

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

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

**Wednesday, August 24, 2016**  
9:00 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> 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 July 21, 2016 Regular Meeting.
- 5) Presentation of Post Report from Special Events: (Arnold)
  - a. 2016 Summer Longest Causeway Run & Fitness Walk
- 6) Discussion and action regarding application for funding requests on new or returning special events:
  - a. Winter Outdoor Wildlife Expo (WOWE)
- 7) Presentation and possible discussion concerning the CVB Director's Summary Report. (Arnold)
  - a. Departmental Updates
    - \*Administrative Updates
    - \*Group Sales Updates
    - \* Financial Updates
    - \*Communication Updates
- 8) Presentation and possible discussion concerning the Atkins Group Report.
  - a. FY17 Media and Marketing Plan
  - b. July 2016 Marketing Report
- 9) Discussion and action concerning renewal of the Atkins Group 2016-17 contract.
- 10) Set new meeting date for September 2016.
- 11) Adjourn.

DATED THIS THE 19th DAY OF AUGUST 2016.

  
\_\_\_\_\_  
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 August 19, 2016, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

  
\_\_\_\_\_  
Rosa Zapata, CVB Executive Services Specialist

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



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

**MEETING DATE:** August 24, 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 July 21, 2016 Regular Meeting.

**RECOMMENDATIONS/COMMENTS**

Approve Consent Agenda

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

**THURSDAY, JULY 21, 2016**

**I. CALL TO ORDER.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Thursday, July 21, 2016 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A full quorum was present: Vice-Chairman Joe Ricco, Bill Donahue, Jimmy Hawkinson, Will Greenwood, Arnie Creinin, Bill Donahue and Sean Till. Also present Ex-Officio Michael Jones, Jose Mullet and Robert Salinas.

City Council Members present was Dennis Stahl.

City staff members present were Interim City Manager Darla Jones, CVB Director Keith Arnold, CVB Accountant Lori Moore, Business Development Director Michael Flores and Sales Manager Judith Lynn.

**II. PLEDGE OF ALLEGIANCE.**

Chairman Wally Jones led the Pledge of Allegiance.

**III. PUBLIC ANNOUNCEMENTS AND COMMENTS:**

Public comments were given at this time.

**IV. CONSENT AGENDA:**

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

- a. Approval of minutes June 22, 2016 Regular Meeting and Workshop.
- b. Approve excused absence from Board Member Arnie Creinin for May 24, 2016 Regular CVA Board Meeting.
- c. Approve excused absence from Board Member Bill Donahue for June 22, 2016 Regular CVA Board Meeting. Approval of minutes May 24, 2016 Regular Meeting.

**V. DISCUSSION AND ACTION CONCERNING PROPOSED STAFF INCENTIVE PLAN.**

Chairman Jones made the motion, seconded by Board Member Donahue to approve the Proposed Staff Incentive Plan. Motion carried on a unanimous vote.

**VI. PRESENTATION AND POSSIBLE DISCUSSION CONCERNING THE CVB DIRECTOR'S SUMMARY REPORT.**

Presentation was given by CVB Director Keith Arnold.

- a. Departmental Updates  
\*Administrative Updates

- \*Group Sales Updates
- \*Marketing/Advertising Update (TAG Report)
- \* Financial Updates
- \*Communication Updates
- b. Update 4<sup>th</sup> of July Fireworks
- c. Amphitheater Study Update
- d. Multi-Modal Visitors Center Update
- e. Visitor Profile Research Study Update
- f. UME Status/Update

**VII. DISCUSSION AND POSSIBLE ACTION CONCERNING THE PROPOSED 2016 CONTINGENCY BUDGET ADJUSTMENTS.**

Chairman Jones made the motion, seconded by Board Member Donahue to approve the Proposed 2016 Contingency Budget Adjustments. Motion passed on a 6-1 vote with Board Member Till casting a nay vote.

- a. August Spring Break Proposal
- b. Airport-Airline Advertising Proposal
- c. TripAdvisor Premium Destination Sponsorship

**VIII. PRESENTATION AND POSSIBLE DISCUSSION CONCERNING THE ATKINS GROUP REPORT.**

Presentation was given by Steven Atkins.

**IX. DISCUSSION AND ACTION REGARDING APPLICATION FOR FUNDING REQUESTS ON NEW OR RETURNING SPECIAL EVENTS:**

Board Member Donahue made the motion, seconded by Board Member Greenwood to approve \$2,500 for the marketing and \$1,000 for the SPI logo on the tent trailer.

- a. Texas Gulf Surfing Association

Board Member Hawkinson made the motion not to fund. No second motion was given. Motion failed. Vice-Chairman Ricco made the motion, seconded by Board Member Creinin to approve \$15,000 with the condition South Padre Island is mentioned as a title sponsor next to Port Isabel which includes all printed media and website. Motion passed on a 6 to 1 vote with Board Member Hawkinson casting a nay vote.

- b. Port Isabel Chamber of Commerce-33<sup>rd</sup> Annual Longest Causeway Run & Fitness Walk

Board Member Donahue made the motion, seconded by Chairman Jones to approve \$15,000 plus if we have the opportunity to get Ginger Zee \$10,000. Motion carried on a unanimous vote.

- c. Urban Science Initiative Inc.-National Tropical Weather Conference

Vice-Chairman Ricco made the motion, seconded by Board Member Creinin to fund the request amount. Motion carried on a unanimous vote.

- d. Coastal Conservation Association Texas

Vice-Chairman Ricco made the motion, seconded by Board Member Creinin to approve \$20,150 without the Convention Centre or \$17,750 with the Convention Centre. Motion carried on a unanimous vote.

- e. B&S Kites

Board Member Donahue made the motion, seconded by Board Member Greenwood to fund the

\$10,000. Motion carried on a unanimous vote.

f. Splash South Padre

Board Member Till made the motion, seconded by Board Member Creinin to approve the \$5,000 in funding. Motion carried on a unanimous vote.

g. RGV Hunting & Fishing Expo

Board Member Creinin made the motion, seconded by Board Member Till to approve the funding request. Motion carried on a unanimous vote.

h. SPI Lantern Festival

Vice-Chairman Ricco made the motion, seconded by Board Member Creinin to approve the funding request. Motion carried on a unanimous vote.

i. Open Water Festival

Vice-Chairman Ricco made the motion, seconded by Board Member Creinin to approve the \$35,000 in funding. Motion carried on a 6 to 1 vote with Board Member Hawkinson casting a nay vote.

j. Clayton Brashear-Sandcastle Days 2016

Board Member Creinin made the motion, seconded by Board Member Greenwood to approve funding. Motion carried on a unanimous vote.

k. SPI Bikefest

Vice-Chairman Ricco made the motion, seconded by Board Member Greenwood to fund the event for \$55,000. Motion failed on a 6 to 1 vote with Vice-Chairman Ricco casting a yay vote.

Board Member Creinin made the motion, seconded by Board Member Donahue to fund the event for \$50,000 which is \$35,000 in marketing and \$15,000 in kind services. Motion carried on a unanimous vote.

l. Magic Valley Riders

Vice-Chairman Ricco made the motion, seconded by Board Member Donahue to approve \$50,000. Motion carried on a 4 to 3 vote with Board Members Hawkinson, Donahue, Greenwood casting a nay vote.

m. Free Livin Entertainment Inc. DBA Inertia Tours

Vice-Chairman Ricco made the motion, seconded by Board Member Donahue to approve \$25,000. Motion carried on a 6 to 1 vote with Board Member Hawkinson casting a nay vote.

n. CMG Media Agency LLC/Studentcity.com

**X. SET NEW MEETING DATE FOR AUGUST 2016.**

New meeting date was set for August 24, 2016.

**XI. ADJOURN.**

There being no further business, Chairman Jones adjourned the meeting at 12:45 p.m.

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Rosa Zapata, CVB Executive Services Specialist

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Wally Jones, CVA Chairman

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

**MEETING DATE:** August 24, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Presentation of post report from special events:

- a. 2016 Summer Longest Causeway Run & Fitness Walk

**ITEM BACKGROUND**

Copies of paid receipts were submitted to the CVB. The report is available upon request.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

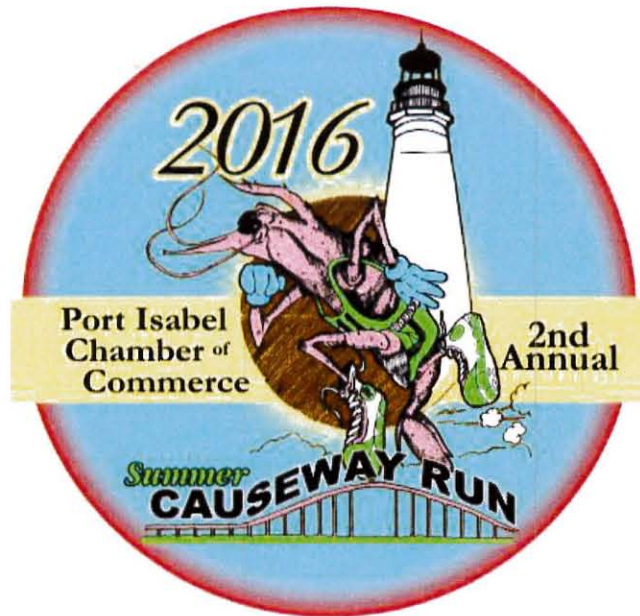
**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**



Port Isabel Chamber of Commerce  
421 Queen Isabella Blvd  
Port Isabel, TX 78578

Betty Wells  
President  
956-943-2262  
956-561-1052



**POST EVENT REPORT FORM  
HOTEL OCCUPANCY TAX FUNDING**

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**Post Event Report Form**

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Date: July 12, 2016

**Organization Information**

Name of Organization: Port Isabel Chamber of Commerce

Address: 421 E. Queen Isabella Blvd.

City, State, Zip: Port Isabel, TX 78578

Contact Name:- Betty Wells

Contact Phone Number: 943-2262

Contact Cell Phone Number: 561-1052

**Event Information**

Name of Event or Project: 2nd Annual Summer Longest Causeway Run & Fitness Walk

Date of Event or Project: June 4, 2016

Primary Location of Event or Project: Port Isabel/South Padre Island Amount

Requested: \$ 15,000

Amount Received: \$ 15,000

How were the tax funds used: (attach list of hotel tax funded expenses and receipts showing payment)

Advertising (Electronic--Radio & TV) & Gold Level Sponsorship

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How many years have you held this Event or Program: - 2

**Event Funding Information**

1. Actual percentage of funded event costs covered by hotel occupancy tax: 25%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 0
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): 0
4. If staff costs were covered, estimate of actual hours staff spent on funded event: \_\_\_\_\_
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?  
Yes: \$15-\$35; Net profits will be used for pre-event costs and advertising  
\_\_\_\_\_  
\_\_\_\_\_
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

**Event Attendance Information**

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): 2,500
2. What would you estimate as the actual attendance at the event? 1673
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 500+
4. How many room nights do you estimate were actually generated by attendees of this event? 500+
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?

This Year \_\_\_\_\_  
Last Year \_\_\_\_\_  
Two Years Ago \_\_\_\_\_  
Three Years Ago \_\_\_\_\_

6. What method did you use to determine the number of people who booked rooms at \_\_\_\_\_ South Padre Island hotels {e.g.; room block usage information, survey of hoteliers, total attendance formula, zipcode information, etc.}?

Survey results; percentage of participants who said they stayed on South Padre Island

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7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? \_\_\_\_\_ If the room block did not fill, how many rooms were picked up? No

### **Event Promotion Information**

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper:	\$ <u>In kind</u>
Radio:	\$ <u>2090</u>
TV:	\$ <u>6,570</u>
Other Paid Advertising:	\$ <u>6,000</u>

Number of Press Releases to Media \_\_\_\_\_

Number Direct Mailings to out-of-town recipients 3

Other Promotions Social Media: Facebook, Twitter, Instagram

2. Did 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
3. Did you negotiate a special rate or hotel/event package to attract overnight stays?  
No
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

Weekly emails; social media, virtual event bags

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- 5 Please attach samples of documents showing how \_\_\_\_\_ South Padre Island was recognized in your advertising/promotional campaign
  
- 6 Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.
  
7. Please note any other success indicators of your event:  
 50% plus increase over last year; survey results  
 \_\_\_\_\_  
 \_\_\_\_\_

***Sporting Related Events***

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? \_\_\_\_\_
  
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? \_\_\_\_\_
  
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

***Additional Event Information***

What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc?

Alex Avalos Printing, Schlitterbahn, Isla Blanca Park  
 \_\_\_\_\_  
 \_\_\_\_\_

**Please Submit no later than (insert deadline) to:**

Betty Wells, Port Isabel Chamber of Commerce  
 \_\_\_\_\_  
 (fill in name, contact person, and address of your city or entity overseeing use of hotel tax)

# Event Registration Fees

Student - \$15.00

Military - \$15.00

10k Run - \$30.00

5k Walk - \$25.00

\*Add \$5 during late registration

-First 1500 participants to check in will receive an event T-Shirt

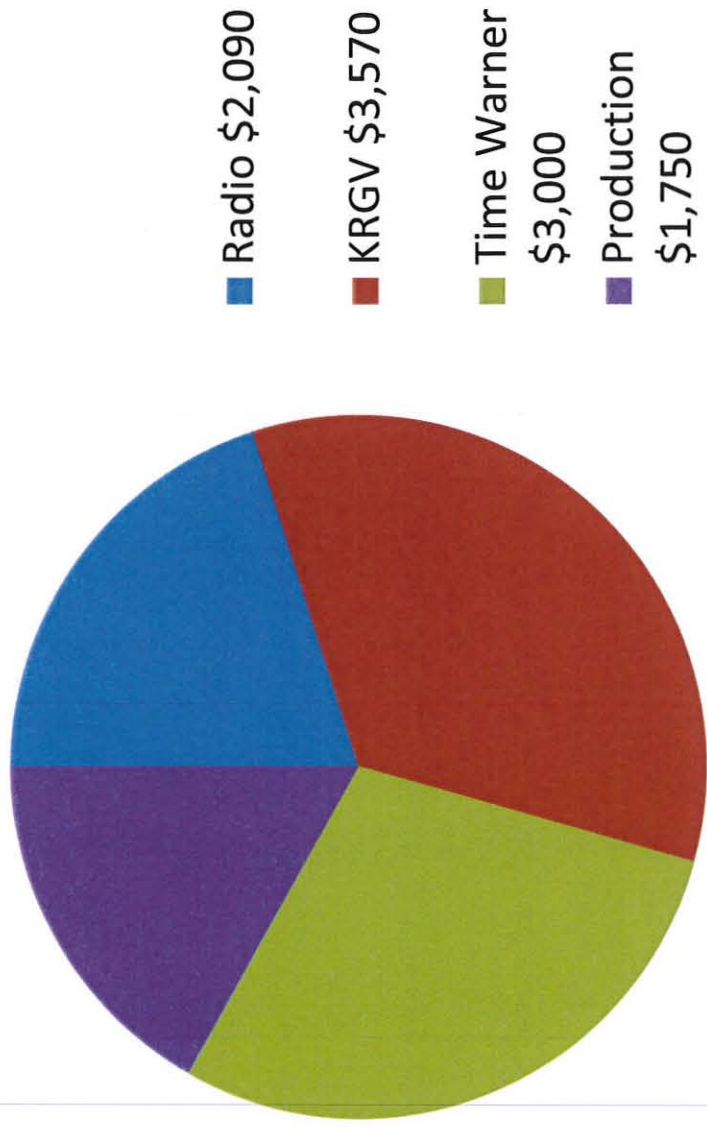
-Participation medals to every person to cross the finish line



# Gold Level Sponsorship \$5,000

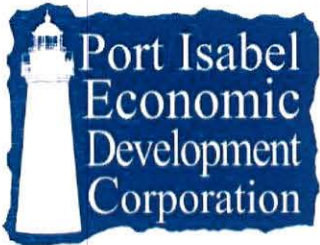
- 12 Complimentary Event Registrations
- 6 Complimentary Event T-Shirts
- Access to participants' contact information
- Promotional & Informational emails including Sponsor's Logo
- Company representative at Awards Ceremony for trophy presentation & special recognition
- Sponsorship participation announced during the event
- Event signage with large Sponsor Logo
- Sponsor Logo on event T-Shirt
- Sponsor Logo in event registration print material
- Event advertisement, including print & television with Sponsor Logo
- Event posters displayed in storefronts with Sponsor Logo
- Virtual Event Bags. Before, During & After event
- Website event material includes Sponsor Logo and link

# 2016 Summer Longest Causeway Run & Fitness Walk



# Commercial Screenshot

416-TV



**Saturday June 4th  
Register NOW!**



[www.PortIsabelChamber.com](http://www.PortIsabelChamber.com)

1-800-527-6102, (956)943-2262



# Event Website Screenshot



PORT ISABEL PRESS SOUTH PADRE PARADE



**Thank you to our sponsors!**

Subsea7, Schlitterbahn, City of Port Isabel, Port Isabel Economic Development Cooperation, City of South Padre Island, TX & the Port Isabel South Padre Island Press/South Padre Parade Texas LNG

**Congratulations to all Runners & Walkers who participated in our 2nd Annual Summer Causeway Run!**



# 20% Sampling of Participants

First time participants in any Causeway

Runs:

55% Yes

45% No

How many non participants traveled with you:

42% Traveled Alone

20% Brought 1 Friend

13% Brought 3 friends

13% Brought 4 friends

12 Brought 2, 5, 6 or more

Overnight stay:

58% No overnight stay

32% South Padre Island

10% Port Isabel

Dining options

53% Both Port Isabel & South Padre Island

26% South Padre Island

19% Port Isabel

2% Neither

How did you hear about this event?:

50% Social Media

28% Friend or family

22% Other, including Direct Mail, TV, Active.com

Plan on participating in January's Run:

68% Yes

29% Maybe

3% No

Knowledge of January's Run?:

10% No Knowledge

90% Had heard of the event

How many run/walk participants in your part?

