

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:

Thursday, February 25, 2016
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 January 27, 2016 Regular Meeting.
- 5) Discussion and action regarding application for funding requests on returning special events:
 - a) Texas International Fishing Tournament (August 2016)
- 6) Update and discussion regarding Spring Break results. (Arnold-Hart)
- 7) Discussion and possible action regarding recommendation to the City Council by the CVA Board to appoint a permanent task force charged with the responsibility of ensuring that city ordinance 15-03 is continually enforced. (Jones)
- 8) Update and discussion summarizing results of 2/17/16 Committee meeting on possible construction of a concert amphitheater expansion to the convention center. (Jones)
- 9) Discussion and action for new and previously hosted events. (Ricco)
- 10) Presentation and possible discussion concerning the CVB Director's Report. (Arnold)
- 11) Presentation and discussion regarding the Atkins Group marketing plan. (Arnold)
- 12) Set new meeting date for March 2016.
- 13) Adjourn.

DATED THIS THE 22 DAY OF FEBRUARY 2016.



Rosa Zapata

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 February 22, 2016, at/or before 9:00 A.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Rosa Zapata

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: February 25, 2016

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 January 27, 2016 Regular Meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

WEDNESDAY, JANUARY 27, 2016

1. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, January 27, 2016 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Jimmy Hawkinson called the meeting to order at 9:00 a.m. A quorum was present: Joe Ricco, Hershhal Patel, Wally Jones, Arnie Creinin, Bill Donahue and Sean Till. Also present Ex-Officio Terence Chase and Michael Jones.

City Council Members present were Mayor Barry Patel, Council Member Theresa Metty, and Council Member Dennis Stahl.

City staff members present were City Manager William DiLiberio, CVB Director Keith Arnold, and CVB Accountant Lori Moore, Senior Marketing Manager Katy Drake, Assistant City Manager Darla Jones.

2. Pledge of Allegiance.

Chairman Jimmy Hawkinson led the Pledge of Allegiance.

3. Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*

Public comments and announcements were given at this time.

4. Consent Agenda:

Vice-Chairman Jones made the motion, seconded by Board Member Till to approve the Consent Agenda. Motion carried on a unanimous vote.

- a) Approval of minutes December 14, 2015 Regular Meeting.
- b) Approval of minutes January 6, 2016 Special Meeting.
- c) Approve excused absence from Chairman Jimmy Hawkinson for December 14, 2015 Regular CVA Board Meeting.

5. Discussion and action concerning the Election of Officers for the 2016 calendar year- Board Chair, Board Vice-Chair.

Board Member Donahue made the motion, seconded by Board Member Till to elect Wally Jones as Chairman. Motion carried on a unanimous vote.

Board Member Donahue made the motion, seconded by Board Member Creinin to elect Joe Ricco as Vice-Chairman. Motion carried on a unanimous vote.

6. EXECUTIVE SESSION: PURSUANT TO SECTIONS 551.072, DELIBERATIONS ABOUT REAL PROPERTY; TO DISCUSS:

At 9:45 a.m., CVA Board Members went into Executive Session.

At 10:20 a.m., the CVA Board Members reconvened into open session.

- a. Information update concerning potential SpaceX launch viewing sites. No action to be taken.

7. Presentation and discussion updating the Atkins Group marketing plan.

Presentation was given by the Atkins Group.

8. Presentation and possible discussion concerning the CVB Sales Report.

9. Discussion and action regarding application for funding requests on returning special events:

a) Jailbreak-Run the Jailbreak (May 2016)

Board Member Till made the motion, seconded by Vice-Chairman Ricco to approve \$15,000 to be used for marketing. Motion carried on a unanimous vote.

b) HinoPalooza-SPI Bike Rally (September 2016/October 2016)

Chairman Jones made the motion to approve we reserve the right to look the amount later, seconded by Board Member Till. After some discussion, Chairman Jones amended his motion to approve \$75,000 in funding, seconded by Board Member Creinin. Board Member Till mention the amount funded is based on a signed contract with Isla Blanca Parks. Motion passed on a 5 to 2 vote with Board Member Donahue and Vice-Chairman Ricco casting a nay vote.

c) Jailbreak-SPI Marathon 2016 (November 2016)

Board Member Creinin made the motion, seconded by Board Member Till to approve \$70,000 in funding and \$15,000 in-kind for the Convention Centre rental. Motion carried on unanimous vote.

d) Sand Sculpture Trail (Ongoing)

Vice-Chairman Ricco made the motion, seconded by Board Member Donahue to approve \$10,000 for new sandcastles and \$4,000 for the sandcastle signs. Motion carried on a unanimous vote.

e) Urban Science Initiative-National Tropical Weather Conf. (April 2016)

Board Member Hawkinson made the motion, seconded by Board Member Creinin to approve \$15,000 in funding. Motion carried on a unanimous vote.

f) Sand Crab Run (April 2016)

Board Member Creinin made the motion, seconded by Board Member Donahue to approve \$4,000 in funding. Motion carried on a unanimous vote.

g) Splash South Padre (April 2016)

Board Member Donahue made the motion, seconded by Board Member Creinin to approve \$15,000 in funding. Motion carried on a unanimous vote.

h) Texas Gulf Surfing Association (March 2016)

Vice-Chairman Ricco made the motion, seconded by Board Member Till to approve \$2,500 in funding. Motion carried on a unanimous vote.

i) Texas International Fishing Tournament (August 2016)

Board Member Hawkinson made the motion, seconded by Board Member Creinin to table this item. Motion carried on a unanimous vote.

j) South Padre Penguin Plunge (Post Report)

Post report was given by Andy Hancock. No action taken.

k) Sand Castle Lessons-SPI Visitors Center Sandcastle (Post Report)

Post report was given by Andy Hancock. No action taken.

10. Set new meeting date for February 2016.

Meeting was set for Thursday, February 25, 2016 at 9:00 am

11. Adjourn.

There being no further business, Chairman Jones adjourned the meeting at 12:30 p.m.

Rosa Zapata, CVB Sales Administrative Assistant

Wally Jones, CVA Chairman

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

MEETING DATE: February 25, 2016
NAME & TITLE: Wally Jones, CVA Chairman
DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding requests on returning special events:

- a) Texas International Fishing Tournament (August 2016)

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: February 25, 2016
NAME & TITLE: Wally Jones, CVA Chairman
DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Texas International Fishing Tournament. (August 2016)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

State Law: By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code states that the use of HOT funds is limited to:**

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

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

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

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

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

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

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

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

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

Eligibility and Priority for Hotel Tax Funds:

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

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

Events can prove their potential to generate overnight visitors by:

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

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

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

Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event

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

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

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

Non-Anchor Events

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

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

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

Black Out Periods for Hotel Tax Funding

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

The month of July

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

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

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

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

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

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

Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre
Island Convention and Visitor's Bureau
7355 Padre Blvd.
956-761-8199
michael@sopadre.com

Application

Date: Tuesday, January 5, 2016

Organization Information

Name of Organization: TEXAS INTERNATIONAL FISHING TOURNAMENT, INC.

Address: P.O. BOX 2715

City, State, Zip: SOUTH PADRE ISLAND, TEXAS 78597

Contact Name: KRISTI L. COLLIER Contact Office Phone Number: 956-943-8438

Contact Cell Phone Number: 956-802-3475

Web Site Address for Event or Sponsoring Entity WWW.TIFT.ORG

Non-Profit or For-Profit status: 501C4 Tax ID #: 74-1853713

Entity's Creation Date: 1934

Purpose of your organization: The Texas International Fishing Tournament was created in 1934 by community leaders in Port Isabel as a way to let the rest of the country know that south Texas was still on the map. In 1933, a series of hurricanes and storms hit the Laguna Madre area, one of them especially devastating, and threatened to undo several decades of proactive tourism outreach. Missouri Pacific Railway and city fathers partnered to create what was then know as the Tarpon Rodeo and started about the task of letting the nation know that the fish were biting, and they took the bait.

In the last seven decades the tournament has grown to the largest on the Texas Gulf Coast and is ranked in the top ten billfish tournaments in the world. Family friendly and traditional, TIFT has a loyal following and the fish are still biting.

Event Information

Name of Event or Project: 77TH ANNUAL TEXAS INTERNATIONAL FISHING TOURNAMENT

Date of Event or Project: AUGUST 3 – AUGUST 7, 2016

Primary Location of Event or Project: SOUTH PADRE ISLAND CONVENTION CENTER

Amount Requested: \$15,000.00

Primary Purpose of Funded Activity/Facility:

PLAYDAY TITLE SPONSORSHIP. PLAYDAY IS AN ANNUAL TRADITION THAT IS HELD AT THE SOUTH PADRE ISLAND CONVENTION CENTER. THERE IS NO COST FOR ATTENDEES AND IS A FAMILY FRIENDLY EVENT DESIGNED TO CAPTURE THE HEARTS OF YOUNG ANGLERS AND INSTILL THE LOVE FOR THE TOURNAMENT AT A YOUNG AGE.

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

Funds will be specifically used to promote and provide activities for Playday which encourages anglers to bring their children and families to the tournament. Inflatables, games and a fishing tank are brought in, including an awards ceremony for the participants.

Percentage of Hotel Tax Support of Related Costs

4% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

100% Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

33% Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 75%

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

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$_____

b) Registration of Convention Delegates: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____

c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____

d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____

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

XX f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

Amount requested under this category: \$15,000

How many attendees are expected to come to the sporting related event? 1200+

How many of the attendees at the sporting related event are expected to be from another city or county? 59%

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

The tournament not only brings in anglers to the event, but friends, family, vendors and spectators travel from all over the country for the event. Since the event is a five day event, many utilize this time as their summer vacation.

