

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:

Monday, December 14, 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 November 18, 2015 Regular Meeting.
 - b) Approve excused absence from Chairman Jimmy Hawkinson and Advisory Board Hershhal Patel for November 18 2015 Regular CVA Board Meeting.
- 5) Discussion and possible action concerning Buxton Proposal for Prospective Funding.(DeLibero)
- 6) Update, discussion and possible action concerning CVB Director's Report: (Arnold)
 - a) Atkins Group Report
 - b) HOT Fund Collections
 - c) Sales Report
 - d) Events Funding Distribution for FY16
- 7) Set new meeting date for the month January 2016.
- 8) Adjourn.

DATED THIS THE 10 DAY OF DECEMBER 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 December 10, 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: December 14, 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 November 18, 2015 Regular Meeting.
- b. Approve excused absence from Chairman Jimmy Hawkinson and Advisory Board Member Hershhal Patel for November 18, 2015 Regular CVA Board Meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

MEETING DATE: December 14, 2015

NAME & TITLE: Rosa Zapata, Executive Services Specialist

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve minutes for November 18, 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
WORKSHOP MEETING

WEDNESDAY, NOVEMBER 18, 2015

1. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Workshop on Thursday, October 29, 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 10:30 a.m. A quorum was present: Joe Ricco, Bill Donahue, Wally Jones, Arnie Creinin, and Sean Till. Also present Ex-Officio Terence Chase and Michael Jones. Absent was Chairman Jimmy Hawkinson and Board Member Hersh Patel.

City staff members present were City Manager William DiLibero, CVB Director Keith Arnold, and CVB Accountant Lori Moore, .

2. Pledge of Allegiance.

Vice-Chairman Wally Jones 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. Consent Agenda:

Board Member Arnie Creinin made the motion to approve Consent Agenda, seconded by Board Member Joe Ricco. Motion passed on a unanimous vote.

Approval of minutes for September 23, 2015 Regular Meeting.

b) Approval of minutes for October 9, 2015 Special Meeting.

c) Approval of minutes for October 29, 2015 Regular Meeting.

d) Approve excused absence from Chairman Jimmy Hawkinson and Advisory Board Member Bill Donahue for October 8, 2015 Special CVA Board Meeting.

5. Presentation and discussion regarding Post Report from the following events (Hawkinson):

a. Hinopalooza Bikefest-Alex Hinojosa

Alex Hinojosa gave the board an update concerning the Hinopalooza Bikefest

b. SPI Splash-Paul McGee

Paul McGee gave the Board an update concerning the SPI Splash.

CVB Director Keith Arnold made a suggestion for future consideration that is with the 30 day requirement to present a summary, then maybe it should to be move to 45 in order to have reports in

advance for them to review before discussing them at board meeting. For future consideration, adding that to the policy will be helpful.

6. Discussion and possible action regarding development and publication of monthly reporting metrics to the Board, such metrics at a minimum to include total hotel tax collected, number of properties reporting tax collected and total sales tax collected. (Jones)

Vice-Chairman Wally Jones request for 1 page analysis report to be included in the CVB Director's Report. No action was taken.

7. Presentation, discussion and possible action concerning the following items from The Atkins Group:

Presentation was given by Steve Atkins, Karri Scott, and Jordan Wollman. No action taken.

- a. Digital Media Strategy Overview
- b. Monthly Report

8. Presentation, discussion and possible action concerning CVB Director's Report. (Arnold)

CVB Director Keith Arnold updated the board concerning the following:

- a. Connect-Texas tradeshow
- b. AMET Dinner
- c. APS Conference
- d. Sales Committee Meeting
- e. Sales Blitz
- f. FAM Tours

CVB Director Keith Arnold worked with Wendi Delgado to do in-house survey with CVB staff. He also has been working on the interviews for Senior Marketing Manager. CVB Director Keith Arnold went over the Sales Report and the update on the renovation for the interior of the Convention Centre. No action taken.

9. Discussion and action regarding allocating residual \$100,000 from CVB budget to meetings/groups paid media efforts. (Arnold)

Board Member Bill Donahue motioned to approve allocating \$100,000 from CVB budget to meetings/groups media efforts, seconded by Board Member Arnie Creinin. Motion passed on a unanimous vote.

10. Adjourn

There being no further business, Vice-Chairman Jones adjourned the meeting at 12:20 p.m.

Rosa Zapata, CVB Sales Administrative Assistant

Wally Jones, CVA Vice-Chairman

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

MEETING DATE: December 14, 2015

NAME & TITLE: Rosa Zapata, Executive Services Specialist

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve excuse absence from Chairman Jimmy Hawkinson and Advisory Board Member Hersh Patel for November 18, 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

Approve absences

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

MEETING DATE: December 14, 2015
NAME & TITLE: William DeLibero, City Manager
DEPARTMENT: South Padre Island City Hall

ITEM

Discussion and possible action concerning Buxton Proposal for Prospective Funding.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Proposal

RETAIL RECRUITMENT & VISITOR INSIGHTS SOLUTION

South Padre Island, TX

Prepared by: Lisa McCay

Expiration: Oct 1, 2015

OUR VALUE PROPOSITION

The Buxton logo features the word 'Buxton' in a serif font, with a stylized orange and yellow swoosh above the 'u'.

Since our founding in 1994, Buxton has been a leading force in retail site and development. We are recognized for creating solutions that provide results. Buxton began as a service to help retailers make informed site selection decisions by understanding their customers and precisely determining their markets and soon realized that the company's expertise in retail site and market analysis could also be leveraged to benefit communities desiring retail expansion.

BUXTON'S AWARDS & HONORS



Named to "The List of People Shaping Retail's Future"



Most Innovative Company



#2 on the Fast 50



EY Entrepreneur Of The Year™

More than simply providing data, Buxton supplies custom marketing materials and strategies targeting the unique site requirements of retailers, developers and commercial real estate brokers. Buxton clients achieve outstanding success using our tools for retail identification, selection and recruitment. And our clients benefit from our unique understanding of retail site selection from the retailer's point of view.

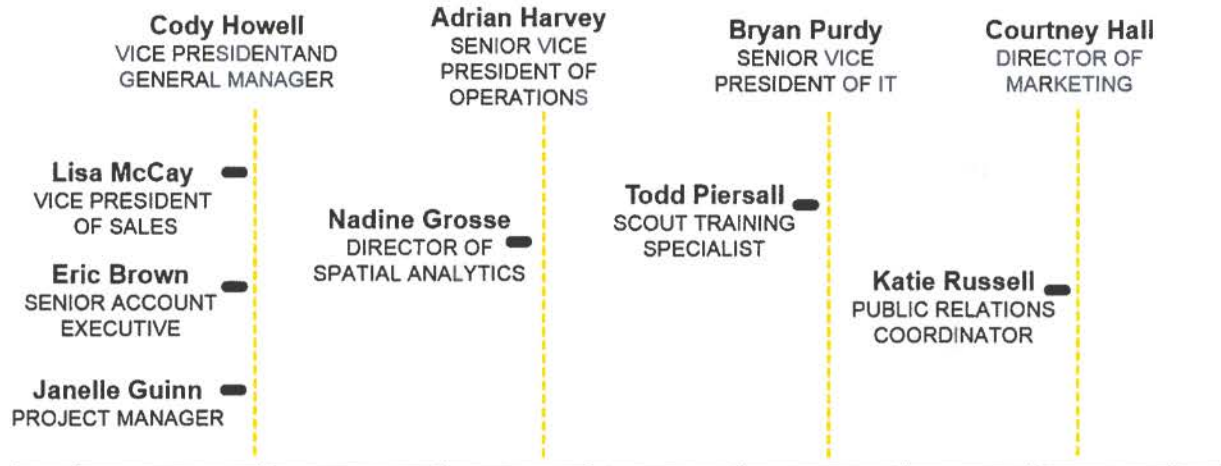
- **Grow Your Community.** Create new, permanent jobs that will satisfy your citizen's desire to shop at home; retain dollars currently spent outside of your community and maximize revenue growth to fund city services.
- **Leverage Buxton's Retail Industry Expertise.** Establish credibility with decision makers by providing factual evidence to support your site and gain a competitive position by leveraging our experience:
 - 3000+ retail, restaurant, and healthcare clients
 - 650+ public sector clients nationwide
 - 35+ million square feet of retail space
 - 500+ cumulative years of retail management and economic development experience
- **Access Your Buxton Solution with Ease.** Utilize your best-in-class retail recruitment solution via SCOUT, with the touch of a button from any mobile device. Get the insights and answers to your retail recruitment and site analysis questions and have the big picture in the palm of your hand.
- **Develop a Long-Term Partnership.** You will receive personal guidance and ongoing insight into key industry topics.

KEY PERSONNEL

Once you have engaged Buxton to work with you, a project team will be assigned to guide you through the entire process—from initial data collection to final presentation of the results. This team consists of:

- Senior Account Executive, who will serve as your primary source of communication during the project: Eric Brown (e) ebrown@buxtonco.com (p) 817.332.3681 (f) 817.332.3686
- Professionals with backgrounds as retail executives and economic development practitioners, who will address your unique challenges and help maximize your opportunities

Team members for your project will include Buxton personnel with strong retail and economic development backgrounds as well as those from operations.



Cody Howell, Vice President and General Manager of CommunityID
 As Vice President and General Manager of Buxton’s public sector division, Cody leads Buxton’s expert consulting team. He advises municipalities on retail economic development and planning initiatives, helping to shape growth strategies for client municipalities nationwide. Previously, Cody held positions in Buxton’s account management division, where he acted as a strategic partner helping retail clients maximize the benefits of Buxton’s services. He has acted as an advisor to retailers such as Craftworks Restaurants, Foot Locker, and Trader Joe’s.



Lisa Hill, Vice President of CommunityID
 As vice president of the Buxton’s public sector division, Lisa works with proactive cities to improve their retail economic development efforts. She works with communities to maximize their ability to generate sales tax revenue and enhance quality of life for their citizens by successfully recruiting new retailers as well as maximizing current retail options. She is focused on communities in Texas, and California. Lisa received her B.A. degree from Texas Wesleyan University and is a member of the International Council of Shopping Centers (ICSC). Buxton has worked with more than 650 communities nationwide, helping to recruit over 35 million square feet of retail.



Eric Brown, Senior Account Executive CommunityID

As an Account Executive in Buxton's Public Sector division, Eric guides communities through the process of implementing and maximizing Buxton's services. He is a helpful resource for communities across the United States, ensuring that they have the resources and training they need to achieve their retail economic development goals. Before joining Buxton's Public Sector Division, Eric was an Account Executive in our Private Sector, assisting retail and healthcare clients with site assessment and marketing initiatives. He holds a Bachelor of Arts in Marketing from the University of Texas at Arlington.



Janelle Guinn, Project Manager CommunityID

As a project manager in Buxton's Public Sector division, Janelle guides communities through the process of implementing and maximizing Buxton's services. She is a helpful resource for communities across the United States, ensuring that they have the resources and training they need to achieve their retail economic development goals. Before joining Buxton, Janelle was a project manager for OSM Global and brings over ten years of management experience in various roles. She holds a Bachelor of Science in Business Administration from Northwestern State University of Louisiana.



Adrian Harvey, Senior Vice President of Operations

As SVP of Operations, Adrian Harvey oversees four operational departments: Data Analytics, Predictive Analytics, Spatial Analytics, and Analytics Support. He is responsible for ensuring cross-departmental collaboration and continued methodological innovation, in addition to overseeing the operations of the four departments. Adrian plays a critical role in new project scoping and establishing the vision of the analytics team. He began his career at Buxton in 2009.

Adrian earned a bachelor's degree in Entrepreneurial Management as well as a master's degree in Decision Science from the University of North Texas.



Nadine Grosse, Director of Spatial Analytics

Nadine Grosse began as an analyst with Buxton and is now the Director of Spatial Analytics, overseeing many aspects of modeling and the thorough and accurate completion of client market studies by Buxton's team of Geographic Information Systems (GIS) analysts. Her scope includes standardizing market studies and U.S. potential processes, increasing the quality of client deliverables, managing projects, and serving as a liaison between analysts and the sales team. Grosse has managed the GIS function for more than 350 CommunityID projects for such clients as San Jose, CA; Atlanta, GA.; and Irving, TX. Grosse has complete understanding of both the retail industry and municipal needs. Adding to her expertise in community retail recruitment, other notable retail clients include Applebee's, Vitamin Shoppe, AAMCO, and New Balance.

Grosse earned her bachelors of science degree in Interdisciplinary Studies in Earth/Life Science and her masters of science in Geographic Information Systems, both from University of North Texas where she is now a guest lecturer in related classes.



Bryan Purdy, Senior Vice President of Information Technology

Bryan Purdy's priority is solution foresight to the Information Technology department to ensure our clients are satisfied. As former Director of Database Integration, Purdy was responsible for all aspects of data acquisition and verification for client projects and now, his objectives each day range from VMware optimization to Database tuning and security.

Before joining Buxton, Bryan worked for TXU/CapGemini Energy as an application developer. He has a bachelor of business administration degree with a concentration in management information systems from the University of Oklahoma.



Todd Piersall, Scout Training Specialist

Todd Piersall is the central resource for SCOUT technical support and training. Along with day-to-day SCOUT support requests, including inbound calls and web tickets, Piersall provides training on SCOUT as needed to existing clients, potential clients and internal parties. He works closely with Buxton's systems engineering and product management teams to ensure timely resolution to issues and development requests. His top priority is improving the client expectations for Buxton's SCOUT platform and ensuring that all clients have the knowledge and training to work efficiently and effectively within the platform.