Ranged from 1-20

Most frequently: 2

# Facebook Advertising

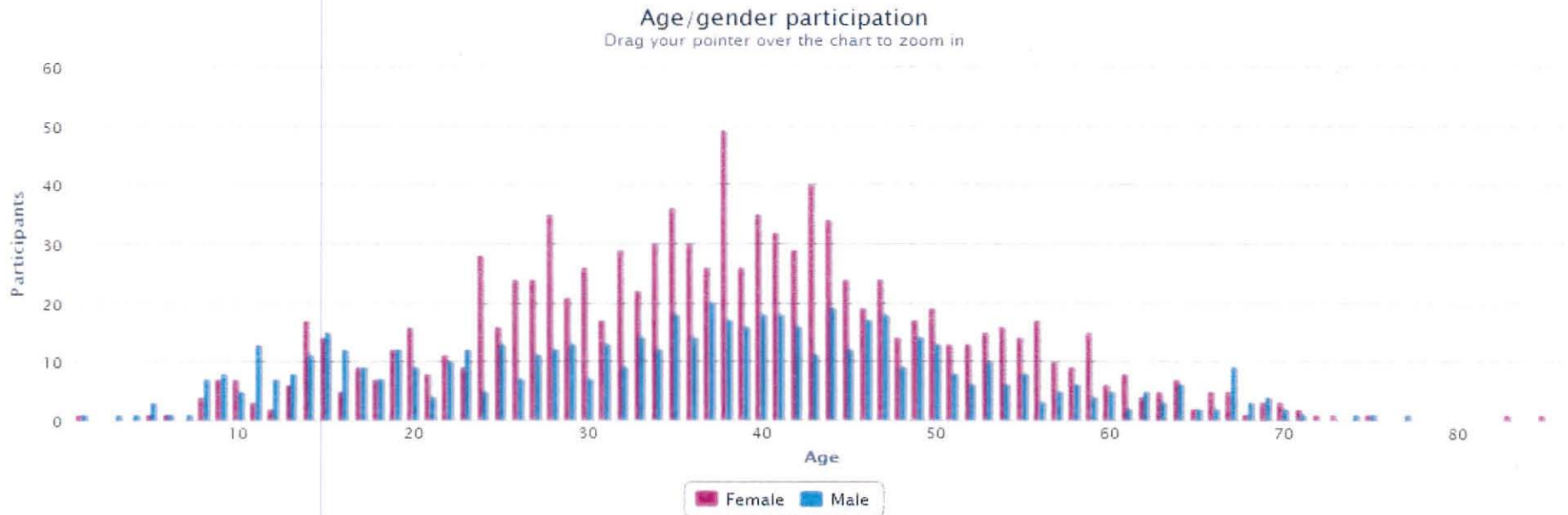
**Highest Impression:** Female 25-44

**Device:** Android (almost 2 to 1) over iPhone, Least common: Desktop

**Most popular ad:** Of the 5, the two picturing the bridge were by far the most popular

**Time of the most effective reach:** 10-11pm

**602 Event responses**  
**64,506 reached**

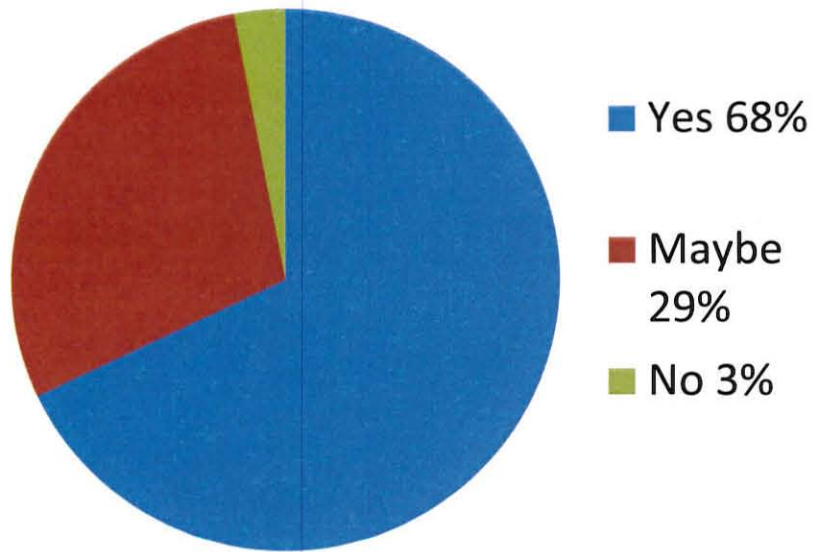


# 8x8 'Step & Repeat' Banner

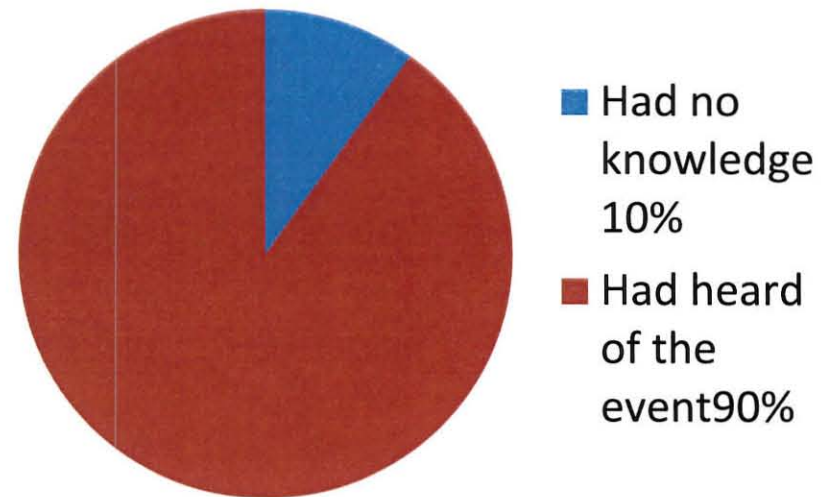


# Survey Results

Plan on participating in January's Run?

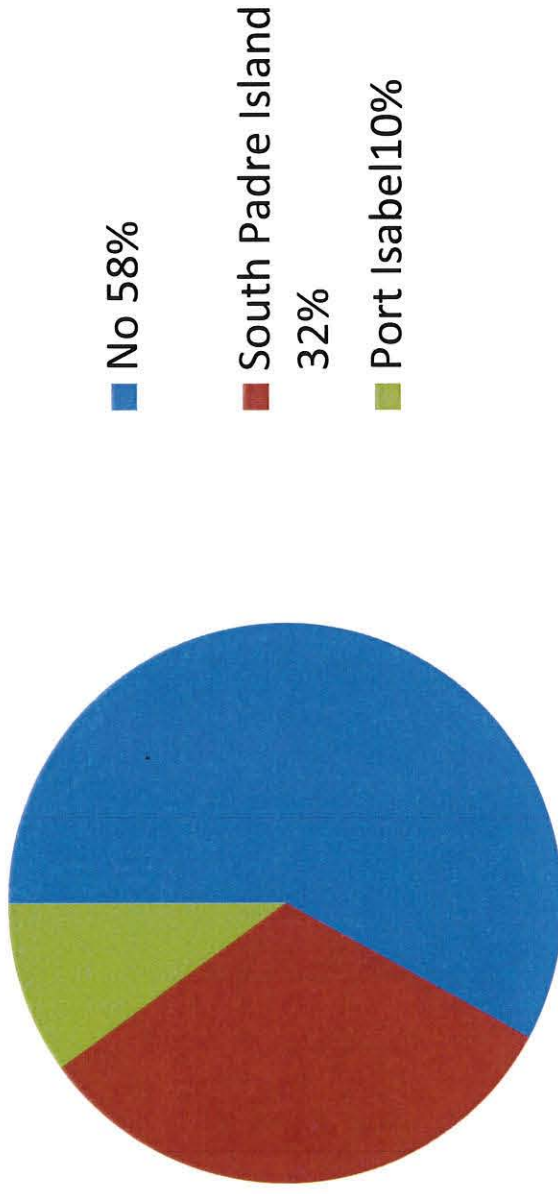


Knowledge of January's Run?



# Survey Results Cont.

## Overnight Stay



**Our Sponsors**

POWERED BY **ACTIVE** | *Virtual event bags*

THINGS TO DO | YOUR BRANCH | BOATS | COMPLIANCE POLICY | COVID POLICY | SECURITY

© 2021 ACTIVE NETWORKS, LLC. ALL RIGHTS RESERVED. ALL LOGOS ARE THE PROPERTY OF THEIR RESPECTIVE OWNERS.

subsea 7

South Padre ISLAND

SCHLITZERBAHN  
SOUTH PADRE ISLAND, TEXAS

Port Isabel Economic Development Corporation

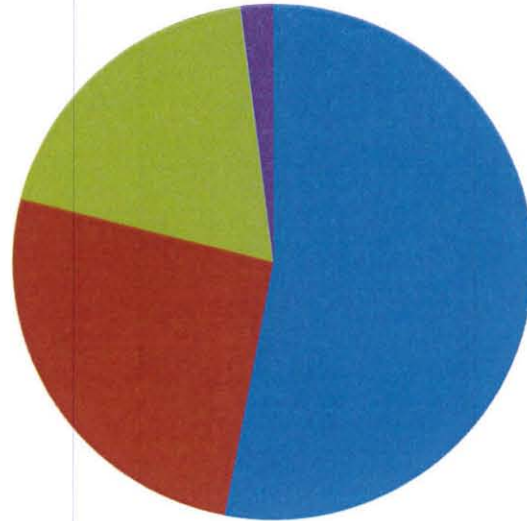
REAL PRESSURE

TEXAS LNG

\*\* Screenshot from Virtual Event Bags

# Survey Results Cont.

## Dining Options



■ Both Port Isabel & South Padre Island 53%

■ South Padre Island 26%

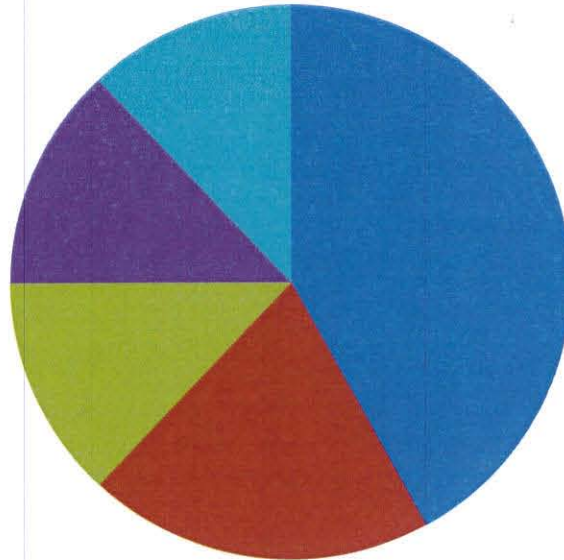
■ Port Isabel 19%

■ Neither 2%



# Survey Results Cont.

## How Many Non Participants Traveled with You?



- Traveled Alone 42%
- Brought 1 Friend 20%
- Brought 3 Friends 13%
- Brought 4 Friends 13%





## 2016 Summer Longest Causeway Run Fitness Walk

	A	B
1		<b>2016</b>
2	In Kind contributions:	\$17,500.00
3		
4	Income:	
5	Corporate Sponsor*	\$21,500.00
6	Entry Fees	\$39,063.26
7		
8	<b>Total Income*</b>	<b>\$60,563.26</b>
9		
10	Expenses:	
11	Postage	\$649.46
12	T-shirts	\$3,854.00
13	IAAP	\$4,416.60
14	Cash Prizes	\$2,000.00
15	Advertising	\$12,742.50
16	A Clean Portoco	\$934.00
17	Printing	\$487.36
18	Lunches/Meetings	\$968.31
19	Buses	\$1,550.00
20	Medals	\$946.01
21	Rental World	\$1,108.00
22	Misc. (Contract Labor)	\$480.00
23	Accommodations/IAAP	\$140.00
24	Supplies	\$635.90
25	Labels	
26	Megaphone	
27	Course Certification	
28	Event Center Rent/CC Parks	\$2,600.00
29	HEB/Water, etc.	\$1,412.54
30	<b>Total Expenses:</b>	<b>\$34,924.68</b>
31		
32	<b>Total Projected Profit</b>	<b>\$25,638.58</b>
33		
34		
35	Preregistrants:	
36	577 Run	
37	331 Walk	
38	<b>Total</b>	<b>1466</b>
39	Late Registration:	
40	117 Run	135
41	72 Walk	72
42	<b>Total Registrants</b>	<b>1673</b>

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

**MEETING DATE:** August 24, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

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

- a. Winter Outdoor Wildlife Expo (WOWE)

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:              YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

**Application**

Date: July 15, 2016

**Organization Information**

Name of Organization: South Padre Island Birding and Nature Center

Address: 6801 Padre Blvd.

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

Contact Name: Cristin Howard Contact Office Phone Number: 956-761-6801

Contact Cell Phone Number: 956-761-2910

Web Site Address for Event or Sponsoring Entity

Non-Profit or For-Profit status: 501c3 Tax ID Entity's Creation Date: March 30, 2006

Purpose of your organization:

**Event Information**

Name of Event or Project: Winter Outdoor Wildlife Expo (WOWE)

Date of Event or Project: Tuesday, January 31, 2017- Saturday, February 4, 2017

Primary Location of Event or Project: South Padre Island Birding and Nature Center

Amount Requested: \$2,000.00

Primary Purpose of Funded Activity/Facility:

The primary purpose of the Winter Outdoor Wildlife Expo is to provide an educational and entertaining event for visitors to South Padre that enhances their understanding and knowledge of unique environment of the Lower Rio Grande Valley.

How will the Hotel Tax Funds be used? The hotel tax funds will be used to increase the printed advertising in newspapers throughout the RGV, Port Isabel Press, the Coastal Current, the Parade, and the Monitor, to extend our printed advertisement in the McAllen area, and to improve our social media advertising. We will also continue advertising through Welcome Home RGV, providing fliers to trailer parks throughout the RGV, and promoting the event in person at the Winter Texan Expo at the McAllen Convention Center, the RGV Birding Festival in Harlingen, and other events throughout the Valley.

**Percentage of Hotel Tax Support of Related Costs**

Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

\_\_\_\_\_  
\_\_\_\_\_

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

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

**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: **For 20 years WOVE was sponsored by St. Andrew's Episcopal Church. In 2016 WOVE was sponsored by the SPI Birding and Nature Center for the first time. Members of St. Andrew's and the SPI Birding and Nature Center worked together to successfully transfer this event to the birding center.**

2. Expected Attendance: **1,400 or more**

3. How many people attending the Event or Project will use South Padre Island lodging establishments? **We did not collect that data, but we do know that WOVE is an important part of South Padre Island's Eco-tourism. Attendees and presenters come from the entire Rio Grande Valley, Texas cities outside the Valley, and other states. Many of the people who attend this event are Winter Texans. Most of the people who attend WOVE shop and eat at local restaurants.**

How many nights do you anticipate the majority of the tourists will stay: **It is a 5- day event. Last year several people attended 2-5 different days. Presenters and attendees who want to attend more than one day will spend at least one night on the Island.**

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: No, but we can

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

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? **We will conduct a survey of attendees and presenters**  
10

7. Please list other organization, government entities, and grants that have offered financial support to your project: **Last year WOVE received funding from St. Andrew's Episcopal Church and the RGV Chapter or Texas Master Naturalists. Texas Master Naturalists also provided 25- 30 volunteers per day for 5 days.**

8. Will the event charge admission? **Yes**

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? **The net profit will be used to enhance the educational programs provided by the SPI Birding and Nature Center.**

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

Newspaper: \$1,400.00

Radio: \$ \_\_\_\_\_

TV: \$ \_\_\_\_\_

Website, Social Media: \$ \_\_\_\_\_

Other Paid Advertising: \$ **200.00 Banner** \_\_\_\_\_

Anticipated Number of Press Releases to Media **8-10** \_\_\_\_\_

Anticipated Number Direct Mailings to out-of-town recipients \_\_\_\_\_

Other Promotions: **Fliers will be provided to trailer parks, at events in various parts of the RGV, and in advertising in publications for Winter Texans and other tourists**

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 will provide contact SPI hotels to negotiate special rates and provide a link to those hotels on the SPI Birding and Nature Center website. We will also provide links to other Spi tourist information websites**

11

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

**Newspaper and magazine publications for Winter Texans reached the Rio Grande Valley. There was also advertising on Facebook and the SPI Birding and Nature Center Website that was available throughout the U.S. We concentrated our efforts on the RGV from SPI to Mission.**

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

17. If the funding requested is related to a permanent facility (e.g. museum, visitor center): **South Padre Island Birding and Nature Center**

Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_ ? \_\_\_\_\_

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

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

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

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

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

**Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau**

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

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

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

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

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

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

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

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

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**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: \$ 200.00 (Banner on Padre) \_\_\_\_\_

**What tourist attractions will be the subject of the signs?**

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This was the first year that the Winter Outdoor Wildlife Expo (WOWE) was sponsored by the SPI Birding and Nature Center. For the past 20 years it was put on by St. Andrew's Episcopal Church. In 2014 WOWE was held at the SPI Convention Center and had about 1,400 guests, used about 75 volunteers, and offered more than 45 presentations over a two day weekend. The SPI Birding and Nature Center's WOWE steering committee hoped to accommodate the same number of people and offer a similar number of programs by spreading out the event into 5 days. The committee was initially concerned that the birding center might not accommodate 1,400 people inside the building or in the parking lot. With this in mind, the program was spread out over 5 days with each day addressing specific interests. Arrangements were made for additional parking and parking attendants. The committee decided to define success for WOWE based on attendance and income. If attendance approached the 2014 attendance at the convention center, and if it made enough money to pay all expenses and to put aside seed money for 2017, the committee would consider the 2016 WOWE to be successful.

The 2016 WOWE Steering Committee met on February 17<sup>th</sup> to evaluate the event. The committee discussed the event. Their consensus was that the program exceeded their expectations for a first year. There were no major problems. Attendance was approximately 1,300. There were between 25 and 35 volunteers working each day. Because the program was spread out over 5 days and each day was on a different topic, the building was never overly crowded. There were 74 presentations as well as plant and bird walks. There were two major donations made in advance for a total of \$4000. All expenses were covered by the income from admission, the raffle, the donation jar, and sales of food or store items. There was enough money made during WOWE to let the committee set aside \$4000 as seed money for 2017. There was approximately \$3000 that could be considered to be "profit".

## Winter Outdoor Wildlife Expo Long Term Plan

In 2016 WOVE provide more than 30 programs about the unique ecosystem of the RGV using local experts, and a nationally-known feature guest, Jonathan Wood from the Raptor Project. The program involved science students from Point Isabel High School as presenters, members of the RGV Chapter of Texas Master Naturalists as volunteers, and several local businesses as vendors.

In 2017 the SPI Birding and Nature Center will begin a long-term plan to both improve WOVE and make it more successful both for the birding center and the Island. In the next 3-5 years the SPI Birding and Nature Center will develop a day-trip program that transports visitors to a number of eco-tourism opportunities, increases vendor opportunities for local businesses, and an increasing number of nationally known speakers. As WOVE's reputation grows, the number of people coming to South Padre Island for this event will also grow.



WOWE Budget Forecast 2016

Attendance Category	Number	Explanation
Number of Volunteers per day	25- 30 per day	TMN, St. Andrew's Shell Club, Bay Area Birders, birding center volunteers
Number of Customers (not including children)	1,000.00	Children were free. I did not see more than 20 children on Saturday.