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 76+
2. Expected Attendance: 2000+
3. How many people attending the Event or Project will use South Padre Island lodging establishments? UNSURE

How many nights do you anticipate the majority of the tourists will stay: 2-5
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: This data has not been tracked historically, but we plan to do so this year.
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Estimated Rooms	Pickup	Accumulated Overnight
<u>2015</u>	<u>\$15,000.00</u>	<u>195</u>	<u>89</u>	<u>1450</u>
<u>2014</u>	<u>\$15,000.00</u>	<u>+ - 5%</u>	<u>+ - 5%</u>	<u>+ - 5%</u>
<u>2013</u>	<u>\$12,500.00</u>	<u>+ - 5%</u>	<u>+ - 5%</u>	<u>+ - 5%</u>

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

has not been tracked. We plan to survey not only hoteliers after the fact, but to also survey registrants with a voluntary on-site survey at registration.

7. Please list other organization, government entities, and grants that have offered financial support to your project: CITY OF SOUTH PADRE ISLAND, CITY OF PORT ISABEL, PORT ISABEL EDC

8. Will the event charge admission? YES, REGISTRATION FEE VARIES BY AGE

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

10. If there is a net profit, what is the anticipated amount and how will it be used? NET PROFITS WILL BE USED TO FUND SCHOLARSHIPS

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

Newspaper:	<u>\$3,000</u>
Radio:	<u>\$5,000</u>
TV:	<u>\$3,500</u>
Website, Social Media:	\$ _____
Other Paid Advertising:	\$ _____

Anticipated Number of Press Releases to Media 10

Anticipated Number Direct Mailings to out-of-town recipients 2

Other Promotions Participation in trade shows

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

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

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

We are eager to add to our marketing mix to include partnerships with other tournaments, retailers and organizations that cater to our target demographic.

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

The state of Texas.

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 1,000,000+ (each media source ought to be able to quantify this number for applicants)

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

Expected Visitation by Tourists Monthly/Annually: N/A

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

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

\$1,000,000; Scottsdale Insurance Company.

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

19. Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be submitted with at least ____ weeks advance notice for approval by the South Padre Island CVB.

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

Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau
7355 Padre Blvd.
956-761-8199
michael@sopadre.com



The 77th Texas International Fishing Tournament will be held August 3 - 7, 2016 at the South Padre Island Convention Center. Enclosed please find the completed HOT Funding Request from the Texas International Fishing Tournament. Also enclosed is information relevant to our application.

Here is a quick overview:

- TIFT is the largest saltwater bay and offshore fishing tournament in Texas.
- TIFT is ranked in the top 10 billfish tournaments in the world.
- TIFT is sanctioned by the IGFA World Offshore Championship Series.
- Approximately 1,200 registrants participated in 2015.
- More than 400 boats participated.
- TIFT registrants have an average annual income in excess of \$100,000 and spend more than \$2 million in the local economy during our event—not including tournament expenses.
- TIFT is a nonprofit 501 (c) 4 corporation and has established a permanent Scholarship Endowment Program and initiated the TIFT Catch a Redfish Educational Scholarship program (TIFT CARES).
- TIFT is open to registrants of all ages.

Thank you for taking the time to review and consider our 2016 funding application. Please feel free to contact me at (956) 802-3475 with any questions you might have. I would welcome the opportunity to work with you again and look forward to hearing from you soon.

Sincerely,

Kristi Collier
Tournament Director

BACKGROUND

For more than 75 years the Texas International Fishing Tournament has taken pride in creating an atmosphere of friendly fishing competition and wholesome family fun. The 77th annual five day event, scheduled for August 3 - 7, 2016, offers fishing divisions that include bay, offshore and tarpon. TIFT is open to anglers of all ages and is the largest saltwater fishing tournament in Texas.

In 2015, approximately 1200 anglers and 400 boats participated. The action wasn't just in the offshore division as species ranging from snook, redfish, trout, drum and the popular piggy perch made their way dockside to the weigh-ins on Friday and Saturday.

TIFT anglers represent an extremely desirable market group. Most have a disposable income and a genuine enjoyment of outdoor activities. During their five day stay in the Port Isabel - South Padre Island area, they have a direct spending effect in excess of \$2 million; not including tournament expenses. In addition to the actual number of TIFT registrants, thousands of spectators will also turn out to view weigh-in activities during the two days of actual fishing.

Originally instituted to promote the Rio Grande Valley as a whole, TIFT has become a family tradition that exemplifies the best the Valley has to offer. With registration participation increasing annually, and over 172 scholarships have been awarded totaling over \$300,000, it is our sincere intent to continue improving and growing our event through the help of corporate sponsors and businesses such as yours.

PLAYDAY TITLE CORPORATE SPONSORSHIP INVESTMENT - \$15,000

1. Designation as the Official Playday Sponsor and KidFish tank. Your company logo imprinted on a 4' x 16' banner displayed during Playday activities on Thursday, August 3, 2016.
2. Permission to provide materials for placing directly in our registration bags. Link exchange on www.tift.org. Your logo printed on the sleeve of the Playday Volunteer t-shirts and 12 t-shirts are included in your Playday Title sponsorship.
3. Access to our mailing list following the event.
4. Full page, four color advertisement in the official Texas International Fishing Tournament Program book. (Camera ready artwork to be supplied by sponsor prior to 6/1/16).
5. Listing as a Corporate Sponsor on the program book's welcome page.
6. Statewide publicity through periodic press releases issued by the Tournament. Your sponsorship is included in the event information.
7. Permission to use TIFT logo in supportive advertising and promotional materials.
8. Permission to fly your banner or display signage at all TIFT events (materials subject to tournament approval).
9. Your company logo imprinted on the official Tournament pre-registration brochure. (Sponsorship commitment due by May 1, 2016).
10. 30' x 40' exhibit space during social activities at the South Padre Island Convention Centre on Wednesday, Thursday, and Sunday (August 3, 4 and 7).
11. VIP dock seating.
12. Eight (8) complimentary adult fishing registrations, including T-shirts and hats and eight (8) custom sponsor shirts.
13. Your logo on our official tournament scoreboard, featured in all photos and related media coverage.
14. Complimentary cocktail party hosted by the TIFT Executive Board of Directors, Wednesday, August 3 from 5 - 7 p.m.

77th TIFT Calendar of Events

Wednesday, August 3	On-site registration begins VIP cocktail party
Thursday, August 4	Playday Registration continues Captain's meeting
Friday, August 5	Tournament begins Activity on the dock
Saturday, August 6	Tournament continues Activity on the dock
Sunday, August 7	Awards presentation & closing ceremony

2016 Timeline

January

- Prepare annual binders for board of directors
- Scholarship applications go out
- Finalize corporate sponsorship packages
- Approve budget
- Determine committee assignments
- Identify new partnerships

February

- Send 'Save the Date' postcards, e-blast
- Prepare trophy list and begin trophy sales
- Send corporate sponsorship packages out, begin sales
- Select cover artist for event
- Determine event hash tag
- Finalize theme for Playday
- Select event caterer(s), entertainment and master of ceremonies
- Bucket Auction item solicitation begins
- Committee meetings continue
- Select event trophies

March

- Scholarship application deadline
- Announce TIFT Hostess
- Prepare merchandise order
- Reserve room block
- Committee meetings continue
- Secure event entertainment
- Begin video loop production

April

- Review scholarship applications, select recipients
- Prepare and print registration form
- Print event posters, marketing materials
- Committee meetings continue
- Review volunteer staffing needs, determine key volunteers

May

- Spring Newsletter goes out
- Send out registration form by mail to prior registrants
- Online registration begins
- Distribute registration forms and event posters to retailers & partners
- Committee meetings continue
- Event program book production begins

June

- Finalize and post official rules on website
- Advisory board meeting
- Scholarship recipients honored
- Finalize event program book production
- Online registration continues
- Close corporate, trophy and bucket auction sponsorship
- Secure items for goody bags

July

- Radio and television advertising begins
- Texas Hunters & Sportsman's Expo
- Highway banner goes up
- Online registration continues
- Program book to printer
- Order event banners/signage
- Media alerts to all outlets

- Scholarship funds sent to financial aid offices

August

- Update website with winner's list and event photos
- Prepare and send thank you letters to all sponsors, volunteers
- Thank you advertisement

September

- Fall newsletter goes out

October

- Fall advisory board meeting

Ongoing:

- Press releases to media outlets
- Website updates
- Post event updates and announcements on social media sites



2015 Playday participants



2015 Playday volunteers



2015 Playday Games



2015 Playday Games



2015 Playday Games



2015 Playday Games

TIFT 2015

County	Registrants
CAMERON	479
OUT OF CAMERON	707
(blank)	
Grand Total	1186

Division	Registrants
Adult	792
Captain or Boat Operator	93
Junior (0-7yrs)	77
Junior (13-16yrs)	111
Junior (8-12yrs)	90
Social Only	23
(blank)	
Grand Total	1186

Gender	Registrants
F	195
M	991
(blank)	
Grand Total	1186

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

MEETING DATE: February 25, 2016

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Update and discussion regarding Spring Break results.

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: February 25, 2016

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and possible action regarding recommendation to the City Council by the CVA Board to appoint a permanent task force charged with the responsibility of ensuring that city ordinance 15-03 is continually enforced.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

ORDINANCE NO. 15-03

AN ORDINANCE OF THE CITY OF SOUTH PADRE ISLAND, TEXAS, AMENDING CHAPTER 11 OF THE CODE OF ORDINANCES THE CITY OF SOUTH PADRE ISLAND, BY ADDING ARTICLE XII, "SHORT TERM RENTALS", TO REGULATE SHORT TERM RENTALS; REQUIRING REGISTRATION; PROVIDING FOR ADDITIONAL REGULATIONS AND A PENALTY OF FIVE HUNDRED DOLLARS (\$500.00) FOR ANY VIOLATION; PROVIDING FOR AN EFFECTIVE DATE OF JUNE 15, 2015; MAKING VARIOUS FINDINGS AND PROVISIONS RELATED TO THE SUBJECT

WHEREAS, the City of South Padre Island desires to establish rules and regulations relating to the operation of short term rentals; and,

WHEREAS, the City Council finds that it is in the public interest to amend the City Code to regulate short term rentals; and,

WHEREAS, after public notice and hearing as required by law, the City Council finds that it is in the public's interest to amend Chapter 11, by adding Article XII, "Short Term Rentals" to the Code of the City of South Padre Island, as amended, to establish rules and regulations relating to the operation of short term rentals in the City of South Padre Island.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SOUTH PADRE ISLAND, TEXAS:

Section 1. The findings and recitations set out in the preamble to this Ordinance are found to be true and correct and they are hereby adopted by the City Council and made a part hereof for all purposes.