Courtney Hall, Director of Marketing

Courtney Hall is the director of marketing at Buxton and manages the company's marketing presence across its retail, healthcare and public sector divisions. Within the public sector division, she works with clients to publicize the proactive ways local governments are building their retail networks and helping to grow local businesses. Additionally, she manages Buxton's relationships with industry associations such as the International City/County Management Association, the Alliance for Innovation and state municipal leagues.

Before joining Buxton, Courtney worked in the advertising industry as an account executive and media buyer. She holds a bachelor's degree in marketing from Texas Tech University.



Katie Russell, Communications Specialist

Katie Russell is a communications specialist at Buxton and supports the company's public relations and content development efforts. She works closely with Buxton's public sector division to announce new partnerships; profile client successes through videos, articles and case studies; produce educational workshops and webinars; and publish Buxton's Competitive Community newsletter.

Katie holds a bachelor's of business administration degree in marketing from Texas Christian University.

PROJECT EXPERIENCE/SIMILAR CLIENT LIST

Buxton has worked with more than 650 public sector clients nationwide including, but not limited to:

North Richland Hills, Texas
7301 N.E. Loop 820
North Richland Hills, TX 76180

City of Tulsa, Oklahoma
175 East 2nd Street
Tulsa, OK 74120

City of South Bend, Indiana
1200 County-City Building 227
West Jefferson Blvd.
South Bend, IN 46601
Pasadena, California

100 North Garfield
Pasadena, CA 91109

Irving, Texas
825 W. Irving Blvd.
Irving, TX 75060

Columbus, Georgia
1200 6th Avenue
Columbus, GA 31902

Durango, CO

1150A Main Avenue
Durango, CO 81301

Hesperia, California
9700 Seventh Avenue
Hesperia, CA 92345

Castle Pines, CO
7501 Village Square Drive, Suite
100
Castle Pines, CO 80108

BUXTON REFERENCES

Bloomington, IL
Justine Robinson, Economic Development
Coordinator
jrobinson@cityblm.org
(309) 434-2611

Rochelle, IL
Peggy Friday, Director / CEO
Rochelle Area Chamber of Commerce
pfriday@rochelleil.us
(815) 562-4189

Caribou, ME
Austin Bleess, City Manager
citymanager@cariboumaine.org
(207) 493-3324

Kingsport, TN
Jeff Fleming, City Manager
jefffleming@kingsporttn.gov
(423) 229-9381

North Augusta, SC
Todd Glover, City Administrator
tglover@northaugusta.net
(803) 441-4202

Palm Springs, CA
Cathy Van Horn, Economic Development
Administrator
cathy.vanhorn@palmspringsca.gov
(760) 323-8175

SCOPE OF SERVICES

Buxton is pleased to present this proposal to South Padre Island, TX. The purpose of this proposal is to outline and review your community development objectives and how Buxton's solutions will enhance your ability to effectively meet those objectives.

South Padre Island, TX's Objectives

1. **Develop profile of residents and visitors**
2. **Recruit and retain new retailers and restaurants**
3. **Understand current retail and restaurant economic condition**
4. **Understand resident and visitors impact on the local economy and determine their media preferences to market your community to potential visitors**

Retail Recruitment and Retention Solution: Your Community & Visitor Profiles

Our solution is a total marketing strategy that enables community leaders to understand the consumer profile of their residents and visitors and to leverage the combined total consumer profile to identify specific retailers and restaurants who seek a market with purchasing habits just like yours. This solution provides you with the ability to actively pursue identified retailers, making a compelling case for their expansion to the South Padre Island, TX utilizing custom marketing packages for each target. You will have access to the same analytical information and insights retailers depend on today to make site selection decisions, providing you with instant credibility and the ability to differentiate your community.

Step 1 - Research Your Community

Buxton uses more than 250 consumer and business databases that are updated regularly to compare your potential sites to the universe of all competing sites operating in the U.S. We define your current retail situation and those in any neighboring communities that impact your retail environment.

Step 2 – Define and Evaluate Your Local Trade Area

Customers shop by convenience, measuring distance based on time, not mileage. We will conduct a custom drive-time analysis to determine your trade area using our proprietary methodology and knowledge of our retail clients' actual trade areas. We evaluate your local trade area to understand the characteristics which make it distinctive and valuable to retailers/restaurants. Your residential drive-time trade area is provided to you as a map that accurately depicts your residential consumer shopping patterns.

Step 3 – Profile Your Trade Area's Residential and Visitor Customers

You will have insights into more than 7,500 categories of lifestyles, purchase behaviors, and media reading and viewing habits of your residents and visitors. Buxton will develop three (3) unique profiles for your solution:

1. **Residential Profile** - will analyze all the households in your drive-time trade area.
2. **Visitor Profile**- will analyze all VISA expenditures for a recent twelve (12) month period where the cardholder's originating address is located outside of your drive-time trade area. Expenditures are consolidated at the ZIP+4 level so as to de-identify individual cardholder information, which provides Buxton with a way to develop an accurate consumer profile of the visitors to your community.
3. **Combined Total Community Consumer Profile**- Buxton will combine your residential and visitor profiles to develop your overall consumer profile which will be used to match retailers and restaurants as fits for your community.

Step 4 – We Match Retailers and Restaurants to Your Market's Potential

Buxton matches the combined total community consumer profile against the customer profiles of 5,000+ retailers in our proprietary database. We identify the similarity between the two profiles using Buxton's proprietary retail

matching algorithm to determine if your site presents an attractive opportunity for each retailer. We then further qualify the list of matched results to verify that a retailer is currently operating or expanding, that they operate in similar sites and that your site affords an adequate buffer from competition and cannibalization, so as to be realistically considered an expansion opportunity.

Step 5 – We Create Marketing Packages

Buxton will assemble individualized marketing packages for up to twenty (20) targeted retailers and will notify each retailer's key real estate decision maker, by letter that they have been qualified by Buxton as a potential viable fit for your site and should expect to be contacted by a representative of the city. Your marketing packages will be delivered to you in SCOUT and include:

1. Map of the retail site and trade area
2. Map of retailer's potential customers
3. Retailer match report that compares the site's trade area characteristics and consumer profile with the retailer's sites in similar trade areas

Solution Deliverables

- SCOUT Touch Access
- Drive-Time Trade Area Map
- Retail Site Assessment
- Residential, Visitor, and Combined Profile
- Retailer Specific Marketing Packages (for up to twenty (20) retailers)
- One (1) mobile tablet devices at completion pre-loaded with all findings

Multi Year Deliverables: Year 2 & 3 of this agreement will include a Retail Recruitment model refresh, up to twenty (20) retail marketing packages, and full SCOUT and SCOUT Touch Access.

Implement a Retail Recruiting Plan

The Buxton Account Management Team consists of a group of experienced Retail and Analytical professionals whose sole purpose is to help you drive success in your community's Retail Economic Development efforts. To effectively initiate this project, we request that you provide the following:

1. Project Liaison

You will designate a project manager and an account manager who will serve as Buxton's primary contact during the project. This Account Manager will serve as your day-to-day point of contact to ensure you are educated and informed as we are moving through the analytics process to determine which Retailers are the best fit for your community.

2. Community Information and Reports

- Logo (vector file – request from your ad agency and/or printer)
- Addresses and descriptive information for up to three sites that will be evaluated
- List of planned retail, commercial or mixed use (either proposed or in development)
- List of major, national or regional retailers that have closed, left or moved from the community

3. Project Launch

A conference call with you representatives and the Buxton Project Team will officially launch the project. The project launch will occur when:

1. An agreement is executed
2. The initial payment is received, and
3. The Community Information and Reports are received

Items to bolster the Recruitment Strategy will include:

- Provision of updated contacts for retailers
- Issuance of warm-up letters on your behalf to “break the ice” with retailers
- Attendance to conference calls with community and retailers, when available
- Continued monitoring of progress with retail outreach

Items to bolster Visitor Marketing will include:

- Recommendations on best channels for marketing
- Advice on target markets for marketing purposes
- Interpretation of marketing Response results

To ensure we deliver our analysis to you within the promised timeline, our Account Manager will be working directly with a dedicated Project Manager who oversees the smooth and timely development of all Public Sector client projects in our internal analytics departments.

The Buxton Account Management team is dedicated to your success and a world-class client experience and partnership.

Access and Use Your Retail Recruitment Solution via SCOUT

Buxton’s Retail Recruitment solution will allow you to actively recruit retailers to your community and support existing businesses with the push of a button in SCOUT Touch, providing you with crucial information about your community, your trade areas, your residents, and much more. SCOUT is a web-based platform which is accessible on any Windows or iOS enabled device with an internet connection and designed to give decision-makers in your community access to the data and solutions that will assist them in making better business decisions. The Retail Recruitment solution includes one (1) mobile tablet device which will be provided at completion and will be pre-loaded with all key findings. This mobile tablet device, possession of South Padre Island, TX, is enabled with four (4) SCOUT Users with the ability to run **demographic and trade area profile reports**, and view maps, and other data elements.

Identifying and quantifying the key variables which impact your community, you will acquire insights from these findings that will provide you with a strong foundation from which to understand retail recruitment and business retention efforts. In Buxton's SCOUT Touch you will be able to:

- Identify Retail Matches
- Run Variable Reports
- View City Limit Maps
- Run Healthcare Reports
- Run Demographic & Consumer Propensity Reports
- See Aerial View
- View Physician Intelligence
- Run Comparable Reports
- Run Retail Leakage/Surplus Reports



SUPPORT

SCOUT Technical Requirements

SCOUT can be accessed at the following URL: <https://scout.buxtonco.com>

SCOUT is a web-based platform accessible on any desktop, laptop, or mobile tablet device that has an internet connection. An iPad Air 2 is suggested by Buxton to give you the best user experience. Android Tablets are not supported by Buxton's Helpdesk. Minimum browser requirements: Internet Explorer 10, Safari 5, Chrome 21, Firefox 14

Buxton's Helpdesk

(1-817-332-3681) is available during normal office hours (8:00 AM-5:30 PM CST, excluding weekends and public holidays). Buxton's Helpdesk team will be available to support all educational, functional, and technical inquiries and will respond to all requests within twenty-four (24) hours of submission.

Buxton's Helpdesk

Monday – Friday: 8:00 am – 5:30 pm CST

1-817-332-3681

TERM, FEES AND DELIVERY

Agreement Term	Three (3) Years
Year 1 Fee (50% invoiced upon execution of this agreement; 50% invoiced upon targeted retailer identification)	\$60,000
Year 2 Fee (Invoiced 1st Anniversary of this agreement)	\$50,000
Year 3 Fee (Invoiced 2nd Anniversary of this agreement)	\$50,000
Delivery	South Padre Island, TX will have access to retail match lists and marketing packages within sixty (60) business days of execution.

Your SCOUT access will be enabled within ten (10) business days of the execution of this agreement. South Padre Island, TX will have access to retail match lists and marketing packages within sixty (60) business days of execution. The initial term of this agreement is for three (3) years with services invoiced annually. However, at any time during this initial 3-year term, South Padre Island, TX may cancel services for the following year by providing written notice to Buxton at least sixty (60) days in advance of a yearly renewal. If South Padre Island, TX cancels services prior to the expiration of the initial term, South Padre Island, TX will be invoiced 10% of the total remaining balance. All service fees associated with this agreement are due in net (10) days of the date of the invoice. Execution of this agreement will act as full consent that Buxton may include South Padre Island, TX on its client list and in presentations and public relations efforts. Additionally, Buxton may issue a press release announcing South Padre Island, TX as a client. When doing so, Buxton will not reveal information that is confidential and proprietary to South Padre Island, TX.

Buxton		South Padre Island, TX	
_____ Signature		_____ Signature	
_____ Printed Name		_____ Printed Name	
_____ Title	_____ Date	_____ Title	_____ Date

Please provide us with a primary point of contact for invoice receipt.

Name: _____
Phone: _____
Email: _____

Please provide us with a primary point of contact.

Name: _____
Phone: _____
Email: _____

Preferred Method of Receipt: Email OR U.S. Mail

Community ID: Investment and Services

1. Drive time trade area of your market factoring in competition, traffic counts, topographical issues, accurate density and cannibalization analysis for retail too close in proximity.
2. Retail Site Assessment of 3-4 sites including all customer data and data sources of over 250 (Experian, Visa, Cash, Reward Card, Media, ECT)
3. Retail Match List- retailers that fit the customer base, are expanding, have store locations in markets similar, fit square footage, access, meet specific site requirements and space available
4. Pursuit packages- the Specific retailer that fits- That retailer's business model for expansion compared to your opportunity showcasing that as a fit and Site Score which is how we confirm locations for our 2500 retailers. Allow you to speak the retailers language
5. Local Business Retention and Expansion: The Consumer Propensity Report (CPR) shows the lifestyle, product, and psychographic likelihood indices for the consumers within the trade area being analyzed. Major retail, restaurant, grocery, and consumer packaged goods firms use this very same information to drive marketing and merchandising decisions. Information is provided for 32 major categories with more than 4,800 total line items.