Expenses	Amount	Explanation
Food and coffee	\$300.00	
Printing programs and fliers	\$200.00	
Chair rental	\$210.00	
Jonathon Wood	\$3,000.00	
Hotel Expense	\$200.00	
Website	\$200.00	
Advertising	\$1,400.00	Coastal Current/ Port Isabel Press/ Brownsville Herald
<b>Total Expenses</b>	<b>\$5,510.00</b>	

**WOWE STATEMENT – Final Numbers 2016**

Attendance Category	Number	Explanation
Number of Volunteers per day	25- 30 per day	TMN, St. Andrew's ,shell Club, Bay Area Birders, birding center volunteers
Number of Customers (not including children)	1,289	Children were free. I did not see more than 20 children on Saturday.

Expenses	Amount	Explanation
Food and coffee	\$595.96	
Printing programs and fliers	\$250.00	
Chair rental	\$210.00	
Jonathan Wood	\$3,000.00	
Hotel Room	\$97.00	
Advertising- Coastal Current, Port Isabel Press, Brownsville Herald	\$1,362.00	Coastal Current/ Port Isabel Press/ Brownsville Herald
Website	\$350.00	Next year No website cost due to upgraded site and changes will be made in house
<b>Total expenses</b>	<b>\$5,864.96</b>	

Income	Amount	Explanation
Admission	\$5,392.00	Paid \$5 each except pass holders who paid \$2 and children (free)
Donations from Coffee Jar	\$149.00	
Concession stand	\$1,188.00	
Gift shop sales	\$1,276.00	
Vendor fees	\$320.00	Pirate ship and La Jarra (\$200)
Donation	\$3,500.00	St. Andrew's Church
Donation	\$500.00	RGVCTMN
<b>Total Income</b>	<b>\$12,325.00</b>	
<b>Total Net profit after expense</b>	<b>\$6,460.04</b>	

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

**MEETING DATE:** August 24, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Presentation and possible discussion concerning the CVB Director's Summary Report.

- a. Departmental Updates
  - \*Administrative Updates
  - \*Group Sales Updates
  - \* Financial Updates
  - \*Communication Updates

**ITEM BACKGROUND**

More information concerning this agenda item will be provided at the meeting.

**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:** August 24, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Presentation and possible discussion concerning the Atkins Group Report.

- a. Monthly Board Report
- b. FY17 Media and Marketing Presentation

**ITEM BACKGROUND**

More information concerning this agenda item will be provided at the meeting.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:              YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

## SPI July Quick Hits August 24, 2016

### Overview

July was a strong month for digital performance. The Family Leisure Mexico Facebook campaign continues to be the strongest, with almost 6 million impressions this month alone. Instagram also garnered high engagement with 7,564 post actions in July. Sopadre.com continues its success as well with an increase of unique visitors to 200,640 (+29%).

TexasLifeStyleMagazine.com highlights the Islands proximity to other Texas cities by calling it a “Beach paradise close to home.” The reopening of the Convention Centre was featured as well this month in the July 2016 edition of Convention South.

Next month brings on many new initiatives that will work hard to share the Island with travelers near and far. Those initiatives include the launch of our premium sponsorship with TripAdvisor, two Austin Airport billboards, Spring Break SEM and device ID targeting, two in-flight magazine ads for American Way and United Airlines Hemisphere, and video ads on 98 screens in the Dallas, Houston, and San Antonio airports.



## TAG Marketing Report – July 2016

### 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.

#### Family Leisure – Texas including RGV

- SEM
- PPC Campaign
- Paid Social
- Display (all platforms)
- Weatherbug
- Travel Guides Free
- Texas State Travel Guide (May – September)
- Texas Highways Events Calendar (May – August)
- Texas Monthly (September)
- Texas Parks and Wildlife Outdoor Annual
- TourTexas.com (April – September)
- Southern Living (September)
- See Texas First (July & September)

#### Midwest/Canada

- SEM
- PPC Campaign
- Paid Social
- Display (all platforms)
- Canadian Traveler E-Blasts (April – September)

#### RGV/Weekenders

- :30 Family Leisure TV Spot (English) Time Warner Cable/RGV (December – September)
- :30 Family Leisure TV Spot (Spanish) Time Warner Cable/RGV (April-June)

- :30 Family Leisure Radio Spot (English) KVLU, KBFM, KGBT (April-June)

#### Mexico/Monterrey

- SEM
- PPC Campaign
- Cable (May – September) El Norte (January – September)

#### Groups/Meetings

- SEM
- eBlast (regional & national)
- TSAE E-blasts (September)
- OOH – Harlingen & McAllen (February – May)
- WSJ Insert (July & September)
- Austin Monthly (July and August)

#### September Q4 Initiatives

- Device ID Targeting (Spring Break)
- SEM (Spring Break)
- TripAdvisor Partnership ad units
- United Airlines Hemispheres (FP4C)
- American Way Magazine (FP4C)
- Austin Airport OOH
- Houston Hobby (:10 34 screens)
- Houston Intercontinental (:10, 34 screens)
- DFW International (:10, 34 screen)
- Dallas Love Field (:10, 31 screens)
- San Antonio Airport (:10, 10 screens)



MEDIA FLOWCHART – Q4

FISCAL YEAR 2016	
2016 MEDIA CAMPAIGN	
Market	JULY                      AUGUST                      SEPTEMBER
Media Vehicle	27   4   11   18   25   1   8   15   22   29   5   12   19   26
<b>Subtotal Leisure Midwest</b>	
<b>NATURE TOURISM (Texas &amp; Shoulder States)</b>	
<b>DIGITAL</b>	Display (All Platforms)
	Bird Watcher's Digest (E-blast)
	Bird Watcher's Digest (728x90 ROS)
	Texas Fish & Game - Facebook Promotion
	Birdwatching Magazine (180x150 E-Blast Banner)
<b>PRINT</b>	Texas Saltwater Fishing Magazine (FP4C)
	Bird Watcher's Digest (FP4C - Sep/Oct)
	Birdwatching Magazine (FP4C - Sep/Oct)
	Texas Fish & Game Magazine (FP4C)
	Texas Lakes & Bays (Annual - Back Cover)
<b>Subtotal Nature Tourism</b>	
<b>RGV WEEKENDERS</b>	
<b>TV</b>	Cable
<b>RADIO</b>	Radio
<b>PRINT</b>	RGV Guidebook FP4C
<b>Subtotal RGV</b>	
<b>MEXICO (Monterrey)</b>	
<b>DIGITAL</b>	SEM (Google; Yahoo/Bing) & PPC
<b>TV</b>	Cable /TV
<b>RADIO</b>	Radio
<b>PRINT</b>	El Norte FP4C
	BrandUSA (TV, Print, Online, Radio)
<b>OOH</b>	Outdoor Billboard
<b>Subtotal Mexico</b>	
<b>SEPTEMBER Q4 PLAN</b>	
<b>DIGITAL</b>	Device ID Targeting (Spring Break)
	SEM (Google; Yahoo & Bing) (Spring Break)
	Trip Advisor Premium Destination Sponsorship
<b>PRINT</b>	United Airlines Hemispheres (FP4C Advertorial)
	American Way Magazine (FP4C)
<b>OOH</b>	Houston Hobby (:10, 14 screens)
	Houston Intercontinental (:10, 34 screens)
	DFW International (:10, 31 screens)
	Dallas Love Field (:30, 33 screens)
	San Antonio Airport (:10, 10 screens)
	*14x48 Permanent Bulletin (Austin)
	BEN WHITE-S/S, 0.5 MI W/O HWY 183 - F/E
<b>Subtotal September Q4</b>	
<b>B2B GROUP MEETINGS</b>	
Media Vehicle	27   4   11   18   25   1   8   15   22   29   5   12   19   26
<b>TRADE</b>	TSAE Association Leadership 1/2P4C
	Texas Meetings & Events 1/2J4C
<b>Subtotal Trade</b>	
<b>DIGITAL</b>	Display & Pre-Roll (Austin)
	Display Re-targeting (Austin)
	SEM (Google; Yahoo & Bing)
	E-blasts
	(DFW, Houston, SA, Austin/San Marcos, RGV)
	E-blasts
	(AK, LA, NM, OK, TX)
	TSAE E-blasts (Multiview)
<b>OOH</b>	RGV Digital Billboards
	SS EXP 83 50' E/O Beckham Rd (Harlingen)
	NS EXP 83 50'E/O Sugar Rd (McAllen)
<b>PRINT</b>	Texas Town & City FP4C
	WSJ Insert (Austin, SA, RGV)
	Austin Monthly (1/2 pg, 4c)
	Austin Monthly (1/3 pg Advertorial)
	Austin Monthly (e-blast)
<b>Subtotal Meetings</b>	
<b>Gross \$</b>	
<b>\$462,379.40</b>	

CREATIVE EXAMPLE: WALL STREET JOURNAL INSERT (JULY)



**HERE WORK REALLY IS A DAY AT THE BEACH.**

There are lots of reasons we were named one of the Top 5 Hot Spots for Winter Events. The newly renovated Convention Center closes the gap between a tropical getaway and the boardroom. And we work with business meetings, continuing education, retreats and other large groups to create ideal events while providing top amenities. Make this top 5 island yours for your group. **Visit [sopadre.com](http://sopadre.com)**







the **atkins** group

CREATIVE EXAMPLE: CANADIAN TRAVEL E-BLAST BANNER (JULY)

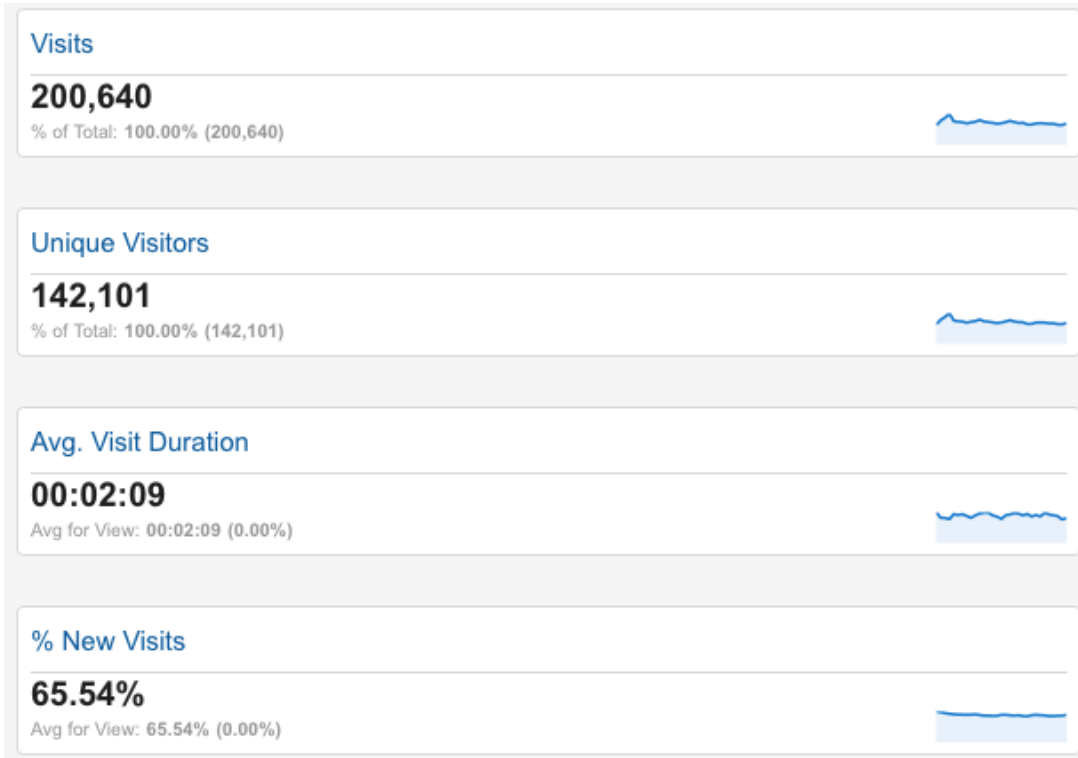
**SAIL AWAY, SURF AWAY, FISH AWAY, PLAY AWAY, GET AWAY.**

Discover your island at [sopadre.com](http://sopadre.com)

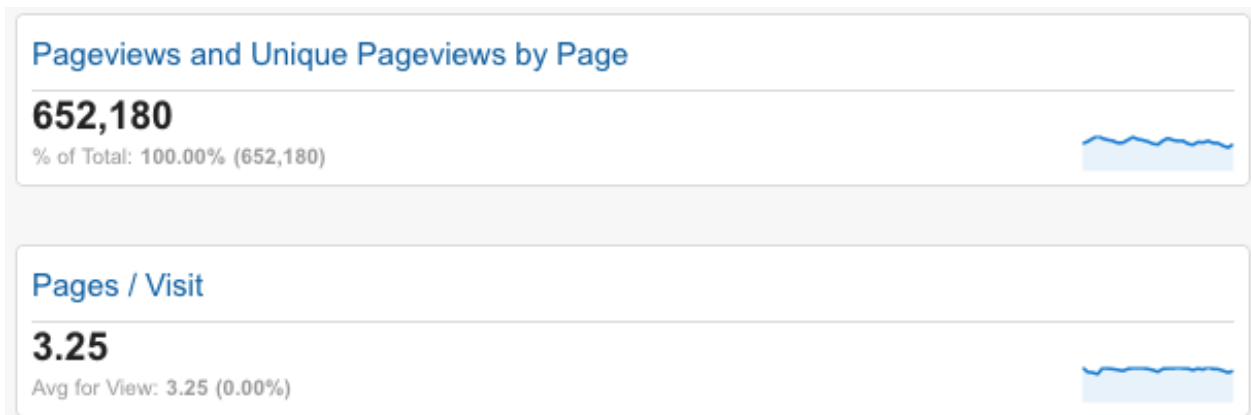
**South Padre ISLAND**



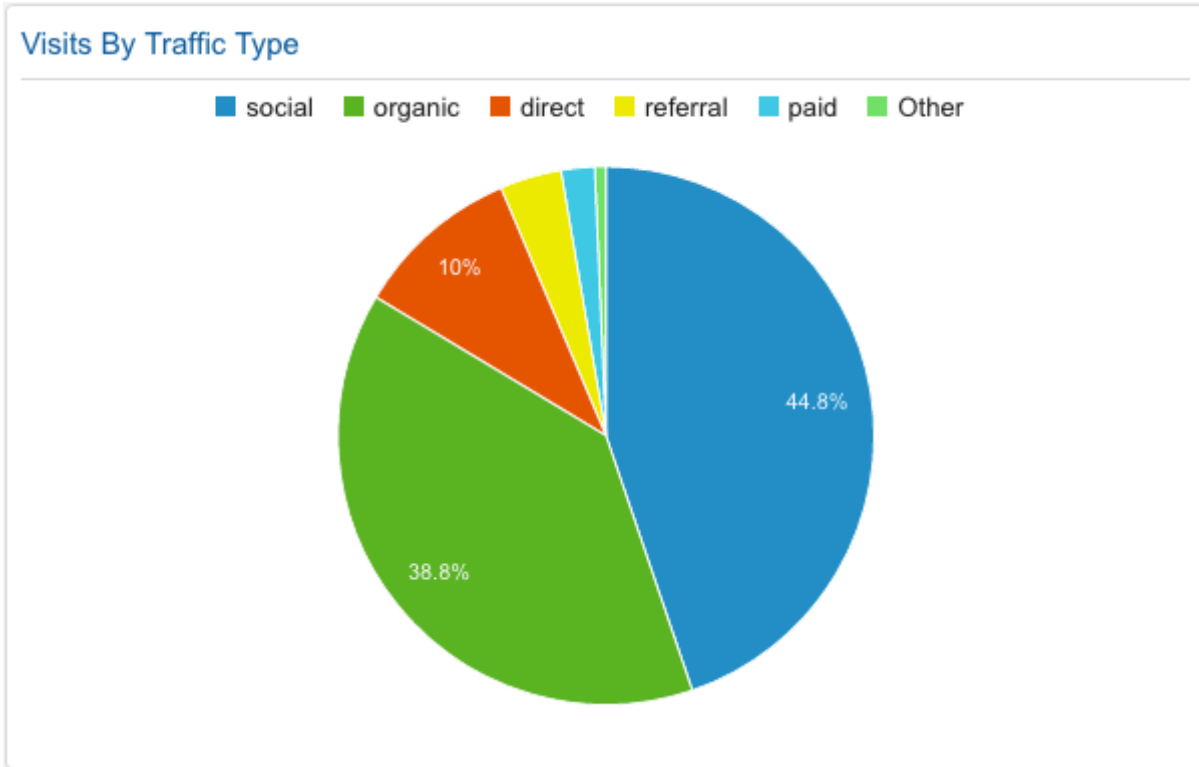
GOOGLE ANALYTICS OVERVIEW JULY 1-31 2016



PAGE VIEWS/PAGES PER VISIT



VISITS BY TRAFFIC TYPE



DEVICE TYPE

	200,640 % of Total: 100.00% (200,640)	200,640 % of Total: 100.00% (200,640)
mobile	153,687	76.60%
desktop	34,784	17.34%
tablet	12,169	6.07%



HIGHEST-RANKING VISITS BY COUNTRY

Visits and Avg. Visit Duration by Country / Territory

Country	Sessions	Avg. Session Duration
United States	135,662	00:02:43
Mexico	59,870	00:00:56
Canada	3,014	00:00:52
India	521	00:00:59
United Kingdom	245	00:01:12
Germany	78	00:01:52
Spain	58	00:01:27
United Arab Emirates	46	00:01:33
Australia	46	00:01:59
Turkey	40	00:00:47

HIGHEST-RANKING STATE VISITS

Visits and Pages / Visit by RegionNew Widget

Region	Sessions	Pages / Session
Texas	95,988	3.84
Illinois	5,361	2.98
California	2,525	3.11
New York	2,028	2.72
Oklahoma	2,017	4.74
Missouri	1,857	4.03
Michigan	1,845	2.89
Georgia	1,625	2.64
North Carolina	1,615	2.68
Tennessee	1,354	3.07



## HIGHEST-RANKING TEXAS CITY VISITS

### Visits and Pages / Visit by City

City	Sessions	Pages / Session
Houston	21,409	3.60
Dallas	16,070	3.35
San Antonio	9,665	3.81
Austin	8,650	3.63
Brownsville	4,105	3.48
South Padre Island	2,444	3.59
McAllen	1,790	3.49
Fort Worth	1,280	4.93
Pharr	1,071	3.40
Laredo	1,018	4.32

## PUBLIC RELATIONS UPDATE

### Meetings and Planning

- Conducted internal PR team meetings to plan for weeks / months ahead; updated pitch calendar on an ongoing basis.
- Monitored Google and Meltwater alerts; shared coverage as appropriate.
- Developed proposal for HelmsBriscoe meeting planner FAM for Sept. 29 – Oct. 1.
- Developed fishing media list in Cision for TIFT news release distribution.
- Began researching media outlets for the fall activities pitch distribution.
- Began research, planning and proposal for PR / Social tools evaluation for CVB team.