Section 2. Chapter 11, "Occupation Licenses, Alcoholic Beverages, Miscellaneous Permits" of the Code of the City of South Padre Island, is hereby amended to add Article XII. "Short Term Rentals" and to read and provide as follows:

**ARTICLE XII
SHORT TERM RENTALS**

Sec.11-220. Short Term Rentals

(a) The purpose of this Article is to establish regulations for the use of residential single family dwelling units ("dwelling units" herein) as short term rentals and to ensure the collection and payment of hotel/motel occupancy taxes.

(b) For purposes of this Article a Short Term Rental (STR), is defined as a residential dwelling, including a single-family residence, apartment, residential condominium unit, or other residential real estate improvement, in which the public may obtain sleeping accommodations in exchange for compensation for a period of less than 30 consecutive days. The term applies regardless of whether the dwelling was originally constructed or zoned as a residential dwelling.

(c) For purposes of this Article: An Owner shall designate the Owner, or an Agent or a Representative to comply with the requirements of this section on behalf of the Owner. The Owner or designated agent or representative is referred to as "Operator" herein.

(d) The Owner shall not be relieved from any personal responsibility or personal liability for noncompliance with any applicable law, rule or regulation pertaining to the use and occupancy of the residential dwelling unit as a short term rental unit, regardless of whether such noncompliance was committed by the Owner's authorized agent or representative or the occupants of the Owner's short term rental unit or their guests.

(e) This Article is not intended to provide any owner of residential property with the right or privilege to violate any private conditions, covenants and restrictions applicable to the owner's property that may prohibit the use of such owner's residential property for short term rental purposes as defined in this section.

Sec.11-221 Registration

(a) The Owner/Operator who offers for rent or advertises for rent (in any manner) a short term rental of a dwelling unit shall obtain a short term rental registration and any other required documents from the Convention Centre Department of the City of South Padre Island located at 7355 Padre Blvd, South Padre Island, Texas, 78597. The Convention Centre Department may be contacted at phone number is 956-761-3000 for additional information.

(b) The Owner/Operator must submit the following information on a short term rental registration form:

- (1) The name, address, email and telephone number of the Owner/Operator of the subject short term rental unit;
- (2) The name, address, email and twenty-four hour telephone number of the local contact person;
- (3) The local contact person is the person designated by the owner or the operator who shall be available twenty-four (24) hours per day, seven (7) days per week for the purpose of: (1) responding in person within one hour to complaints regarding the condition, operation, or conduct of occupants of the short term rental unit; and (2) taking remedial action to resolve any such complaints.
- (4) The name and address of the proposed short term rental unit;
- (5) The number of bedrooms and the applicable overnight and daytime occupancy limit of the proposed short term rental unit;
- (6) The property ID number as listed on the Cameron County Appraisal District; and
- (7) Such other information as the City Manager, or designee, deems reasonably necessary to administer this section.

(c) If any information on the registration form changes, the Owner/Operator must modify that information within 30 days.

(d) Registration Fee

- (1) The short term rental registration form shall be accompanied by an initial registration fee as established by the City Council.
 - i. The initial rental registration fee shall be fifty dollars (\$50.00) (per rental unit).
 - ii. The initial registration fee is waived for those properties that have been properly remitting hotel occupancy tax.
- (2) A registration is valid from the date the completed registration is filed with the City and payment of the registration fee (if applicable) has been made, unless the ownership of the short term rental changes.

(3) Each property shall be issued a registration number.

(e) The registration number must appear on any advertisement of the property available for short term rental.

Sec.11-222 Compliance -Penalty Provision

(a) The Owner or Operator shall comply with all applicable laws, rules and regulations pertaining to the use and occupancy of the subject short term rental unit, including, but not limited to, Chapter 12, "Noises" and Chapter 17, Article II "Hotel-Motel Occupancy Tax" of the City Code of South Padre Island. Pursuant to Sec. 17-10 of the city code, the Owner or Operator shall, submit a monthly report to the City, on the appropriate "Hotel Occupancy Tax Collection Report" form, even if the short term rental unit was not rented during any such month.

(b) Any violation of this Article XII may be punished by a fine not to exceed Five Hundred Dollars (\$500.00) for each offense or for each day such offense shall continue and the penalty provisions of Section 21-1 of the Code of Ordinances is hereby adopted and incorporated for all purposes.

Section 3. While the effective date is June 15, 2015, every Owner or Operator has until July 1, 2015 to register.

Section 4. This Ordinance repeals all portions of any prior ordinances or parts of ordinances of the Code of Ordinances in conflict herewith.

Section 5. Any violation of this Ordinance may be punished by a fine not to exceed Five Hundred Dollars (\$500.00) for each offense or for each day such offense shall continue and the penalty provisions of Section 21-1 of the Code of Ordinances is hereby adopted and incorporated for all purposes.

Section 6. If for any reason any section, paragraph, subdivision, clause, phrase, word or provision of this Ordinance shall be held invalid or unconstitutional by final judgment of a court of competent jurisdiction, it shall not affect any other section, paragraph, subdivision, clause, phrase, word or provision of this Ordinance for it is the definite intent of this City Council that every section, paragraph, subdivision, clause, phrase, word or provision hereof be given full force and effect for its purpose.

Section 7. This Ordinance shall become effective June 15, 2015 and when published in summary form or by publishing its caption.

PASSED, APPROVED AND ADOPTED on First Reading, this 15th day of April 2015.

PASSED, APPROVED AND ADOPTED on Second Reading, this 6th day of May 2015.

ATTEST:

**CITY OF SOUTH PADRE
ISLAND, TEXAS**

Susan Hill, CITY SECRETARY

Bharat R. Patel, MAYOR

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

MEETING DATE: February 25, 2016

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Update and discussion summarizing results of 2/17/16 Committee meeting on possible construction of a concert amphitheater expansion to the convention center.

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: February 25, 2016

NAME & TITLE: Joe Ricco, CVA Vice-Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action for new and previously hosted events.

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: February 25, 2016

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation and possible discussion concerning the 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: February 25, 2016

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Presentation and discussion regarding the Atkins Group marketing plan.

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 – February 2016 Board Meeting

Overview

In January, TAG continued to implement Q1/Q2 media initiatives, including a specific push for Groups/Meetings, as well as updated/optimized PPC and Paid Social Media campaigns, launching the new Mexico Facebook campaign and updated Cold Weather/Winter Texan campaign. Unbounce pages were refined and optimized by adding additional links and added/changed URLs for analytical purpose. Q3/Q4 media plan was finalized. TAG also engaged in extensive QA testing for the new website, which is launching in February. 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.

Spring Break – Collegiate Outreach

- PPC Campaign
- College Spring Break Guide Ad (Winter)

Spring Break – Family Leisure Outreach

- PPC Campaign

Family Leisure – Texas including RGV

- Q1 Media Display Ads (January – September)
- My HEB Cover (March)
- Texas State Travel Guide (January – September)
- Texas Highways (January)
- Texas Events Calendar (March – May)
- Texas Monthly (February & March)

Cold Weather Audiences –

Midwest/Canada (*Winter Texans, Snowbirds, Couples/Empty Nesters*)

- PPC Campaign
- Q1 Media Display Ads (January – March)
- Canadian Traveler E-Blast (March)

- Midwest Living (January – February)
- Canadian Traveler (January/February & March)
- :30 Couples/Empty Nesters TV Spot (English) Time Warner Cable/RGV (December – March)

RGV/Weekenders

- :30 Family Leisure TV Spot (English) Time Warner Cable/RGV (December – September)
- :30 Family Leisure TV Spot (Spanish) Time Warner Cable/RGV (December – September)
- :30 Family Leisure Radio Spot (English) KVLU, KBFM, KGBT (December – September)
- RGV Guidebook (November – March)

Mexico/Monterrey

- :20 Family Leisure TV Spot (Spanish) (December – March)
- :20 Family Leisure Radio Spot (Spanish) EXA FM, GENESIS, HITS, CLASSIC (February – March)

- El Norte (January – March)
- Lamar Outdoor (January – March)

Groups/Meetings

- TSAE Association Leadership
(January/February)
- Texas Meetings & Events
(December – March)
- Q1 Media Display (February – May)

- PPC Campaign
- E-Blast (AK, LA, NM, OK, TX)
(January and March)
- TSAE E-Blast Multiview (March)
- OOH – Harlingen & McAllen
(February – April)
- WSJ Insert (February)
- Austin Monthly – Print & E-Blast
(January/February)

FISCAL YEAR 2016		2016 South Padre Island Convention and Visitors Bureau		the atkinsgroup																																																			
Media Vehicle	Quantity	Impressions	Cost	2015	2016																																																		
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52
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TEXAS EVENTS CALENDAR - SUMMER



YOUR TROPICAL ISLAND GETAWAY IS NOT FAR AWAY.



And it's calling you home. Visit sopadre.com



EL NORTE – FEBRUARY



TU PROPIA ISLA TROPICAL TE ESPERA.



