

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, September 23, 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 August 26, 2015 Regular Meeting.
 - b) Approval of minutes for September 1, 2015 Workshop.
 - c) Approve excused absence from Advisory Board Member Bill Donahue for August 26, 2015 Regular CVA Board Meeting.
- 5) Update, discussion and possible action regarding Spring Break Marketing Proposal-Inertia Tours. (Patel)
- 6) Set new meeting date for next month.
- 7) Adjourn.

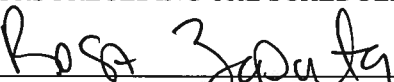
DATED THIS THE 18 DAY OF SEPTEMBER 2015.



Rosa Zapata, CVB Executive Services Specialist

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 September 18, 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 Executive Services Specialist

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: September 23, 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 August 26, 2015 Regular Meeting.
- b. Approval of minutes for September 1, 2015 Workshop.
- c. Approve excused absence from Advisory Board Member Bill Donahue for August 26, 2015 Regular CVA Board Meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

MEETING DATE: September 23, 2015

NAME & TITLE: Rosa Zapata, Executive Services Specialist

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve minutes for August 26, 2015 Regular Meeting.

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, August 26, 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, August 26, 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 full quorum was present: Wally Jones, Joe Ricco, Arnie Creinin, Wally Jones and Sean Till. Also present Ex-Officio Michael Jones. Absent: Bill Donahue and Ex-Officio Terence Chase

City staff members present were CVB Director Keith Arnold, City Manager William DiLibero, CVB Director of Sales Denise Arnold, Executive Services Specialist Rosa Zapata, Sales Manager Michael Flores, Senior Sales Manager Eduardo Figueroa, CVB Accountant 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 Hersh Patel made the motion, seconded by Board Member Wally Jones to approve the Consent Agenda. Motion carried by a unanimously vote.

- a. Approval of minutes for July 22, 2015 Regular Meeting.

5. Discussion and possible action regarding SPI Quantitative Awareness and Image Research Report. (K. Arnold)

CVB Director Keith Arnold gave the Board an update concerning the SPI Quantitative Awareness and Image Research Report provided by Machete, Inc. Chairman Jimmy Hawkinson recommended to have the report available to the public. CVB Director Keith Arnold mentioned the report will be on our website for the public to have access.

6. Update, discussion and possible action regarding CVB Director's Report:

- a) Update Convention Centre renovation project.

CVB Director Keith Arnold gave the Board an update concerning the interior project which will consist of new paint, carpet, air walls, kitchen tile, banquet furniture, interior lighting, landscaping on the North side of the parking. If there is any money left over, he would like to upgrade the audio & visual and possibly digital board by the entrance.

- b) Group Sales & Sales Committee reports

CVB Director Keith Arnold gave the Board an update concerning Group Sales, Staff Highlights, and Sales Committee Reports.

- c) The Atkins Group contract & progress

CVB Director Keith Arnold gave a brief presentation concerning The Atkins Group and transition from Simpleview.

7. Update, discussion and action regarding continuation for consideration of funding request on new or returning events:

- a) Ladies Kingfish Tournament (August 2016)

Chairman Jimmy Hawkinson mentioned to approve the requested amount of \$2,000 for Marketing and promotion. Board Member Sean Till made the motion, seconded by Board Member Joe Ricco to approve the requested amount. Motion carried by a unanimous vote.

- b) Splash South Padre (October 2015)

Chairman Jimmy Hawkinson mentioned to approve the requested amount of \$10,000. Board Member Sean Till made the motion, seconded by Board Member Arnie Creinin. Motion carried by a unanimous vote.

- c) Beach-N-Biker Fest (April 2016)

Board Member Hershhal Patel made the motion to approve, seconded by Board Member Arnie Creinin. After a brief discussion, Board Member Hershhal Patel made the motion to retract his first motion, seconded by Board Member Arnie Creinin.

Chairman Jimmy Hawkinson made the motion to approve the amount of \$35,000 to be given to the Atkins Group for marketing and \$15,000 in kind, seconded by Vice-Chairman Wally Jones. Motion carried by a unanimous vote.

