPI



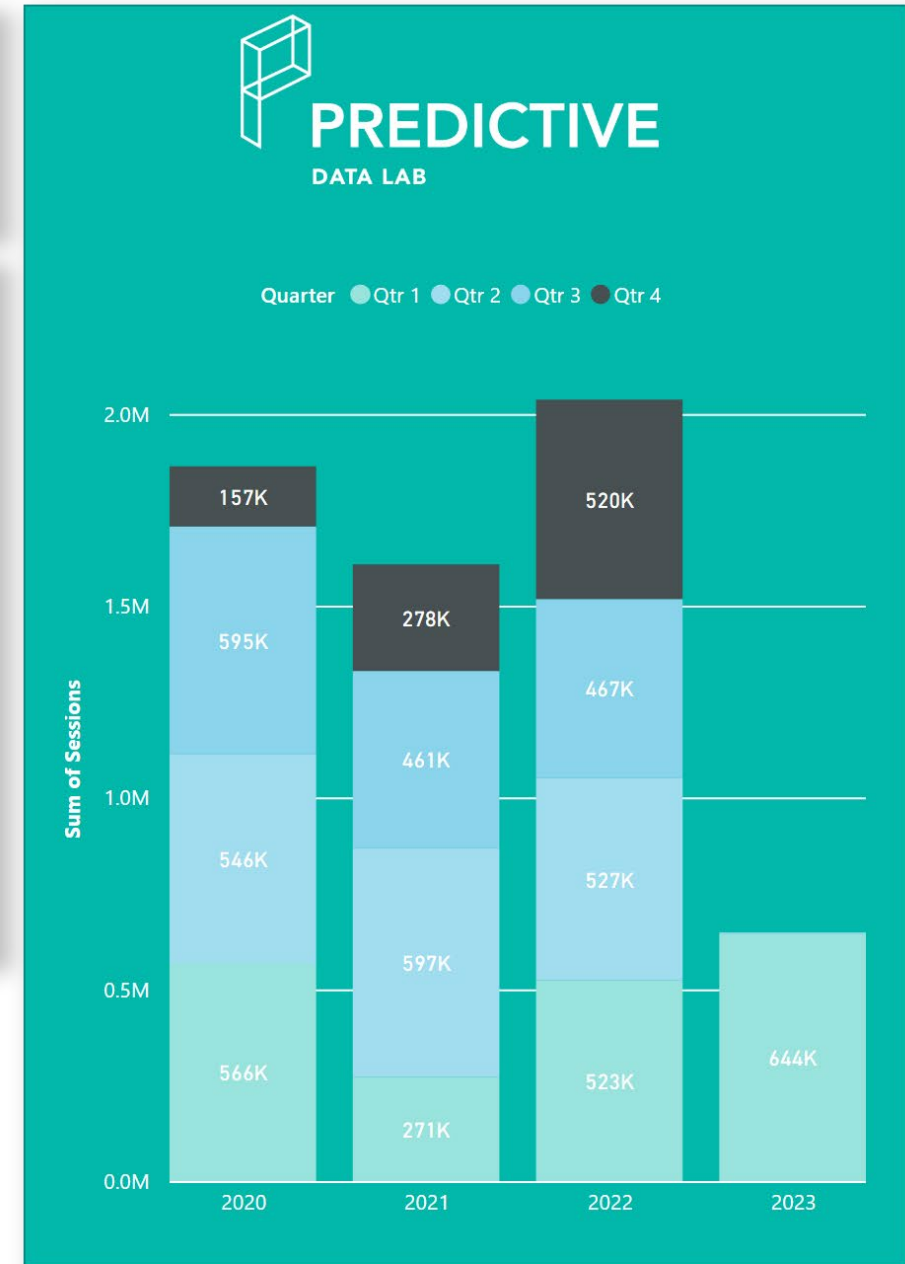
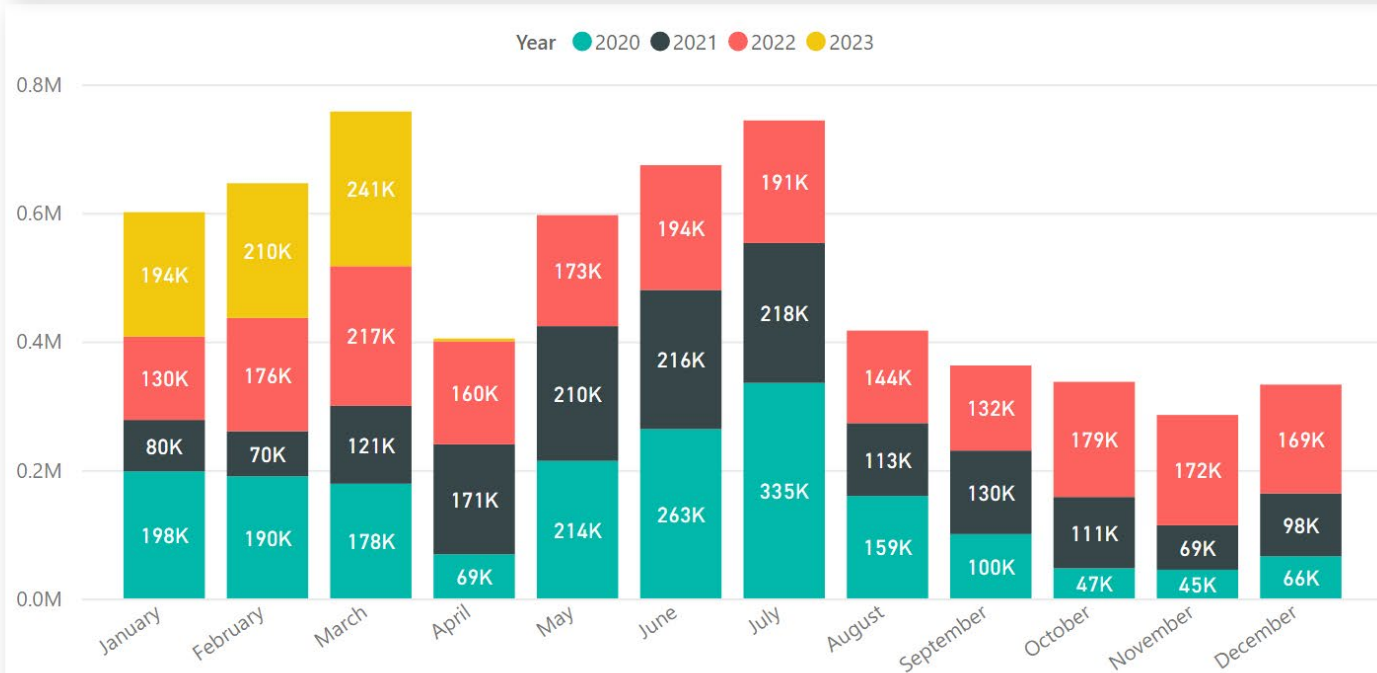
NEW USERS
162.61K
MAR 2023

NEW USERS
155.91K
MAR 2023

Data Source (s): Predictive Data Lab, DCM, Visit South Padre Island, Google Analytics

WEB SESSIONS

Visit South Padre Island Web Performance KPI



TOTAL SESSIONS
209.55K
MAR 2023

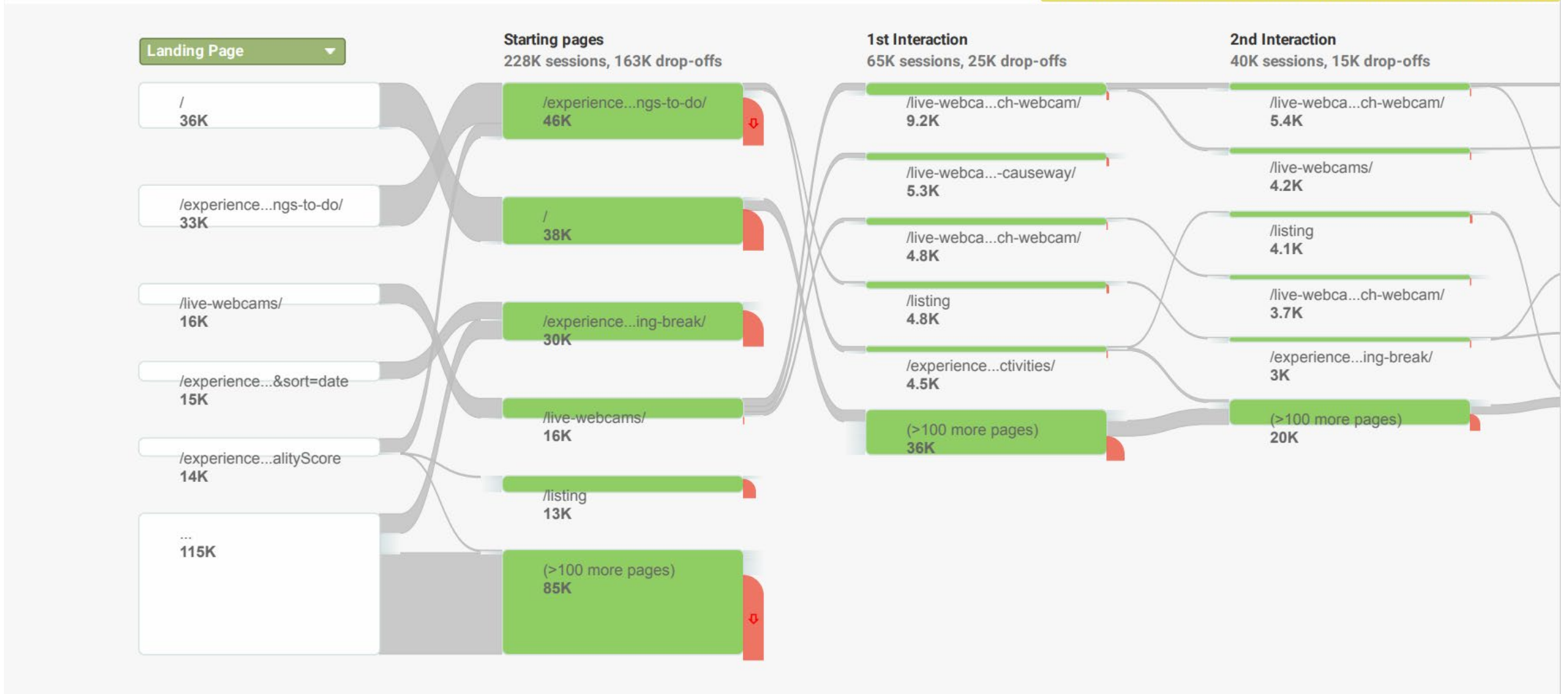
TOTAL SESSIONS
176.26K
MAR 2023

Data Source (s): Predictive Data Lab, DCM, Visit South Padre Island, Google Analytics

USER JOURNEY



This report is based on 87K sessions (38.3% of sessions). [Learn more](#)



TOP PAGES



| <input type="checkbox"/> | Page Title | Pageviews <input type="text" value="Pageviews"/> ↓ | Pageviews | Contribution to total: <input type="text" value="Pageviews"/> |
|--------------------------|---|--|---|---|
| | | 462,946 % of Total: 100.00% (462,946) | 462,946 % of Total: 100.00% (462,946) | |
| 1. | ■ Things to Do - South Padre Island | 59,086 | 12.76% | |
| 2. | ■ Things to Do in South Padre Island, Texas | 44,070 | 9.52% | |
| 3. | ■ Spring Break 2023 | 41,892 | 9.05% | |
| 4. | ■ Live Webcams - South Padre Island | 31,055 | 6.71% | |
| 5. | ■ Queen Isabella Causeway | 29,114 | 6.29% | |
| 6. | ■ North Beach Webcam | 28,719 | 6.20% | |
| 7. | ■ South Beach Webcam | 24,380 | 5.27% | |
| 8. | ■ Event Calendar | 19,300 | 4.17% | |
| 9. | ■ Places To Stay | 12,348 | 2.67% | |
| 10. | ■ Activities | 10,862 | 2.35% | |

Rows 1 - 10 of 805

SPRING LANDING PAGE

SIMPLE VIEW: HEAT MAP ANALYSIS



MEETINGS 0 clicks | NEWSLETTER 0 clicks | ABOUT 0 clicks

EXPERIENCES 13 clicks | STAY 12 clicks | PLAN YOUR TRIP 4 clicks

LIVE WEB CAMS 11 clicks | SPACEX 6 clicks | THE EVENT 44 clicks

COLLEGE SPRING BREAK 2023

A FEW FRIENDS OR AN ENTIRE HOUSE?

No matter how big a group you're bringing to South Padre Island for College Spring Break 2023, we've got hotels, resorts and rental homes ready to house everyone in style. Comfortable, conveniently located and packed with features sure to make your trip even more fun, accommodations here are all part of the experience, so share a little bit and we'll set you up with just the right place.

GET YOUR ADVENTURE STARTED

Sign up and we'll be in touch to help you plan the perfect spring break for you and your friends.

Follow us: 13 clicks

Email: 44 clicks
to okay to send me emails 25 clicks

Physical Zip: 13 clicks

Primary Phone: 44 clicks

Travel Dates: 123 clicks

College/University: 51 clicks

Number of Attendees: 17 clicks
I have permission to share your contact information with our hotel partners? 13 clicks

Hotel partners will reach out in regards to available lodging for your spring break plans.

I agree to comply with terms and conditions 17 clicks

South Padre Island Convention Centre & CVB's Terms of Use and Privacy Policy are described on our [Privacy page](#).

TOP 5 REASONS TO PICK SOUTH PADRE ISLAND FOR SPRING BREAK:

- 1 **It's Texas' only tropical island!** That means sand, sun and fun with beautiful weather all week long.
- 2 **Party with thousands!** South Padre Island attracts students from across the nation and live artists from Steve Acki to Cardi B, to its legendary beach bars each year.
- 3 **Getting around is easy!** Once on the island, you can walk or bike just about anywhere. No need to drive—especially after a few cocktails.
- 4 **Natural beauty!** No, not the coeds. We're talking about dolphins and sea turtles frolicking in crystal-clear seas while beautiful birds soar overhead.
- 5 **Exciting activities!** Local outdoors can take you paddleboarding, deep sea fishing, zip-lining through the sky and more. Adventure is all around.

SPRING BREAK IN ACTION

Get a glimpse of what Spring Break looks like on South Padre Island

SPRING BREAK 2023

Watch on YouTube

ACCOMMODATIONS 14 clicks | Bands and Clubs 11 clicks

Heat map analysis of the Spring Break Landing Page showed the highest volume of activity on “Bands and Clubs”.

ZARTICO DATA



PREDICTIVE
DATA LAB



VISITATION BY DMA



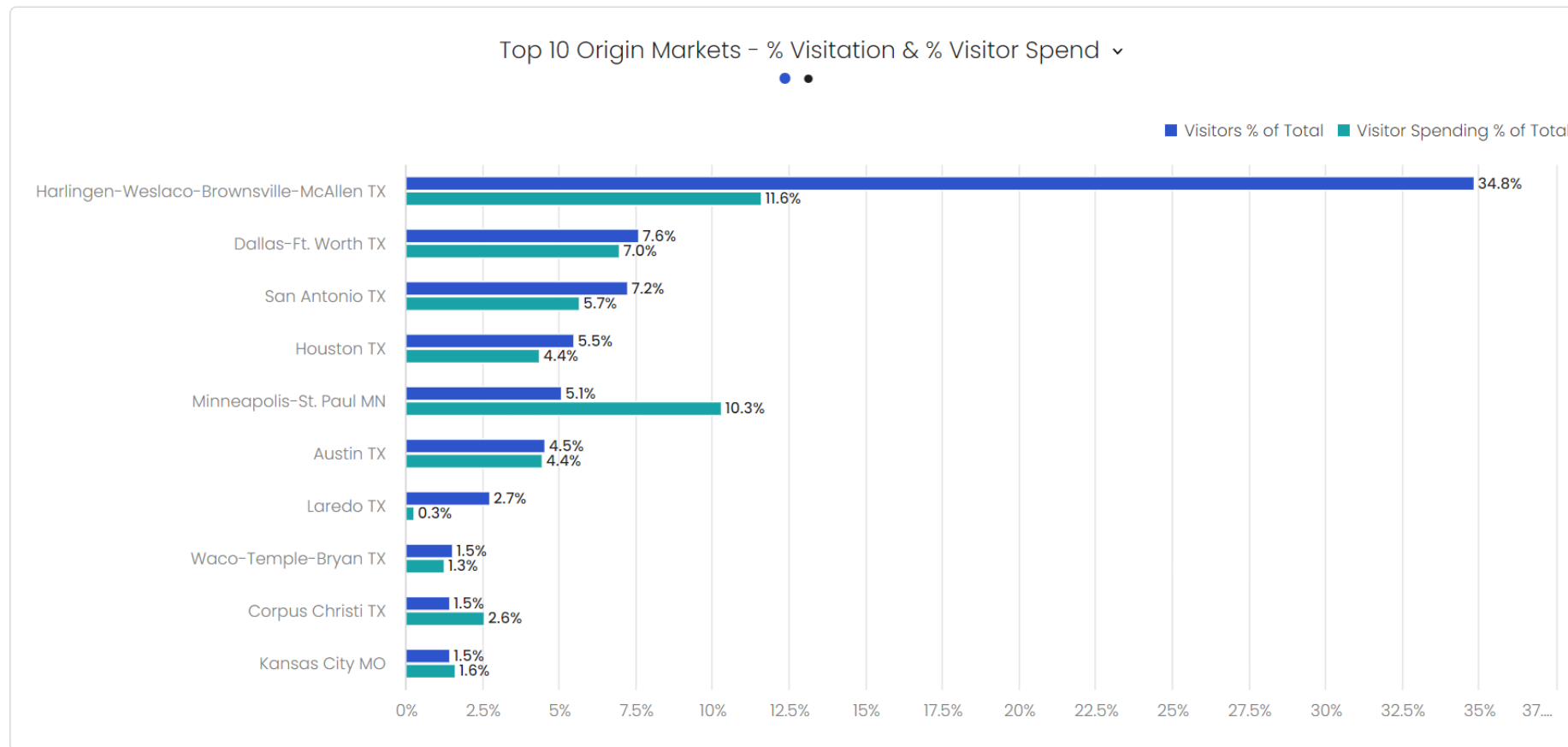
Date range
03/01/2023 – 03/31/2023 ▾

County:
All ▾

City:
All ▾

How do your visitation origin markets compare to visitor spending origin markets?