Y te está llamando a casa. **Visita sopadre.com**



PPC/PAID SOCIAL MEDIA REPORT

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: \$188.85/day

2016 Spring Break Ideas

Plan an Amazing College Spring Break Trip to South Padre, TX!
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)

2016 Spring Break Spots

South Padre Island is the Best Spring Break College Location!
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 Destinations

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

Spring Break Locations

Plan an Amazing College Spring Break Trip to South Padre, TX!
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)

2016 Spring Break Package

Find Cheap Hotels in South Padre!
Browse Hotels, Condos & More 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)

College Spring Break 2016

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

Last Minute Spring Break

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

#1 College Spring Break

Plan an Amazing Trip to the Best Party Location, South Padre Island!
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)

Spring Break on the Beach

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

1/1-1/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Spring Break	46,372	1,696	3.66%	\$3.34	\$188.85	\$5,671.68



Google AdWords

Family Spring Break

Type: Search Network, PPC

Target Audience: Texas, EXCLUDING South Padre

Budget: \$111.23

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)

1/1-1/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Family Spring Break	62,762	819	1.30%	\$4.13	\$111.23	\$3,380.75



Google AdWords

Nature Tourism

Type: Search Network, PPC

Target Audience: Canada: Alberta, British Columbia, Manitoba, Ontario, Quebec, Saskatchewan, United States: Colorado, Iowa, Illinois, Indiana, Kansas, Kentucky, Maine, Michigan, Minnesota, Missouri, Mississippi, Montana, North Carolina, North Dakota, Nebraska, New Mexico, New York, Ohio, Oklahoma, Pennsylvania, South Dakota, Tennessee, Vermont, Wisconsin

Budget: \$60.97/day

Top Nature Tourism Place
Come see the best nature and exotic places at South Padre Island!
visit.sopadre.com/naturetourism/
(mobile)

Experience Nature
Plan your next vacation to one of the top ecotourism destinations!
visit.sopadre.com/naturetourism/
(mobile)

Nature at it's Best
Experience dolphins, sea turtles, and more in a mild, tropical place.
visit.sopadre.com/naturetourism/
(mobile)

1/1-1/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Nature Tourism	46,651	204	.44%	\$3.88	\$60.97	\$792.53



Google AdWords

Mexico Accommodations

Type: Search Network, PPC

Target Audience: Mexico: Apodaca, Garcia, Guadalupe, Monterrey, San Nicolás de los Garza, San Pedro Garza García, Santa Catarina, Nuevo Leon

Budget: \$50.00/day

Vacaciones de invierno
Planea un viaje a lo cálido y soleado este invierno en Padre
visit.sopadre.com/family-espanol/
(mobile)

Condominios en Padre
Encuentra condominios en renta en la playa en la Isla del Padre
visit.sopadre.com/family-espanol/
(mobile)

Campamentos en Padre
Encuentra parques para acampar en las playas de la Isla del Padre
visit.sopadre.com/family-espanol/
(mobile)

Hoteles en Padre del Sur
Ofertas en hoteles en Padre del Sur
Reserva las mejores tarifas hoy...
visit.sopadre.com/family-espanol/
(mobile)

Renta para vacacionar
Checa los condominios y casas, en la playa y de renta para vacaciones
visit.sopadre.com/family-espanol/
(mobile)

Moteles en Padre del Sur
Escápate a la Isla del Padre.
Planea un viaje con ofertas
visit.sopadre.com/family-espanol/
(mobile)

1/1-1/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Mexico Accommodations	6,994	193	2.76%	\$2.24	\$50.00	\$432.14



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: \$80.88/day

Texas Travel Deals

visit.sopadre.com/snowbirds/
Travel to Warm & Sunny South Padre! Find Winter Hotels, Condos & More.

Texas Island Rentals

<http://visit.sopadre.com/snowbirds/>
Plan a Trip to Warm and Sunny South Padre Texas this Winter!

Trying to Escape the Cold

visit.sopadre.com/snowbirds/
Plan a Trip to Warm and Sunny South Padre Texas this Winter!

Texas Winter Travel

visit.sopadre.com/snowbirds/
Get Away from the Winter Cold with a Trip to South Padre TX! Get Info.

Texas Winter Travel

<http://visit.sopadre.com/snowbirds/>
Get Away from the Winter Cold with a Trip to South Padre TX! Get Info.

Texas Travel Deals

<http://visit.sopadre.com/snowbirds/>
Travel to Warm & Sunny South Padre! Find Winter Hotels, Condos & More.

Texas Beach Destinations

<http://visit.sopadre.com/snowbirds/>
Travel to Warm & Sunny South Padre! Find Winter Hotels, Condos & More.

Texas Vacation Rentals

<http://visit.sopadre.com/snowbirds/>
Travel to Warm & Sunny South Padre! Find Winter Hotels, Condos & More.

1/1-1/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Cold Weather/Winter Texans	106,317	163	.15%	\$7.02	\$80.88	\$1,144.70



Google AdWords

Groups/Meetings

Type: Search Network, PPC

Target Audience: Houston, Dallas-Ft. Worth, Austin, San Antonio, Rio Grande City, San Marcos

Budget: \$60.69/day

Meetings With a View

A waterfront convention center on a tropical island. South Padre!
visit sopadre.com/meetings
(mobile)

South Padre Convention

A place for birds, turtles, and business people! Get Info.
visit sopadre.com/meetings
(mobile)

Business on the Beach

Let the South Padre Island CVB plan your next meeting with a view!
visit sopadre.com/meetings
(mobile)

1/1-1/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Groups/Meetings	58,278	137	.24%	\$4.82	\$60.69	\$660.51



Bing/Yahoo

Family Spring Break

Type: Search Network, PPC

Target Audience: Texas, EXCLUDING South Padre

Budget: \$74.15/day

Spring Break Activities

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

Affordable Family Trips

www.sopadre.com
Family Spring Break at South Padre
Activities, Accommodations & More!

Best Family Spring Break

www.sopadre.com
Endless Beaches, Dolphin Watching &
More at South Padre Island!

Spring Break Family Deals

www.sopadre.com
Plan your South Padre Island Escape
Explore, Relax and Save - Book now!

Family Spring Break

www.sopadre.com
South Padre Island has Family-fun
Activities, Accommodations & More!

121-1/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Family Spring Break	20,914	516	2.47%	\$4.46	\$74.15	\$2,298.82



Bing/Yahoo

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: \$32.35/day

Texas Beach Destinations

www.sopadre.com/winter-texans
Travel to Warm & Sunny South Padre! Find Winter Hotels, Condos & More.

Trying to Escape the Cold

www.sopadre.com/winter-texans
Plan a Trip to Warm and Sunny South Padre Texas this Winter!

Texas Island Rentals

www.sopadre.com/winter-texans
Plan a Trip to Warm and Sunny South Padre Texas this Winter!

Texas Vacation Rentals

www.sopadre.com/winter-texans
Travel to Warm & Sunny South Padre! Find Winter Hotels, Condos & More.

Texas Travel Deals

www.sopadre.com/winter-texans
Travel to Warm & Sunny South Padre! Find Winter Hotels, Condos & More.

Texas Winter Travel

www.sopadre.com/winter-texans
Get Away from the Winter Cold with a Trip to South Padre TX! Get Info.

1/1-1/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Cold Weather/Winter Texan	11,064	145	1.31%	\$3.12	\$32.25	\$452.60



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: \$458.17/day

South Padre Island Spring Break
Sponsored · 🇺🇸

Wondering where to go for a cheap but fun spring break? Come to South Padre Island!

#1 Spring Break Destination
visit.sopadre.com

[Learn More](#)

South Padre Island Spring Break
Sponsored · 🇺🇸

Beach party on the cheap for spring break at South Padre Island!

Ready for Spring Break?
Visit us to learn more about S...
visit.sopadre.com

[Learn More](#)

1/1-1/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Spring Break	3,208,777	37,111	1.16%	\$0.34	\$458.17	\$12,410.46



Facebook

Family Spring Break


Type: Search Network, PPC

Target Audience: Texas, EXCLUDING South Padre

Budget: \$185.38/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 DURING ANY SEASON. VISIT SOUTH PADRE ISLAND.

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

1/1-1/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Family Spring Break	1,552,018	47,373	3.05%	\$0.12	\$185.38	\$5,746.78



Facebook

Cold Weather/Winter Texan

Type: Search Network, PPC

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

Budget: \$58.16/day

South Padre Island Spring Break
Sponsored

Need a break from the bitter winter cold?
Come visit South Padre Island!

Get Away From the Cold
Visit us to learn more about S... [Learn More](#)
visit.sopadre.com

South Padre Island Spring Break
Sponsored

Come visit sunny South Padre Island where
it's always warm!

Missing Warm Weather?
Visit us to learn more about S... [Learn More](#)
visit.sopadre.com

1/1-1/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Winter Texans	328,165	10,067	3.07%	\$0.15	\$58.16	\$1,504.39



Facebook

Nature Tourism

Type: Search Network, PPC

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

Budget: \$60.97/day

South Padre Island Spring Break
Sponsored

Experience dolphins, sea turtles and more in a mild, warm and a tropical climate.

FEEL A DIFFERENT KIND OF LIBERATION.

Nature at it's Best
Visit us to learn more about S... [Learn More](#)
visit sopadre.com

South Padre Island Spring Break
Sponsored

Plan your next vacation to one of the top ecotourism destinations, South Padre!

BIRDS, DOLPHINS AND SEA TURTLES - COME SEE RARE SIGHTINGS ALL IN ONE DAY!