### Materials

- Crafted “77<sup>th</sup> Annual Texas International Fishing Tournament set for Aug. 4-7” news release.
- Crafted “Fall Activities on SPI” pitch.
- Crafted press release for TIFT.
- Crafted pitch for TIFT.
- Crafted pitch for HelmsBriscoe FAM tour.
- Crafted media list for FAM tour.
- Crafted pitch for Ladies King Fish tournament.
- Updated media list for LKF pitching.
- Edited “New on the Island” document with client; began work on new business pitches.
- Updated pitch calendar for Aug. – Dec. 2016.

### Media Pitching

- Continued to pitch Summer Fun / Leisure travel to state, touch states and Midwest state publications.
- Continued to pitch Summer Fun / Leisure to travel bloggers.
- Pitched 4<sup>th</sup> of July fireworks press release to state and regional publications.
- Responded to Gabi De la Rosa regarding her online article being published on TexasLifestyleMagazine.com.
- Responded to Ray Sasser of the Dallas Morning News and Denton Record Chronicle regarding his plans to run the TIFT information.
- Sent out TIFT news release to:
  - Danno Wise, Texas Outdoor Journal
  - Robert Sloan, Texas Outdoor Journal
  - Chester Moore, Texas Fish & Game
  - Ray Sasser, Dallas Morning News
  - Craig Nyhus Lone Stare Outdoor News
  - Gary Rolston, Gulf Coast Fisherman
  - Shannon Tomkins, Houston Chronicle
  - Jeff Lefko, San Antonio Express-News
  - Jason Jarrett, Austin American Statesman
  - Mary Helen Aguirre, Lone Star Outdoor News
  - Conor Harrison, Lone Star Outdoor News
  - Victor Martinez, The El Paso Times
  - Allison Mack, Austin Moms Blog
  - Joe Macaluso, The Advocate

- Melanie Lidman, Outside Blog
- Steve Knight, The Tyler Morning Telegraph
- Mae Kiggins, Outdoors Mom
- Chris Keyes, Outside
- Marina John, Mommy Snippets
- Tom Johanningmeier, Fort Worth Star Telegram
- Bryan Hendricks, Arkansas Democrat Gazette
- Becky Fry, My Sparkling Life
- Marika Flatt, Flattlands Blog
- Kyle Dickman, Outside Blog
- Lani Derrick, Life Anchored
- Shelly Derringer, Saving with Shelly
- Jessica Bowers, Suitcases & Sippy Cups
- Kelly Bostian, Tulsa World
- Katie Arnold, Outside
- Elizabeth Armstorg, Travel 50 & Beyond

### Miscellaneous

- Secured approval on TIFT news release from event organizer Kristi Collier.
- Submitted additional CVB-sanctioned events to TravelTexas.com, texasHighways.com and AllAroundTexas.com.

### Results

**Convention South**, “News Across the South: Grand Re-Opening Celebrated,” July 2016. PDF.

**Texas Highways**, “Tubes O’ Fun,” by Heather Brand, July 1, 2016.

<http://texashighways.com/family-travel/item/8217-tubes-o-fun-schlitterbahn-waterparks>

**Trip Advisor**, “Best Places To Travel In August For Significant End of Summer Savings,” July 11, 2016.

<https://www.tripadvisor.com/VacationRentalsBlog/2016/07/11/best-places-travel-august-end-summer-savings/>

**GrindTV**, “These are 5 of the best places to surf in Texas,” by Cyrus Saatsaz, July 12, 2016.

<http://www.grindtv.com/surf/these-are-5-of-the-best-places-to-surf-in-texas/#5fSET3qIptt46OG8.97>

**TexasLifestyleMagazine.com**, “South Padre Island – Beach Paradise Close to Home,” by Gabi De la Rosa, July 14, 2016.

<https://texaslifestylemag.com/living-texas/south-padre-island-beach-paradise-close-to-home/>

**Mysanantonio.com**, “Enjoy leisurely beach adventure on South Padre Island, by Aaron Nelsen, July 15, 2016.

<http://www.mysanantonio.com/lifestyle/travel-outdoors/article/Enjoy-leisurely-beach-adventure-on-South-Padre-8377991.php#photo-10547187>

**Dallas Morning News**, “Sports Day,” by Ray Sasser, July 15, 2016. Includes information on TIFT.

<http://sportsday.dallasnews.com/other-sports/outdoors/2016/07/15/outdoors-notebookdfw-boat-expo-coming-town>

**Meetings Today**, “South Texas offers a surplus of sports outings,” by Carolyn Blackburn, July 16, 2016.

<http://www.meetingstoday.com/Magazines/ArticleDetails/tabid/136/RegionID/247/ArticleID/28633/Default.aspx>

**MySA.com**, “Enjoy leisurely beach adventure on South Padre Island,” by Aaron Nelsen, July 15, 2016.

<http://www.mysanantonio.com/lifestyle/travel-outdoors/article/Enjoy-leisurely-beach-adventure-on-South-Padre-8377991.php#photo-10547187>

**MySA.com**, “Outdoors: Calendar, July 22 – Aug. 18,” by John Goodspeed, July 21, 2016. Includes information on LKT.

<http://www.mysanantonio.com/sports/outdoors/article/Outdoors-Calendar-July-22-Aug-18-8401050.php>

**MySA.com**, “Outdoors: Calendar, July 29 – Aug. 13,” by John Goodspeed, July 28, 2016. Includes information on TIFT.

<http://www.mysanantonio.com/sports/outdoors/article/Outdoors-Calendar-July-29-Aug-13-8493072.php>

**Austin American Statesman**, “August heats up with festivals around the state,” by Mauri Elber, July 29, 2016. Includes information on the TIFT tournament.

<http://www.mystatesman.com/news/travel/august-heats-up-with-festivals-around-the-state/nr5zF/>

**Denton Record Chronicle**, “Calendar of Events,” by Ray Sasser, July 28, 2016. Includes information on TIFT.

<http://www.dentonrc.com/sports/sports-headlines/20160728-ray-sasser-get-a-dog-avoid-snakes.ece>

**Dallas Morning News**, “Sports Day,” by Ray Sasser, July 30, 2016. Included information on TIFT.

<http://sportsday.dallasnews.com/other-sports/outdoors/2016/07/30/hunting-license-fees-can-high-cheaper-alternative>



## July 2016 Convention South

# across the south

## Florida

### Tampa Hotel Introduces New Wellness Hotel Rooms

TAMPA—Advanced air purification, circadian rhythm lighting, dawn simulation and aromatherapy are among the new amenities in Tampa Marriott Waterside’s newly opened Stay Well rooms. Created by Delos, the concept offers features in hotels to help travelers maintain their health and well-being while on the road. Stay Well rooms strive to reduce the effects of jet lag, decrease stress, enable more restful sleep, and increase energy and vitality.

“Wellness is a major social movement that we have embraced in totality. We plan to provide healthy living and wellness options throughout our downtown project, and that begins with the guest experience at the Marriott Waterside,” said James Nozar, chief executive officer of Strategic Property Partners, LLC, which owns the property, where 34 guest rooms, all on one floor, were converted to Stay Well rooms.

Stay Well room features include:

- A state-of-the-art air-purification system to reduce allergens to provide significant benefits to guests’ respiratory systems

- Circadian Mood Lighting to emulate the color of natural outdoor light, to enhance sleep quality, energy levels and productivity
- Long Wave Night Lighting, which allows guests to safely navigate at night while minimizing sleep disruption
- The Dawn Simulator, which wakes guests gradually and gently with increasing levels of music or natural sound, coupled with gradually increasing light
- Relaxing, mood-enhancing aromatherapy
- The Vitamin C-Infused Shower System to neutralize the effect of chlorine

In addition to built-in features, the Stay Well rooms offer healthy menu selections, allergy-friendly cleaning processes, wellness programs and meditation options (via the Stay Well mobile app).



## Georgia

### New Event Space

JEKYLL ISLAND—The Beach House at the Holiday Inn Resort, Jekyll Island’s new restaurant and

event space, has been completed as the final stage of a \$22 million renovation. The facility, which opened July 1, will serve as both a full-service restaurant and a 3,000-square-foot event space for meetings, reunions and weddings. (Formerly the Oceanside Inn and Suites, the entire property was closed for a complete renovation and opened March 2015 as Holiday Inn Resort.)

The culinary team is led by Food and Beverage Director Luke Kelly.

“I am extremely excited to be a part of the revitalization of this amazing property, first with the Holiday Inn Resort opening, now with our own independent restaurant, Beach House,” said Kelly. “With its added 3,000 square feet of event space, we will be the perfect spot for weddings, family reunions, company meetings and more.”

The Beach House Restaurant will offer fresh, locally sourced seafood, house-made pizza, fresh salads and pasta. The Tap Room at Beach House will feature 24 draft beers, including an array of craft brews that can be expertly paired with food selections. Serving

breakfast, lunch and dinner, Beach House will also be available to host private parties and dining events.

In addition, Beach House will offer outdoor dining with a seating area and outdoor fireplace, a kid-inspired menu, a daily happy hour, live entertainment, an indoor 12-foot shuffleboard table and an outdoor bocce ball lawn.

## Tennessee

### Kate Jackson Promoted To Director Of Event Services

KNOXVILLE - Kate Jackson recently became the director of event services at the Knoxville Convention Center. She will be responsible for overseeing event managers and coordinating scheduling and training of event staff.

“Because of Kate’s hard work and true dedication to meeting our clients’ needs, this promotion to our leadership team is well-deserved,” General Manager Mary Bogert said. “Kate is recognized by her industry peers and coworkers as a proactive go-getter who will go the extra mile every time to ensure guests and meeting planners have a flawless experience at our facility.”



Jackson

Jackson joined the center’s staff in 2009 as an event manager overseeing international, regional and citywide conferences and conventions; trade and consumer shows; corporate meetings; concerts; sporting events; holiday parties; weddings; and nonprofit galas. She managed some of the center’s largest annual events, including Fantasy of Trees, Destination Imagination, Downtown Knoxville Boat Show and the

## Grand Re-Opening Celebrated

SOUTH PADRE ISLAND—In April, the city of South Padre Island and the South Padre Island Convention & Visitors Bureau celebrated the grand re-opening of the South Padre Island Convention Centre. Following a multi-million-dollar renovation, the 45,000-square-foot facility’s foundation has been completely re-structured, with new carpeting and digital signage installed. Solar lighting in the parking lot and outdoor landscape, and a repainted interior and exterior are additional upgrades.

The center includes 22,500 square feet of exhibit-hall space with a clear ceiling height of 36 feet for concerts, large meetings and sporting events, as well as a large, media-ready conference auditorium that seats 250 people. Additionally, 9,000 square feet of meeting rooms are available, and a large central lobby also serves as an excellent space for exhibits and functions. ■



## Texas Highways – July

### Tubes O' Fun - Texas Highways

Written by Heather Brand. Photographs by Schlitterbahn.



When I first visited Schlitterbahn in New Braunfels as a teenager in the mid-1980s, the waterpark was just a few years old. I vividly recall spending a blistering summer day racing between the various slides, nearly losing my bikini top on a tube chute, and intentionally bumping my inner tube into cute boys while navigating the rapids and eddies of an artificial river. I came away with a wicked sunburn and memories to last a lifetime.

#### Essentials

Schlitterbahn operates four waterparks in Texas. The outdoor parks open from mid-spring through most of September, and the South Padre and Galveston indoor sections stay open for the rest of the year on weekends. Ticket prices vary at the different parks, ranging from \$51 (adults) and \$39 (children/seniors) for New Braunfels day passes to \$40 and \$28, respectively, at Corpus Christi. Check the parks' websites for specifics on tickets, discount promotions, and hours.

**New Braunfels:** Schlitterbahn Waterpark and Resort is at 400 N. Liberty Ave. Call 830/625-2351.

**Galveston:** Schlitterbahn Waterpark, Galveston Island, is at 2109 Lockheed St. Call 409/770-9283.

**South Padre Island:** Schlitterbahn Waterpark and Resort is at 33261 State Park Rd. 100. Call 956/761-1160.

**Corpus Christi:** Schlitterbahn Riverpark & Resort is at 14353 Commodores Dr. Call 361/589-4200.

That was about 30 years ago, and in the intervening years I've grown up and now have a teenage daughter of my own. For me, Schlitterbahn had been a memorable rite of passage, and I wanted her to have the same

## South Padre Island – Beach Paradise Close to Home – TLM

### South Padre Island – Beach Paradise Close to Home

by Gabi De la Rosa on July 14, 2016 in [Living Texas](#), [Travel](#).



Summer weather is upon us and it is time to start looking for your next island getaway. South Padre Island has everything you are looking for in a tropical vacation: beautiful sandy beaches, great food, activities for the whole family and best of all it is a short car or plane ride away from anywhere in Texas. Once you cross over the Queen Isabella Causeway onto the Island, you will know you are in for a one-of-a-kind getaway and you won't even need your car. The Island is very walkable, at only 4.5 miles long and half a mile wide, so ditch your car keys and just walk, bike, take a decked-out scoot coupe or golf cart anywhere you want to go.



Enjoying the beautiful waters of South Padre Island is a dream come true. Courtesy photos

South Padre Island might be best known for its Spring Break crowds, but it has so much more to offer. The beaches are clean with light sand and clear water. The bay that surrounds the island is very shallow which allows for clear water and warm water temperatures which are great for watersports of all kinds. Stop by [Air Padre](#) and rent a surfboard, stand up paddle board or even book a lesson and learn to kiteboard. When I stopped in to Air Padre for a stand up paddleboard rental, I was a little nervous, but after some patient instructions and help into the water, I was ready to go and had a great time. If water sports aren't your thing, learn to make a fantastic sandcastle from one of the Island's resident master sand sculptors, [Lucinda "Sandy Feet" Wierenga](#). Known as one of the "Top Twenty Things to Do" on the Island, I decided to book a lesson and see what it was all about. I had no idea that there is such precision and technique to building a great castle, but after my 1.5 hour lesson, I even impressed myself with the castle Lucinda and I built together.

## July 2016 Insights:

### Family Leisure

- 75% of all search term clicks came from the state of Texas compared to 25% Midwestern states. This is similar to the end of Q3 results.
- The top performing search term was "things to do in South Padre Island"
- The average search ad position for the Family Leisure campaign on all regions at 2.1. We will continue to monitor and optimize the campaign to move up position throughout the quarter.
- Mobile was preferred device for all Family Leisure social campaigns
- Texas and Midwestern regions generated similar social CPCs falling at \$.12. While the CPCs were similar, the Texas region garnered a stronger CTR.
- The Family Leisure Mexico Facebook campaign remains the strongest performing campaign at a 3.6% CTR and \$.01 CPC.
- Through the retargeting campaign, over 673K impressions were served to people who visited the Family Leisure landing page.
- 230 email leads were captured through Unbounce to date

### Nature Tourism

- Similar to the Family Leisure campaign, 70% of all search term clicks came from the state of Texas compared to 30% Midwestern states
- "Fishing" and "Birdwatching" were the top two keywords for all Nature Tourism search campaigns
- The average CPC in Texas was \$3.33 while midwestern states were a bit higher at \$5
- Nature Tourism Instagram campaign generated a 1% CTR, which is 50% higher than the Family Leisure Instagram campaign at .6%
- Canada the top region for the Nature Tourism Midwestern audience outside of Texas
- 47 email leads were captured through Unbounce to date

### Groups and Meetings

- With over 83K impressions served, the Groups and Meetings SEM campaign drove 300 ad clicks
- The average CPC for July was \$6.02 which is lower than the G&M meeting average of \$10 and previous G7M campaigns
- 9 leads were generated from the Unbounce landing page

*\*Average travel destination TAG client CPC is \$4*

## AdRoll Retargeting

	Cost (\$)	Impressions	Clicks	CTR	Average CPC (\$)
SPI Family Leisure Q4	2,349.23	673,160	1,297	0.19	1.81
SPI Nature Tourism Q4	1,002.84	286,072	554	0.19	1.81



## AdWords

	Cost (\$)	Impressions	Clicks	CTR (%)	Average CPC (\$)
Family Leisure Q4 - TX	3,713.53	334,508	2,002	0.60	1.85
Family Leisure Q4 - MW	2,751.89	462,990	709	0.15	3.88
Groups and Meetings Q4	1,792.68	83,672	298	0.36	6.02
Nature Tourism Q4 - TX	1,563.41	480,442	469	0.10	3.33
Nature Tourism Q4 - MW	1,273.59	87,458	218	0.25	5.84

**Family Leisure and Nature Tourism**  
**Texas Targeting:**

Texas, United States (state)  
(Excluding; South Padre Island, Texas)

**Family Leisure and Nature Tourism**  
**Midwest Targeting:**

Canada (country)  
Colorado, United States (state)  
Illinois, United States (state)  
Indiana, United States (state)  
Kansas, United States (state)  
Kentucky, United States (state)  
Michigan, United States (state)  
Missouri, United States (state)  
Montana, United States (state)  
Nebraska, United States (state)  
New Mexico, United States (state)  
Ohio, United States (state)  
Oklahoma, United States (state)

**Campaign Name**
[Family Beach Activities](#)

Your Jet Ski, Boogie Boarding & Water Sport adventure awaits!  
[visit.sopadre.com](http://visit.sopadre.com)

Family Leisure Q4 - TX

[Texas Family Beaches](#)

Family-fun Activities are closer than you think – Explore Today!  
[visit.sopadre.com](http://visit.sopadre.com)

Family Leisure Q4 - TX

**Campaign Name**
[Family Water Sport Fun](#)

Endless Beaches, Dolphin Swimming & More at South Padre Island!  
[visit.sopadre.com](http://visit.sopadre.com)

Family Leisure Q4 - MW

[Texas Family Beaches](#)

Family-fun Activities are closer than you think – Explore Today!  
[visit.sopadre.com](http://visit.sopadre.com)

Family Leisure Q4 - MW

**Campaign Name**
[Nature Tourism Beaches](#)

The top ecotourism destination in Texas - South Padre Island  
[visit.sopadre.com](http://visit.sopadre.com)

Nature Tourism Q4 - TX

[Nature-Based Tourism](#)

Experience the best nature activities of South Padre Island!  
[visit.sopadre.com](http://visit.sopadre.com)