Retail Leakage/Supply Analysis

The Retail Leakage/Supply Analysis provides an estimate of retail dollars flowing in or out of the trade area

6. Scout-ongoing analytic portal for both retail expansion and industrial expansion efforts-labor pull data, average commute times, healthcare data sets, and much more updated regularly for no shelf life of your data) Scout allows you to generate on the fly reports at any geography on:
 - Demographics,
 - Psychographic profiles,
 - Retail supply and demand estimates,
 - Consumer propensities
 - Custom variable reporting – allowing you to access and manipulate:
 - Additional demographic indicators including five year projections and historical census tabulations for 1990, 2000 and 2010)
 - Business data (employees, land use, industrial divisions, occupation, establishments)

- Current year and five year estimates on consumer expenditure, details and summarization, for average consumer expenditures and total expenditures by product.
 - Retail potential and consumer expenditure estimates by store type, calculated overall and per household
 - Current year estimates on crime by ten categories
 - Demographic Dimensions summarizing populations by sixteen socio-economic and ethnic clusters
 - Environmental Risk Index summarizing frequency and severity across five categories of natural disasters
 - Financial estimates on assets, debt, debt type, and net worth
 - Geographic identifiers such as calculation of area in square miles for each geography selected for analysis
 - Foreclosure estimates
 - Mosaic segmentation distributions by households and population across adult population, workforce, households, Mosaic Groups, by Population, dominant cluster analysis
 - Current year and five year estimates on occupation/employment
7. Scout training and 24/7 scout support team-you will be trained on usage of Scout and have access to support for questions. Up to 4 users can be selected
 8. ICSC support
 9. Work with local development community-in an effort to assist with your success, Buxton will also provide data and tools at the City's request to the local developers and brokers. We will work with them to understand the tools and how to best present the offering on behalf of the city and trade area being marketed to potential retailers.
 10. Buxton will evaluate average price per square foot for the region in order to assist property owners with a realistic approach to selling and leasing available land.
 11. Press release- our marketing team will announce your efforts on our website and in newsletter that goes out to our retail clients for traction and positive publicity- City to approve and make quotes
 12. Travel cost to the City for necessary meetings with shareholders, and for final report to Council for summary of findings
 13. 5 person team assigned for the 12-36 month timeline of Account Manager, IT, GIS, Data and Research, and Vice President

14. Contact to the retailers- we will provide contact info and reach out on behalf of City to initially engage retailers for contact and follow up to market analysis.

Buxton Community Analytics Sole Source Statement

Since its founding in 1994, Buxton has been a leading force in customer analytics. Buxton began as a service to help retailers make informed location decisions by understanding their customers and precisely determining their markets.

Buxton leaders soon realized that the company's expertise in location and market analysis could also be leveraged to benefit communities desiring retail expansion. Buxton's presence in the public sector was established in 2001 with a simple but powerful mission to provide communities with information and marketing tools to expand their retail base.

Unique Proprietary Analytic Methodologies Developed Across Key Industries

Over time Buxton's unique and proprietary core analytic methodologies have evolved to answer increasingly complex business and operational questions in the retail, restaurant, grocery, healthcare, business to business, and consumer packaged goods industries. Buxton's public sector clients have benefited from this ongoing evolution and take advantage of the same caliber of tools, allocation models, and analytics that have proven invaluable in the private sector as foundations upon which multi-million dollar decisions are made.

Exclusive Access to Best in Class Data through Strategic Partnerships

The effectiveness of Buxton's unique and proprietary analytic methodologies is further extended by Buxton's ability to build and maintain an expansive data warehouse of consumer and business data. In total Buxton blends information from over 250 data sources into this data warehouse. The core of this data warehouse is comprised of a real time point-level household file on over 120 million U.S. households with coverage on up to eight individuals within each household. This household level data set is completely updated every eight weeks and is made exclusively available to Buxton for the purposes of market planning and marketing services through Buxton's partnership with Experian, the worlds leading provider of consumer level data.

Buxton's exclusive relationship with VISA allows us to use VISA customer expenditure/transactional data to identify core customers considered visitors. This transactional data and our other 250 data resources can be used to diversify your retail offerings to visitors, residents, workforce and second homeowners overall.

Holistic Public Sector Solutions – Providing public sector leadership with insights for timely, sustainable and effective decision making.

Community Analytics offers unique capabilities to client communities in the following areas:

- **Economic Development** – Buxton has in place proven tools for retail recruitment and local business retention and expansion. **Retail Recruitment:** Buxton provides a targeted marketing system specifically designed as a retail development program to complement and expand traditional economic development efforts. To date Buxton has modeled the trade areas of over 6,000 national and regional retail chains as part of the ongoing effort to help its client cities recruit, to date, over 30 million square feet of retail, restaurant, and grocery space.
- **Business Retention and Expansion:** Buxton simultaneously provides localized consumer analytics on service and brand affinity for over 4,500 retail and service line items. These consumer insights are implemented by the existing local business community to improve their performance and thereby increase their contribution to the local economy.
- **City Services** – Buxton builds models for city managers and department directors that guide operating, marketing, and location decisions for more efficient and effective delivery of service to their citizens. These models are also used to save money by consolidating resources and prioritizing the expansion of services into areas of greatest need.
- **Planning Insights** – Buxton clients are able to employ real-time household level data for the purpose of tracking and understanding the changing dynamics of their cities and the neighborhoods within. These granular insights are serving as a revolutionary tool, allowing senior city management and planners the ability to keep their initiatives relevant and in lock step with the emerging needs of the public they serve.
- **Visitors/Tourism/Convention** – For cities with marketable Visitors/Tourism/Convention assets Buxton’s customer analytics capabilities prove to be a valuable force multiplier to drive more value from those assets. Buxton offers the ability to profile your visitors, target market your core visitor types at the household/business level, understand and know your core visitor geographic draw, align your local businesses to the consumer preferences of your visitors.

- **Healthcare Needs** - Buxton provides forward thinking communities with yearly assessments of their current and future healthcare needs. With these assessments communities are collaborating with healthcare providers to ensure that the needs of their citizens will be met locally. This is keeping cities poised for growth and proactively engaged in the retention of their aging boomer populations.
- **Scout**:- ongoing analytic portal for both retail expansion and industrial expansion efforts-labor pull data, average commute times, healthcare data sets, and much more updated regularly for no shelf life of your data) Scout allows you to generate on the fly reports at any geography on:
 - Demographics,
 - Psychographic profiles,
 - Retail supply and demand estimates,
 - Consumer propensitiesCustom variable reporting – allowing you to access and manipulate:
 - Additional demographic indicators including five year projections and historical census tabulations for 1990, 2000 and 2010)
 - Business data (employees, land use, industrial divisions, occupation, establishments)
 - Current year and five year estimates on consumer expenditure, details and summarization, for average consumer expenditures and total expenditures by product.
 - Retail potential and consumer expenditure estimates by store type, calculated overall and per household
 - Current year estimates on crime by ten categories
 - Demographic Dimensions summarizing populations by sixteen socio-economic and ethnic clusters
 - Environmental Risk Index summarizing frequency and severity across five categories of natural disasters
 - Financial estimates on assets, debt, debt type, and net worth
 - Geographic identifiers such as calculation of area in square miles for each geography selected for analysis
 - Foreclosure estimates
 - Mosaic segmentation distributions by households and population across adult population, workforce, households, Mosaic Groups, by Population, dominant cluster analysis
 - Current year and five year estimates on occupation/employment

Based on the unique capabilities detailed above, there are no known competitors that can give a community the level of services, depth of research and technical expertise provided by Buxton.

You are invited to learn more about Buxton's solutions and experience across all industries at our website, www.buxtonco.com. There you will be able to access case studies and client testimonials that further highlight the unique nature and value of Buxton's services.



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

MEETING DATE: December 14, 2015

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Update, discussion and possible action concerning CVB Director's 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: December 14, 2015
NAME & TITLE: Keith Arnold, CVB Director
DEPARTMENT: Convention and Visitors Bureau

ITEM

Update concerning the Atkins Group Report.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



TAG Overview & Report – December 12/14/15 Board Meeting

Overview

Throughout November and into December, TAG has continued to implement Q1/Q2 media initiatives, updated/optimized PPC and Paid Social Media campaigns (see page 23), produced new creative for the College Spring Break PPC campaign, produced three :30 TV spots (Family Leisure/English, Family Leisure/Spanish and Empty Nesters/Couples/English) currently airing on Time Warner Cable in the RVG market, produced a :30 English and Spanish radio spot reintroducing brand recognition and encouraging winter travel, developed a comprehensive PR strategy, responded to two new earned media opportunities (Focus Texas and Acreage Life) and created a media flowchart specific to the meetings/groups/conferences demographic (Austin/San Marcos, Dallas, RGV and touch states). Web development/programming is also underway. A real-time SPI dashboard for PPC/Paid Social/Analytics information will also be available January 2016. Please see below for a detailed report/update.

MEDIA OVERVIEW

Interim creative campaign efforts continue to target seasonal opportunities and demographics while providing added-value insertions and earned media that is cost-effective and provides maximum exposure.

Targeted Demographics/Markets

Spring Break – Collegiate Outreach	RGV/Weekenders
Spring Break – Family Leisure Outreach	Mexico/Monterrey
Family Leisure – Texas including RGV	Groups/Meetings
Cold Weather Audiences – Midwest/Canada (<i>Winter Texans, Snowbirds, Couples/Empty Nesters</i>)	

Media Highlights

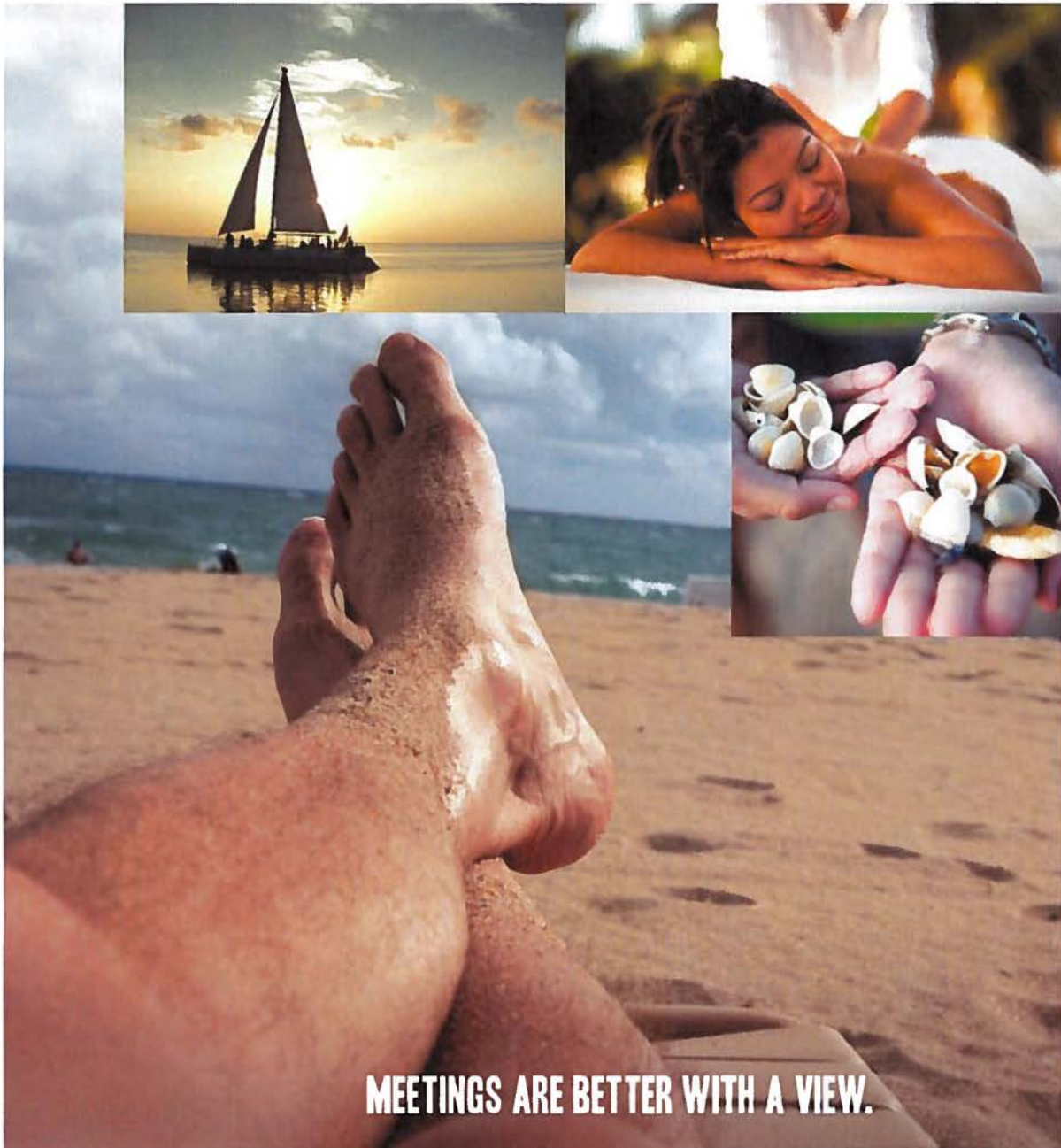
PPC Campaign for Colleges	:30 Couples/Empty Nesters TV Spot (English) Time Warner Cable/RGV (December-March)
PPC Campaign for Family Spring Break	:30 Family Leisure Radio Spot (English) KBFM, KVLV/RGV (December-March)
PPC Campaign for Cold Weather Audience (new creative)	:30 Family Leisure Radio Spot (Spanish) KGBT/RGV (December-March)
EI Norte (December 6)	(Please see attached media flowchart and creative ad samples)
TSAE Ad (January/February)	
Texas Meetings & Events Ad (Winter 2015)	
:30 Family Leisure TV Spot (English) Time Warner Cable/RGV (December-March)	
:30 Family Leisure TV Spot (Spanish) Time Warner Cable/RGV (December-March)	



MEETINGS ARE BETTER WITH A VIEW.