Source: Near, Affinity. Note: The insight below is filtered to show the top 10 DMAs based on total visitation for the date range selected. Tip: Click into a Visitor DMA to see the metrics by Visitor City. Toggle to the next insight to see all DMAs in a table format, and click column headers to re-sort the table.



VISITOR SPEND BY CATEGORY



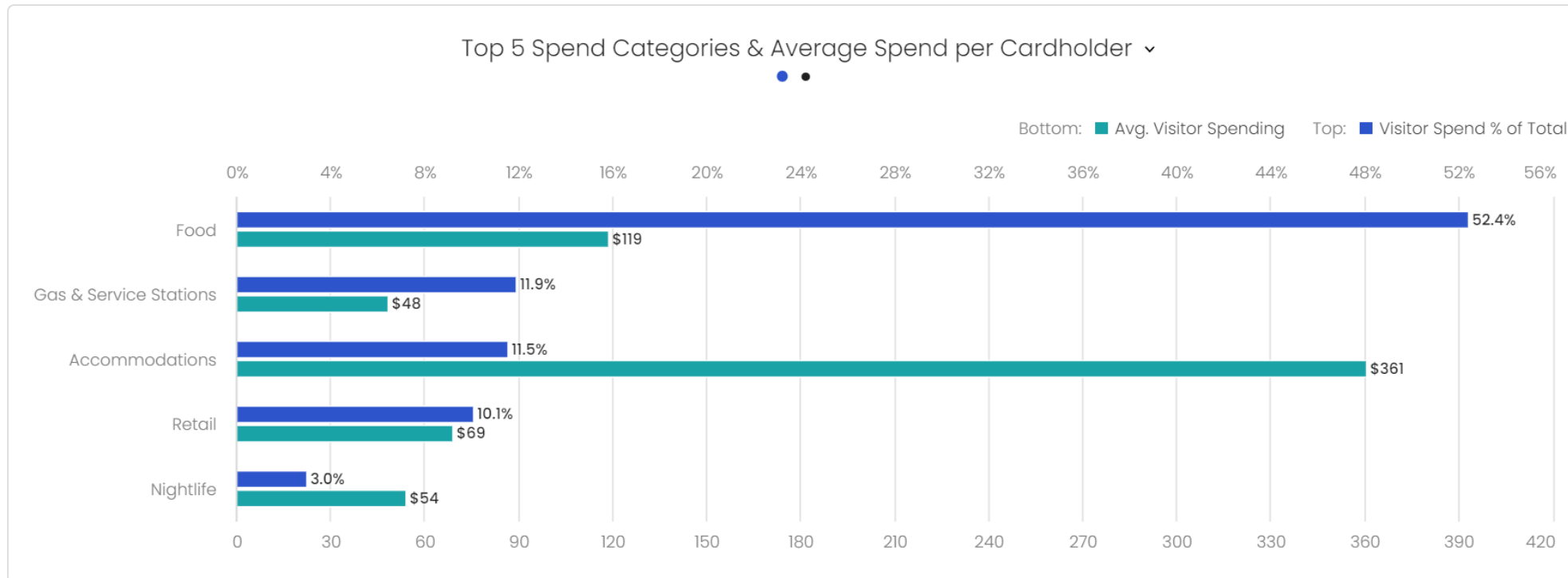
Date range
03/01/2023 – 03/31/2023 ▾

County:
All ▾

City:
All ▾

What are visitors spending money on within your destination?

Source: Affinity. Tip: Click into a spend category to see spend by MCC in that category, or toggle to the next insight to see all categories in a table format, and click column headers to re-sort the table.

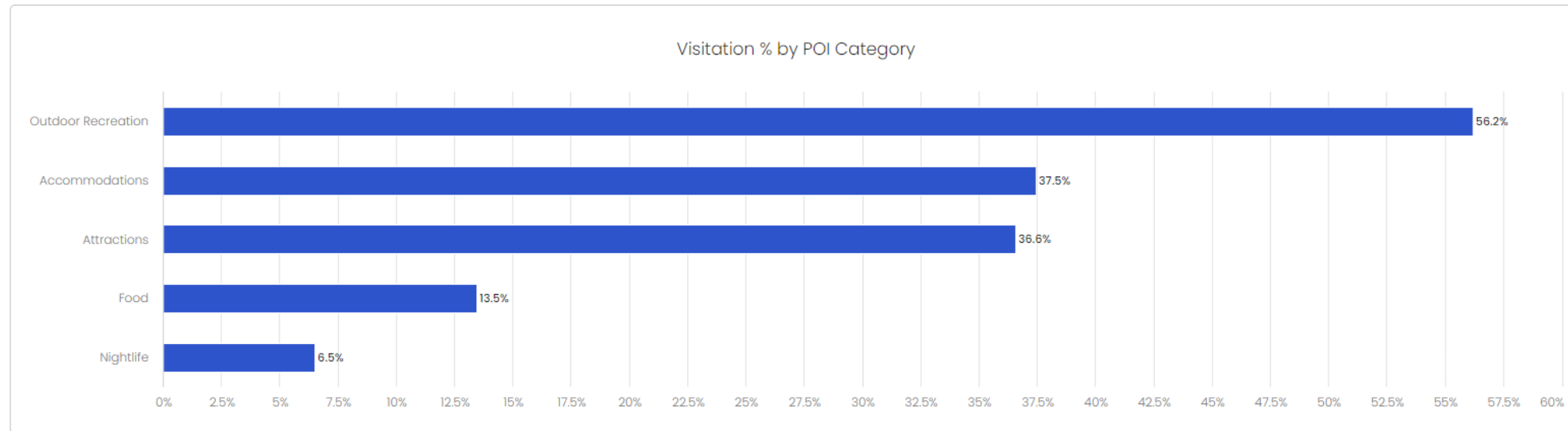


VISITATION BY POINTS OF INTEREST

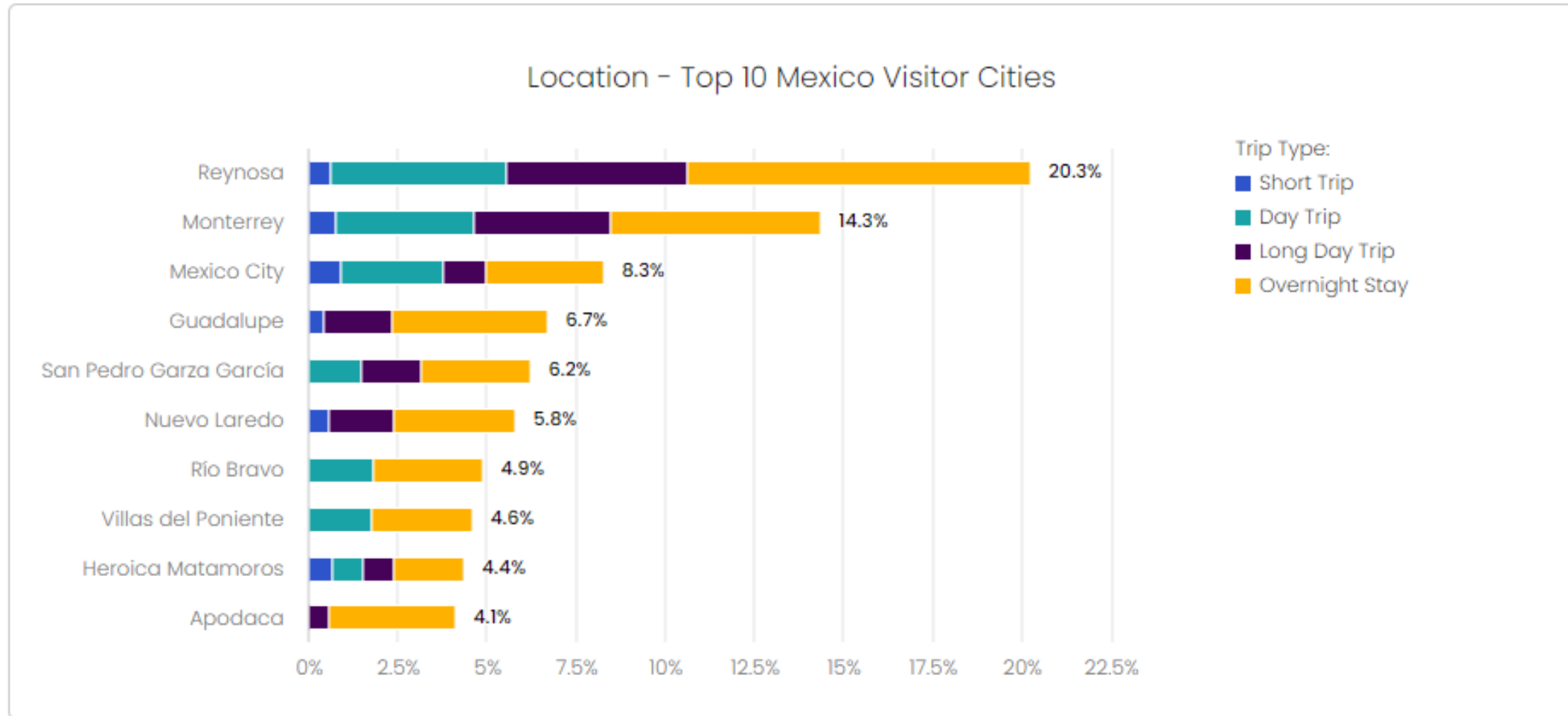


Where are they visiting within your destination?

Source: Near. Note that the %'s will add up to more than 100%, since many visitors will be observed in more than one category. The best way to read this insight is "of all my visitors, X% were observed in Y category."



MEXICO VISITATION BY TRIP TYPE



IN HOUSE MEDIA BUYS



PREDICTIVE
DATA LAB



Highlights



Demo: Adults 25+ that planned on traveling.

Geo: Guadalajara, Mexico City, Monterrey & Saltillo, and Dallas, Houston & San Antonio.

3,347,232

Total Impressions

11,770

Total Clicks

0.38%

Av. CTR



- The **Display Geofence campaign** registered **335,013 impressions** total. With an **Av. CTR of 0.29%**.
 - The English campaign showed more engagement from users again, with a higher CTR than the Spanish campaign (0.38% vs 0.14%).
- The **Facebook Ads campaign** offered great results, reaching **1,773,583 individuals** and generating **10,794 clicks** during the campaign. The campaign had a CTR of 0.39% this month.
- For the **Audio Engage campaign**, we had **242,387 impressions** and a **92.57% Av. LTR**, which shows that users were highly interested in the messages conveyed.

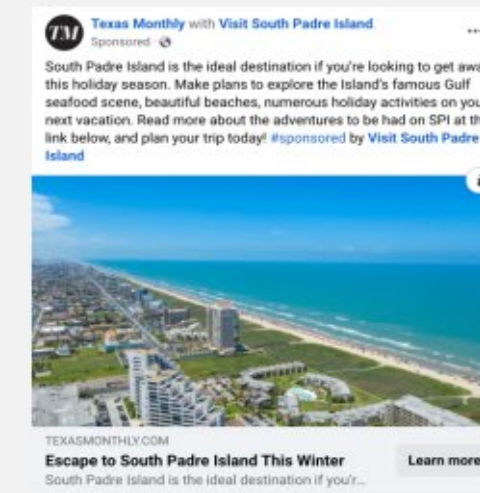
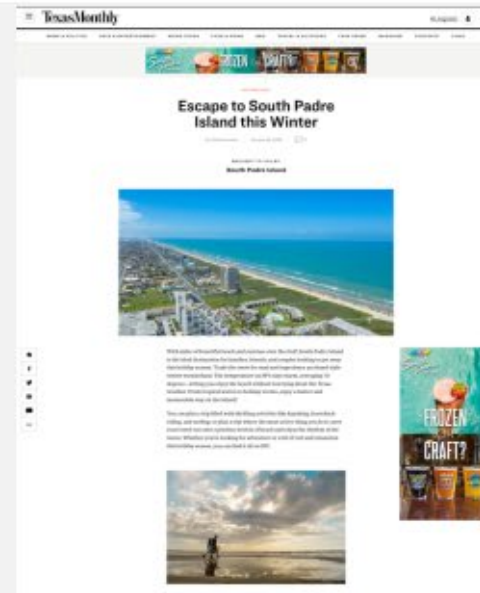
*CTR Updated benchmark for Geofence: 0.17%+

*LTR updated benchmark for Audio Engage: 90%+

CAMPAIGN OVERVIEW

| | |
|-------------------|---------|
| TOTAL IMPRESSIONS | 818,096 |
| TOTAL ENGAGEMENTS | 3,041 |
| ENGAGEMENT RATE | 0.37% |

South Padre Island had a satisfactory performance with their Sponsored Content Bundles and is experiencing exceptionally high CTRs on the display ads surrounding their sponsored content.



Mar 1, 2023 - Mar 31, 2023

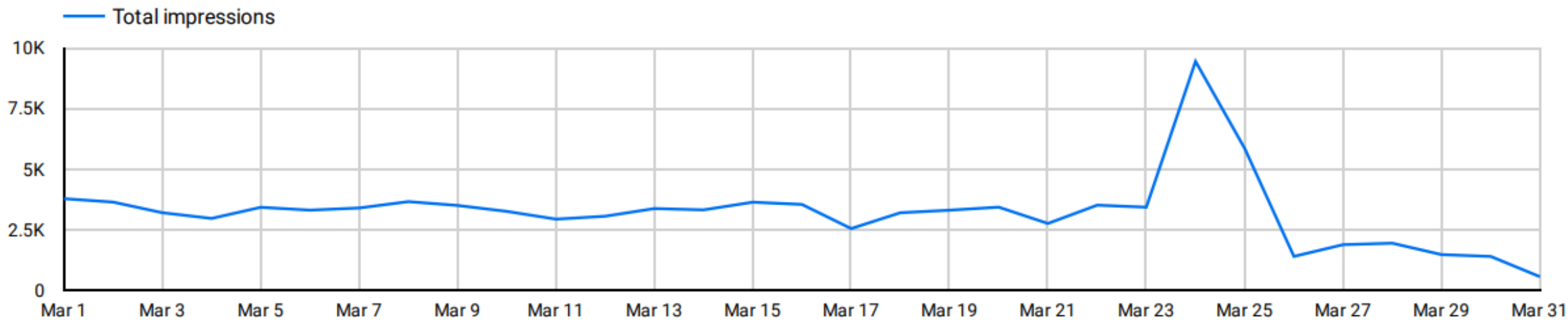
| Line item | Total impressio... | Total clicks |
|--|--------------------|--------------|
| 1. KVEO City of South Padre Island Direct 03 vc.com banners and sponsored posts March '23 [WO#3854553] ROP ATF 320x50 728x9... | 100,001 | 113 |

Grand total

100,001

113

1 - 1 / 1 < >



Dallas and Houston March Recap

| Medium | Demo | Targeting | GEO | Monthly Ordered Impressions | Monthly Delivered Impressions | Monthly Additional Impressions |
|--|--------------|---------------------------|----------------------|-----------------------------|-------------------------------|--------------------------------|
| Premion Advanced Television and Pre-roll | Adults 35-54 | HHI \$75k+ No Children | Dallas Ft. Worth DMA | 95,190 | 96,435 | 1,245 |
| Premion Advanced Television and Pre-roll | Adults 35-54 | HHI \$75k+ No Children | Houston DMA | 95,190 | 96,359 | 1,169 |
| Totals | | | | 190,380 | 192,794 | 2,414 |