Experience Nature
Visit us to learn more about S... [Learn More](#)
visit sopadre.com

1/1-1/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Nature Tourism	450,721	4,559	1.01%	\$0.17	\$60.97	\$766.42



Facebook

Mexico Accommodations

Type: Search Network, PPC


Target Audience: Mexico: Apodaca, Garcia, Guadalupe, Monterrey, San Nicolás de los Garza, San Pedro Garza García, Santa Catarina, Nuevo Leon

Budget: \$213.05/day




South Padre Island Spring Break
Sponsored

Venga a visitar South Padre Island donde chocan la belleza y la playa
See Translation




Hermoso, cálido y soleado
visit.sopadre.com [Learn More](#)



South Padre Island Spring Break
Sponsored

Cielo azul. Arena suave. Hermosas playas. El resto es todo tuyo.
See Translation



Venga a visitar la Isla del Padre Sur
visit.sopadre.com [Learn More](#)

1/1-1/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Mexico Accommodations	1,987,721	43,002	2.16%	\$0.02	\$0.00	\$848.99

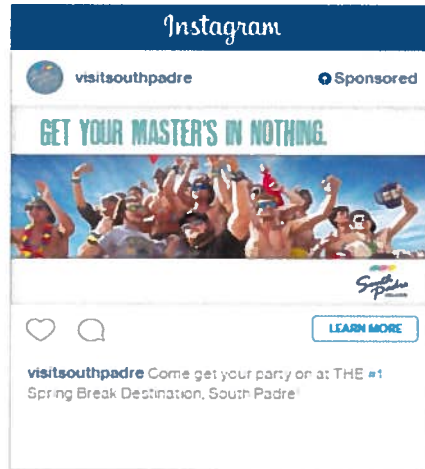
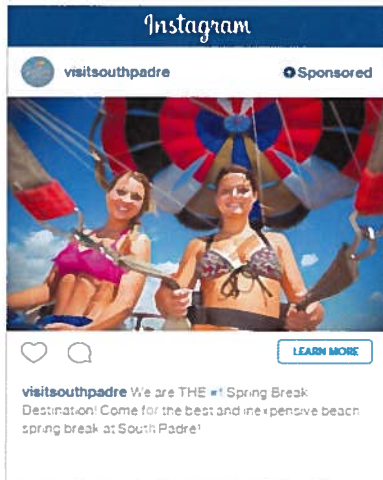
Instagram

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: \$250/day



1/1-1/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
College Spring Break	1,374,691	1,593	.12%	\$4.86	\$250	\$7,740.18

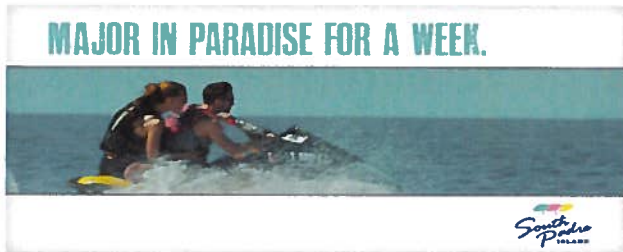


AdRoll

College Spring Break Facebook/Web Retargeting

Type: Retargeting

Budget: \$90.50/day



1/1-1/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
College Spring Break	5,789,166	802	.13%	\$3.56	\$90.50	\$2,838.74

AdRoll

Family Spring Break Facebook/Web Retargeting

Type: Retargeting

Budget: \$94.42/day

12/1-12/31 Performance

	Impressions	Clicks	CTRs	Avg Cost/click	Budget	Total Spent
Family Spring Break	21,292	21	.10%	\$5.23	\$94.42	\$109.80



Google AdWords

- Paused any keywords that had a first page bid of >\$10
- Updated any ad bids for keywords falling below the first page minimum bid
- Reviewed any opportunities for recommendations on additional keywords to add to campaign
- 'Beach Spring Break' keyword for Family Spring Break generating 47% of all impressions
- Top keywords shifting for Spring Break College still focused on 'cost effective'
- Paused Cold Weather campaign (1/14) as keyword cost high with low results
Remainder of spend reallocated to Facebook (2/1)
- Launched 'Nature Tourism' campaign (1/19)
- Launched 'Groups/Meetings' campaign (1/20)
- CPC for keywords for Groups/Meetings campaign increasing significantly (most are \$10+)
- Average Daily Clicks have increased 37% for Mexico campaign since updating with Spanish Ad Copy
- Average CTR continues to outperform previous campaigns for College Spring Break and Family Spring Break
- Reallocated daily budget for Mexico campaign to new Facebook campaign (1/26) as spend is very little (\$20+)

Bing

- Paused any keywords that had a first page bid of >\$10
- Updated any ad bids for keywords that had fallen below the first page minimum bid
- Reviewed any opportunities for recommendations on additional keywords to add to campaign
- Paused College Spring Break as performance was low compared to cost. Reallocated budget to Google AdWords (1/5)
- Paused Cold Weather campaign as performance was low compared to cost (1/14)
- Reallocated budget to Facebook for one final push (2/1)
- Not able to run Mexico campaign on Bing Ads as geographic targeting for region is not available

Facebook

- Hid any negative comments and updated creative every 2-3 days
- Viewed each ad to see how many clicks/likes/shares/comments had been done
- Guys on the Beach continues to have great performance for College Spring Break
Rotating 3 other creatives in remaining slot to continue to keep levels of clicks at/above current performance

- Nature Tourism campaign launch on 1/19
- Mexico Accommodations campaign went live on 1/26
- Reminder of Cold Weather budget moved over to Facebook Campaign (2/1)
- Moved a portion of College Spring Break Instagram campaign over to Facebook as we were not reaching daily spend budget (1/5)

Instagram

- Monitor comments and swap out creative when negative and/or advertising comments are posted
- Guys on the Beach continues to perform well (even though frequency is high) but Jet ski declined. Rotating several different creative in the ad slot.
- Reallocated some of College Spring Break budget to Facebook ads as daily budget was not being spent

AdRoll

- Paused Family Spring Break campaign as performance was very low. Reallocated budget to CPC campaigns
- Average Daily Clicks and CTR continue to slightly increase post changes
- Facebook retargeting campaign driving a lot of awareness but low CTR and clicks as compared to impressions

UNBOUNCE

College Spring Break

TAG continues to optimize the College Spring Break Unbounce page, recently including UME featured artists. In January, 245 email leads were received.

Unbounce Family Spring Break

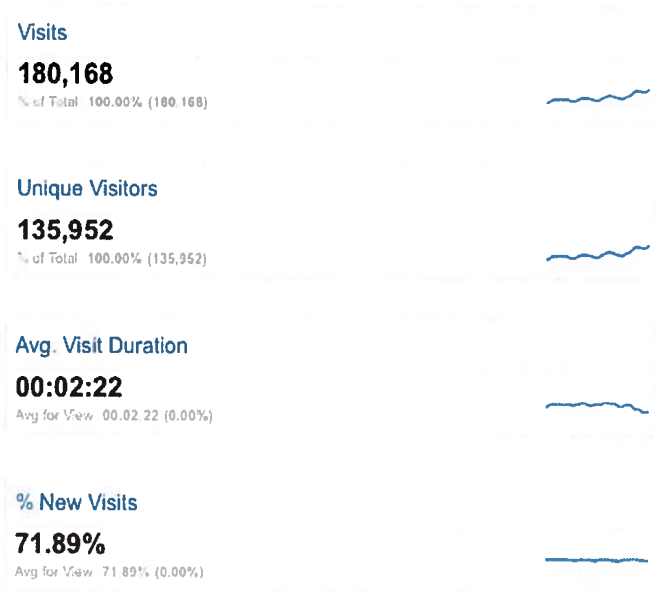
In December, 53 Unbounce email leads were received. In January, 76 email leads were received. TAG continues to optimize the page and recently added family-friendly/family-only accommodations on the page.

Unbounce Winter Texans/Cold Weather

TAG continues to optimize the Winter Texans/Cold Weather Unbounce page and continues to monitor activity. In December, SPI received 65 email leads. In January, SPI received 34 email leads.

GOOGLE ANALYTICS OVERVIEW

In January, we saw an overall increase in traffic to the website. The top pages visited were the homepage, Spring Break, Spring Break Events, Lodging, and Things To Do. We saw an increase in traffic from Canada in December and January due to our cold weather outreach. This also reflected in the breakdown of traffic by states; the top 5 states were Texas, Illinois, Minnesota, Wisconsin, and Missouri. TAG continues to examine analytics regularly, monitoring visits, bounce rates, pageviews, organic searches, AdWord campaign clicks and Unbounced link CTRs.













PAGEVIEWS/PAGES PER VISIT



HIGHEST-RANKING VISITS BY COUNTRY

Visits and Avg. Visit Duration by Country / Territory

Country	Sessions	Avg. Session Duration
 United States	154,704	00:02:36
 Mexico	15,908	00:00:45
 Canada	7,428	00:01:04
 United Kingdom	340	00:02:41
 India	193	00:01:46
 Germany	160	00:01:22
 South Korea	92	00:01:56
 Australia	74	00:01:08
 United Arab Emirates	67	00:02:01
 Brazil	60	00:01:26

HIGHEST-RANKING STATE VISITS

Visits and Pages / Visit by RegionNew Widget

Region	Sessions	Pages / Session
Texas	77,153	3.01
Illinois	7,676	3.22
Minnesota	5,860	3.58
Wisconsin	4,506	3.68
Pennsylvania	3,717	2.57
New York	3,540	2.80
Missouri	3,470	4.00
California	3,202	2.94
Michigan	2,978	3.48
Oklahoma	2,900	4.24

HIGHEST-RANKING TEXAS CITY VISITS

Visits and Pages / Visit by City

City	Sessions	Pages / Session
Houston	21,231	2.66
Dallas	9,261	2.77
Austin	4,939	2.82
San Antonio	3,628	3.46
Plano	3,145	2.64
South Padre Island	2,607	3.02
Brownsville	1,564	2.82
El Paso	1,402	2.90
McAllen	1,294	2.88
Fort Worth	1,251	3.76

PUBLIC RELATIONS UPDATE

Meetings and Planning

- Conducted Media Training Session on Feb. 3.
- Monitored Google alerts and Meltwater Buzz reports for general coverage and following up on pitches

Materials

- Secured final approval on the Travel Writer Policy.
- Secured final approval on Spring Break Events release.
- Secured approval on Canadian Traveler content.
- Secured approval on Travel Channel Blog content.