Paradise isn't far away. Visit sopadre.com/meetings
956-761-8199





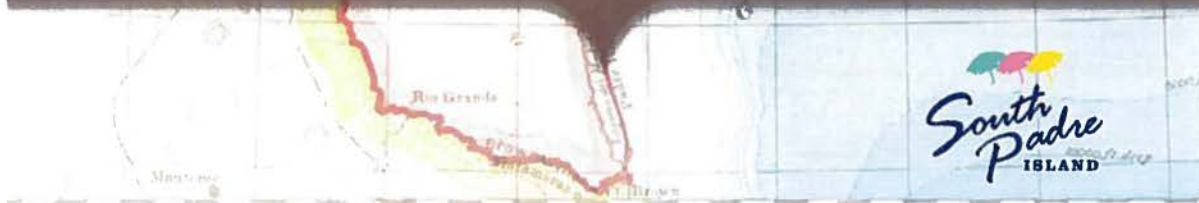
MEETINGS ARE BETTER WITH A VIEW.

Paradise isn't far away.
Visit sopadre.com/meetings
956-761-8199





ESCÁPATE A UNA ISLA TROPICAL SIN IR MUY LEJOS.



Y te está llamando a casa. Visita sopadre.com



MAJOR IN PARADISE FOR A WEEK.



GET YOUR MASTER'S IN NOTHING.



MAJOR IN PARADISE FOR A WEEK.



TGISB.



STAY HYDRATED.





SHOW WINTER WHO'S BOSS. VISIT SOUTH PADRE.



The advertisement features a photograph of a man and a woman sitting at a table outdoors, silhouetted against a bright sunset. They are eating and drinking. The table has a bottle of beer, a pitcher, and glasses. Below the photo is a dark banner with the text "SHOW WINTER WHO'S BOSS. VISIT SOUTH PADRE." in white, bold, sans-serif font. At the bottom of the ad is a map of South Padre Island with the "South Padre ISLAND" logo in the bottom right corner.



SUMMER IN THE MORNING AND SPRING IN THE EVENING.



The advertisement features a photograph of a man and a woman walking away from the camera on a sandy beach towards the ocean. The sun is low on the horizon, creating a golden glow. Below the photo is a dark banner with the text "SUMMER IN THE MORNING AND SPRING IN THE EVENING." in white, bold, sans-serif font. At the bottom of the ad is a map of South Padre Island with the "South Padre ISLAND" logo in the bottom right corner.



A sailboat with its sails up is silhouetted against a bright sunset over the ocean. The sky is filled with soft, golden light and scattered clouds. The water is calm, reflecting the light from the sky.

HOW TO TRAVEL DURING WINTER. VISIT SOUTH PADRE.



A map of the South Padre Island area is shown at the bottom, with 'Rio Grande' and 'BFO' labeled. To the right is the South Padre Island logo, which features three colorful umbrellas above the text 'South Padre ISLAND'.



A man in a dark shirt and shorts is standing on a beach, reeling in a fishing rod. The ocean waves are breaking on the shore, and the sky is overcast with a bright light source behind the clouds.

WE DON'T DO WINTER. VISIT SOUTH PADRE.



A map of the South Padre Island area is shown at the bottom, with 'Rio Grande' and 'BFO' labeled. To the right is the South Padre Island logo, which features three colorful umbrellas above the text 'South Padre ISLAND'.

WELCOME TO AN ADVENTURE HANGOUT FOR ALL SPECIES.

Rio Grande

South Padre ISLAND

FEEL A DIFFERENT KIND OF LIBERATION.

Rio Grande

South Padre ISLAND

BIRDS, DOLPHINS AND SEA TURTLES – COME SEE RARE SIGHTINGS ALL IN ONE DAY.

Rio Grande

South Padre ISLAND

OUR HEROES SAVE HUNDREDS OF LIVES A DAY.

Rio Grande

South Padre ISLAND

Google AdWords

College Spring Break

Type: Search Network, PPC

Target Audience: Ohio State, University of Texas, Texas A&M, Indiana University, University of Wisconsin, Purdue University, University of Arizona, University of Maryland, University of Missouri, University of Texas-Arlington, Texas Tech, University of Texas-San Antonio, West Virginia, University of Tennessee, University of Iowa, Louisiana State, Kent State, University of Akron, University of New Mexico, University of Oklahoma, University of Nebraska, Oklahoma State, Kansas State, Eastern Michigan, University of Arkansas, Northern Illinois, Cornell, Syracuse, New Mexico State, University of Albany, Eastern Kentucky, University of Rhode Island, University of New Hampshire, Brown, Rensselaer, University of Minnesota, Arizona State, Illinois State, University of Illinois, Central Michigan, Michigan State, Bowling Green, Minnesota State, Baylor, Ferris State, Western Michigan 68182, 54022, 66801, 80523, 50614, 56601, 79601, 11549, 65409, 61455, 45056, 70504, 67601, 17013, 13699, 14208, 75962, 53190, 60614, 76903, 78666, 68588, 21402, 06520, 18042, 72035, 70118, 54701, 27599, 54751, 61801, 21252, 14260, 13902, 78704, 61920, 68849, 12211, 72701, 19716, 46208, 65897, 57006, 76129, 79968, 57069, 77340, 56301, 55812, 01610, 75275, EXCLUDING South Padre

Budget: \$141.64/day

2016 Spring Break Ideas
Plan an Amazing College Spring Break Trip to South Padre, TX!
www.sopadre.com/spring-break (mobile)

2016 Spring Break Spots
South Padre Island is the Best Spring Break College Location!
www.sopadre.com/spring-break (mobile)

Spring Break Destinations
Visit South Padre Island for Wild Parties & Awesome Beach Bars!
www.sopadre.com/spring-break (mobile)

2016 College Spring Break
Plan an Affordable Spring Break Trip to South Padre! Get Info Here
www.sopadre.com/spring-break (mobile)

Cheap Spring Break Trips
Stretch Your Dollar in South Padre! Plan Your College Spring Break Here
www.sopadre.com/spring-break (mobile)

Last Minute Spring Break
Plan an Amazing College Spring Break to South Padre, TX!
www.sopadre.com/spring-break (mobile)

Stay. Play. Party All Day
Plan An Amazing College Spring Break. Book a South Padre Hotel Now
www.sopadre.com/spring-break (mobile)

Hub For Spring Break Fun
Plan Your College South Padre Trip! Find Hotel Deals, Parties & More
www.sopadre.com/spring-break (mobile)

Spring Break Vacations
Plan an Amazing Spring Break Now!
#1 College Spring Break Destination
sopadre.com/spring-break-vacation (mobile)

Spring Break Locations
Plan an Amazing College Spring Break Trip to South Padre, TX!
www.sopadre.com/spring-break (mobile)

2016 Spring Break Package
Find Cheap Hotels in South Padre. Browse Hotels, Condos & More Here!
www.sopadre.com/spring-break (mobile)

College Spring Break 2016
#1 Spring Break Location in the US. Start Your 2016 Spring Break Now!
sopadre.com/Spring-Break-2016 (mobile)

#1 College Spring Break
Plan an Amazing Trip to the Best Party Location, South Padre Island!
www.sopadre.com/spring-break (mobile)

Spring Break on the Beach
Visit South Padre Island for Wild Parties & Awesome Beach Bars!
www.sopadre.com/spring-break-2016 (mobile)

11/1-11/30 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Spring Break	103,588	2,814	2.72%	\$2.98	\$141.64	\$5,555.30



Google AdWords

Family Spring Break

Type: Search Network, PPC

Target Audience: Texas, EXCLUDING South Padre

Budget: \$63.10/day

Affordable Family Trips
Family Spring Break at South Padre
Activities, Accommodations & More!
www.sopadre.com
(mobile)

Best Family Spring Break
Endless Beaches, Dolphin Watching &
More at South Padre Island!
www.sopadre.com
(mobile)

Family Spring Break
South Padre Island has Family-fun
Activities, Accommodations & More!
www.sopadre.com
(mobile)

Spring Break Activities
See Wildlife and Discover Nature.
Book your family vacation today!
www.sopadre.com
(mobile)

Spring Break Family Deals
Plan your South Padre Island Escape
Explore, Relax and Save - Book now!
www.sopadre.com
(mobile)

11/1-11/30 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Family Spring Break	16,470	145	.88%	\$2.97	\$63.10	\$430.35



Google AdWords

Cold Weather/Winter Texan

Type: Search Network, PPC

Target Audience: Canada, Colorado, Iowa, Illinois, Indiana, Kansas, Kentucky, Maine, Michigan, Minnesota, Missouri, Mississippi, Montana, North Carolina, North Dakota, Nebraska, New Mexico, New York, Ohio, Oklahoma, Oregon, Pennsylvania, South Dakota, Tennessee, Vermont, Wisconsin

Budget: \$102.09/day

Texas Winter Travel

Get Away from the Winter Cold with a Trip to South Padre TX! Get Info.

www.sopadre.com/winter-texans
(mobile)

Trying to Escape the Cold

Plan a Trip to Warm and Sunny South Padre Texas this Winter!

www.sopadre.com/winter-texans
(mobile)

Texas Island Rentals

Plan a Trip to Warm and Sunny South Padre Texas this Winter!

www.sopadre.com/winter-texans

Texas Beach Destinations

Travel to Warm & Sunny South Padre! Find Winter Hotels, Condos & More.

www.sopadre.com/winter-texans
(mobile)

Texas Travel Deals

Travel to Warm & Sunny South Padre! Find Winter Hotels, Condos & More.

www.sopadre.com/winter-texans
(mobile)

11/1-11/30 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Cold Weather/Winter Texans	316,403	3,642	.56%	\$1.94	\$102.90	\$2,500.60



Bing/Yahoo

College Spring Break

Type: Search Network, PPC

Target Audience: Ohio State, University of Texas, Texas A&M, Indiana University, University of Wisconsin, Purdue University, University of Arizona, University of Maryland, University of Missouri, University of Texas-Arlington, Texas Tech, University of Texas-San Antonio, West Virginia, University of Tennessee, University of Iowa, Louisiana State, Kent State, University of Akron, University of New Mexico, University of Oklahoma, University of Nebraska, Oklahoma State, Kansas State, Eastern Michigan, University of Arkansas, Northern Illinois, Cornell, Syracuse, New Mexico State, University of Albany, Eastern Kentucky, University of Rhode Island, University of New Hampshire, Brown, Rensselaer, University of Minnesota, Arizona State, Illinois State, University of Illinois, Central Michigan, Michigan State, Bowling Green, Minnesota State, Baylor, Ferris State, Western Michigan 68182, 54022, 66801, 80523, 50614, 56601, 79601, 11549, 65409, 61455, 45056, 70504, 67601, 17013, 13699, 14208, 75962, 53190, 60614, 76903, 78666, 68588, 21402, 06520, 18042, 72035, 70118, 54701, 27599, 54751, 61801, 21252, 14260, 13902, 78704, 61920, 68849, 12211, 72701, 19716, 46208, 65897, 57006, 76129, 79968, 57069, 77340, 56301, 55812, 01610, 75275, EXCLUDING South Padre

Budget: \$47.21/day

Hub For Spring Break Fun
www.sopadre.com/spring-break
Plan Your College Spring Break! Find Hotel Deals, Parties & More at SPI!

Spring Break Vacations
sopadre.com/spring-break-vacation
Plan an Amazing Spring Break Now!
#1 College Spring Break Destination

#1 Spring Break Spot
www.sopadre.com/spring-break
Plan a Trip to the Top College Spring Break Destination, South Padre!

Spring Break Locations
www.sopadre.com/spring-break
Plan an Amazing College Spring Break Trip to South Padre, TX!

Stay, Play, Party All Day
www.sopadre.com/spring-break
Plan An Amazing College Spring Break. Book Your South Padre Hotel Now!

Last Minute Planning?
www.sopadre.com/spring-break
Visit South Padre Island for Wild Parties & Awesome Beach Bars!

Last Minute Spring Break
www.sopadre.com/spring-break
Find Great Deals on a College Spring Break Trip to South Padre, TX!

Spring Break Destinations
www.sopadre.com/spring-break
Visit South Padre Island for Wild Parties & Awesome Beach Bars!

2016 Spring Break Spots
www.sopadre.com/spring-break
South Padre is the Best College Spring Break Location!

Spring Break Hotel Deals
www.sopadre.com/spring-break
Find Hotel Deals in South Padre. Browse Hotels, Condos & More Here!

2016 College Spring Break
www.sopadre.com/spring-break
Find Hotel Deals in South Padre. Browse Hotels, Condos & More Here!

Cheap Spring Break Trips
www.sopadre.com/spring-break
Stretch Your Dollar in South Padre! Plan Your Spring Break Here.

Cheap Spring Break 2016
www.sopadre.com/spring-break
Plan an Affordable College Spring Break Trip to South Padre!

Cheap Spring Break Trips
www.sopadre.com/spring-break
Save Your College Dollars and Visit South Padre!

Hub For Spring Break Fun
www.sopadre.com/spring-break
Plan Your South Padre Spring Break! Find Hotel Deals, Parties & More.

Want Spring Break Ideas?
www.sopadre.com/spring-break
Visit South Padre Island for Wild Parties & Awesome Beach Bars!

Spring Break Ideas
www.sopadre.com/spring-break
Plan an Amazing Spring Break Trip to South Padre, TX! Get Info Here.

2016 Spring Break Spots
www.sopadre.com/spring-break
South Padre is the Perfect College Spring Break Location!

Spring Break 2016
sopadre.com/Spring-Break-2016
#1 College Spring Break Location. Start Your 2016 Spring Break Now!

Spring Break on the Beach
www.sopadre.com/spring-break-2016
Visit South Padre Island for Wild Parties & Awesome Beach Bars!

#1 Spring Break Spot
www.sopadre.com/spring-break
Plan a Trip to the Top College Spring Break Location!