Nature Tourism Q4 - TX

**Campaign Name**
[Best Nature Tourism Place](#)

See Birds, Dolphins & Sea Turtles of the tropical South Padre Island!  
[visit.sopadre.com](http://visit.sopadre.com)

Nature Tourism Q4 - MW

[Nature-Based Tourism](#)

Experience the best nature activities of South Padre Island!  
[visit.sopadre.com](http://visit.sopadre.com)

Nature Tourism Q4 - MW

**Campaign Name**
[Business on the Beach](#)

From Suit to Bathing Suit – Book tropical SPI for your next meeting.  
[visit.sopadre.com](http://visit.sopadre.com)

Groups and Meetings Q4

[Company Retreat](#)

Revitalize your team on a tropical Texas Island - Learn More.  
[visit.sopadre.com](http://visit.sopadre.com)

Groups and Meetings Q4

## Facebook

	Campaign Name	Spend (\$)	Impressions	Clicks	CTR (%)	CPC (Link) (\$)	Post Engagement
Family Leisure MX Q4	Family Leisure MX Q4	2,149.56	5,991,626	199,738	3.33	0.01	200,488
Family Leisure Q4 - MW	Family Leisure Q4	2,118.64	1,080,370	21,019	1.95	0.10	20,613
Family Leisure Q4 - TX	Family Leisure Q4	3,162.03	905,405	23,110	2.55	0.15	22,247
Family Q4 - MW	Family Leisure Q4 - Instagram	916.52	126,229	1,170	0.93	0.98	3,969
Family Q4 - TX	Family Leisure Q4 - Instagram	1,344.31	234,136	1,534	0.66	1.49	3,595
Nature Q4 - MW	Nature Tourism Q4 - Instagram	364.38	58,834	449	0.76	1.10	1,879
Nature Q4 - TX	Nature Tourism Q4 - Instagram	579.95	154,160	1,111	0.72	1.12	2,746
Nature Tourism Q4 - MW	Nature Tourism Q4	863.46	503,326	7,559	1.50	0.12	7,420
Nature Tourism Q4 - TX	Nature Tourism Q4	1,350.36	549,988	10,643	1.94	0.15	9,842

### Family Leisure Texas

**Location:** United States, Texas

**Exclude Location:** South Padre Island (+25) mi Texas

**Age:** 27 - 49

**Interests:** Adventure travel, Vacations, Canoe, Kite surfing, Windsurfing, Beaches, water sports, Travel or Parasailing; Parents (01-02 years); Parents with preschoolers

### Family Leisure Midwest

**Location:**

Canada, United States: Alabama; 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

**Exclude Location:** United States: California; South Padre Island (+25) mi Texas

**Age:** 27 - 49

**Interests:** Adventure travel, Vacations, Canoe, Kite surfing, Windsurfing, Beaches, water sports, Travel or Parasailing; Parents (01-02 years); Parents with preschoolers

### Nature Tourism Texas

**Location:** United States, Texas

**Exclude Location:** South Padre Island (+25) mi Texas

**Age:** 25 - 65

**Interests:** Adventure travel, Vacations, Fishing, Ecotourism, Birds, Travel + Leisure, Nature, Beaches, Horseback riding or Travel

### Nature Tourism Midwest

**Location:**

Canada, United States: Alabama; 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

**Exclude Location:** United States: California; South Padre Island (+25) mi Texas


**Age:** 25 - 65

**Interests:** Adventure travel, Vacations, Fishing, Ecotourism, Birds, Travel + Leisure, Nature, Beaches, Horseback riding or Travel

Campaign Name

 **Visit South Padre Island**  
Sponsored Like Page


Explore South Padre Island on your own terms, in your own way.




**Just You & Your Canoe**  
Visit us to learn more about South Padre Island activities & events, request lodging info & more!  
VISIT.SOPADRE.COM Learn More

Family Leisure Q4

Campaign Name

 **Visit South Padre Island**  
Sponsored Like Page

Lose track of time while fishing on the tropical waters of South Padre Island.

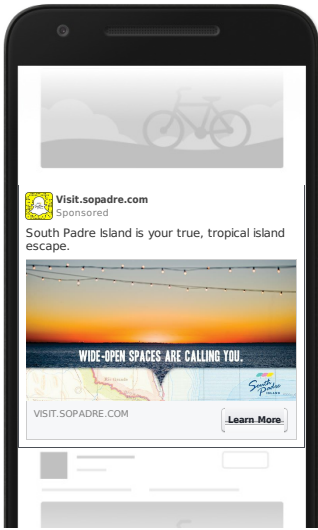


**Fishing All Day Long**  
Visit us to learn more about South Padre Island activities & events, request lodging info & more!  
VISIT.SOPADRE.COM Learn More

Nature Tourism Q4

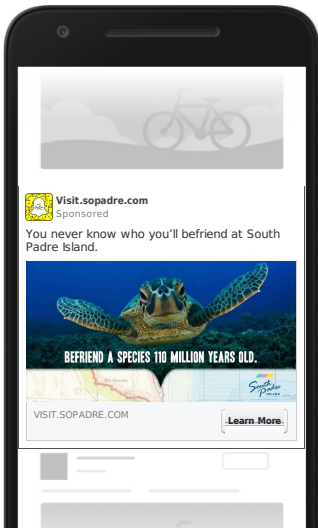


Campaign Name



Family Leisure Q4 - Instagram

Campaign Name



Nature Tourism Q4 - Instagram

theatkinsgroup

FY17 Media and Marketing Plan

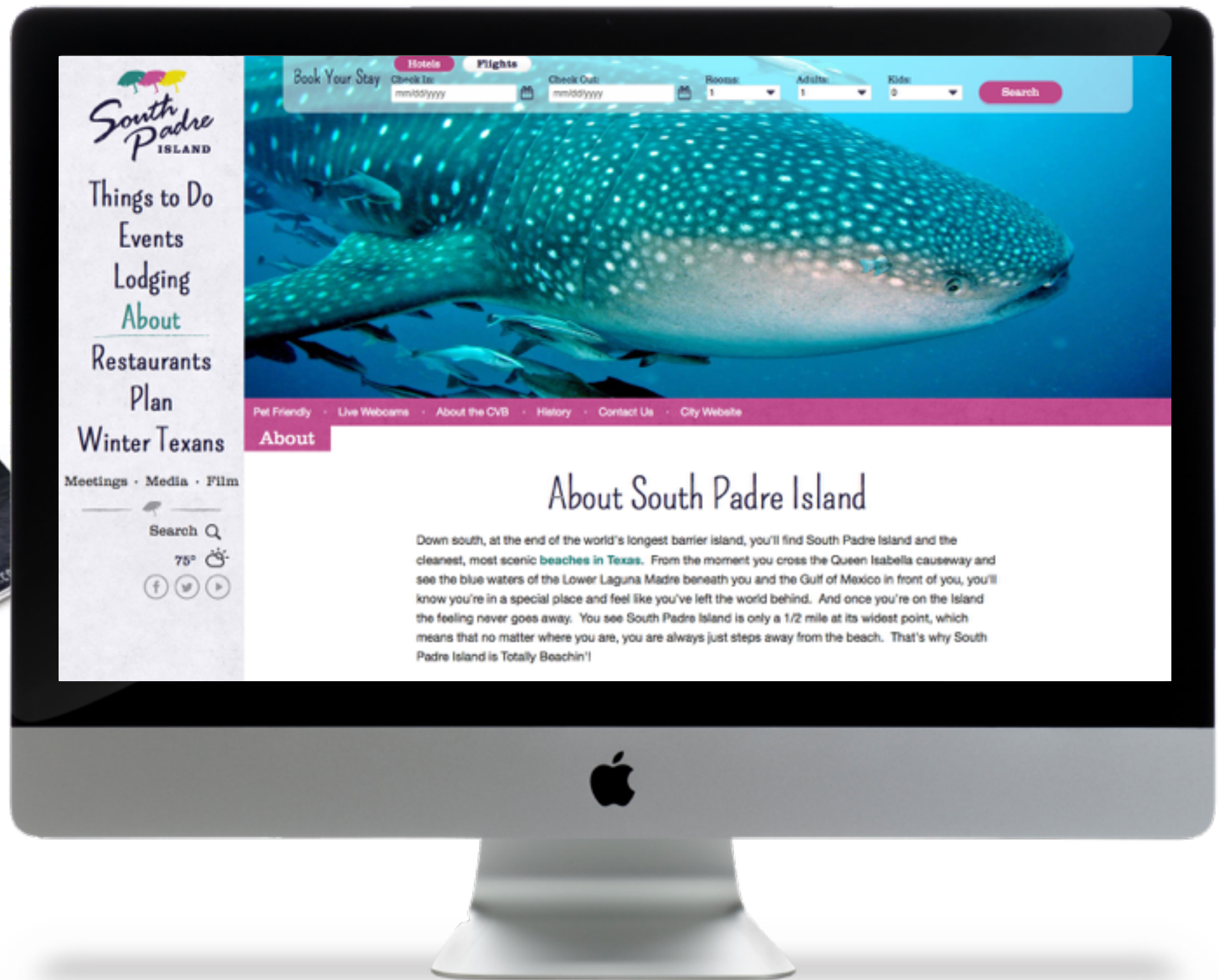
# The Industry

A flat Summer in  
**Texas**

**Why?**

The **reasons**  
are as diverse  
as the  
**destinations**  
themselves.

# A Look Back







# Brand Development

## **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.

# Brand Development

## **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 Development

## **WHAT WE PROMISE**

We give you a true  
tropical Island escape.



# Website



[Twitter](#) [Facebook](#) [LinkedIn](#)

[lodging](#) [plan your trip](#) [things to do](#)

[Spring Break](#) [Winter Texans](#) [Book a Package](#)

[South Padre Island](#) [about us](#) [meetings and groups](#)

love  
**YOUR ISLAND.**  
 #MYSPI

TODAY  
 90°/82°  
 BOOK NOW  
 VIEW OUR WEATHER  
 E-NEWSLETTER SIGN UP  
 CONTACT US

love  
**YOUR ISLAND.**  
 #MYSPI

**Welcome To South Padre Island**  
 Welcome to your own tropical island - South Padre Island, with 34 miles of beautiful white sand and clear emerald water, South Padre Island is one of the world's most exquisite barrier islands - and the only island in Texas!

**THERE'S ALWAYS SOMETHING TO DO ON SOUTH PADRE ISLAND**  
 No matter what time of year, there's always something to do on South Padre Island. With mild weather and calm water all year round, you'll always love what you love doing more on South Padre Island.

**Love What You Love More on South Padre Island**  
 South Padre Island is a small coastal community that offers a wide variety of year-round activities for everyone. Whether you're a family looking for the perfect beach vacation, a couple wanting a romantic getaway, a bride planning a beach wedding, a fishing enthusiast seeking your biggest catch, a water lover who wants to get out on the water with sports and activities, an adventure seeker in search of exhilarating water sports, or a meeting planner seeking a change of scenery for your next conference, you'll love what you love more on your island - South Padre Island.

**77th TIFT**  
 AUGUST 1-3

love  
**YOUR ISLAND.**  
 #MYSPI

**Welcome To South Padre Island**  
 Welcome to your own tropical island - South Padre Island, with 34 miles of beautiful white sand and clear emerald water, South Padre Island is one of the world's most exquisite barrier islands - and the only island in Texas!

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 South Padre Island is a small coastal community that offers a wide variety of year-round activities for everyone. Whether you're a family looking for the perfect beach vacation, a couple wanting a romantic getaway, a bride

# Television





# Digital Ads

 HOTEL VALENCIA  
RIVERWALK  
SAN ANTONIO

TIME TO ESCAPE.

EXPLORE

800.509.3367  
HOTELVALENCIA-RIVERWALK.COM  
Reservations use promo code "TRIPLEX"

# Travel

THE DROP EVERYTHING LIST AUGUST 4, 2016

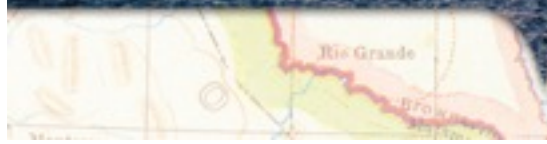


**Taco-ing About Southmost**  
The beloved tradition of taquerias in Brownsville, on display for all to see.

BY MICHAEL HOINSKI



IT'S NEVER TOO EARLY TO BOOK YOUR FAMILY SPRING BREAK GETAWAY.

JULY 20, 2016

JULY 20, 2016

TIME TO ESCAPE



 HOTEL VALENCIA  
RIVERWALK  
SAN ANTONIO

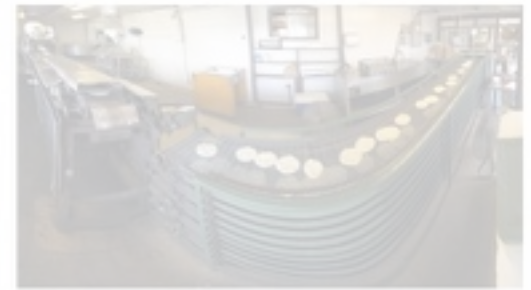
TIME TO ESCAPE.

EXPLORE

800.696.3367  
HOTELVALENCIA-RIVERWALK.COM  
Reservations use promo code "PROMO"

# Travel

THE DROP EVERYTHING LIST AUGUST 4, 2016



**Taco-ing About Southmost**  
The beloved tradition of taquerias in Brownsville, on display for all to see.

BY MICHAEL HOINSKI



**VISIT SOUTH PADRE,  
AN ISLAND THAT FEELS LIKE YOUR OWN.**



JULY 20, 2016

JULY 20, 2016

TIME TO ESCAPE



 HOTEL VALENCIA  
RIVERWALK  
SAN ANTONIO

TIME TO ESCAPE.

EXPLORE

800.506.3367  
HOTELVALENCIA-RIVERWALK.COM  
Reservations use promo code "TRIPX"


# Travel


THE DROP EVERYTHING LIST AUGUST 4, 2016



**Taco-ing About Southmost**  
The beloved tradition of taquerias in Brownsville, on display for all to see.  
BY MICHAEL HOINSKI

**MAJOR IN PARADISE FOR A WEEK.**





JULY 20, 2016

JULY 20, 2016

TIME TO ESCAPE



 HOTEL VALENCIA  
RIVERWALK  
SAN ANTONIO

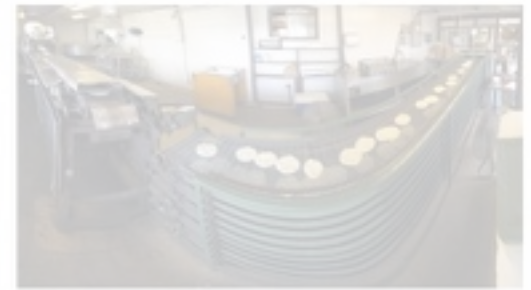
TIME TO ESCAPE.

EXPLORE

800.509.3367  
HOTELVALENCIA-RIVERWALK.COM  
RESERVATIONS USE PROMO CODE "PROMEX"

# Travel

THE DROP EVERYTHING LIST AUGUST 4, 2016



**Taco-ing About Southmost**  
The beloved tradition of taquerias in Brownsville, on display for all to see.

BY MICHAEL HOINSKI

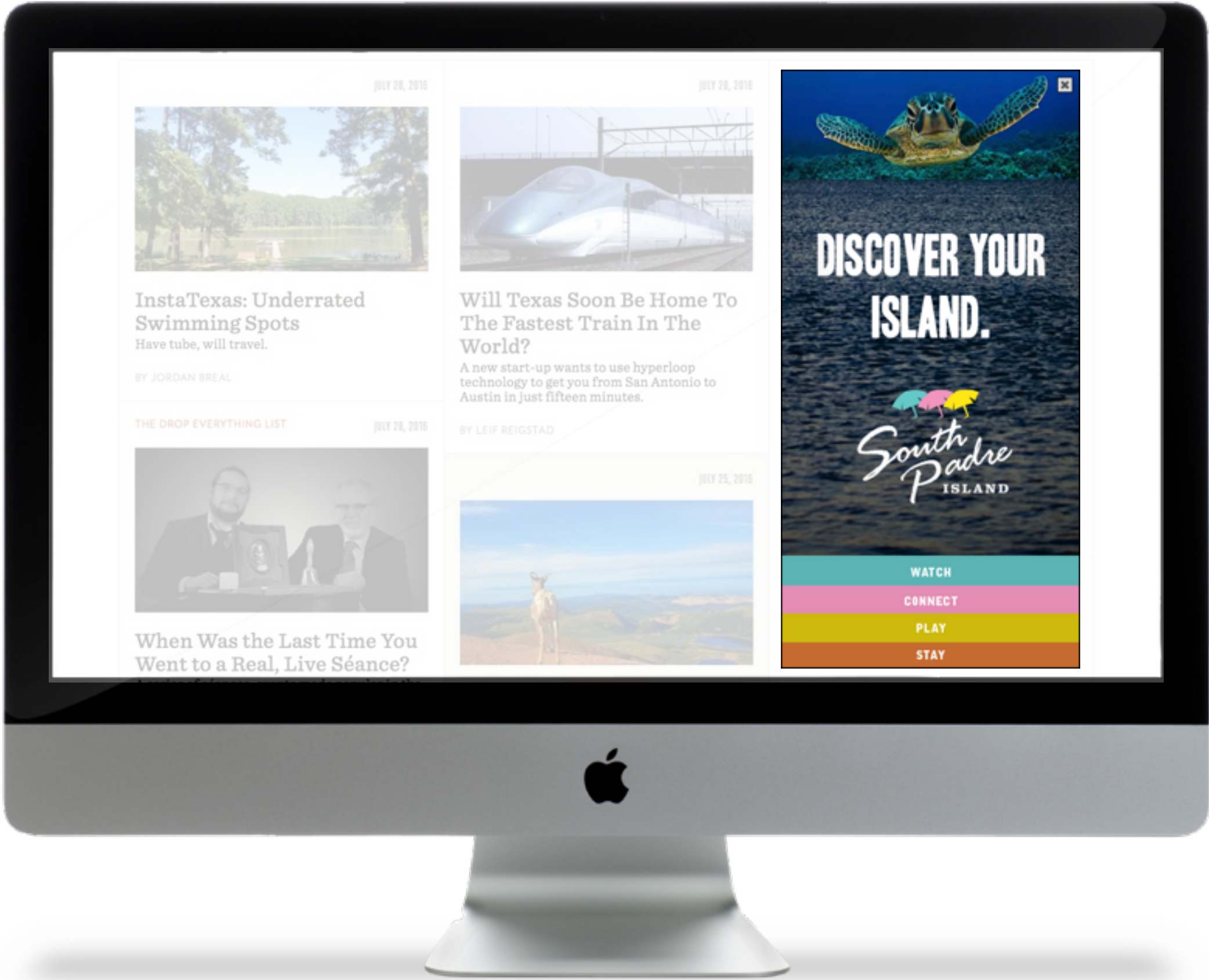


**WE DON'T DO WINTER. VISIT SOUTH PADRE.**

South Padre Island

JULY 20, 2016 JULY 20, 2016 TIME TO ESCAPE





JULY 28, 2016



**InstaTexas: Underrated Swimming Spots**  
Have tube, will travel.

BY JORDAN BREAL

THE DROP EVERYTHING LIST JULY 28, 2016



**When Was the Last Time You Went to a Real, Live Séance?**

JULY 28, 2016

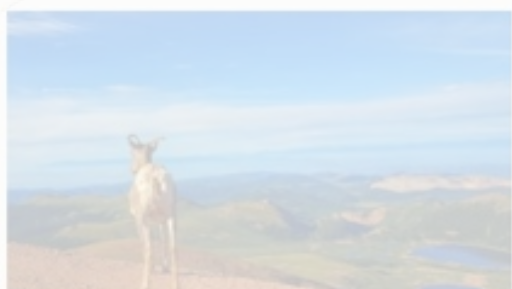


**Will Texas Soon Be Home To The Fastest Train In The World?**

A new start-up wants to use hyperloop technology to get you from San Antonio to Austin in just fifteen minutes.