Streaming TV - Overview

SAN ANTONIO



Campaign Metrics

27,313

Impressions

26,666

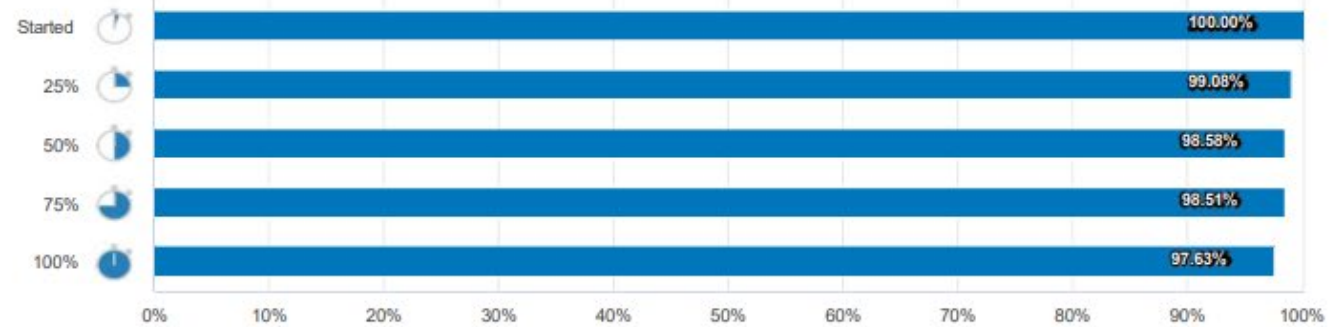
Completions

97.63%

Completion Rate

Video Completion Rates

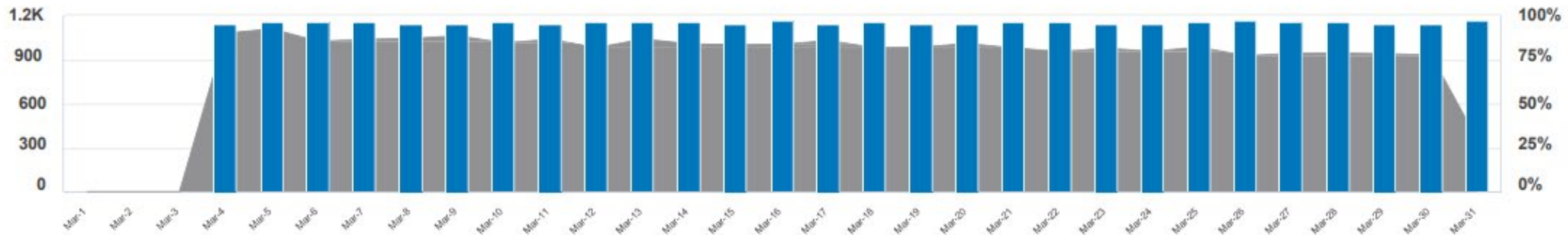
% Viewed



Streaming TV Impressions and Completions

Impressions Completion Rate (%)

Impressions



Completion Rate(%)

Streaming TV - Overview

AUSTIN



Campaign Metrics

27,322

Impressions

26,793

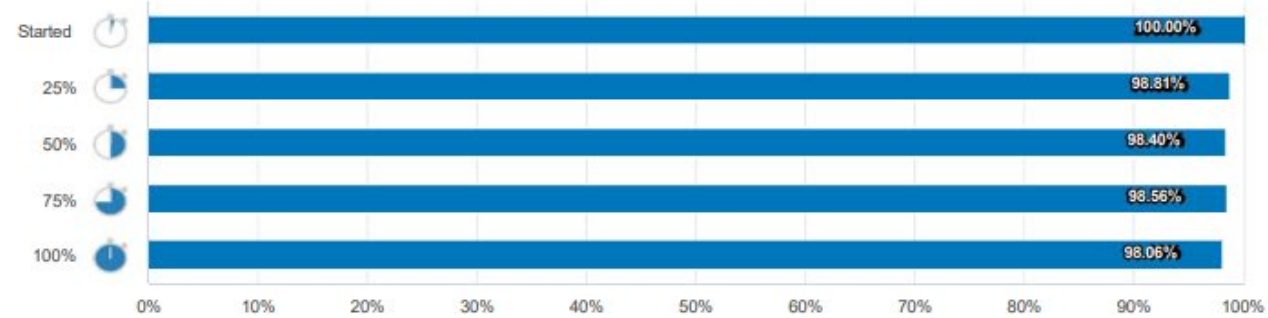
Completions

98.06%

Completion Rate

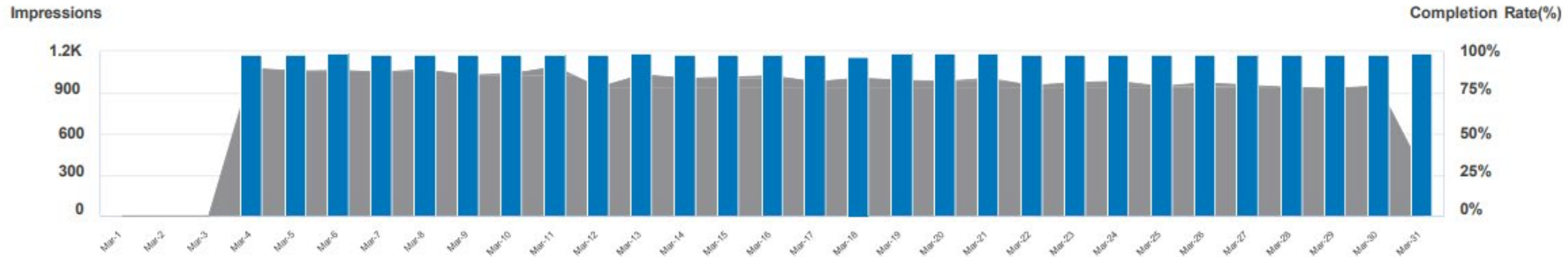
Video Completion Rates

% Viewed



Streaming TV Impressions and Completions

■ Impressions ■ Completion Rate (%)





Streaming TV - Overview

Campaign Metrics

29,999

Impressions

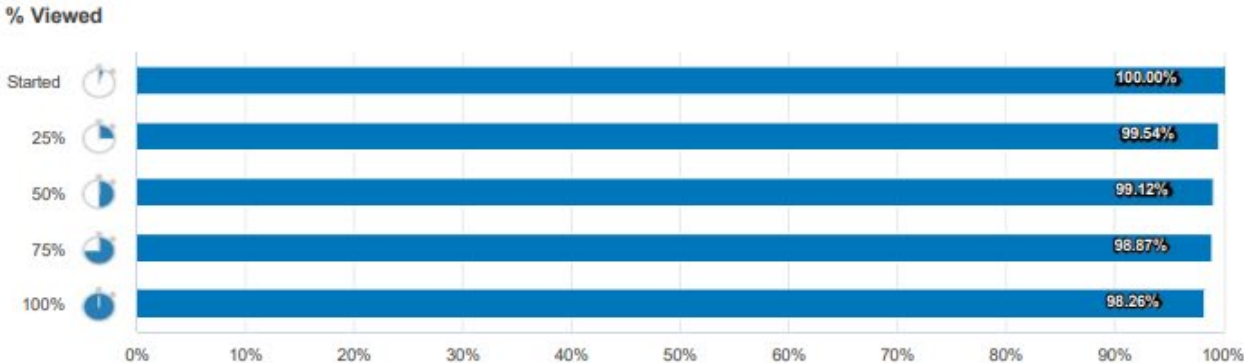
29,477

Completions

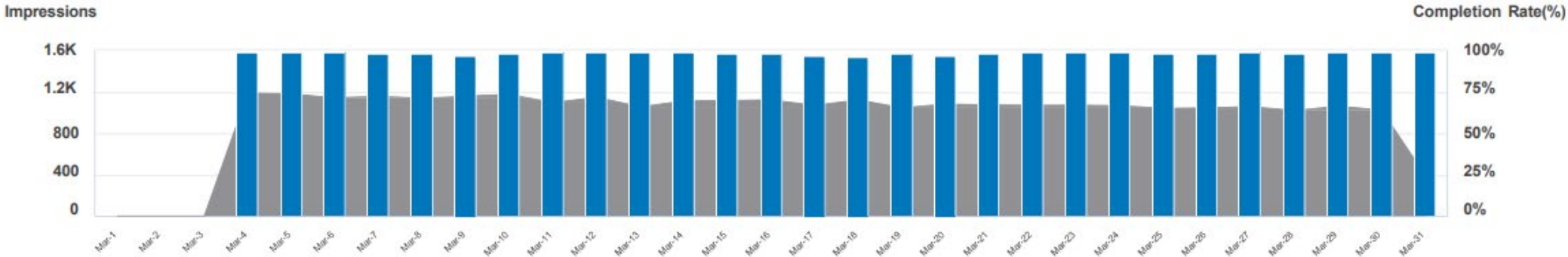
98.26%

Completion Rate

Video Completion Rates



Streaming TV Impressions and Completions



Streaming TV - Overview

RIO GRANDE VALLEY



Campaign Metrics

30,052

Impressions

29,480

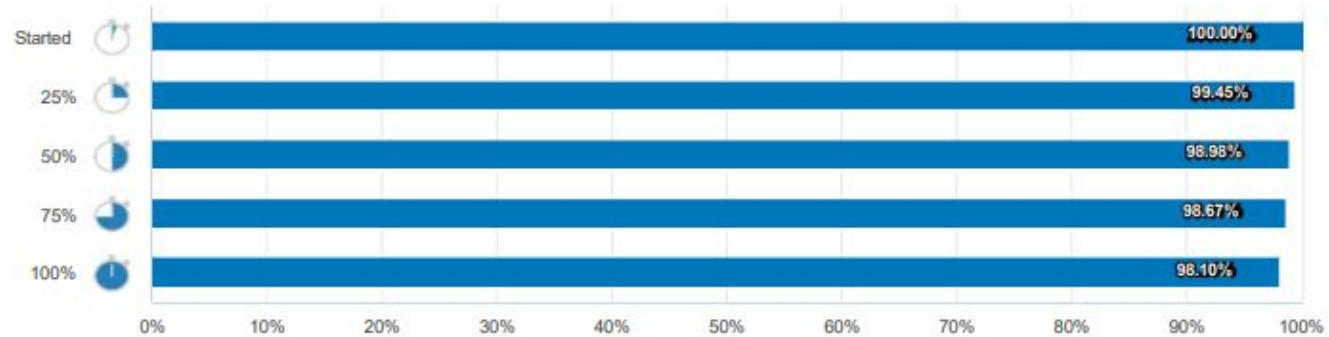
Completions

98.10%

Completion Rate

Video Completion Rates

% Viewed

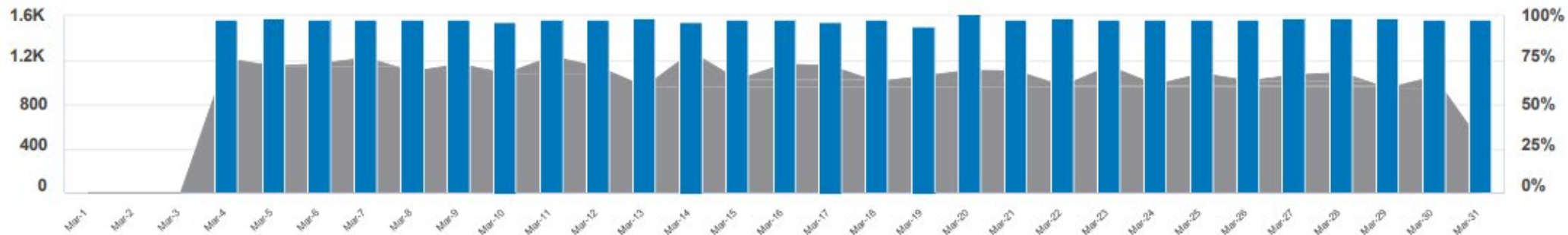


Streaming TV Impressions and Completions

■ Impressions ■ Completion Rate (%)

Impressions

Completion Rate(%)