11/1-11/30 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
College Spring Break	21,803	595	3.26%	\$1.50	\$47.21	\$1,274



Bing/Yahoo

Family Spring Break

Type: Search Network, PPC

Target Audience: Texas, EXCLUDING South Padre

Budget: \$21.03/day

Affordable Family Trips

Family Spring Break at South Padre
Activities, Accommodations & More!

www.sopadre.com
(mobile)

Best Family Spring Break

Endless Beaches, Dolphin Watching &
More at South Padre Island!

www.sopadre.com
(mobile)

Family Spring Break

South Padre Island has Family-fun
Activities, Accommodations & More!

www.sopadre.com
(mobile)

Spring Break Activities

See Wildlife and Discover Nature.
Book your family vacation today!

www.sopadre.com
(mobile)

Spring Break Family Deals

Plan your South Padre Island Escape
Explore, Relax and Save - Book now!

www.sopadre.com
(mobile)

11/1-11/30 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Family Spring Break	4,892	77	1.57%	\$2.13	\$47.21	\$164.31



Facebook

College Spring Break

Type: Search Network, PPC

Target Audience: Ohio State, University of Texas, Texas A&M, Indiana University, University of Wisconsin, Purdue University, University of Arizona, University of Maryland, University of Missouri, University of Texas-Arlington, Texas Tech, University of Texas-San Antonio, West Virginia, University of Tennessee, University of Iowa, Louisiana State, Kent State, University of Akron, University of New Mexico, University of Oklahoma, University of Nebraska, Oklahoma State, Kansas State, Eastern Michigan, University of Arkansas, Northern Illinois, Cornell, Syracuse, New Mexico State, University of Albany, Eastern Kentucky, University of Rhode Island, University of New Hampshire, Brown, Rensselaer, University of Minnesota, Arizona State, Illinois State, University of Illinois, Central Michigan, Michigan State, Bowling Green, Minnesota State, Baylor, Ferris State, Western Michigan 68182, 54022, 66801, 80523, 50614, 56601, 79601, 11549, 65409, 61455, 45056, 70504, 67601, 17013, 13699, 14208, 75962, 53190, 60614, 76903, 78666, 68588, 21402, 06520, 18042, 72035, 70118, 54701, 27599, 54751, 61801, 21252, 14260, 13902, 78704, 61920, 68849, 12211, 72701, 19716, 46208, 65897, 57006, 76129, 79968, 57069, 77340, 56301, 55812, 01610, 75275, EXCLUDING South Padre

Budget: \$330.48/day

South Padre Island Spring Break
Sponsored

Spring Break is right around the corner!
Plan your best beach trip ever today!

MAJOR IN PARADISE FOR A WEEK.

#1 Spring Break Destination
visit.sopadre.com

[Learn More](#)

South Padre Island Spring Break
Sponsored

Now is the time to start planning your spring break beach party of a lifetime!

GET YOUR MASTER'S IN NOTHING.

Ready for Spring Break?
Visit us to learn more about S... [Learn More](#)
visit.sopadre.com

11/1-11/30 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Spring Break	649,566	44,623	1.45%	\$0.23	\$480	\$4,623



Facebook

Family Spring Break

Type: Search Network, PPC

Target Audience: Texas, EXCLUDING South Padre

Budget: \$147.23/day

Visit South Padre Island
Sponsored

It's never too early to start planning your best family spring trip ever!



COME TO AN ISLAND WITH YOUR FAVORITE PEOPLE.

Best Family Spring Break
Visit us to learn more about S... [Learn More](#)
visit.sopadre.com

Visit South Padre Island
Sponsored

It's never too early to start planning your family spring break trip!



MAKE SPRING BREAK THE WEEK YOU ACTUALLY TAKE A BREAK. BOOK NOW.

Best Family Spring Break
Visit us to learn more about S... [Learn More](#)
visit.sopadre.com

Visit South Padre Island
Sponsored

It's never too early to start planning your funnest spring break trip ever!



FUN FOR THE WHOLE FAMILY THROUGH ANY SEASON. VISIT SOUTH PADRE ISLAND.

Best Family Spring Break
Visit us to learn more about S... [Learn More](#)
visit.sopadre.com

11/1-11/30 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Family Spring Break	46,617	612	1.22%	\$.62	\$147.23	\$379.18



Instagram

College Spring Break

Type: Search Network, PPC

Target Audience: Ohio State, University of Texas, Texas A&M, Indiana University, University of Wisconsin, Purdue University, University of Arizona, University of Maryland, University of Missouri, University of Texas-Arlington, Texas Tech, University of Texas-San Antonio, West Virginia, University of Tennessee, University of Iowa, Louisiana State, Kent State, University of Akron, University of New Mexico, University of Oklahoma, University of Nebraska, Oklahoma State, Kansas State, Eastern Michigan, University of Arkansas, Northern Illinois, Cornell, Syracuse, New Mexico State, University of Albany, Eastern Kentucky, University of Rhode Island, University of New Hampshire, Brown, Rensselaer, University of Minnesota, Arizona State, Illinois State, University of Illinois, Central Michigan, Michigan State, Bowling Green, Minnesota State, Baylor, Ferris State, Western Michigan 68182, 54022, 66801, 80523, 50614, 56601, 79601, 11549, 65409, 61455, 45056, 70504, 67601, 17013, 13699, 14208, 75962, 53190, 60614, 76903, 78666, 68588, 21402, 06520, 18042, 72035, 70118, 54701, 27599, 54751, 61801, 21252, 14260, 13902, 78704, 61920, 68849, 12211, 72701, 19716, 46208, 65897, 57006, 76129, 79968, 57069, 77340, 56301, 55812, 01610, 75275, EXCLUDING South Padre

Budget: \$330.48/day



11/1-11/30 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
College Spring Break	212,243	3,610	1.70%	\$0.19	\$330.48	\$1,409.84



AdRoll

College Spring Break Facebook/Web Retargeting

Type: Retargeting

Budget: \$94.42/day



11/1-11/30 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
College Spring Break	3,168,271	906	.12%	\$3.42	\$94.42	\$2,690

AdRoll

Family Spring Break Facebook/Web Retargeting

Type: Retargeting

Budget: \$94.42/day

11/1-11/30 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Family Spring Break	22,442	19	.08%	\$7.13	\$92.69	\$135.55



Google AdWords

Removed any keywords with a first page bid less than \$10
Updated any ad bids for keywords falling below the first page minimum bid
Plan to update Mexico/Accommodations with Spanish keywords, Spanish Unbounce page in December/January with a new campaign targeting winter travel and Semana Santa.
Recommend creating separate Texas specific campaign targeting Texans for College Spring Break campaign
Average daily CTR increased for Winter Texans and Family Spring Break

Bing

Removed any keywords with a first page bid less than \$10
Updated bids for keywords that fell below the first page minimum bid
After tweaking, average daily clicks for Spring Break College increased by 3000%
Top ad copy/keyword for Spring Break College are "Spring Break 2016"
Recommend creating separate Texas specific campaign targeting Texans for College Spring Break

Facebook

Average number of daily clicks increased by 158% since introducing College Spring Break new creative
Created Winter Texan Campaign (12/7)
Plan to launch Nature Tourism Campaign in December

Instagram

Launched new Instagram ads for College and Family Spring Break campaigns 12/1
Updated Instagram budget (reallocated Bing/Yahoo funds to Instagram due to higher performance – we will continue to evaluate)

AdRoll

Paused six of 10 lowest performing ad units on "Web Retargeting Spring Break 2016" campaign
Added three new Facebook retargeting ad campaigns
Paused Family Spring Break due to low performance – we will continue to evaluate other channel performance
Average number of daily clicks increased for "Facebook Retargeting Spring Break 2016"

College Spring Break

TAG continues to optimize the College Spring Break Unbounce page, recently optimizing for mobile and including sopadre.com links. Email leads doubled from October to November.

College	October	November
Adelphi university	0	1
Akron university	0	1
Alexandria technical and community college	0	1
Alfred State	0	0
American River College	0	1
Angelo State University	0	1
Arizona State University	1	1
Arkansas State University	0	1
Assumption College	0	2
ASU	1	0
Ball State	0	0
Ball State University	0	1
Bemidji State University	0	0
blinn college	0	1
bowling green state university	0	2
Bridgewater State U	0	1
Bridgewater State University	0	0
Buffalo State College	1	0
Butler	0	0
Butler University	0	1
Canisius College	0	2
Central Michigan university	2	1
Chippewa Valley Technical College	1	0
Christopher Newport University	0	0
Clark University	0	1
Clarkson University	0	1
Coastal Carolina University	0	0
Colby College	0	0
College of Charleston	0	1
college of saint rose	0	1
College of St. Scholastica	1	1
colorado state	0	1
Colorado State University	0	3
columbia	0	1
Cornell University	3	0
Cortland State University	1	0
Cortland University	0	1

CSU	0	0
delaware	1	0
Delgado Community College	0	1
DePaul University	0	1
Doane College	0	1
East Carolina University	0	0
Eastern Illinois	0	1
Eastern Illinois university	0	4
Ecc	0	1
El Centro College	0	1
Emporia	1	0
Emporia State University	2	1
ESU	0	0
Florida	1	0
Furman University	0	1
Gardner-Webb University	0	1
Georgetown University	0	0
Guilford technical community college	0	1
Hastings College	0	1
Hawaii	1	0
Hofstra University	0	2
Hudson valley community college	0	1
Illinois State University	1	1
Indiana State University	0	1
Indiana University	3	1
Iowa state university	1	0
Iowa western community college	0	1
itasca college	1	0
IUPUI	0	2
jackson college	0	1
Kalamazoo College	0	1
Kansas State University	3	1
kent state university	0	4
Kings college	1	0
Lafayette College	1	0
Lamar University	0	0
liberty university	0	0
lonestar college	1	0
Loyola University Maryland	0	1
Lsu	1	0
Massachusetts college of pharmacy and health sciences	0	0
Mastiff UniversitY	0	0
MCMURRAY UNIVERSITY	0	1
Miami ohio	0	0
Miami university	3	2
Miami Unviersity	0	1



Michigan state university	2	14
Michingan State	0	1
Midland college	1	0
Millikin University	0	1
Minnesota State University Mankato	1	0
Minnesota State University- Mankato	1	0
Minnesota state university, Mankato	0	1
Missouri S&	1	0
Missouri State	2	0
Missouri State University	1	3
mizzou	1	1
MNSU, Mankato	0	0
mohawk valley	0	1
Montana State University	0	0
Mount Ida college	0	0
MSU	1	0
NC A&T	0	1
New York University	0	1
None	0	1
North Dakota State University	0	1
North Greenville	1	0
north texas	0	1
Northern Illinois University	1	4
Northern Iowa	1	1
Northwestern Oklahoma State University	0	1
Oakwood University	0	1
Ohio State University	0	4
Oklahoma State	0	2
Oklahoma State Univeristy	0	1
Oklahoma state university	1	3
oklahoma state university institute of technology	0	1
Ole Miss	0	1
Olivet College	1	0
Penn State	0	1
Penn State University	0	1
Roane Jackson tech center	0	1
Rockwood summit	1	0
Rose state college	0	1
Saint Cloud State University	1	0
sam houston state	1	0
Sam Houston State University	5	1
Santa Clara University	0	0
Scottsdale Community College	0	1
SDSU	0	1
SFASU	1	0
Shoemaker	0	1
South Dakota State University	1	1



Southeastern	1	0
Southern Arkansas University	0	1
Southern Connecticut State University	0	1
Southern Illinois University	0	2
southern methodist	0	1
St Cloud State	1	0
St Cloud State University	0	1
St. Cloud State university	1	0
ST. SCHOLASTICA	1	0
St.John's Univerisity	0	0
stephen f austin state university	0	1
SUNY Binghamton	1	0
SUNY Cortland	0	1
SUNY Fulton-Montgomery Community College	0	1
SUNY Potsdam	0	1
TCU	0	1
Temple	0	1
temple university	0	1
Tennessee state university	1	0
Texas	1	0
Texas A&M	0	1
Texas A&M-Corpus Christi	0	1
Texas st	1	0
Texas State	0	1
Texas State University	0	4
Texas Tech	0	1
Texas Tech University	2	2
The College of St. Scholastica	0	1
The Ohio State University	1	1
the university of akron	1	0
The university of South Dakota	1	0
Towson	1	0
Towson University	1	1
UIC	1	0
umd	0	1
UNC Chapel Hill	1	0
UNC Chapel-Hill	1	0
Universitiy of Minnesota-Duluth	1	0
University at Albany	0	1
University at Buffalo	0	1
University Nebraska at Omaha	0	1
university of arkansas	3	2
University of Arlington	0	1
University of Buffalo	0	1
University of Central Arkansas	0	1
University of Central Missouri	0	1
University of Central Oklahoma	1	1



University of Delaware	1	2
University of Illinois	2	2
University of Iowa	1	0
University of Kentucky	1	0
University of Lincoln	0	1
University of Louisiana at Lafayette	0	1
University of Maryland	1	0
University of Maryland	2	1
University of Minnesota	0	1
University of Minnesota Duluth	3	2
University of Minnesota-Duluth	0	1
University of Missouri	0	1
University of Nebraska	1	1
University of Nebraska - Kearney	0	1
University of Nebraska at Kearney	0	1
University of Nebraska at Omaha	0	2
University of Nebraska in Lincoln	1	0
University of Nebraska Kearney	0	1
University of Nebraska Lincoln	2	0
University of Nebraska Omaha	1	0
University of Nebraska-Lincoln	1	4
University of New Hampshire	0	1
University of New Mexico	0	0
University of North Carolina at Charlotte	0	1
University of North Texas	1	0
University of Northern Iowa	2	2
University of Oklahoma	1	0
University of Oklahoma	0	1
University of Rhode Island	1	1
University of South Carolina	1	1
University of South Dakota	5	2
University of Tampa	0	1
University of Tennessee Knoxville	0	1
University of Texas at El Paso	0	1
University of Texas at San Antonio	0	1
University of Tulsa	0	0
University of Vermont	0	0
University of Wisconsin - River Falls	0	1
University of Wisconsin Eau Claire	1	0
University of Wisconsin Whitewater	3	0
University of Wisconsin-Eau Claire	0	1
University of Wisconsin-Whitewater	1	0
University Whitewater Wisconsin	0	1
UNK	0	1
Unl	0	1
uNO	0	1
UNT	1	1



uof i	0	1
UTA	0	1
utep	0	1
UTSA	1	0
UW Eau Claire	0	1
uw madison	1	0
Uw stout	0	1
UW Whitewater	0	1
UW-stout	0	1
Wayne State University	1	0
Western Illinois	0	1
Western Illinois University	2	0
Western Illoinois University	0	0
Western Michigan	0	2
Western Michigan University	3	7
Wiley	0	1
WMU	0	1
Wvu	0	1
(blank)	0	8
TOTAL	124	227

Unbounce Family Spring Break

TAG optimized the Family Spring Break Unbounce page in November and introduced new creative. In November, eight email leads were received. This month, nine have been submitted. We will continue to monitor activity and plan to refresh the Unbounce page in January.