Media Pitching

- **FAM Pitching**
 - Reached out to Gabi De la Rosa, freelance travel writer for Texas Lifestyle Magazine and TexasLifestyleMagazine.com about scheduling a possible FAM visit to South Padre Island.
 - Reached out to Janis Turk, award-winning freelance travel writer based in New Orleans (originally from the San Antonio area) about hosting her for a possible FAM visit this spring or summer. She is very interested and we will discuss further once she returns from a travel assignment. Janis is a prolific travel writer and her articles

have been published in *AAA Texas Journeys*, *San Antonio Woman*, *The Chicago Tribune*, *The Dallas Morning News*, *The Houston Chronicle*, *The San Antonio Express-News*, *The Seattle Times*, *Frommers.com* and many other media outlets.

- **General Pitching**

- Sent out “Summer Fun on South Padre Island” pitch to the following travel writer/editor/blog media contacts: (*Note: these have been researched through Cision to confirm that they may be inclined to cover a travel destination such as South Padre Island*)
- Sent out “Turn Up the Volume on Spring Break” press release about UME and Isla Grand Beach Bash music events during Spring Break to all Texas and MidWest travel writers on TAG-produced media lists.

Print

- June Naylor, 360West Magazine (Ft. Worth lifestyle magazine)
- Bradford Pearson, Southwest Magazine
- Kerri Westerberg, “Escape Artists” column, The Minneapolis Star Tribune
- Jill Cassidy, The Arizona Republic
- Melissa Aguilar, The Houston Chronicle
- Audrey St. Clare, Islands Magazine
- David Monforton, AAA Going Places
- Michael Right, AAA Midwest Traveler
- Jane Wooldridge, The Miami Herald
- Amy Alipio, National Geographic Traveler
- Jenn Fields, The Denver Post
- Carl Germann, Condé Nast Traveler

Websites

- Stephanie Oswald, Travelgirl.com
- Gabe Saglie, Travelzoo.com
- Laura Begley Bloom, Yahootravel.com
- Texas Highways Magazine Online

Travel Freelancers and Bloggers

- Kimberly Suta (regular contributor to USA Today, Texas Living Magazine and others)
- Diana Kelly, freelance travel writer
- Debbie Dubrow, DeliciousBaby.com
- Dave Thompson, DavesTravelCorner.com
- Natalie Thomas, NatsNextAdventure.com

Results

- Confirmed that Gabi De la Rosa, freelance travel writer for Texas Lifestyle Magazine and TexasLifestyleMagazine.com would like to visit South Padre Island on a FAM visit that will



result in a feature article in both the print magazine and the website in early summer. She provided the press credentials required by the SPICVB Travel Writer Policy and we are currently working out the exact dates and the itinerary of activities for her visit. SPICVB CEO Keith Arnold plans to escort her on several excursions, such as a dolphin-watching tour.

- The New York Times, “Chasing Redfish off the South Texas Gulf Coast,” by Jonathan Gluck, Feb. 10, 2016.
http://www.nytimes.com/2016/02/14/travel/texas-fly-fishing-redfish.html?_r=0
- The Houston Chronicle, “Magazines tag South Padre as top spring break stop,” by Syd Kearney, Feb. 11, 2016.
<http://www.chron.com/life/travel/texas/article/Magazines-tag-South-Padre-as-top-spring-break-stop-6824462.php>
- USA Today, “10 Most Popular Spring Break Destinations,” Jane Reynolds, Feb. 17, 2016.
<http://www.usatoday.com/story/travel/destinations/2016/02/17/spring-break-hotels/80461382/>
- WTSP (Tampa), “10 Most Popular Spring Break Destinations,” Feb. 17, 2016.
<http://www.wtsp.com/story/news/local/florida/2016/02/17/10-most-popular-spring-break-destinations/80493616/>
- Canadian Traveler, “10 Active Ways to Fill a South Padre Holiday,”
http://www.canadiantraveller.com/10_Active_Ways_To_Fill_a_South_Padre_Holiday
- Travel Channel Blog, ““What You Need to Know Before You Head Out for Spring Break: Safety and Common Sense Tips and Hacks for Millennials.”– Link coming soon. TAG to provide as soon as it goes live.
- Texas Highways – Events Page, Spring Break -
<http://www.texashighways.com/events/?selectedEvent=29247754>

ADDITIONAL UPDATES/UPCOMING PROJECTS

- SPI Brand Campaign in Development
- January launch of Spanish-language Unbounce landing page
- January launch of B2B Unbounce landing page
- March Texas Monthly ad
- Semana Santa PPC campaign (January and February)
- Continued updates to PPC/Paid Social Media campaigns
- General Tourism Advertising/Coop Program development
- Social Media Audit (present to SPI CVB team in February)
- SPI CVB Media Training at TAG (February 3)

the**atkins**group

Strategic Brand Communications

Q1 Strategy & Targets

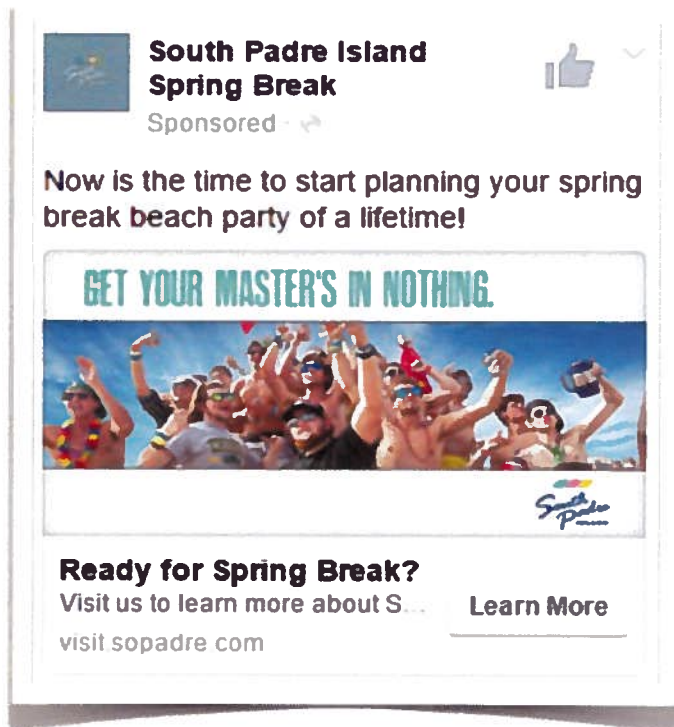
Spring Break Collegiate Outreach

Budget: \$154,000

Channels: PPC, Social, Retargeting, Print

Markets: Over 100 Colleges in Texas & Upper Midwest

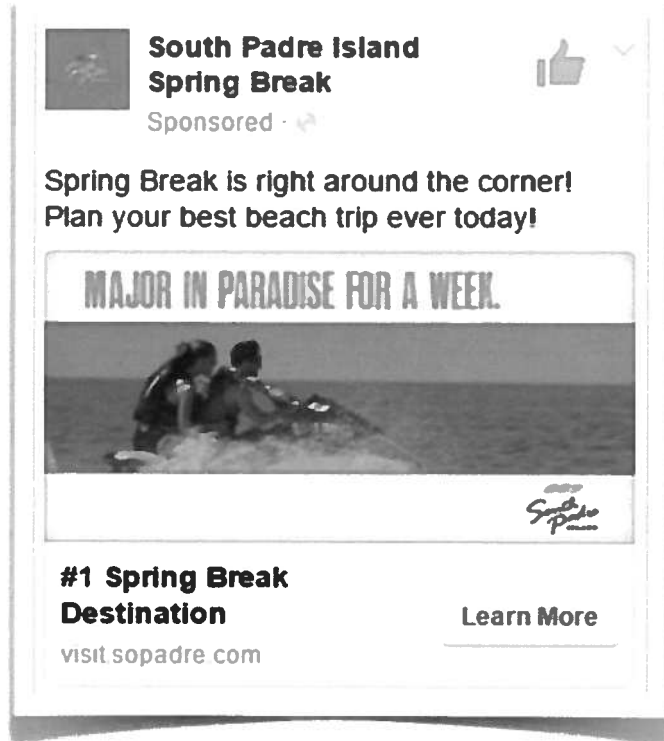







Facebook

Consistently generated around 400 clicks/engagements per day

General comments state that they find the ad amusing





**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.





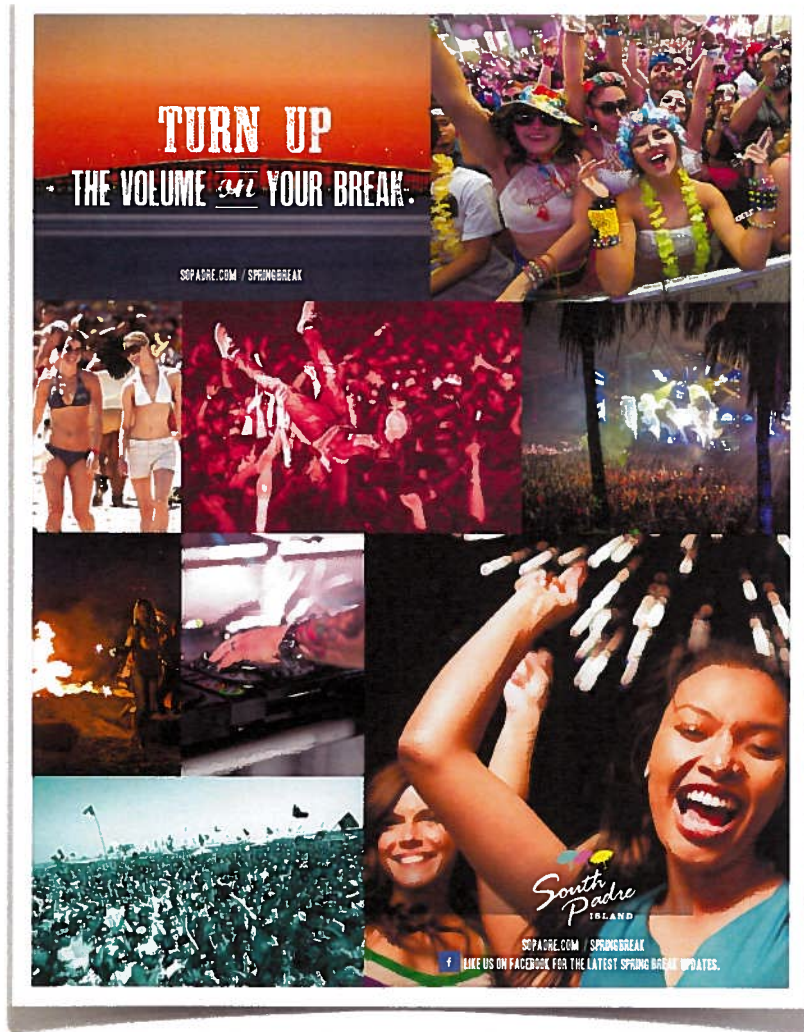
**#1 Spring Break
Destination** [Learn More](#)