Display - Overview

SAN ANTONIO



Campaign Metrics

126,532

Impressions

1,046

Engagements

160

Site Visits

Top Creative

126,532

Impressions

0.70%

Interaction Rate

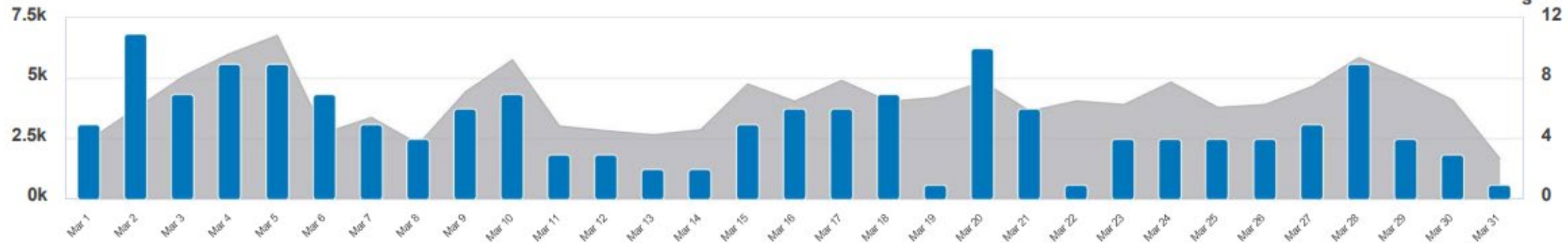


Display Impressions & Clicks

Impressions Clicks

Impressions

Clicks



Display - Overview

Campaign Metrics

134,398

Impressions

931

Engagements

139

Site Visits

Top Creative

134,398

Impressions

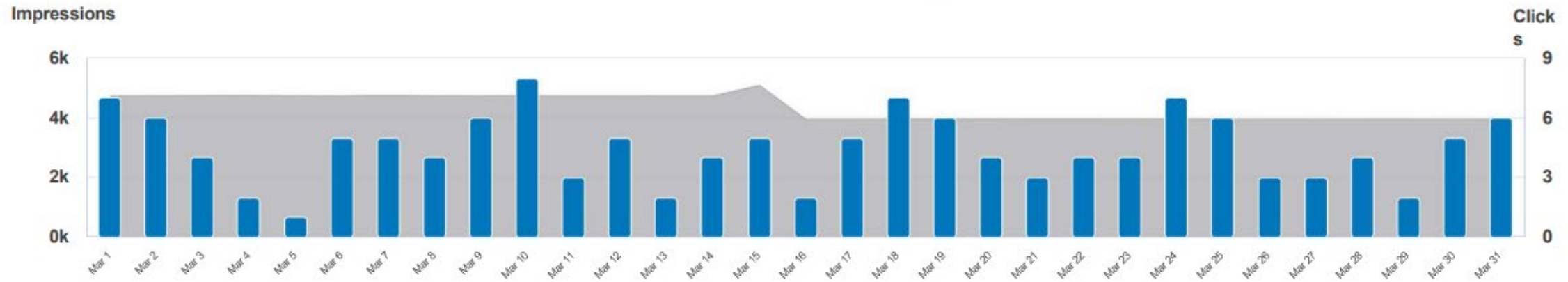
0.59%

Interaction Rate



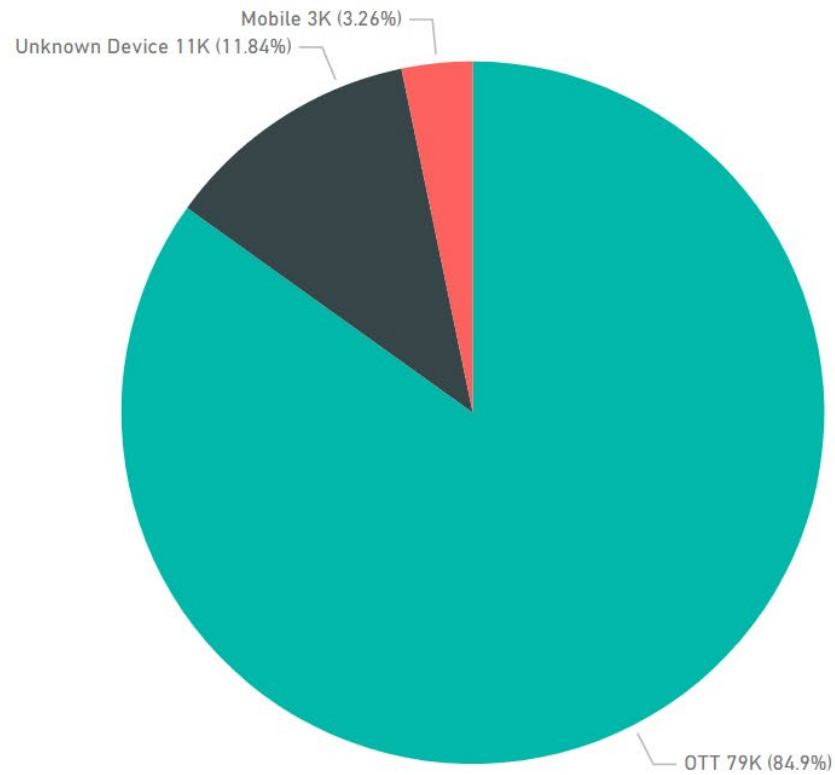
Display Impressions & Clicks

Impressions Clicks

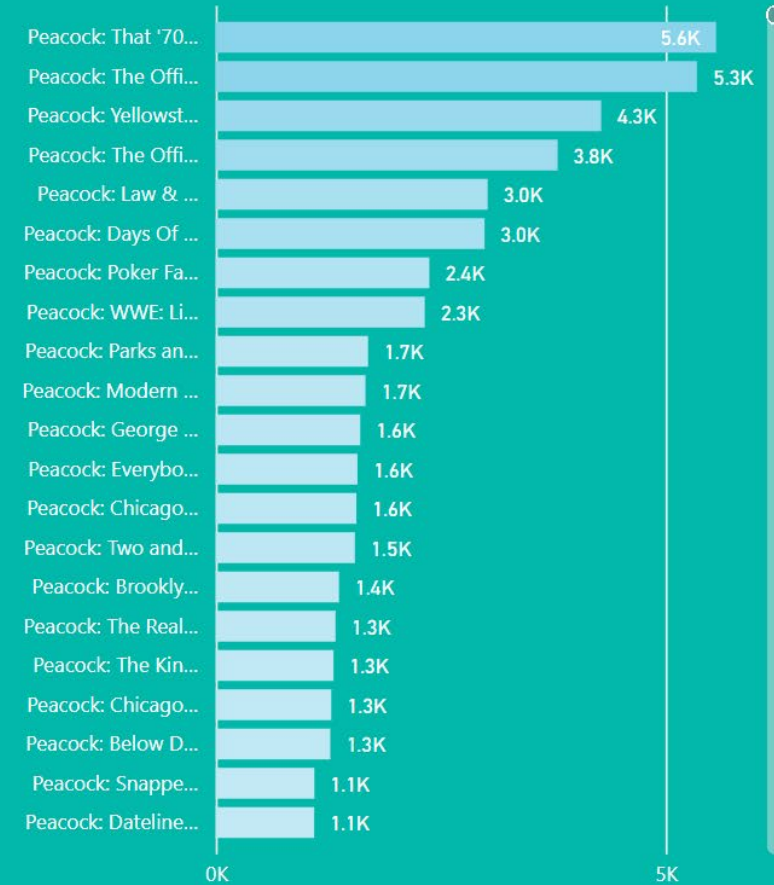


PEACOCK TV PERFORMANCE

Visit South Padre Island Paid Media KPI



PREDICTIVE
DATA LAB



ECONOMIC IMPACT

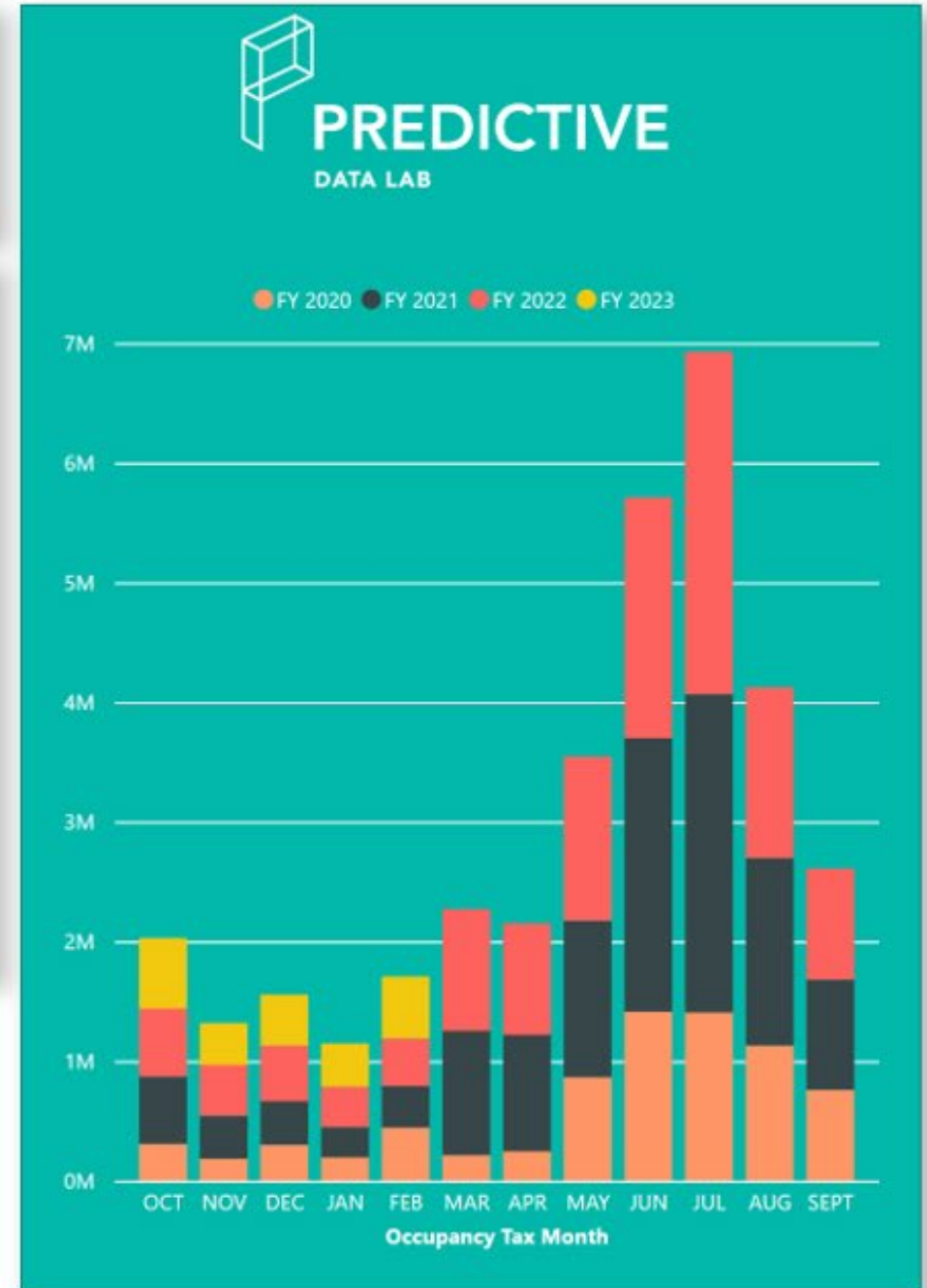
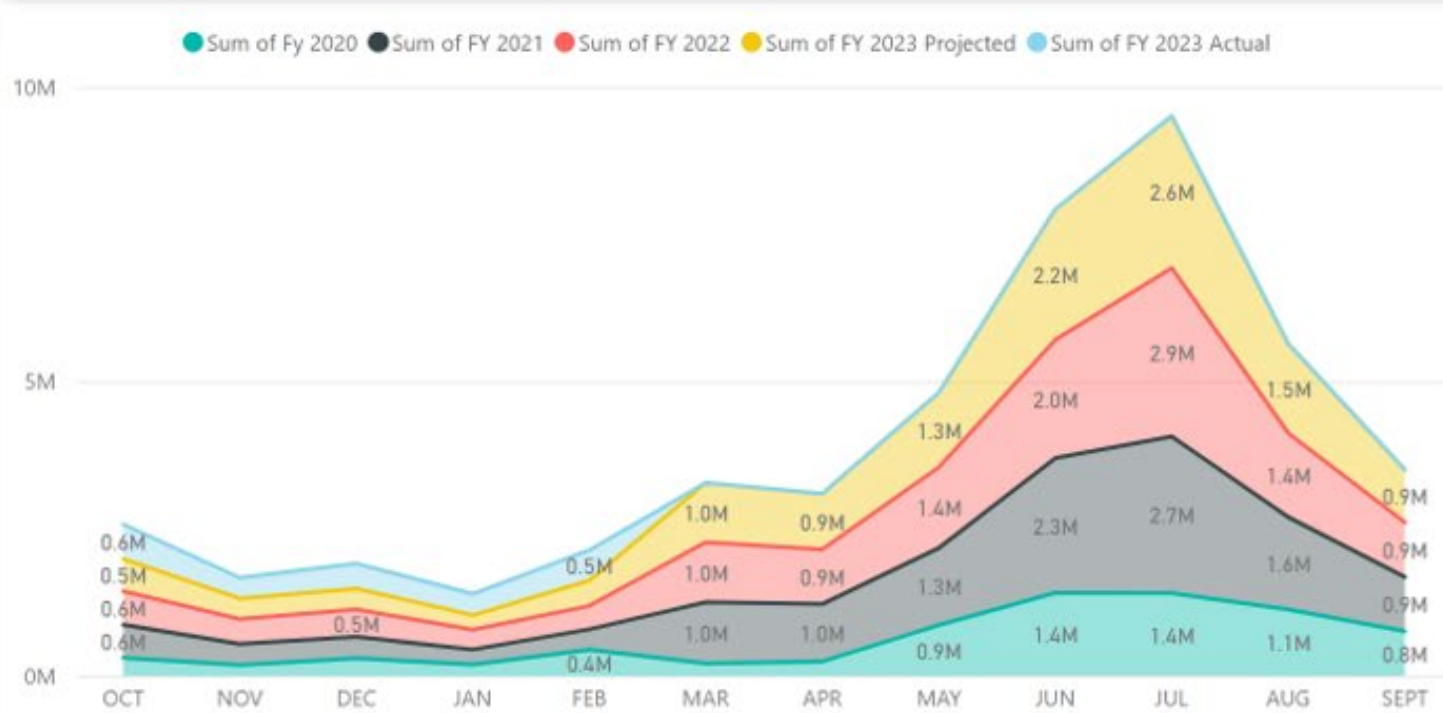


PREDICTIVE
DATA LAB



HOT TAX ANALYSIS

HOT Tax FY23



2.24M
FY2023 HOT TAX COLLECTED

1.25M
FY2023 HOT TAX PROJECTED

Data Source (s): Predictive Data Lab & Texas Comptroller

Q&A



PREDICTIVE
DATA LAB


South Padre
ISLAND

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

MEETING DATE: April 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

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

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

ITEM BACKGROUND

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

- Special Events
- Sales
- Marketing & Communications
- Social Media
- Cision
- In-House Creative

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:



CVB Monthly Report

April 2023



Special Events



Special Events

March Events

- **SPI Sprint Triathlon**
 - Saturday, March 25
 - The Green/Jim's Pier
 - 300 attendees

April Events

- **TGSA State Surfing Championships**
 - April 20 & 21
 - Isla Blanca
- **Texas Beach Ultimate Festival**
 - April 22 & 23
 - Holiday Inn Beach Resort & Isla Blanca
- **Splash South Padre**
 - April 27-30
 - Holiday Inn Beach Resort





Sales



Sales Efforts 2nd Qtr FY 22/23

Task: Our Sales Team is focused on the off season booking and rebooking for all market segments.

- **Total Leads Sent: 83**
 - Definite / 46 Tentative / 37
 - 2023-41, 2024-4, 2026-1
 - 2023 Off Season Dates -11
 - Sept. -4, Oct. -3, Nov. -3, Dec. -1
 - * SV LS D/TReport
- **Room Nights Booked: 7346**
 - January -2436
 - February -2986
 - March -1924
 - LOI Reports
- **Actualized Room Nights: 4,215**
 - January -409
 - February -1555
 - March -2251
 - * SV Pickup Reports
- **Travel & Tradeshows**
 - April 3, 2023 DFWAE
 - April 19, 2023 TSAE Open, Austin
 - April 25, 2023 TSAE Social, Houston



Nov. 29 - Dec. 1, 2023
South Padre Island, Texas

Northstar Meetings Group is the premier B2B information and marketing solutions company for business and sports event organizers, meeting planners, and incentive program professionals across all sectors -corporate, association, third-party organizations/agencies, independent, and SMERF(social, military, education, religious and fraternal meetings) -providing critical news analysis and research, practical strategies, creative solutions, and sourcing services in the formats they prefer most -print, online, mobile, and social. [NorthStarMeetings](https://www.northstarmeetings.com)

Andrea Hennings, Event Director, Angela Cox, VP Events, James Antacky



Jan 20, 2023 - Apr 19, 2023 Last 90 Days

121,843

Total Views



Views
121,843



Unique Users
268,785



Video Time
52h 10m



Google Views
416,092



Engagements
131,250



Completions
2,217



Earned Media Value

\$15,093

Last 90 Days



Most Viewed Locations



Clayton's Beach Bar & Grill
15,304 Views



South Padre Island Adventures Park
13,698 Views



Pearl South Padre
5,607 Views



SPI Convention Centre
3,559 Views



Original Dolphin Watch
3,280 Views

Most Engaged Locations



Pearl South Padre
6,217 Engagements



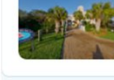
South Padre Island Adventures Park
5,987 Engagements



SPI Convention Centre
3,733 Engagements



Clayton's Beach Bar & Grill
3,630 Engagements



South Padre Island Birding and Nature Center
2,919 Engagements

Partner Outreach / April-May 2023 / 30 Slots Available

<https://dashboard.threshold360.com/analytics>



Marketing & Communications



ORGANIC SOCIAL MEDIA OVERVIEW



sproutsocial

Facebook Top Posts February



Visit South Padre Island
Sat 2/25/2023 7:06 am PST

South Padre Island from space 🌍 While the International Space Station orbited the Gulf of Mexico, one of its astronauts captured this amazing photo of our island. Learn more about how South...

| | |
|--------------------------|---------------|
| Total Engagements | 18,296 |
| Reactions | 2,279 |
| Comments | 75 |
| Shares | 399 |
| Post Link Clicks | 90 |
| Other Post Clicks | 15,453 |

Visit South Padre Island
Thu 2/16/2023 4:55 pm PST

Breakfast, lunch, and perfect beach views 📍 The Palms Resort & Cafe on the Beach is a South Padre Island classic hotel that offers its guests a stay without worries where you can enjoy their upsca...

| | |
|--------------------------|--------------|
| Total Engagements | 4,655 |
| Reactions | 888 |
| Comments | 94 |
| Shares | 50 |
| Post Link Clicks | 2 |
| Other Post Clicks | 3,621 |


Visit South Padre Island
Sat 2/11/2023 5:07 pm PST

Explore our island by traversing our Sea Turtle Art Trail 🌊 When you visit these statues, be sure to snap a selfie with each turtle to win a free t-shirt! All you have to do is share the pictures to any o...


| | |
|--------------------------|--------------|
| Total Engagements | 4,186 |
| Reactions | 1,244 |
| Comments | 134 |
| Shares | 138 |
| Post Link Clicks | 215 |
| Other Post Clicks | 2,455 |

Facebook Top Posts March





 **Visit South Padre Isla...**
Sun 3/5/2023 11:31 am PST

South Padre Island is easily accessible by land, sea, and air 🚗 No matter how you travel, the end...




| | |
|--------------------------|---------------|
| Total Engagements | 16,157 |
| Reactions | 2,758 |
| Comments | 510 |
| Shares | 394 |
| Post Link Clicks | 7 |
| Other Post Clicks | 12,488 |





 **Visit South Padre Isla...**
Fri 3/17/2023 10:57 am PDT

Here on South Padre Island, we want everyone to enjoy our beautiful beaches 🌈 Our fire station offers...




| | |
|--------------------------|---------------|
| Total Engagements | 15,854 |
| Reactions | 2,643 |
| Comments | 306 |
| Shares | 359 |
| Post Link Clicks | — |
| Other Post Clicks | 12,546 |




 **Visit South Padre Isla...**
Tue 3/28/2023 4:00 pm PDT

Relax in style 🇲🇽 Margaritaville will be opening its doors on March 30. Enjoy beautiful oceanfront views,...



| | |
|--------------------------|---------------|
| Total Engagements | 13,260 |
| Reactions | 1,275 |
| Comments | 272 |
| Shares | 172 |
| Post Link Clicks | 7 |
| Other Post Clicks | 11,534 |