Unbounce Winter Texans/Cold Weather

TAG re-launched the Winter Texans/Cold Weather campaign in November and recently introduced new creative. We also made a few changes to the Unbounce page and will continue to monitor activity since introducing new creative 12/7. In November, SPI received 32 email leads and this month, 19.











GOOGLE ANALYTICS OVERVIEW

In November, we saw a drop in website visits, however, new sessions remained unchanged and bounce rates decreased. State and city visits remain consistent with last month with Texas at the top, followed by Illinois and Michigan. For Texas, Houston, Dallas and San Antonio remain the top three. Keyword searches and clicks increased significantly from October to November. Below is an overview of new users, new sessions and bounce rate, as well as top-hit page analysis and top keywords.



HIGHEST-RANKING VISITS BY COUNTRY

Country	Sessions	Avg. Session Duration
 United States	81,528	00:01:57
 Canada	1,452	00:02:21
 Mexico	1,124	00:01:47
 United Kingdom	203	00:01:33
 Russia	178	00:02:17
 Germany	104	00:01:45
 India	91	00:01:18
 United Arab Emirates	63	00:00:55
 Brazil	45	00:01:57
 Australia	44	00:01:48

HIGHEST-RANKING STATE VISITS

Region	Sessions	Pages / Session
Texas	31,125	2.54
Illinois	4,882	2.27
Michigan	4,043	1.98
California	2,584	1.99
New York	2,362	1.86
Minnesota	2,282	2.96
Missouri	2,276	2.67
Ohio	2,100	2.28
Wisconsin	1,908	3.04
Florida	1,729	1.63

HIGHEST-RANKING TEXAS CITY VISITS

City	Sessions	Pages / Session
Houston	7,879	2.23
Dallas	3,521	2.12
San Antonio	2,277	2.67
South Padre Island	1,689	2.78
Austin	1,386	3.15
McAllen	995	2.69
Brownsville	991	2.43
Plano	675	2.11
Arlington	609	2.10
Fort Worth	511	2.82



GOOGLE PAGE ANALYSIS

Google Analytics - Sopadre.Com

✕

	Users	New Users	Organic searches	Bounce rate (%)	Unique Page Views	Exit Rate	Avg Time on Page(Seconds)
/spring-break-2016/	18,706	15,939	431	90.51	28,712	84.45	00:03:42
/	13,549	12,503	10,826	40.28	45,181	26.52	00:01:17
/spring-break/	3,447	3,106	3,050	29.98	12,970	22.53	00:01:07
/lodging/	2,855	2,529	481	27.08	9,177	25.49	00:01:09
/events/	2,111	1,621	1,525	34.21	6,813	27.67	00:01:14
/things-to-do/beach/	1,730	1,499	241	57.58	4,023	38.04	00:01:15
/things-to-do/	1,711	1,369	966	34.37	6,048	23.68	00:01:09
/spring-break/events/	1,576	1,307	1,273	43.35	4,426	30.28	00:01:17
/things-to-do/attractions/	1,334	1,051	779	38.28	4,189	26.33	00:01:15
/plan/weather/	1,274	1,123	1,008	76.92	2,114	55.96	00:01:27
/lodging/condos/	898	732	752	35.60	2,466	28.64	00:01:16
/lodging/campgrounds/	834	744	673	32.11	2,363	28.22	00:01:14
/about/getting-here/	783	694	689	67.92	1,479	50.06	00:01:51
/winter-texas/	705	616	95	53.07	1,749	34.27	00:01:14
/events/concerts/	672	552	575	30.24	2,046	27.71	00:00:58

GOOGLE KEYWORD ANALYSIS

Keywords

	Clicks (1 Nov - 30 Nov)	Clicks (2 Oct - 31 Oct)	Change
texas beach vacation spots	58	1	▲ 5700%
beach spring break	994	19	▲ 5131.58%
springbreak	737	15	▲ 4813.33%
texas winter vacation	22	1	▲ 2100%
vacation resorts in texas	16	1	▲ 1500%
texas vacation package	111	10	▲ 1010%
2016 spring break	9	1	▲ 800%
"padre island"	37	5	▲ 640%
"padre island"	37	5	▲ 640%
2016 spring break	6	1	▲ 500%

ADDITIONAL UPDATES/UPCOMING PROJECTS

- Real-time dashboard solution introduced in January for client access
- Winter Texans/Cold Weather PPC/Paid Social Campaigns launched with new creative 12/7
- December launch of Nature Tourism PPC/Paid Social Campaigns with new creative
- January launch of Spanish-language Unbounce landing page
- February and March Texas Monthly ads
- Continued El Norte w/messaging specific to Monterrey market
- Continued updates to PPC/Paid Social Media campaigns
- January implementation of SPI PR plan
- College Spring Break web spot
- TV/Radio in Monterrey
 - :30 Family Leisure
 - :30 Family Leisure MX/Spanish
 - :30 Empty Nesters/Winter Texans
- Web Spots
 - :15 College Spring Break
- Ongoing Radio Production
 - Mexico
 - RGV
- Cooperative Advertising Program development



2016 PUBLIC RELATIONS PLAN

South Padre Island Convention & Visitors Bureau

A crucial component to the South Padre Island CVB marketing plan will include public relations efforts and the extended reach that is achievable with a sustained program of seeding positive stories in targeted publications and broadcast media that reach desired audiences.

The Atkins Group will work closely with the South Padre Island CVB to implement a comprehensive public relations program aimed at key target markets and desired segments to best complement the destination's overall marketing plan. Efforts will work to showcase South Padre Island as home to the cleanest, widest, most scenic beach in Texas; a haven for outdoor thrills; a destination rich in year-round nature tourism; a top-tier fishing destination; and, a place for meeting planners to bring organizations to foster business relationships.

This plan is grounded in the goals, objectives and visions of the South Padre Island CVB, as well as aligned with The Atkins Group's recommended marketing and communications roadmap, to achieve integrated and impactful results across market segments.

Public Relations Objectives

1. Generate media coverage to increase awareness among current and prospective visitors and stimulate interest in South Padre Island as a leisure and lifestyle tourism destination by promoting its many unique attributes and events to a variety of travel audiences.
2. Generate media coverage to increase awareness among current and prospective meeting planners and industry associations to stimulate interest in South Padre Island as a premier convention and meeting market by promoting facilities, hotel spaces and seasonal island attractions and promotions.
3. Generate media coverage to increase awareness among nature tourism enthusiasts to stimulate interest in South Padre Island as a premier, year-round destination birding, dolphin watching, nature trail exploring and more.

Market Segments & Geographic Priorities

- Leisure and lifestyle targets, including:
 - Family Travel and General Leisure Travel
 - Geographic Priorities: Texas, Upper Midwest Corridor and Touch States
 - Cold Weather Market (Winter Texans, Empty Nesters and Retirees)
 - Geographic Priorities: Upper Midwest Corridor
 - Military Families / Groups
 - Geographic Priorities: Texas
 - Special Events
 - Geographic Priorities: Texas, Upper Midwest Corridor and Touch States
 - Spring Break Events (Ultimate Music Experience & Isla Gran Events Only)
 - Geographic Priorities: Texas, Upper Midwest Corridor and Touch States
 - Mexico Market
 - Geographic Priorities: Monterrey
- Meeting Planners & Industry Associations
 - Geographic Priorities: Texas Metro Markets (primarily Austin) and Other Meeting Planners and Industry Publications
- Nature Tourism Enthusiasts
 - Nature Enthusiasts (dolphins, sea turtle and birding)
 - Geographic Priorities: Texas, Upper Midwest Corridor, Touch States and Other Active Sports Market Targets
 - Sports Enthusiasts (fishing, golf, diving, wind and kite surfing)
 - Geographic Priorities: Texas, Upper Midwest Corridor, Touch States and Other Active Sports Market Targets

Public Relations Strategies & Tactics

1. **Conduct thorough communications audits to assess the SWOTs of the South Padre Island CVB's:**
 - a. Current communications channels and tactics presently in place.
 - b. Scope and content of immediate, past media coverage.

- c. Current public relations and media materials available; determine those that need to be developed.
- d. Current 'News Room' on the South Padre Island CVB website; make recommendations for specific content to include and how to best organize for reporters.
- e. Current assets that are to be promoted, including, but not limited to:
 - South Padre Island CVB seasonal events, as sanctioned and/or approved by the South Padre Island CVB Board, including but not limited to:
 - South Padre Island Marathon
 - Sea Turtle Inc. Annual Fundraiser
 - Texas International Fishing Tournament
 - South Padre Island Beach and Biker Fest
 - Sand Castle Days
 - South Padre Island CVB's unique offerings, including, but not limited to:
 - Cleanest, widest and most scenic beach in Texas (1/2 mile long at its widest point)
 - Unique cuisine and dining experiences (cook your catch, bay and sea side dining)
 - Accommodations (family properties, condos, hotels, bay front and beach front properties)
 - Sport & Outdoor Activities for all ages (Golf, Tennis, Windsurfing, Kiteboarding, Surfing, Scuba Diving, Snorkeling and Boating)
 - Weddings and Special Events
 - Space X – Boca Chica Beach in Brownsville, Texas –
 - Nature Tourism
 - Birding – more than 300 migratory species
 - Dolphin and Nature Research Center
 - Laguna Atascosa National Wildlife Refuge / Laguna Madre Nature Trail
 - Sea Turtle, Inc.
 - U.T. Pan American Coastal Studies Lab
 - Top Fishing Destination in the U.S.A.
 - Home of 3 largest fishing tournaments in Texas

- Bay fishing – redfish, speckled trout and flounder
- Jetties fishing – kingfish, Spanish mackerel and Mangrove snapper
- South Padre Island Convention Center
 - Points of Interest – e.g. Wyland's Whaling Wall
 - Renovations – Floor to ceiling interior renovations
 - State-of-the-art meeting spaces

2. Develop a media-friendly “PR toolkit,” complete with materials necessary to mount a robust regional and national media relations effort, to include:

- a. Comprehensive media list of regional, national, and online media contacts within our target market segments and geographic priorities; also to include freelance travel writers. (*Note: Publications and media will be ranked in order of priority in conjunction with the client.*)
 - Texas Metro Markets – DFW, Houston, Austin and San Antonio
 - Touch States – Oklahoma, Louisiana, Arkansas and New Mexico
 - Upper Midwest Corridor States - Ohio, Indiana, Michigan, Wisconsin, Illinois, Minnesota, Kansas and Missouri
 - In-flight publications
 - Niche, lifestyle publications
 - Nature tourism publications – e.g. Texas Outdoor
 - Meeting planners and industry publications – e.g. Texas Society of Association Executives publications
 - Freelance travel writers
 - Online media outlets and influencers
- b. Editorial Calendars
 - TAG will develop a comprehensive list of editorial calendars that identify themes and special sections that are being planned throughout the year in publications of interest.
 - TAG will research different publications to align editorial deadlines with detailed month-to-month pr plan (see below).
- c. Month-to-Month PR Plan
 - TAG to create a month-to-month plan of media pitches and timeline of public relations activities designed to augment ongoing South Padre Island CVB communication. We will target regional, national and online media based on editorial calendars, select island events and other areas of interest.

- This month-to-month activity plan will be a client deliverable to supplement the overall PR plan and outline activity for FY 2016-2017. Please note, TAG will add activity to the month-to-month plan as events and new stories of interest arise.

d. Comprehensive Press Kit

- To include backgrounders, fact sheets, evergreen releases and reprints.

e. "News Room" page on the website with information specific to meeting journalists' needs including, but not limited to:

- Media contact information
- A RSS feed for interested journalists to automatically receive news releases as they are posted
- A "message to journalists" telling them how to interact with the South Padre Island CVB communication personnel
- News release and media coverage archive
- Press kit access including fast facts, list of accolades and story ideas
- Multimedia library
- Travel Writer Policy

3. Conduct an aggressive regional and national media relations + Monterrey and news distribution program using the tools described to target all market segments and geographic priorities.

4. Measure and analyze media coverage and impressions secured to align with the South Padre Island CVB's marketing roadmap and agreed upon metrics of success.

- The Atkins Group measures public relations efforts by prioritization of preferred media publications and outlets, and securing that coverage.
- The Atkins Group will prepare monthly reports to recap public relations activities and media coverage garnered to support the agency's overall monthly report.
 - TAG recommends using Meltwater Buzz and Google alerts to assess effectiveness of existing tools; however, if these existing tools do not prove effective, TAG recommends exploring alternative, third party vendors.
- Should media impression reports or media value reports be required by the South Padre Island CVB, TAG will accommodate

the compilation and calculation of those metrics for presentation each quarter.