BY LEIF REIGSTAD

JULY 25, 2016



**DISCOVER YOUR ISLAND.**

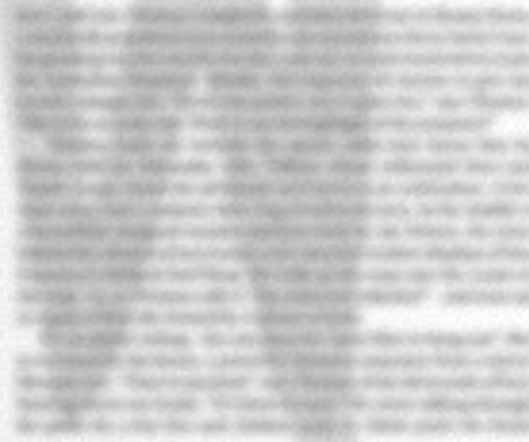
*South Padre*  
ISLAND

WATCH  
CONNECT  
PLAY  
STAY

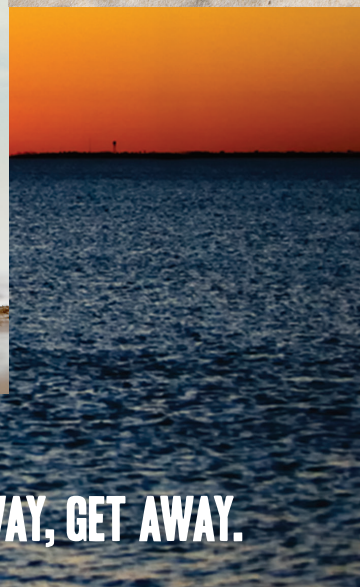
# Print Ads



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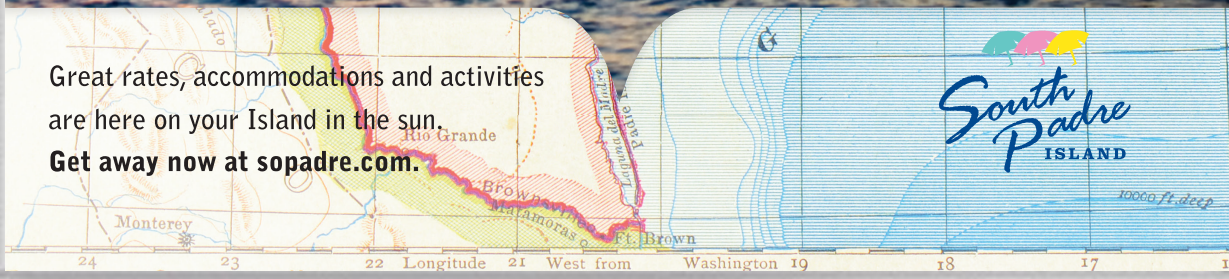


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**SAIL AWAY, SURF AWAY, FISH AWAY, PLAY AWAY, GET AWAY.**

Great rates, accommodations and activities are here on your Island in the sun. Get away now at [sopadre.com](http://sopadre.com).



**South Padre ISLAND**

10000 ft. deep

Faded, illegible text on the left page of the laptop screen.



Faded, illegible text on the right page of the laptop screen.

TURN UP  
THE VOLUME *on* YOUR BREAK.

SOPADRE.COM / SPRINGBREAK

South Padre ISLAND

SOPADRE.COM / SPRINGBREAK

f LIKE US ON FACEBOOK FOR THE LATEST SPRING BREAK UPDATES.

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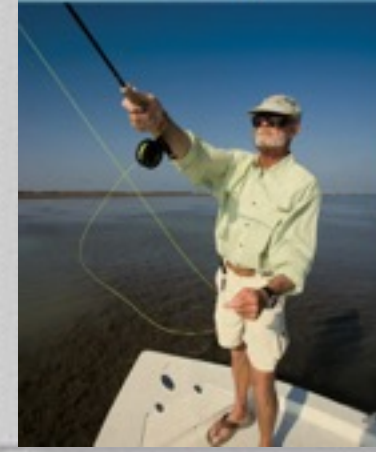
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## THE FISHING GODS ARE CALLING YOUR NAME.



And so is \$15,000 in cash prizes. Come to your island and catch the big prize at The Wahoo Classic, September 9th - 11th. Go to [www.sopadre.com](http://www.sopadre.com) for additional info.



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## THE BEST BUSINESS TRIPS INVOLVE SUN, SAND AND SKY.

There are lots of reasons we were named one of the Top 5 Hot Spots for Winter Events. The newly renovated Convention Center closes the gap between a tropical getaway and the boardroom. And we work with business meetings, continuing education, retreats and other large groups to create ideal events while providing top amenities. Make this top 5 island yours for your group. Visit [sopadre.com](http://sopadre.com)



# PR Success

# COASTAL TEXAS



## SOUTH PADRE

This 34-mile long, half-mile wide slice of land in the Gulf of Mexico appeals to spring breakers in March and April, snowbirds in the fall and winter, and families all year-round. If you're ready to escape the big-city scene, SPI's long stretches of white-sand beaches and warm turquoise waters might make you forget you're still in the Lone Star State.



Tour of the tanks at Sea Turtle, Inc.

### SAVOR

After a morning walk along the shoreline, stop for breakfast at Café on the Beach. Tucked behind the Palms Resort, this restaurant is the essence of island life. You can't go

PHOTOGRAPH COURTESY OF SEA TURTLE, INC. (TURTLE); AND BY ARTHE BEAUTE; (COURTESY, 2016)



**Southwest**  
The Magazine

### PACKAGE INCLUDES:

Weekend stay at the Hilton Anatole (check-in Friday, check-out Sunday)

**\$250 resort credit**  
Good for any food and beverage in hotel, spa services, gift shop merchandise, and more!

Two Southwest Airlines® Gift Cards

Uber transportation credit during stay—up to \$100

Admission to downtown Dallas museum of choice

## ENTER FOR A CHANCE TO WIN

A WEEKEND GETAWAY TO DALLAS!\*

ENTER ONLINE AT [FACEBOOK.COM/SOUTHWESTMAG](https://www.facebook.com/southwestmag)  
OR [SOUTHWESTMAG.COM/SWEEPSTAKES](https://www.southwestmag.com/sweepstakes)  
(only one entry per person)

\*Valid for use July 1 through December 31, 2016. Hotel cancellation must be made no less than 72 hours in advance of stay (based upon space availability; blackout dates apply)

FOR COMPLETE SWEEPSTAKES RULES, VISIT [FACEBOOK.COM/SOUTHWESTMAG](https://www.facebook.com/southwestmag) OR [SOUTHWESTMAG.COM/SWEEPSTAKES](https://www.southwestmag.com/sweepstakes)

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**M**

any of you may find the thought of school in the summer somewhat, well, less than exciting. We get that. But our idea of summer school means learning how to have more fun. The kind of school where you pick up a skill—say cooking, sewing, or glassblowing—that lets you entertain or test your creativity. Class time spent near the water, learning fun things—perhaps fly-fishing, sailing, kayaking, or sandcastle-building. Places to find a new activity you can enjoy over and over again, such as horseback riding or birding. Or, ones that offer the opportunity to explore and learn more about our natural world, the better to appreciate its amazingness and importance.

That's our kind of summer school, and we think you'll give it an A+

## JUST ADD WATER

### Flyboarding

South Padre Island Water Sports, South Padre Island

Hover above the water on a water-jet board connected to a personal watercraft during a flyboarding lesson. After a short orientation covering gear and technique, you spend 20 to 30 minutes of hands-on training, hovering up to six feet above the water. First-timers tend to find themselves pretty tired after 30 minutes of flyboarding, but if you still have get-up-and-go, add time in 10-minute increments. "Flyboarding is relatively easy and most people get the hang of it in 10 or 20 minutes," owner Jeff Hoxtell promises.

Rather stay on the water's surface? Instructors also teach surfing, kiteboarding, and stand-up paddle boarding lessons.

South Padre Island Water Sports opens seven days a week; book lessons a day in advance. Lessons range from \$99 to \$199 depending on the number of people in your group. An additional 10 minutes flying time costs \$49. Surfing and stand-up paddle board lessons start at \$59. Call 958/299-9463; [www.splws.com](http://www.splws.com) or [www.flyboardsouthpadreisland.com](http://www.flyboardsouthpadreisland.com).

### Sailing

Bay Area Sailing School, Kemah

More than a dozen sleek sailboats bob in their berths at the sunny, breezy Watergate Yachting Center, and you can learn to sail one of them in a two-day course with American Sailing Association-certified instructors. After completing the basic keelboat course, rent sailboats up to 33 feet long from Sackett's Sailing Center and cruise nearby Galveston Bay. The next level course teaches bareboat chartering, a skill that opens the door for sailors to go anywhere in the world.

The basic course at Bay Area Sailing School costs \$293 and includes one mentor sail and one half-day charter upon completion of course. Call 281/334-4179; [www.bayareasailing.com](http://www.bayareasailing.com).



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**SAVVY TRAVELER**

a peek at the beautiful jewelry gleaming in the gem vault.

With just three attractions under your belt, your Houston CityPASS has already more than paid for itself. If you still have time, however, your booklet also contains a ticket for the Downtown Aquarium, and a choice between an outing at the Children's Museum of Houston or an afternoon on the waterfront Kemah Boardwalk, either of which will make a fine conclusion to your stay in Space City.

**Dallas CityPASS**

Dallas' CityPASS bundles your choice of four of Big D's most popular attractions into a booklet that costs \$46 per adult (age 12 and older) and \$31 per child.

You'll want to spend an afternoon at the Perot Museum of Nature and Science, a state-of-the-art learning space named for the family of entrepreneur and billionaire Ross Perot. The

dinosaur exhibit, an 11,000-square-foot space where you can acquaint yourself with a Tyrannosaurus rex and other prehistoric animals, is stunning, as are the 10 other permanent exhibit halls, which let you explore the universe, learn about your body, discover rare minerals, and experience a tornado via a simulation exhibit.

For step two in your CityPASS booklet, take the elevator some 470 feet to the observation deck of Reunion Tower. Here, from the recently redesigned GeO-Deck, you can appreciate 360-degree views of the Dallas skyline, zoom in on landmarks via touch-screen computers, and learn more about the assassination of President Kennedy, an important if tragic chapter in the city's history. On a clear day, you can see as far as 32 miles.

For your third outing, decide whether you want to spend an afternoon immersed in U.S. history at the George

W. Bush Presidential Library and Museum, where you can take a photo in a full-size replica of the Oval Office; or if you'd like to spend the afternoon frolicking in the sun at the picturesque Dallas Arboretum and Botanical Garden—always fun for the kids and a gold mine for family photos.

Your last attraction might be the Dallas Zoo, which beckons with 106 acres of wildlife, including zebras, elephants, giraffes, and hippos. Families with kids might also pack their swimsuits for a break in the zoo's wading stream. Alternatively, you can take a deeper look at President Kennedy's life and legacy at the Sixth Floor Museum.

As with all CityPASS offerings, you'll have nine days to use your tickets, which leaves ample time to explore areas such as Deep Ellum for live music and nightlife, or the Bishop Arts District for the quintessential Big D boutique shopping experience. ★

**YOUR TROPICAL ISLAND GETAWAY IS NOT FAR AWAY.**

Great rates, accommodations, and activities ideal for families who enjoy all forms of quality time. Discover your island at [sopadre.com](http://sopadre.com)

**South Padre ISLAND**



## across the *south*

### Florida

#### Tampa Hotel Introduces New Wellness Hotel Rooms

TAMPA—Advanced air purification, circadian rhythm lighting, dawn simulation and aromatherapy are among the new amenities in Tampa Marriott Waterside's newly opened Stay Well rooms. Created by Delos, the concept offers features in hotels to help travelers maintain their health and well-being while on the road. Stay Well rooms strive to reduce the effects of jet lag, decrease stress, enable more restful sleep, and increase energy and vitality.

"Wellness is a major social movement that we have embraced in totality. We plan to provide healthy living and wellness options throughout our downtown project, and that begins with the guest experience at the Marriott Waterside," said James Nozar, chief executive officer of Strategic Property Partners, LLC, which owns the property, where 34 guest rooms, all on one floor, were converted to Stay Well rooms.

Stay Well room features include:

- A state-of-the-art air-purification system to reduce allergens to provide significant benefits to guests' respiratory systems

- Circadian Mood Lighting to emulate the color of natural outdoor light, to enhance sleep quality, energy levels and productivity
- Long Wave Night Lighting, which allows guests to safely navigate at night while minimizing sleep disruption
- The Dawn Simulator, which wakes guests gradually and gently with increasing levels of music or natural sound, coupled with gradually increasing light
- Relaxing, mood-enhancing aromatherapy
- The Vitamin C-Infused Shower System to neutralize the effect of chlorine

In addition to built-in features, the Stay Well rooms offer healthy menu selections, allergy-friendly cleaning processes, wellness programs and meditation options (via the Stay Well mobile app).

### Georgia

#### New Event Space

JEKYLL ISLAND—The Beach House at the Holiday Inn Resort, Jekyll Island's new restaurant and

event space, has been completed as the final stage of a \$22 million renovation. The facility, which opened July 1, will serve as both a full-service restaurant and a 3,000-square-foot event space for meetings, reunions and weddings. (Formerly the Oceanside Inn and Suites, the entire property was closed for a complete renovation and opened March 2015 as Holiday Inn Resort.)

The culinary team is led by Food and Beverage Director Luke Kelly.

"I am extremely excited to be a part of the revitalization of this amazing property, first with the Holiday Inn Resort opening, now with our own independent restaurant, Beach House," said Kelly. "With its added 3,000

square feet of event space, we will be the perfect spot for weddings, family reunions, company meetings and more."

The Beach House Restaurant will offer fresh, locally sourced seafood, house-made pizza, fresh salads and pasta. The Tap Room at Beach House will feature 24 draft beers, including an array of craft brews that can be expertly paired with food selections. Serving



breakfast, lunch and dinner, Beach House will also be available to host private parties and dining events.

In addition, Beach House will offer outdoor dining with a seating area and outdoor fireplace, a kid-inspired menu, a daily happy hour, live entertainment, an indoor 12-foot shuffleboard table and an outdoor bocce ball lawn.

### Tennessee

#### Kate Jackson Promoted To Director Of Event Services

KNOXVILLE - Kate Jackson recently became the director of event services at the Knoxville Convention Center. She will be responsible for overseeing event managers and coordinating scheduling and training of event staff.

"Because of Kate's hard work and true dedication to meeting our clients' needs, this promotion to our leadership team is well-deserved," General Manager Mary Bogert said. "Kate is recognized by her industry peers and coworkers as a proactive go-getter who will go the extra mile every time to ensure guests and meeting planners have a flawless experience at our facility."

Jackson joined the center's staff in 2009 as an event manager overseeing international, regional and citywide conferences and conventions; trade and consumer shows; corporate meetings; concerts; sporting events; holiday parties; weddings; and nonprofit galas. She managed some of the center's largest annual events, including Fantasy of Trees, Destination Imagination, Downtown Knoxville Boat Show and the



Jackson

### Grand Re-Opening Celebrated

SOUTH PADRE ISLAND—In April, the city of South Padre Island and the South Padre Island Convention & Visitors Bureau celebrated the grand re-opening of the South Padre Island Convention Centre. Following a multi-million-dollar renovation, the 45,000-square-foot facility's foundation has been completely re-structured, with new carpeting and digital signage installed. Solar lighting in the parking lot and outdoor landscape, and a repainted interior and exterior are additional upgrades.

The center includes 22,500 square feet of exhibit-hall space with a clear ceiling height of 36 feet for concerts, large meetings and sporting events, as well as a large, media-ready conference auditorium that seats 250 people. Additionally, 9,000 square feet of meeting rooms are available, and a large central lobby also serves as an excellent space for exhibits and functions. ■



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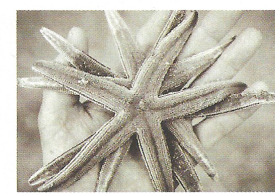
# Isla Blanca Park

South Padre Island **BEST FOR: SURFING**

**Belle Daigle**, a 22-year-old surf instructor from Island Native Surf House, popped onto her board with ease and then told me to try the move. We were practicing on the sand, yet despite Daigle's assurances that I'd "get up" by lunch, I couldn't envision doing anything but face-planting—and frequently—into the Gulf of Mexico.

Fortunately, I'd arrived during the tourism lull before spring break, so nobody was around to see me stumble. Indeed, solitude was the rule rather than the exception over my two days exploring some of Texas's whitest, brightest beaches. The previous day, I drove right onto the sand, north of town at Edwin King Atwood Park, where off-roaders and anglers cruise an epic 27-mile undeveloped reach of the island, taking day trips to the Mansfield cut that splits SPI from Padre Island National Seashore. Not wanting to strand my rental car, I drove only a few miles. The Gulf breezes and sunshine were downright Caribbean.

**PRO TIP**  
Salute the surf goddesses at the **Wanna Wanna Beach Bar & Grill** on the sand, but call a cab if you indulge in their "turbo" piña colada.



**GETTING THERE:** Cross the Queen Isabella Causeway and turn right on Padre Boulevard (\$4 per vehicle, \$18 for a 30-day pass, camping from \$15; [cameroncountyparks.com/IslaBlancaPark](http://cameroncountyparks.com/IslaBlancaPark), 956-761-5494). A 1.5-hour surf lesson from Island Native costs \$40 ([islandnative.com](http://islandnative.com), 956-772-7100).