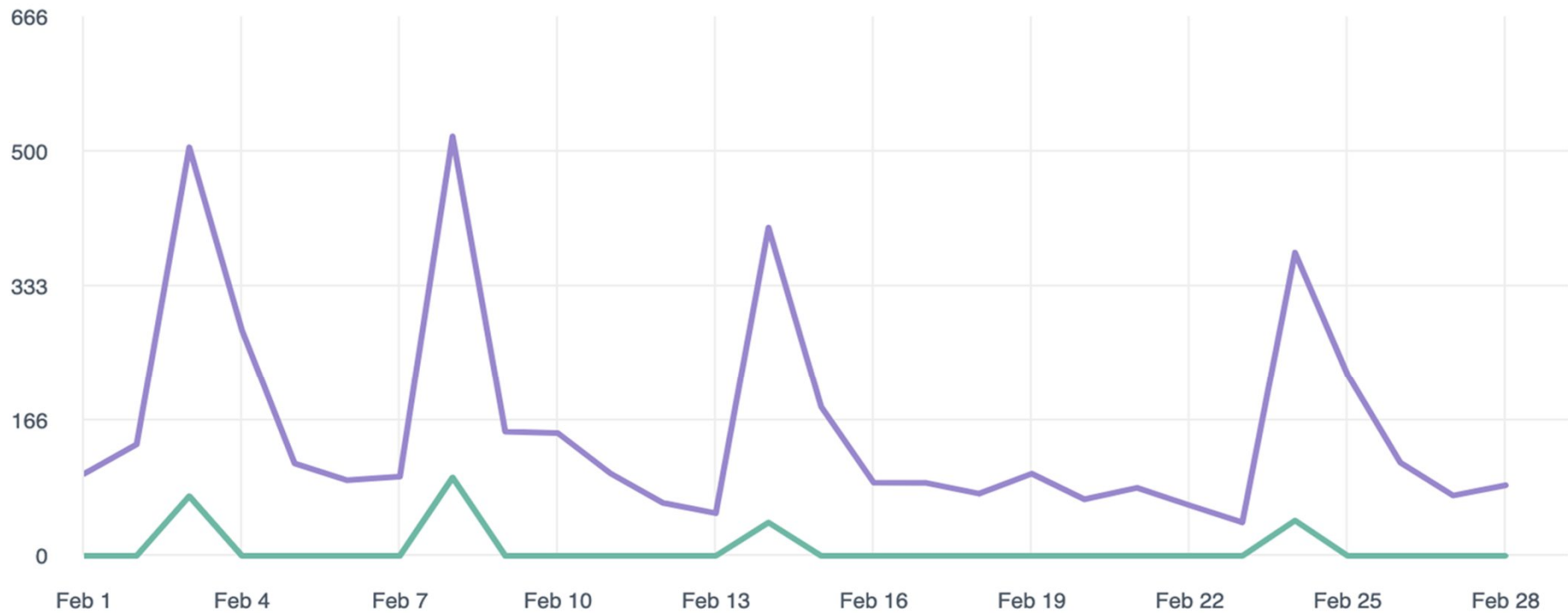


Facebook Video Performance February



Feb 1, 2023 - Feb 28, 2023

254 Live **4,449 Video**

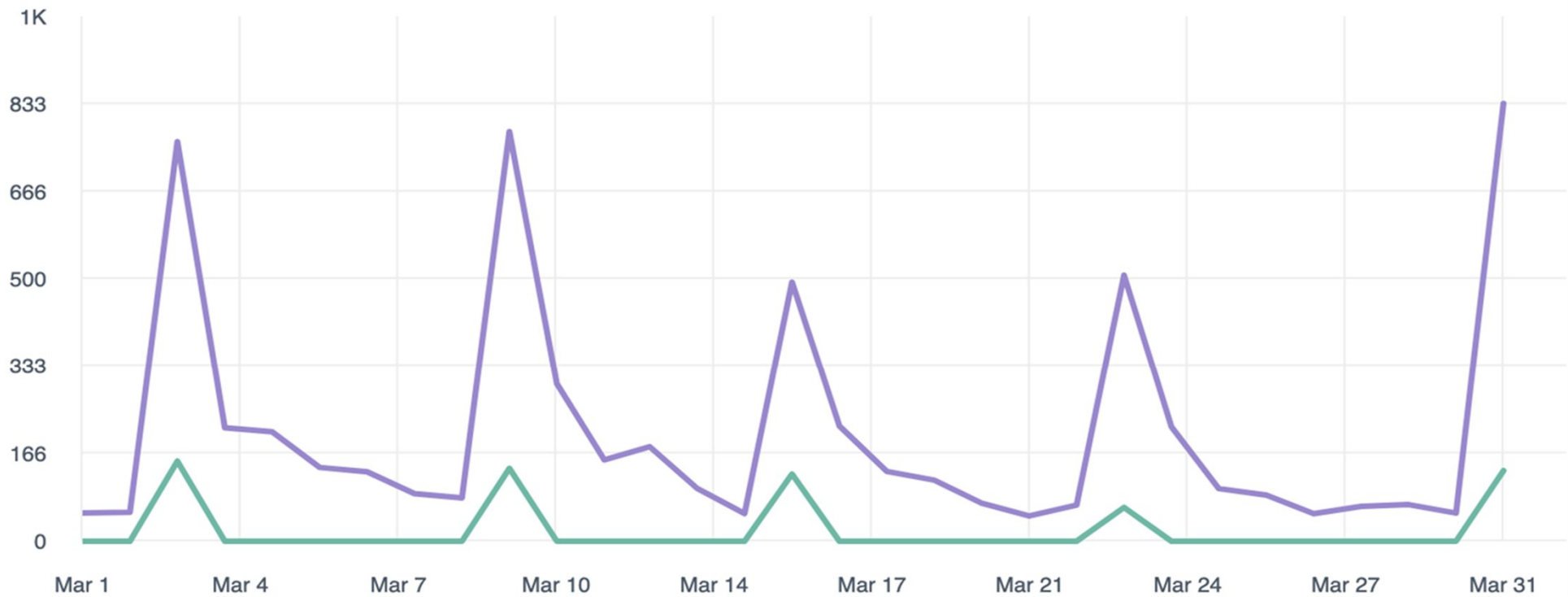


Facebook Video Performance March

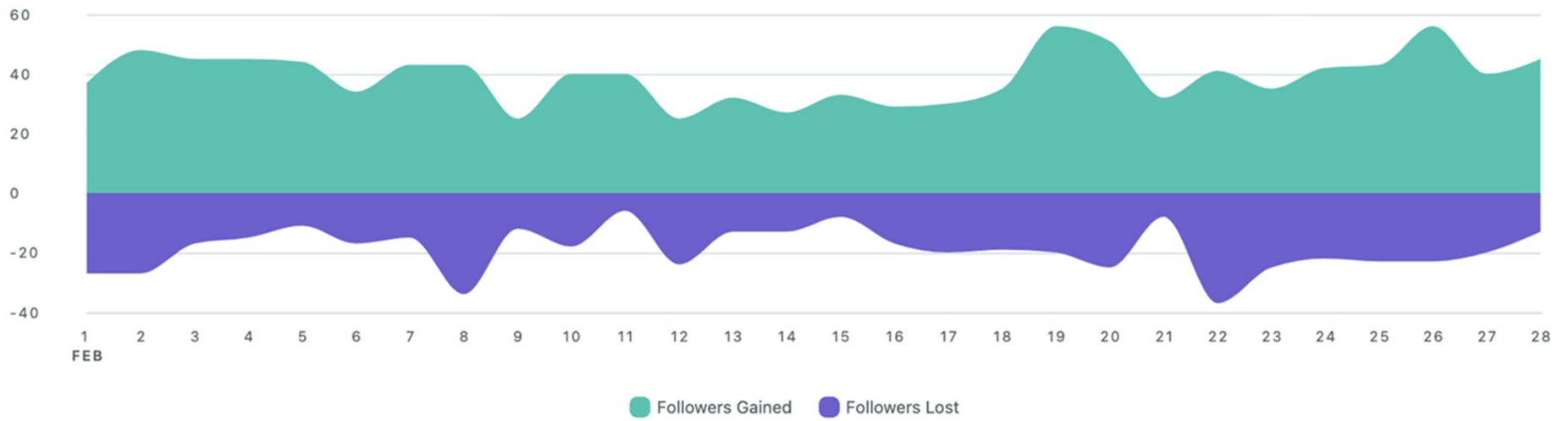


Mar 1, 2023 - Mar 31, 2023

615 Live **6,441 Video**



Instagram Audience Growth February

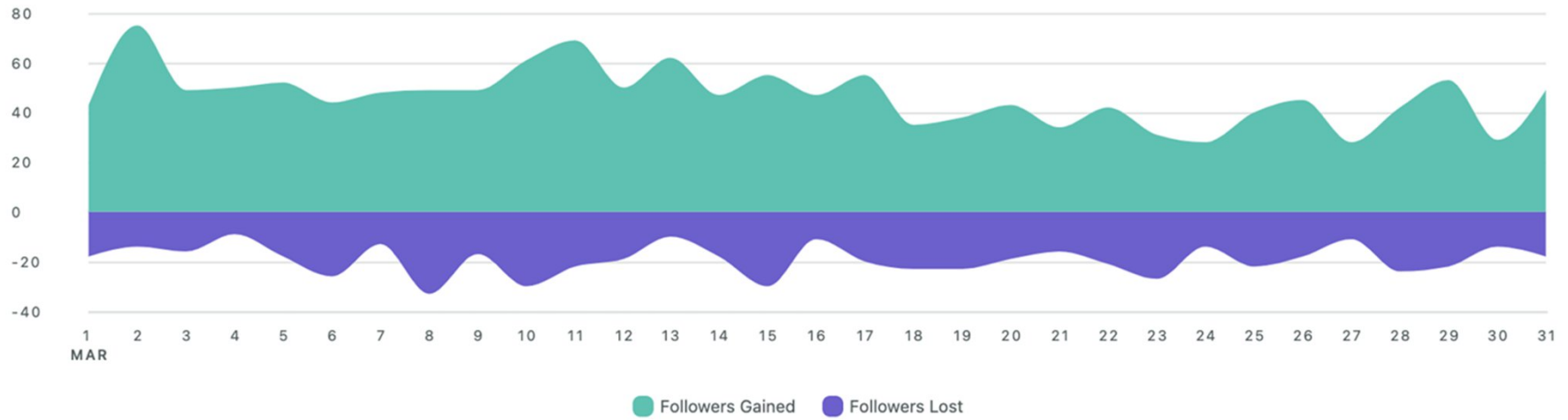


| Audience Metrics | Totals | % Change |
|------------------|--------|----------|
| Followers | 56,405 | ↑ 1% |



sproutsocial

Instagram Audience Growth March



Audience Metrics


Totals % Change

Followers


57,251 ↗ 1.5%

Instagram Top Posts February




 **visitsouthpadreisland**
Sat 2/25/2023 4:47 pm PST


Spring Break is around the corner, don't miss out on the fun 📺
From pool parties to international headliners, enjoy the best beach in Texas like never before! #SoPadre #TexasBestBeach...




| | |
|--------------------------|--------------|
| Total Engagements | 2,428 |
| Likes | 1,537 |
| Comments | 45 |
| Shares | 719 |
| Saves | 127 |

 **visitsouthpadreisland**
Wed 2/22/2023 2:22 pm PST


Tag your bestie in the comments 💙 #sopadre #texasbestbeach #texas #spi #rgv956 #southpadreislandtx #beach #vacation #tropical #getaway #trend



| | |
|--------------------------|--------------|
| Total Engagements | 2,362 |
| Likes | 1,551 |
| Comments | 79 |
| Shares | 646 |
| Saves | 86 |

 **visitsouthpadreisland**
Wed 2/8/2023 4:00 pm PST


Ignite that romantic spark between you and your loved one this Valentines season 💙 Here's a list of romantic ideas that you can enjoy: 🌟 Walk on the beach 🌟 Outdoor brunch 🌟 Ferris wheel...




| | |
|--------------------------|--------------|
| Total Engagements | 1,687 |
| Likes | 1,322 |
| Comments | 14 |
| Shares | 198 |
| Saves | 153 |

Instagram Top Posts March





 **visitsouthpadreisland**
Fri 3/31/2023 5:19 pm PDT

New business alert 📍 Sugar Kingdom is now open on South Padre Island to satisfy your sweet tooth. Check out everything they have to offer! 🔗 Click the link in our bio to watch today's Facebook liv...




| | |
|--------------------------|--------------|
| Total Engagements | 2,775 |
| Likes | 1,823 |
| Comments | 59 |
| Shares | 705 |
| Saves | 188 |





 **visitsouthpadreisland**
Wed 3/15/2023 4:14 pm PDT

Why I love South Padre Island "Spring Break" edition! Watch till the end 📍 #sopadre #texasbestbeach #springbreak #texas #fyp #beach #rgv956 #spi #southpadreislandtx #tropical #getaway...




| | |
|--------------------------|--------------|
| Total Engagements | 2,736 |
| Likes | 2,057 |
| Comments | 46 |
| Shares | 469 |
| Saves | 164 |




 **visitsouthpadreisland**
Fri 3/10/2023 1:42 pm PST

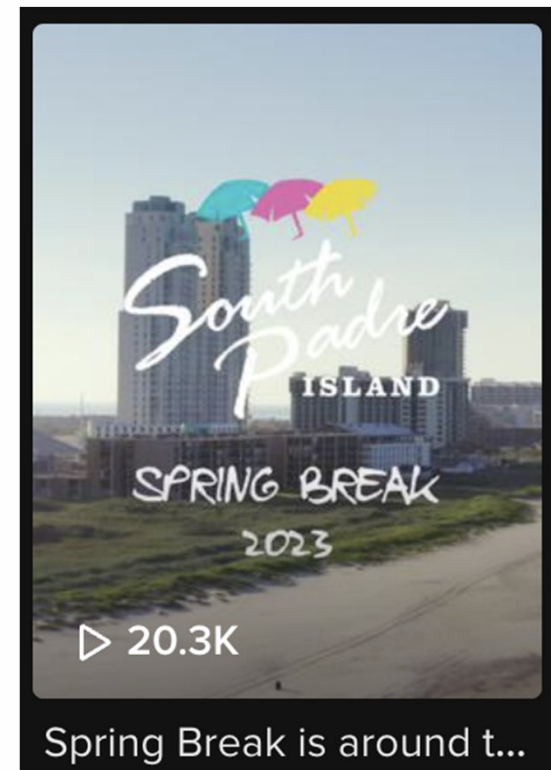
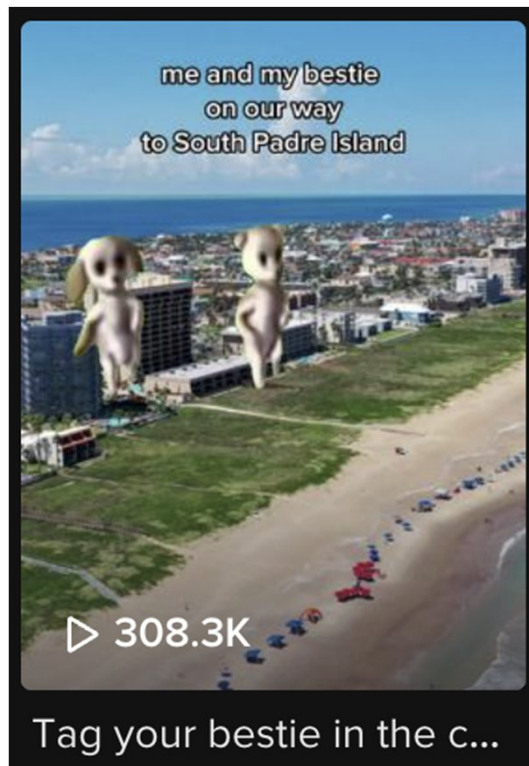
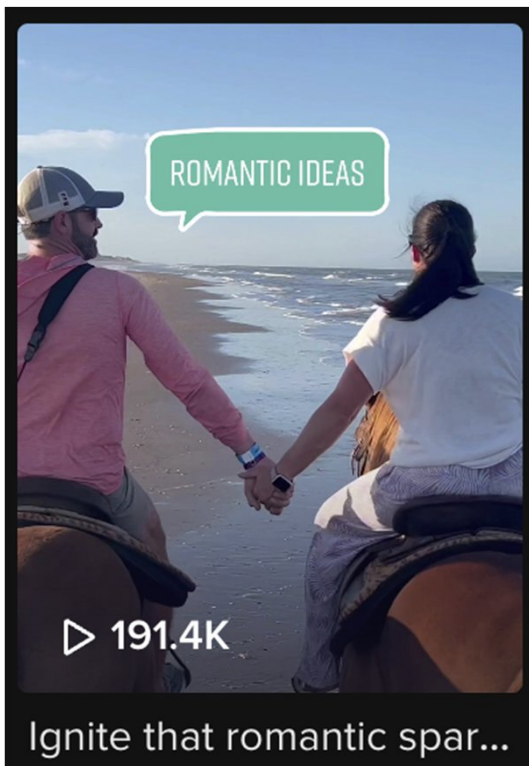
New business alert 📍 Get a quick tour of South Padre Island's newest arcade and candy shop! Island Arcade and Island Candy are open and ready to welcome visitors. To watch today's FB Live...



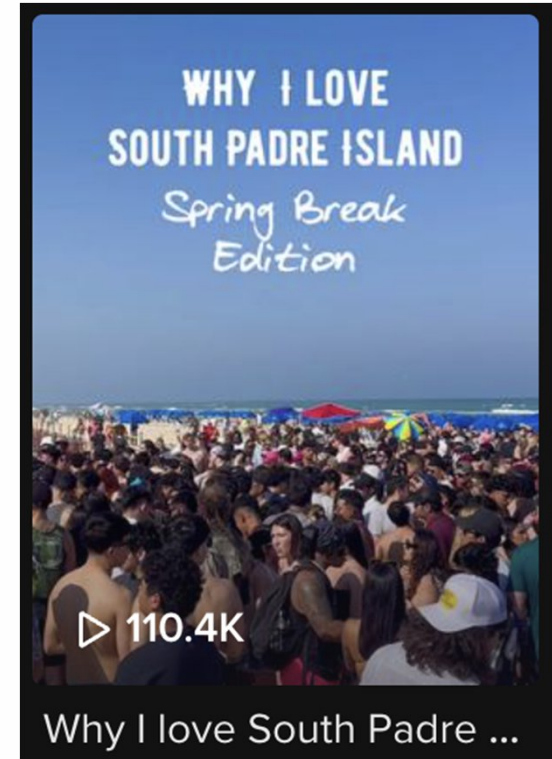
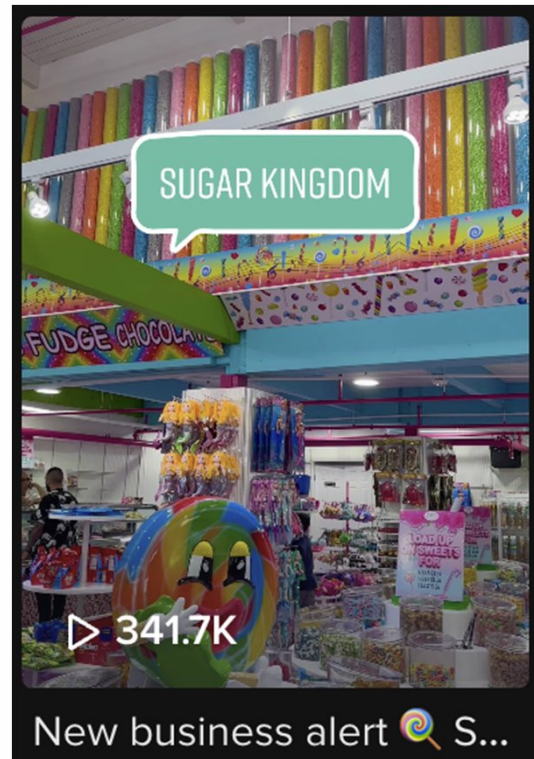
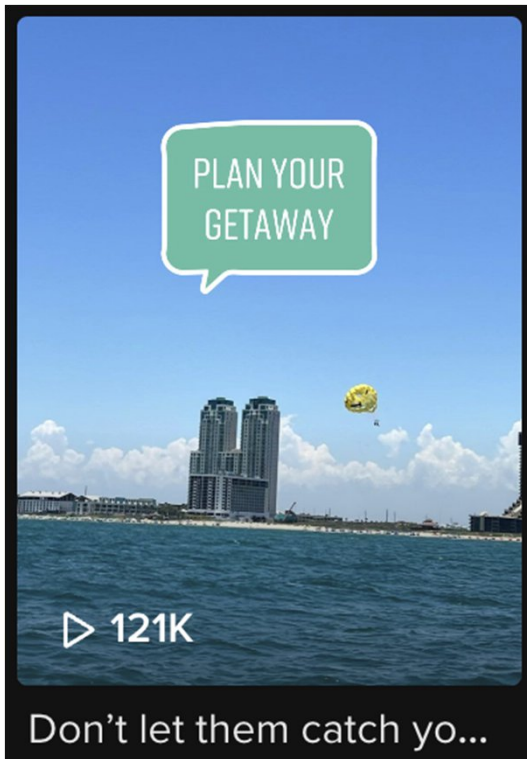
| | |
|--------------------------|--------------|
| Total Engagements | 2,031 |
| Likes | 1,843 |
| Comments | 14 |
| Saves | 174 |



