

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

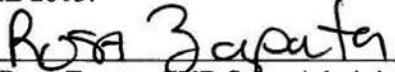
NOTICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A REGULAR MEETING ON:

Wednesday, April 22, 2015
9:00 A.M. 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 announcements and comments: *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 Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
 - a) Approval of minutes for March 25, 2015 Regular Meeting and April 9, 2015 Workshop.(Hawkinson)
 - b) Approve excused absence from Advisory Board Member Arnie Creinin for March 25, 2015 Regular CVA Board Meeting. (Hawkinson)
- 5) Presentation and discussion:
 - a) Brief recap on Beach N Biker Fest 2015 Event. (Hawkinson)
- 6) Update, discussion and possible action regarding Convention Centre Report.(DiLibero)
- 7) Update on Convention Centre renovation project. (Jones)
- 8) Update, discussion and action regarding Median Banner Application & Guidelines.(DiLibero)
- 9) Discussion and possible action on Director of Sales report.(Arnold)
- 10) Update, discussion and action regarding CVB Sales Committee: (Arnold/Hawkinson)
 - a) List of members based on South Padre Island lodging partners.
 - b) Date, time and agenda for the 1st meeting.
- 11) Discussion and possible action to review current procedures in place by the CVB Sales Staff and Convention Centre staff to qualify and/or screen potential groups or new events. (Arnold/Hawkinson)
- 12) Update, discussion and possible action regarding the status of the New Events Funding Guidelines and Procedures. (Hawkinson)

- 13) Update, discussion and possible action regarding setting a date for the Spring Break Workshop. (Hawkinson)
- 14) Update, discussion and possible action regarding the Budget Committee. (Till)
- 15) Update, discussion and possible action regarding Website Sub-Committee meeting. (Holthusen)
- 16) Discussion and action on one-time expenditure of up to \$10,000.00 for inclusion on the Discover America campaign. (Holthusen)
- 17) Discussion and action regarding the allocation of the remainder of \$100,000 in the In-house Marketing Division per mid-year budget review. (Arnold/DiLibero)
- 18) Discussion and action regarding the marketing of Fiesta Padre Event over Memorial Day Holiday within the current marketing buys placed by Machete. (Hawkinson)
- 19) Discussion and action regarding the recommendations to allocate the remainder of Machete's Media budget/reserve. (DiLibero/Lopez)
- 20) Set new meeting date/agenda items for next meeting.
- 21) Adjourn.

DATED THIS THE 17th DAY OF APRIL 2015.


Rosa Zapata, CVB Sales Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING OF THE GOVERNING BODY 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 THE CITY HALL/MUNICIPAL BUILDING ON April 17, 2015, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.


Rosa Zapata, CVB Sales Administrative Assistant

THERE MAY BE ONE OR MORE MEMBERS OF THE SOUTH PADRE ISLAND CITY COUNCIL ATTENDING THIS MEETING, AND IF SO, THIS STATEMENT SATISFIES THE REQUIREMENTS OF THE OPEN MEETINGS ACT.



**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
CONSENT AGENDA**

MEETING DATE: April 22, 2015

ITEM DESCRIPTION

NOTE: All matters listed under Consent Agenda are considered routine by the Advisory Board of the City of South Padre Island and will be enacted by one motion. There will not be separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

- a. Approval of minutes for March 25, 2015 Regular Meeting and April 9, 2015 Workshop.
- b. Approve excused absence request from Advisory Board Member Arnie Creinin for March 25, 2015 Regular CVA Board Meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: Rosa Zapata, Sales Administrative Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve minutes for March 25, 2015 Regular Meeting and April 9, 2015 Workshop.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve Minutes

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

WEDNESDAY, MARCH 25, 2015

1. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Wednesday, March 25, 2015 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Jimmy Hawkinson called the meeting to order at 9:00 a.m. A quorum was present: Bill Donahue, Wally Jones, Joe Ricco, and Sean Till. Also present Ex-Officio Michael Jones.

Absent: Arnie Creinin and Terence Chase

City staff members present were City Manager William DiLibero, Assistant City Manager Darla Jones, CVB Director of Sales Denise Arnold, Sales Administrative Assistant Rosa Zapata, IT Director Paul Holthusen, CVB Accountant I Lori Moore.

2. Pledge of Allegiance.

Chairman Jimmy Hawkinson led the Pledge of Allegiance.

3. Public announcements and comments: *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 Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*

No public comments were given at this time.

4. Consent Agenda:

Board Member Donahue made the motion, seconded by Board Member Jones. Motion carried on a unanimous vote.

1. Approval of minutes for February 26, 2015 Regular meeting.

5. Update, discussion and possible action regarding Convention Centre Report.(DiLibero)

City Manager DiLibero gave the board an update concerning the hiring of the CVB Director. No action taken.

6. Presentation, discussion and possible action on Director of Sales report.(Arnold)

Denise Arnold, Director of Sales presented the Board with the Sales Report. Board Member Donahue requested the Definite Booking Report include what is repeat or new business. After a lengthy discussion, no action was taken.

7. Discussion and possible action regarding New Sales Committee. (Till)

Board Member Till made the motion for Denise Arnold to form the Committee, Seconded by Board Member Donahue. Chairman Hawkinson mentioned the Committee be the 6 individuals and the meeting to be held once a month. The meeting will be open for everyone to attend. Motion carried on a unanimous vote.

8. Discussion and possible action regarding Sales Staff & Sales Committee to work with Event Promoters. (Till)

After a lengthy discussion, no action was taken.

9. Discussion and possible action regarding Median Banner Application & Guidelines.(Till)

Chairman Hawkinson made the motion for next month meeting to approve the procedures and contact person for Median Banner Application, seconded by Board Member Till. Motion carried on unanimous vote.

10. Discussion and possible action regarding Spring Break Workshop (Till)

City Manager DiLibero suggested to meet in mid-May. Chairman Hawkinson mentioned next month meeting a date can be scheduled. No action was taken.

11. Discussion and possible action regarding New Event Funding Guidelines. (Till)

Board Member Till gave the board an update on the New Event Funding Guidelines. No action taken at this time.

12. Discussion and possible action regarding SPI Consumer Research Project. (W. Jones)

After a small discussion, not action was taken.

13. Discussion and action to remove the real time leads to partners from website submission forms.(Holthusen)

Board Member Till made the motion for the CVB to send out the real time leads, seconded by Board Member Jones. Motion carried on unanimous vote.

14. Update, discussion and possible action regarding Website Sub-Committee meeting. (Holthusen)

Update was given by Paul Hotlhusen, IT Director. After a lengthy discussion, no action was taken.

i. Review of Website Committee Digital Marketing Plan for Summer Season. (Till)

15. Discussion and action for the creations and appointment of CVB Budget Committee.(Till)

Board Member Till made to motion for Board Member Jones and Board Member Ricco to meet with the City Manager to review the CVB budget, seconded by Board Member Donahue. Motion carried on unanimous vote.

16. Discussion and action regarding Advertising RFP's. (DiLibero)

Chairman Hawkinson made to motion to approve the Advertising RFP to be send out by the 30th of March, Seconded by Board Member Ricco. Motion carried on a unanimous vote.

17. Discussion and action regarding Digital Marketing RFP's. (DiLibero)

Paul Hotlhusen, IT Director made presentation to CVA Board and recommended to send out the RFP by the 30th of March. Board Member Donahue made the motion to approve, seconded by Board Member Jones. Motion carried on a unanimous vote.

18. Discussion and possible action regarding Strategic Planning/Research Proposal presented by Machete. (DiLibero/Lopez)

Presentation by Jessica Massay & Francis Schultschik with Machete, Inc was given at this time. No action was taken.

19. Presentation, discussion and possible action on Marketing:(DiLibero/Lopez)

Board Member Jones made the motion to schedule a Marketing Workshop, seconded by Board Member Till. Workshop was scheduled for April 19, 2015 at 10:00 AM. Motion carried on a unanimous vote.

a) Presentation by Machete of current Media Placement.

20. Set new meeting date/agenda items for next meeting.

Nest scheduled meeting will be Wednesday, April 22, 2015 at 9:00 a.m.

21. Adjourn.

There being no further business, Chairman Hawkinson adjourned the meeting at 11:50 a.m.

Rosa Zapata, CVB Sales Administrate Assistant

Jimmy Hawkinson, CVA Chairman

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: Jimmy Hawkinson, Advisory Board Chairman

DEPARTMENT: Advisory Board Committee Member

ITEM

Approve excused absence from Advisory Board Member Arnie Creinin for March 25, 2015 Regular CVA Board Meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
WORKSHOP MEETING

THURSDAY, APRIL 9, 2015

1. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Workshop on Thursday, April 9, 2015 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Jimmy Hawkinson called the meeting to order at 10:00 a.m. A quorum was present: Bill Donahue, Wally Jones, Arnie Creinin, Hersh Patel and Sean Till. Also present Ex-Officio Michael Jones and Terence Chase
Absent: Joe Ricco

City staff members present were City Manager William DiLibero, CVB Director of Sales Denise Arnold, Sales Administrative Assistant Rosa Zapata, IT Director Paul Holthusen, CVB Copywriter, Nancy Botello.

2. Pledge of Allegiance.

Chairman Jimmy Hawkinson led the Pledge of Allegiance.

3. Public announcements and comments: *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 Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*

No public comments were given at this time.

4. Discussion on Strategic Planning for the Marketing Budget with Machete Inc.

Discussion was held regarding the Strategic Planning for the remainder FY 2015 Marketing Budget.

5. Adjourn.

There being no further business, Chairman Hawkinson adjourned the meeting at 2:06 p.m.

Rosa Zapata, CVB Sales Administrative Assistant

Jimmy Hawkinson, CVA Chairman

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: Jimmy Hawkinson, Advisory Board Chairman

DEPARTMENT: Advisory Board Committee Member

ITEM

Presentation and discussion:

- a) Brief recap on Beach N Biker Fest 2015 Event.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: William DiLibero, City Manager

DEPARTMENT: City of South Padre Island

ITEM

Update, discussion and possible action regarding Convention Centre Report.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: Darla Jones, Assistant City Manager

DEPARTMENT: City of South Padre Island

ITEM

Update on Convention Centre renovation project.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: William DiLiberio, City Manager

DEPARTMENT: City of South Padre Island

ITEM

Update, discussion and action regarding Median Banner Application & Guidelines.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Median Banner Application

Median banner must be a promotion for a special event aimed at attracting or welcoming visitors.

Artwork must be approved by CVB prior to placing median banner order, CVB will process TXDOT application and confirm with graphic company upon approval. Banner should be ordered from graphic company. There are specific specs for these banners which can be fulfilled at best pricing.

Banner should include SPI logo if event funding is received. Basic information, including brief message, event logo, time, place, and dates may be included.

Banner postings must be scheduled (by application) a minimum of 3 weeks in advance in order to process permits and confirm availability.

Banner space may be reserved for posting up to 14 days prior to an event, not including event dates. (Based on availability).

Applicant _____

Phone No. _____

Event Dates _____

Wording on Banner/Include event logo if appropriate.

Banner Colors

Exact Standards:

South Padre Island CVB is not responsible for banner theft/damage.

Any change from above standards will result in a cancellation of banner space.

Contact: Carlos Centeno 956-761-8390 or Carlos@SoPadre.com

Scan and return or fax to 956-761-3024

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: Denise Arnold, Director of Sales

DEPARTMENT: Convention Centre

ITEM

Discussion and possible action on Director of Sales report.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

REVISED LEADS SENT REPORT March 1-31, 2015 All Sales Representatives, All Events, All Markets

Sales Rep	Account Name	Sent Date	EIC	New/Repeat	Req. Rooms
Denise Arnold	2015 API Annual Fishing Tournament	3/16/2015	\$54,600.00	Repeat	150
Denise Arnold	2015 Tropical Texas Behavioral Health CEU Conference	3/12/2015	\$11,550.00	Repeat	25
Denise Arnold	2016 API Annual Fishing Tournament	3/16/2015	\$54,600.00	Repeat	150
Denise Arnold	Doctor's Hospital At Renaissance- Fishing for Hope Tournament - 2015	3/10/2015	\$40,256.32	Repeat	100
Denise Arnold	Great Plains Honor Council - 2015	3/27/2015	\$32,569.00	New	55
Denise Arnold	Mutual of Omaha Insurance	3/26/2015	\$28,326.00	Repeat	50
Denise Arnold	Pronto Insurance Beach Bash-2015	3/4/2015	\$48,235.65	Repeat	70
Denise Arnold	Region One - Effective Schools Conference - 2015	3/4/2015	\$98,965.00	New	250
Denise Arnold	Southwestern Association of Criminal Justice-2015	3/18/2015	\$48,569.00	Repeat	125
Denise Arnold	STAR of San Antonio-2015	3/25/2015	\$28,563.00	Repeat	90
Denise Arnold	Texas Crisis and Intervention Team - 2015 Conference	3/27/2015	\$42,361.00	Repeat	55
Denise Arnold	Texas State University - Social Work Department 2015 Workshop	3/23/2015	\$30,189.00	New	175
Denise Arnold	Valley Aids Council - 2015	3/25/2015	\$32,167.00	Repeat	35
Denise Arnold	Workforce Solutions - Child Care Conference	3/23/2015	\$52,698.00	Repeat	70
			\$1,430,766.00		3885
Eduardo Figueroa	2015 Annual LRGV AIA Conference	3/9/2015	\$83,160.00	Repeat	130
Eduardo Figueroa	AEM Conference and Trade Show	3/6/2015	\$96,200.00	New	200
Eduardo Figueroa	District and County Clerks Association of Texas	3/20/2015	\$445,200.00	Repeat	460
Eduardo Figueroa	NAPS Annual Conference	3/13/2015	\$173,250.00	New	100
			\$797,810.00		890
Michael Flores	2015 Splash Fall Event	3/31/2015	\$100,508.00	Repeat	185
Michael Flores	2015 Dargel Boat Owner's Tournament	3/16/2015	\$28,600.00	Repeat	62
Michael Flores	2015 Engage Encounter Couples Retreat	3/27/2015	\$13,250.00	New	50
Michael Flores	2015 Ladies Kingfish Tournament	3/16/2015	\$75,000.00	Repeat	90
Michael Flores	2015 Texas USW Officers Education Conference	3/9/2015	\$53,800.00	New	156
Michael Flores	2017 NAAC Annual Conference	3/25/2015	\$130,000.00	New	740
Michael Flores	American Cheer Power Beach Battle 2015	3/16/2015	\$60,213.00	Repeat	80
Michael Flores	Jett Wedding	3/18/2015	\$13,000.00	New	30
Michael Flores	TIFT Annual Fishing Tournament	3/9/2015	\$225,400.00	Repeat	120
			\$699,771.00		1513
			TOTALS		6,288
			\$2,928,347.00		

REVISED DEFINITE BOOKING REPORT (March 1-31, 2015) All Sales Reps, All Markets, All Events

Sales Rep.	Account Name	Event Date	EIC	New/Repeat	Requested Rooms
Denise Arnold	Grand Plains Honor Council	4/8/2015	\$32,569.00	Repeat	124
Denise Arnold	UTB/ STEMs Outdoor Sports and Science Expo	4/24/2015	\$35,002.35	New	20
Denise Arnold	Texas Crisis and Intervention Team	4/28/2015	\$26,985.00	Repeat	128
Denise Arnold	City of McAllen	5/15/2015	\$52,985.50	Repeat	200
Denise Arnold	Texas Police Association	6/5/2015	\$43,050.00	Repeat	295
Denise Arnold	Pronto Insurance	6/19/2015	\$48,235.65	Repeat	170
Denise Arnold	RGV Chapter of American Petroleum Institute-2015	8/13/2015	\$113,600.00	Repeat	375
Denise Arnold	Doctor's Hospital At Renaissance	8/21/2015	\$98,256.32	Repeat	200
Denise Arnold	Workforce Solutions - Cameron County	10/1/2015	\$158,697.32	Repeat	310
Denise Arnold	Texas Gulf Youth Ministries	10/2/2015	\$27,500.00	New	50
Denise Arnold	Region One - Effect Shchool Conference	10/5/2015	\$358,962.32	New	525
Denise Arnold	Southwestern Association of Criminal Justice	10/5/2015	\$48,569.00	Repeat	117
Denise Arnold	Tropical Texas Behavioral Health	10/29/2015	\$11,550.00	Repeat	45
Denise Arnold	Dentist Who Care	7/28/2016	\$13,456.98	Repeat	225
Denise Arnold	RGV Chapter of American Petroleum Institute- 2016	8/18/2016	\$114,600.00	Repeat	375
		TOTALS	\$1,184,019.44		3,159

Sales Rep.	Account Name	Event Date	EIC	New/Repeat	Requested Rooms
Eduardo Figueroa	On Point, LLC	8/31/2015	\$119,450.00	New	435
Eduardo Figueroa	LRGV American Institute of Architects	9/23/2015	\$83,160.00	New	375
		TOTALS	\$202,610.00		810

Sales Rep.	Account Name	Event Date	EIC	New/Repeat	Requested Rooms
Michael Flores	Margarita Madness	4/11/2015	\$3,650.00	Repeat	9
Michael Flores	Lone Star Sculpture	5/18/2015	\$115,000.00	New	180
Michael Flores	Dargel Boat Owner's Tournament	6/5/2015	\$12,600.00	Repeat	30
Michael Flores	American Cheer Power	6/26/2015	\$125,000.00	Repeat	200
Michael Flores	American Spirit Championship Association	7/17/2015	\$101,000.00	Repeat	605
Michael Flores	South Padre Island Chamber of Commerce	8/6/2015	\$75,000.00	Repeat	135
Michael Flores	Breast Cancer Awareness Getaway	10/9/2015	\$230,168.00	New	650
Michael Flores	SPI Hinopalooza Bikefest	10/14/2015	\$100,000.00	New	475
Michael Flores	American Spirit Championship Association	11/6/2015	\$98,000.00	Repeat	115
Michael Flores	SPI Market Days	1/22/2016	\$12,500.00	Repeat	50
Michael Flores	Rio Grande Valley Quilt Guild Show	2/19/2016	\$28,239.00	New	75
Michael Flores	Fun in the Son	7/9/2016	\$231,607.14	Repeat	510
		TOTALS	\$1,182,746.00		3,034

Grand Totals \$2,569,375.44 6,193

REVISED PACE BOOKING REPORT (2014 TO 2019) All Sales Representatives, All Markets**By number of room nights in iDSS**

<u>MonthName</u>	<u>Actual 2014</u>	<u>Definite 2015</u>	<u>Tentative 2015</u>	<u>Definite 2016</u>	<u>Tentative 2016</u>	<u>Definite 2017</u>	<u>Tentative 2017</u>	<u>Definite 2018</u>	<u>Tentative 2018</u>	<u>Definite 2019</u>
January	870	748	0	0	625	0	0	0	0	0
February	1659	1312	0	75	315	0	0	0	450	0
March	1794	2015	0	84	250	0	0	0	0	0
April	3028	2362	0	0	710	140	525	1830	0	0
May	2370	4453	0	0	0	0	450	0	0	0
June	3359	2090	380	1460	1305	110	2336	0	0	0
July	1607	1409	0	735	650	0	0	0	0	0
August	3762	1695	30	375	135	0	135	0	0	2025
September	5531	1556	715	1275	2010	0	0	0	0	0
October	1600	2477	0	0	0	0	0	0	0	0
November	1017	955	900	0	115	0	1325	0	0	0
December	2861	300	0	0	0	0	1020	0	0	0
TOTAL	29458	21372	2025	4004	6115	250	5791	1830	450	2025