- TAG recommends using Meltwater Buzz to obtain the impressions and ad values required to calculate such results; again, however, should the existing tool not prove effective, TAG recommends exploring alternative, third party vendors.

Fee for Services

A. Retainer

The agreed upon public relations retainer fee is \$6,000 / month, to cover 45 hours of work / month, for 12 months. The base fee is to be billed at the first of every month and includes account services, project management and coordination, asset research and collection, press kit / took kit building and management, media list building, media pitching, media writing and reporting.

Hard costs for access to the Cision media database will be associated with the advanced analytics and reporting line item in the overall budget. All hard costs associated with specific projects such as printing, copying, photography / videography, wire service distribution, mileage, travel, clipping service, postage, courier service, press visits or "FAM" tours are also outside of the retainer fee.

Other, Related Fees

A. Clip Monitoring Services

The Atkins Group will proactively monitor key websites, news alerts services, and RSS feeds to search out any and all media mentions. We provide those to you on a real-time basis as well in monthly status reports.

There are a number of ways to efficiently capture media hits. One approach is to contract with a clippings service, i.e. BurrellesLuce to monitor and report coverage. BurrellesLuce can provide comprehensive coverage of national, international publications, broadcast, blogs and the Internet and can deliver results as they appeared in the media, complete with all text, photos and graphics. The cost is generally a monthly fee of \$350, and \$2.50 per clip. Alternatively, TAG can utilize any system already in place – e.g. Meltwater – to access clippings and build reports for review.

B. Wire Services

Estimated cost per wire release distribution via PRNewswire includes a \$195 annual membership fee, plus a fee of \$545 for a regional distribution or \$795 for a national distribution for a 400-word press release. Each additional 100 words are charged at a rate of \$205-\$215, depending on whether the distribution is regional or national. Including a photo/logo with the news release will incur an additional cost. Please note a wide variety of trade publications are included with all distributions.

TAG recommends between two and three wire release distributions annually. (Note: PR Web is significantly cheaper, but it does not have near the media penetration that PRNewswire does. It primarily helps with your ranking in search engines.)

Add-On Projects for Consideration

A. Media Training

(Planning for 3 to 5 participants between Feb. and March 2016)

The Atkins Group strongly recommends media training to further refine the CVB's messaging and delivery by participating in a comprehensive media-coaching program. The number of people participating in the training drives scheduling and cost.

TAG's media interview workshop is a six to seven hours of training to accomplish gearing your team members up to be reporter-ready. We typically split the training up into two sessions. The first seeks to achieve the following: how to take and maintain control of the situation; what to do when something goes wrong; what do to with "dead air"; how to make artful repetition your friend; how to get your message across in a just a few seconds; and, how to get it "right" directly out of the gate. The second entails mock interviews and critique sessions.

Our real differentiator is the workshop's methodological approach – we're not just prepping folks for sound bites, we're gearing them up with skills like verbal bridging and exercising control to strategically prepare your spokespeople for a variety of questions across media platforms.

B. Media Familiarization ("FAM") Trips

(Planning for April 2016 to complement Meeting Planners Sales Trip)

The Atkins Group strongly recommends the Island participate in media FAM trips to allow for travel writers and reporters to experience the uniqueness of South Padre Island first hand. Trips would require participation from the CVB, TAG and Island business owners (e.g. hoteliers and restaurant owners) to provide a well planned and executed travel experience for invited writers and publication representatives. Costs and associated fees will vary upon request.

Please note each writer, reporter and / or publication will be thoroughly vetted prior to acceptance as a participant of a FAM trip. TAG will provide a "Travel Writer Policy" to accompany all invitations / respond to any inquiries about FAM trips. The policy will assist in determining which participants will provide the most value to the public relations efforts of the Island and the CVB.

C. International Pitching – Canada and Mexico (Outside of Monterrey Market)

Should the South Padre Island CVB want to pursue international market pitching in Canada and areas of Mexico outside of Monterrey, TAG recommends transcreating content to best fit the needs of International media markets. Translating, or transcreating, materials will be key to reach Spanish-speaking media outlets – primarily broadcast outlets and daily publications. Please note TAG can include translation / transcreation costs of media materials in the overall production budget of the overall agency plan.

D. Spring Break Market Segment & Crisis Communication

TAG does not recommend pitching Spring Break, outside of two major events – Isla Gran and Ultimate Music Experience, due to a high risk of safety issues and a concern that conversations may be skewed; however, should the South Padre Island CVB wish to pursue such media efforts regardless of perceived risks, the agency can agree to assist so long as a crisis communication plan is developed and agreed upon by both the South Padre Island CVB director and the agency account lead.

Please note a crisis communication plan would be an additional add-on project to be billed separately, but contingently, with the Spring Break market segment media relations plan (outside of agreed upon events, Isla Gran and UME).



2016 South Padre Island Convention and Visitors Bureau
B2B Group/Meetings Plan

theatkinsgroup

FISCAL YEAR 2016				2016 MEDIA CAMPAIGN																																																				
Media/	#	Gross \$		OCTOBER				NOVEMBER				DECEMBER				JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER								
Vehicle	RS/Weeks	Impressions	(000)	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	23
B2B Group/Meetings																																																								
TSAE Association Leadership 1/2P4C	2	3,000	Gen. Budget																																																					
Texas Meetings & Events 1/2J4C	2	47,500	Gen. Budget																																																					
Subtotal Trade			Gen. Budget																																																					
Display & Pre-Roll (Austin)	12	4,400,000	24.0																																																					
Display Re-targeting (Austin)	20	750,000	1.7																																																					
SEM (Google, Yahoo & Bing)	24		14.1																																																					
E-blasts																																																								
(DFW, Houston, SA, Austin/San Marcos, RGV)	4	95,900	8.2																																																					
E-blasts																																																								
(AK, LA, NM, OK, TX)	4	143,768	12.3																																																					
WSJ Insert (Austin, SA, RGV)	4	146,600	10.0																																																					
RGV Digital Billboards																																																								
SS EXP 83 50' E/O Beckham Rd (Harlingen)	12	1,658,364	11.0																																																					
NS EXP 83 50'E/O Sugar Rd (McAllen)	12	2,587,272	8.9																																																					
Madden Media (Banner Ads)	8	1,200,000	5.7																																																					
Austin Monthly (1/2 pg, 4c)	2	237,614	4.1																																																					
Austin Monthly (1/3 pg Advertorial)	1	119,807	Added Value																																																					
Austin Monthly (e-blast)	1	24,000	Added Value																																																					
		Gross \$		100.0				50				66.0				9.7				24.3																																				
				Group/Meetings																																																				

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

MEETING DATE: December 14, 2015
NAME & TITLE: Keith Arnold, CVB Director
DEPARTMENT: Convention and Visitors Bureau

ITEM

Update concerning HOT funds collection.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

NOTE: THIS INFORMATION WAS UPDATED WITH RECEIPTS TO NOVEMBER 30, 2015

OCCUPANCY TAX COLLECTIONS

November 30,
2015

OCCUPANCY TAX MONTH	COLLECTED BY SPI	FY 2016	FY 2015	FY 2014	FY 2013
OCT	NOV	290,101.58	268,955.37	234,719.44	205,150.15
NOV	DEC	0.00	161,516.09	152,042.43	163,654.51
DEC	JAN	0.00	177,191.77	149,819.65	155,337.85
JAN	FEB	0.00	130,053.55	140,192.19	123,289.25
FEB	MAR	0.00	234,729.05	204,077.89	199,626.43
MAR	APR	0.00	680,389.79	718,514.37	855,873.42
APR	MAY	0.00	482,346.46	535,517.65	338,336.84
MAY	JUN	0.00	637,342.68	593,134.74	494,882.63
JUN	JUL	0.00	1,090,244.84	1,086,513.59	1,078,508.84
JUL	AUG	0.00	1,728,732.99	1,679,092.32	1,507,656.80
AUG	SEPT	0.00	1,111,051.20	1,153,488.01	1,046,928.83
SEPT	OCT	0.00	445,506.79	422,558.66	350,529.74
TOTAL		290,101.58\$	6,723,607.00\$	\$ 7,069,670.94	6,519,775.29\$

Budget 7,000,000.00\$

The figures have a one month lag in reporting, for example October's taxes are not collected until November, November's taxes are not collected until December etc. These figures represent the allocation of local HOT to the CC only.

DATE: November 6, 2015
 TO: Honorable Mayor and City Council Members
 FROM: Finance Department
 SUBJEC Financial Report

T:
SALES TAX COLLECTIONS

SALES TAX MONTH	REPORTED TO THE STATE	COLLECTED BY SPI	FY 2016 TOTAL	FY 2016 G.F.	EDC	FY 2015 TOTAL	INCREASE (DECREASE)
SEPT	OCT	NOV	259,808.73	194,856.55	64,952.18	231,041.94	28,766.79
OCT	NOV	DEC		0.00	0.00	167,179.45	(167,179.45)
NOV	DEC	JAN		0.00	0.00	137,594.81	(137,594.81)
DEC	JAN	FEB		0.00	0.00	167,829.70	(167,829.70)
JAN	FEB	MAR		0.00	0.00	147,033.17	(147,033.17)
FEB	MAR	APR		0.00	0.00	168,939.00	(168,939.00)
MAR	APR	MAY		0.00	0.00	346,947.92	(346,947.92)
APR	MAY	JUN		0.00	0.00	241,479.26	(241,479.26)
MAY	JUN	JUL		0.00	0.00	260,265.05	(260,265.05)
JUN	JUL	AUG		0.00	0.00	426,571.67	(426,571.67)
JUL	AUG	SEPT		0.00	0.00	471,195.74	(471,195.74)
AUG	SEPT	OCT		0.00	0.00	359,029.16	(359,029.16)
TOTAL			259,808.73	194,856.55	64,952.18	3,125,106.87	(2,865,298.14)

BUDGET AMOUNT 3,101,198.00 2,331,198.00 770,000.00 3,028,021.00 73,177.00

GENERAL FUND SALES TAX COMPARISON

SALES TAX MONTH	REPORTED TO THE STATE	COLLECTED BY SPI	FY 2016	FY 2015	CHANGE	YTD	
SEPT	OCT	NOV	194,856.55	173,281.45	12.45%	12.45%	21,575.10
OCT	NOV	DEC	0.00	125,384.59	-100.00%	-34.76%	-103,809.49
NOV	DEC	JAN	0.00	103,196.11	-100.00%	-51.51%	-207,005.59
DEC	JAN	FEB	0.00	125,872.27	-100.00%	-63.08%	-332,877.86
JAN	FEB	MAR	0.00	110,274.88	-100.00%	-69.46%	-443,152.74
FEB	MAR	APR	0.00	126,704.25	-100.00%	-74.52%	-569,856.99
MAR	APR	MAY	0.00	260,210.94	-100.00%	-80.99%	-830,067.93
APR	MAY	JUN	0.00	181,109.44	-100.00%	-83.84%	-1,011,177.36
MAY	JUN	JUL	0.00	195,198.79	-100.00%	-86.09%	-1,206,376.15
JUN	JUL	AUG	0.00	319,928.75	-100.00%	-88.68%	-1,526,304.90
JUL	AUG	SEPT	0.00	353,396.80	-100.00%	-90.61%	-1,879,701.70
AUG	SEPT	OCT	0.00	269,271.87	-100.00%	-91.69%	-2,148,973.57
TOTAL			194,856.55	2,343,830.11	-91.69%		

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

MEETING DATE: December 14, 2015
NAME & TITLE: Keith Arnold, CVB Director
DEPARTMENT: Convention and Visitors Bureau

ITEM

Update concerning 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



Convention Development Report

Mike Flores-Senior Sales Manager

Astrid Torres-Convention Sales Manager

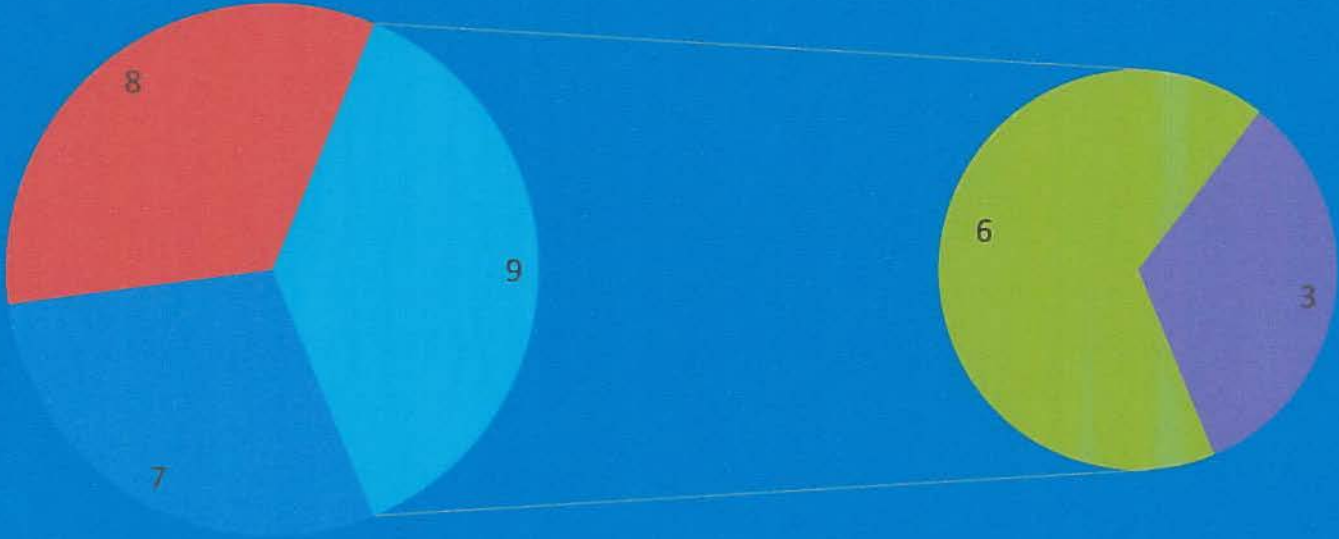
Vedette Garza-Convention and Sales Assistant