TikTok Top Posts February



TikTok Top Posts March



TikTok Audience Growth

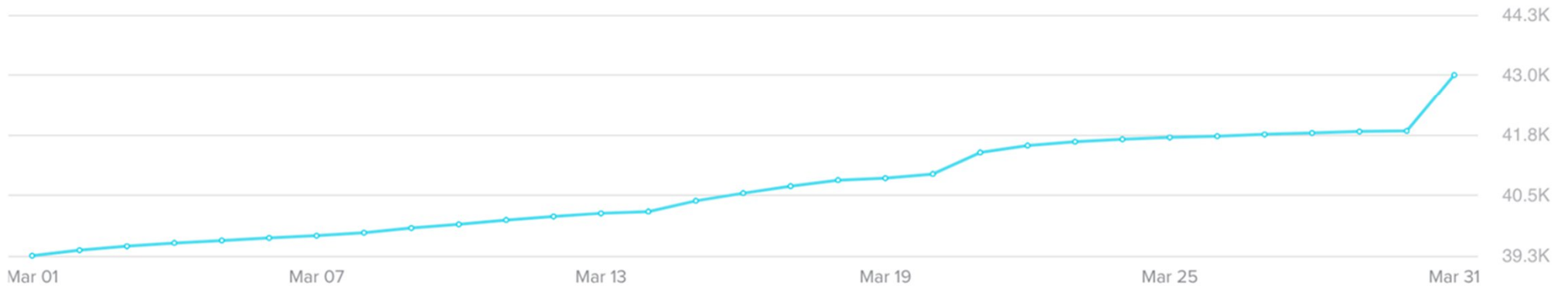


48,271 in total ⓘ

Net +3,835 (Mar 01 - Mar 31)

Growth rate -15.3% (vs. Jan 29 - Feb 28) ↓

Mar 01 - Mar 31





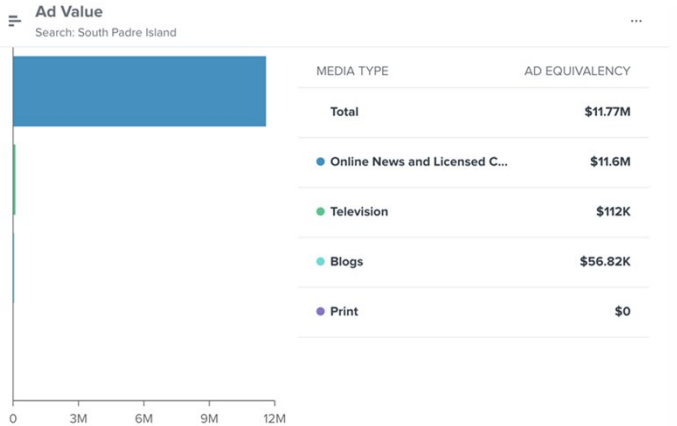
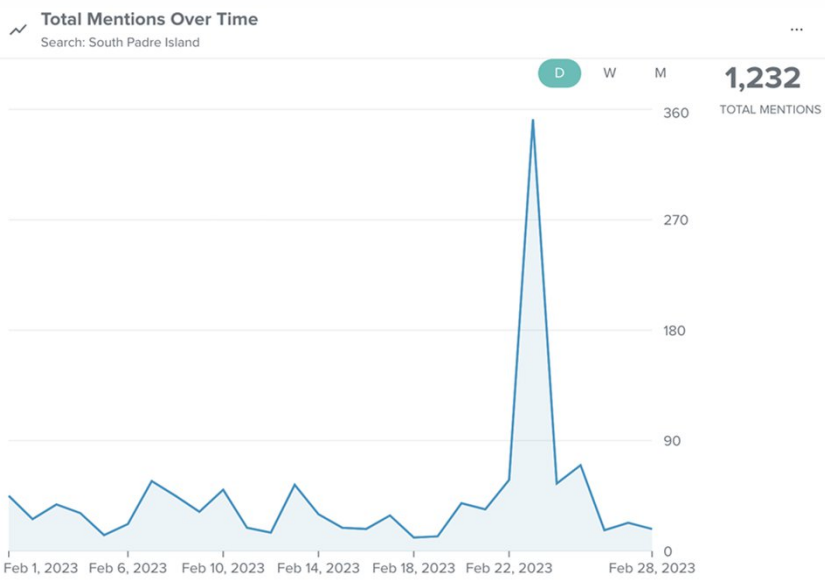
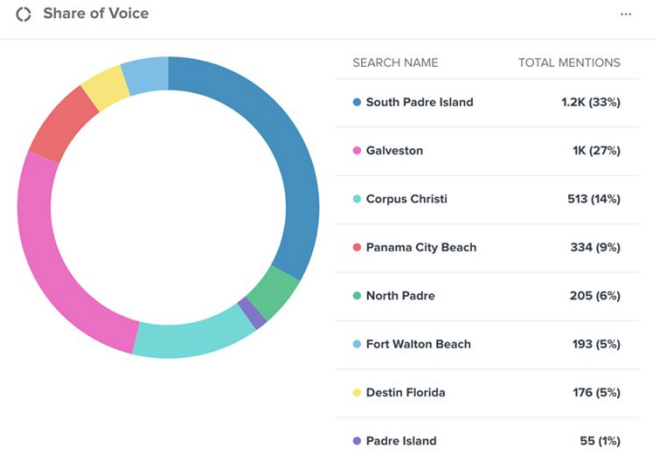
CISION REPORT

CISION[®]

Cision Report Feb. 2023



Share of Voice



1.2K
Total Mentions

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

108,000
Verified Views

A globally consistent baseline metric for measuring the verified views that publications had

\$11.77M
Total Publicity Value

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













Cision Report Feb. 2023



Top Stories

Search: South Padre Island

- | | | | | | |
|---|--|--|----|---|---|
| 1 |  | Valley musician to perform as Ring... 405M Jan 19 • Yahoo! | 6 |  | 27th annual SPI winter wildlife exp... 405M Jan 24 • Yahoo! |
| 2 |  | The Best Texas Beaches for Every ... 405M Jan 30 • Yahoo! | 7 |  | Brownsville runner achieves weigh... 397M Jan 9 • Yahoo! |
| 3 |  | Volunteers come out to clean SPI ... 405M Jan 15 • Yahoo! | 8 |  | Add These Amazing American Isla... 203M Jan 5 • MSN |
| 4 |  | Elections are set for San Benito cit... 405M Jan 18 • Yahoo! | 9 |  | San Antonio's two tipi restaurants ... 203M Jan 1 • MSN |
| 5 |  | Valley International Airport contin... 405M Jan 20 • Yahoo! | 10 |  | Lil Wayne, Kodak Black, Steve Aok... 203M Jan 10 • MSN |

| COUNTRY | TOTAL MENTIONS |
|-----------------------|-----------------|
| United States | 1K (93%) |
| India | 43 (4%) |
| United Kingdom | 9 (1%) |
| Canada | 7 (1%) |
| Brazil | 6 (1%) |
| Ukraine | 5 (0%) |
| Mexico | 4 (0%) |
| France | 3 (0%) |
| Fiji | 2 (0%) |

Feb. PR Efforts



- Interviews: 4
- Press Releases: 2
- Total Number of Top Publications: 150



FOR IMMEDIATE RELEASE

The SPI WinterFest & Expo Returns to South Padre Island

SOUTH PADRE ISLAND, Texas, February 3, 2023 – South Padre Island is excited to announce the SPI WinterFest & Expo, presented by local entertainer Leslie Blasing, is set to take place February 13-14, 2023, at the South Padre Island Convention Center.

“The SPI WinterFest & Expo is a beloved event among Winter Texans and locals alike,” said Blake Henry, South Padre Island CVB Executive Director. “Leslie Blasing is a local resident and performer and does an incredible job organizing the event each year. It provides plenty of opportunities for fun, and the feel-good aspects, including the honoring of Vietnam vets and the canned goods donation drive, is an added bonus.”

The 2023 SPI WinterFest & Expo is “Honoring an Era” with a special salute and musical tribute to Vietnam Veterans. The two-day event will kick off at 10 a.m. on both days and feature dancing, music, delicious concessions, a mini-museum, vendor fair, and so much more. There will be Corny Cornhole and Goofy Golf competitions in addition to the All-Valley Karaoke Contest Finals. Door prizes will be given away every half hour, and there will be courtesy golf cart rides to and from the SPI Convention Center parking lot. Admission to the event is free, and everyone is welcome to attend. While not required, visitors are encouraged to help local food pantries with a canned goods donation.

New for 2023, the SPI WinterFest & Expo added a Valentine’s Day Dinner & Dance on Tuesday, February 14. Doors open at 6 p.m., and dinner will run from 6-7 p.m., followed by dancing from 7-9 p.m. Dinner features a Taste of Italy, and a cash bar will be available. Tickets are \$25 per person and are on sale at any of Leslie’s scheduled appearances. To view her upcoming performances, click [here](#).

For more information on the SPI WinterFest & Expo, head to www.spiwinterfest.com. To learn more about South Padre Island, visit www.sopadre.com.

###

About South Padre Island

With miles of pristine shoreline and clear emerald water, South Padre Island is Texas’ only tropical island paradise. Calm weather and more than 300 days of sunshine make South Padre Island a year-round destination offering a variety of nature tourism attractions, water sports, and activities for the entire family. For more information, visit www.sopadre.com.

###



FOR IMMEDIATE RELEASE

Explore The Coastal Nature of South Padre Island During The 27th Annual Winter Outdoor Wildlife Expo

SOUTH PADRE ISLAND, Texas, February 7, 2023 – An eye-catching Expo unlike any in the RV, the 27th Annual Winter Outdoor Wildlife Expo, hosted by the SPI Birding, Nature Center & Alligator Sanctuary, will return to South Padre Island February 9-11, 2023.

“South Padre Island is surrounded by some of the most incredible coastal nature,” said Blake Henry, South Padre Island CVB Executive Director. “The WOWE is great because it not only offers the chance to learn about the area and coastal ecosystem but also offers the chance to get out and explore these areas yourself with dedicated guides and field experts. Bring your love of nature and list of questions and join us for the 27th annual Winter Outdoor Wildlife Expo.”

The Winter Outdoor Wildlife Expo will take place at the SPI Hilton Garden Inn and offers three days of fascinating presentations and field trips centered around a variety of topics in coastal nature. Each day will kick off at 9:30 a.m. and end at 3:45 p.m. with the exception of Saturday, Feb. 11, which will wrap up around 5 p.m. Visitors have the chance to meet with and learn from an array of vendors, exhibitors, and presenters, with guest speakers set to weigh in on topics ranging from coastal research and conservation efforts to sustainable fishing practices, the local flora and fauna, and much more. The guided field trips have been ramped up this year. They include educational adventures to nearby Bahía Grande and the Laguna Atascosa National Wildlife Refuge, boat-birding tours in the Laguna Madre, and tours of the Cactus Creek Ranch. These tours will visit hard-to-reach or normally inaccessible environments and cost between \$50 and \$60 each. Tickets can be purchased on the birding and nature center’s website, linked [here](#).

New for 2023, the Winter Outdoor Wildlife Expo is hosting its first photography contest and has added a keynote speaker to the weekend’s schedule. Set to close out the event on Saturday, Tiffany Kersten is a local RV birding guide and the current ABA Big Year record holder for most bird identifications in the lower 48 states.

For more information on the Winter Outdoor Wildlife Expo, head to www.spibirding.com/news. To learn more about South Padre Island, visit www.sopadre.com.



###

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###



Top Spring Fishing Spots in the US for 2023

As soon as we feel spring approaching, our mood improves significantly. There’s more of a pep in our step, more energy to start new adventures and, who knows, maybe even change the world. It all depends on your ambitions and hobbies. If you’re an outdoor enthusiast and a passionate angler, then you can’t wait for the chance to get into some first-class spring fishing. Rightfully so, because in some parts of the country, this is the best time to cast a line.

As the weather warms up, so do the waters, and that means only one thing – more fish are out and about, and they’re hungry! You can stick to some close-to-home watersheds or you can pack your gear and treat yourself to a visit to some of the best fisheries in the US. It’s your choice. For all anglers out there looking for a taste of excitement, here’s our choice of the top spring fishing spots for 2023 that you shouldn’t miss out on.

South Padre Island, Texas



NEWS

The 40 Best Concerts Coming to Texas This Spring

Kevin Gray, provided by InsiderHook
 Feb. 3, 2023



This spring, Texas venues are just one big concert, with international tours and local favorites gracing stages across the state. It’s an eclectic lineup covering rock, pop, rap and country, which means there’s a little something for everyone.

TOP PICKS IN SHARPOFF
 Things to do in Grohove
 A guide to Washington’s
 easy...



20 best spring break destinations for college students

After a long winter, many students want to get away and have some fun in the sun with their friends. While there are endless options for amazing trips, some places are better than others for college students looking to get away for spring break. So here’s a roundup of the 20 best spring break destinations for college students.

14. South Padre Island, Texas



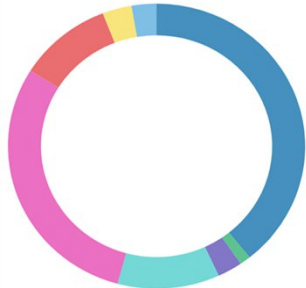
South Padre Island is on a barrier island on one of the most southern spots of Texas. And even though Texas may not seem like a prime spring break location for college students, it brings in tons of spring breakers every year. The benefit of this location being in Texas means it’s a more budget-friendly option but still offers fun in the sun and sand and a hopping nightlife. Besides beaches, this island offers dolphin watching, horseback riding on the beach, and watercraft.

Cision Report March 2023



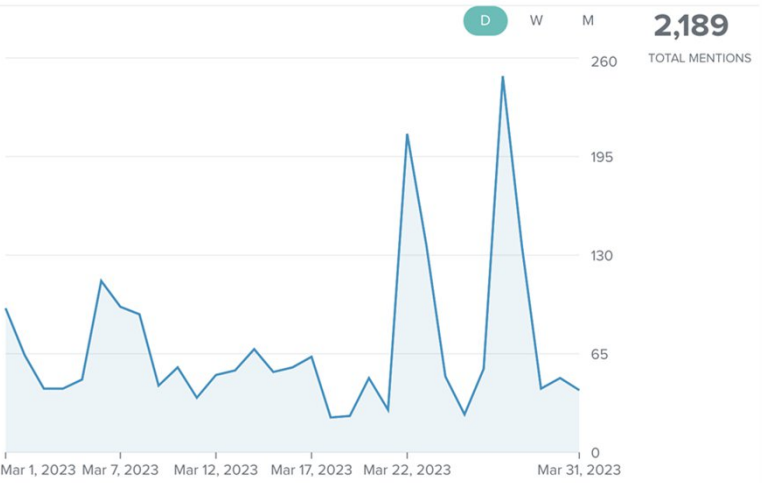
Share of Voice

Share of Voice

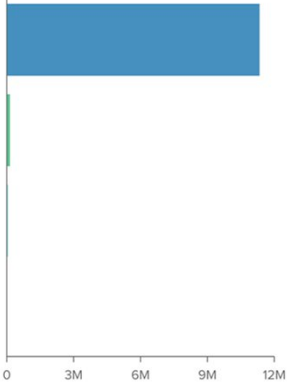


| SEARCH NAME | TOTAL MENTIONS |
|--------------------|----------------|
| South Padre Island | 2.2K (39%) |
| Galveston | 1.7K (30%) |
| Corpus Christi | 620 (11%) |
| Panama City Beach | 571 (10%) |
| Destin Florida | 178 (3%) |
| Fort Walton Beach | 151 (3%) |
| Padre Island | 151 (3%) |
| North Padre | 67 (1%) |

Total Mentions Over Time
Search: South Padre Island



Ad Value
Search: South Padre Island



| MEDIA TYPE | AD EQUIVALENCY |
|-------------------------------|----------------|
| Total | \$11.54M |
| Online News and Licensed C... | \$11.34M |
| Television | \$144K |
| Blogs | \$51.06K |
| Print | \$0 |

2.1K
Total Mentions

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

957,057
Verified Views

A globally consistent baseline metric for verified views for publications

\$11.54M
Total Publicity Value

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













Cision Report March. 2023



Top Stories

Search: South Padre Island

- | | | | | | |
|---|---|--|----|---|--|
| 1 |  | The Jimmer effect, recruitin... 216M Mar 2 • MSN | 6 |  | Texas DPS warnings about t... 216M Mar 16 • MSN |
| 2 |  | Best White Sand Beaches in... 216M Mar 8 • MSN | 7 |  | 12 Secluded Beach Getawa... 216M Mar 8 • MSN |
| 3 |  | 13 Must-Visit Destinations f... 216M Mar 5 • MSN | 8 |  | 15 Warm U.S. Destinations T... 216M Mar 12 • MSN |
| 4 |  | Tesla Cybertruck kommt en... 216M Mar 8 • MSN | 9 |  | 15 Don't-Miss South Padre I... 216M Mar 4 • MSN |
| 5 |  | Here Are 6 Cheap Spring Br... 216M Mar 6 • MSN | 10 |  | 15 Affordable Beach Getaw... 216M Mar 7 • MSN |

COUNTRY

TOTAL MENTIONS

| | |
|-----------------------|-------------------|
| United States | 1.9K (93%) |
| Canada | 53 (3%) |
| China | 18 (1%) |
| United Kingdom | 17 (1%) |
| India | 16 (1%) |
| Mexico | 15 (1%) |

March PR Efforts

- Interviews: 6
- Press Releases: 3
- Total Number of Top Publications: 150



Race around the world in these 30 destination half-marathons

Training for a local half-marathon motivates many runners to get out there and put in their miles, no matter if it's raining or they're in more of a couch mood. But an even more fabulous training approach? Signing up to **run** a half in another city, state, or country. You get to sightsee, exercise, and rub shoulders with hundreds or even thousands of locals and other visitors.