Revised Lost and Cancelled Sales Booking Report March 1-31, 2015

<u>Sales Rep</u>	<u>Account</u>	<u>Event Date</u>	<u>Reason Lost/Cancelled</u>	<u>Estimated Impact</u>
Denise Arnold	Mobile Instruments	9/30/2015	LOST to Galveston. Decision criteria included hosting the entire event on one property-Moody Gardens.	\$52,360.00
Denise Arnold	Texas Juvenile Justice Department	10/19/2015	LOST to Corpus Christi. They were able to use Omni Hotel for meeting with one other overflow hotel.	\$110,256.00
Michael Flores	Reyna Family Reunion	6/19/2015	CANCELLED . Rates were too high for the group during our peak season. They are deciding on another date.	\$22,009.00
Michael Flores	AP Foods	2/16/2016	CANCELLED . There was low attendance for the 2015 Show. Moving to another date in 2016.	\$17,000.00
Michael Flores	Benavides Wedding	9/26/2015	LOST . The couple wanted low rates from hotels as well as bring their own food for catering.	\$9,003.00
Michael Flores	Oakhills Baptist Church	6/11/2015	LOST . The church could not get enough funding for the Youth Group to come for summer retreat	\$45,897.00
Michael Flores	2015 Engage Encounter Couples Retreat	09/004/2015	LOST . The group wanted a \$60.00 flat rate for their retreat.	\$19,865.00
Michael Flores	Home and Garden Expo	5/15/2015	CANCELLED . Moved dates to 9/11/15. Still booked with Convention Center.	\$46,000.00
Eduardo Figueroa	Texas Lions Club State Convention	5/16/2018	LOST . It was awarded to Corpus Christi Omni because they could have all meeting space and sleeping rms.	\$98,325.00
Eduardo Figueroa	Texas Rural Letter Carriers Association	6/6/2015	LOST . Austin, TX won the bid. Rates too high in our peak season. Also more centrally located.	\$158,963.00
Eduardo Figueroa	Texas Association of Community Development	4/12/2016	LOST . Houston won the bid. More centrally located for attendees.	\$75,896.00
				\$655,574.00



REVISED WEEKLY RECAP – March 1 - 31, 2015

PROPERTY: South Padre Island Convention and Visitor's

Denise Arnold, Eduardo Figueroa, Mike Flores

<u>Action Goals to be Completed Per Week:</u>	Denise Arnold	Eduardo Figueroa	Mike Flores	Total for Period
Outside Sales Call [5]	12	16	22	50
Prospecting Call [15]	48	62	73	183
Tour/Site Visit [2]	10	8	11	31
RFP/Inquiry Call [5]	20	18	29	67
Maintenance Call [10]	52	60	98	210
Entertainment [1]	5	3	9	117
Sent Leads [2]	14	4	9	27

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: Jimmy Hawkinson, Advisory Board Chairman

DEPARTMENT: Advisory Board Committee Member

ITEM

Update, discussion and action regarding CVB Sales Committee:

- a. List of members based on South Padre Island lodging partners.
- b. Date, time and agenda for the 1st meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: Jimmy Hawkinson, Advisory Board Chairman

DEPARTMENT: Advisory Board Committee Member

ITEM

a. List of members based on South Padre Island lodging partners.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



South Padre Island CVB Sales Committee

- **Proposed Date – First Tuesday of every month**
- **Location – Convention Centre**
- **Time – 10:00am**
- **Invitation to all Lodging Partners – General Managers and Sales Managers**

Committee Members: Confirmed

- **Rene Valdez - General Manager - The Pearl Beach Resort (Full Service Hotel)**
- **Mike Bigelow – Director of Sales – Schiltterbahn Beach Resort (Full Service Hotel)**
- **Alma McLeroy – General Manager – Holiday Inn Express (Select Service Hotel)**
- **Jose Salazar – General Manager – La Quinta Inn & Suites (Select Service Hotel)**
- **Daniel Salazar – General Manager – Isla Grand Beach Resort (Condo/Full Service)**
- **Will Greenwood– Residential Manager-SPI Rentals (Condo Agency)**

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: Jimmy Hawkinson, Advisory Board Chairman

DEPARTMENT: Advisory Board Committee Member

ITEM

b. Date, time and agenda for the 1st meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Meeting Date: Tuesday, May 5, 2015

10:00am – Convention Centre

Agenda Items for the First Meeting:

- **Comments/ Concerns from the Lodging Partners**
- **Comments/Concerns from the CVB Staff**
- **Go over Pace Report and Discuss Need Dates**
- **Set up Sales Blitz Dates for the 2015 Year**
- **Discuss FAM Tours**
- **Discuss Feeder City Market Sales Calls**
- **Convention Services provide by the SPI-CVB**
- **Brainstorming on Group Needs – particularly Weekday Business**

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: Jimmy Hawkinson, Advisory Board Chairman

DEPARTMENT: Advisory Board Committee Member

ITEM

Discussion and possible action to review current procedures in place by the CVB Sales Staff and Convention Centre staff to qualify and/or screen potential groups or new events.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Sales Lead Qualification Sheet

Date: _____

Account Name: _____

Meeting Name: _____

Contact Name/Title: _____

Address: _____

City/State/ Zip: _____

Phone: _____ Email: _____

Qualification:

1. What is bringing you to South Padre Island, Texas?

2. Can you tell me more about the Event? What dates do you need? How many people will be attending? What kind of space do you need?

3. Will you be needing group sleeping rooms with this event?

4. Tell me what is important to you and your group?

5. Are you working with a budget? What would that be?

6. Have you held this event before? Do you have any history or final pick up on it?

7. Who will be making the final decision? When?

8. Next Action: Tell the client you will be checking availability of the Convention Centre or sending out a lead to local hotels and venues. Ask for an appointment for a site tour of the Convention Centre or a local hotels and or condo that meets the need of the client.

ACTION ITEMS TO BE DONE WITHIN 24 HOURS:

- **Complete Qualification Sheet**
- **Enter all information into IDSS – Send out lead if it is for hotels/condo's**
- **Check Availability**
- **Send an email with the full Sales packet to the client**
- **Create a task in IDSS to follow up with hotels and client for next step – either a site tour of a Hotel/Convention Centre/Condo**

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: Jimmy Hawkinson, Advisory Board Chairman

DEPARTMENT: Advisory Board Committee Member

ITEM

Update, discussion and possible action regarding the status of the New Events Funding Guidelines and Procedures.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

State Law: By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

Chapter 351 of the Tax Code states that the use of HOT funds is limited to:

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 - 1. the commercial center of the city;
 - 2. a convention center in the city;
 - 3. other hotels in or near the city; or
 - 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**

City Policy: The City of South Padre accepts applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted in writing and be accompanied by the official application by the below noted deadlines.

The application will be reviewed by the Convention and Visitors Advisory Board during one of two annual funding review periods. All applications must be presented at least two months prior to the date of the proposed event or expenditure.

Funding Application Deadline for Spring/Summer Activities: Wednesday, January 7th.

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 8th.

Applications for funding will be submitted through the city application forms and reasonable attachments provided by the applicants. Review of the applications will be done by city staff and the Tourism Advisory Board solely through the written applications unless an in person presentation is requested by two or more of the committee members. In such a case, the applicant may be asked to be present at the meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

Eligibility and Priority for Hotel Tax Funds:

Impact: Funding priority will be given to those events and entities based on their ability to generate and sustain overnight visitors to South Padre Island. **The amount that you are requesting should not exceed more than the total amount of hotel night revenue that you are predicting will be created or sustained by your event or facility.** Applicants must place a link to the South Padre Island CVB listing of hotels on the applicants website. Applicants for funding are strongly encouraged to attend one of the annual informational seminars on hotel occupancy tax funding.

If an event or facility will not generate any meaningful hotel night activity or gain participation of existing hotel guests, it is not eligible for receipt of hotel occupancy tax funds.

Events can prove their potential to generate overnight visitors by:

- a) **Prior Impact:** historic information on the # of room nights used during previous years of the same events;

- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources);

The City’s Convention and Visitor’s Bureau Department shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the staff shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board for both anchor events and non-anchor events. The Tourism Advisory Committee may accept or amend the CVB staff’s recommendations by a majority vote of the Committee.

Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event

There shall be a four year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses, unless the event is determined to be an “anchor event.”

Application to be an Anchor Event: There are certain events that have an established impact that warrants continued regular annual or seasonal funding of the event with hotel tax. **An Anchor Event shall be an event that generates or sustains over 500 hotel nights for the event and over 1,500 overnight visitors to South Padre Island for the event.** Preference for Anchor Event designation will be given to multi-day events. Each year, entities may apply to have their event funded as an anchor event and provide documentation to support this designation.

Anchor events shall be funded on a reimbursement basis once the event expenses have been incurred and the post event report is completed. It is within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the amount of awarded hotel tax funding to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Non-Anchor Events

Application to be a Standard Hotel Tax Funded Event: There are certain events that may not meet the requirements of an Anchor Event but still have a meaningful impact on tourism and hotel activity for South Padre Island.

Seed Money Limitation: Non-Anchor Event Funding from the hotel tax is to be treated as “seed money” with the intent that the event/facility program will eventually be able to fund it’s operational costs (other than marketing) from program revenues and non hotel tax sponsorships. Accordingly, hotel tax funding for operational costs (other than marketing) for non-anchor events is limited to no more than four consecutive years of Hotel Tax Funding. The Convention and Visitors Advisory Board will have the discretion to amend that limitation if deemed appropriate.

Non-Anchor Event hotel tax funding may be provided at the time of the award determination in order to facilitate the holding of the event. For the first year of a non-anchor event, the funding will not be reduced based on the actual impact of the event unless there is a substantial breach of the terms of the funding agreement by the applicant. For subsequent funding years, the funding will be provided on a reimbursement basis. For subsequent funding years, it is also within the discretion of the Tourism Advisory Committee to proportionately reduce the awarded hotel tax funding amount to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. In all cases, the Tourism Advisory Committee shall retain 25 % of the hotel tax funding award that will only be paid upon submission of the post event report and satisfactory performance on the terms of the funding agreement. The CVB staff shall be tasked to recommend whether full payment should be made for each funded event. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

The month of July

The Spring Break Period (Insert blocked spring break period dates)

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Tourism Advisory Board Event may with a recommendation from the CVB staff and a two-third vote grant an event a variance from these black out periods.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the South Padre Island’s funding of a particular event. This restriction can be waived by the Tourism Advisory Committee for an event that has a substantial impact on tourism and hotel activity.

Supplemental Information Required With Application: Along with the application, please submit the following:

- _____ Proposed Marketing Plan for Funded Event
- _____ Schedule of Activities or Events Relating to the Funded Project

Post Event Report: Within 30 days of the event’s completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

Submit to: _____ Convention and Visitors Advisory Board/ C/O City of South Padre Island
Convention and Visitor's Bureau
(Insert preferred CVB address)
(phone number/email address)

Application

Date: _____

Organization Information

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Office Phone Number: _____

Contact Cell Phone Number: _____

Web Site Address for Event or Sponsoring Entity _____

Non-Profit or For-Profit status: _____ Tax ID #: _____

Entity's Creation Date: _____

Purpose of your organization: _____

Event Information

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: \$ _____

Primary Purpose of Funded Activity/Facility:

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

Percentage of Hotel Tax Support of Related Costs

_____ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

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

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

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

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

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

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$_____
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$_____
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$_____
- d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that

the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____

e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____

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

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

How many of the attendees at the sporting related event are expected to be from another city or county? _____

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: _____
2. Expected Attendance: _____
3. How many people attending the Event or Project will use South Padre Island lodging establishments? _____

How many nights do you anticipate the majority of the tourists will stay: _____

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: _____

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: _____

8. Will the event charge admission? _____

9. Do you anticipate a net profit from the event? _____

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

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

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

Anticipated Number of Press Releases to Media _____

Anticipated Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

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

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

15. What geographic areas does your marketing, advertising and promotion reach:

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? _____ (each media source ought to be able to quantify this number for applicants)

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

Expected Visitation by Tourists Monthly/Annually: _____

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

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

a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)

19. 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 submitted with at least _____ weeks advance notice for approval by the South Padre Island CVB.

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

Submit to: _____ **Convention and Visitors Advisory Board/ C/O City of South Padre Island
Convention and Visitor's Bureau**
(Insert preferred CVB address)
(phone number/email address)

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: Jimmy Hawkinson, Advisory Board Chairman

DEPARTMENT: Advisory Board Committee Member

ITEM

Update, discussion and possible action regarding setting a date for the Spring Break Workshop.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: Sean Till, Advisory Board Member

DEPARTMENT: Advisory Board Committee Member

ITEM

Update, discussion and possible action regarding the Budget Committee.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015
NAME & TITLE: Paul Holthusen, IT Director
DEPARTMENT: City of South Padre Island

ITEM

Update, discussion and possible action regarding Website Sub-Committee meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: Paul Holthusen, IT Director

DEPARTMENT: City of South Padre Island

ITEM

Discussion and action on one-time expenditure of up to \$10,000.00 for inclusion on the Discover America campaign.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

02-594-0531 Media Placement

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Brand USA Originals Texas Partner Program

Learn how you can leverage Brand USA's multi-million dollar international marketing budget to bring more international visitors to your destination! With Brand USA's special Texas partner rates, DMOs and tourism businesses can extend their reach through this innovative Texas-Brand USA program, saving up to **80%**!

In-Language Content Bundles with Discover America

Texas Partner Rate: \$4,843 (per bundle)

**Limited Availability*

Benefits of the In-Language Content Bundles:

- 2-3 minute video for each city/experience. hosted by a native speaker
- 500-word native language 1st person feature destination story
- Up to 20 color images can be applied to your site
- Discover America Enhanced Experience Page in 9 languages (article & photos)
- Trip Tuner Extensions
- Receive full ownership rights to all content which comes with in-language metadata.
- Receive all B-roll video and photos on a hard drive
- Languages: Spanish, Portuguese, German
- Scheduled Shoot: Nov.- Dec. 15 *(Tentative w/ Limited Availability)*

Includes
350% lift
for your
investment!



Video Link: <https://www.youtube.com/watch?v=dOBMVPOTWBQ>



Discover America Enhanced City Pages

Texas Partner Rate: \$3,325

The Discover America network of global websites was designed to help inspire international visitors and travel influencers to choose the United States. Now you can help ensure that your destination's message reaches consumers and travel trade partners in the top international markets. Languages available for Enhanced City Pages include: English and French for Canada, English for the United Kingdom & India, Spanish for Mexico and Chile, Portuguese for Brazil, German, Korean and Japanese. All city/regional pages will link to a special enhanced Texas page and to all relevant content on all DiscoverAmerica.com sites.

Includes
240% lift
for your
investment!

Additional Content Video Creation

Texas Partner Rate: \$1,925(per video)

Create an additional custom video from existing content to target additional markets with the existing B-roll content.

Includes
315% lift
for your
investment



Brand USA Originals Texas Partner Program

In-Language Video Extension: Rocket Fuel

Texas Partner Rate: \$3,035 (per video)

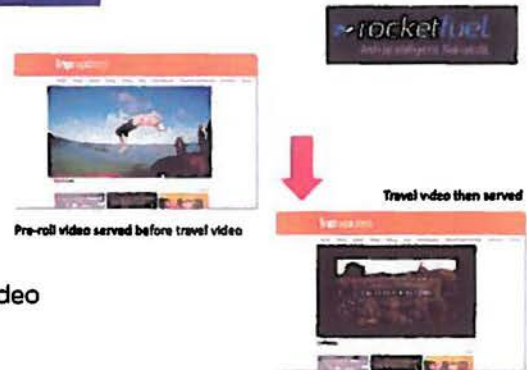
Retarget your existing Brand USA in-language content in different markets with a custom 30 second pre-roll video. Advanced target capabilities are applied to the storytelling power of your in-language videos - placing them on the right video sites. Includes conversion cost of the existing in-language content videos into a 30 second pre-roll video.

Markets Available: UK, Germany, Canada, Brazil, Mexico, Japan, and Australia

Includes:

- 125,000 Guaranteed Views of the Complete 30 second Video
- Video Conversion
- Advanced Targeting Tools

Includes
247% lift
for your
investment!



2015 Discover America Inspiration Guide

Texas Partner Rates: \$21,400 Full Page ; \$10,700 Half-Page ; \$5,350 Quarter Page

The official Inspiration Guide showcases American destinations and experiences in stunning photographs and persuasive copy. Destinations can participate by purchasing a Featured Photo Essay which is seen by consumers as compelling editorial content. Interactive digital editions of the Inspiration Guide (E-Books) will connect international consumers directly to your website.

Print Circulation: 575,000

- 21 Countries
- 13 Versions

Digital Exposure: 30 million impressions



State Owned Targeted Travelzoo Campaign

Texas Partner Rate: \$3,750 (per partner)

Expand your destination's reach in the markets of the UK, Canada, Australia and Germany with Travelzoo's custom 360-degree turn-key marketing solution, reaching their highly engaged and responsive subscribers.

Includes
200% lift
for your
investment!

Campaign Includes:

- 15 Million Emails
- Custom Texas Campaign Landing Page
- Social Media Promotions
- Mobile Campaign





Brand USA Originals Texas Partner Program

2015 Multi-Channel Campaigns Targets: Brazil, China, Mexico, and Japan

Brand USA's Official Multi-Channel Program provides you with an unbeatable 2-to-1 value compared to creating your own targeted international campaign. Digital, email and print - all with Travel Trade Partner Activation - allow you to deliver your message to highly-qualified, affluent consumers when, where and how they consume media. See below the media components for each in-country campaign.

Brazil

- 12.8 Million Total Media Impressions
- Print Insert Distribution in Viagem and Folha De S. Paulo
- 6-week Digital Campaign
- 2 Targeted Email Deployments
- Added value with a travel offer for your destination - all turn-key by Tam Viagens Travel Trade Activation Partner

Texas Partner Rate: \$12,785 Full Page; \$6,393 Half-Page

China

- 348 Million Total Media Impressions
- Print Insert distribution in World Traveller Magazine
- 8 week Digital Campaign
- TV Episodes Exposure
- OOH Metro LCD Screens (Transit Centers)

Texas Partner Rate: \$18,000 Full Page; \$9,000 Half-Page

Japan

- 12.4 Million Total Media Impressions
- Print Insert distribution in Yomiuri Shimbun and Asahi Shimbun
- 6 week Digital Campaign
- 2 Target Email Deployments
- Added value with a travel offer for your destination - all turn-key by H.I.S. Travel Trade Activation Partner

Texas Partner Rate: \$16,290 Full Page; \$8,145 Half-Page

Mexico

- 12.4 Million Total Media Impressions
- Print Insert distribution in six top Mexico travel publications such as Moi & Travesias
- 6 week Digital Campaign
- 2 Target Email Deployments
- Includes added value with a travel offer for your destination - all turn-key by GranPlan Travel Trade Activation Partner
- Radio Campaign through Imagen Radio

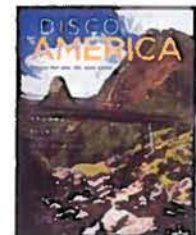
Texas Partner Rate: \$13,005 Full Page; \$6,863 Half-Page



Traffic is driven directly to your owned language-specific website or to your content on the language appropriate Discover America Site



Integrate Email Layout With In-Country Activation Partner Promotion



High-quality print insert distributed through targeted in-country publications and through E-book versions

Includes
198% lift
average for all
multi-channel
investments listed!

For any questions or additional information, please contact:

Debi Saldaña
Miles Global Sales Executive
Debi.Saldana@milespartnership.com
210-723-9957 (mobile)

Creative Request



The Opportunity

The USA is rich in urban experiences, natural splendor and culinary culture. From parks to pizza joints, trails to tables, beaches to brunch spots, the USA is home to a breadth of experiences to delight all the senses. Discover America will help international travelers discover the USA's best experiences, but we need your help! We need you to share your destination or product's amazing outdoor adventures, hidden gems, culinary delights, itineraries and more.

How to Participate

We are looking for trip ideas and written content to help us tell the USA story.

Contributions should:

- Inspire or tell a story
- Reflect our Discover America sensibilities of "Like never before" and the notion that the USA is "like nowhere else."
- Showcase a sense of place
- Have visuals on hand to support any supplied content or story ideas
- Story links (Please let us know if we have the rights to use this content.)

We will adapt submitted materials that fit Discover America creative guidelines, and reserve the right to make the final decision regarding use of all submitted photography, video or content. Note: All materials submitted will be considered as an in-kind contribution.

To share your story ideas with us, please answer the following questions in this document based on our upcoming themes. Links to existing articles and press releases are also fine as responses.

Please submit your responses to socialmedia@thebrandusa.com by Friday, March 20.