- d) Fiesta Padre (May 2016)

Board Member Hershhal Patel made the motion to approve the \$25,000 pending the breakdown of the funding application, Seconded by Vice-Chairman Wally Jones. Motion failed with a 2 to 2 to 2 vote. Board Member Hershhal Patel and Board Member Joe Ricco casting a yea vote, Chairman Jimmy Hawkinson and Vice-Chairman Wally Jones casting a nay vote, Board Member Sean Till and Board Member Arnie Creinin abstained from voting.

- e) HinoPalooza-Brew & Spirit Fest (December 2015)

Board Member Hershhal Patel made the motion to approve \$15,000, seconded by Board Member

Wally Jones. Motion carried by a unanimous vote.

8. Discussion and action regarding consideration for funding on returning events applied after post deadline date of July 8, 2015:

a) SPI Sand Castle Days (October 2015)

Vice-Chairman Wally Jones made the motion to approve \$35,000, seconded by Board Member Hershhal Patel. Motion carried on a 5-1 vote with Chairman Jimmy Hawkinson casting a nay vote.

b) Fall Concerts Series on the Bay (September-October 2015)

Request died for lack of motion.

c) Island Folk Festival (September 2015)

Request died for lack of motion.

9. Discussion and action regarding the review of Spring Break proposals. (Hawkinson)

Board Member Joe Ricco motion to table this agenda item, seconded by Board Member Hershhal Patel. Motion failed due to majority of the Board Members not casting a vote.

Chairman Jimmy Hawkinson motion to deny these RFP's, seconded by Vice-Chairman Wally Jones. Motion failed due to majority of the Board Members not casting a vote.

Board Member Hershhal Patel motion to reject the Inertia Tours Inc. RFP except the Roadshow Promotions amount. Motion died due to lack of 2nd.

10. Update, discussion and action regarding any developments or changes from the Website Subcommittee concerning the sopadre.co website. (Hawkinson/Jones)

Board Member Hershhal Patel gave the Board an update concerning the Website Subcommittee meeting. Chairman Jimmy Hawkinson requested a Family landing page be built on our sopadre.com webpage. No action taken.

11. Update and discussion concerning Hotel Occupancy Tax Collection Ordinance. (Jones)

Update was given by City Manager William DiLiberio concerning the procedure of collecting Hotel Occupancy Tax.

12. Old Business

a. Median Banner Policy

After a lengthy discussion, Chairman Jimmy Hawkinson mentioned this will be a discussion and action item for next month meeting.

13. Set new meeting date for next month.

Next scheduled meeting will be Wednesday, September 23, 2105 at 9:00 a.m.

14. Adjourn.

There being no further business, Chairman Hawkinson adjourned the meeting at 12:00 p.m.

Rosa Zapata, CVB Sales Administrative Assistant

Jimmy Hawkinson, CVA Chairman

DRAFT

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

MEETING DATE: September 23, 2015

NAME & TITLE: Rosa Zapata, Executive Services Specialist

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approval of minutes for September 1, 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
WORKSHOP MEETING

TUESDAY, SEPTEMBER 1, 2015

1. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Workshop on Tuesday, September 1, 2015 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Vice-Chairman Wally Jones called the meeting to order at 1:00 p.m. A full quorum was present: Jimmy Hawkinson, Joe Ricco, Wally Jones, Arnie Creinin, Hersh Patel and Sean Till. Also present Ex-Officio Terence Chase. Absent: Bill Donahue, Ex-Officio Michael Jones

City staff members present were City Manager William DiLibero, CVB Director Keith Arnold, City Councilman Dennis Stahl.

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).*

Public comments were given at this time.

4. Discussion regarding brand process.

Steve Atkins gave a presentation concerning the brand development process for the South Padre Island Convention & Visitors Bureau.