Sales Dashboard

Snapshot

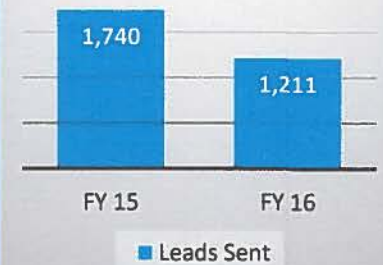
Sent Leads Groups Turned Definite Current Tentative Groups Lost Business



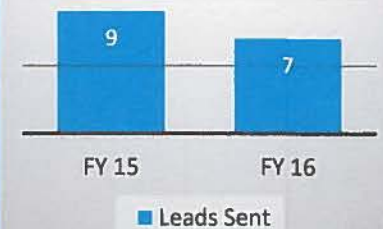
Leads Sent in November 2015

Group Name	Year	Room Nights	New or Repeat
The Cowen Law Group	2015	27	New
Redeemer Bible Church Women's Conference	2016	90	New
RGV Counseling Association	2016	129	Repeat
Johnson Family Reunion	2016	75	New
Splash South Padre Island-April	2016	285	Repeat
		Total	<u>606</u>
National Association of Housing Officials	2017	372	New
Texas Counseling Association-EOY Conference	2017	233	New
		TOTAL	<u>605</u>

Leads Sent in Room Nights



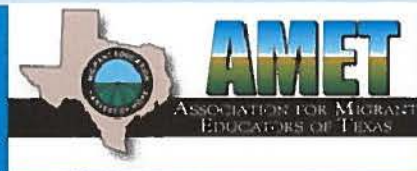
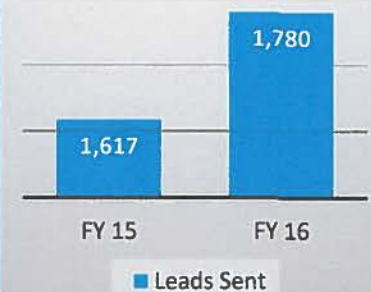
Total Leads Sent



Business Turned Definite in November 2015

Group Name	Year of Event	Total Room Nights
Seventh Day Adventist Church	2016	130
Splash South Padre (April)	2016	285
UTRGV/STEMS Outdoor Science Expo	2016	20
Texas Crime Prevention Association	2016	225
Texas State Parks and Wildlife-Managers Conference	2016	125
Frisco High School Band	2016	65
District and County Clerks Association of Texas	2017	460
Texas City Attorney's Association	2017	470
	Total	<u>1,780</u>

Business Turned Definite in Room Nights

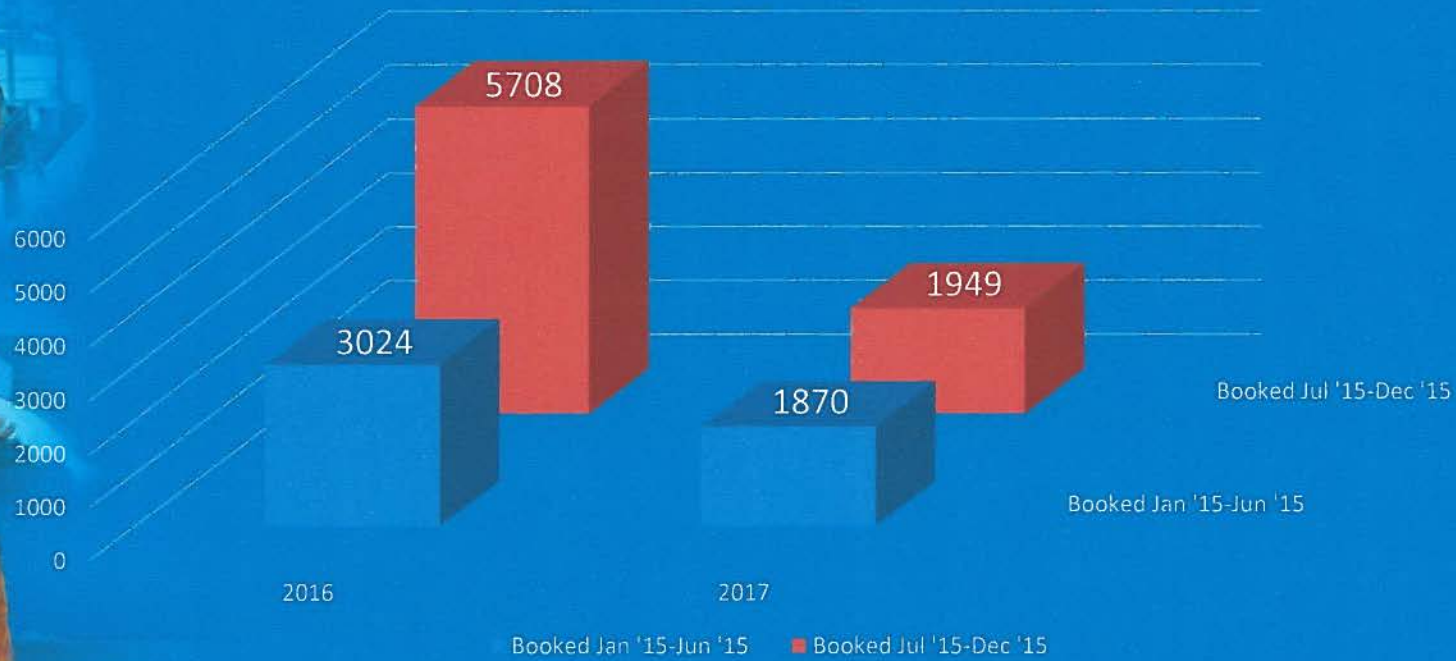


Lost or Cancelled

Group Name	Year of Event	Total Room Nights	New or Repeat	Reason for loss
National Association for Alternative Certification	2017	525	New	The South Padre Island Convention Center was less than a centralized 50,000 sq ft. Our initial proposal included an alternative solution to meeting space needs by utilizing multiple venues.
Purdue University Global Sustainability Institute	2016	240	New	SPI CVB was approached with this RFP directly from the SI out of Purdue University. The SI Director decided against a very long distance travel route for this event.
Texas Center for Educator Effectiveness (ESC Region 18)	2016	600	New	No property had adequate meeting space for this event. They were also inflexible with their meeting dates and the convention center had a conflicting group booked in-house. <i>"Just wanted to let you know that after looking over the proposals sent to us for the different hotels in the area, my supervisor has decided against proceeding with any of the locations based on the layout of the conference rooms—it's not very conducive for our purposes unfortunately."</i>

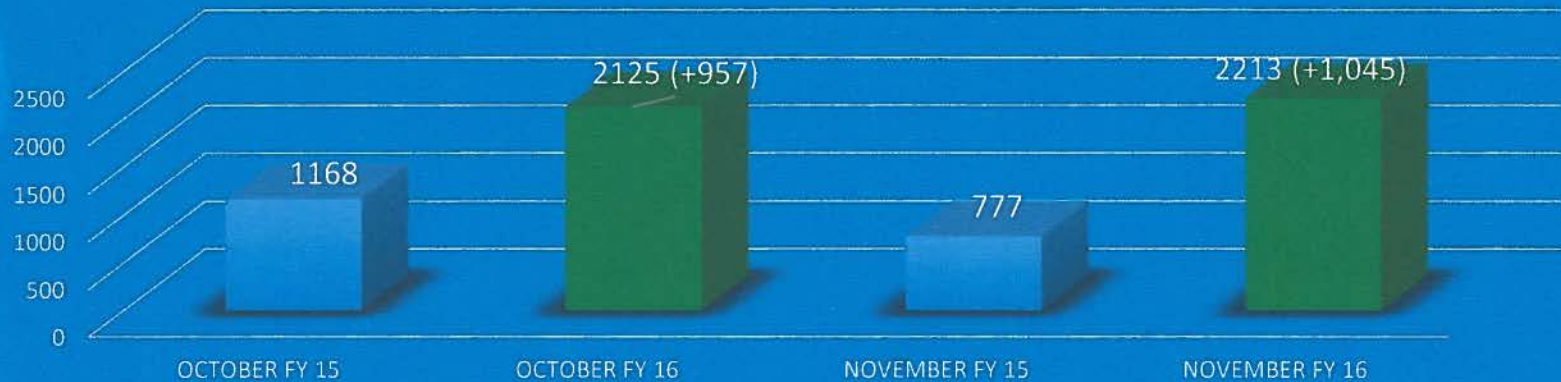
Jan '15-Jun '15 vs. Jul '15-Dec '15

Spring/Summer vs. Fall Winter Bookings



2015 Actual Room Night Pick Up

FY 2015 (12,461-Total CVB accumulated room nights)





CONNECT-Texas, TSAE Sales Recap

- Keith Arnold, Mike Flores and Mike Bigelow attended the inaugural CONNECT-Texas marketplace in Frisco, TX.
- The South Padre Island Sales Team met with 23 Texas Association Meeting Planners and third-party representatives.
- The CVB walked away with (3) RFPs for qualified business in hand for 2016/2017/2018.
- Promising groups seeking business in 2017 and 2018 still working with the CVB are:
 - Texas State Council of Knights of Columbus
 - Texas Association Against Sexual Assault
 - Texas Society of Professional Engineers
 - Texas Probation Association
 - Texas Pest Control Association
 - Texas Counseling Association
 - Texas Chiropractic Association
 - Texas Health Care Association



Sales Calls

- *Texas Workforce Commission
- *American Subcontractors of Texas
- *Texas Center for the Judiciary
- *Texas Pest Control Association
- *Associated Plumbing, Heating & Cooling Contractors of Texas
- *Texas Health Care Association

Connect Texas

- *Texas Computer Education Association
- *Texas Hospital Insurance Exchange
- *Texas State Council of Knights of Columbus
- *Combined Law Enforcement Association of Texas
- *Texas Counseling Association
- *Texas Chiropractic Association

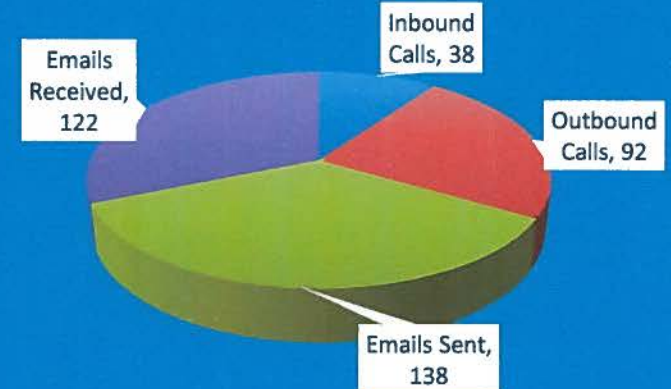
Sales Efforts and Initiatives (11/1-11/30)

Mike Flores



■ Inbound Calls ■ Outbound Calls ■ Emails Sent
■ Emails Received ■ Sales Calls

Astrid Torres



■ Inbound Calls ■ Outbound Calls
■ Emails Sent ■ Emails Received

Vedette Garza

Sales and Convention Services Assistant

- Vedette Garza will begin conducting site visits and Convention Center walkthroughs with potential and active clients.
- Vedette is quickly onboarding all current clients and introducing herself as the new primary for many in-house groups.
- iDSS, sales markets, prospecting, event planning and professional courtesy are all keystones of her sales training.



Astrid Torres-Convention Sales Manager

- Astrid Torres will be inheriting all SMERF and RGV accounts.
- She has been to nearly all participating partner properties and is quickly assimilating into the SPI Hotel team.
- Astrid is quickly onboarding all current clients and introducing herself as the new primary for many groups.
- iDSS, sales markets, prospecting, event planning and professional courtesy are all keystones of her sales training.



Christmas Gifts



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

MEETING DATE: December 14, 2015
NAME & TITLE: Keith Arnold, CVB Director
DEPARTMENT: Convention and Visitors Bureau

ITEM

Update concerning Events Funding Distribution for FY16

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____
Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Events Funding Distribution

FY 16 (October 2015 - September 2016)

Sponsorship		Notes
Tourism & Cultural Starting Balance 2014/15	\$749,368.00	
Entrance Signs cost/hardware for posts	-\$1,500.00	
Ecotourism Sponsorship	-\$50,000.00	In house use
Hinopalooza Bikefest Oct 2015	-\$35,000.00	Approved
Hinopalooza Brewfest Dec 2015	\$0.00	CANCELLED
Visitor Center Sandcastle	-\$29,000.00	Approved
College Roadshow Promo/Inertia Tours March	-\$50,000.00	Approved
Penguin Plunge Jan 2016	-\$1,000.00	Approved
Beach and Biker Fest April 2016	-\$35,000.00	Approved
Splash South Padre Island Oct 2015	-\$10,000.00	Approved
TIFT AUG 2016	-\$15,000.00	Approved
LKT 2015 August 2016	-\$2,000.00	Approved
Sandcastle Days Oct 2015	-\$35,000.00	Approved
Fireworks	-\$80,000.00	Approved
B&S Kites/SPI Kitefest	-\$15,500.00	Approved
Potential remaining balance if approved	\$390,368.00	

New Mkting and Potential event

updated 12-07-2015