## URBAN OASIS

### TRINITY RIVER

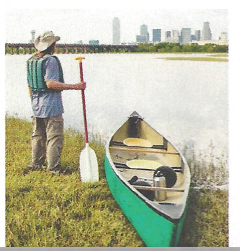
Dallas **BEST FOR: PADDLING**

This winter, the city of Dallas finally concluded that the malfunctioning Dallas Wave, a \$4 million engineered white-water rapid on the Trinity River, must be removed or repaired. Outfitter Charles Allen, who has guided paddlers down the river for a quarter century, couldn't be happier. Just downstream of

the Wave, on the main stem of the Trinity, is one of Allen's favorite places, though he can suggest alternatives for days. Starting within view of downtown's gleaming skyscrapers, the trip leads six miles past pale Cretaceous-era formations called Austin Chalk and the six-thousand-acre Great Trinity Forest, the largest grove of urban hardwoods in the country. Benign

neglect creates sights money can't buy.

**GETTING THERE:** From I-35E, take exit 426B. Head east on 8th Street to Santa Fe Avenue. Park at the DART overflow lot, at 1837 E. 8th, and follow the trestle trail to the boat launch. To reach the takeout, take I-45S to exit 280 and follow E. Illinois Avenue to the river. Trips with Allen cost \$50 per person ([canoedallas.com](http://canoedallas.com), 214-941-1757).



**PRO TIP** Learn more about the region's ecology at the Trinity River Audubon Center.



## SOMETHING IN THE WATER

Getting wet, getting scared, and getting my family a little closer to Texas at Schlitterbahn.

BY JEFF SALAMON

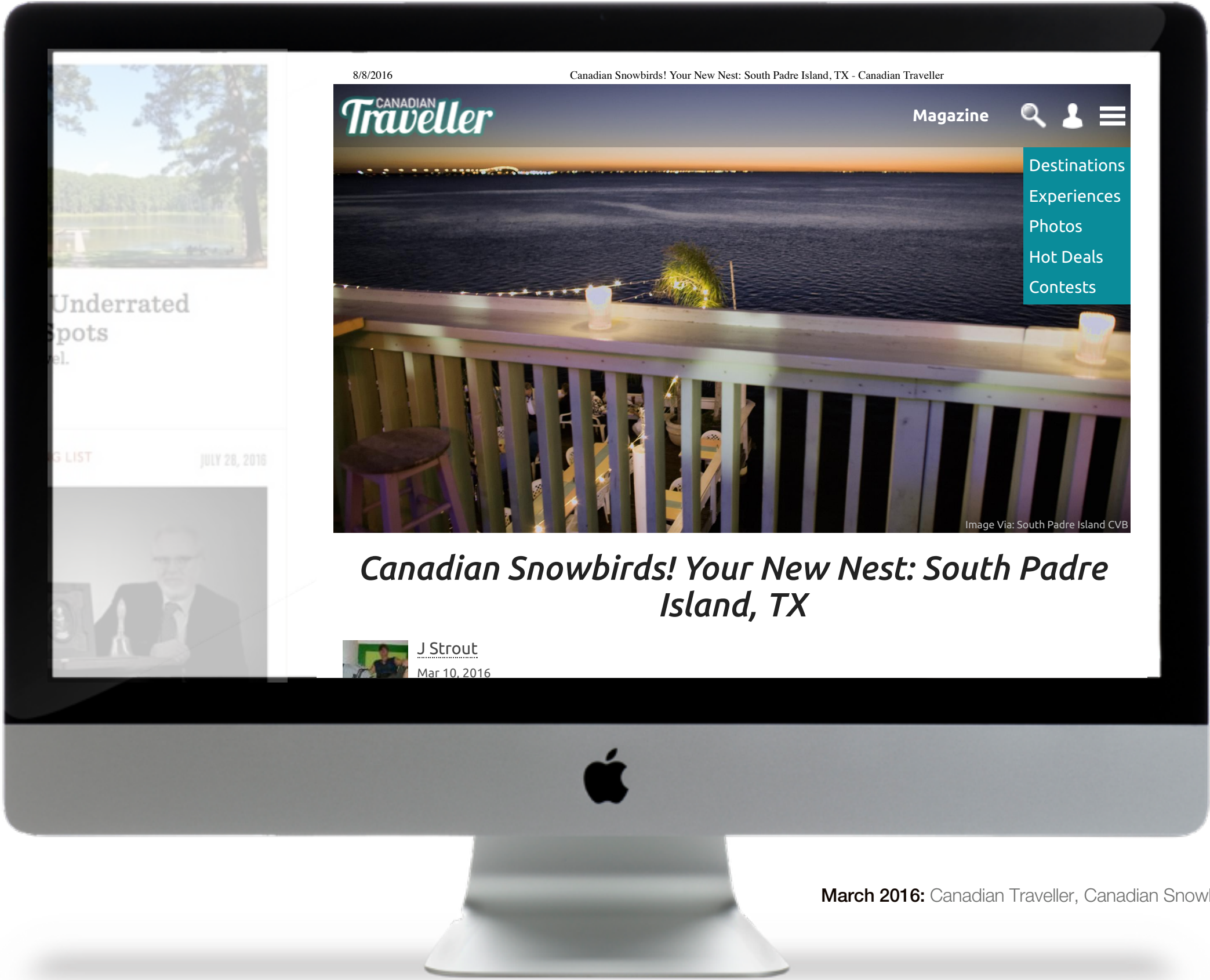
→ I was born and raised in New York. My wife was born and raised in India. Because neither of us is a Texan by birth—which is to say we're not Texans at all—we go out of our way to reinforce our son's and daughter's connection to their home state. For the most part, this means eating like a Texan: partaking of smoked brisket, breakfast tacos, and, at our favorite Austin coffee shop, the much-loved "bagel dog," an Elgin-style sausage encased in a well-crustured bread product. (Given our children's half-Jewish heritage, this is something of a twofer, roots-wise.)

¶ It's not all about eating out, though. Over the past few years there have been family trips to Pedernales Falls, Hamilton Pool, and Enchanted Rock, all of which feel like "ours" now. But for my nine-year-old daughter, nothing has ever topped our annual visit to the Schlitterbahn in New Braunfels, a.k.a. "the world's best waterpark," according to a global survey of amusement park aficionados. ¶ Our first father-daughter Schlitterbahn trip—my son, too young to brave the artificial rapids, stayed at home with his mom—took place in 2012, and it was love at first slide. My daughter had just gained her confidence as a swimmer, and over the course of that day's lazy tube rides and high-speed descents, that confidence grew stronger as she shed the anxieties and neurotic inhibitions | CONTINUED ON PAGE 208

To read our report on the brand-new Schlitterbahn, in Corpus Christi, go to [texasmonthly.com](http://texasmonthly.com).



February 2016: Dallas Morning News, Eco-tourism also a big draw on South Padre



8/8/2016

Canadian Snowbirds! Your New Nest: South Padre Island, TX - Canadian Traveller

CANADIAN  
*Traveller*

Magazine



- Destinations
- Experiences
- Photos
- Hot Deals
- Contests



Image Via: South Padre Island CVB

## *Canadian Snowbirds! Your New Nest: South Padre Island, TX*

 **J Strout**  
Mar 10, 2016

March 2016: Canadian Traveller, Canadian Snowbirds! Your New Nest: South Padre Island, TX

8/8/2016

Tubes O' Fun - Texas Highways



# Tubes O' Fun

Family frolic floats full circle at Schlitterbahn



Underrated Spots

LIST JULY 28, 2016



July 2016: Texas Highways, Tubes O' Fun

# Charlie Parker's segment on WOAI

“ I think  
**Port Aransas**  
**has seen the last of me.**”



# Accolades

One of the **10 Best Spring Break Destinations** by U.S. News & World Report  
One of the **10 Best Cheap Spring Break Destinations** by U.S. News & World Report  
One of the **10 Best Beaches in the USA** by News & World Report  
The **13 Best Beaches in the USA** by New York Post  
**Best Spring Break Destinations** by U.S. News & World Report  
The Best Beaches in the USA: **Best Beach in Texas** by Coastal Living  
The **10 Best Family-Friendly Destinations** in the USA by The Culture Trip  
**Top Best Places to Spend a Summer Day** in Texas by About.com Travel  
One of the **7 Best Summer Vacation Destinations** in Texas by Wide Open Country  
The **32 best Surf Spots** in the USA by HiConsumption  
**Top Spots for Family Vacations** in the United States by USA Today Travel  
One of the **8 Affordable Gulf Coast Beaches with Serious Summer Sizzle** by TripAdvisor  
**10 Best Beaches for Families** in 2016 by Family Vacation Critic  
**13 Beautiful Vacation Rental Backyards** by FlipKey  
2016's **11 Most Budget-Friendly Beach Destinations** in the U.S. by Oyster.com  
Listed on the **2016 Texas Travel Bucket List** by Texas Monthly  
**Top 5 Texas Coast Spots** by SA Current  
**Top "Wallet-Friendly" Spring Break Destination** by Travel and Leisure  
**One of America's Beautiful Beaches** by USA Today Travel  
**Best Affordable U.S. Vacation** and **Best Family Beach** by U.S. News & World Report  
**Top Five Vacation Rental Spot** by TripAdvisor  
**World's Top 30 Island Beaches** by Conde Nast Traveler Magazine  
**Top 10 U.S. Beaches** by Men's Fitness and Women's Day Magazines  
**Best Beach in Texas** by [GoTexas.About.com](http://GoTexas.About.com)  
One of America's **Top 10 Winter Beach Escapes** by International Business Time

# ROI Statistics




An Apple iMac computer monitor is shown from a front-facing perspective. The screen is dark blue and displays white text. The text is centered and reads: "3.2 million" in a large font, followed by "website sessions since" in a smaller font, and "October 1, 2015" in a medium font. The iMac's silver bezel and stand are visible below the screen.

3.2 million  
website sessions since  
October 1, 2015



2.2 million  
unique website visitors  
this fiscal year

An Apple iMac computer monitor is shown from a front-facing perspective. The screen is dark blue and displays white text. The text reads: "Almost 82 million impressions on Facebook". The number "82 million" is significantly larger than the other words. The iMac's silver bezel and stand are visible below the screen.

Almost  
82 million  
impressions on  
Facebook

An Apple iMac computer monitor is shown from a front-facing perspective. The screen is dark blue and displays white text. The text is arranged in four lines: "an average of", "17,000 post", "engagements", and "a month on Facebook". The number "17,000" is significantly larger than the other text. The Apple logo is visible on the silver bezel of the monitor.

an average of  
17,000 post  
engagements  
a month on Facebook

Over  
26,000 clicks  
from Adwords



Over  
12.6 million  
impressions

from PR efforts since Jan 1, 2016



An Apple iMac monitor is shown from a front-facing perspective. The screen is dark blue and displays white text. The text reads: "SPI has been featured in 62 publications of strictly earned media since January 2016". The number "62" is significantly larger than the other text. The iMac's silver bezel and stand are visible below the screen.

SPI has been featured in  
**62** publications  
of strictly earned media  
since January 2016

**3.2 million** website sessions since October 1, 2015

**2.2 million** unique website visitors this fiscal year

Almost **82 million** impressions on Facebook

An average of **17,000 post engagements** a month on Facebook

Over **26,000 clicks** from Adwords

Over **12.6 million impressions** from PR efforts since Jan 1, 2016

SPI has been featured in **62 publications** of strictly earned media since January 2016



# Where We're Going





# In-House Photo and Video Asset Library





New For Next Year

- In-House photo and video asset library expansion
- Website improvements and upgrades
- Content strategy and production
- Social strategy recommendation/implementation
- App discovery and production
- TripAdvisor Destination Partnership
- Airport and In-Flight media
- Houston specific media
- Additional research
- Special event involvement
- More creation executions with media buy



# FY17 Media Plan

# Media Strategies

## **Target Audience: 18+**

Spring Break - Family A25-49 & Collegiate 18-24

Leisure Travelers Texas

Families 25-54

Cold Weather Travelers

Winter Texans/Retirees 65+

Empty Nesters 55+

Leisure Travelers Midwest

Families 25-54

Cold Weather Travelers

Winter Texans/Retirees 65+

Empty Nesters 55+

Texas Association Members

# Media Strategies

## **Geography**

Texas with emphasis on:

Austin, Dallas/Ft. Worth, Houston, Rio Grande Valley and San Antonio

Shoulder States: New Mexico, Arkansas, Louisiana, Oklahoma

Shoulder Countries: Mexico and Canada

Upper Midwest

## **Timing**

Full year coverage flighted for emphasis on peak planning times for both leisure and meetings

Leisure: Spring/Easter, Summer, Shoulder Seasons, Holiday, Seasonal and Events

Meetings: Off peak leisure periods



# 15 Month Marketing & Media Plan



Creative Services	\$210,000
Production and Editing/Content Creation	\$140,000
Account Service	\$13,500/month; \$162,000
Advanced Analytics and Reporting	\$2,900/month; \$34,800
Public Relations	\$8,000/month; \$96,000
Social Media Strategy & Management	\$3,500/month; \$42,000
Website and Digital Development	\$100,000
Media Research, Planning & Placement	\$1,849,295
<b>FY17 Total:</b>	<b>\$2,634,095</b>
<b>15 Month Total:</b>	<b>\$3,309,727</b>

# Discussion

# Appendix

# Device ID Targeting

**Device ID Targeting polygons a set of locations and finds any devices in those target locations (e.g., universities) over a set period of time.**

- Filters out likely employee devices
- Pulls historical location data on the devices that we found in the target area
- Determines Patronage Patterns immediately before or after arriving at the location and day-part for additional insights. (where they Live, work or what they look like)
- Determines likely residential and work locations by filtering data by time of day & reducing data down to a single residential and work data point per device

## How does it work?

- Overlay interest graph, passion points and behavioral targeting signals to identify target audience
  - Social/Interest Graph Signals:* People who follow, share, or express interest in our target context content
  - App Usage Signals:* Users of relevant apps.
  - Location Targeting:* targeting audiences based on previous physical location.
- Serve: Use the audience pool of device IDs' collected for our advertising campaign.
- Analyze: Determine patronage patterns, likely residential and work locations, and track if those served Spring Break ads actually visited the island; allows for immediate ROI.





# Device ID Targeting

## Utilizing Device ID Targeting for Spring Break

Identify Specific Universities in Target Locations: Austin, San Antonio, Houston, Dallas, Baylor

Mobile and tablet

9.65MM impressions

Once the device is targeting, the ad follows the device

Adults 18+ BT: Full Time College Student:

Contextual Targeted: Spring Break Destinations,

Spring Break Traveling

725,000 Added Value Impressions

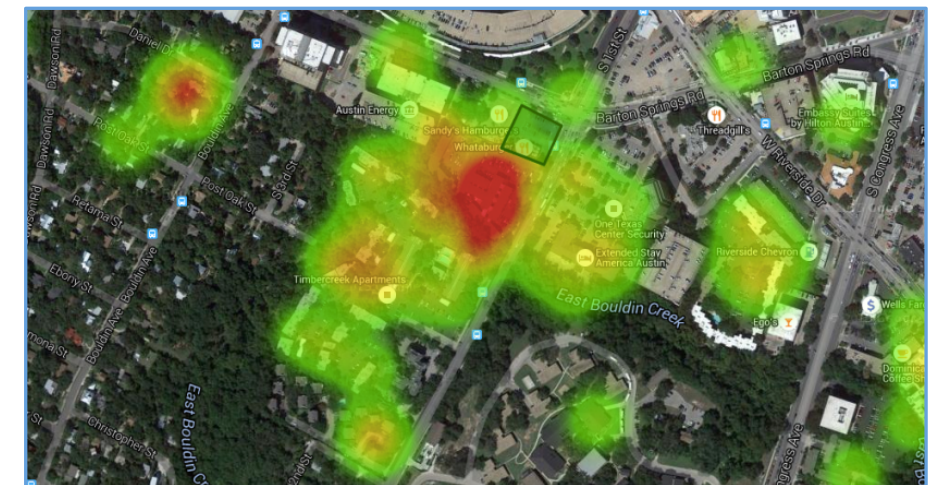
Influenced Location Visit Rate (iLVR):

Number of visitors attributed to a campaign

Location True Lift Study:

Determine incremental lift by comparing those consumers exposed to an ad vs. those not exposed, who then visited after the ad was served

**Proposed Run Dates: 1/9/17-2/19/17**



# Trip Advisor Premium Destination Partnership

## What you get:

**Measurable Results:** Reporting of out-of-town arrivals by travelers after they saw your ad on TripAdvisor.

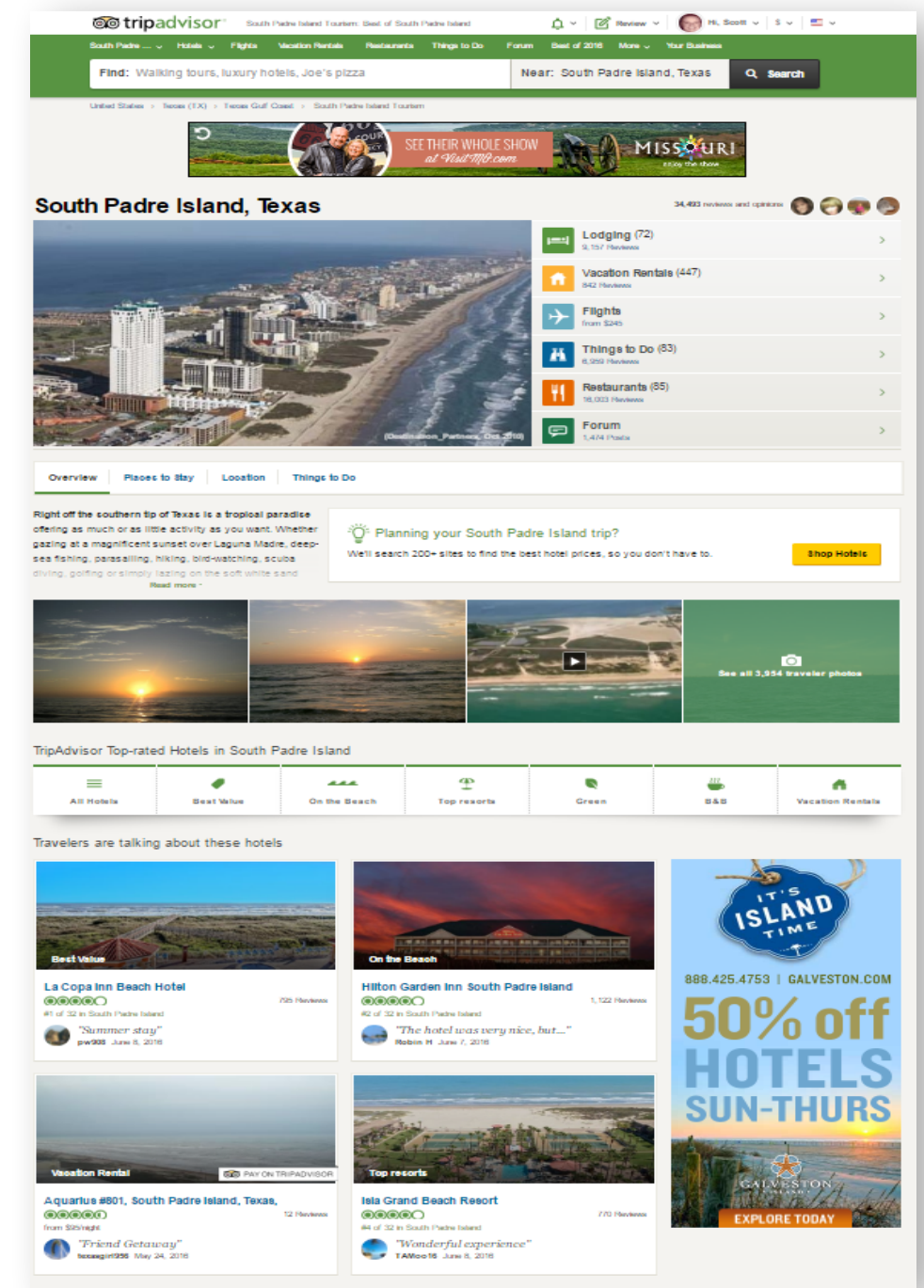
**First Impressions:** You own photo, video, and ad content on a TripAdvisor page that comes up in the first five organic search results for “South Padre”, and “South Padre Island” on Google

**Content Exposure:** Own 20+ pages of South Padre Island content on the most viewed travel website in the world (comScore, Feb 2016)

**Competitive Targeting:** South Padre Island ads will be viewable to travelers as they research competing destinations like Galveston and Port Aransas.