5. Adjourn.

There being no further business, Chairman Hawkinson adjourned the meeting at 3:30 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: September 23, 2015

NAME & TITLE: Jimmy Hawkinson, Advisory Board Chairman

DEPARTMENT: Advisory Board Committee Member

ITEM

Approve excused absence from Advisory Board Member Bill Donahue for August 26, 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

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

MEETING DATE: September 23, 2015

NAME & TITLE: Hershah Patel, Advisory Board Member

DEPARTMENT: Advisory Board Committee

ITEM

Update, discussion and possible action regarding Spring Break Marketing Proposal-Inertia Tours.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

About the Company:

- Inertia Tours has been specifically engaged in the sales, marketing, promotion, and onsite management of over 45,000 college and high school students to South Padre Island since 2002.

Our company specializes in as close to all inclusive packages to Padre as possible.

The packages can include transportation (airfare or bus), (always include) accommodations, dine out restaurant meals, nightly no cover charge event parties, and 2 included side trip excursions per student. Our focus is Greek organizations that travel in groups. 85% of our clients come in from areas outside of the State of Texas on a true vacation. Over 80% of our business is 5 to 7 nights keeping affluent students on South Padre Island longer for revenue generation.

- Currently our Tour Operation works with on South Padre Island (7) rental agencies (4) hotel properties plus 4 major condo properties directly in the months of February, March, and April. We also work onsite with our package inclusions with over 20 vendors on South Padre Island including restaurants, bars, side trip tour operators, and more.
- Our Company is fully dedicated to South Padre Spring Break as financially, we are tied on and to guaranteed room and condo blocks we must fill or go out of business. We use other destinations to “funnel” people to South Padre Island Texas as this is our focus and specialty 100%.
- Our nightly Red Carpet VIP Party Schedule for spring break runs from Feb 27th to April 3rd on South Padre Island. On the “shoulder” weeks of spring break, this itinerary offers students a dedicated venue to go to every night, as well as a day pool party. The dates of this program alone demonstrate our dedication to bringing to students to South Padre weeks besides just Texas Week.
- Our Company has a very successful pattern of growth in the March market to South Padre Island as well as a history of working very hard on campuses on behalf of Island business interests. We also have a history of delivering what we promise, including to the CVB itself. The roadmap my Company has followed for this spring break growth is proven.
- Inertia owns and maintains an unquestioned domination in spring break over social media. This is leveraged to bring students to South Padre. Inertia has a budget in excess of \$150,000 spent solely on the promotion of South Padre Island Spring Break on its own - no other organization can stake such a claim of financial investment on its own side. This \$150,000 does NOT include our hotel and condo deposits on blocks which is non refundable. We must succeed here.
- Currently, we are the only spring break tour operator sponsored by Red Bull North America on an exclusive 3 year agreement. Other current and past sponsors included Beatbox Beverages (Mark Cuban’s Company as featured on Shark Tank); Study Breaks Magazine, Twang, Four Loko, Budweiser, Rockstar Energy, Kickstart, 7’s, Jack Links Beef Jerky, San Marvelous Clothing, LYFT, Billabong, SPY sunglasses, Dick Cottons, and Tinder. Our sponsors do onsite activation adding to the “festival” atmosphere and they support our proposal here.



- In terms of artist engagements and event promotions, we are very well versed operating a 4 to 5 week onsite event schedule for college students that is quite intense with our retail office as well as upwards of 40+ onsite staffers in the month of March. Current venues we have worked with are Louies Backyard, Claytons, Tequila Sunset, Isla Grand Hotel, and Palm Street Pier. Without Inertia's party schedule and activities on the shoulder weeks of spring break, there is a definite question how viable of a destination South Padre is.
- Inertia has the unique position of being local, yet thinking nationally as a partner to the CVB and City. Our college rep network (on campus ambassadors) tops 600 students nationwide promoting our trips to their fellow brothers and sisters in their house. Nationally, inertia Tours is the #1 largest provider of organized domestic college student travel packages.

Inertia's on campus College Salesforce:

Campus Reps/Ambassadors 500+ On Campus Reps in over 35 US States in coordination with Lifestylez, the largest provider of US College Ski Trips in January. Their reps push our south padre spring break for March as well.

Our Plan:

Inertia college campus road show to target off weeks to fill needed space off peak times. We call this the college road show. Our Company has been sponsored for these efforts since 2010 by the City of South Padre Island.