We've assembled a list of some of the world's most beautiful half-marathons. Of course, beauty is in the eye of the beholder. You might prefer a remote run through the woods or a chance to admire a city's architecture during the race. Either way, you'll find an incredible destination half-marathon (plus some shorter runs and full marathons) in this roundup.

26 South Padre Island, Texas, U.S.

Every November, runners enjoy a flat, scenic race on the Texas coast. The [South Padre Island Half Marathon](#) has everything a beach lover needs — palm trees, sand castles, and sparkling blue water.



Media Contact: South Padre Island Convention and Visitors Bureau
Telephone: (956) 761-3000
E-mail: info@sopadre.com

FOR IMMEDIATE RELEASE

City of South Padre Island CVB Announces Cindy Treviño as New Director of Marketing and Corporate Sponsorships



South Padre Island, Texas – March 27, 2023 – The South Padre Island Convention and Visitors Bureau (CVB) is excited to announce Cindy Treviño as the new Director of Marketing and Corporate Sponsorships. Treviño comes to the CVB with vast marketing, corporate partnerships, and community involvement knowledge.

"Cindy is a great addition to our team here at the CVB. Her career experience and community involvement will be tremendously valuable as we work to attract more visitors to South Padre Island," says Blake Henry, South Padre Island CVB Executive Director.

Treviño most recently served as the Corporate Relations Manager for the City of McAllen, where she significantly increased sponsors for the City of McAllen's largest event, the McAllen Holiday Parade. She is also heavily involved within the community serving as a board member of the McAllen Citizens League and a past member of Leadership of McAllen, the Civic Center Advisory Board, the McAllen Country Club Membership Committee, and the McAllen Chamber of Commerce.

Over the past years, Treviño has had many notable accomplishments, including increasing McAllen's business income and success growth rate, generating a client network program, and launching the Tres Lagos Farmers Market. In 2019, the McAllen Chamber of Commerce featured Treviño in their "People You Should Know."

As the Director of Marketing and Corporate Sponsorships, Treviño will play an active and integral role in building strategic marketing initiatives for sustaining and growing the essential economic impact of travel. Her role will continue to grow South Padre Island as a first-class destination for visitors worldwide.

Treviño begins her new role with the CVB on March 27, 2023.

Country Living

41 Best Spring Break Destinations for Families

Take your pick from laid-back sugary white sand beaches, bustling cities, and adrenaline-pumping excursions.

Spring break is just around the corner, so if you haven't started planning your family's great escape from the daily grind, now's the time. When it comes to picking the perfect location for the whole crew, you first have to decide what you're after. Is it adventure? Relaxation? Culture and history? Endless delicious food? Or maybe a little bit of everything. Lucky for you, we cover it all with this list of the best spring break destinations for families in the U.S. and beyond—but not too far! (PS. You can [road trip](#) to some of our picks.)



Media Contact: South Padre Island Convention and Visitors Bureau
Telephone: (956) 761-3000
E-mail: info@sopadre.com

FOR IMMEDIATE RELEASE

South Padre Island's Annual Jailbreak Beach Escape Now a Two-Day Event

SOUTH PADRE ISLAND, Texas, March 7, 2023 – South Padre Island is excited to announce the 2023 Jailbreak Beach Escape is set to be the biggest and best yet. The organizers added a second day for the first time in history due to record-breaking numbers and demand. The event will take place on both Saturday, May 20th, 2023, and Sunday, May 21st, 2023, at Clayton's Beach Bar and Grill.

"We have thousands of runners that visit each year to conquer the 5k course and all of its obstacles and challenges and by adding this second day, more people are able to sign up and put their endurance to the test while also enjoying our island paradise," said Blake Henry, South Padre Island CVB Executive Director.

The Jailbreak Beach Escape is a popular annual event on South Padre Island, Texas. The event attracts thousands of visitors each year who enjoy the beautiful beach and indulge in exceptional restaurants and lively entertainment. Jailbreak is a one-of-a-kind obstacle course race that challenges participants to climb over walls, crawl through sand, navigate tire climbs, and more. The race has become a favorite for fitness enthusiasts and seaside adventurers alike, attracting participants from all over Texas. Whether you're a fitness fanatic looking for a good workout or want to soak up the sun and appreciate the company of good friends, Jailbreak Beach Escape has something for everyone. The registration fee is \$50 per person or \$180 for a group of four.

To learn more or register, please visit the event's website at runthejailbreak.com or contact the event organizers at jailbreaksoi@gmail.com. For more information on South Padre Island, visit sopadre.com.



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About South Padre Island

With miles of pristine shoreline and clear emerald water, South Padre Island is Texas' only tropical island paradise. Calm weather and more than 300 days of sunshine make South Padre Island a year-round destination offering a variety of nature tourism attractions, water sports, and activities for the entire family. For more information, visit www.sopadre.com.

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Media Contact: South Padre Island Convention and Visitors Bureau
Telephone: (956) 761-3000
E-mail: info@sopadre.com

FOR IMMEDIATE RELEASE

Mark Your Calendars for South Padre Island's Annual Sprint Triathlon

SOUTH PADRE ISLAND, Texas, March 10, 2023 – South Padre Island is excited to announce the return of the annual SPI Triathlon set to take place on Saturday, March 25, 2023.

"Whether you're a veteran triathlete or enjoy the occasional fitness challenge, the SPI Triathlon is an excellent one to sign up for," said Blake Henry, South Padre Island CVB Executive Director. "The course takes you from the bay to the South Padre Island strip and features scenic views throughout its entirety. You can enter as an individual, or there's a relay category for those that work best in teams. It's the perfect weekend to spend on the beaches of South Padre Island."

The South Padre Island Triathlon, hosted by Power Watt Coaching, LLC, is a wonderful course for the seasoned veteran or the first-timer. The race will include a 750-meter swim, a 12.5-mile bike ride, and a 5K Run! After a terrific open water swim, the athletes will head into the transition, graciously hosted by Jim's Pier, and head north for the bike course up the South Padre Island main boulevard. Following the scenic bike course, participants will head south on the boulevard for the run course in a loop to end back at Jim's Pier. The transition area location is readily accessible for friends and family – making it easy for them to cheer on their favorite triathletes and loved ones!

Packet pickup will be on Friday, March 24, from 5-7 p.m. The race day schedule kicks off on Saturday at 6:15 a.m. and will end with awards at 9:30 a.m. The Triathlon is open to anyone ages 17-99, and there will be awards for the top three male and female participants in each age group. Entry fees currently start at \$90 for the Sprint Individual and \$145 for the Sprint Relay. Prices are set to increase on March 15, so be sure to get them while they're still at this price!

To learn more or register, [click here](#) to visit the event website or contact the organizer, Dr. Karen Watt, at 956-778-5997 or docwatt@powerwattcoaching.com. For more information on South Padre Island, head to sopadre.com.



###

About South Padre Island

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###

Shasta Sodas Collaboration



- Reached over 400 retailers including Brookshire Grocery stores in Texas, Louisiana and Arkansas
- Sweepstakes took place during month of March
- Winner has been chosen and contacted by Shasta!
- Over 150,000 entries



Monterrey Coverage



- Four articles published
- Live radio interviews
- Radio Formula Activation



¡Vamos Texas! El destino preferido de los regios en Semana Santa



South Padre Island sigue siendo el destino preferido por los regios en Semana Santa. Por algo la conocen también como la Isla de los Regios.

Por ello, miles de regios viajan a la frontera para regresar a Estados Unidos por el puente Fronterizo de Amalillo y posteriormente dirigirse a McAllen para realizar el acostumbrado shopping y después disfrutar de unos días en La Mejor Playa de Texas, South Padre Island.

La Isla del Padre recibe a los regios en sus cálidas aguas y la arena dorada en sus 84 kilómetros de playa, donde disfrutan de horas para avistar delfines, de la gastronomía Tex-Mex y de paseos en caballo, en jet skis o una lancha tope.

Si bien desde hace varias décadas algunos regios son propietarios de sus departamentos, la Isla del Padre tiene más de 3,000 cuartos de hospedaje en los hoteles, con amplias instalaciones y los mejores paisajes frente a la playa.

Por cierto, hace unos días, la Oficina de Viajantes y Conexiones de South Padre Island (CVI) presentó a Cindy Treviño como la nueva directora de marketing y patrocinios corporativos. Treviño llega a la CVI con un vasto conocimiento en marketing, asociaciones corporativas y participaciones comunitarias.

McAllen: "El Rey del Shopping"

Si se trata de compras no hay duda de que McAllen es el mall más grande de los regios en la zona fronteriza de Texas. Su majestad "El Rey del Shopping".

Por ello muchos regios, planean sus vacaciones de Semana Santa y verano para pasar unos días en McAllen y disfrutar el shopping y después gozar de unos días solitarios en la Isla del Padre. 





In-House Creative

Print/Digital



South Padre ISLAND
sopadre.com

SHARE A VIEW
OR
SHARE A DANCE?

THAT'S AS HARD AS IT GETS.

THE OFFICIAL ESCAPE OF THE RGV

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sopadre.com

Plan your Spring Getaway today!

Print/Digital - Spanish



TU ISLA TE ESPERA



LA ÚNICA ISLA TROPICAL EN TEXAS

Planea tu viaje hoy!



DESTINATION
EVENTS
THINGS TO DO

Meetings on Texas' Best Beach

Plan your next meeting on South Padre Island, the only tropical island in Texas. Located on the Texas Gulf Coast, and with over 34 miles of pristine beaches, the compact nature of the destination allows for easy access to beach and bayside activities, dining, shopping, entertainment, and nature attractions.

Escape the four walls and feel the sand in your toes. Wide-open natural beach and stunning Gulf of Mexico waters are the perfect backdrops for the big ideas and camaraderie of your event.

Meetings on South Padre Island are magical. We offer 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.

Get in touch with our sales team!

Submit your RFP

1-800-657-2373
info@sopadre.com

City of South Padre Island Convention & Visitors Bureau
 7355 Padre Blvd. | South Padre Island, TX 78597 | www.sopadre.com

TEXAS' BEST MEETINGS

South Padre Island Convention Centre

Plan your next meeting on South Padre Island, the only tropical island in Texas. Located on the Texas Gulf Coast, and with over 30 miles of pristine beaches, the compact nature of the destination allows for easy access to beach and bayside activities, dining, shopping, entertainment, and nature attractions. With a commitment to guest safety and flexibility to address protocols, you can rest easy knowing that your next meeting will be handled responsibly by our experienced team.

LEARN MORE

Accommodations for your perfect meeting

There are over 3,000 hotel rooms and 2,800 vacation rentals on South Padre Island. Find the best option to accommodate your attendees. Whether you want to keep everything in one space or enjoy the beach and bay breezes the choice is yours.

Book Now

Team Building

Team building on South Padre Island is all about motivation and personalized experiences. Big like Texas or intimate like South Padre Island, you'll find activities for your group that are sure to inspire.

Start Planning

Getting Here

Whether you plan a road trip with your group or flying to any of our three near-by airports, making your way to South Padre Island is easy.

Plan your itinerary

Get in touch with our sales team!

Submit your RFP

1-800-657-2373
david@sopadre.com

City of South Padre Island Convention & Visitors Bureau
 7355 Padre Blvd. | South Padre Island, TX 78597 | www.sopadre.com

SPI-CTA Program



- 14 New Certified Tourism Advisors
- 160 Total SPI-Certified Tourism Advisors

SPI-CTA Upcoming class:

- Class for May is TBD



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: April 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action regarding CVB Budget 593 and 594 for FY 23/24. (Moore)

ITEM BACKGROUND

Discussion and possible action regarding CVB Budget 593 and 594 for FY 23/24. (Moore)

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

| Fund | Dept. | Expenditures | ORIGINAL APPROVED BUDGET FOR FY 2023 | | | | YTD Recurring Expenses Approved During FY 22/23 | Net Budget from Personnel, Leases & Other |
|------|-------|-------------------------------------|--------------------------------------|-----------------------------|----------------------|---------|---|---|
| | | | Personnel Cost | Automobile and Radio leases | Other One-time Costs | | | |
| 01 | 511 | City Council | 20,000 | - | - | - | 20,000 | |
| 01 | 512 | City Manager's Office | 689,477 | 608,500 | - | 3,000 | 83,977 | |
| 01 | 513 | Finance | 524,267 | 496,607 | - | - | 27,660 | |
| 01 | 514 | Planning | 100,352 | 82,297 | - | - | 18,055 | |
| 01 | 515 | Technology | 820,440 | 249,443 | - | - | 550,497 | |
| 01 | 516 | Human Resources | 361,190 | 266,840 | - | - | 94,350 | |
| 01 | 520 | Municipal Court | 349,328 | 300,918 | - | - | 48,410 | |
| 01 | 521 | Police | 3,588,314 | 3,358,282 | - | - | 218,732 | |
| 01 | 522 | Fire - EMS | 2,990,742 | 2,597,848 | - | 6,000 | 398,894 | |
| 01 | 532 | Environmental Health Services | 524,643 | 432,255 | - | - | 92,388 | |
| 01 | 540 | Fleet Management | 520,691 | 128,324 | 21,535 | - | 357,832 | |
| 01 | 541 | Facilities & Grounds Maintenance | 205,374 | 108,432 | - | - | 96,942 | |
| 01 | 542 | Inspections | 289,688 | 253,740 | - | 800 | 36,748 | |
| 01 | 543 | Public Works | 1,509,622 | 1,232,971 | - | - | 276,651 | |
| 01 | 544 | Emergency Management | 19,144 | - | - | - | 19,144 | |
| 01 | 570 | General Services | 1,107,000 | - | - | 146,750 | 1,253,750 | |
| 01 | 572 | Special Projects | 582,156 | - | - | 82,000 | 664,156 | |
| 02 | 590 | Visitor Bureau | 153,165 | 101,605 | - | - | 51,560 | |
| 02 | 592 | Sales & Administration | 2,114,879 | 913,355 | - | - | 1,201,524 | |
| 02 | 593 | Events Marketing | 972,900 | 72,900 | - | - | 900,000 | |
| 02 | 594 | Marketing | 4,100,000 | - | - | - | 4,100,000 | |
| 02 | 596 | SPI Historical Museum | 40,000 | - | - | - | 35,000 | |
| 06 | 565 | Convention Centre | 1,585,617 | 603,135 | - | - | 982,482 | |
| 09 | 572 | Parks & Recreation | 121,504 | 78,899 | - | 1,525 | 41,080 | |
| 60 | 511 | Beach Maintenance-City Council | 3,500 | - | - | - | 3,500 | |
| 60 | 512 | Beach Maintenance-City Mgr's Office | 4,000 | - | - | - | 4,000 | |
| 60 | 521 | Beach Maintenance-Police | 102,618 | 99,618 | - | - | 3,000 | |
| 60 | 522 | Beach Maintenance-Fire | 417,527 | 321,292 | - | 17,000 | 79,235 | |
| 60 | 532 | Beach Maintenance-EHS | 101,187 | 90,424 | - | - | 10,763 | |
| 60 | 560 | Beach Maintenance-Beach Maint | 1,635,527 | 650,757 | - | 178,000 | 808,234 | |
| | | | 25,554,852 | 13,048,442 | 21,535 | 246,325 | 12,478,564 | |