[visit.sopadre.com](#)

Facebook

Consistently generated around
400-500 clicks/engagements
per day

Good CTR with 1.31% vs. less
than 1% with old creative



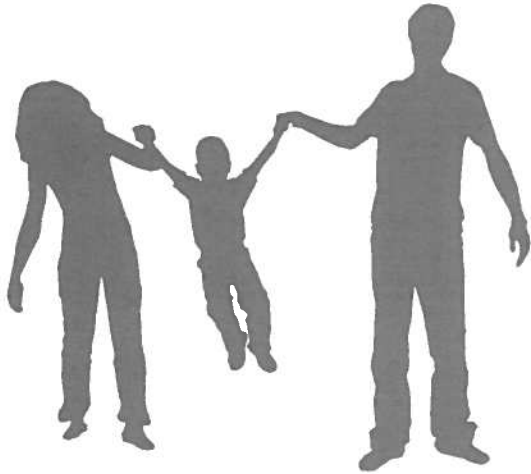
Spring Break Guide

Reach of over 500,000 distributed to over 150 colleges/universities across 25 states and Canada

Other Highlights

- Updated Facebook Campaigns with new and fresh creative (old creative generated negative comments)
- Updated SB Unbounce page with new background and added widgets with links to more information above the fold (229% increase in through rate post changes)
- Launched College SB Instagram Campaign; 7,000 clicks
- Unbounce SB Emails: 1,191; SB Sopadre Emails: 1,196

Spring Break Family Outreach



Budget: \$50,200

Channels: PPC, Social, Retargeting

Markets: Texas



Facebook

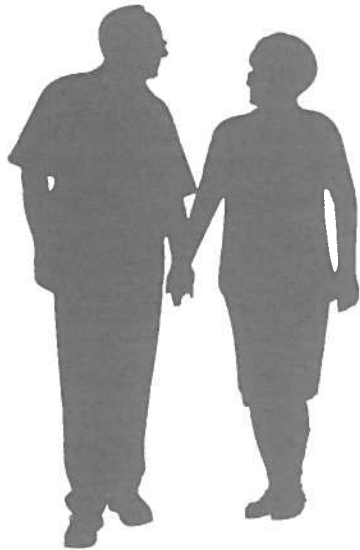
Launched the Facebook campaign on 11/20

6,579 Clicks/2.74% CTR to the Unbounce site

Other Highlights

- Texas; Primarily women, age 25-49, with children
- Unbounce SB Family Emails: 162, with 76 in January
- “South Padre Island is a great place to visit and enjoy an extended family vacation, but NOT during spring break.”
- “I would not advise anyone with a family to use there spring break here. Nothing but college drunk kids at night and hung over kids in the noon time.”

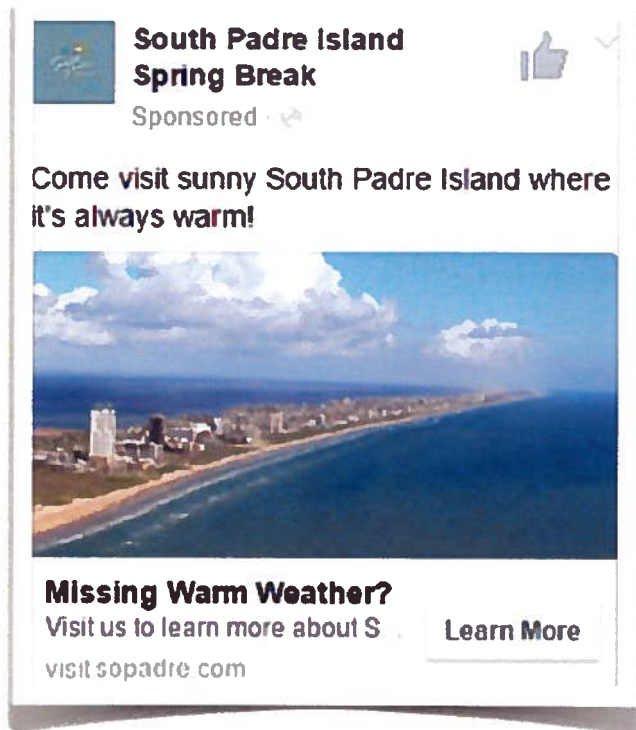
Cold Weather/Winter Texans Leisure Outreach



Budget: \$224,800

Channels: PPC, Social, Retargeting,
Display, Print

Markets: Upper Midwest and Canada



Facebook

Launched the Facebook campaign on 12/7, second creative added 12/8

Beach shot creative drove engagement up 100%

SPECIAL ADVERTISING SECTION



Visit South Padre,
AN ISLAND THAT FEELS LIKE YOUR OWN.



Private islands can be hard to come by. Fortunately, there is one that awaits you... or at least seems that way. Visit South Padre Island and find fewer crowds than other tropical destinations. You'll discover enough sand, sun and quiet oceanfront for a weekend or a longer excursion, all of which can be best enjoyed by allowing calm waves to provide the

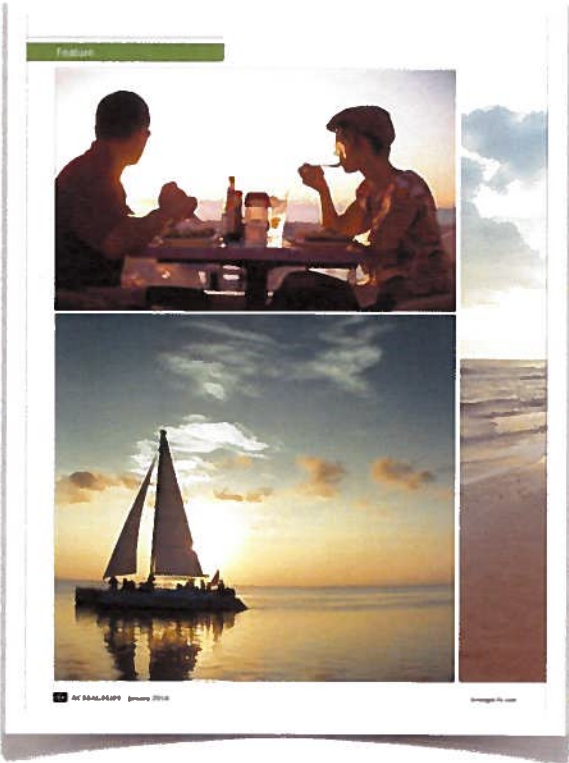
perfect backdrop for a romantic getaway or a busy day fishing. You won't be far from the best dining, golfing, shopping and spas available, no matter where you are on the island. So there is no need to plan. Just show up and enjoy. After all, that's how it should be when you've got an island to yourself. Explore your next escape at sopadre.com.

AARP Magazine

Reaching over 3.2 million impressions from retirees age 60-69 with expendable income in the Illinois, Michigan, Wisconsin and Missouri markets