In addition to this, we are formerly recommending the same digital advertising PPC ad spend from 2014/15 for 2015/16 for online efforts in terms of general spring break promotion as the lead volume and quality was outstanding last year.

Inertia college campus road show to target both shoulder weeks of spring break, as well as "kick off" weekends (ie beginning of the week) trips on Texas week and Easter week to fill space that is open.

Overview:

This is a continuation of a very simple, unique and effective program that Inertia Tours conceived over 14 years ago. Simply, we send (2) traveling road teams of 2 people each to over 63+ college campuses in 17+ States to door knock all the Fraternities and Sororities on campus to tell them about South Padre Island. Nothing beats a face to face invitation to come someplace and has a major effect on buy decisions. We are truly experts at this and also, we are dedicated to South Padre spring break.



While we can spend tens of thousands of dollars advertising online, that type of marketing is called “Pull” advertising in that it targets those already looking for (example) searching on google the term college spring break trips. There are problems with using only a pull strategy and no push.

For one, all sorts of choices exist that are advertising using pull marketing ie internet marketing, people already looking... for example Cancun spring break hotels or Gulf Shores, Alabama to San Diego on the internet, but no destination is putting sales people on college campuses to push one destination to “push” the destination.

We must also have a strategy of push, which means we push South Padre Island to the front of the competition through these on campus efforts. These teams flyer/poster the campus in addition to asking each Greek house on campuses to please come to South Padre Island this spring break. It is highly effective. We target Greeks as they travel in massive groups, and have social influence. We generate momentum on campus with these groups so that many, many more travel that are non Greek.

We visit colleges and schools in particular that are non Texas week for Weeks 1 and 4 this year, as well as tightening up the beginning of Texas week (Sat to Wed bookings in particular) and beginning of Easter Week (March 19 to 24th)

As Inertia Tours receipted \$42,000 from its own funds last year for the college road show there is truly no way the City of South Padre Island could enjoy such a face to face sales effort soliciting students to come here budget /cost wise. . We want to add these groups average 5 to 7 nights, not 3 or 4. Longer stays = more revenue for the Island.

WWWWH (Who / What / Where / Why / How)

- Who:** Target college students, Greeks and Groups
These members also have rules and are very well behaved. Generally affluent
- What:** College Promotional Road Show - door to door sales effort “boots on the ground!”
- Where:** 17 States+ states on 63+ college campuses

Campuses hit:

Duquesne University
Ball State University
Bowling Green State University
Butler University
Central Michigan University
Ferris State University
Illinois State University
Mankato State (Minnesota)
Michigan State University
Missouri State University
Penn State Univ-
Sam Houston State



SMU (Southern Methodist University)
South Dakota State University
Southern Illinois University
St. Cloud State University
University of South Dakota
University of Texas @ El Paso, Texas (March 5th)
Western Michigan University

Colorado State University
Eastern Kentucky University
Eastern Illinois University
Emporia State in Kansas
Fort Hays State University (Kansas)
Indiana University Bloomington
Iowa State University
Kansas State University
New Mexico State University
Northern Illinois University
Northern Iowa University
Ohio State University-Main Campus
Oklahoma State University
Purdue University-Main Campus
Southern Illinois University
Texas State @ San Marcos, TX
Texas Tech University
University of Central Oklahoma
University of Iowa
University of New Mexico
University of Oklahoma
Wayne State University
Western Illinois University
Western Kentucky University

Wichita State University
Arkansas State University
Central Arkansas State
Hastings College (Nebraska)
Kansas State University
Kent State University
LSU - Louisiana State University
Missouri University of Science and Technology
University of Nebraska @ Kearney
University of Nebraska @ Lincoln
University of Nebraska @ Omaha
University of Colorado at Boulder
University of Central Missouri
University of Illinois at Urbana Champaign
University of Illinois Champaign
University of Nebraska-Lincoln
University of Wisconsin- Madison



Eastern Michigan University
Truman State University (Missouri)
University of Missouri @ Columbia MO