**Educational Opportunities:** An annual reputation management workshop equipping local hotels, attractions, and restaurants with free tools on how to get the most of their TripAdvisor listings.

**Economic Impact:** Reporting estimated bookings for South Padre Island using TripAdvisor’s own Instant Booking and Meta Click data (requires \$100k minimum campaign investment)



# Trip Advisor

## Premium Destination Partnership

### What are the benefits?

**Tourism Impact:** TripAdvisor is responsible for generating \$20 billion in US travel expenditures, and maintaining 272,000 US tourism jobs (Oxford Economics, April 2016)

**Influence:** 5 of 8 online travel buyers visit TripAdvisor before making a purchase decision. (comScore, Q2/Q3 2015)

**Defense:** Galveston, Corpus Christi, and Port Aransas are the destinations most viewed by TripAdvisor users after viewing South Padre Island on TripAdvisor.

**Owning The Front Line:** Owning all of the ads on the South Padre Island destination page as referenced in “First Impressions” above (see following page)

**Presence on Multiple Fronts:** Own content viewable on desktops, laptops, tablets, and mobile devices.

**Proposed Flight Dates: September 2016-August 2017**

# Nature Tourism

## Digital Display

Target Texas & Shoulder States

Target audience that has engaged in online content indicating that they are nature enthusiasts. This includes users whose browsing activities include fishing, bird watching, conservation, camping, hiking, hunting, fishing, visiting parks, etc.

## Texas Saltwater Fishing Magazine

August & September Issues

## Birdwatching Magazine

Sept/Oct Issue

## Bird Watcher's Digest

Sep/Oct. Issue

2 E-blasts to subscriber base & 728x90 banner on [birdwatchersdigest.com](http://birdwatchersdigest.com)

## Texas Fish & Game

Sept. Issue

One Facebook promotion per month

300x250 ROS banner on [fishgame.com](http://fishgame.com)

## Texas Lakes & Bays

Annual Magazine – Drops in August

## Texas Parks & Wildlife Outdoor Annual

Distributed in August 2017



# Airport

## **Flight Dates: October 2016-December 2016**

**Airport Advertising** (3 markets - Dallas, Houston, San Antonio)

DFW International Airport, Dallas Love Field, Hobby Airport, Houston Intercontinental Airport, San Antonio International Airport

:10 second ads playing on LCD screens in concourses

Digital screens running commercials are the most effective form of airport advertising. By utilizing more locations throughout the airport we reach a larger audience at a more efficient price

**Southwest Magazine** (November)

Winter Travel Issue

**14x48 Permanent Bulletin** (Austin; situated near airport)

This static panel targets cars heading to the Austin-Bergstrom International Airport

# TV Everywhere (TVE)

**TV Everywhere is a digital video rotation that runs across Cable Service Providers in Target Markets. Used as a digital extensions of TV/Cable buys.**

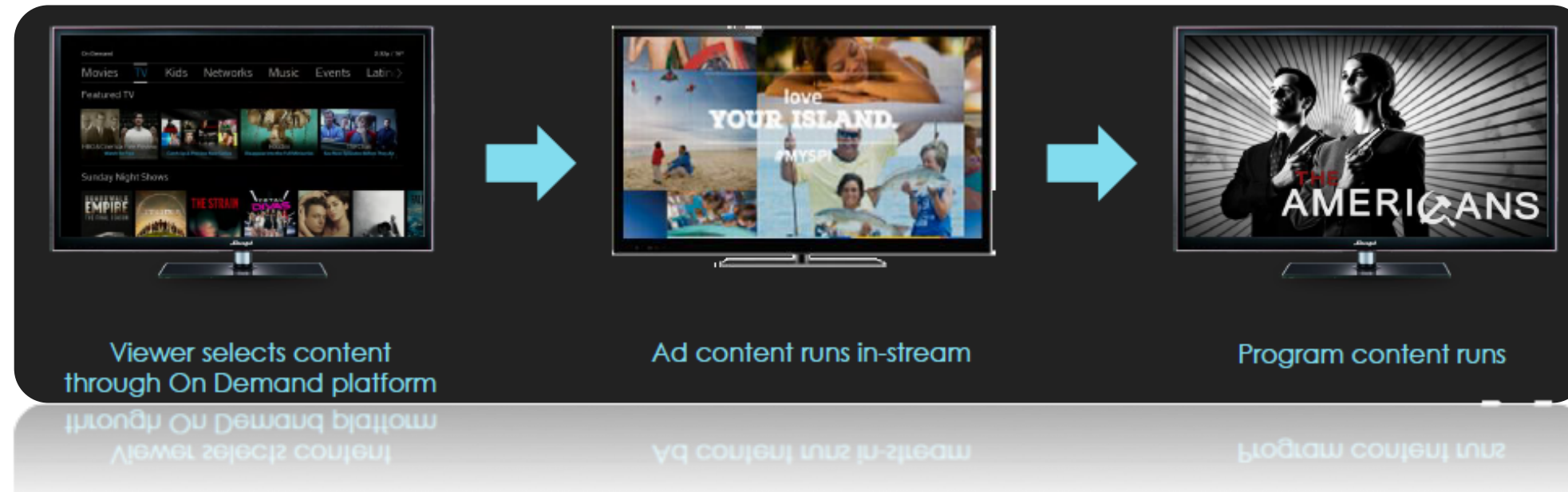
- Reach a cable subscriber who matches the desired target audience profiles and lives in key geographical markets with 30-second video content across digital programming. Reach those who are likely to book and visit a vacation or getaway to South Padre Island.
- Cable subscribers can watch Live and On-Demand programming from their favorite network on any device – computer, tablet, smartphone, and/or Smart TV.
- Cable systems coverage includes AT&T U-verse, Time Warner Cable, Comcast and directly on participating Cable Networks.

## **How does it work?**

Run video content across multiple platforms including targeted cable network apps and cable network web sites reaching the desired target wherever they are viewing the content.

**Proposed Run Dates and Cost:** Run alongside cable buys to increase reach

# TV Everywhere (TVE)



# Jam Loop

**Jam Loop is an additional way to extend our TV and/or Cable buys through a partnership with Strata (our media buying software)**

- Offers a video digital platform to run in conjunction with Broadcast or Cable schedules
- Follow audiences through Smartphones, Tablets, PC's and Connected TV (Streaming)
- Measurable across trusted National & Local sites/apps

## **How does it work?**

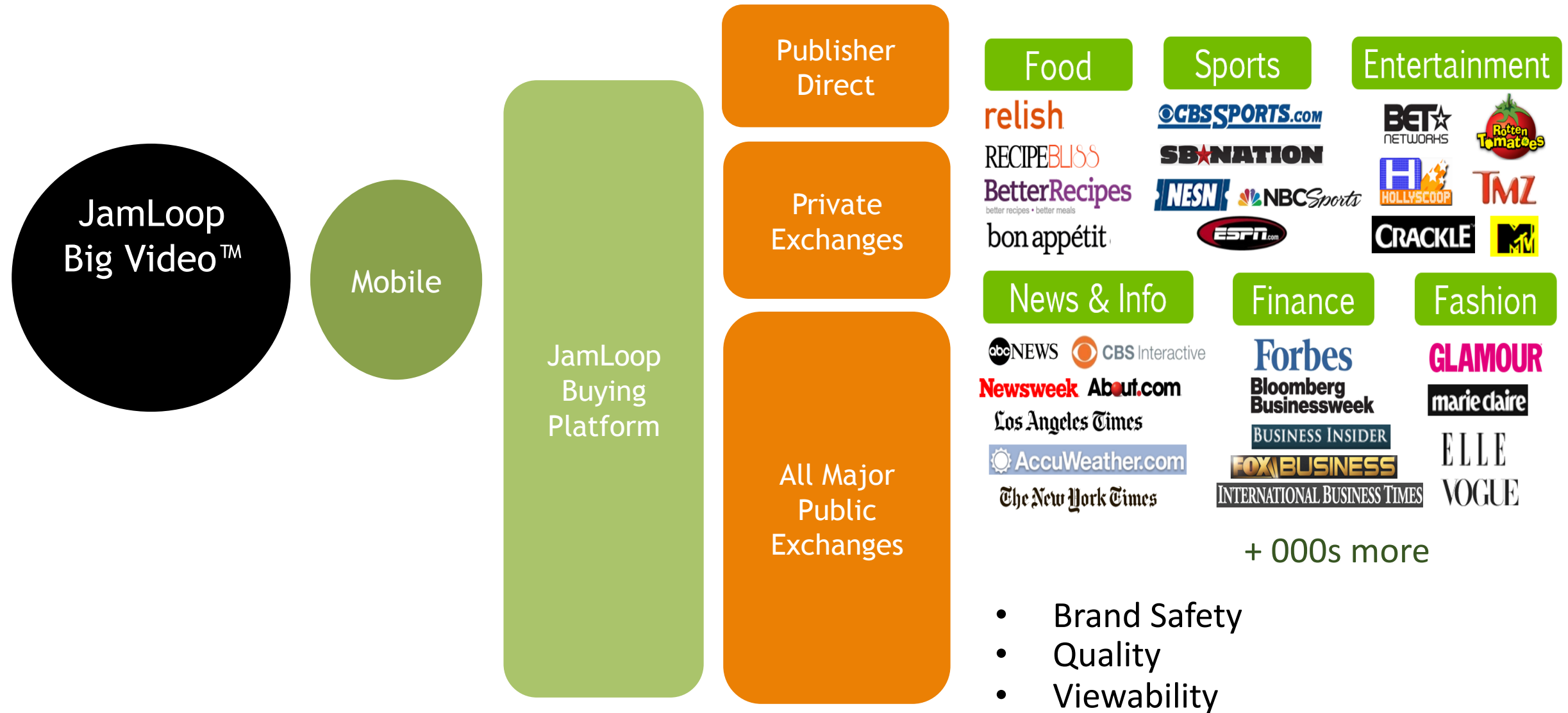
- :15 or :30 second Non-skippable pre-roll format on all devices using existing TV commercial
- Frequency caps: 3 imps per 24 hours
- Start and stop on any day, day-parting, heavy-up weeks

**Proposed Run Dates and Cost:** Run alongside cable buys to increase reach



# Jam Loop

Cross Device → Aggregation → Performance → Transparency



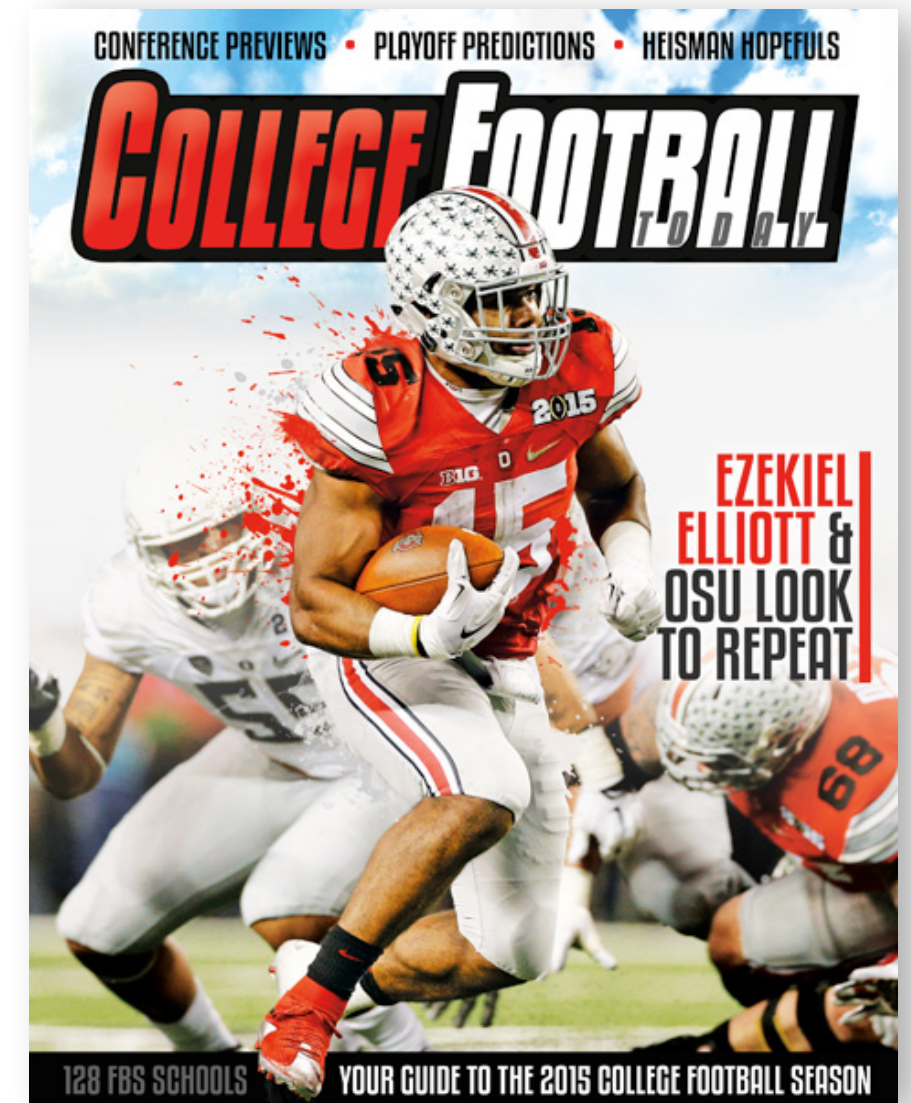
# College Football Today

**Circulation:** 650,000

College Football Today will sell in the bookstores of all 128 Division 1 FBS schools nationally as well as home games.

Approximate Attendance: **37 million**

Fully distributed on September 15, 2016 and on sale through the entire 2016/2017 NCAA College Football season



# Texas Tour & Meeting Guide

**Circulation:** 91,000

- 42,000 Nationwide mailing to the travel industry and travel-trade shows
- 5,000 digital versions e-mailed to targeted meeting planners
- 38,000 Texas Monthly subscribers
- 6,000 National newsstands

The 2017-2018 Texas Tour and Meeting Guide will be mailed in mid-July 2017 to a targeted list of nationwide travel professionals with a history of doing business in Texas.

Made up of meeting planners and tour operators, this list of 40,000 names was distilled from the extensive travel-trade client lists of convention and visitor's bureaus, attractions and hotels, and key associations from around Texas.

South Padre Island will receive names and addresses from the online sweepstakes



# Houston

- Utilize 80/20 mix of Cable TV and Digital Video (TV Everywhere)
- Run cable in Houston focusing on zones where affluent families reside
  - 5 Zones: Woodlands, Sugar Land, Katy, Bear Creek, Inner Loop, Champions
- TV Everywhere
  - Reaches Xfinity and AT&T subscribers in Houston
  - Effective way to stretch the dollars further and still remain aligned with premium cable TV content in Houston
  - :15/:30 Pre Roll (Desktop, Tablet, Mobile)
- Run Houston campaign with our Spring 2017 TV buys

**Flight dates: 4/3/17-5/22/16**



theatkinsgroup

Thank You

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

**MEETING DATE:** August 24, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Discussion and action concerning renewal of the Atkins Group 2016-17 contract.

**ITEM BACKGROUND**

Advisory action to be taken, considering recommending the renewal of The Atkins Group agreement, per existing contract for City Council.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                    YES: \_\_\_\_\_                    NO: \_\_\_\_\_

Approved by Legal:            YES: \_\_\_\_\_                    NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

**RENEWAL OF**  
**ADVERTISING AGENCY SERVICES AGREEMENT**

Between  
City of South Padre Island  
and  
The Atkins Group

This first renewal to advertising agency services agreement is made as of August 24,  
2016 by and among the City of South Padre Island and The Atkins Group.

The intent of this Amendment is to renew the annual contract with The Atkins Group for  
a one fiscal year period 2016-2017.

<b>BUDGET ITEM</b>	<b>COST</b>
Creative Services	\$210,000.00
Account Services	\$162,000.00
Production & Editing & Content Creation	\$140,000.00
Advanced Analytics & Reporting	\$34,800.00
Public Relations	\$96,000.00
Socail Media Strategy & Management	\$42,000.00
Website Maintenance & Digital Development	\$100,000.00
Media Research, Planning & Placement	\$1,849,295.00
<b>TOTAL</b>	<b>\$2,634,095.00</b>

This Agreement is effective as of August 24 2016.

\_\_\_\_\_  
The Atkins Group  
Steve Atkins, President

\_\_\_\_\_  
Date

\_\_\_\_\_  
City of South Padre Island  
Darla Jones, Interim City Manager

\_\_\_\_\_  
Date