Great Outdoors

1. What are five parks, monuments or other outdoor areas that visitors to your destination have to see? And what are the top activities there?
2. What are some unique outdoor activities visitors can try in your destination?
3. Are there any hidden outdoor gems you think we should know about?
4. You have the following assets to support the Great Outdoors campaign:
 - High-resolution images
 - Video footage
 - Written content
 - Additional story ideas

Culinary

1. For what dishes is your state known?
2. What are some must-try restaurants in your state?
3. Are there food festivals that we should recommend?
4. Are there any agriculture tours, farm-to-table experiences, beverage tours or other culinary circuits that you would like us to know about?
5. You have the following assets to support the Culinary campaign:
 - High-resolution images
 - Video footage
 - Written content
 - Additional story ideas

Creative Request



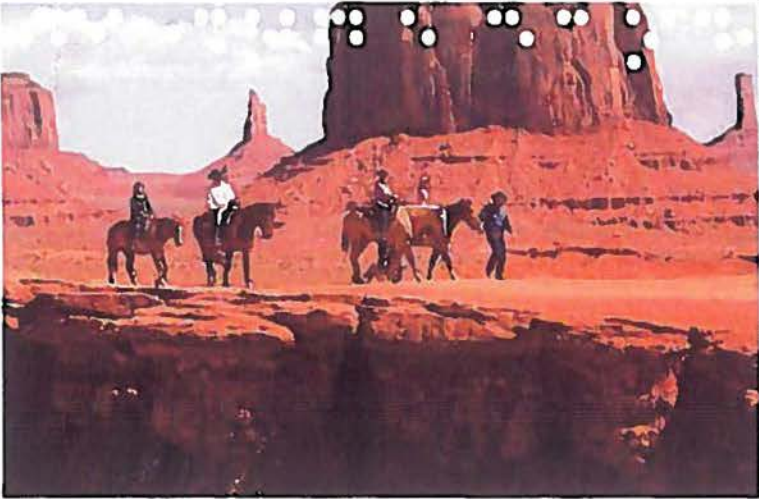
General and Seasonal Content

1. Are there other circuits or itineraries that showcase your destination?
2. Are there any events or seasonal happenings that you would like us to know about?
3. Are there any sporting or live music events coming up that you would like us to highlight?
4. Is there any news or developments that would affect the travel industry in your destination?
Examples could include hotel openings, new attractions, etc.
5. Do you have any quirky, iconic or distinctive sites that you would like us to highlight?
6. What are the top five cultural events or experiences in your destination?
7. Are there any attractions that international visitors would be surprised (and delighted) to find in your destination? If so what are they?
8. Is there anything else that you would like us to know or highlight?

Practical Information

1. If you have assets that you are willing to share with us, what is the best way to access them?
If you have a Digital Asset Management system, can we get login credentials?
2. We are building out the social footprint of the USA. Have you filled out our [social media survey](#) so we can include you in this footprint?
3. Who should we contact for further assistance with content?

Questions? Please contact socialmedia@thebrandusa.com.



DiscoverAmerica.com

2015-16 BRAND USA ORIGINAL MARKETING PROGRAMS





Brand USA Originals OUTDOORS INITIATIVE

Highlight your outdoor experiences, attractions and events to a targeted international audience through Brand USA's Outdoors Initiative. The U.S. offers a vast array of vacation ideas for outdoor enthusiasts – from vast scenery to seasonal adventures to urban parks and activities. Phase 1 opportunities include content creation and traffic generation to expand your reach in those key international markets (Canada, Australia, Germany and the United Kingdom) most interested in exploring the multitude of our outdoor destinations

TARGETED CONTENT & TRAFFIC GENERATION:

The Big Film

In addition to a social and digital campaign to support the Outdoors Hub, this initiative is supported by the launch of 'America Wild. U.S. National Parks (working title)' that MacGillivray Freeman Films is producing in partnership with Brand USA. After select premieres in Fall 2015, the film will premiere globally in Q1 2016

Social Promotion

Your Outdoors web content will be promoted through posts on either Facebook or Twitter. You select your target country between UK, Canada, Australia or Germany*. More than 1 country can be added for additional investment.

- Timing and channel will be determined by Brand USA. Requests for specific timing will be considered but cannot be guaranteed
- All posts will drive to your content on the Hub

*Twitter not an available option in Germany

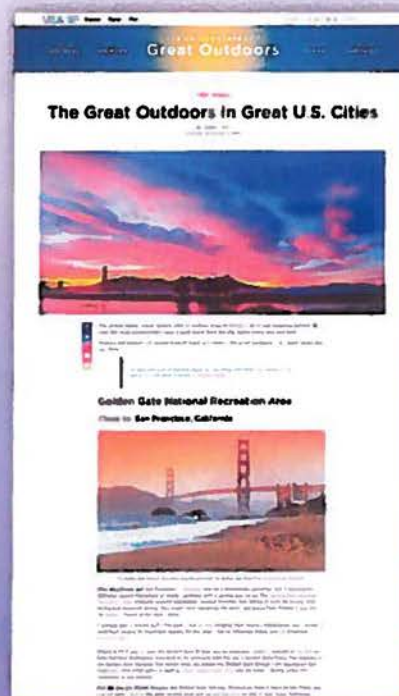


Outdoors Online Hub

Inspire international travelers to explore your best outdoor experiences through dedicated content on Brand USA's targeted outdoors hub. Packages may include:

- Custom, outdoors-themed content focused on your natural wonders, unique experiences, urban adventures, must-do activities, etc.
- Photo of the Week inclusion
- Promotion on the Outdoors Hub homepage

discoveramerica.com/outdoors



Video Production

Increase engagement with your content through special outdoors-themed videos that will be included on your dedicated Hub pages. These experiential, music-only videos will focus on 4 to 6 of your outdoor activities and top scenic locations in a 1.5 to 2 minute format. Your video will also be uploaded to Discover America's YouTube channel as well as promoted through the 'USA Map' on the DiscoverAmerica.com sites (discoveramerica.com/roadtrips).

Traffic Generation

Drive even more users direct to your content on the Hub with a dedicated traffic generation strategy. Packages may include promotion through Facebook, Rocket Fuel and/or Outbrain. You select your target country between UK, Canada, Australia or Germany. More than 1 country can be added for additional investment

- Requests for specific timing will be considered but cannot be guaranteed



PROGRAM SUMMARY

Market Availability



Australia Canada Germany UK

Dates Active in Market

Ongoing through December 2016

Number of Opportunities

Unlimited. Partners choose from 3 available packages

Program Availability

Please allow 2-4 months for content creation prior to your campaign's launch.

Campaign Launch

Campaign content may launch any time before Summer 2016, with associated promotions occurring within 6 months.

Package Components & Pricing

All campaigns are for a six-month period	TIER 1	TIER 2	TIER 3
	<i>This package may be shared by up to 3 partners</i>		
Investment	\$75,000	\$34,000	\$14,000
Program Value	\$110,000	\$49,500	\$19,500
Outdoors Hub Content			
Dedicated Content Pages**	6 webpages	4 webpages	2 webpages
	<i>Includes localizations and translations: English for UK, Canada, Australia and India, German, Spanish for Mexico and Chile, Portuguese for Brazil, French for Canada and France, Simplified and Traditional Chinese, Japanese and Korean</i>		
Photos of the Week**	3 photos	2 photos	N/A
	<i>Each photo promoted for 1 week on the homepage static promotion</i>		
Homepage Tile Promotion*	6 weeks	4 weeks	2 weeks
Single Partner	<i>1 week primary + 5 weeks secondary</i>	<i>1 week primary + 3 weeks secondary</i>	<i>2 weeks secondary</i>
Co-Op Partners	<i>6 weeks secondary shared</i>	<i>N/A</i>	<i>N/A</i>
Homepage Hero Story Promotion	1 day, 4x within 6 months	N/A	N/A
	<i>Headline/photo will be optimized and may differ between promotions. Static promotion. Brand USA selects preferred Partner content page.</i>		
Video Production** <i>(price includes pre-roll production)</i>	3 videos	1 video	N/A
	<i>Partner has choice to include a non speaking model.</i>	<i>Videographer-crew only.</i>	
Social Promotion - Facebook/Twitter**	6 posts	4 posts	2 posts
	<i>Posts will drive to your content on the Outdoors Hub (webpages, photo of the week and/or videos). Brand USA will determine timing, channel and content to promote.</i>		
Traffic Generation	290K total engagements	200K total engagements	15K total engagements
Facebook Media	✓	N/A	N/A
Rocket Fuel Media	✓	✓	N/A
Outbrain Media	✓	✓	✓

* Homepage promotions: Primary is a static promo with your logo on the top row. Secondary is a rotating promo in the second row

** Partner content to be created within campaign visual and voice guidelines and will be approved by Partner and Brand USA

Add-On Social & Traffic Generation By Country

Expand your dedicated traffic generation strategy to other outdoors-focused countries. Social and traffic generation for one country between UK, Canada, Australia and Germany (Twitter unavailable for Germany, Facebook only) is included in the package prices above. You may add social and traffic generation campaigns for the other noted countries as well.

	Country Options	Engagements	Cost
Tier 1	UK, Canada, Australia or Germany	290,000	\$29,500 per country
Tier 2	UK, Canada, Australia or Germany	200,000	\$15,500 per country

Materials Submission:

For questions, please contact Outdoors-Materials-Due@MilesPartnership.com or www.MilesPartnership.com/BrandUSA_specs. All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval.

CONTACT INFORMATION

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Program marketed with MILES



Brand USA Originals DISCOVER AMERICA INSPIRATION GUIDE

Attract visitors from the most valuable international markets through the Discover America Inspiration Guide. With an impressive print and digital distribution strategy that includes targeted consumer, trade and embassy channels, this is an unbeatable opportunity to inspire active travel planners across the globe to learn more about your destination.

Distribution includes 575,000 print guides and 30+ million digital banner impressions!

***2016 New Additional Program Details Coming Soon!**

Highlights:



Any travel industry partner may purchase Featured Photo Essays within one or more of Brand USA's consumer marketing pillars: Great Outdoors, Culture, Urban Excitement, and Indulgence. Single participants must purchase either full pages or 2-page spreads.

Travel industry partners may also participate in any of the special sections within the pillars: 'Ski & Snow', 'Beaches & Islands' and 'Golf' in Great Outdoors; 'Indian Country' in Culture; 'Family Travel' and 'Shopping' in Indulgence. Single participants must purchase either half pages, full pages or 2-page spreads. Limited space available.

Participants buying at least one full-page of the Featured Photo Essay will be able to buy additional space within one or more of the special sections at a special rate. It's a great way to increase your exposure!

Travel industry partners may also participate in a state-led co-op section within the pillar sections. Co-op participants may purchase half, third or quarter-page space in addition to full pages or 2-page spreads in the state's section(s).



Travel providers, such as airlines, hotels, car rental companies, etc., may purchase display ad space in the 'Resources for Travelers' planning section or on the inside front cover. Participants must purchase either full pages or 2-page spreads.

Participants (full page or larger) can customize their messaging by audience for up to four international markets.

Check out the 2015 Inspiration Guide E-Book (Canada Version): <http://www.smsepub.com/publication/?m=24205&l=1>

PROGRAM SUMMARY

Market Availability



Dates Active in Market

January 2016 Launch

Active Selling Cycle

Early Close Date: July 31, 2015

Final Close Date: October 2, 2015

see reverse for material due dates

Number of Guides

Content is created in 10 languages for 13 versions for distribution in 21+ countries

Program Availability

The Inspiration Guide is an annual program with distribution spread throughout a 12-month period

Opportunity

Promotions are available in full page or 2-page spread increments; exemptions for participation through a state co-op or in the special sections

2016 Inspiration Guide Rates & Dates

For the Early Close special rate, contract must be signed and materials must be received by dates noted. Special rates are available for participation in a state-led co-op section.

SINGLE PARTICIPANT RATES	Early Close Rate	Final Close Rate
2-Page Spread (within pillars or special sections)	\$49,250	\$50,150
Full Page (within pillars or special sections)	\$26,450	\$27,350
Half Page (within special sections only)	\$14,205	\$14,700

DUE DATES	Early Close Dates	Final Close Dates
Contract Due	July 31, 2015	October 2, 2015
Materials Due	August 21, 2015	October 9, 2015

Destinations that purchase more than a 2-page spread will receive 10% off the rate for any additional pages purchased. PRICES ARE NET

SPECIAL SECTION RATES FOR ADDED EXPOSURE *Only available with a pillar FP or Spread contract	Early Close Rate	Final Close Rate
*Third Page	\$8,500	\$8,850
*Sixth Page	\$4,650	\$4,850

PRICES ARE NET

2015 Distribution Strategy: (*Specific 2016 Strategy Details To Come)

Print and digital versions of the Inspiration Guide will be available in all included languages and be distributed through robust strategies targeting consumers and trade markets around the globe.

Digital: 30+ million banner impressions

- Promotion throughout the Discover America global websites
- Through cross-program promotions, including Brand USA's market-specific Travel Trade Partnerships
- Through tour operators and travel agencies, in customized versions with offers/packages included
- Via digital ad campaigns on Expedia, Orbitz, Travelocity and other online travel sites

Print: 575,000 guides

- Brand USA Pavilions at major international travel shows
- VISA offices and U.S Embassies
- In international markets by Brand USA in-country reps
- By Visit USA (VUSA) Committees
- Through top tour operators and travel agent partners in each country
- Targeted consumer distribution in select countries

Materials Specifications

Submit your completed form and materials IG-Materials-Due@MilesPartnership.com

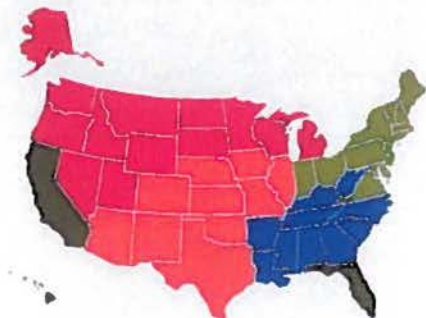
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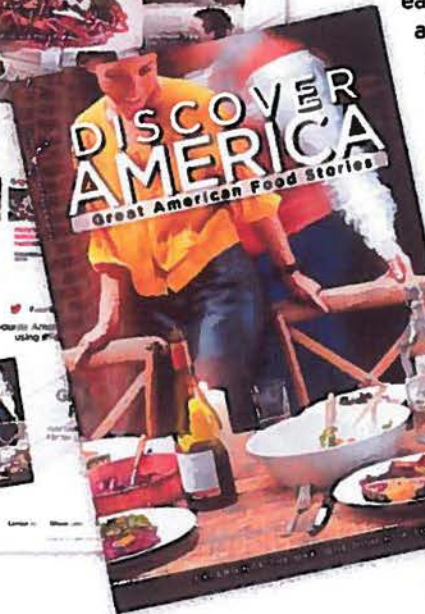


Brand USA Originals 2015 CULINARY INITIATIVE

Culinary experiences rank among the top five reasons visitors consider a destination. Brand USA is leading the way for U.S. destination partners to showcase their culinary story, history and highlights with international travelers. Through a multimedia storytelling campaign that includes a dynamic digital content hub, a targeted social campaign and an engaging print culinary guide, the Great USA Food Stories initiative will increase visitation by showing new ways to indulge in the U.S. through its vast culinary experiences.

Campaign Engagement & Activation Strategy

- Engage and activate travelers through a rich online Culinary Hub on each of the DiscoverAmerica and GoUSA sites
- Inspire travel through a print guide distributed at global culinary events, including the Milano Expo from May to October, 2015
- Connect organically through the key influencer campaigns in Canada, Japan and the United Kingdom; participating partners' content will be prioritized in promoting targeted users to the Culinary Hub
- Expand content beyond chefs and recipes to include unique stories, itineraries, and location-specific culinary delights
- Increase reach for participating partners through paid media using Outbrain to drive audience interest and engagement
- Participating Partner benefit from the overarching Brand USA paid, earned and social media campaigns delivering a highly-qualified audience to the culinary hub (partner inclusion in social promotions is determined by Brand USA); includes Instagram mapping on DiscoverAmerica



Our Culinary Story
The culinary landscape of the United States is a mosaic of varied, vibrant and delicious. This is no surprise when you consider the diverse and geographical diversity, shared history and rich agriculture found across our country. You'll discover an abundance of taste and regional influences, with every dish from north and south to cities and towns, which are just an example of our nation's many food traditions and sub-cultures, ethnic groups and neighborhoods, such and politics.

PROGRAM SUMMARY CONTACT INFORMATION

Market Availability
Australia, Canada, Brazil, China, Chile, Germany, Italy - Milano Expo, India, Japan, Mexico, South Korea, Taiwan & Hong Kong, United Kingdom

Sales Close*
December 12, 2014
Materials Close*
December 19, 2014
*Closes apply to print and digital materials for campaign launch, level 1 digital only is ongoing

Dates Active in Market
Digital Content Hub:
Launch April 2015
Print Guide:
Launch May 2015
Social Campaign:
May - Sep 2015

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Partnership Opportunities - Core Initiative

LEVEL 1:

Content Hub & Social Promotion: \$9,525

Total of 2 webpages hosted in the Culinary Hub on all DiscoverAmerica & GoUSA sites:

- Content to focus on unique food stories relevant to one of the regions; features such as "top must eats" or food that is germane to specific destination - items you can only get here, local stories, etc.
- Partner content to be created within campaign visual and voice guidelines approved by partner and Brand USA
- Translations included

Minimum guarantee of 4,000 engagements via Outbrain culinary campaign

Market to existing fans across Brand USA social channels and communities:

- Post on social channels - market, channel and number of posts determined by Brand USA

Please see close dates on front page for your materials to be included at campaign launch; however, digital only is ongoing and materials can be added post-launch.

LEVEL 2:

Premium Digital and Print Sponsorship: \$39,610

Total of 4 webpages hosted in the Culinary Hub through on all DiscoverAmerica & GoUSA site

- Includes the content opportunities described above

Minimum guarantee of 8,000 engagements via Outbrain culinary campaign

Market to existing fans across Brand USA social channels and communities

- Post on social channels - market, channel and number of posts determined by Brand USA

Featured homepage tile (rotating placement). 2 months

Two-page spread within the Culinary Guide editorial

- Partner content to focus on travel culinary experiences to inspire travel and invite visitors to explore culinary delights in and beyond the gateway cities for new experiences
- Partner content to be created within campaign visual and voice guidelines approved by partner and Brand USA
- Partner images will be included on the 500,000 postcards promoting traffic to the Culinary Hub distributed at the Milano Expo
- Culinary Guide printed in Global English, Japanese, and other languages to be named
- 115,000 total guides to be distributed through events and embassies

For inclusion in print and digital at campaign launch, please see close dates on front page.

Additional Partner Opportunities

Increase your reach and exposure by adding on any of these opportunities. All created content is co-owned by the Partner and Brand USA.



Culinary Video Sponsorship

- Create a custom in-language culinary video highlighting your culinary story and destination attractions
- Distribution through your sponsored pages on the Culinary Hub and social promotion

TV: Food Network Opportunity

- Partner-focused 2-minute vignette
- Included in the July 2015 takeover on Food Network - "30 Chefs, 30 Days"
- Partner contribution: \$50,000 per vignette

TV: Travel Channel Opportunity

- Partner-focused half-hour "Jeni and Oily" episode
- Included in the July 2015 takeover on Travel Channel, will be a 3 or 5-part series
- Includes TV spots and sweepstakes for 3-part series
- Partner contribution: \$85,000 per half-hour episode

Expo Milano 2015 Food Truck Sponsorship

- Reach 25-30 million international consumers at this global culinary expo
- Milano Expo May - October 2015
- Local U.S. James Beard chef ambassador food demonstrations
- U.S. Pavilion theme is "Food Truck Nation"; includes 8 food trucks
- U.S. destination food truck sponsorships available for 1 week at a time

TV: Food Network & Travel Channel Combined Opportunity

- Includes both opportunities described above
- Partner contribution: \$85,000 per half-hour episode + \$25,000 per vignette
- Cost reduced because production crew can maximize travel; production for both must happen simultaneously

Please contact your Brand USA Partnership Service Representative for details.

Materials Submission Requirements

For questions, please contact Culinary-Materials-Due@MilesPartnership.com or www.MilesPartnership/BrandUSA_specs.



Brand USA Originals

DISCOVER AMERICA GLOBAL WEBSITES

The Discover America network of global websites was designed to help inspire international visitors and travel influencers to choose the United States. Now you can help ensure that your destination's message reaches consumers and travel trade partners in the top international markets. Languages include English and French for Canada; English for the United Kingdom, Australia and India; Spanish for Mexico and Chile; Portuguese for Brazil; German; Korean and Japanese.

Core Opportunities

From sponsoring content on a City, State or Region page, to sharing the best of your destination through one or more Experience Pages, you guide international travelers to learn more about your destination. Here are the promotion options available to you:



- **Experience Page:** a multimedia (video plug-in and photo gallery included) page created from content you provide that dives into an activity/experience/itinerary unique to your destination. (found through the 'Explore' main navigation and the relevant City, State and/or Region pages)
- **State Page:** a multimedia (video plug-in and photo gallery included) page created from content you provide (can be experiential, overview, itinerary, etc.); found through the 'Places' main navigation
- **City or Region Page - Standard:** a page created from content you provide (can be experiential, overview, itinerary, etc.); found through the 'Places' main navigation and relevant State page
- **City or Region Page - Enhanced:** a multimedia (video plug-in and photo gallery included) page created from content you provide (can be experiential, overview, itinerary, etc.); found through the 'Places' main navigation and relevant State page

Examples of Discover America's homepage, State and City page opportunities

Discover America Packages & Pricing	500 Words (destination supplied)	Link To Your Official Site	Translations*	Main Header Photo	20-Image Photo Gallery	Video Player Module	Promotion to Your Visitor Guide
Experience Page Enhanced: \$6,500	✓	✓	✓	✓	✓	✓	
State Page Enhanced: \$8,000	✓	✓	✓	✓	✓	✓	✓
City or Region Page Standard: \$5,500	✓	✓	✓	✓			
City or Region Page Enhanced: \$8,000	✓	✓	✓	✓	✓	✓	✓

*Translation costs are included for Japanese, Korean, Portuguese, Canadian French, German, Queen's English and Spanish
Content updates - including article, photos, video and metadata - are available for \$3,500 per page.

MARKET AVAILABILITY CONTACT INFORMATION



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Brand USA Originals IN-LANGUAGE CONTENT PROGRAM

This groundbreaking program creates and distributes in-language multimedia content to help U.S. destinations promote their experiences to international travelers. Because we use native speakers, the content is in-language (not translated) and customized to the specific international audience's point of view. Partners and Brand USA will have the right to use and distribute this authentic, experiential content throughout their channels.

All In-Language Content receives a dedicated 'Video Journal' page



Each 'Video Journal' page is promoted on the relevant State and City pages

Top Program Benefits

- Partners receive rights to a multi-media package of in-language content - all at a great value!
- Tell your destination's story through video - a preferred format of international travelers
- Native speakers introduce international visitors to your destination's top experiences and activities
- Leverage Brand USA's reach with the included promotion through its owned channels
- Your content will come with in-language metadata, allowing you to optimize for international search engines
- Leverage cross-program promotion opportunities through digital campaigns for other Brand USA-owned programs

Distribution Through Brand USA

All Partners are able to distribute the In-Language Content through their own marketing channels. Additionally, Brand USA distributes the content.

- on a dedicated 'Video Journal' page for your destination's content. Content will appear on the language-appropriate DiscoverAmerica or GoUSA website
- through a featured tile on the language-appropriate City, State and Region page (as applicable)
- on Brand USA's YouTube and other owned social channels, as determined by Brand USA

PROGRAM SUMMARY

Market Availability



Dates Active in Market
Year-round promotion

Number of Programs
Content created for 16+ international markets

Program Availability

On-location production can happen year-round, with some limitations between Thanksgiving and New Year's due to holiday decorations

Content can be developed for a single partner or for several through a co-op or other partnership, for a co-op or partnership, a lead sponsor is needed

2015 In-Language Content Pricing

Every package will include full rights to:

- A dynamic 2 to 2½-minute in-language video
- A 500-word in-language travel article
- In-language metadata
- All B-roll footage, provided on a hard drive
- Raw photographic images taken on location

Number of Packages per Language	Partner Investment per Video*	Program Value
1-3	\$7,700	\$23,200+ per video
4+	\$7,175	

PRICES ARE NET

* Price breaks are per language (e.g., 3 German packages pays the \$7,700 per package rate and 4 German packages pays the \$7,175 per package rate).

The In-Language Content Process

Select your target country

- Australia
- Brazil
- Canada
- China
- Colombia
- France
- Germany
- Hong Kong
- Italy
- Japan
- Mexico
- Netherlands
- Russia
- South Korea
- Taiwan
- United Kingdom

Select your interest pillar

- Culture
- Indulgence
- Great Outdoors
- Urban Excitement

Work with our team to develop the strategy for your In-Language Content package

Our In-Language Content team comes to your destination to produce your custom package(s).

Your destination's story is told through in-language video, travel article and photos

Core Distribution

Your website, social channels & marketing programs

Language-appropriate DiscoverAmerica or GoUSA website & applicable social channels

Additional Distribution Options

Experience Page Extension on all DiscoverAmerica language websites

Targeted campaigns on third-party media channels

Specifications

- Each video will include required Brand USA branding Messaging will be unique to your destination.
- Each content package will include highlights of 2-3 destinations relatively close to one another, as decided by you and the Miles team.
- Each content package includes 1 day of shoot time with one videographer and one host
- Depending on the level of buy-in and level of co-op participation, please allow at least 2 months for planning between contract signing and on-location production.
- For each package, 5-10 images will be selected by the Miles team for inclusion on the Video Journal page Partners may provide additional owned imagery as well. All raw images taken on location will be provided for Partner use.

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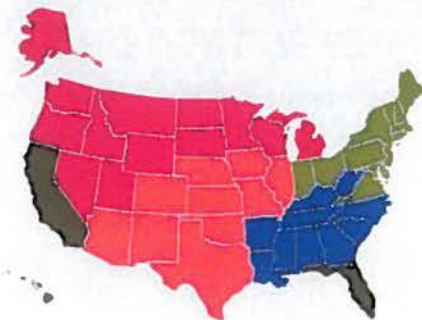
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Program marketed with MILES



Brand USA Originals: In-Language Content DISTRIBUTION EXTENSIONS

Expand your in-language content's reach beyond Brand USA's owned channels to increase user engagement. Additional reach opportunities include Brand USA-owned channels and third-party media channels.



DiscoverAmerica Experience Page Extension with Trip Tuner

Editors will modify your In-Language Content package's travel article to give it a more global viewpoint. The new travel article will be used to create a new Experience Page throughout the DiscoverAmerica family of websites, as well as the Trip Tuner tool for each site. The new global pages will include the photos, with supporting metadata, from your In-Language Content package. The cost includes select translations (Japanese, Korean, Brazilian Portuguese, German, Mexican Spanish, French Canadian and Queen's English), as well as metadata in each language to increase visibility on international web searches.

Cost: \$3,500 per package

Third-Party Distribution Channels

Expand your content's reach via a turn-key platform that creates awareness, engagement and direct response! Our team will work to create targeted campaigns based on your preferences. Media channels include Rocket Fuel, Outbrain and Facebook. Traffic is directed to your Video Journal(s) on the language-appropriate DiscoverAmerica or GoUSA global website.

Please see separate 'In-Language Content Third-Party Extensions' program sheet.

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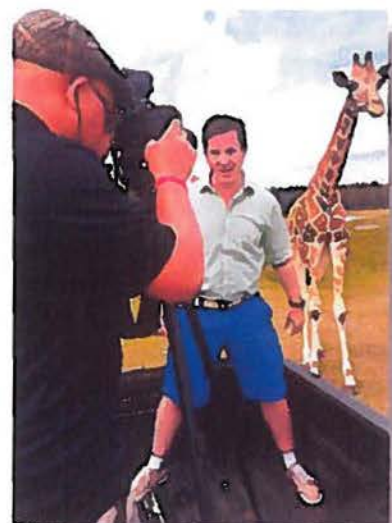


Brand USA Originals: In-Language Content THIRD-PARTY EXTENSIONS

Generate qualified traffic to your In-Language Content to expand consumer reach and engagement. Leverage Brand USA's investment across three third-party, targeted distribution channels to supplement the traffic from Brand USA-owned channels. Partners select the media channel(s) and country-specific content to be disseminated.

Partner Benefits

- Generate content engagement at reduced cost, leveraging Brand USA's investment in these media channels to deliver a 2-to-1 value
- Audience insights gained as part of Brand USA's overall buy, which adds to the value of insight gathered through engagements, giving partners even more value for other marketing
- Three third-party channel opportunities available so you can engage your target audience where they consume media
- Partners may choose one or more of the available third-party media channels
- From the :30 pre-roll and/or text link, consumers can click directly to your owned Video Journal content on the language-appropriate DiscoverAmerica or GoUSA site



**Pricing for
:30 Pre-Roll
Video Production**
Conversion cost from your
In-Language Content video
is \$2,000 per spot.

Core Distribution Channel - Rocket Fuel

With this leading programmatic media-buying platform, harness the power of artificial intelligence to improve your marketing ROI in digital media.

- Advanced targeting capabilities are applied to the storytelling power of your In-Language videos, placing them on the right video sites
- This reach model continues to "self-learn" to constantly improve results - the longer you market, the better the results.

Rocket Fuel	Number of Countries & In-Language Content Videos	Number of Views	Partner Contribution	Program Value
Tier 1	4 Countries; Up to 8 Videos* (2 videos per country)	1,000,000	\$45,500*	\$114,500
Tier 2	2 Countries; up to 4 Videos* (2 videos per country)	500,000	\$23,625*	\$58,875
Tier 3	1 Country; Up to 2 Videos*	250,000	\$12,250*	\$30,250

Markets available for Rocket Fuel: Australia, Brazil, Canada, China, Germany, Japan, Mexico & the UK
*Videos must be converted to 30-second spots; see pricing details above

PRICES ARE NET

PROGRAM SUMMARY

Market Availability - varies per media channel option



Dates Active in Market
Year-round promotion

Media Channel Options
Rocket Fuel
Outbrain
Facebook

Program Availability

Launch dates are by request of the Partner and confirmed after video production is complete; allow 3-4 weeks for :30 pre-roll video production once long-format video is edited and final

Content Distribution Extensions through other proven channels... with more coming in the future:

- **Outbrain (engagement model)** - content discovery platform that allows you to get your content onto thousands of premium publishing sites across the web in select countries, delivering clicks to your content; long format video accepted, no pre-roll required
- **Facebook (engagement model)** - leverage Brand USA's growing Facebook fan base, including DiscoverAmerica's retargeting, to deliver your content to a pre-qualified audience; :30 pre-roll video not required but recommended for optimal views & conversions

Outbrain	Number of Countries & In-Language Content Videos	Number of Engagements	Partner Contribution	Program Value
Tier 1	Up to 4 Countries; 4 Videos	75,000	\$25,350	\$39,500
Tier 2	Up to 3 Countries; 3 Videos	50,000	\$17,550	\$27,500
Tier 3	Up to 2 Countries; 2 Videos	25,000	\$9,800	\$14,500

Markets available for Outbrain: Australia, Brazil, Canada, Germany, Japan, Mexico & the UK

PRICES ARE NET

Facebook	Number of Countries & In-Language Content Videos	Number of Engagements	Partner Contribution	Program Value
Tier 1	Up to 3 Countries; 3 Videos	88,500	\$22,230**	\$55,380
Tier 2	Up to 2 Countries; 2 Videos	45,000	\$13,500**	\$28,403
Tier 3	1 Country; 1 Video	24,000	\$7,000**	\$15,148

Markets available for Facebook: Brazil, Canada, Germany, India, Japan, Mexico, South Korea & the UK

PRICES ARE NET

** :30 pre-roll video not included and is additional

Proven Results

Outbrain - Brand USA 30-day pilot test performed May 2013 in Brazil had a CTR of .70%!

Facebook - Brand USA's 2014 Facebook Great Outdoors campaign has been very successful across all the countries targeted, with an average 4.8% engagement rate resulting in more than 5 million video views

Rocket Fuel - results have been very strong with one of Brand USA's key DSP providers...

Markets:

7 Rocket Fuel campaigns across Japan and Mexico

Total Display Impressions:

61 MM+

Total Pre-Roll Impressions:

3 MM+

Average Engagement Rate:

7.2% on display campaigns

Average CTR:

1.7% CTR

(Across display, FBX and video)

7.6% on the Brand USA Mexico Video campaign

Average Video Completion Rate:

69% across all video

80% on the Brand USA Japan 2013 Q4 campaign

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Program marketed with MILES



Brand USA Originals: In-Language Content CONTENT EXTENSIONS

Customize your in-language content even more with these opportunities to modify your content for use on your owned channels. Options include extending on-location production time, adding custom graphics and creating additional versions of your content.

Content Modification Options

Extend on-location production with these add-ons:

- Extend our crew's time in your destination through these options (prices apply at time of contract signing and not when crew is on-location):
 - Videographer & one Host for one additional shoot day:
\$4,200 if hotels not comped by the Partner
\$3,900 if hotels are comped by the Partner
 - Videographer only for one additional shoot day:
\$3,200 if hotels not comped by the Partner
\$3,050 if hotels are comped by the Partner
- For multi-package buys over multiple languages, you can opt to have your chosen Hosts there on all days rather than staggered days:
 - Additional Host per shoot day:
\$1,775 if hotels not comped by the Partner
\$1,625 if hotels are comped by the Partner
- Add the Brand USA map to the beginning of your video to highlight your location, for use on any DiscoverAmerica or GoUSA content page and your owned channels
\$375
- Add your owned, already-created graphics and/or map to your final video, for use on your owned channels only
\$495
- Create a version of your final video with graphics created according to your branding rather than Brand USA's, for use on your owned channels only
\$100 plus \$85/hr
- Create a version of your in-language final video with English subtitles; for use on any existing, English-language DiscoverAmerica page (except Video Journals)
\$1,025

- Create a version of your English-language final video with subtitles in another language; for use on any existing, language-appropriate DiscoverAmerica or GoUSA Partner page (except Video Journals) and your owned channels
\$1,350 per language
- Create a version of your final video with an in-language voiceover - script provided by you; for use on any existing, language-appropriate DiscoverAmerica or GoUSA Partner page (except Video Journals) and your owned channels
\$2,200 per video
- Create a version of your final video with an in-language voiceover - script created by the Miles native team; for use on any existing, language-appropriate DiscoverAmerica or GoUSA Partner page (except Video Journals) and your owned channels
\$2,850 per video
- Create an additional video from existing content with no voiceover/music only; for use on any existing DiscoverAmerica or GoUSA Partner page (except Video Journals) and your owned channels
\$2,650 per video
- Create an additional video from existing content with a custom voiceover; for use on any existing, language-appropriate DiscoverAmerica or GoUSA Partner page (except Video Journals) and your owned channels
\$3,550 per video
 - add a 500-word article to create a new language-appropriate Experience Page
\$3,850 per video



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Program marketed with MILES



Brand USA Originals CHINA WEB OPPORTUNITIES

Expand your reach to the fastest growing market of visitors to the U.S. with Brand USA's Chinese-language sites - GoUSA.cn and GoUSA.tw. Responsively designed and built by a Chinese agency specifically for Chinese audiences, these websites offer turn-key opportunities for your destination or brand to break into this strong emerging market.



GoUSA.cn Homepage

For a walk-through of the GoUSA site, please [click here](#).

- ◀ **Navigation**
Users can search by interests (activities) or geography (state)
- ◀ **Interactive Map**
Users preview unique activities that you provide and are directly linked to your destination or your brand's activity listing
- ◀ **Destination Partner Promotion**
Featured interest-based activities link to your destination's page or microsite; includes promotions for featured blog posts
- ◀ **Brand Partner Promotion**
Featured promotions link to your brand's page or microsite link; includes promotions for featured blog posts
- ◀ **Added Value**
As determined by Brand USA, destination links and banner ads will drive traffic to various pages on the site and will be updated regularly; banner ads can be created custom or provided blog posts



Campaign Page Example



Custom Site Example.
For reference purposes only

900,000
 monthly
 site visitors

PROGRAM SUMMARY

Market Availability



China Taiwan Hong Kong

Dates Active in Market

Year-round promotion

Active Selling Cycle

Sales are ongoing

Number of Programs

Five levels of sponsorship for content promotion on GoUSA.cn and GoUSA.tw

Program Availability

DMO and non-DMO industry partners can participate

GoUSA Packages & Pricing+	Video & Photo Gallery Included	Custom GoUSA URLs	Activity Listings	Homepage Promotion	Social Media on GoUSA Channels	Featured Blog Posts on GoUSA Sites	Links to Chinese Social Networks***	Custom Design for Banners	Quarterly Reporting	Premium Add-On: Syndicated Blog Posts
Campaign Page*: \$18,000	✓	✓	up to 10	1 month featured tile promo	2 posts/mon for 3 mos.	up to 2**			✓	
Custom Site*: \$60,000 Custom Site Premium Add-On*: \$20,000	✓	✓	up to 50	3 months featured tile promo	5 posts/mon for 6 mos.	2** per mon for 3 mos.	✓	✓	✓	Custom Site only Add-On includes 4** per month for 12 mos.

Social Media Management Packages & Pricing+	Verification of Chinese Social Media Accounts	Design of Backgrounds, Brand Image	Localization of Facebook Posts to Chinese Languages	Content Screening for Chinese Sensitivities	Bi-Weekly Reporting	Campaign Management	Account Support	Social Media Strategy, Planning, Custom Content Creation	Monthly Strategy Reporting	Key Opinion Lead (KOL) Endorsement
Basic Package*: \$4,000 per month	✓	✓	✓	✓	✓					
Full Service*: \$15,000 per month	✓	✓	✓	✓	✓	✓	✓	✓	✓	5 per month

* Pricing effective October 1st, 2014 and good through September 30th, 2015

** Translations and localizations included for both Simplified and Traditional Chinese for use on GoUSA.cn and GoUSA.tw respectively

* Annual renewals include updates, promotions and maintenance after first year: \$10,500 for Campaign Page and \$38,500 for Custom Site

** Blog content must be provided by the partner and will be translated and localized by Brand USA's China team

*** Social links only available to partners with current Chinese social media or who have contracted for one of the Social Media packages

Features Include:

Both GoUSA.cn and GoUSA.tw are mobile-friendly sites and each partner's page will be optimized for mobile

Activity Listings: Designate specific features, places, attractions and activities unique to your destination or brand for consumers to learn about. Consumers can add these activities to their wishlists and itineraries for planning travel to the U.S.

Social Media Posts: featured posts about your destination or brand on GoUSA's social channels

Featured Blog Posts on GoUSA: content provided by your team will be localized by Brand USA's China team to create long-form blog articles to be featured on the homepage and [blog landing page](#)

Syndicated Blog Posts: extend your content's reach by 5 to 10 times with your blog articles featured on GoUSA's top China platform partners, including Sina.com, Mafengwo.com, Qunar.com and more

Custom Design for Banners: Brand USA's China team will create custom banners, with a local China touch, for the header of your microsite, inc. 5-10 hours of localized design work for your microsite

Custom Site: includes up to six unique tabs/content pages focused on your destination or brand, includes creation of an About Us description, Contact Us information and custom mosaic for destination filtering, unique logo with your custom URL, link to your owned site



Brand USA's Weibo Social Page

Deadlines

Please allow at least 2 months for production time. Production time will vary based on size of package and may be more than 2 months.

Materials Specifications

> All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval

> For questions, please contact Chad Brockhoff at Materials-Due@MilesPartnership.com or www.MilesPartnership.com/BrandUSA_specs

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Brand USA Originals TRAVELZOO EMAIL CAMPAIGN

Expand your destination's reach in your choice of 8 key international markets with Travelzoo's custom 360-degree turn-key marketing solution, reaching their highly engaged and responsive subscribers. Each Brand USA Newsflash email can be a stand-alone promotion or a co-op solution for states and regions. A powerful 2-to-1 value is extended to Brand USA partners on media placements by leveraging their investment with Travelzoo.

How It Works:

- 1 For each campaign, select your target country. Australia, Canada, China, Germany, Japan, the UK or a France/Spain combination buy
- 2 Choose between either a stand-alone or a co-op campaign
- 3 Travelzoo editors do all the work! Images and content are curated on your behalf. Creative conforms to the Travelzoo template and you review and approve before launch.
- 4 Features on the custom microsite include promotions for your DiscoverAmerica In-Language Content (if available), as well as content and images that link to your site. Brand USA branding will be integrated across all components.
- 5 Travelzoo will source and populate the Top Deals module on the custom microsite with the best travel deals for your destination.
- 6 Metrics will be provided at the campaign's conclusion. Reporting will include details on revenue generated, user engagement, clicks, etc.

TRAVELZOO[®] 360-Degree Marketing Exposure



PROGRAM SUMMARY

Market Availability



Dates Active In Market

Year-round availability

Number Of Programs

Limited inventory as some markets restrict the number of emails sent per month

Program Availability

Deployment dates are by request of the partner and confirmed after materials are received - allow 6-8 weeks

DMO and non-DMO industry partners can participate within similar geographic or thematic email campaigns

Each email campaign is a month-long promotion

Stand-Alone Destination Campaign*

All featured promotions across the Newsflash, custom microsite and other campaign components are 100% dedicated to one DMO partner

* Some markets may limit destination features; call your representative for details

Co-Op Campaigns Features Up to 5 Partners* per Campaign

- The number of total Newsflash emails will be split evenly among the co-op partners.
- All partners will share a campaign microsite template customized with their respective In-Language Content.
- Deals will be sourced by Travelzoo based on inventory by country; not all participants may have deals available

* Additional campaigns/emails can be purchased to accommodate additional partners

Thematic Co-Op Campaigns

"The Best of...", Beaches, Ski, Golf

- Created based on adequate partner support
- Please call your representative for details

Pricing & Timing

Creative Approach	Total Campaign Investment	Cost Per Partner Based on 5 Co-Op Partners*	Promotional Timeline	Program Close	Materials Close
Stand-Alone Campaigns	\$37,500	N/A	30 Days	2 months prior to desired launch date	6 weeks prior to launch date
Co-Op Campaigns	\$37,500	\$7,500	30 days	3 months prior to desired launch date	8 weeks prior to launch date

*Note: Pending state's investment, co-op partner pricing may vary and can be lower Rates based on 5 partner commitments.

Total Subscribers Available per Market

Australia	Canada	China	Germany	Japan	UK	France/Spain
15 Million	1.5 Million	1.5 Million	1.5 Million	1.5 Million	3.5 Million	1.5 Million

Proven Results - Brand USA & Travelzoo 2013 Promotion

- 256 million users across 3 targeted countries; Users spent 2.01 minutes on microsite and 4.2 million .30 spots were viewed
- Organic searches on Travelzoo for U.S. destinations increased by 11% YOY
- Tactical - Drove 21,000 incremental international passengers to U.S. in 12 months from the 3 targeted countries which generated an estimated \$2.6 million in revenue for the U.S

Material Submission Requirement

No materials are required as Travelzoo will curate all content and images. Participating partners will review and approve prior to launch date. In-language video content will be provided by Miles based on partner's request

MARKET AVAILABILITY



CONTACT INFORMATION

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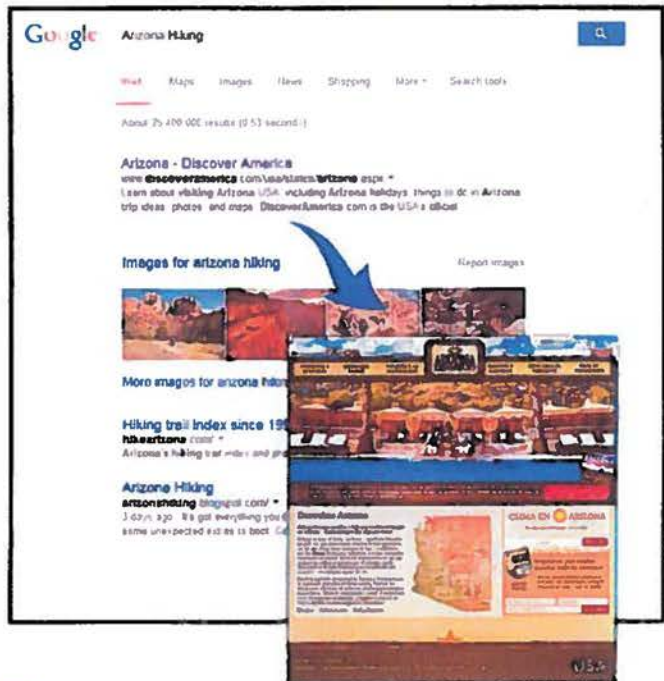


Brand USA Originals INTERNATIONAL SEM SERVICES

Search Engine Marketing is a key component of Brand USA's international marketing efforts, focusing on bringing millions of visitors to the United States. By participating in the Brand USA International SEM program, you can extend your destination's current search budget, drive more traffic directly to your website and attract more international visitors.

Program Benefits

- 1 These SEM campaigns are targeted and fully managed, freeing you from the cost and complexity of setting up and managing international search.
- 2 The SEM programs offer a great opportunity to increase your destination's brand awareness internationally.
- 3 Keywords and ad copy are developed by SEM experts after researching what will make your program most successful.
- 4 You receive more qualified international referrals since your target audience clicks on an ad in their native language and is then served relevant content on your landing page(s).



5 Steps To Launch Your SEM Program

- 1 Determine your total SEM investment level (a \$25,000 minimum spend is required per target country).
- 2 Select your target countries and the budget allocations for each: Australia, Brazil, Canada, Germany, Japan, Mexico and UK.
- 3 Choose from Brand USA's interest pillars. Great Outdoors, Culture, Urban Excitement or Indulgence.
- 4 Develop a high-impact SEM ad message and landing page. Landing pages must be travel focused and may include co-op promotions for your industry partners. We will consult with your team to create the landing page by helping guide its design and content selection. Our team can provide an HTML template to work within your site shell.
- 5 Miles will localize your message - our approach adapts your message for each international audience, rather than just translating American words to their closest international counterparts.

Once the campaign is launched, our SEM experts will monitor, manage and adapt it to give you the greatest ROI.

MARKET AVAILABILITY



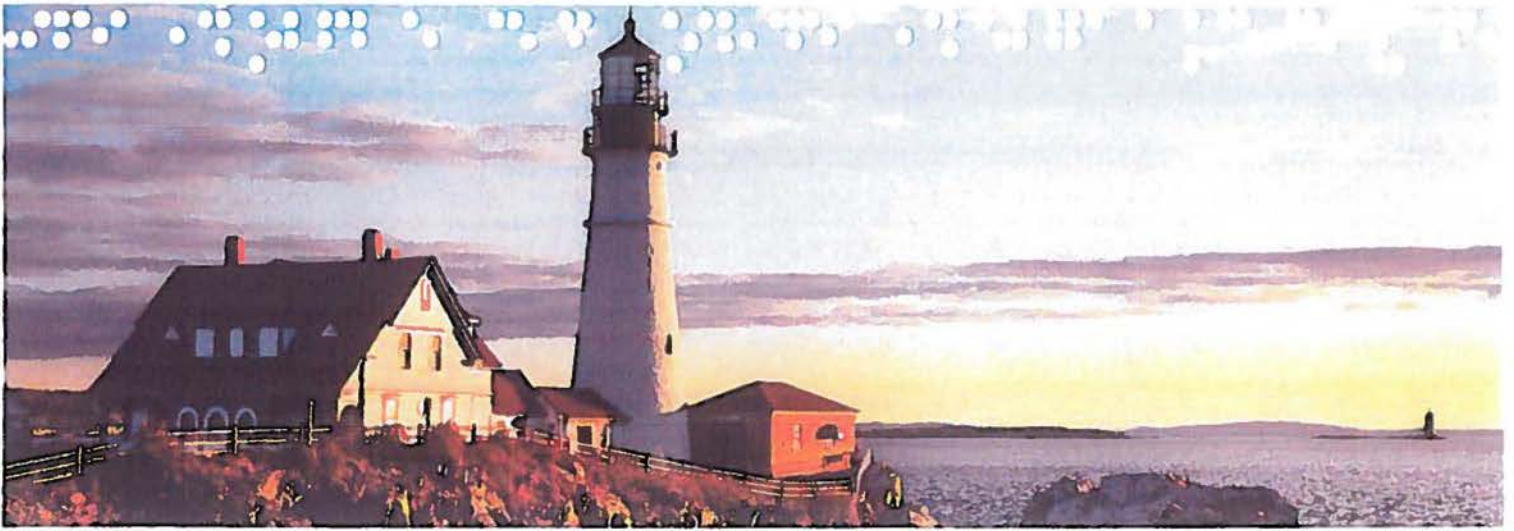
Australia Brazil Canada Germany Japan Mexico UK

*Other countries available upon request

CONTACT INFORMATION

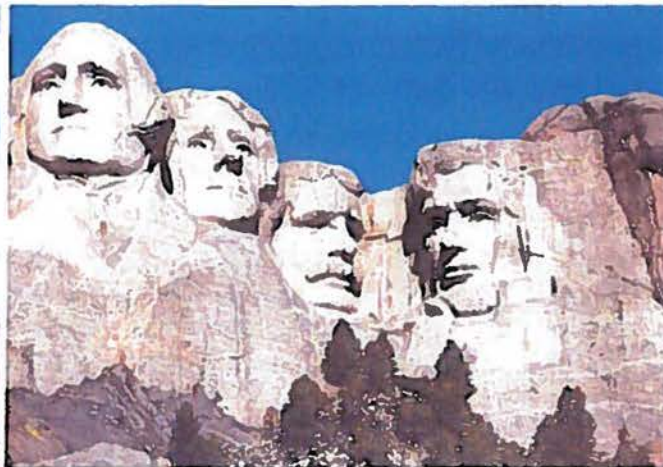
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Program marketed with MILES



DiscoverAmerica.com

BRAND USA ORIGINALS:
2015-2016 IN-COUNTRY
MULTI-CHANNEL PROGRAM





Brand USA Originals MULTI-CHANNEL PROGRAM: EASTERN CANADA

Experience an extraordinary 2-to-1 value through Brand USA's Official Multi-Channel Program compared to creating your own targeted, international campaign. With its robust digital, print, social, traffic generation and activation campaign, your targeted message will reach international travelers via the very media they consume most. Customized calls-to-action take consumers from inspired to desired to booked - generating real, measurable results.

Partnering with Brand USA provides you with an extensive reach in Eastern Canada with over 28+ million total impressions in the 2015-16 Winter campaign!

Activation Partner

Brand USA is partnering with an in-market activation partner that will include booking incentives and offers for destinations - all turn key.

Offer will be marketed through:

- Call-outs in print insert & digital channels drive readers to a custom landing page on Activation Partner's site
- Based on product availability, partners may have featured offers on the activation partner landing page for easy booking
- Specific campaign activation partner details to come

Activation Partner metrics will come 6 months after the campaign ends to reflect all influenced booking engagements from the campaign

Social Promotion

Brand USA's multi-channel campaign e-books will be promoted on their social channels to expand digital reach and engagement:

- Posts made by Brand USA's community managers on Facebook and Twitter to increase engagement to e-book (digital version of print insert)
- Recent posts in Brazil generated 10% engagement rates, 161 Likes, 23 Shares
- Timing, channel and number of posts will be determined by Brand USA



91,000 Estimated
Total Engagements

Discover America Print Insert

This four-color, glossy, travel magazine is rich in editorial content.



- Digital version available on DiscoverAmerica.ca
- Distribution is geo-targeted to top HHI
- Editorial tie-in and call-to-action included

Canadian Living

200,000 CIRC
FEBRUARY 2016 1'SSUE
ON SALE JAN 5, 2016

TORONTO STAR

100,000 CIRC
INSERTION SAT
JAN 9, 2016

THE GLOBE AND MAIL

100,000 CIRC
INSERTION SAT
JAN 9, 2016

enRoute

60,000 CIRC
FEBRUARY 2016
1'SSUE

460,000 Total Print Distribution

6-Week Digital Campaign

- Traffic is driven directly to your owned language-specific website or to your content on the language-appropriate Discover America site
- Banner ads are co-branded for Brand USA and your destination
- Average CTR for Eastern Canada campaign is .13% which surpassed the in-country CTR benchmark of .11%



On Average, 2,000+ Engagements
to Partner Content with 100% SOV

Outbrain Traffic Generation

Drive more users to your content - guaranteed!

Propel even more consumers direct to your in-language website with a dedicated traffic generation strategy. Promotions through Outbrain, the leading content discovery platform, allows you to place your content on thousands of premium publishing sites across the web, delivering valuable and qualified clicks to your content.

- At least 500 clicks to your content - depending on level of participation
- Consumers are self-selecting
- Your dedicated traffic generation will launch with the digital campaign and run for 5-7 weeks



500-2,000 Total Engagements
Per Partner Buy-In Level

PROGRAM SUMMARY

Market Availability



Canada (East)

Dates Active in Market

Winter 2015-2016 (with Golf section)
December 2015 - January 2016

Spring 2016

(Campaign Rates and Details To Come)
April - May 2016

Number of Programs

2

Program Availability

Winter 2015-2016 (with Golf section)
Program Launch: December 2015
Opportunity Close Date: August 21, 2015
Materials Close Date: August 28, 2015

Spring 2016

Program Launch: April 2016
Opportunity Close Date: January 2016
Materials Close Date: January 2016

MULTI-CHANNEL PROGRAM: EASTERN CANADA

2015 Canada Multi-Channel Campaign Rates (*2016 Rates To Come)

Per Campaign	Investment	Print Insert	Digital Ad Impressions	Outbrain Traffic Generation	Activation Partner
Tier 1	\$25,850	2-Page Spread	1.5 Million	2,000 clicks	✓
Tier 2	\$13,750	Full Page	750,000	1,000 clicks	✓
Tier 3	\$8,700	Half Page	250,000	500 clicks	✓

* Travel offers based on product availability and limited to destinations.
not all DMOs may have featured product through participating activation partner

PRICES ARE NET

**Partners participating in a state co-op with half or quarter pages will include tier 3 digital and Outbrain components

2015 & 2016 Canada Multi-Channel Campaign Timing

NOV 2015	DEC 2015	JAN 2016	FEB 2016	MAR 2016	APR 2016	MAY 2016	JUN 2016	JUL 2016	AUG 2016	SEPT 2016	OCT 2016
	Core Campaign + Golf Section				Core Campaign						

Materials Submission Requirements

For questions, please contact Megan Young at MC-Materials-Due@MilesPartnership.com. All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval

Additional Information

To learn more about Brand USA programs, please visit www.thebrandusa.com/Industry-Partners/Partnership%20Opportunities/Consumer

Proven Results

- Full campaign-end metrics will be provided
- Average consumer reach per partner for Canada East Winter 2014 - 2015 exceeded 2.5 million!
- Canada East Winter 2014 - 2015 digital campaign CTR exceeded the in-market benchmark of .11% by almost triple with 0.30%!

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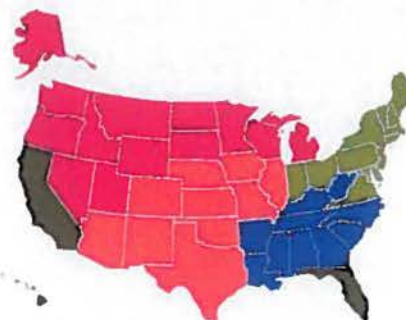
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Program marketed with MILES



Brand USA Originals MULTI-CHANNEL PROGRAM: WESTERN CANADA

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Partnering with Brand USA provides you with an extensive reach in Western Canada with over 28+ million total impressions in the 2015-16 Winter campaign!

Activation Partner

Brand USA is partnering with an in-market activation partner that will include booking incentives and offers for destinations - all turn key.

Offer will be marketed through:

- Call-outs in print insert & digital channels drive readers to a custom landing page on Activation Partner's site
- Based on product availability, partners may have featured offers on the activation partner landing page for easy booking
- Specific campaign activation partner details to come

Activation Partner metrics will come 6 months after the campaign ends to reflect all influenced booking engagements from the campaign.

Social Promotion

Brand USA's multi-channel campaign e-books will be promoted on their social channels to expand digital reach and engagement:

- Posts made by Brand USA's community managers on Facebook and Twitter to increase engagement to e-book (digital version of print insert)
- Recent posts in Brazil generated 10% engagement rates; 161 Likes; 23 Shares
- Timing, channel and number of posts will be determined by Brand USA



91,000 Estimated
Total Engagements

Discover America Print Insert

This four-color, glossy, travel magazine is rich in editorial content.



- Digital version available on DiscoverAmerica.ca
- Distribution is geo-targeted to top HHI
- Editorial tie-in and call-to-action included

westernliving
145,000 CIRC.
JANUARY/FEBRUARY
2016 ISSUE

enRoute
60,000 CIRC.
FEBRUARY 2016
ISSUE

THE VANCOUVER SUN

CALGARY HERALD

110,000 CIRC.

110,000 CIRC.

VANCOUVER SUN INSERTION SAT
JAN 9, 2016

THE PROVINCE
INSERTION SUN
JAN 10, 2016

SAT JAN 9, 2016

425,000 Total Print Distribution

6-Week Digital Campaign

- Traffic is driven directly to your owned language-specific website or to your content on the language-appropriate Discover America site
- Banner ads are co-branded for Brand USA and your destination
- Average CTR for Western Canada campaign is .12% which surpassed the in-country CTR benchmark of .11%



On Average, 2,000+ Engagements
to Partner Content with 100% SOV

Outbrain Traffic Generation

Drive more users to your content - guaranteed!

Propel even more consumers direct to your in-language website with a dedicated traffic generation strategy. Promotions through Outbrain, the leading content discovery platform, allows you to place your content on thousands of premium publishing sites across the web, delivering valuable and qualified clicks to your content.

- At least 500 clicks to your content - depending on level of participation
- Consumers are self-selecting
- Your dedicated traffic generation will launch with the digital campaign and run for 5-7 weeks



500-2,000 Total Engagements
Per Partner Buy-In Level

PROGRAM SUMMARY

Market Availability



Canada (West)

Dates Active in Market

Winter 2015-2016 (with Golf section) 2
December 2015 - January 2016

Spring 2016

(Campaign Rates and Details To Come)
April - May 2016

Number of Programs

2

Program Availability

Winter 2015-2016 (with Golf section)
Program Launch: December 2015
Opportunity Close Date: August 21, 2015
Materials Close Date: August 28, 2015

Spring 2016

Program Launch: April 2016
Opportunity Close Date: January 2016
Materials Close Date: January 2016

MULTI-CHANNEL PROGRAM: WESTERN CANADA

2015 Canada Multi-Channel Campaign Rates (*2016 Rates To Come)

Per Campaign	Investment	Print Insert	Digital Ad Impressions	Outbrain Traffic Generation	Activation Partner
Tier 1	\$25,850	2-Page Spread	1.5 Million	2,000 clicks	✓
Tier 2	\$13,750	Full Page	750,000	1,000 clicks	✓
Tier 3	\$8,700	Half Page	250,000	500 clicks	✓

* Travel offers based on product availability and limited to destinations, not all DMOs may have featured product through participating activation partner

PRICES ARE NET

**Partners participating in a state co-op with half or quarter pages will include tier 3 digital and Outbrain components

2015 & 2016 Canada Multi-Channel Campaign Timing

NOV 2015	DEC 2015	JAN 2016	FEB 2016	MAR 2016	APR 2016	MAY 2016	JUN 2016	JUL 2016	AUG 2016	SEPT 2016	OCT 2016
	Core Campaign + Golf Section				Core Campaign						

Materials Submission Requirements

For questions, please contact Megan Young at MC-Materials-Due@MilesPartnership.com. All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval.

Additional Information

To learn more about Brand USA programs, please visit: www.thebrandusa.com/industry-partners/partnership%20opportunities/consumer

Proven Results

- Full campaign-end metrics will be provided
- Average consumer reach per partner for Canada West Winter 2014 - 2015 exceeded 2.5 million!
- Canada West Winter 2014 - 2015 digital campaign CTR exceeded the in-market benchmark of 11% by over double with 0.26%

CONTACT INFORMATION

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Program marketed with MILES



Brand USA Originals MULTI-CHANNEL PROGRAM: UK

Experience an extraordinary 2-to-1 value through Brand USA's Official Multi-Channel Program compared to creating your own targeted, international campaign. With its robust digital, print, social, traffic generation and activation campaign, your targeted message will reach international travelers via the very media they consume most. Customized calls-to-action take consumers from inspired to desired to booked - generating real, measurable results.

Partnering with Brand USA provides you with an extensive reach in the UK - over 25.3 million total impressions in the 2015 Fall campaign!

Activation Partner: Thomas Cook

One of the UK's leading wholesalers provides marketing support and travel offers to the U.S.

- Call-outs in the print insert & digital channels drive readers to a custom landing page on Thomas Cook's site
- Based on product availability, partners may have featured offers on the landing page for easy booking
- Promotions through Thomas Cook's marketing channels

Activation Partner metrics will come 6 months after the campaign ends to reflect all influenced booking engagements from the campaign.

Social Promotion

Brand USA's multi-channel campaign e-books will be promoted on their social channels to expand digital reach and engagement:

- Posts made by Brand USA's community managers on Facebook and Twitter to increase engagement to e-book (digital version of print insert)
- Recent posts in Brazil generated 10% engagement rates; 161 Likes, 23 Shares
- Timing, channel and number of posts will be determined by Brand USA



Discover America Print Insert

This four-color, glossy, travel magazine is rich in editorial content.



- Digital version available on DiscoverAmerica.com
- Distribution is geo-targeted to top HHI
- Editorial tie-in and call-to-action included

THE SUNDAY TIMES
430,000 CIRC.
INSERTION SAT
OCT 3, 2015

THE SUNDAY TIMES
70,000 CIRC.
INSERTION SUN
OCT 4, 2015

TRAVELLER
60,000 CIRC.
OCTOBER 2015 ISSUE
ON SALE SEPT 15, 2015

the guardian
200,000 CIRC.
INSERTION SAT
OCT 3, 2015

6-Week Digital Campaign

- Traffic is driven directly to your owned language-specific website or to your content on the language-appropriate Discover America site
- Banner ads are co-branded for Brand USA and your destination
- Average CTR for UK Digital Campaign is .24% which surpasses the UK market benchmark of .18%



On Average, 2,000 + Engagements to Partner Content with 100% SOV

Outbrain Traffic Generation

Drive more users to your content - guaranteed!

Propel even more consumers direct to your in-language website with a dedicated traffic generation strategy. Promotions through Outbrain, the leading content discovery platform, allows you to place your content on thousands of premium publishing sites across the web, delivering valuable and qualified clicks to your content.

- At least 500 clicks to your content - depending on level of participation
- Consumers are self-selecting
- Your dedicated traffic generation will launch with the digital campaign and run for 5-7 weeks



91,000 Estimated Total Engagements

760,000 Total Print Distribution

500-2,000 Total Engagements Per Partner Buy-In Level

PROGRAM SUMMARY

Market Availability



United Kingdom

Dates Active in Market

Fall 2015 (with Golf section)
September - November 2015

Winter 2016
January - February 2016

Number of Programs

2

Program Availability

Fall 2015 (with Golf section) Program Launch: September 2015
Opportunity Close Date: May 15, 2015
Materials Close Date: May 22, 2015

Winter 2016 Program Launch: January 2016
Opportunity Close Date: August 28, 2015
Materials Close Date: September 4, 2015

2015 United Kingdom Multi-Channel Campaign Rates

Per Campaign	Investment	Print Insert	Digital Ad Impressions	Outbrain Traffic Generation	Activation Partner
Tier 1	\$33,200	2-Page Spread	15 Million	2,000 clicks	✓
Tier 2	\$15,960	Full Page	750,000	1,000 clicks	✓
Tier 3	\$10,050	Half Page	250,000	500 clicks	✓

*Travel offers based on product availability and limited to destinations, not all DMOs may have featured product through participating activation partner

**Partners participating in a state co-op with half or quarter pages will include tier 3 digital and Outbrain components

PRICES ARE NET

2015 United Kingdom Multi-Channel Campaign Timing

MAR 2015	APR 2015	MAY 2015	JUN 2015	JUL 2015	AUG 2015	SEP 2015	OCT 2015	NOV 2015	DEC 2015	JAN 2016	FEB 2016
						Core Campaign + Golf Section				Core Campaign	

Campaigns are in development and are subject to approval

Materials Submission Requirements

For questions, please contact Megan Young at MC-Materials-Due@MilesPartnership.com. All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval.

Additional Information

To learn more about Brand USA programs, please visit www.thebrandusa.com/Industry-Partners/Partnership%20Opportunities/Consumer

Proven Results

- Full campaign-end metrics will be provided
- Total reach of the UK Fall 2014 campaign totaled 23,710,134 consumers!
- Total UK Fall 2014 digital CTR surpassed the in-market industry benchmark of .18% with 24%!

Golf UK Multi-Channel Program 2015

Please contact your Brand USA representative for the details on the new Golf campaign promoting travel to the US for golf holidays. This is a partnership program with Golfbreaks.com, the largest UK golf travel company.

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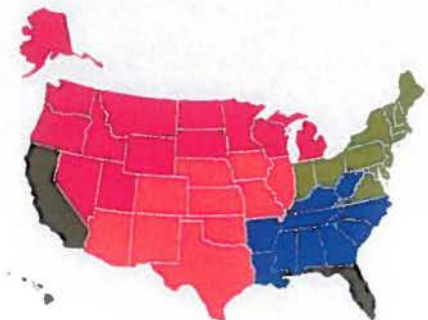
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Program marketed with MILES



Brand USA Originals MULTI-CHANNEL PROGRAM: GERMANY

Experience an extraordinary 2-to-1 value through Brand USA's Official Multi-Channel Program compared to creating your own targeted, international campaign. With its robust digital, print, social, traffic generation and activation campaign, your targeted message will reach international travelers via the very media they consume most. Customized calls-to-action take consumers from inspired to desired to booked - generating real, measurable results.

Partnering with Brand USA provides you with an extensive reach Germany with over 20+ million total impressions in the 2015 Fall campaign!

Activation Partner: Meier's Weltreisen

As Germany's #1 long haul tour operator, participating destinations with available inventory through Meier's will be included - all turn key.

- Call-outs in print insert & digital channels drives readers to a custom landing page to featured offers
- Based on product availability, partners may have featured offers on the landing page for easy booking
- Stand alone Discover America branded trade brochure will feature participating states & mailed to Meier's travel agent database



Activation Partner metrics will come 6 months after the campaign ends to reflect all influenced booking engagements from the campaign

Social Promotion

Brand USA's multi-channel campaign e-books will be promoted on their social channels to expand digital reach and engagement:

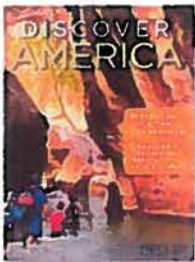
- Posts made by Brand USA's community managers on Facebook and Twitter to increase engagement to e-book (digital version of print insert)
- Recent posts in Brazil generated 10% engagement rates; 161 Likes; 23 Shares
- Timing, channel and number of posts will be determined by Brand USA



91,000 Estimated Total Engagements

Discover America Print Insert

This four-color, glossy, travel magazine is rich in editorial content.



- Digital version available on de.DiscoverAmerica.com
- Distribution is geo-targeted to top HHI
- Editorial tie-in and call-to-action included

GEO SAISON

136,000 CIRC
DECEMBER 2015 ISSUE
ON SALE NOV 15, 2015

Frankfurter Allgemeine

325,000 CIRC
INSERTION SAT
NOV 14, 2015

BUNTE

100,000 CIRC
INSERTION: THURS
NOV 19, 2015

560,000 Total Print Distribution

6-Week Digital Campaign

- Traffic is driven directly to your owned language-specific website or to your content on the language-appropriate Discover America site
- Banner ads are co-branded for Brand USA and your destination
- Average CTR for Germany campaign is .17% which surpasses the in-country CTR benchmark of .11%



On Average, 2,000+ Engagements to Partner Content with 100% SOV

Outbrain Traffic Generation

Drive more users to your content - guaranteed!

Propel even more consumers direct to your in-language website with a dedicated traffic generation strategy. Promotions through Outbrain, the leading content discovery platform, allows you to place your content on thousands of premium publishing sites across the web, delivering valuable and qualified clicks to your content.

- At least 500 clicks to your content - depending on level of participation
- Consumers are self-selecting
- Your dedicated traffic generation will launch with the digital campaign and run for 5-7 weeks



500-2,000 Total Engagements Per Partner Buy-In Level

PROGRAM SUMMARY

Market Availability



Germany

Dates Active in Market

Fall 2015
November - December 2015

Spring 2016
(Campaign Rates and Details To Come)
April - May 2016

Number of Programs

2

Program Availability

Fall 2015
Program Launch: November 2015
Opportunity Close Date: July 10, 2015
Materials Close Date: July 17, 2015

Spring 2016
Program Launch: April 2016
Opportunity Close Date: December 2015
Materials Close Date: December 2015

2015 Germany Multi-Channel Campaign Rates (*2016 Rates To Come)

Per Campaign	Investment	Print Insert	Digital Ad Impressions	Outbrain Traffic Generation	Activation Partner
Tier 1	\$30,900	2-Page Spread	1.5 Million	2,000 clicks	✓
Tier 2	\$15,960	Full Page	750,000	1,000 clicks	✓
Tier 3	\$10,050	Half Page	250,000	500 clicks	✓

* Travel offers based on product availability and limited to destinations, not all DMOs may have featured product through participating activation partner

PRICES ARE NET

**Partners participating in a state co-op with half or quarter pages will include tier 3 digital and Outbrain components

2015 & 2016 Germany Multi-Channel Campaign Timing

NOV 2015	DEC 2015	JAN 2016	FEB 2016	MAR 2016	APR 2016	MAY 2016	JUN 2016	JUL 2016	AUG 2016	SEPT 2016	OCT 2016
Core Campaign					Core Campaign						

Materials Submission Requirements

For questions, please contact Megan Young at MC-Materials-Due@MilesPartnership.com. All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval

Additional Information

To learn more about Brand USA programs, please visit www.thebrandusa.com/Industry-Partners/Partnership%20Opportunities/Consumer

Proven Results

- Full campaign-end metrics will be provided
- Average consumer reach per partner for Germany Fall 2014 was 2.2 million!
- Germany Fall 2014 campaign digital CTR exceeded the in-market benchmark of 12% with 17%

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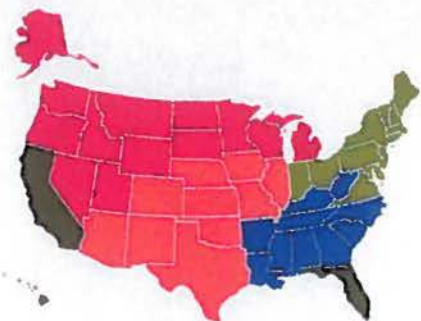
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Program marketed with MILES



Brand USA Originals MULTI-CHANNEL PROGRAM: CHINA

Experience an extraordinary 2-to-1 value through Brand USA's Official Multi-Channel Program compared to creating your own targeted, international campaign. With its robust digital including exposure on GoUSA.cn/tw, social, video, and activation campaign, your targeted message will reach international travelers via the very media they consume most. Customized calls-to-action take consumers from inspired to desired to booked – generating real, measurable results.

Partnering with Brand USA provides you big reach in China with over 350 million total impressions in the 2015 Fall campaign!

3-Month Digital & Social Campaign

Leverage Brand USA's robust and powerful China sites - GoUSA.cn and GoUSA.tw - through a dedicated subsite and social campaign with content focused on your destination or brand.

- Each partner will receive activity listings to designate specific features, attractions, activities, etc that are unique to your destination or brand

- Partner content on the campaign subsite will be sorted based on interest



- Social campaign includes posts and blogs that drive consumers to the campaign subsite

- Content will be created in-language by Brand USA's dedicated Chinese agency

- Rotating homepage banner will drive traffic to the campaign subsite

- Digital content is also distributed through Brand USA's official social channels of Weibo and Weixin with a total of 770,000 followers



900,000 + Monthly Impressions

Discover America Print Insert

This four-color, glossy magazine is rich in editorial content professionally written by the editors of World Traveller Magazine.



- Insert will be polybagged with the World Traveller Magazine to their exclusive "VIP" subscriber list - 28-40 years of age; emerging middle class

- QR Code for mobile viewing of e-book

- Includes expanded content on U.S. shopping

- Digital version available on GoUSA.cn and Brand USA's Chinese social channels



102,000 CIRC
OCTOBER 2015 ISSUE
ON SALE SEPT 2015

102,000 Total Print Distribution

Television Episodes

Dedicated-partner content will be produced and broadcasted on 31 domestic local TV stations

- 5, 10 and 25-minute segments will be produced and grouped into themed or regional episodes
- Episodes will be shot on-site by Chinese video team
- Episodes will be based on your preferred destination-Itinerary; supplemental images and B-roll encouraged due to limited filming window
- Partners may approve their dedicated segments in advance. Coverage cannot be viewed as a "commercial" or it will be rejected
- TV episodes with multiple partners will be based on regions/themes and are subject to placement at publishers discretion.

220 + Million Viewers

Outdoor & Video Media Platforms - 2-Minute Video Vignettes

Your content from the TV segments will be produced as 2 minute vignettes to be aired on outdoor media and video digital platforms as follows

- LCD Screens inside metro train stations in 6 cities with 126 million impressions delivered
- In-Bus LCD Screens in 22 cities with 550 million impressions delivered
- Tudou & Youku online platforms deliver 250,000 impressions per day of live campaign



685 + Million Impressions

PROGRAM SUMMARY

Market Availability



China

15_MC_CN3_CN4_CN5

Dates Active In Market:

Fall 2015 (with Retail section)
September - November 2015

Spring 2016
(Campaign Rates and Details To Come)
May - June 2016

Fall 2016
(Campaign Rates and Details To Come)
September - October 2016

Program Availability:

Fall 2015
Program Launch: September 2015
Opportunity Close Date: May 8, 2015
Materials Close Date: May 22, 2015

Spring 2016
Program Launch: May 2016
Opportunity Close Date: January 2016
Materials Close Date: January 2016

Fall 2016
Program Launch: September 2016
Opportunity Close Date: April 2016
Materials Close Date: April 2016

Number of Programs: 3

2015 China Multi-Channel Campaign Rates (*2016 Rates To Come)

Per Campaign	Investment	Print Insert	Program Subsite on GoUSA.cn & .tn site	TV Episodes**	OOH	Activation Partner*** (Added Value)
TIER 1	\$37,900	2-Page Spread*	6 Activity Listings; 1 Blog Post; 2 Social Posts	1 - 25 Minute TV Episode	✓	✓
TIER 2	\$19,800	Full Page*	3 Activity Listings; 1 Social Post	1 - 10 Minute TV Episode	✓	✓
TIER 3	\$12,520	Half Page*	1 Activity Listing	1 - 5 minute TV Episode	✓	✓

*Sponsored Content: Advertorial content will be created by the editors of World Traveller Magazine and destinations to supply images.

**TV episodes with multiple partners will be based on regions and/or themes. Partner placement within 25 minute episodes are determined by the publisher and TV stations. Coverage cannot be viewed as a "commercial" or it will be rejected.

*** Travel offers based on product availability and limited to destinations

Note: Partners participating in a state co-op with half or quarter pages will include tier 3 components

PRICES ARE NET

2015 - 2016 China Multi-Channel Campaign Timing

SEPT 2015	OCT 2015	NOV 2015	DEC 2015	JAN 2016	FEB 2016	MAR 2016	APRIL 2016	MAY 2016	JUN 2016	JUL 2016	AUG 2016	SEPT 2016	OCT 2016
Core Campaign + Retail Section								Core Campaign					Core Campaign + Retail Section

Materials Submission Requirements

For questions, please contact Megan Young at MC-Materials-Due@MilesPartnership.com. All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval.

Additional Information

To learn more about Brand USA programs, please visit www.thebrandusa.com/Industry-Partners/Partnership%20Opportunities/Consumer

Proven Results

- The China Fall 2014 campaign, on average, delivered a 2.2 million audience reach to campaign partners
- 90-day campaign of the microsite component delivered 15 + million page views which gave partners an average of 700,000 + page views of specific partner content
- For the China Fall 2014 campaign, a total of 3,356 passengers were booked from Sept. 1, 2014 thru Dec. 1, 2014 through Caissa Touristic which is one of the two two operators used in campaign. Caissa Touristic is one of China's top in-country tour operators.

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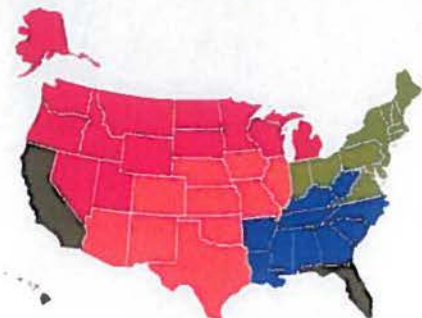
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Program marketed with MILES



Brand USA Originals MULTI-CHANNEL PROGRAM: JAPAN

Experience an extraordinary 2-to-1 value through Brand USA's Official Multi-Channel Program compared to creating your own targeted, international campaign. With its robust digital, print, social, traffic generation and activation campaign, your targeted message will reach international travelers via the very media they consume most. Customized calls-to-action take consumers from inspired to desired to booked - generating real, measurable results.

Partnering with Brand USA provides you with an extensive reach in Japan with over 14+ million total impressions in the 2015 Fall campaign!

Activation Partner: H.I.S.

One of Japan's leading wholesalers provides marketing support and travel offers to the U.S.

- Call-outs in the print insert & digital channels drive readers to a custom landing page on the H.I.S. site
- Based on product availability, partners may have featured offers on the landing page for easy booking
- Promotions through H.I.S. marketing channels



Activation Partner metrics will come 6 months after the campaign ends to reflect all influenced booking engagements from the campaign

Social Promotion

Brand USA's multi-channel campaign e-books will be promoted on their social channels to expand digital reach and engagement:

- Posts made by Brand USA's community managers on Facebook and Twitter to increase engagement to e-book (digital version of print insert)
- Recent posts in Brazil generated 10% engagement rates, 161 Likes; 23 Shares
- Timing, channel and number of posts will be determined by Brand USA



91,000 Estimated Total Engagements

Discover America Print Insert

This four-color, glossy, travel magazine is rich in editorial content.



- Digital version available on DiscoverAmerica.jp
- Distribution is geo-targeted to top HHI
- Editorial tie-in and call-to-action included



450,000 CIRC.
INSERTION SAT
OCT. 17, 2015



400,000 CIRC.
INSERTION SAT
OCT. 17, 2015

850,000 Total Print Distribution

6-Week Digital Campaign

- Traffic is driven directly to your owned language-specific website or to your content on the language-appropriate Discover America site
- Banner ads are co-branded for Brand USA and your destination
- Average CTR for Japan digital campaign is 12% which surpasses the Japan market benchmark of .05%



On Average, 2,000+ Engagements to Partner Content with 100% SOV

Outbrain Traffic Generation

Drive more users to your content - guaranteed!

Propel even more consumers direct to your in-language website with a dedicated traffic generation strategy. Promotions through Outbrain, the leading content discovery platform, allows you to place your content on thousands of premium publishing sites across the web, delivering valuable and qualified clicks to your content

- At least 500 clicks to your content - depending on level of participation
- Consumers are self-selecting
- Your dedicated traffic generation will launch with the digital campaign and run for 5-7 weeks



500-2,000 Total Engagements Per Partner Buy-In Level

PROGRAM SUMMARY

Market Availability



Japan

Dates Active in Market

Fall 2015
October - November 2015

Spring 2016
(Campaign Rates and Details To Come)
April - May 2016

Number of Programs

2

Program Availability

Fall 2015
Program Launch: October 2015
Opportunity Close Date: June 19, 2015
Materials Close Date: June 26, 2015

Spring 2016
Program Launch: April 2016
Opportunity Close Date: January 2016
Materials Close Date: January 2016

2015 Japan Multi-Channel Campaign Rates (*2016 Rates To Come)

Per Campaign	Investment	Print Insert	Digital Ad Impressions	Outbrain Traffic Generation	Activation Partner
Tier 1	\$34,200	2-Page Spread	1.5 Million	2,000 clicks	✓
Tier 2	\$18,100	Full Page	750,000	1,000 clicks	✓
Tier 3	\$11,350	Half Page	250,000	500 clicks	✓

*Travel offers based on product availability and limited to destinations.
not all DMOs may have featured product through participating activation partner

PRICES ARE NET

**Partners participating in a state co-op with half or quarter pages will include tier 3 digital and Outbrain components

2015 - 2016 Japan Multi-Channel Campaign Timing

OCT 2015	NOV 2015	DEC 2015	JAN 2016	FEB 2016	MAR 2016	APR 2016	MAY 2016	JUN 2016	JULY 2016	AUG 2016	SEPT 2016
Core Campaign						Core Campaign					

Campaigns are in development and are subject to approval

Materials Submission Requirements

For questions, please contact Megan Young at MC-Materials-Due@MilesPartnership.com. All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval.

Additional Information

To learn more about Brand USA programs, please visit www.thebrandusa.com/Industry-Partners/Partnership%20Opportunities/Consumer

Proven Results

- Full campaign-end metrics will be provided
- Total reach of the Japan Fall 2014 campaign was over 13 million travel consumers!
- Total Japan Fall 2014 digital campaign CTR surpassed the in-market industry benchmark of .05% with 12%!

CONTACT INFORMATION

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Program marketed with MILES



Brand USA Originals

MULTI-CHANNEL PROGRAM: BRAZIL

Experience an extraordinary 2-to-1 value through Brand USA's Official Multi-Channel Program compared to creating your own targeted, international campaign. With its robust digital, print, social, traffic generation and activation campaign, your targeted message will reach international travelers via the very media they consume most. Customized calls-to-action take consumers from inspired to desired to booked - generating real, measurable results.

Partnering with Brand USA provides you with an extensive reach in Brazil with over 15+ million total impressions in the 2015 Fall campaign!

OTA Activation Partner: Decolar

Decolar is one of the top online travel agencies in Latin America which provides marketing support and travel offers to the U.S.:

- Call-outs in the print insert & digital channels drive readers to a custom landing page on Decolar site



- Based on product availability, partners may have featured offers on the landing page for easy booking
- Promotions through Decolar marketing channels

Activation Partner metrics will come 6 months after the campaign ends to reflect all influenced booking engagements from the campaign.

Social Promotion

Brand USA's multi-channel campaign e-books will be promoted on their social channels to expand digital reach and engagement

- Posts made by Brand USA's community managers on Facebook and Twitter to increase engagement to e-book (digital version of print insert)
- Recent posts in Brazil generated 10% engagement rates; 161 Likes; 23 Shares
- Timing, channel and number of posts will be determined by Brand USA



91,000 Estimated Total Engagements

Discover America Print Insert

This four-color, glossy, travel magazine is rich in editorial content.



- Digital version available on DiscoverAmerica.com.br.
- Distribution is geo-targeted to top HHI
- Editorial tie-in and call-to-action included

FOLHA DE S.PAULO

130,000 CIRC

INSERTION WENS OCT 7, 2015 (INSIDE TRAVEL SECTION)

Viagem

140,000 CIRC

OCTOBER 2015 ISSUE ON SALE OCT. 1, 2015

270,000 Total Print Distribution

6-Week Digital Campaign

- Traffic is driven directly to your owned language-specific website or to your content on the language-appropriate Discover America site
- Banner ads are co-branded for Brand USA and your destination
- Average CTR for Brazil digital campaign is .13% which surpasses the Brazil in-market CTR benchmark 0.11%



On Average, 2,000+ Engagements to Partner Content with 100% SOV

Outbrain Traffic Generation

Drive more users to your content - guaranteed!

Propel even more consumers direct to your in-language website with a dedicated traffic generation strategy. Promotions through Outbrain, the leading content discovery platform, allows you to place your content on thousands of premium publishing sites across the web, delivering valuable and qualified clicks to your content

- At least 500 clicks to your content - depending on level of participation
- Consumers are self-selecting
- Your dedicated traffic generation will launch with the digital campaign and run for 5-7 weeks



500-2,000 Total Engagements Per Partner Buy-In Level

PROGRAM SUMMARY

Market Availability



Brazil

Dates Active in Market

Fall 2015
October - November 2015

Spring 2016
(Campaign Rates and Details To Come)
May - June 2016

Number of Programs

2

Program Availability

Fall 2015
Program Launch: October 2015
Opportunity Close Date: May 22, 2015
Materials Close Date: May 29, 2015

Spring 2016
Program Launch: May 2016
Opportunity Close Date: January 2016
Materials Close Date: January 2016

2015 Brazil Multi-Channel Campaign Rates (*2016 Rates To Come)

Per Campaign	Investment	Print Insert	Digital Ad Impressions	Outbrain Traffic Generation	Activation Partner
Tier 1	\$27,050	2-Page Spread	15 Million	2,000 clicks	✓
Tier 2	\$14,450	Full Page	750,000	1,000 clicks	✓
Tier 3	\$9,150	Half Page	250,000	500 clicks	✓

*Travel offers based on product availability and limited to destinations, not all DMOs may have featured product through participating activation partner

PRICES ARE NET

**Partners participating in a state co-op with half or quarter pages will include tier 3 digital and Outbrain components

2015 - 2016 Brazil Multi-Channel Campaign Timing

JUL 2015	AUG 2015	SEPT 2015	OCT 2015	NOV 2015	DEC 2015	JAN 2016	FEB 2016	MAR 2016	APR 2016	MAY 2016	JUN 2016
			Core Campaign								Core Campaign

Campaigns are in development and are subject to approval

Materials Submission Requirements

For questions, please contact Megan Young at MC-Materials-Due@MilesPartnership.com. All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval.

Additional Information

To learn more about Brand USA programs, please visit www.thebrandusa.com/Industry-Partners/Partnership%20Opportunities/Consumer

Proven Results

- Full campaign-end metrics will be provided
- Total reach of the Brazil Fall 2014 campaign totaled 35,324,000 consumers!
- Total Brazil Fall 2014 digital CTR surpassed the in-market industry benchmark of 11% with 15%!

CONTACT INFORMATION

A Brand USA Representative or

■ Paul Winkle

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 941-342-2325 (office) | 941-724-5437 (mobile)

Miles Global Sales Executives

■ John DeLeva

John.DeLeva@MilesPartnership.com
 206-679-1798 (mobile)

■ Debi Saldana

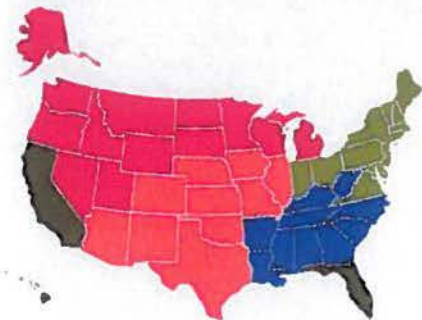
Debi.Saldana@MilesPartnership.com
 210-723-9957 (mobile)

■ Angie Zok

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 904-429-7264 (office)
 904-687-9352 (mobile)

■ Julie Armstrong

Julie.Armstrong@MilesPartnership.com
 804-467-1464 (mobile)



Program marketed with MILES




Brand USA Originals MULTI-CHANNEL PROGRAM: MEXICO

Experience an extraordinary 2-to-1 value through Brand USA's Official Multi-Channel Program compared to creating your own targeted, international campaign. With its robust digital, print, social, traffic generation and activation campaign, your targeted message will reach international travelers via the very media they consume most. Customized calls-to-action take consumers from inspired to desired to booked - generating real, measurable results.

Partnering with Brand USA provides you with an extensive reach in Mexico with over 15 million total impressions in the 2015 Fall campaign!

OTA Activation Partner: Despegar

Despegar is one of the top online travel agencies in Latin America which provides marketing support and travel offers to the U.S.

- Call-outs in the print insert & digital channels drive readers to a custom landing page on Despegar site 
- Based on product availability, partners may have featured offers on the landing page for easy booking
- Promotions through Despegar marketing channels

Activation Partner metrics will come 6 months after the campaign ends to reflect all influenced booking engagements from the campaign.

Social Promotion

Brand USA's multi-channel campaign e-books will be promoted on their social channels to expand digital reach and engagement

- Posts made by Brand USA's community managers on Facebook and Twitter to increase engagement to e-book (digital version of print insert)
- Recent posts in Brazil generated 10% engagement rates; 161 Likes; 23 Shares
- Timing, channel and number of posts will be determined by Brand USA



91,000 Estimated Total Engagements

Discover America Print Insert

This four-color, glossy, travel magazine is rich in editorial content



- Digital version available on DiscoverAmerica.com.mx
- Editorial tie-in and call-to-action included

TRAVEL+LEISURE

60,000 CIRC
OCTOBER 2015 ISSUE
ON SALE SEPT 15, 2015

Travesías

200,000 CIRC
OCTOBER 2015 ISSUE
ON SALE SEPT 15, 2015

FOOD TRAVEL

430,000 CIRC
OCTOBER 2015 ISSUE
ON SALE SEPT 15, 2015

InStyle

70,000 CIRC
OCTOBER 2015 ISSUE
ON SALE SEPT 15, 2015

mai
60,000 CIRC
OCTOBER 2015 ISSUE
ON SALE SEPT 15, 2015

760,000 Total Print Distribution

6-Week Digital Campaign


- Traffic is driven directly to your owned language-specific website or to your content on the language-appropriate Discover America site
- Banner ads are co-branded for Brand USA and your destination 
- Average CTR for Mexico digital campaign is .14% which meets the in-market benchmark of .14%

On Average, 2,000+ Engagements to Partner Content with 100% SOV

Outbrain Traffic Generation

Drive more users to your content - guaranteed!

Propel even more consumers direct to your in-language website with a dedicated traffic generation strategy. Promotions through Outbrain, the leading content discovery platform, allows you to place your content on thousands of premium publishing sites across the web, delivering valuable and qualified clicks to your content.

- At least 500 clicks to your content - depending on level of participation
- Consumers are self-selecting
- Your dedicated traffic generation will launch with the digital campaign and run for 5-7 weeks 

500-2,000 Total Engagements Per Partner Buy-In Level

PROGRAM SUMMARY

Market Availability



Mexico

Dates Active in Market

Fall 2015
October - November 2015

Spring 2016
(Campaign Rates and Details To Come)
April - May 2016

Number of Programs

2

Program Availability

Fall 2015
Program Launch: October 2015
Opportunity Close Date: May 29, 2015
Materials Close Date: June 5, 2015

Spring 2016
Program Launch: April 2016
Opportunity Close Date: January 2016
Materials Close Date: January 2016

2015 Mexico Multi-Channel Campaign Rates (*2016 Rates To Come)

Per Campaign	Investment	Print Insert	Digital Ad Impressions	Outbrain Traffic Generation	Activation Partner
Tier 1	\$27,050	2-Page Spread	1.5 Million	2,000 clicks	✓
Tier 2	\$14,450	Full Page	750,000	1,000 clicks	✓
Tier 3	\$9,150	Half Page	250,000	500 clicks	✓

*Travel offers based on product availability and limited to destinations.
not all DMOs may have featured product through participating activation partner

PRICES ARE NET

**Partners participating in a state co-op with half or quarter pages will include tier 3 digital and Outbrain components

2015- 2016 Mexico Campaign Timing

JUL 2015	AUG 2015	SEPT 2015	OCT 2015	NOV 2015	DEC 2015	JAN 2016	FEB 2016	MAR 2016	APR 2016	MAY 2016	JUN 2016
			Core Campaign						Core Campaign		

Campaigns are in development and are subject to approval.

Materials Submission Requirements

For questions, please contact Megan Young at MC-Materials-Due@MilesPartnership.com. All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval.

Additional Information

To learn more about Brand USA programs, please visit www.thebrandusa.com/Industry-Partners/Partnership%20Opportunities/Consumer

Proven Results

- Full campaign-end metrics will be provided
- Total reach of the Mexico Spring 2014 campaign totaled 75,736,090 consumers!
- Total Mexico Spring 2014 digital CTR surpassed the in-market industry benchmark of 14% with 18%!
- With partnership in the Mexico Spring 2014 campaign, the activation partner Gran Plan reported a YOY increase of 119% with 6,009 total bookings/flights during April - August 2014

CONTACT INFORMATION

A Brand USA Representative or

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904-687-9352 (mobile)

■ Julie Armstrong

Julie.Armstrong@MilesPartnership.com
804-467-1464 (mobile)



Program marketed with MILES



Brand USA Originals

MULTI-CHANNEL PROGRAM: AUSTRALIA

Brand USA's Official Multi-Channel Program provides you with an unbeatable 2-to-1 value compared to creating your own targeted international campaign. News Corp is Australia's largest media publisher across digital, print and social channels. The program is a combination of digital, email and print - all with Activation partners - allowing you to deliver your message to highly qualified, affluent consumers when, where and how they consume media. Generate real results with a strong call-to-action that takes consumers from inspired to desired to booked.

Over 13.1 Million Total Media Impressions! *Check Out Our 2015 Inaugural Campaign Details...*

6-Week Digital Campaign

Co-branded banner ads drive traffic directly to your owned or sponsored content!

- Campaign dates: May 11 - June 21, 2015
- Banner ads are co-branded for Brand USA and your destination
- Traffic is driven directly to your owned language-specific website or to your content on the language-appropriate Discover America site
- Ad campaign targets consumers actively researching travel
- Ad campaign shared among participating partners so messaging is targeted for your destination



12 Million Combined Impressions

Discover America Print Insert

This glossy four-color travel magazine is rich in editorial content and positions your message in a relevant environment



- Digital version available on au.DiscoverAmerica.com and Facebook.com
- Distribution is geo-targeted to East Coast of Australia
- Insert distributed in Escape, travel section, with relevant and up-to-date travel information

Sunday Telegraph
311,000 CIRC
INSERTION SUN
MAY 17 2015

Sunday
350,000 CIRC
INSERTION SUN
MAY 17, 2015

Sunday Mail
195,000 CIRC
INSERTION SUN
MAY 17, 2015

850,000 Print Distribution Plus Digital Views

Email Campaign

- Tap into engaged consumers via News Corp subscriber email database via a custom e-newsletter
- Drive traffic directly to your website
- Opt-in consumers - interested in special offers and content
- Two email deployments (150,000 each)
- E-newsletter co-branded with Flight Centre & Qantas
- Deployment dates: May 19 & June 4, 2015



300,000 Email Impressions

Discover America Partner Ads

To amplify your message, participating partners receive.

- Half page, 4-color in one of the three above mentioned publications
- Discover America brand led creative features each partner
- Insertion dates & publication will be determined by Brand USA with ad placements between May 2015 - February 2016; partners will be notified of insertion date in early March 2015

Travel Trade Activation Partner

Brand USA is partnering with an in-market activation partner component that will include booking incentives and offers for destinations - all turnkey. Offers will be marketed through these exclusive channels

- Call-outs in the print insert driving to a custom landing page with partner-specific offer details, additional digital exposure and promotions in print ads
- Promotions through in-market activation partner marketing channels

PROGRAM SUMMARY

Market Availability



Australia

Dates Active in Market
May 2015 - February 2016
10 Month Exposure

Number of Programs 1

News Corp Australia

News Corp is Australia's largest media publisher across digital, print and social channels. Brand USA's partnership with them provides partners unprecedented media value and exposure through their channels to maximize exposure in Australia.

Program Availability
Sales Close: January 23, 2015
Materials Close: January 30, 2015
Program Launch: May 2015

Total Program Value
\$3,500,000

MULTI-CHANNEL PROGRAM: AUSTRALIA

2015 Australia Multi-Channel Campaign Rates

Per Campaign	Investment	Print Insert (850,000 Impressions)	Print Ad (# of Impressions Below)*	Editorial Coverage (Added-Value)**	Digital Campaign (12 Million Shared Impressions)	Email Campaign (300,000 Impressions)	Activation Partner (Added Value)***
TIER 1	\$34,000	2-Page Spread	1 Half Page 4-Color Sunday Telegraph 510K	2 Feature Articles (Content created at discretion of News Corp editorial staff)	1,000,000 dedicated impressions	Dedicated position per row	Travel offer and metrics included
TIER 2	\$18,200	Full Page	1 Half Page 4-Color Sunday Herald 450K	1 Feature Article (Content created at discretion of News Corp editorial staff)	500,000 dedicated impressions	Shared three positions per row	Travel offer and metrics included
TIER 3	\$11,400	Half Page	1 Half Page 4-Color Sunday Mail 394K	N/A	250,000 dedicated impressions	Shared four positions per row	Travel offer and metrics included

*Partner print ads will be templated Brand USA-led creative

**Articles will publish over a 12 month period; publication dates to be determined by News Corp editorial team

***Travel offers based on product availability and limited to destinations

PRICES ARE NET

Add-On Print Buys

Extend your presence in Australia at greatly reduced costs. Participating partners can purchase print media through Brand USA at a savings of 50% - First come, first serve basis. To qualify for these rates, you must be a participant in the core multi-channel campaign.

Publication	Circulation/Readership	Rate Card Value-4/C Half Page	Partner Pricing-4/C Half Page	Savings
Sunday Telegraph - NSW	510,259/677,000	\$33,753	\$16,875	50%
Sunday Herald-Victoria	450,159/612,000	\$18,864	\$9,432	50%
The Sunday Mail-Queensland	394,000/540,000	\$23,538	\$11,769	50%

*Partner must purchase a minimum of 3 ads with a maximum per partner not to exceed 12. Full pages available - pricing upon request. Inventory available April 2015 - February 2016 in Sunday editions; insertion dates and publications TBD upon signed commitment and based on current inventory available; first come, first serve basis. All placements require Brand USA approval. Ads must include Brand USA logo and other branding requirements. Advertisers will provide ads to specs per publication by due dates.

2015 Australia Multi-Channel Campaign Timing

JAN 2015	FEB 2015	MAR 2015	APRIL 2015	MAY 2015	JUN 2015	JUL 2015	AUG 2015	SEP 2015	OCT 2015	NOV 2015	DEC 2015	JAN 2016	FEB 2016
				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Timing subject to change

Materials Submission Requirements

For questions, please contact Megan Young at Megan.Young@MilesPartnership.com or visit www.MilesPartnership.com/BrandUSA_specs. All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval.

Proven Results

- Full campaign-end metrics will be provided
- Participant-specific metrics will be provided

CONTACT INFORMATION

A Brand USA Representative or

■ **Paul Winkle**
Senior V.P., Global Marketing for Miles
Paul.Winkle@MilesPartnership.com
941-342-2325 (office) | 941-724-5437 (mobile)

Miles Global Sales Executives

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■ **Julie Armstrong**
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804-467-1464 (mobile)



Program marketed with MILES

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: Denise Arnold, Director of Sales

DEPARTMENT: Convention Centre

ITEM

Discussion and action regarding the allocation of the remainder of \$100,000 in the In-house Marketing Division per mid-year budget review.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

FY15 Marketing Division

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Rosa Zapata

From: Denise Arnold
Sent: Thursday, April 16, 2015 10:14 AM
To: Rodrigo Gimenez; William DiLibero; Jimmy Hawkinson
Cc: Lori Moore
Subject: Marketing Budget Breakdown

Hi Rodrigo,

As per the Mid-Year Budget Review, listed below is the breakdown on the 300K that I was asked to itemize by the City Council. Please feel free to give me a call or send me an email if you need further explanation. Thank you!

02-594-0108 – Fulfillment and Postage – \$62,955.00 (fulfillment house/visitor guides/postcards.)
02-594-0230- Stock Promo - \$20,619.00 (Giveaways/Collateral/VIP Gifts)
02-594-0533 –*Marketing - \$61,545.00 (New Tradeshow Booth Displays/AJR Media Beaches of Texas/VIA edgelit for Harlingen – New Edgelit –McAllen, Corpus Christi/ Client Events/Convention Bids and Incentives)
02-594-0535- Familiarization Tours - \$24,000.00 - \$4800 per month for three Sale Managers.
02-594-0537- *Production/Content Development - \$65,000.00 (New SPI Videos)
02-594-0538- Convention Services - \$25,858.00 – (Supplies for name badges, toner, paper, large signage, print collateral, giveaways)
02-594-0550- Travel Expense/Tradeshows - \$20,000.00 – (Staff to travel to Tradeshows – 4 remaining for 2015)
02-594-0553 – Tradeshow Fees - \$20,000

Total - \$299,977.00

- Marketing and Production/Content Development will be used at the discretion of the new CVB Director.

Denise Arnold | Director of Sales
City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd. South Padre Island, Texas 78597
Office: 956-761-8389 | Cell: 956-624-6637 | Fax: 956-761-3024
E-mail:



**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: Jimmy Hawkinson, Advisory Board Chairman

DEPARTMENT: Advisory Board Committee Member

ITEM

Discussion and action regarding the marketing of Fiesta Padre Event over Memorial Day Holiday within the current marketing buys placed by Machete.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 22, 2015

NAME & TITLE: William DiLibero, City Manager

DEPARTMENT: City of South Padre Island

ITEM

Discussion and action regarding the recommendations to allocate the remainder of Machete's Media budget/reserve.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



2014-2015 Media Allocation Options

4.22.2015



2014-2015 ALLOCATED BUDGET

APPROVED BUDGET

<u>Overall Texas Plan</u>	<u>\$644,000</u>
<u>Boomer's Plan</u>	<u>\$133,000</u>
<u>Mexico Plan</u>	<u>\$97,000</u>
<u>RGV Plan</u>	<u>\$178,000</u>
<u>Expedia</u>	<u>\$90,000</u>
<u>TOTAL</u>	<u>\$1,142,000</u>

ALLOCATED/UPCOMING MEDIA

<u>TOTAL</u>	<u>\$806,877</u>
---------------------	-------------------------

SPENT TO-DATE

<u>Overall Texas Plan</u>	<u>\$16,986</u>
<u>Boomer's Plan</u>	<u>\$42,124</u>
<u>Mexico Plan</u>	<u>\$55,065</u>
<u>RGV Plan</u>	<u>\$73,948</u>
<u>TOTAL</u>	<u>\$188,123</u>

UNALLOCATED BUDGET

<u>TOTAL</u>	<u>\$147,000</u>
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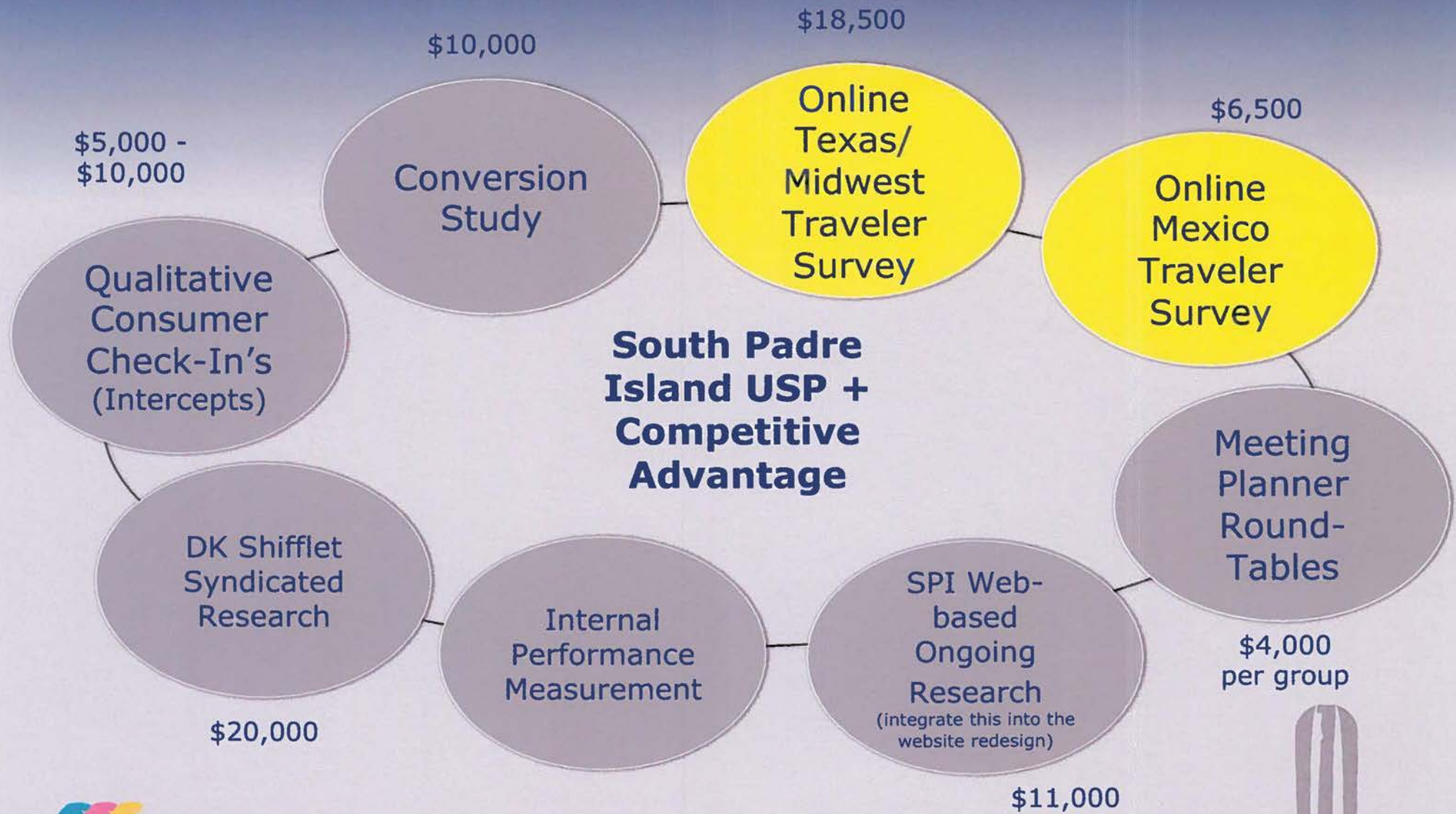
BUDGET ALLOCATION OPTIONS

• Fund Online Traveler Survey Research (TX/Midwest/MX)	\$25K
• Incremental Traditional Media Placement - OOH (Markets TBD)	\$97K
• Fund Production	\$25K
<u>TOTAL</u>	<u>\$147K</u>

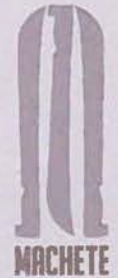
RESEARCH



RESEARCH RECOMMENDATION



Total Phase 1 Ballpark Cost: \$25,000



CONVERSION STUDY

This will be a quantitative assessment of the rate of visitation (conversion rate) following email inquiries to SPICVB for tourist/visitor information about South Padre Island. Additional information about visitation experience (e.g. time and length of stay, attractions visited, visit satisfaction, likelihood to re-visit, etc.) will also be collected and will be used to analyze variations in conversion rates based on geography, time of year, respondent demographics, and by media channel influence (i.e. do you recall seeing a television commercial, radio ad, outdoor ad etc.)

- The survey will be conducted online through unique links in email invitations to potential respondents in lists provided by SPCVB. The survey is expected to be 10 min or less in length.
- The email survey invitation will be designed and formatted in a style consistent with SPCVB official emails and will be branded as coming from SPCVB.
- The sample size will be determined by the quality and quantity of records in the lists provided.
- An incentive, such as a discount coupon for lodging or attractions, a drawing for a vacation package, or cash, is suggested to maximize response rates.

Ballpark Cost:*\$10,000



ONLINE U.S. TRAVELER SURVEY

Machete will partner with Galloway Research Services in San Antonio, TX to conduct a 5-7 minute online survey among Texas and Midwest travelers. We will interview n=150 panelists from each key market: San Antonio, Houston, Dallas/Fort Worth, Austin and 1-2 select Midwest markets. Total n = 900. All panelists will be overnight travel/leisure trip travelers during the past year and aware of SPI.

Questionnaire items will give us a more comprehensive view of travel patterns, drivers and barriers including:

- Awareness of SPI
- Ever visited SPI – Likelihood to visit
- Length of stay, number in party
- Accommodation and activity preferences for leisure trips
- Key drivers in selecting a leisure destination
- Key barriers in selecting a leisure destination
- How SPI performs on key drivers (gap analysis)
- General demographics



Ballpark Cost:* \$18,500



MEETING PLANNER ROUND TABLES

In order to gather input and insights on SPI as a meeting and/or group destination, we will invite key meeting planners and group travel planners to spend time in SPI. As part of their visit, we will have them tour key attractions and also invite them to a roundtable discussion.

During this discussion we can address issues such as:

- Drivers and barriers to bring groups to SPI
- Potential sources of business
- Opportunity areas for improvement and growth
- How to best surprise and delight meeting planners for SPI

Insights and information from these roundtable discussions will inform a group sales plan, including key strategies and tactics.

Ballpark Cost:* \$4,000 per discussion. These costs do not include incentives, travel and/or lodging for participants.



ONLINE MEXICO TRAVELER SURVEY

What it is: Machete will partner with Galloway Research Services in San Antonio, TX to conduct a 5-7 minute online survey among Mexican travelers.

- We will use the same questionnaire as among U.S. travelers, but provide Spanish language option to take the survey. We will interview n=150 Mexican travelers.

Who: Panelists will be travelers who have taken an overnight travel/leisure trip in the past year, to the U.S. and are aware of SPI. Panelists will be sourced from key metropolitan areas in Mexico.

Considerations: Questionnaire items will include the following (*pending client input*):

- Awareness of SPI
- Ever visited SPI – Likelihood to visit
- Length of stay, number in party
- Accommodation and activity preferences for leisure trips
- Key drivers in selecting a leisure destination
- Key barriers in selecting a leisure destination
- How SPI performs on key drivers (gap analysis)
- General demographics

Deliverables include:

- Develop, host and translate the survey
- Recruit and incentivize panelists – purchase panel data for affluent Mexican travelers
- Collect and analyze data
- Prepare a summary report, with relevant charts/tables and implications

Timing: 6-8 weeks to design and field

Ballpark Cost:* \$6,500



QUALITATIVE CONSUMER CHECK-INS VIA INTERCEPTS

Machete will design a brief 2-3 minute face-to-face survey to administer to visitors to SPI during key time periods (Spring Break, Semana Santa, 16 de Septiembre, Fall and Winter). We will then engage the American Marketing Association Student Group at UTPA or UT Brownsville to help administer this survey on the island.

These surveys will help us to get “deeper” information from visitor with regards to

- Why they chose to visit SPI
- What were any barriers they considered?
- Will they visit again?
- What have they loved? Where could SPI improve

By targeting key time periods, we can also target key visitor groups to gather insights: Mexican Nationals, Spring Breakers, Winter Texans, Young families etc.

Costs include:

- Preparation of the survey
- Training of students interviewers
- Hourly pay and travel time for students (cost can range based on # of students we want to engage)
- Data collection and analysis
- Reporting

Ballpark Cost: *\$5,000 - \$10,000



ONGOING ONLINE SURVEY

What it is: Machete will develop an online survey that can be hosted through the SPI CVB website. Visitors to the site can be directed to the survey and rewarded with a chance to win a trip to SPI

- This is a convenience sample (not random) because respondents have shown some interest in SPI already by visiting the website.
- We can also ask hotels, condos and attractions in SPI to direct travelers to this online study.
- In order to boost responses, we can use social media geo-targeted advertising to direct respondents to the SPI website and survey (i.e. geo-target Midwest, key Texas cities etc.)

Considerations:

- Questionnaire items can be similar to the panel online survey, but data collection will take longer. In some ways this is advantageous because we will be able to judge seasonality by traffic and number of responses.
- Since these are not panelists, the SPI CVB can begin to build a database of visitors and interested visitors for future research and marketing efforts.
- SPI CVB can incentivize hotels, associations, attractions etc. to urge participation by offering unique codes to their visitors.

Deliverables include:

- Design survey and post to SPI site
- Geo-targeted social media recruit
- Consult with SPI to design give-away/incentive to participants
- Collect and analyze data (one-time or on-going/quarterly basis as desired)
- Prepare a summary report with relevant charts/tables and implications

Ballpark Cost:* \$11,000 (for one round + analysis)



INTERNAL PERFORMANCE MEASUREMENTS

What it is: SPI CVB can utilize internal tools to provide key performance indicators (KPIs) on an ongoing basis. These measures will help SPI to predict and proactively plan for key time periods.

KPIs to consider:

- STR – Smith Travel Research reports including demand, occupancy and RevPar data
- Hotel Occupancy Tax
- Online Engagement
- Convention Sales
- Trend analysis of key time periods – including Convention/Meeting sales

Deliverables include:

- A comprehensive, monthly report with key findings and implications.
- Prepared by the SPI CVB and circulated to key stakeholders

Ballpark Cost: Includes costs for reporting software and programs as well as labor hours to compile and analyze monthly reports



DK SHIFFLET SYNDICATED STUDY

What it is: DK Shifflet is a well-respected resource within the U.S. travel and tourism research category. We have previously provided a proposal from DK Shifflet for SPI that includes:

- Visitor Demographics
- Trip and Travel Planning
- Origin DMA
- Trip Characteristics – including length of stay, money spent
- Seasonality
- Accommodations
- Activities

Considerations:

- Syndicated study based off of a national panel of approximately 50,000 consumers. Not customized to meet SPI needs.
- Likely that there are between 200 – 300 respondents who will provide answers specifically regarding South Padre Island.
- Since this is a self-selecting, online study, it is impossible for DK Shifflet to promise statistically significant data.

Advantages:

- This data source will provide comparisons to key competitive destination cities.
- Data is collected every year; thereby making it simple to compare year to year.
- Data has been collected already, and turn-around time for receiving an SPI report is quick.

Cost: \$21,000



TRADITIONAL MEDIA

OVERALL TEXAS PLAN

Media Campaign - Oct 2014-Sept 2015 MEDIUM SPECIFICATIONS DEMO: A25-54+, HA25-54+	2015 Fiscal												10% Gross Total Cost
	October	November	December	January	February	March	April	May	June	July	August	September	
Television													\$149,222
Time Warner Cable -Dallas, San Antonio, Austin, Rio Grande Valley (Harlingen, McAllen, Brownsville), Waco-Temple-Killeen, El Paso, Corpus Christi, Laredo, Wichita Falls, Beaumont-Port Arthur - TWC/ATT Interconnect Online (Dallas, Austin, SA)													\$66,111
Comcast - Houston													\$17,000
													\$66,111
Radio													\$359,616
San Antonio - KSMG, KTFM, KROM, KGSX													\$59,028
Austin - KLQB, KASE, KBPA, KAMX, KHFI													\$107,449
Houston - KBXX, KKQB, KOVE													\$193,139
CVB Print													\$67,298
Texas State Travel Guide - 1/2 Page													\$12,756
Texas Highways Magazine - 1/2 Page													\$11,830
Texas Highways Events Calendar - 1/2 Page													\$2,552
TourTexas.com - Platinum Plan, PDF, Video													\$3,383
Texas Monthly - 1/2 Page													\$36,778
Niche Print													\$23,082
Birder's Guide - Full Page													\$1,917
www.aba.org (American Birding Association) - 180x120 right side banner													\$667
Saltwater Fishing Magazine - 1/2 Page													\$4,387
Texas Fish & Game - 1/2 Page													\$11,111
Boardseeker.com - 728x90 Banner													\$5,000
thekiteboarder.com - 728x90 Banner on thekiteboarder.com													\$4,333
Surfer Magazine 200x600													\$6,667
TOTAL													\$610,219



OVERALL TEXAS PLAN

Media from Oct 2014-Feb 2015

- Radio: SA/AUS/HOU (English and Spanish)
- Texas State Travel Guide
- Texas Highways Magazine
- TourTexas.com
- Birder's Guide
- Aba.org
- Boardseeker.com
- Thekiteboarder.com
- Surfermagazine.com

OVERALL TEXAS PLAN – UPCOMING MEDIA

Media Vehicles:

- Television – All markets in Texas
 - Time Warner
 - Coastal Forecast Sponsorship on TWC News Channel
 - TWC/ATT Interconnect Online Package
 - Webmail Login and ROS banners
 - 125,000 impressions per month
 - Comcast
 - New Stations in Austin and Houston
- Radio
 - San Antonio
 - Austin
 - Houston
- Publications/Online
 - Texas Highways Events Calendar
 - TourTexas.com
 - Exact Target Email Marketing
 - Texas Monthly
 - Saltwater Fishing
 - Texas Fish & Game

BOOMERS PLAN

Media Campaign - Oct 2014-Sept 2015 MEDIUM SPECIFICATIONS DEMO: A54+, HA54+	2015 Fiscal												10% Gross Total Cost
	October	November	December	January	February	March	April	May	June	July	August	September	
Print													
AARP - Southwest Getaways (Texas)							1/6 Page						\$6,611
AARP - Great Lakes 60-69 Segment (IL, MI, MN, MO, WI)		1/3 Page				1/3 Page					1/3 Page		\$38,722
AARP - West Central 60-69 Segment (MT, ND, SD, NE, NM, KS, CO, WY)		1/3 Page				1/3 Page					1/3 Page		\$36,871
Online													
AARP.org - Online geo-targeting													\$42,500
- Travel Enthusiat Section													\$0
TOTAL													\$124,704

Media from Oct 2014-Feb 2015:

- AARP Magazine (Great Lakes/West Central)
- AARP Southwest Getaways
- AARP.org

Upcoming Media:

- AARP Magazine (Great Lakes/West Central)
- AARP Southwest Getaways
- AARP.org

MEXICO PLAN

Media Campaign - Oct 2014-Sept 2015 MEDIUM SPECIFICATIONS DEMO: HA25-54+	2015 Fiscal											10% Gross Total Cost		
	October	November	December	January	February	March	April	May	June	July	August		September	
Monterrey														
Cable TV													Sony and Warner Networks	\$15,553
- (420) :20 sec spots (Wed thru Fri)														
Radio													Sony and Warner Networks	\$19,167
- EXA FM 97.3 - 446 spots													Sony and Warner Networks	\$23,307
- Genesis 98.1 - (8) :20 sec spots daily													Sony and Warner Networks	
Print													Back Cover/Full Page	\$33,333
- El Norte - Texas y Turismo													Back Cover/Full Page	
TOTAL														\$91,360



MEXICO PLAN

Media from Oct 2014-Feb 2015:

- EXA FM 97.3
- Genesis FM 98.1

Upcoming Media:

- EXA FM 97.3
- Genesis FM 98.1
- Cable TV (Sony and Warner Networks)
- El Norte *Texas y Turismo*

RGV PLAN

Media Campaign - Oct 2014-Sept 2015 MEDIUM SPECIFICATIONS DEMO: A18-34, HA18-34	2015 Fiscal											10% Gross Total Cost	
	October	November	December	January	February	March	April	May	June	July	August	September	Cost Per Flight
Television													
KRGV - ABC - News, Prime, Fringe	█	█	█		█		█	█	█		█	█	\$40,611
KGBT - CBS - News, Prime, Fringe	█	█	█		█		█	█	█		█	█	\$35,889
KNVO - Univision - News, Prime, Fringe	█	█	█		█		█	█	█		█	█	\$33,056
Radio													
KBFM-FM (Clear Channel) - 21 spots per week	█	█	█		█		█	█	█		█	█	\$9,917
KTEX - FM (Clear Channel) - 20 spots per week	█	█	█		█		█	█	█		█	█	\$11,806
KBTQ - FM (Univision) - 31 spots per week	█	█	█		█		█	█	█		█	█	\$9,444
KFRQ-FM (Entravision) - 27 spots per week	█	█	█		█		█	█	█		█	█	\$10,861
KVLY-FM (Entravision) - 19 spots per week	█	█	█		█		█	█	█		█	█	\$11,806
KURV-FM (rCommunications) - 18 spots per week	█	█	█		█		█	█	█		█	█	\$4,250
TOTAL													\$167,639



Media from Oct 2014-Feb 2015

Media Vehicles:

- TV (ABC, CBS, Univision)
- Radio (KTEX, KBFM, KBTQ, KFRQ, KVLY, KURV)

Upcoming Media:

- TV (ABC, CBS, Univision)
- Radio (KTEX, KBFM, KBTQ, KFRQ, KVLY, KURV)

PRODUCTION



PRODUCTION

Production

- \$25,000 to cover production through the end of the fiscal year



2014-2015 Media Allocation Options

THANK YOU!

4.22.2015