Negotiated 34% discounted rate

Public Relations



Rio Grande Valley Leisure Outreach



Budget: \$88,100

Channels: Cable, Radio, Print

Markets: Rio Grande Valley

Radio

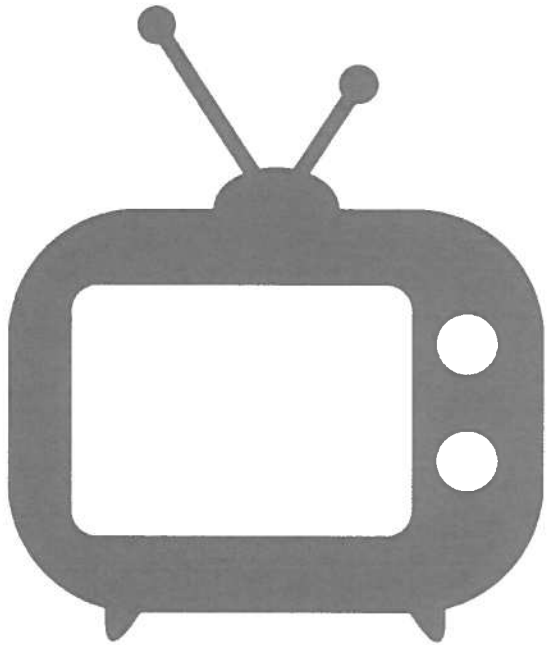


Provided music

Station produced

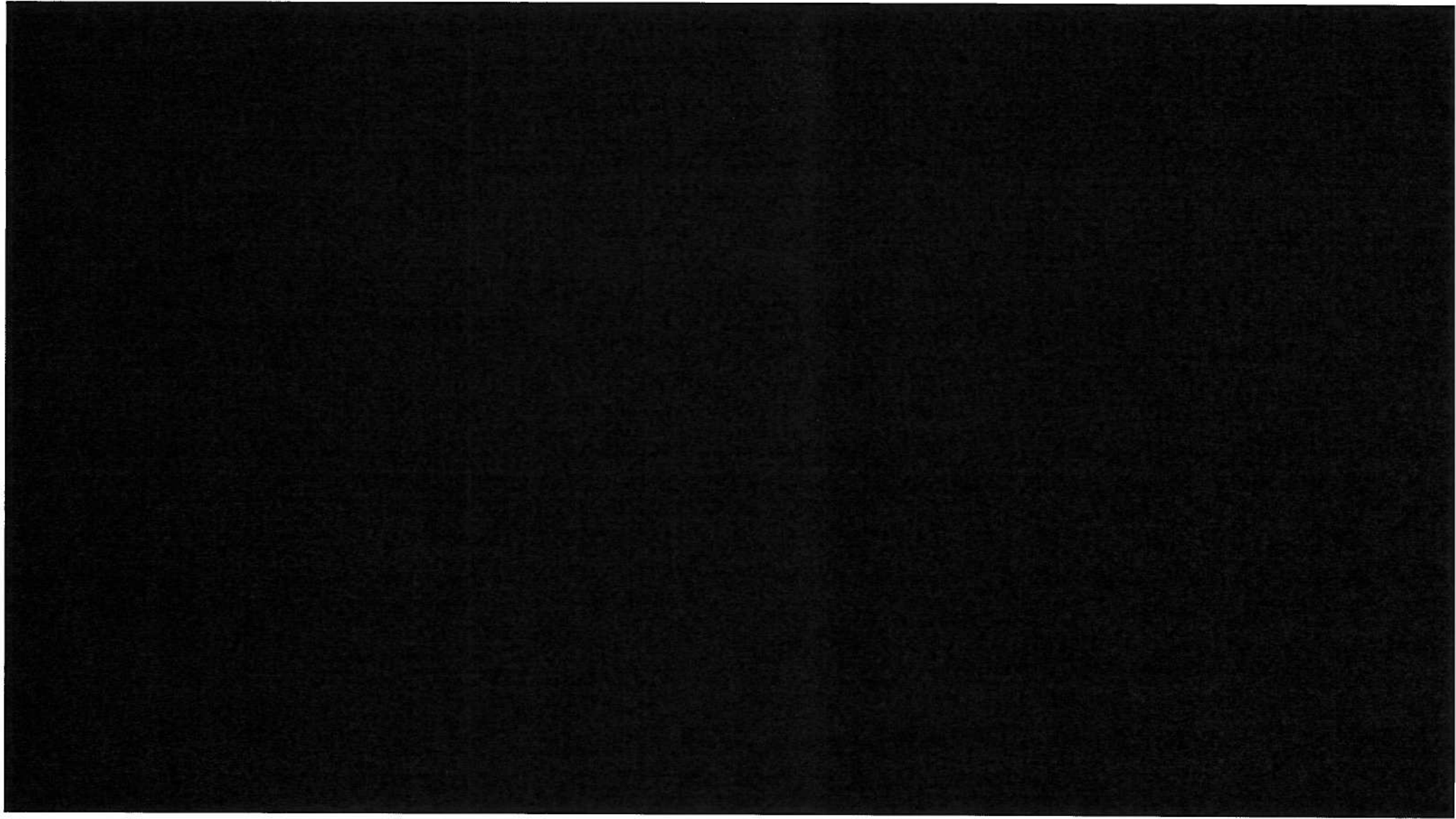
KBFM, KTEX, KGBT, KVLV

Cable



Worked from current footage

Cable in RGV



Mexico

Leisure Outreach



Budget: \$174,100

Channels: PPC, Retargeting, Cable,
Radio, Print, Outdoor,
Brand USA Co-Op

Markets: Monterrey

ESCÁPATE A UNA ISLA TROPICAL SIN IR MUY LEJOS.

Y te está llamando a casa. Visita sopadre.com

South Padre ISLAND

The advertisement features a central image of a family (father, mother, and child) walking hand-in-hand on a beach. In the top right corner, there is a small inset image of hands holding pills. In the bottom left corner, there is a small inset image of a sea turtle. Below the main image is a map of South Padre Island with a red line indicating a route from Monterrey, Mexico, through the Rio Grande, and across the island. The text 'South Padre ISLAND' is written in a stylized font with a colorful umbrella icon above the word 'Padre'. At the bottom, there is a call to action: 'Y te está llamando a casa. Visita sopadre.com'.

El Norte

Outreach in Monterrey market

137,592 impressions

Other Highlights

- Updated Mexico PPC with Spanish keywords and ad copy
- January launch of Spanish-language Unbounce landing page
- Targeting winter travel and Semana Santa

Groups & Meetings

B2B Outreach

Budget: \$114,600

Channels: PPC, Retargeting, Display, Eblasts, Outdoor, Print

Markets: Texas, Touch States, Austin, RGV



MEETINGS ARE BETTER WITH A VIEW.

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

Rio Grande
South Padre ISLAND

Longitude 21 West from Washington 19
10-24AM G 10-26AM H 10-32AM I 10-36AM J 10-40AM K 10-44AM L 10-48AM M 10-52AM N

Texas Meetings & Events

Over 47,500 impressions reached

Public Relations

30 PLANNING TIPS FOR 2016
Industry leaders share their
inspirational wisdom.

JOURNEY TO GEORGETOWN
Take in the city's most beautiful town square,
along with art, history and world-class game art!

texas

meetings + events

Carefully
CRAFTED

A NEW COCKTAIL CULTURE IS
SPARKING EVENTS WITH LOCAL SPIRITS

SPECIAL ADVERTISING SECTION

Experience an active destination and vibrant business with the sole purpose of evening guests have all over the globe. Their renowned Club and Conference Center is located just blocks from the heart of the city and is connected to a number of hotels, restaurants, bars and clubs and nightlife.

The grade of the CVH has 35,000-square-foot building offers meeting space for a dozen attendees to an impressive 11,000-square-foot conference exhibit hall. Designed in a modern style, the space main center offers the latest conference capabilities. To make your business complete, a number of member businesses offer catering, equipment rental, photography and other services. Meetings, retreats and networking events have often alternative meeting spaces or corporate retreat options.

New Braunfels is a city that's built for reputation, so it's easy to have something to please everyone on your roster. During the summer months, the steel town remains so dotted with lakes, culture, fisherman and pavement, and the city boasts Lake Travis—one of the nation's best water parks. Shoppers will find the perfect

venues or one of the downtown business or antique shops, while night anglers will find the many fish docks nearby. For families, the city features an exciting water park, engaging exhibits, a museum, and a brand new drive-in Theater. Restaurants of every flavor are scattered throughout the city so no one goes hungry.

The New Braunfels Convention and Visitors Bureau wants to help make your next event a success, whether it's a meeting, destination event or just a family reunion.

City of South Padre Island
Coastlines & Waters Beyond

The City of South Padre Island boasts the widest, cleanest beach in Texas and is not an empty just steps away from world-class beach activities, nature trails, world-famous sunset, live entertainment and more. Offering a variety of recreational activities for meeting groups and families of all ages, please visit our website for more information on all the activities and events.

"The exceptional service of South Padre Island great group visitors can come to the wide range of activities in the destination," says CVB Director Kent Arnold. "Also, the island easily accessible from

is activities can help build connections for meetings and associations in many situations and shared because they can build a family reunion around the business activities scheduled."

From getting transportation to getting things done to group bookending lessons, South Padre Island offers unique experiences to groups of all ages and interests. If your group is an active community looking to live more at the South Padre Island Golf Course, scheduling a recreational meeting reception on the beach, or enjoying a hands-on class or laboratory for outdoor and outdoor water activities.

If your group needs a break from meetings, consider a nature tour or dolphin watch excursion at Laguna Atascas Bay or a guided tour of Sea World, Inc., a separate organization dedicated to the rescue and protection of Kemp's Ridley Sea Turtles. Also, the South Padre Island Bowling and Tennis Center can organize a guided fishing tour for your group to explore 2,000-hour tour of bass and steelhead and a two-story tower with spectacular 360-degree view of the island.

Contact your group's stay with a visit to the Shark Diving Preserve. It's a world-class region of a 17th-century

DURING YOUR NEXT BREAKOUT SESSION, GRAB SOME WATER.

Our state-of-the-art event destination center has a state-of-the-art clubhouse of 45,000 sq ft and 100 private, restaurant-quality event spaces. Call (800) 677-7029 to book your meeting at New Braunfels. South
www.newbraunfels.com

MEET
In **New Braunfels**
COMING

MEETINGS ARE BETTER WITH A VIEW.

Paradise isn't far away. We'll organize your meetings
956-763-8199

South Padre
Island

Other Highlights

- January launch of Groups & Meetings Unbounce landing page
- Additional media launched Jan., heavy in Feb. and March
- Prep for May FAM



Website

Q1 Sopadre Visits:
271,068

7.57% over last FY

Launched!

Brand Development

Brand Platform South Padre Island

WHAT WE PROMISE

We give you a true tropical Island escape.

Brand Platform

South Padre Island

WHAT WE OFFER

South Padre Island is the only Island destination in Texas with blue clear water, warm tropical weather, and miles of beautiful beaches. Whether you come for water, nature, active sports, or just to chill, you will leave with that one-and-only “get away feeling” of Island life and memories to last a lifetime.

Brand Platform

South Padre Island

HOW WE DO IT

At a half mile wide and less than 6 miles long, South Padre Island offers an amazing amount of diverse activity: from enjoying the beach to water parks, skydiving and windsurfing, to bird and turtle watching, hunting, fishing, running and biking, to just relaxing and enjoying the best sunset and rise in Texas, it's all here.



theatkinsgroup

Thank You