- Why:**
- 1) Shoulder weeks need sales help
 - 2) "Beginning of the week" on Texas and Easter weeks when occupancy levels Low.
 - 3) Greeks travel in groups which generates momentum on campus with lots of Word of mouth advertising you cannot buy
 - 4) These groups stay 5 to 7 days = longer = more tax revenue
 - 5) These groups book earlier, filling up space so that hotels can up rates via yield management and maximize revenue and therefore tax
 - 6) We need more "push" effort on campus. 100% "pull" ie online not as effective
 - 7) Nothing more effective than a face to face invite. Generally this isn't used in business as much due to high cost. This cost is offset with this program
 - 8) Inertia already has a running start. Our road teams already have hit 10+ campuses from South Padre Island. One college March 5th already has deposited in excess of 400 students from our efforts. It is already late September. Waiting is bad business.
 - 9) **Inertia agrees wholly to distribute ANY rental agency and/or hotel information provided to CVB Director. We are willing to photograph AND videotape this distribution. We also agree to distribute ANY swag/giveaways from ANY hotel or rental agency**
 - 10) **Inertia agrees to match monies 100% provided by the CVA with receipts to prove, without question, our Company spends in like kind funds.**

How: Personal sales of groups by road teams campus to campus, guerilla marketing rather than just all online. This is a pure sales effort. Our teams on campus We coordinate/time the Facebook digital effort / ad spend the CVB already conducts so that students see ads on Facebook 3 days prior to a road team arrival, during the time they are there, then 3 days after they leave. This is a one-two punch, both online and on the ground, pull and push together.



Budget Breakdown:

All items doubled as two teams

| Item: | Cost: | Sept 25 to Feb 25 th (150 days) |
|------------------------|-------------------------------|--|
| Hotel | \$75 /night | \$22,500 |
| Gas | \$20/day | \$3,000 |
| Printing | | \$8,500 |
| Food Stipend | \$40/day | \$12,000 |
| Wages: | \$350/week x 4 people | \$28,000 |
| Road Manager | | \$16,000 |
| Insurance | Liability + cars + employment | \$3,500 |
| 2 Vehicles | \$500/month x 2 | \$5,000 |
| Commissions (expected) | | \$25,000 |
| Misc Print/tolls/etc | | \$1,000 |
| Total Cost: | | \$124,500 |
| CVB/City Cost | | |

Summary of Recommendations:

- Fund these road teams from now to Feb 25th
- Inertia will provide all receipts to CVB
- Very effective in off week/shoulder week promotion we need in March
- Inertia manages, trains, insures, employees, pays these road show crews And City avoids these costs and management. This is NOT easy to do.
- ANY hotel or condo provider may insert into our welcome folder OR provide swag such as handouts our team will not just distribute, we will provide video and photo evidence this work has been completed at no charge.

Total Cost:
\$50,000

Quick Point: Making South Padre Island one of the possible choices in the mind of college students is key - and that is what this effort does. The internet changed what \$500 can buy a student on vacation and we are no longer an automatic consideration to students.

The key here is direct sales by a person inviting another to our destination can, will, and is working. This is the only viable plan to market College Spring Break to the correct demographic of students our Island businesses need to make money in March.



Addendum - OCCUPANCY TAX March

South Padre Island Hotel Occupancy Tax
March / April 2008 to 2015
We use March/April as easter can fall into either month

| 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|
| \$10,101,962 | \$7,191,400 | \$8,074,063 | \$7,907,702 | \$8,363,783 | \$9,982,376 | \$8,279,662 | \$7,997,078 |
| \$3,982,209 | \$4,706,072 | \$4,420,485 | \$6,182,931 | \$6,203,524 | \$4,125,172 | \$6,026,933 | \$5,218,881 |
| | | | \$14,090,633 | \$14,567,307 | \$14,107,548 | \$14,306,595 | \$13,215,959 |

Negligible numbers since departure of big beach stage. 2015 down simply due to poor weather Texas week and really all of March. The fact here is cutting our direct, "push" efforts funding we do not feel can help increase numbers. We have to market and invite people.



Prepared by:

Inertia Tours Inc.
Chad Hart, President



08/06/15