* Vehicle purchases not included

Handwritten signature

PLANNING CALENDAR FOR 2023/2024
2023-2027 Capital Improvement Plan (CIP)
Business Plans
FY 2023/2024 Budget

| Dates | Topics |
|--|---|
| April 6 11:00 am Board Room | Kick-Off Meeting for Staff: FY 2023/24 Budget, Business Plan and Fee Schedule. Forms and instructions distributed to City Departments. (Finance) |
| April 14 | Capital Improvement Plan (CIP) forms and instructions posted on the City's website and distributed to City departments and public. (Director of Operations or her designee) |
| May 1 | Technology requests are due to IT for review Staffing and personnel budget related items are due to HR for review Fleet requests are due to PW for review. Fee Schedule, Revenue Projections from departments and Business Plan due in the shared drive |
| May 8 | Review technology requests (IT and Budget Committee) Review staffing and personnel budget items (HR and Budget Committee) Review vehicle requests with Fleet Committee (Public Works Director, Director of Operations and CFO) Review Business Plans and Fee Schedule (Budget Committee) CIP project request forms due (Director of Operations or her designee) |
| May 9-11 | Departmental Budget reviews with Budget Committee |
| June 7 03:00 pm Board Room | **Budget Workshop** Budget Workshop for the following funds: General Fund (Fund 01) Venue Tax (Fund 03) Parks, Recreation & Beautification (Fund 09) Municipal Court Technology (Fund 21) Municipal Court Security (Fund 22) Transportation Fund (Fund 30) Padre Blvd Improvement (Fund 41) Street Improvement (Fund 43) General Debt Service (Fund 50) TIRZ (Fund 51) Venue Tax Construction (Fund 57) Beach Maintenance (Fund 60) Beach Access (Fund 61) Bay Access (Fund 62) Capital Replacement Fund (Fund 65) Laguna Blvd. Reconstruction (Fund 66) Beach Nourishment (Fund 81) Review projects for CIP (Director of Operations or her designee) Review fee schedule (Finance) – if necessary |



| | |
|--|---|
| June 21 04:00 pm Board Room | **Budget Workshop** Budget Workshop: Hotel/ Motel Tax (Fund 02) Convention Center (Fund 06) |
| June 21 05:30 pm Board Room | Agenda item to review EDC Budget (EDC Director) |
| July 13 | Publish the general summary of the CIP and note where copies of the CIP are available for inspection. (Director of Operations or her designee) |
| July 25 | Cameron County Appraisal District certifies tax roll - By July 25th, Chief appraisers certify the approved appraisal roll to the taxing units |
| July 27 Noon | Publish Notice of meeting to discuss Tax Rate in Port Isabel Press (at least 72 hours prior to hearing on Aug. 4) <i>Publication Deadline is at noon.</i> |
| | Publish Notice of meeting to discuss FY 2022/2023 Budget in Port Isabel Press (Publish the notice no earlier than the 30th day and not later than the 10th day before the hearing on Aug. 18) |
| July 27 2:00 pm Board Room | **Special Meeting** Proposed Budget and Proposed 5 year CIP submitted to City Council on or before 60 days from beginning of fiscal year (Home Rule Charter Section 5.02) |
| | Consideration and action on FIRST reading of Ordinance No. _____ approving and adopting a fiscal year FY 2023/2024 Fee Schedule for the City of South Padre Island |
| July 31 | Last official day to file budget with City Secretary, and post on website (Finance). Budget will be filed on July 27 th during the Special Meeting. Post notice of proposed tax rate on our website, continuing until the tax rate is adopted (Comptroller's format) |
| August 2 05:30 pm Board Room | Conduct Public Hearing for discussion of Tax Rate <i>(only if necessary)</i> |
| | Public Hearing for discussion of 5 year CIP (Dir. of Operations or designee) |
| | Consideration and action on SECOND and FINAL reading of Ordinance No. _____ approving and adopting a FY 2023/24 Fee Schedule for the City of South Padre Island |
| | Publish Budget Notice in newspaper |
| August 16 05:30 pm Board Room | Conduct Public Hearing regarding FY 2023/2024 Budget |
| | Consideration and action on Ordinance No. _____ approving and adopting a FY 2023/2024 budget for the City of South Padre Island |
| | Consideration and action on Ordinance No. _____ establishing the ad valorem and personal tax rate for 2023 and setting the assessed valuation, providing for discounts, penalty, interest and severability |

| | |
|----------------|---|
| | Consideration and action on approval of Resolution No. _____ adopting the CIP (Director of Operations or her designee) |
| Sept. 1 | Publish notice of the final rate on the home page of any internet web site operated by the taxing unit, before imposing the property tax rate for the year. The wording for this notice is set out in Tax Code 26.05(b)(2) (same as ordinance wording). There is not a time frame specified, so a few weeks should be sufficient. |

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

MEETING DATE: April 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the SPI Wahoo Classic Fishing Tournament in September 2023. (Brown)

ITEM BACKGROUND

SPI Wahoo is requesting \$4,000 for their event.

BUDGET/FINANCIAL SUMMARY

Event has been budgeted for the FY22/23. 02-593-8099

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: 3/25/23

Name of Organization: SPI Wahoo Classic, Inc

Address: PO Box 2312

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

Full Name:
Dave Hollenbeck

E-Mail:
bigairter@gmail.com

Office Number:

Cell Phone Number:
305-517-9419

Website for Event or Sponsoring Entity : www.spiwahooclassic.com

Non-Profit or For-Profit Status:
Non-Profit

Tax ID #:
81-2193734

Primary Purpose of Organization:
Bring anglers to South Padre Island in a offshore Wahoo fishing tournament

EVENT INFORMATION

Name of Event: SPI Wahoo Classic

Date(s) of Event:
September 8-10, 2023

Primary Location of the Event:
The Greens on Laguna, BLVD

Amount Requested: \$4,000

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

No

Primary Purpose of Event:

Off shored fishing tournament

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

Ads in magazines, printing costs, banners, shirts, buckets and design work.

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:

\$: _____

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:

\$: 4,000

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 2023 is 7th year

Attendance for previous year (if applicable): 250

How many of the attendees are expected to be from more than 75 miles away?
20

How many people attending the event will use South Padre Island lodging establishments?
100

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

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

Where and how many rooms will be 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>09/2020</u> | <u>0</u> | <u>0</u> |
| <u>09/2021</u> | <u>0</u> | <u>0</u> |
| <u>09/2022</u> | <u>\$5,000</u> | <u>30</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 participants

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

None

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

Yes, \$350

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

No

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

Print \$: 3,900

Website \$: 100

Radio \$: 0

Social Media \$: 0

TV \$: 0

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?

E-mail all participants in prior years and local marinas and boat dealerships

Who is your target audience?

Offshore Fisherman

What geographic region(s) are you marketing to?

Coastal Texas, South Padre Island, Port of Mansfield

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

Yes, Cameron County Insurance Co. Port Isabel

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, its 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: SPI Wahoo Classis

- 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) - Need
- 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)

David Hollenbeck

3/25/2023

Authorized Signature

Date

David Hollenbeck

Print Name

Planned activities and events:

Period March through September 2023:

Director meetings as needed between now the the tourament date
Meet with sponsors during this same period for sponsorship money

September 8th thru the 10th

Friday the 8th sign in for the all boats 5pm to 7pm
Saturday weigh in at the Greens for all boats
Sunday prize money and gifts distributed to the winners

SPI Wahoo Classic

FY 2023 Marketing Budget

| | |
|--------------------|------------------|
| Tournament Shirts | \$ 7,000 |
| Tournament Buckets | \$ 2,500 |
| RTC Coolers | \$ 2,500 |
| Toucan Graphics | \$ 1,500 |
| | <u>\$ 13,500</u> |

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

MEETING DATE: April 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for Ride for Rotary Causeway Cross in October 2023.
(Brown)

ITEM BACKGROUND

Event is requesting \$4,500 for their event

BUDGET/FINANCIAL SUMMARY

Event has been budgeted for the FY22/23. 02-593-8099

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: April 11, 2023

Name of Organization: Rotary Club of Historic Brownsville, Inc.

Address: 328 W Cowan Terrace

City, State, Zip: Brownsville, Texas 78521

Full Name:
Robert Hibyan

E-Mail:
hibyr@aol.com

Office Number:
(956) 490-5378

Cell Phone Number:
(956) 490-5378

Website for Event or Sponsoring Entity : <https://rotarybrownsvillehistoric.org/>

Non-Profit or For-Profit Status:
Non Profit

Tax ID #:
81-3474234

Primary Purpose of Organization:
We are a group of volunteers that raises money for service oriented projects in our area, including: free eye glasses for kids, free tennis shoes, scholarships, medical aid projects, adoption programs and more!

EVENT INFORMATION

Name of Event: Ride for Rotary Causeway Cross

Date(s) of Event:
October 1, 2023

Primary Location of the Event:
Brownsville to South Padre Island

Amount Requested: \$4,500.00

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

We have focused on increasing marketing efforts each year to increase participation.

In addition, costs have escalated for marketing, t-shirts, medals, closing event.

Primary Purpose of Event:

Raise money for local charitable causes. 100% of the net proceeds are used for service projects. Our members are all volunteers.

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

To market the event and South Padre Island. The event is marketed to cyclist across Texas, including the RGV and all major metropolitan cities.

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

We respectfully request the SPI event registration fee be waived.

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:

\$: 2,250.00

Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category:

\$: 2,250.00

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 18

Attendance for previous year (if applicable): 300+

How many of the attendees are expected to be from more than 75 miles away?
150

How many people attending the event will use South Padre Island lodging establishments?
100

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

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

Where and how many rooms will be blocked?
It depends on the terms established by hotel management.

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

| Month/Year Held | Assistance Amount | # of Hotels Used |
|-----------------|-------------------|------------------|
| <u>10/2019</u> | <u>\$1,125</u> | <u>27</u> |
| <u>10/2021</u> | <u>\$1,125</u> | <u>45</u> |
| <u>10/2022</u> | <u>\$2,500</u> | <u>41</u> |

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

Survey of participants at registration to confirm stays at hotels.

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

40 + sponsors:commercial businesses, restaurants, contractors, judges, attorneys, medical

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

\$45 per person

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

Anticipated net profit: \$15,000, which is to be used to fund charitable projects, including:

free eye glasses for kids, free tennis shoes, scholarships, medical aid projects, adoption programs and more!

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

Print \$: 500

Website \$: 1,000

Radio \$: _____

Social Media \$: 2,500

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 print out posters and push cards, all which promote the ride and the Island.

We place posters at 100+ heavy traffic businesses. We hand out cards at cycling events.

Who is your target audience?

Cyclists from the RGV and major metro cities in Texas. Ages 30 - 65.

What geographic region(s) are you marketing to?

Rio Grande Valley, Houston, Austin, San Antonio, Corpus, Northern Mexico

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

Yes, coverage is through U.S. Rotary Club & District Liability Insurance Program

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: Ride for Rotary Queen Isabella Cross

- 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)

04/11/2023

Authorized Signature
Robert Hibyan for the Rotary Club

Date

Print Name

October 01, 2023



Ride For Rotary Queen Isabella Causeway Cross 2023

[📅 \\$25 instant refund on this event with gift card.🔗](#)

The Rotary Club of Historic Brownsville will host it's Annual Ride for Rotary-Queen Isabella Causeway Cross Benefit Ride on October 1, 2023. The ride will end at Louie's Backyard. The ride draws participation from cyclists of all levels and ages. Last year, we had participants from Brownsville, Weslaco, Harlingen, San Benito, South Padre Island, McAllen, Corpus Christi, San Antonio, Matamoros, and Reynosa.

All proceeds raised by the event will be used to support Rotary's local projects, which include providing free eye exams and eyeglasses to children, hosting Rotary's Annual Heart Gallery (an adoption awareness event), funding scholarships for local students, providing Christmas gifts to nursing home residents, and funding for other Rotary International humanitarian projects.

Event details and schedule

Event Date: October 1, 2023 (Sunday) at Brownsville Event Center

Registration Price: \$55 (Kids 12 & under free)Free t-shirts to first 200 riders

AND MEDALS FOR ALL RIDERS

| Tour Start Time | Tour Distance in Miles | Minimum Average Speed Required | Maximum Clock Finish |
|-----------------|------------------------|--------------------------------|----------------------|
| 7:00 a.m. | 33 | 8-17 mph | 10:00 a.m. |
| | | | |

Packet pickup: Bicycle World-Brownsville TX from 10:00 a.m. to 2:00 p.m. on October 1, 2022. Or on the day of the event.

If you have any questions, please contact Markus Villanueva 956-639-5020 or Diego Garza at 956-455-4243

All Riders must wear helmets. All riders must meet at Pelican Station by 10:15 a.m. The causeway cross will take place by 10:30 a.m. NO rider is allowed on the causeway, until we all cross at the same time. All riders must have BIBS on there shirts at the start of the ride. NO RIDERS WILL BE ALLOWED TO CROSS WITHOUT A BIB ON THERE SHIRT (NO EXCEPTIONS)

🕒 When

October 01, 2023

Sunday

[Add to calendar](#)

📍 Location

The Brownsville Event Center

1 Event Ct Brownsville, TX 78526

[View Map](#)

🌐 Web

[Visit organizer website 🔗](#)

Ride for Rotary 2023 Budget

Rotary Club of Historic Brownsville Inc

Ride for Rotary

Financial Statements in U.S. Dollars

Revenue

| | | |
|--|----------|-----------------|
| Sponsor Income | 25000.00 | |
| | 0.00 | |
| Rider Income-Active.com | 12000.00 | |
| Rider Income-Club Website | 1000.00 | |
| Rider Income-paper registration-extra lunches-extra shirts | 2000.00 | |
| Net Sales | | 40000.00 |

Cost of Goods Sold

| | | |
|--------------------------------|------|---------------------|
| Beginning Inventory | | |
| Add: Purchases | | |
| Freight-in | | |
| Direct Labor | | |
| Indirect Expenses | | |
| Inventory Available | 0.00 | |
| Less: Ending Inventory | | |
| Cost of Goods Sold | | 0.00 |
| Gross Profit (Loss) | | 40000.00 |

Expenses

| | | |
|---------------------------------|---------|---------------------|
| Permits-Port Isabel | 600.00 | |
| Police Protection | 1200.00 | |
| Rental of Bike Racks | 300.00 | |
| Advertisement | 4500.00 | |
| Rider Food | 2500.00 | |
| Shirts | 3000.00 | |
| Louies BackYard | 4000.00 | |
| Restrooms | 300.00 | |
| Medals | 2500.00 | |
| | 0.00 | |
| | 0.00 | |
| | 0.00 | |
| Mobile Pictures | 400.00 | |
| Total Expenses | | 19300.00 |
| Net Operating Income | | 20700.00 |

Other Income

| | | |
|-------------------------------|--|---------------------|
| Gain (Loss) on Sale of Assets | | |
| Interest Income | | |
| Total Other Income | | 0.00 |
| Net Income (Loss) | | 20700.00 |

Rotary Club of Historic Brownsville Inc

Ride for Rotary Marketing Proposal - 2023

Christian Flores proposes to take three key areas of action to ensure we are increasing advertising, sponsorship, and registrations for the October 1, 2023 Ride for Rotary event.

In-Person Sign Up

- Rotary members will dedicate time to attending local bike events and biker spots to do in-person registration prior to the event. Locations such as Broken Sprocket, Texas Branding Iron and Bicycle World.

Instagram Marketing:

- Manage and utilize Instagram page for Ride for Rotary Brownsville with some previous years' photos for a base to cross posts and do paid ads in Facebook for target markets of the RGV, Laredo, Corpus Christi, San Antonio, Austin, Houston, and Mexico.

Facebook Posts and Paid Ads:

- Manage and utilize Facebook page for Ride for Rotary, pull images from Facebook page and create & schedule ads and posts every other day beginning in May through the 3rd week of September or right before the event with scheduled paid campaigns. *Boosted targets will be adjusted accordingly based on paid ad campaign results. Each campaign will run for 7 to 14 days.*
- Target niche markets of the RGV, Laredo, Corpus Christi, San Antonio, Austin, Houston, and Mexico (Monterrey and Mexico City).
- Boost the Facebook Ride for Rotary event based on target markets from May through the 2nd week of September (this will be turned on and off)

\$2,000 Minimum Budget

- 100% of the budget will be used directly on paid Facebook ads. Amounts per campaign will be determined after confirmation of the overall budget, analyzing cost per thousand, audience levels and other variables; amounts spent for campaigns are non-refundable.
- Posters design, flyer design, t-shirt design, page management, and save the dates are incurring no additional cost.

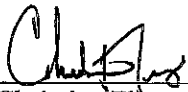
Considerations:

- Christian Flores will be given full administration rights on the Ride for Rotary Facebook, Instagram page and access to sign-up riders at in-person events.
- Rotary members will be encouraged to share post to their social media networks.

- During the campaign time, Ride for Rotary may make any adjustments to the created paid activity. By providing Christian Flores has full admin rights, I will be responsible for all social media posts and updates.

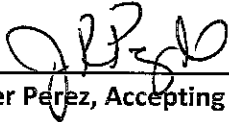
Ride for Rotary team can modify this agreement made between Ride for Rotary and Christian Flores. If the agreement is VOIDED by adjustments made by the Ride for Rotary team and the full amount of the budget was not used, then the difference of unused budget that has been prepaid will be refunded to Ride for Rotary.

Approved Budget: \$4500_____



Christian Flores 512-507-8843

Rotary Club of Brownsville Inc



Jennifer Perez, Accepting Member

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

MEETING DATE: April 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action concerning the new meeting date for May 2023. (Till)

ITEM BACKGROUND

Discussion and action concerning the new meeting date for May 2023.

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS: