

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:

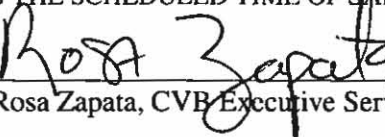
WEDNESDAY, FEBRUARY 22, 2017
1:45 P.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
 - a. Approval of minutes January 25, 2017 Regular Meeting.
- 5) Presentation of Post Report from Special Events: (Arnold)
 - a. Port Isabel Chamber of Commerce-Port Isabel/South Padre Island 33rd Annual Longest Causeway Run & Fitness Walk.
 - b. WOVE
- 6) Discussion and action regarding application for funding requests on new or returning special events:
 - a. Texas International Fishing Tournament (August 2017)
 - b. Sand Castle Trail (Ongoing Event FY 2016/17)
 - c. Jailbreak Race Events-South Padre Marathon (November 2017)
 - d. Valley Haven Fishing Tournament (September 2017)
- 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 Monthly Marketing Report.
- 9) Set new meeting date for March 2017.
- 10) Adjourn.

DATED THIS THE 17th DAY OF FEBRUARY 2017.


Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING OF THE GOVERNING BODY OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON February 17, 2017, 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.



<p>CITY OF SOUTH PADRE ISLAND ADVISORY BOARD CONSENT AGENDA</p>
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MEETING DATE: February 22, 2017

<p>ITEM DESCRIPTION</p>

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

Items to be considered are:

- a. Approval of minutes January 25, 2017 Regular Meeting.

<p>RECOMMENDATIONS/COMMENTS</p>
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Approve Consent Agenda

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

WEDNESDAY, JANUARY 25, 2017

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, January 25, 2017 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 quorum was present: Bill Donahue, Jimmy Hawkinson, Will Greenwood, Arnie Creinin, Paul Curtin. Also present was Ex-Officio Jose Mulet. Absent was Board Member George Block.

City staff members present were City Manager Susan Guthrie, CVB Director Keith Arnold, CVB Account I Lori Moore, Business Development Director Michael Flores, Social Media/Communications Specialist Aaron Russell, and Executive Services Specialist Rosa Zapata.

II. PLEDGE OF ALLEGIANCE.

Chairman Jones led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments were given at this time.

Chairman Jones briefly mentioned the guidelines concerning the Conflict of Interest Affidavit.

IV. CONSENT AGENDA:

a. Approval of minutes November 30, 2016 Regular Meeting.

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

V. DISCUSSION AND ACTION CONCERNING THE ELECTION OF OFFICERS FOR THE 2017 CALENDAR YEAR- BOARD CHAIR, BOARD VICE-CHAIR.

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

Board Member Donahue made the motion, seconded by Chairman Jones to elect Will Greenwood as Vice-Chairman. Motion carried on a unanimous vote.

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

a. Wahoo Fishing Tournament (September 2017)

Board Member Curtin submitted a notarized Affidavit to recuse himself from voting because this event is happening at Skipjack Properties which he is part of management.

Chairman Jones made the motion, seconded by Vice-Chairman Greenwood to approve the funding request of \$40,000. Motion carried on a unanimous vote.

b. SPI Chamber-Ladies Kingfish Tournament (August 2017)

Board Member Donahue made the motion, seconded by Board Member Creinin to grant the \$2,000 in funding plus in-kind (the use of Convention Centre). Motion carried on a unanimous vote.

c. Lantern Festival (September 2017)

Vice-Chairman Greenwood made the motion, seconded by Board Member Curtin to approve \$35,000 in funding. Motion carried on a unanimous vote.

d. Port Isabel Chamber of Commerce -3rd Annual Longest Causeway Run & Fitness Walk (June 2017)

Board Member Donahue made the motion, seconded by Board Member Creinin to approve \$15,000 in funding. Motion passed on a 3 to 2 vote with Board Member Hawkinson and Chairman Jones casting a nay vote.

e. Valley Haven Fishing Tournament (August 2017)

Board Member Creinin made the motion, seconded by Board Member Donahue to table this item. Motion carried unanimously.

f. Open Water-Triton South Padre (May 2017)

Board Member Hawkinson made the motion, seconded by Board Member Creinin to deny May funding request and approve November's. After some discussion, Board Member Hawkinson reinstated his motion, seconded by Board Member Creinin to deny May funding request. Motion carried on a unanimous vote.

g. Open Water-SPI Open Water Festival (November 2017)

Board Member Curtin made the motion, seconded by Board Member Creinin to award \$10,000 in funding out of this FY budget. Motion carried unanimously. A recommendation were given to make another presentation in July for the rest of funding request.

h. Run in Texas-Sand Crab Nighttime Beach 5k & 10k/Kids Mile and Morning Beach Bike (April 2017)

Chairman Jones made the motion, seconded by Board Member Creinin to approve \$6,500 in funding. Motion carried on a unanimous vote.

i. Heat Wave Inc.-Spring Break Jam (March 2017)

Board Member Hawkinson made the motion, seconded by Chairman Jones not to approve the funding request. Motion carried unanimously.

j. Texas Gulf Surfing Association (September 2017)

Board Member Donahue made the motion, seconded by Board Member Creinin to approve \$2,500 in funding. After a discussion, Board Member Donahue withdrew his first motion.

Board Member Donahue made the motion, seconded by Board Member Creinin to approve \$2,500 in funding providing there are no conflicts with other surfing events at the same time. Motion carried unanimously.

k. Run the Jailbreak (May 2017)

Board Member Hawkinson made the motion, seconded by Board Member Curtin to approve \$5,000 in funding. Motion carried unanimously.

l. Jailbreak Race Events-South Padre Marathon (November 2017)

Board Member Hawkinson submitted a notarized affidavit to recuse himself from voting because this event is happening at Schlitterbahn Water Park which he is part of management.

Discussion was held. No action taken.

m. Hino Electric RGV Scholarship Fund- SPI Bike Rally (April 2017)

Board Member Hawkinson submitted a notarized affidavit to recuse himself from voting because this event may be happening at Schlitterbahn Water Park which he is part of management.

Board Member Curtin, seconded by Board Member Creinin to table this agenda item. Mr. Hinojosa is to work with staff regarding a marketing plan. Mr. Hinojosa can come back and make a new presentation to the Board. Motion carried unanimously.

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

Departmental Updates
*Administrative Updates
*Group Sales Updates
* Financial Updates
*Communication Updates

CVB Director Keith Arnold briefly went over the Director's Summary Report.

VIII. PRESENTATION AND POSSIBLE DISCUSSION CONCERNING THE ATKINS GROUP MONTHLY MARKETING PERFORMANCE REPORT.

Steve Atkins and Ryan Schnider from The Atkins Group briefly went over the Marketing Performance Report. CVA Board Members made some recommendations concerning the airport videos and sopadre.com website.

IX. SET NEW MEETING DATE FOR JANUARY 2017.

New meeting date was set for February 22, 2017.

X. ADJOURN.

There being no further business, Chairman Jones adjourned the meeting at 12:10 p.m.

Rosa Zapata, CVB Executive Services Specialist

APPROVED

Wally Jones, CVA Chairman

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

MEETING DATE: February 22, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation of Post Report from Special Events: (Arnold)

- a. Port Isabel Chamber of Commerce-Port Isabel/South Padre Island 33rd Annual Longest Causeway Run & Fitness Walk.
- b. Winter Outdoor Wildlife Expo -WOWE

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

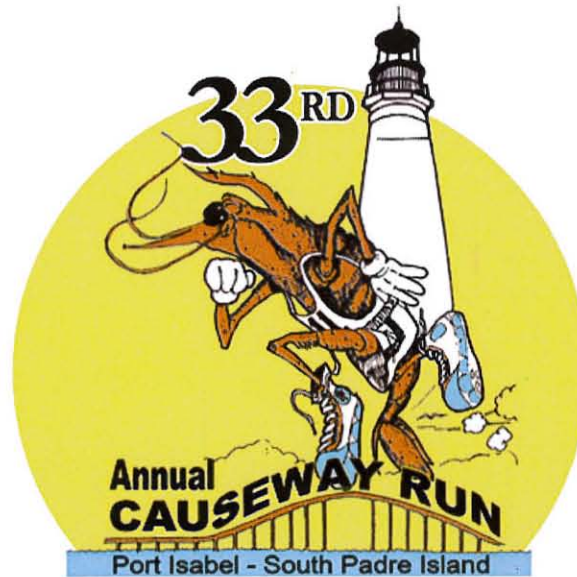
LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



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**

Post Event Report Form

Date: FEB. 15, 2017

Organization Information

Name of Organization: PORT ISABEL CHAMBER OF COMMERCE

Address: 421 E. QUEEN KABELLA

City, State, Zip: PORT ISABEL, TX 78578

Contact Name: BETTY WELLS Contact Phone Number: 956-943-2262

Contact Cell Phone Number: 956-561-1072

Event Information

Name of Event or Project: 33RD ANNUAL LONGEST CAUSEWAY RUN+FITNESS WALK

Date of Event or Project: JAN. 14, 2017

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 - TELEVISION & GOLD LEVEL SPONSORSHIP

How many years have you held this Event or Program: 33

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): _____
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): _____
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: \$15,350; Net profits will be used for pre-event costs & 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): 2500
2. What would you estimate as the actual attendance at the event? 8000+ inc. spectators
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? 1500+
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 1500+
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 OF ATTENDEES

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

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: \$ 3000

Radio: \$ —

TV: \$ 10,420

Other Paid Advertising: \$ 11,757

Number of Press Releases to Media 3

Number Direct Mailings to out-of-town recipients 3

Other Promotions SOCIAL MEDIA, EMAIL BLASTS WEEKLY

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

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:
SURVEY RESULTS - NEW PARTICIPANTS

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, LOUIE'S BACKYARD

Please Submit no later than (insert deadline) to:

PORT ISABEL CHAMBER OF COMMERCE, 421 E. QUEEN ISABELLA,
 (fill in name, contact person, and address of your city or entity overseeing use of hotel tax)
PORT ISABEL - CONTACT - BETTY WELLS

Event Registration Fees

Student- \$15.00

Military- \$15.00

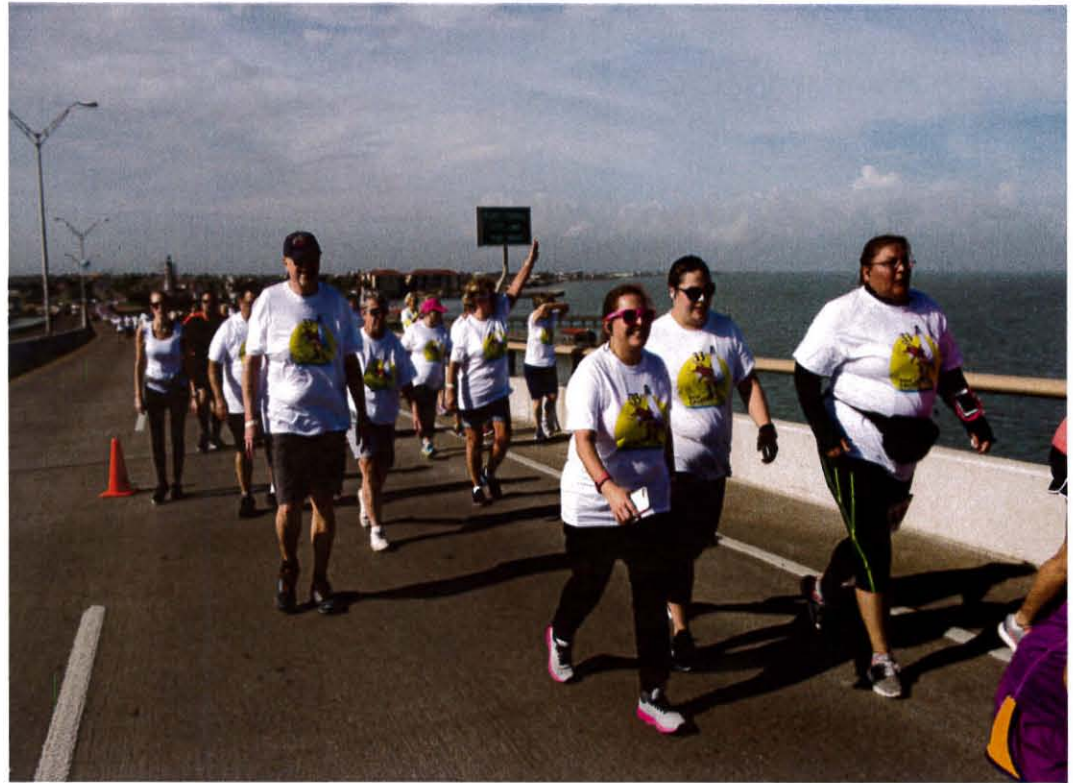
10k Run- \$30.00

5k Walk- \$25.00

* Add \$5 after Dec. 31st for late registration fee

-First 1500 participants to check in 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

8x8 'Step & Repeat' Banner



Port Isabel
South Padre Press & Parade



H-E-B
Helping Here.

Rio Grande LNG



First National Bank
of South Padre



#CausewayRun2017



Port Isabel
South Padre Press & Parade



H-E-B
Helping Here.

Rio Grande LNG



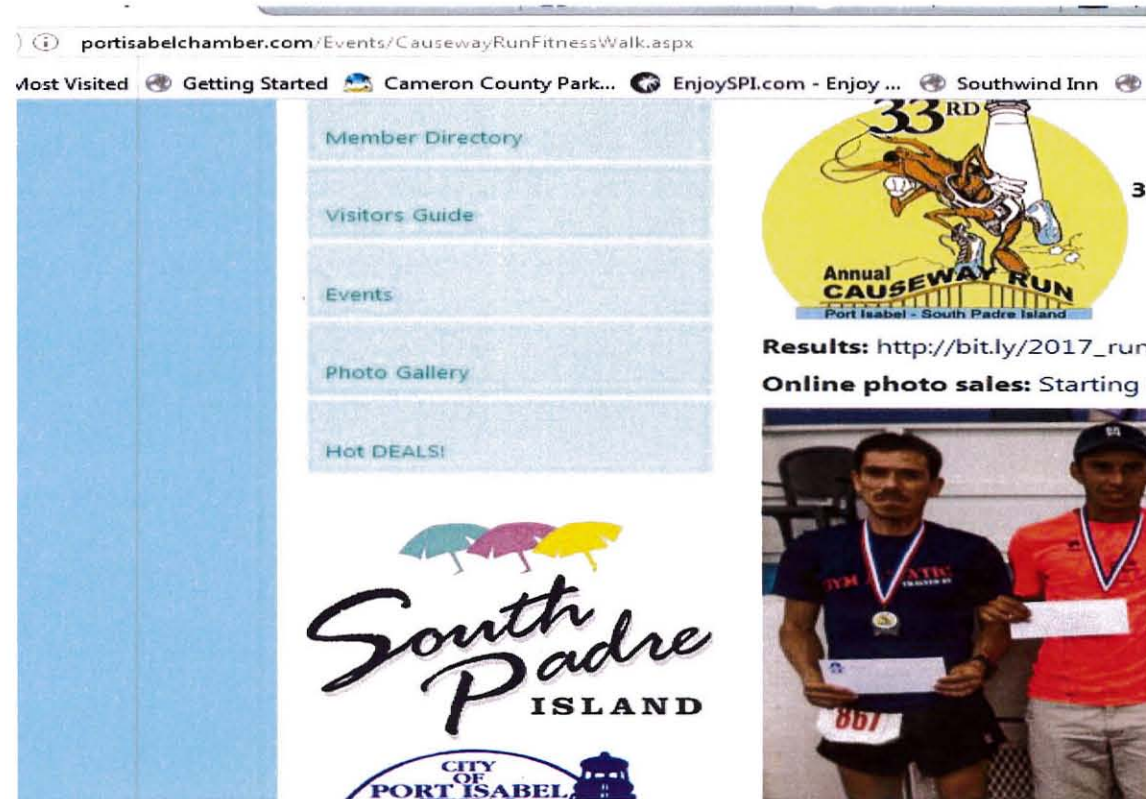
First National Bank
of South Padre



#CausewayRun2017



Event Website Screenshot



2017 Sponsored by: (Sponsor links available by clicking the sponsor logo to the left)

South Padre Island Convention & Visitors Bureau 1-800-So-Padre, CITY of PORT ISABEL, PORT ISABEL ECONOMIC DEVELOPMENT CORPORATION, H.E.B., Louie's Backyard, Cameron County Insurance Center, Russo's New York Pizzeria, Tropical Smoothie Cafe, Port Isabel South Padre Press / Parade, 1st National Bank of South Padre Island, Rio Grande LNG.

2017 JANUARY Run Survey

A short survey about the 33rd Annual Longest Causeway Run & Fitness Walk...

* Required

1. First Time participant in any of the causeway runs? *

Mark only one oval.

- ☐ Yes
☐ No

2. Did other people travel with you? *

Mark only one oval.

- ☐ 0
☐ 1
☐ 2
☐ 3
☐ 4
☐ 5
☐ 6
☐ More

3. Overnight stay in PI or SPI? *

Mark only one oval.

- ☐ PI
☐ SPI
☐ Neither

4. How many nights did you stay?

Mark only one oval.

- ☐ 1
☐ 2
☐ 3
☐ 4
☐ 5

5. Dining? *

Mark only one oval.

- ☐ PI
- ☐ SPI
- ☐ Both
- ☐ Neither

6. How many RUN participants, besides you, in your party?

Mark only one oval.

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ More

7. How did you hear about this event? *

Mark only one oval.

- ☐ Friend
- ☐ Social media
- ☐ TV
- ☐ Newspaper
- ☐ Active.com
- ☐ Direct mail
- ☐ Other

8. Plan on participating in June's Run? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

533 responses were gathered for the 2017 33rd Longest Causeway Run & Fitness Walk representing over 21% of the 2,500 participants.

Over 39% said this was their first Causeway Run.

Regarding the question “Did other people travel with you?”, 82.1 travel with 1 or more people for an average of 2.19 people. If quantities over 6, that were answered “More”, were quantified at 7, this sampling suggests that over 5,482 people attended this event as spectators. This question is meant to exclude other participants in their party.

Overnight stays: 138 respondents (25.9%) stayed overnight on South Padre Island for a total of 325 room nights. This sampling suggests 1,524 room nights on South Padre Island were booked for an average of 2.35 nights per party.

Dining: 15.6% dined in both Port Isabel and South Padre Island. A total of 58% (1,450) dined on South Padre Island. Using the combined total of registrants and their accompanying spectators, $2,500 + 5,482 = 7,982$, and calculating the cost of one meal at \$15 per person, this would bring the total dining impact on South Padre Island to: \$119,730.

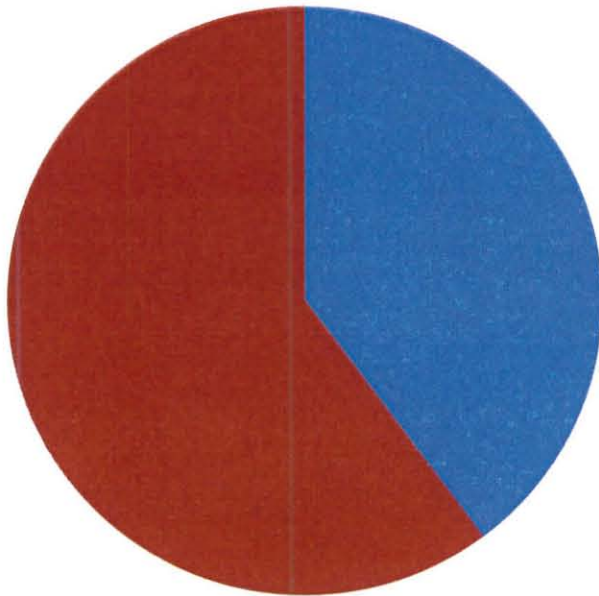
Most respondents heard about the event through social media (34%) followed by 26.1%, who heard about the Causeway Run from a friend.

36.2% plan on participating in June’s 3rd Longest Causeway Run & Fitness Walk

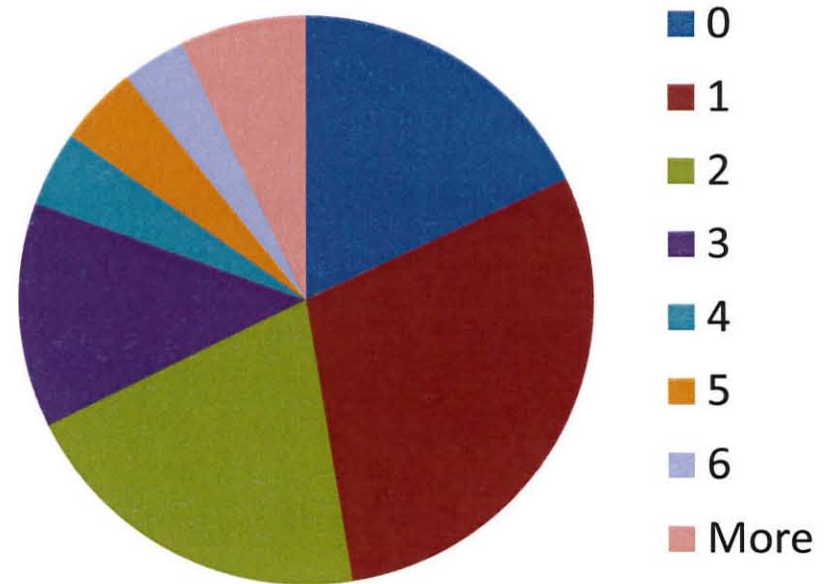
Survey Responses

First time participant in any
of the causeway runs?

■ Yes 39.8% ■ No 60.2%

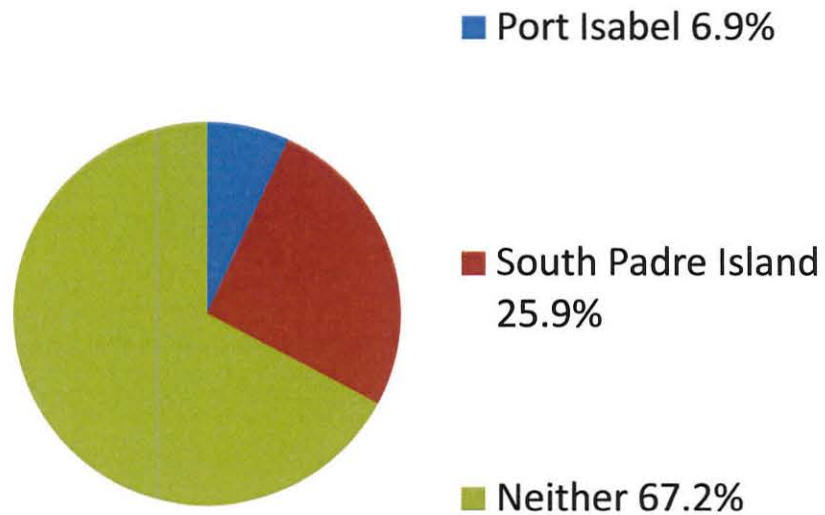


Did other people travel with
you?

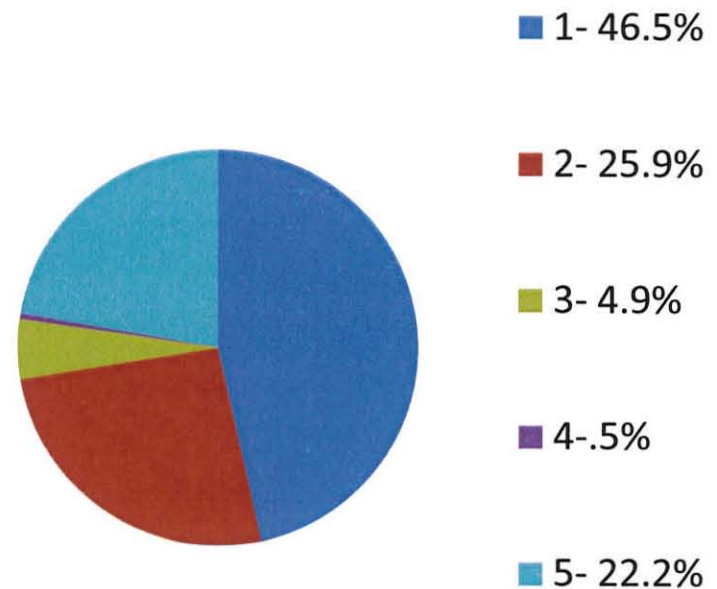


Survey Responses

Overnight stay in PI or SPI?



How many nights did you stay?





33rd Annual Causeway Run January 2017

Television

KRGV

January Advantage – 35 spots	\$1,500.00
Starting 1/2/2017 - 1/8/2017	
Daytime & Early News – 12/26-1/13 – 15 spots	\$1,920.00
5 spots each week starting 12/26 – 1/13/2017	
KRGV.com Pre-roll – 7,500 Impressions / January	\$ 750.00
Total KRGV	\$4,170.00

KVEO – Dates 1/2-1/13/2017

20/Today Show (7a-11am)	
10/The Doctors/Dr. Phil (3p-5pm)	
8/ 5pm News (4:58-5:30pm)	
7/10pm News (10p-10:35pm)	
3/ Tonight Show (10:35p-11:35pm)	
Total KVEO	\$2,500.00

Time Warner– Dates 1/2-1/13/2017

27/AMC Weekend & Prime (10a-12m)	
27/Discovery Weekend & Prime (10a-12m)	
17/TNT Weekend & Prime (10a-12m)	
16/VH1 Weekend & Prime (10a-12m)	
17/Animal Planet Weekend & Prime (10a-12m)	
19/Golf Channel Weekend & Prime (10a-12m)	
20/HGTV Weekends (10a-6pm)	
20/ESPN Weekends (10a-6pm)	
Total Time Warner	\$2,000.00

Production

Creative Design & Coordination	\$ 750.00
TV Production (1):30 commercial	\$1,000.00

Total Budget **\$10,420.00**

33rd Annual Causeway Run and Fitness Walk Profit and Loss as of 1/23/17

	A	B	C
1		2017	
2			
3			
4			
5	Income:		
6			
7	Entry Fees*	\$63,171.93	
8	Corporate Sponsor	\$25,250.00	
9	Total Income*	\$88,421.93	
10			
11	Expenses:		
12	Bottled Water-post event	\$2,842.35	
13	Port Isabel Press/Parade	\$2,500.00	
14	Postage	\$685.32	
15	T-Shirts	\$8,633.50	
16	IAAP	\$6,768.00	
17	Cash Prizes	\$2,000.00	
18	Walmart (Supplies)	\$300.81	
19	Advertising Coastal Current	\$11,000.00	
20	Valerie Bates-Photography		
21	Valerie Bates- Advertising Coordination/Design	\$2,025.00	
22	Post Event Lunch	\$5,000.00	
23	A Clean Portoco	\$2,445.00	
24	Coleman Hall & Heinze Ins. (Insurance)	\$305.00	
25	Alex Avalos (Printing of registration forms & env)	\$700.74	
26	Lunches/meetings	\$1,141.55	
27	Buses	\$5,240.00	
28	Medals-Crown Awards	\$4,242.56	
29	Safety Pins		
30	Rental World	\$1,068.00	
31	Miscellaneous (Contract labor))	\$288.00	
32	Security	\$60.00	
33	Festivals of Texas	\$18.00	
34	Sponsor Banner & Signage	\$680.38	
35	Accommodations for IAAP	\$206.00	
36	Total Expenses:	\$58,150.21	
37			
38			
39			
40	Projected Net Income*	\$30,271.72	
41			
42		2017	
43	Pre-Registered	2067	
44	Total	2538	
45			

Belden/McCumber

P.O. BOX 5686
BROWNSVILLE, TX 78523-5686
(956) 542-5193 FAX (956) 544-2842

JOB INVOICE #
95789

CLIENT ID
PICC

CLIENT
PORT ISABEL CHAMBER OF COMMERCE
ATTN: BETTY P. WELLS
302 E. QUEEN ISABELLA STE. C
PORT ISABEL, TX 78578

DATE
02/13/17

PAGE
1

DESCRIPTION	TAXABLE(*)	AMOUNT
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JOB ID PIC121617
DESCRIPTION 3RD PI ANNUAL CAUSEWAY RUN

KRGV - TV/DEC. THRU JAN. '17	4,170.00
KVEO TV 23/JAN. '17	2,495.00
TIME WARNER CABLE/JAN. '17	2,000.00
CREATIVE AND COORDINATION	750.00
BROADCAST PRODUCTION ON (1) :30 PROMOTIONAL TELEVISION COMMERCIAL	1,000.00
TOTAL THIS JOB:	10,415.00

*Paid 2/13/17
CK# 5475*

TOTAL THIS INVOICE: 10,415.00

Terms: NET 10 DAYS. 1.5% /MONTH LATE CHARGE AFTER 30 DAYS

Client Payment History - Printed 02/13/17

Page 1

BREEDEN/MCCUMBER

Invoice#	Inv. Date	Job ID	Job Desc.	Org. Total	Cash Date	Ck. Nbr.	Cash Recd.	Inv. Balance
PICC	PORT ISABEL CHAMBER OF COMMERCE							
95789	02/13/17	PIC121617	3RD PI ANNUAL CAUSEWAY RUN	10,415.00	02/13/17	5475	10,415.00	0.00
* Totals This Client *				10,415.00			10,415.00	0.00



Breeden McCumber Group

3rd Annual Causeway Run January 2017

Television

KRGV

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20/HGTV Weekends (10a-6pm)	
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Production

Creative Design & Coordination	\$ 750.00
TV Production (1):30 commercial	\$1,000.00

Total Budget **\$10,420.00**



REMIT TO
7403 S University
Lubbock, TX 79423
ph: (806) 745-2345
fx: (806) 748-2286

Advertiser
Agency
Buyer
Salesperson

Port Isabel Chamber of Commerce (85208)
Breedon McCumber (12447)
Ortiz, Leslie
Garza, Shannon (2907)
ph: (956) 544-2323
fx: (956) 544-4636x

Invoice 2923160
Inv Date 1/31/2017
Terms Net 30
Contract 1474227
Bill Type Calendar
Period 1/1/2017 - 1/31/2017

Breedon McCumber
1724 Boca Chica
Brownsville, TX 78520

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

CO-OP/Order Type No/Normal
Package
Gen. Date 2/1/2017 2:51:55PM

AgM

Brownsville (KVEO)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/02/17 7:58AM (Mo)	00:30	Today Show M-F 7-9A	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/02/17 8:47AM (Mo)	00:30	Today Show M-F 7-9A	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/03/17 8:28AM (Tu)	00:30	Today Show M-F 7-9A	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/03/17 8:55AM (Tu)	00:30	Today Show M-F 7-9A	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/03/17 10:27AM (Tu)	00:30	TODAY SHOW M-F 10-11a	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/04/17 7:28AM (We)	00:30	Today Show M-F 7-9A	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/05/17 8:41AM (Th)	00:30	Today Show M-F 7-9A	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/05/17 10:48AM (Th)	00:30	TODAY SHOW M-F 10-11a	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/06/17 7:22AM (Fr)	00:30	Today Show M-F 7-9A	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/06/17 10:28AM (Fr)	00:30	TODAY SHOW M-F 10-11a	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/09/17 9:58AM (Mo)	00:30	TODAY SHOW M-F 9-10a	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/09/17 10:30AM (Mo)	00:30	TODAY SHOW M-F 10-11a	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/09/17 10:56AM (Mo)	00:30	TODAY SHOW M-F 10-11a	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/10/17 7:21AM (Tu)	00:30	Today Show M-F 7-9A	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/10/17 9:56AM (Tu)	00:30	TODAY SHOW M-F 9-10a	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/11/17 8:29AM (We)	00:30	Today Show M-F 7-9A	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/12/17 9:28AM (Th)	00:30	TODAY SHOW M-F 9-10a	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/12/17 9:59AM (Th)	00:30	TODAY SHOW M-F 9-10a	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/13/17 7:23AM (Fr)	00:30	Today Show M-F 7-9A	1116-35TV	\$25.00	
1.0	SPOT	7:00:00AM-11:00:00	Per week (10), Mo, Tu, We, Th, Fr	01/13/17 8:58AM (Fr)	00:30	Today Show M-F 7-9A	1116-35TV	\$25.00	
2.0	SPOT	3:00:00PM-5:00:00	Per week (5), Mo, Tu, We, Th, Fr	01/02/17 4:11PM (Mo)	00:30	DR. PHIL	1116-35TV	\$50.00	
2.0	SPOT	3:00:00PM-5:00:00	Per week (5), Mo, Tu, We, Th, Fr	01/03/17 3:18PM (Tu)	00:30	The Doctors	1116-35TV	\$50.00	
2.0	SPOT	3:00:00PM-5:00:00	Per week (5), Mo, Tu, We, Th, Fr	01/04/17 3:22PM (We)	00:30	The Doctors	1116-35TV	\$50.00	
2.0	SPOT	3:00:00PM-5:00:00	Per week (5), Mo, Tu, We, Th, Fr	01/05/17 3:44PM (Th)	00:30	The Doctors	1116-35TV	\$50.00	
2.0	SPOT	3:00:00PM-5:00:00	Per week (5), Mo, Tu, We, Th, Fr	01/06/17 3:37PM (Fr)	00:30	The Doctors	1116-35TV	\$50.00	
2.0	SPOT	3:00:00PM-5:00:00	Per week (5), Mo, Tu, We, Th, Fr	01/09/17 3:49PM (Mo)	00:30	The Doctors	1116-35TV	\$50.00	
2.0	SPOT	3:00:00PM-5:00:00	Per week (5), Mo, Tu, We, Th, Fr	01/09/17 4:22PM (Mo)	00:30	DR. PHIL	1116-35TV	\$50.00	
2.0	SPOT	3:00:00PM-5:00:00	Per week (5), Mo, Tu, We, Th, Fr	01/10/17 4:20PM (Tu)	00:30	DR. PHIL	1116-35TV	\$50.00	
2.0	SPOT	3:00:00PM-5:00:00	Per week (5), Mo, Tu, We, Th, Fr	01/11/17 4:30PM (We)	00:30	DR. PHIL	1116-35TV	\$50.00	
2.0	SPOT	3:00:00PM-5:00:00	Per week (5), Mo, Tu, We, Th, Fr	01/13/17 4:39PM (Fr)	00:30	DR. PHIL	1116-35TV	\$50.00	
3.0	SPOT	4:58:30PM-NEWSCE	Per week (3), Mo, Tu, We, Th, Fr	01/02/17 5:23PM (Mo)	00:30	NEWSCENTER 23 @ 5PM	1116-35TV	\$75.00	
3.0	SPOT	4:58:30PM-NEWSCE	Per week (3), Mo, Tu, We, Th, Fr	01/03/17 5:19PM (Tu)	00:30	NEWSCENTER 23 @ 5PM	1116-35TV	\$75.00	
3.0	SPOT	4:58:30PM-NEWSCE	Per week (3), Mo, Tu, We, Th, Fr	01/04/17 5:11PM (We)	00:30	NEWSCENTER 23 @ 5PM	1116-35TV	\$75.00	
4.0	SPOT	4:58:30PM-NEWSCE	Per week (5), Mo, Tu, We, Th, Fr	01/09/17 5:17PM (Mo)	00:30	NEWSCENTER 23 @ 5PM	1116-35TV	\$75.00	
4.0	SPOT	4:58:30PM-NEWSCE	Per week (5), Mo, Tu, We, Th, Fr	01/10/17 5:06PM (Tu)	00:30	NEWSCENTER 23 @ 5PM	1116-35TV	\$75.00	
4.0	SPOT	4:58:30PM-NEWSCE	Per week (5), Mo, Tu, We, Th, Fr	01/11/17 5:27PM (We)	00:30	NEWSCENTER 23 @ 5PM	1116-35TV	\$75.00	
4.0	SPOT	4:58:30PM-NEWSCE	Per week (5), Mo, Tu, We, Th, Fr	01/12/17 5:28PM (Th)	00:30	NEWSCENTER 23 @ 5PM	1116-35TV	\$75.00	
4.0	SPOT	4:58:30PM-NEWSCE	Per week (5), Mo, Tu, We, Th, Fr	01/13/17 5:22PM (Fr)	00:30	NEWSCENTER 23 @ 5PM	1116-35TV	\$75.00	
5.0	SPOT	9:59:30PM-NEWSCE	Per week (2), Mo, Tu, We, Th, Fr	01/02/17 10:26PM (Mo)	00:30	NEWSCENTER 23 @ 10PM	1116-35TV	\$85.00	



REMIT TO
7403 S University
Lubbock, TX 79423
ph: (806) 745-2345
fx: (806) 748-2286

Advertiser
Agency
Buyer
Salesperson

Port Isabel Chamber of Commerce (85208)
Breedon McCumber (12447)
Ortiz, Leslie
Garza, Shannon (2907)
ph: (956) 544-2323
fx: (956) 544-4636x

Invoice 2923160
Inv Date 1/31/2017
Terms Net 30
Contract 1474227
Bill Type Calendar
Period 1/1/2017 - 1/31/2017

Breedon McCumber
1724 Boca Chica
Brownsville, TX 78520

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

CO-OP/Order Type No/Normal
Package
Gen Date 2/1/2017 2:51:55PM

AgM

Brownsville (KVEO)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
5.0	SPOT	9:59:30PM-NEWSCE	Per week (2), Mo, Tu, We, Th, Fr	01/06/17 10:12PM (Fr)	00:30	NEWSCENTER 23 @ 10PM	1116-35TV	\$85.00	
6.0	SPOT	9:59:30PM-NEWSCE	Per week (5), Mo, Tu, We, Th, Fr	01/09/17 10:22PM (Mo)	00:30	NEWSCENTER 23 @ 10PM	1116-35TV	\$85.00	
6.0	SPOT	9:59:30PM-NEWSCE	Per week (5), Mo, Tu, We, Th, Fr	01/10/17 10:23PM (Tu)	00:30	NEWSCENTER 23 @ 10PM	1116-35TV	\$85.00	
6.0	SPOT	9:59:30PM-NEWSCE	Per week (5), Mo, Tu, We, Th, Fr	01/11/17 10:27PM (We)	00:30	NEWSCENTER 23 @ 10PM	1116-35TV	\$85.00	
6.0	SPOT	9:59:30PM-NEWSCE	Per week (5), Mo, Tu, We, Th, Fr	01/12/17 10:30PM (Th)	00:30	NEWSCENTER 23 @ 10PM	1116-35TV	\$85.00	
6.0	SPOT	9:59:30PM-NEWSCE	Per week (5), Mo, Tu, We, Th, Fr	01/13/17 10:11PM (Fr)	00:30	NEWSCENTER 23 @ 10PM	1116-35TV	\$85.00	
7.0	SPOT	10:34:30PM-THE TO	Per week (1), Mo, Tu, We, Th, Fr	01/02/17 10:47PM (Mo)	00:30	The Tonight Show	1116-35TV	\$100.00	
8.0	SPOT	10:34:30PM-THE TO	Per week (2), Mo, Tu, We, Th, Fr	01/09/17 11:02PM (Mo)	00:30	The Tonight Show	1116-35TV	\$100.00	
8.0	SPOT	10:34:30PM-THE TO	Per week (2), Mo, Tu, We, Th, Fr	01/10/17 10:48PM (Tu)	00:30	The Tonight Show	1116-35TV	\$100.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$2,495.00
Commission	(\$374.25)
Net Total	\$2,120.75

Total Spots 48

INVOICE

Invoice Number: INV-70222194
Invoice Date: 29-JAN-2017
Order Number: 11197295
Page: REMITTANCE

65809306 EN RP 06 20170206 NNNNNN 0000428 0002

1724 BOCA CHICA BLVD
BREEDEN MCCUMBER INC
BROWNSVILLE, TX 78520-8141



	NO.	AE NAME	AE NO.
Breeden McCumber Inc	A119TA	Teri Longoria-DeAnda	LOT50
CUSTOMER	CUSTOMER NO.	BILLING CYCLE	MONTH
Port Isabel Chamber of Commerce	700011177	12-26-16 - 01-29-17	JANUARY

PLEASE REFERENCE YOUR PAYMENT TO THE INVOICE NUMBER ABOVE

AIRTIME TOTAL :	\$ 2000.00
Agency Commission :	\$ 300.00
NET TOTAL: :	\$ 1700.00
BALANCE DUE :	\$ 1700.00

PLEASE REMIT TO :

TIME WARNER CABLE MEDIA LLC
26683 Network Place
Chicago, IL 60673-1266

Billing Questions
(877)-286-7117

We accept VISA, MC, DISC and AMEX at:
<https://southpayments.twcmedia.com>

Payment Terms: Net 30 Days

INVOICE

Invoice Number: INV-70222194
 Invoice Date: 29-JAN-2017
 Order Number: 11197295
 Page: 1 of 8

BILL TO :
BREEDEN MCCUMBER INC
 1724 Boca Chica Blvd
 BROWNSVILLE, TX 78520

REMIT TO :
 TIME WARNER CABLE MEDIA LLC
 26683 Network Place
 Chicago, IL 60673-1266
 Billing Questions
 (877)-286-7117



AGENCY	AGENCY NO.	AE NAME	AE NO.
Breeden McCumber Inc	A119TA	Teri Longoria-DeAnda	LOT50
CUSTOMER	CUSTOMER NO.	BILLING CYCLE	MONTH
Port Isabel Chamber of Commerce	700011177	12-26-16 - 01-29-17	JANUARY

INVOICE SUMMARY SECTION

Line Start	Line End	Line No.	Time Period	Network	Reg/Rel	Syscode	No. of Spots Ordered		No. of Spots Aired		Spot Rate	Gross Total
							N	M				
Order No. : 11197295			Contract No. : 1094351		PO No. : N/A		Package : N/A		Ext. Order : N/A			
Reference No. : N/A			Estimate No. : N/A		AE Name : Teri Longoria-DeAnda		Product : N/A		Ext. Client : N/A			
01-07-2017	01-08-2017	1	UD: 10:00-18:00	APL	RGVZ	0425	10	10		\$ 8.00	\$ 80.00	
01-09-2017	01-13-2017	2	UD: 17:00-24:00	APL	RGVZ	0425	7	7		\$ 12.00	\$ 84.00	
01-09-2017	01-13-2017	3	UD: 06:00-24:00	GOLF	RGVZ	0425	10	10		\$ 1.00	\$ 10.00	
01-07-2017	01-08-2017	4	UD: 10:00-18:00	GOLF	RGVZ	0425	9	9		\$ 1.00	\$ 9.00	
01-07-2017	01-08-2017	5	UD: 10:00-18:00	VH1	RGVZ	0425	9	9		\$ 6.00	\$ 54.00	
01-09-2017	01-13-2017	6	UD: 17:00-24:00	VH1	RGVZ	0425	7	7		\$ 11.00	\$ 77.00	
01-07-2017	01-08-2017	7	UD: 06:00-18:00	AMC	RGVU	6821	10	10		\$ 10.00	\$ 100.00	
01-09-2017	01-13-2017	8	UD: 17:00-24:00	AMC	RGVU	6821	7	7		\$ 40.00	\$ 280.00	
01-07-2017	01-08-2017	9	UD: 10:00-18:00	DISC	RGVU	6821	10	10		\$ 9.00	\$ 90.00	
01-07-2017	01-08-2017	10	UD: 10:00-18:00	ESPN	RGVU	6821	10	10		\$ 16.00	\$ 160.00	
01-07-2017	01-08-2017	11	UD: 10:00-18:00	HGTV	RGVU	6821	10	10		\$ 12.00	\$ 120.00	
01-07-2017	01-08-2017	12	UD: 10:00-18:00	TNT	RGVU	6821	10	10		\$ 11.00	\$ 110.00	
01-07-2017	01-08-2017	13	UD: 10:00-18:00	AMC	RGVL	6820	10	10		\$ 10.00	\$ 100.00	
01-07-2017	01-08-2017	14	UD: 10:00-18:00	DISC	RGVL	6820	10	10		\$ 10.00	\$ 100.00	
01-09-2017	01-13-2017	15	UD: 17:00-24:00	DISC	RGVL	6820	7	7		\$ 21.00	\$ 147.00	
01-07-2017	01-08-2017	16	UD: 10:00-18:00	ESPN	RGVL	6820	10	10		\$ 10.00	\$ 100.00	
01-07-2017	01-08-2017	17	UD: 10:00-18:00	HGTV	RGVL	6820	10	10		\$ 10.00	\$ 100.00	
01-07-2017	01-08-2017	18	UD: 10:00-18:00	TNT	RGVL	6820	10	10		\$ 9.00	\$ 90.00	
01-09-2017	01-13-2017	19	UD: 17:00-24:00	TNT	RGVL	6820	7	7		\$ 27.00	\$ 189.00	
Order # 11197295 Total :							173	173	\$ 2000.00			
Current Billing Cycle Totals :							173	173	\$ 2000.00			

TIME PERIOD DEFINITION: D=DAYPART, UD=USER DAYPART, P=PROGRAM, PG=PROGRAM GROUP, TV=TV PROGRAM.

INVOICE

Invoice Number: INV-70222194
Invoice Date: 29-JAN-2017
Order Number: 11197295
Page: 2 of 8

COMMERCIAL SUMMARY TOTALS

Spot ID	Spot Title	Networks	Total Spots	Total Cost
JKZ35054	111635TV	AMC, APL, DISC, ESPN, GOLF, HGTV, TNT, VH1	173	\$ 2000.00
Commercial Summary Totals :			173	\$ 2000.00



INVOICE

Invoice Number: INV-70222194
 Invoice Date: 29-JAN-2017
 Order Number: 11197295
 Page: 3 of 8

AFFIDAVIT TIME CHARGES - ALL PROGRAM TITLES ARE ESTIMATES

Line	RU/REG	Region Description	Syscode	Network	Date	Time	Spot Title	Program	Length	Charged
Order Number : 11197295										
13	RGVL	Rio Grande Valley Lower	6820	AMC	01-07-17	10:20 am	111635TV	WarGames	30	\$ 10.00
13	RGVL	Rio Grande Valley Lower	6820	AMC	01-07-17	11:42 am	111635TV	WarGames	30	\$ 10.00
13	RGVL	Rio Grande Valley Lower	6820	AMC	01-07-17	12:50 pm	111635TV	Batman Begins	30	\$ 10.00
13	RGVL	Rio Grande Valley Lower	6820	AMC	01-07-17	2:16 pm	111635TV	Batman Begins	30	\$ 10.00
13	RGVL	Rio Grande Valley Lower	6820	AMC	01-07-17	3:51 pm	111635TV	The Dark Knight	30	\$ 10.00
13	RGVL	Rio Grande Valley Lower	6820	AMC	01-08-17	10:15 am	111635TV	M*A*S*H	30	\$ 10.00
13	RGVL	Rio Grande Valley Lower	6820	AMC	01-08-17	12:40 pm	111635TV	First Blood	30	\$ 10.00
13	RGVL	Rio Grande Valley Lower	6820	AMC	01-08-17	1:48 pm	111635TV	Rocky	30	\$ 10.00
13	RGVL	Rio Grande Valley Lower	6820	AMC	01-08-17	2:13 pm	111635TV	Rocky	30	\$ 10.00
13	RGVL	Rio Grande Valley Lower	6820	AMC	01-08-17	3:52 pm	111635TV	Rocky II	30	\$ 10.00
AMC Totals :									10	\$ 100.00
14	RGVL	Rio Grande Valley Lower	6820	DISC	01-07-17	10:35 am	111635TV	Naked and Afraid	30	\$ 10.00
14	RGVL	Rio Grande Valley Lower	6820	DISC	01-07-17	12:37 pm	111635TV	Naked and Afraid	30	\$ 10.00
14	RGVL	Rio Grande Valley Lower	6820	DISC	01-07-17	1:35 pm	111635TV	Naked and Afraid	30	\$ 10.00
14	RGVL	Rio Grande Valley Lower	6820	DISC	01-07-17	3:37 pm	111635TV	Naked and Afraid	30	\$ 10.00
14	RGVL	Rio Grande Valley Lower	6820	DISC	01-07-17	5:14 pm	111635TV	Naked and Afraid	30	\$ 10.00
14	RGVL	Rio Grande Valley Lower	6820	DISC	01-08-17	10:37 am	111635TV	Killing Fields	30	\$ 10.00
14	RGVL	Rio Grande Valley Lower	6820	DISC	01-08-17	12:26 pm	111635TV	Alaskan Bush People	30	\$ 10.00
14	RGVL	Rio Grande Valley Lower	6820	DISC	01-08-17	1:39 pm	111635TV	Alaskan Bush People	30	\$ 10.00
14	RGVL	Rio Grande Valley Lower	6820	DISC	01-08-17	3:37 pm	111635TV	Alaska: The Last Frontier	30	\$ 10.00
14	RGVL	Rio Grande Valley Lower	6820	DISC	01-08-17	4:38 pm	111635TV	Alaska: The Last Frontier	30	\$ 10.00
15	RGVL	Rio Grande Valley Lower	6820	DISC	01-09-17	6:28 pm	111635TV	Fast N' Loud	30	\$ 21.00
15	RGVL	Rio Grande Valley Lower	6820	DISC	01-10-17	5:14 pm	111635TV	Moonshiners	30	\$ 21.00
15	RGVL	Rio Grande Valley Lower	6820	DISC	01-10-17	9:28 pm	111635TV	Killing Fields	30	\$ 21.00
15	RGVL	Rio Grande Valley Lower	6820	DISC	01-11-17	10:41 pm	111635TV	Alaskan Bush People	30	\$ 21.00
15	RGVL	Rio Grande Valley Lower	6820	DISC	01-12-17	5:13 pm	111635TV	Naked and Afraid	30	\$ 21.00
15	RGVL	Rio Grande Valley Lower	6820	DISC	01-12-17	7:37 pm	111635TV	Naked and Afraid	30	\$ 21.00
15	RGVL	Rio Grande Valley Lower	6820	DISC	01-13-17	10:38 pm	111635TV	Gold Rush	30	\$ 21.00
DISC Totals :									17	\$ 247.00
16	RGVL	Rio Grande Valley Lower	6820	ESPN	01-07-17	10:29 am	111635TV	SportsCenter	30	\$ 10.00
16	RGVL	Rio Grande Valley Lower	6820	ESPN	01-07-17	10:57 am	111635TV	SportsCenter	30	\$ 10.00
16	RGVL	Rio Grande Valley Lower	6820	ESPN	01-07-17	12:59 pm	111635TV	College Basketball	30	\$ 10.00
16	RGVL	Rio Grande Valley Lower	6820	ESPN	01-08-17	10:55 am	111635TV	Postseason NFL Countdown	30	\$ 10.00
16	RGVL	Rio Grande Valley Lower	6820	ESPN	01-08-17	11:38 am	111635TV	Postseason NFL Countdown	30	\$ 10.00
16	RGVL	Rio Grande Valley Lower	6820	ESPN	01-08-17	2:27 pm	111635TV	Basketball	30	\$ 10.00
16	RGVL	Rio Grande Valley Lower	6820	ESPN	01-08-17	2:43 pm	111635TV	Basketball	30	\$ 10.00
16	RGVL	Rio Grande Valley Lower	6820	ESPN	01-08-17	3:26 pm	111635TV	DRL Drone Racing	30	\$ 10.00
16	RGVL	Rio Grande Valley Lower	6820	ESPN	01-08-17	5:30 pm	111635TV	SportsCenter	30	\$ 10.00
16	RGVL	Rio Grande Valley Lower	6820	ESPN	01-08-17	5:43 pm	111635TV	SportsCenter	30	\$ 10.00
ESPN Totals :									10	\$ 100.00
17	RGVL	Rio Grande Valley Lower	6820	HGTV	01-07-17	10:18 am	111635TV	Fixer Upper	30	\$ 10.00



INVOICE

Invoice Number: INV-70222194
 Invoice Date: 29-JAN-2017
 Order Number: 11197295
 Page: 4 of 8

AFFIDAVIT TIME CHARGES - ALL PROGRAM TITLES ARE ESTIMATES

Line	RU/REG	Region Description	Syscode	Network	Date	Time	Spot Title	Program	Length	Charged
Order Number : 11197295										
17	RGVL	Rio Grande Valley Lower	6820	HGTV	01-07-17	11:43 am	111635TV	Buyers Bootcamp	30	\$ 10.00
17	RGVL	Rio Grande Valley Lower	6820	HGTV	01-07-17	12:41 pm	111635TV	Property Brothers	30	\$ 10.00
17	RGVL	Rio Grande Valley Lower	6820	HGTV	01-07-17	2:17 pm	111635TV	Property Brothers	30	\$ 10.00
17	RGVL	Rio Grande Valley Lower	6820	HGTV	01-08-17	10:19 am	111635TV	Love It or List It	30	\$ 10.00
17	RGVL	Rio Grande Valley Lower	6820	HGTV	01-08-17	11:42 am	111635TV	Love It or List It	30	\$ 10.00
17	RGVL	Rio Grande Valley Lower	6820	HGTV	01-08-17	12:45 pm	111635TV	Flip or Flop	30	\$ 10.00
17	RGVL	Rio Grande Valley Lower	6820	HGTV	01-08-17	1:46 pm	111635TV	Flip or Flop	30	\$ 10.00
17	RGVL	Rio Grande Valley Lower	6820	HGTV	01-08-17	2:16 pm	111635TV	Flip or Flop	30	\$ 10.00
17	RGVL	Rio Grande Valley Lower	6820	HGTV	01-08-17	3:46 pm	111635TV	Flip or Flop	30	\$ 10.00
HGTV Totals :									10	\$ 100.00
18	RGVL	Rio Grande Valley Lower	6820	TNT	01-07-17	12:34 pm	111635TV	Pirates of the Caribbean: On Stranger Tides	30	\$ 9.00
18	RGVL	Rio Grande Valley Lower	6820	TNT	01-07-17	1:27 pm	111635TV	Pirates of the Caribbean: On Stranger Tides	30	\$ 9.00
18	RGVL	Rio Grande Valley Lower	6820	TNT	01-07-17	2:36 pm	111635TV	Godzilla	30	\$ 9.00
18	RGVL	Rio Grande Valley Lower	6820	TNT	01-07-17	5:06 pm	111635TV	Percy Jackson & the Olympians: The Lightning Thief	30	\$ 9.00
18	RGVL	Rio Grande Valley Lower	6820	TNT	01-07-17	5:59 pm	111635TV	Percy Jackson & the Olympians: The Lightning Thief	30	\$ 9.00
18	RGVL	Rio Grande Valley Lower	6820	TNT	01-08-17	10:38 am	111635TV	Law & Order	30	\$ 9.00
18	RGVL	Rio Grande Valley Lower	6820	TNT	01-08-17	11:37 am	111635TV	Law & Order	30	\$ 9.00
18	RGVL	Rio Grande Valley Lower	6820	TNT	01-08-17	1:42 pm	111635TV	The Bourne Supremacy	30	\$ 9.00
18	RGVL	Rio Grande Valley Lower	6820	TNT	01-08-17	3:42 pm	111635TV	The Bourne Identity	30	\$ 9.00
18	RGVL	Rio Grande Valley Lower	6820	TNT	01-08-17	4:31 pm	111635TV	The Bourne Identity	30	\$ 9.00
19	RGVL	Rio Grande Valley Lower	6820	TNT	01-09-17	6:31 pm	111635TV	Red Eye	30	\$ 27.00
19	RGVL	Rio Grande Valley Lower	6820	TNT	01-10-17	5:35 pm	111635TV	Tammy	30	\$ 27.00
19	RGVL	Rio Grande Valley Lower	6820	TNT	01-11-17	5:41 pm	111635TV	Bones	30	\$ 27.00
19	RGVL	Rio Grande Valley Lower	6820	TNT	01-11-17	8:46 pm	111635TV	Divergent	30	\$ 27.00
19	RGVL	Rio Grande Valley Lower	6820	TNT	01-12-17	8:50 pm	111635TV	NBA Basketball	30	\$ 27.00
19	RGVL	Rio Grande Valley Lower	6820	TNT	01-13-17	5:41 pm	111635TV	Castle	30	\$ 27.00
19	RGVL	Rio Grande Valley Lower	6820	TNT	01-13-17	8:41 pm	111635TV	Bad Boys II	30	\$ 27.00
TNT Totals :									17	\$ 279.00
RGVL Retail Unit Totals :									64	\$ 826.00
7	RGVU	Rio Grande Valley Upper	6821	AMC	01-07-17	6:52 am	111635TV	The Rifleman	30	\$ 10.00
7	RGVU	Rio Grande Valley Upper	6821	AMC	01-07-17	7:51 am	111635TV	The Rifleman	30	\$ 10.00
7	RGVU	Rio Grande Valley Upper	6821	AMC	01-07-17	8:53 am	111635TV	The Rifleman	30	\$ 10.00
7	RGVU	Rio Grande Valley Upper	6821	AMC	01-07-17	9:24 am	111635TV	The Rifleman	30	\$ 10.00
7	RGVU	Rio Grande Valley Upper	6821	AMC	01-07-17	9:52 am	111635TV	The Rifleman	30	\$ 10.00
7	RGVU	Rio Grande Valley Upper	6821	AMC	01-08-17	6:46 am	111635TV	M*A*S*H	30	\$ 10.00
7	RGVU	Rio Grande Valley Upper	6821	AMC	01-08-17	7:41 am	111635TV	M*A*S*H	30	\$ 10.00
7	RGVU	Rio Grande Valley Upper	6821	AMC	01-08-17	8:45 am	111635TV	M*A*S*H	30	\$ 10.00
7	RGVU	Rio Grande Valley Upper	6821	AMC	01-08-17	9:14 am	111635TV	M*A*S*H	30	\$ 10.00
7	RGVU	Rio Grande Valley Upper	6821	AMC	01-08-17	9:44 am	111635TV	M*A*S*H	30	\$ 10.00



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AFFIDAVIT TIME CHARGES - ALL PROGRAM TITLES ARE ESTIMATES

Line	RU/REG	Region Description	Syscode	Network	Date	Time	Spot Title	Program	Length	Charged
Order Number : 11197295										
8	RGVU	Rio Grande Valley Upper	6821	AMC	01-09-17	6:52 pm	111635TV	True Grit	30	\$ 40.00
8	RGVU	Rio Grande Valley Upper	6821	AMC	01-10-17	8:57 pm	111635TV	The Departed	30	\$ 40.00
8	RGVU	Rio Grande Valley Upper	6821	AMC	01-11-17	9:54 pm	111635TV	The Dark Knight	30	\$ 40.00
8	RGVU	Rio Grande Valley Upper	6821	AMC	01-11-17	10:48 pm	111635TV	Terminator 3: Rise of the Machines	30	\$ 40.00
8	RGVU	Rio Grande Valley Upper	6821	AMC	01-12-17	8:41 pm	111635TV	Gladiator	30	\$ 40.00
8	RGVU	Rio Grande Valley Upper	6821	AMC	01-13-17	6:42 pm	111635TV	Armageddon	30	\$ 40.00
8	RGVU	Rio Grande Valley Upper	6821	AMC	01-13-17	9:50 pm	111635TV	Pearl Harbor	30	\$ 40.00
AMC Totals :									17	\$ 380.00
9	RGVU	Rio Grande Valley Upper	6821	DISC	01-07-17	11:39 am	111635TV	Naked and Afraid	30	\$ 9.00
9	RGVU	Rio Grande Valley Upper	6821	DISC	01-07-17	12:37 pm	111635TV	Naked and Afraid	30	\$ 9.00
9	RGVU	Rio Grande Valley Upper	6821	DISC	01-07-17	2:28 pm	111635TV	Naked and Afraid	30	\$ 9.00
9	RGVU	Rio Grande Valley Upper	6821	DISC	01-07-17	4:25 pm	111635TV	Naked and Afraid	30	\$ 9.00
9	RGVU	Rio Grande Valley Upper	6821	DISC	01-07-17	5:14 pm	111635TV	Naked and Afraid	30	\$ 9.00
9	RGVU	Rio Grande Valley Upper	6821	DISC	01-08-17	10:36 am	111635TV	Killing Fields	30	\$ 9.00
9	RGVU	Rio Grande Valley Upper	6821	DISC	01-08-17	12:38 pm	111635TV	Alaskan Bush People	30	\$ 9.00
9	RGVU	Rio Grande Valley Upper	6821	DISC	01-08-17	2:30 pm	111635TV	Alaskan Bush People	30	\$ 9.00
9	RGVU	Rio Grande Valley Upper	6821	DISC	01-08-17	3:37 pm	111635TV	Alaska: The Last Frontier	30	\$ 9.00
9	RGVU	Rio Grande Valley Upper	6821	DISC	01-08-17	5:14 pm	111635TV	Alaska: The Last Frontier	30	\$ 9.00
DISC Totals :									10	\$ 90.00
10	RGVU	Rio Grande Valley Upper	6821	ESPN	01-07-17	10:57 am	111635TV	SportsCenter	30	\$ 16.00
10	RGVU	Rio Grande Valley Upper	6821	ESPN	01-07-17	11:50 am	111635TV	Postseason NFL Countdown	30	\$ 16.00
10	RGVU	Rio Grande Valley Upper	6821	ESPN	01-07-17	12:50 pm	111635TV	College Basketball	30	\$ 16.00
10	RGVU	Rio Grande Valley Upper	6821	ESPN	01-07-17	2:24 pm	111635TV	NFL Countdown	30	\$ 16.00
10	RGVU	Rio Grande Valley Upper	6821	ESPN	01-08-17	10:55 am	111635TV	Postseason NFL Countdown	30	\$ 16.00
10	RGVU	Rio Grande Valley Upper	6821	ESPN	01-08-17	11:38 am	111635TV	Postseason NFL Countdown	30	\$ 16.00
10	RGVU	Rio Grande Valley Upper	6821	ESPN	01-08-17	12:56 pm	111635TV	PBA Bowling	30	\$ 16.00
10	RGVU	Rio Grande Valley Upper	6821	ESPN	01-08-17	2:26 pm	111635TV	Basketball	30	\$ 16.00
10	RGVU	Rio Grande Valley Upper	6821	ESPN	01-08-17	3:49 pm	111635TV	DRL Drone Racing	30	\$ 16.00
10	RGVU	Rio Grande Valley Upper	6821	ESPN	01-08-17	5:42 pm	111635TV	SportsCenter	30	\$ 16.00
ESPN Totals :									10	\$ 160.00
11	RGVU	Rio Grande Valley Upper	6821	HGTV	01-07-17	10:18 am	111635TV	Fixer Upper	30	\$ 12.00
11	RGVU	Rio Grande Valley Upper	6821	HGTV	01-07-17	11:43 am	111635TV	Buyers Bootcamp	30	\$ 12.00
11	RGVU	Rio Grande Valley Upper	6821	HGTV	01-07-17	12:40 pm	111635TV	Property Brothers	30	\$ 12.00
11	RGVU	Rio Grande Valley Upper	6821	HGTV	01-07-17	2:17 pm	111635TV	Property Brothers	30	\$ 12.00
11	RGVU	Rio Grande Valley Upper	6821	HGTV	01-08-17	10:19 am	111635TV	Love It or List It	30	\$ 12.00
11	RGVU	Rio Grande Valley Upper	6821	HGTV	01-08-17	11:42 am	111635TV	Love It or List It	30	\$ 12.00



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AFFIDAVIT TIME CHARGES - ALL PROGRAM TITLES ARE ESTIMATES

Line	RU/REG	Region Description	Syscode	Network	Date	Time	Spot Title	Program	Length	Charged
Order Number : 11197295										
11	RGVU	Rio Grande Valley Upper	6821	HGTV	01-08-17	12:45 pm	111635TV	Flip or Flop	30	\$ 12.00
11	RGVU	Rio Grande Valley Upper	6821	HGTV	01-08-17	1:46 pm	111635TV	Flip or Flop	30	\$ 12.00
11	RGVU	Rio Grande Valley Upper	6821	HGTV	01-08-17	2:16 pm	111635TV	Flip or Flop	30	\$ 12.00
11	RGVU	Rio Grande Valley Upper	6821	HGTV	01-08-17	3:46 pm	111635TV	Flip or Flop	30	\$ 12.00
HGTV Totals :									10	\$ 120.00
12	RGVU	Rio Grande Valley Upper	6821	TNT	01-07-17	10:35 am	111635TV	Law & Order	30	\$ 11.00
12	RGVU	Rio Grande Valley Upper	6821	TNT	01-07-17	12:49 pm	111635TV	Pirates of the Caribbean: On Stranger Tides	30	\$ 11.00
12	RGVU	Rio Grande Valley Upper	6821	TNT	01-07-17	4:52 pm	111635TV	Percy Jackson & the Olympians: The Lightning Thief	30	\$ 11.00
12	RGVU	Rio Grande Valley Upper	6821	TNT	01-07-17	5:59 pm	111635TV	Percy Jackson & the Olympians: The Lightning Thief	30	\$ 11.00
12	RGVU	Rio Grande Valley Upper	6821	TNT	01-08-17	10:39 am	111635TV	Law & Order	30	\$ 11.00
12	RGVU	Rio Grande Valley Upper	6821	TNT	01-08-17	11:13 am	111635TV	Law & Order	30	\$ 11.00
12	RGVU	Rio Grande Valley Upper	6821	TNT	01-08-17	12:40 pm	111635TV	The Bourne Supremacy	30	\$ 11.00
12	RGVU	Rio Grande Valley Upper	6821	TNT	01-08-17	2:36 pm	111635TV	The Bourne Identity	30	\$ 11.00
12	RGVU	Rio Grande Valley Upper	6821	TNT	01-08-17	4:15 pm	111635TV	The Bourne Identity	30	\$ 11.00
12	RGVU	Rio Grande Valley Upper	6821	TNT	01-08-17	5:50 pm	111635TV	Olympus Has Fallen	30	\$ 11.00
TNT Totals :									10	\$ 110.00
RGVU Retail Unit Totals :									57	\$ 860.00
1	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-07-17	10:09 am	111635TV	Dogs 101	30	\$ 8.00
1	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-07-17	11:37 am	111635TV	Dogs 101	30	\$ 8.00
1	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-07-17	1:21 pm	111635TV	Pit Bulls & Parolees	30	\$ 8.00
1	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-07-17	2:53 pm	111635TV	Pit Bulls & Parolees	30	\$ 8.00
1	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-07-17	4:39 pm	111635TV	Pit Bulls & Parolees	30	\$ 8.00
1	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-08-17	10:23 am	111635TV	Finding Bigfoot	30	\$ 8.00
1	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-08-17	11:54 am	111635TV	Finding Bigfoot	30	\$ 8.00
1	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-08-17	1:32 pm	111635TV	Finding Bigfoot	30	\$ 8.00
1	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-08-17	3:26 pm	111635TV	Finding Bigfoot	30	\$ 8.00
1	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-08-17	4:33 pm	111635TV	Finding Bigfoot	30	\$ 8.00
2	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-09-17	5:26 pm	111635TV	Yukon Men	30	\$ 12.00
2	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-10-17	6:56 pm	111635TV	Monsters Inside Me	30	\$ 12.00
2	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-11-17	5:21 pm	111635TV	Tanked	30	\$ 12.00
2	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-12-17	5:27 pm	111635TV	River Monsters	30	\$ 12.00
2	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-12-17	8:25 pm	111635TV	River Monsters	30	\$ 12.00
2	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-13-17	6:54 pm	111635TV	Treehouse Masters	30	\$ 12.00
2	RGVZ	Rio Grande Valley Master Zone	0425	APL	01-13-17	10:46 pm	111635TV	Treehouse Masters	30	\$ 12.00
APL Totals :									17	\$ 164.00
4	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-07-17	10:34 am	111635TV	PGA Tour Golf	30	\$ 1.00
4	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-07-17	12:06 pm	111635TV	PGA Tour Golf	30	\$ 1.00
4	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-07-17	2:23 pm	111635TV	Golf Central Pre Game	30	\$ 1.00
4	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-07-17	3:52 pm	111635TV	Feherty	30	\$ 1.00

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AFFIDAVIT TIME CHARGES - ALL PROGRAM TITLES ARE ESTIMATES

Line	RU/REG	Region Description	Syscode	Network	Date	Time	Spot Title	Program	Length	Charged
Order Number : 11197295										
4	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-08-17	10:23 am	111635TV	PGA Tour Golf	30	\$ 1.00
4	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-08-17	11:50 am	111635TV	PGA Tour Golf	30	\$ 1.00
4	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-08-17	12:43 pm	111635TV	PGA Tour Golf	30	\$ 1.00
4	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-08-17	2:30 pm	111635TV	PGA Tour Golf	30	\$ 1.00
4	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-08-17	3:49 pm	111635TV	PGA Tour Golf	30	\$ 1.00
3	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-09-17	6:43 am	111635TV	Morning Drive	30	\$ 1.00
3	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-09-17	11:31 am	111635TV	PGA Tour Golf	30	\$ 1.00
3	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-10-17	6:42 am	111635TV	Morning Drive	30	\$ 1.00
3	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-10-17	7:42 am	111635TV	Morning Drive	30	\$ 1.00
3	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-10-17	6:35 pm	111635TV	PGA Tour Golf	30	\$ 1.00
3	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-11-17	6:45 am	111635TV	Morning Drive	30	\$ 1.00
3	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-11-17	7:40 am	111635TV	Morning Drive	30	\$ 1.00
3	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-12-17	7:05 am	111635TV	European PGA Tour Golf	30	\$ 1.00
3	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-12-17	8:04 am	111635TV	European PGA Tour Golf	30	\$ 1.00
3	RGVZ	Rio Grande Valley Master Zone	0425	GOLF	01-13-17	7:06 am	111635TV	European PGA Tour Golf	30	\$ 1.00
GOLF Totals :									19	\$ 19.00
5	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-07-17	10:24 am	111635TV	New Jack City	30	\$ 6.00
5	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-07-17	12:37 pm	111635TV	The Longest Yard	30	\$ 6.00
5	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-07-17	1:39 pm	111635TV	The Longest Yard	30	\$ 6.00
5	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-07-17	2:19 pm	111635TV	Varsity Blues	30	\$ 6.00
5	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-07-17	3:45 pm	111635TV	Varsity Blues	30	\$ 6.00
5	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-08-17	11:51 am	111635TV	Honey	30	\$ 6.00
5	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-08-17	1:41 pm	111635TV	Honey	30	\$ 6.00
5	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-08-17	2:13 pm	111635TV	America's Next Top Model	30	\$ 6.00
5	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-08-17	3:48 pm	111635TV	America's Next Top Model	30	\$ 6.00
6	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-09-17	6:55 pm	111635TV	Love & Hip Hop	30	\$ 11.00
6	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-10-17	8:56 pm	111635TV	Love & Hip Hop	30	\$ 11.00
6	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-11-17	6:55 pm	111635TV	Love & Hip Hop	30	\$ 11.00
6	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-11-17	11:52 pm	111635TV	Chocolate City	30	\$ 11.00
6	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-12-17	8:56 pm	111635TV	Space Jam	30	\$ 11.00
6	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-13-17	6:53 pm	111635TV	New Jack City	30	\$ 11.00
6	RGVZ	Rio Grande Valley Master Zone	0425	VH1	01-13-17	11:54 pm	111635TV	Cop Out	30	\$ 11.00
VH1 Totals :									16	\$ 131.00
RGVZ Retail Unit Totals :									52	\$ 314.00
Order # 11197295 Totals :									173	\$ 2000.00
Affidavits Totals :									173	\$ 2000.00



INVOICE

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BILL TO :
BREEDEN MCCUMBER INC
1724 Boca Chica Blvd
BROWNSVILLE, TX 78520



AGENCY	AGENCY NO.	AE NAME	AE NO.
Breeden McCumber Inc	A119TA	Teri Longoria-DeAnda	LOT50
CUSTOMER	CUSTOMER NO.	BILLING CYCLE	MONTH
Port Isabel Chamber of Commerce	700011177	12-26-16 - 01-29-17	JANUARY

PLEASE KEEP THIS PAGE FOR YOUR RECORDS

Order Number	Invoice Notes	Payment Terms
11197295		NET30

AIRTIME TOTAL :	\$ 2000.00
Agency Commission :	\$ 300.00
NET TOTAL: :	\$ 1700.00
BALANCE DUE :	\$ 1700.00

PLEASE REMIT TO :

TIME WARNER CABLE MEDIA LLC
26683 Network Place
Chicago, IL 60673-1266

Billing Questions
(877)-286-7117

We accept VISA, MC, DISC and AMEX at:
<https://southpayments.twcmedia.com>

Payment Terms: Net 30 Days



KRGV-TV
P.O. Box 5
Weslaco, TX 78599-0005
ph: (956) 968-5555
fx: (956) 973-5018

Advertiser
Agency
Buyer
Salesperson

Port Isabel Chamber of Commerce (3036)
Breedon McCumber Advertising (1043)
Breedon, Don
Wells-Garcia, Kelsey (1030)
ph: (956) 968-5555

Invoice 145301
Inv Date 12/31/2016
Terms Net 30
Contract 24610
Bill Type Calendar
Period 12/1/2016 - 12/31/2016

Breedon McCumber Advertising
1724 Boca Chica
Brownsville, TX 78523-5686

Product Civic Organizations (1075)
Brand Causeway Run (13885)
Acct Types Local Agency/Agency
Est/Headline /
Demo
Revision
Comments

CO-OP/Order Type No/Normal
Package
Gen. Date 1/3/2017 4:00:03PM

AgM

ABC AFFL (KRGV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
9.0	SPOT	9:00:00AM- 5:00:00	Per week (3), Mo, Tu, We, Th, Fr	12/27/16 2:09PM (Tu)	00:30	1116-35TV	\$80.00	
9.0	SPOT	9:00:00AM- 5:00:00	Per week (3), Mo, Tu, We, Th, Fr	12/28/16 2:14PM (We)	00:30	1116-35TV	\$80.00	
9.0	SPOT	9:00:00AM- 5:00:00	Per week (3), Mo, Tu, We, Th, Fr	12/30/16 9:54AM (Fr)	00:30	1116-35TV	\$80.00	
10.0	SPOT	4:00:00PM- 7:00:00	Per week (2), Mo, Tu, We, Th, Fr	12/26/16 4:12PM (Mo)	00:30	1116-35TV	\$200.00	
10.0	SPOT	4:00:00PM- 7:00:00	Per week (2), Mo, Tu, We, Th, Fr	12/27/16 4:35PM (Tu)	00:30	1116-35TV	\$200.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$640.00
Commission	(\$96.00)
Net Total	\$544.00

Total Spots 5



KRGV-TV
P.O. Box 5
Weslaco, TX 78599-0005
ph: (956) 968-5555
fx: (956) 973-5018

Breeden McCumber Advertising
1724 Boca Chica
Brownsville, TX 78523-5686

AgM

Advertiser Port Isabel Chamber of Commerce (3036)
Agency Breeden McCumber Advertising (1043)
Buyer Breeden, Don
Salesperson Wells-Garcia, Kelsey (1030)
ph: (956) 968-5555

Product Civic Organizations (1075)
Brand Causeway Run (13885)
Acct Types Local Agency/Agency
Est/Headline /
Demo
Revision
Comments

Invoice 145581
Inv Date 1/31/2017
Terms Net 30
Contract 24610
Bill Type Calendar
Period 1/1/2017 - 1/31/2017

CO-OP/Order Type No/Normal
Package
Gen. Date 2/1/2017 10:51:09AM

ABC AFFL (KRGV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks	
1.0	SPOT	5:00:00AM- 9:00:00	Per week (3),Mo,Tu,We,Th,Fr	01/03/17 6:43AM (Tu)	00:30	1116-35TV	\$0.00		
1.0	SPOT	5:00:00AM- 9:00:00	Per week (3),Mo,Tu,We,Th,Fr	01/04/17 5:09AM (We)	00:30	1116-35TV	\$0.00		
1.0	SPOT	5:00:00AM- 9:00:00	Per week (3),Mo,Tu,We,Th,Fr	01/06/17 5:29AM (Fr)	00:30	1116-35TV	\$0.00		
2.0	SPOT	5:00:00AM- 5:00:00	Per week (3),Mo,Tu,We,Th,Fr	01/03/17 6:58AM (Tu)	00:30	1116-35TV	\$0.00		
2.0	SPOT	5:00:00AM- 5:00:00	Per week (3),Mo,Tu,We,Th,Fr	01/05/17 12:10PM (Th)	00:30	1116-35TV	\$0.00		
2.0	SPOT	5:00:00AM- 5:00:00	Per week (3),Mo,Tu,We,Th,Fr	01/06/17 8:39AM (Fr)	00:30	1116-35TV	\$0.00		
3.0	NEWS Spo	5:00:00PM-11:04:00	Per week (4),Mo,Tu,We,Th,Fr	01/02/17 6:10PM (Mo)	00:30	1116-35TV	\$0.00		
3.0	NEWS Spo	5:00:00PM-11:04:00	Per week (4),Mo,Tu,We,Th,Fr	01/04/17 5:06PM (We)	00:30	1116-35TV	\$0.00		
3.0	NEWS Spo	5:00:00PM-11:04:00	Per week (4),Mo,Tu,We,Th,Fr	01/05/17 5:18PM (Th)	00:30	1116-35TV	\$0.00		
3.0	NEWS Spo	5:00:00PM-11:04:00	Per week (4),Mo,Tu,We,Th,Fr	01/06/17 5:12PM (Fr)	00:30	1116-35TV	\$0.00		
4.0	SPOT	By Sell Pattern-6:58A	Per week (1),Sa,Su	01/08/17 9:55AM (Su)	00:30	1116-35TV	\$0.00		
5.1	NEWS Spo	By Sell Pattern-5:58P	Per week (1),Sa,Su	01/08/17 5:29PM (Su)	00:30	1116-35TV	\$0.00		
6.1	NEWS Spo	By Sell Pattern-10P-1	Per week (1),Sa,Su	01/08/17 10:10PM (Su)	00:30	1116-35TV	\$0.00		
9.0	SPOT	9:00:00AM- 5:00:00	Per week (3),Mo,Tu,We,Th,Fr	01/02/17 9:32AM (Mo)	00:30	1116-35TV	\$80.00		
9.0	SPOT	9:00:00AM- 5:00:00	Per week (3),Mo,Tu,We,Th,Fr	01/03/17 2:25PM (Tu)	00:30	1116-35TV	\$80.00		
9.0	SPOT	9:00:00AM- 5:00:00	Per week (3),Mo,Tu,We,Th,Fr	01/05/17 9:47AM (Th)	00:30	1116-35TV	\$80.00		
9.0	SPOT	9:00:00AM- 5:00:00	Per week (3),Mo,Tu,We,Th,Fr	01/09/17 9:34AM (Mo)	00:30	1116-35TV	\$80.00		
9.0	SPOT	9:00:00AM- 5:00:00	Per week (3),Mo,Tu,We,Th,Fr	01/11/17 4:45PM (We)	00:30	1116-35TV	\$80.00		
9.0	SPOT	9:00:00AM- 5:00:00	Per week (3),Mo,Tu,We,Th,Fr	01/12/17 2:29PM (Th)	00:30	1116-35TV	\$80.00		
10.0	SPOT	4:00:00PM- 7:00:00	Per week (2),Mo,Tu,We,Th,Fr	01/03/17 4:53PM (Tu)	00:30	1116-35TV	\$200.00		
10.0	SPOT	4:00:00PM- 7:00:00	Per week (2),Mo,Tu,We,Th,Fr	01/04/17 6:55PM (We)	00:30	1116-35TV	\$200.00		
10.0	SPOT	4:00:00PM- 7:00:00	Per week (2),Mo,Tu,We,Th,Fr	01/09/17 4:34PM (Mo)	00:30	1116-35TV	\$200.00		
10.0	SPOT	4:00:00PM- 7:00:00	Per week (2),Mo,Tu,We,Th,Fr	01/12/17 4:46PM (Th)	00:30	1116-35TV	\$200.00		
12.0	BILL LINE	9:00:00PM-10:00:00	Day,Su-1	01/08/17 9:00PM (Su)	00:01	Bill Line Only	\$1450.00		
Totals for: ABC AFFL (KRGV)							Gross Total	\$2,730.00	Total Spots 24
							Commission	(\$409.50)	
							Net Total	\$2,320.50	



KRGV-Web
P.O. Box 5
Weslaco, TX 78599-0005
ph: (956) 968-5555
fx: (956) 973-5018

Advertiser
Agency
Buyer
Salesperson

Port Isabel Chamber of Commerce (3036)
Breedon McCumber Advertising (1043)
Breedon, Don
Wells-Garcia, Kelsey (1030)
ph: (956) 968-5555

Invoice 145581
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Breedon McCumber Advertising
1724 Boca Chica
Brownsville, TX 78523-5686

AgM

Product Civic Organizations (1075)
Brand Causeway Run (13885)
Acct Types Local Agency/Agency
Est/Headline /
Demo
Revision
Comments

CO-OP/Order Type No/Normal
Package
Gen. Date 2/1/2017 10:51:09AM

KRGV-Internet (KRGV-WEB)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
11.0	WEBO	11:00:00AM-11:15:00AM	Day, Su-1	01/08/17 11:00AM (Su)	00:01		\$750.00	
Totals for: KRGV-Internet (KRGV-WEB)							Gross Total	Total Spots 1
							Commission	
							Net Total	



ORGV-TV/KRGV-TV
P.O. Box 5
Westlaco, TX 78599
ph: (956) 968-5555
fx: (956) 973-5018

Advertiser
Agency
Buyer
Salesperson

Port Isabel Chamber of Commerce (3036)
Breeden McCumber Advertising (1043)
Breeden, Don
Wells-Garcia, Kelsey (1030)
ph: (956) 968-5555

Invoice 145581
Inv Date 1/31/2017
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Period 1/1/2017 - 1/31/2017

Breeden McCumber Advertising
1724 Boca Chica
Brownsville, TX 78523-5686

AgM

Product Civic Organizations (1075)
Brand Causeway Run (13885)
Acct Types Local Agency/Agency
Est/Headline /
Demo
Revision
Comments

CO-OP/Order Type No/Normal
Package
Gen. Date 2/1/2017 10:51:09AM

ME-TV (ORGV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
8.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/02/17 9:56AM (Mo)	00:30	1116-35TV	\$0.00	
8.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/02/17 8:54PM (Mo)	00:30	1116-35TV	\$0.00	
8.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/03/17 10:47AM (Tu)	00:30	1116-35TV	\$0.00	
8.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/03/17 7:42PM (Tu)	00:30	1116-35TV	\$0.00	
8.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/04/17 7:11AM (We)	00:30	1116-35TV	\$0.00	
8.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/04/17 11:27PM (We)	00:30	1116-35TV	\$0.00	
8.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/05/17 4:56PM (Th)	00:30	1116-35TV	\$0.00	
8.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/06/17 10:20AM (Fr)	00:30	1116-35TV	\$0.00	
8.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/07/17 10:17AM (Sa)	00:30	1116-35TV	\$0.00	
8.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/08/17 11:12AM (Su)	00:30	1116-35TV	\$0.00	
8.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/08/17 9:23PM (Su)	00:30	1116-35TV	\$0.00	
14.0	BILL LINE	9:00:00PM-10:00:00	Day,Su-1	01/08/17 9:11PM (Su)	00:01	Bill Line Only	\$25.00	
Totals for: ME-TV (ORGV)						Gross Total	\$25.00	Total Spots 12
						Commission	(\$3.75)	
						Net Total	\$21.25	



THIS-TV/KRGV-TV
P.O. Box 5
Weslaco, TX 78599-0005
ph: (956) 968-5555
fx: (956) 973-5018

Advertiser
Agency
Buyer
Salesperson

Port Isabel Chamber of Commerce (3036)
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Brownsville, TX 78523-5686

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Product Civic Organizations (1075)
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Demo
Revision
Comments

CO-OP/Order Type No/Normal
Package
Gen. Date 2/1/2017 10:51:09AM

THIS-TV (NRGV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
7.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/02/17 1:46PM (Mo)	00:30	1116-35TV	\$0.00	
7.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/03/17 9:40AM (Tu)	00:30	1116-35TV	\$0.00	
7.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/03/17 8:35PM (Tu)	00:30	1116-35TV	\$0.00	
7.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/04/17 5:40PM (We)	00:30	1116-35TV	\$0.00	
7.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/05/17 10:16AM (Th)	00:30	1116-35TV	\$0.00	
7.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/05/17 7:49PM (Th)	00:30	1116-35TV	\$0.00	
7.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/06/17 12:47AM (Fr)	00:30	1116-35TV	\$0.00	
7.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/06/17 11:49AM (Fr)	00:30	1116-35TV	\$0.00	
7.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/07/17 12:40PM (Sa)	00:30	1116-35TV	\$0.00	
7.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/08/17 7:26PM (Su)	00:30	1116-35TV	\$0.00	
7.0	SPOT	5:00:00AM- 4:59:00	Per week (11),Mo,Tu,We,Th,Fr,Sa,Su	01/08/17 8:59PM (Su)	00:30	1116-35TV	\$0.00	
13.0	BILL LINE	9:00:00PM-10:00:00	Day,Su-1	01/08/17 9:15PM (Su)	00:01	Bill Line Only	\$25.00	
Totals for: THIS-TV (NRGV)						Gross Total	\$25.00	Total Spots 12
						Commission	(\$3.75)	
						Net Total	\$21.25	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$3,530.00	Total Spots	49
Commission	(\$529.50)		
Net Total	\$3,000.50		

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

Post Event Report Form

Date: 2/9/2016

Organization Information

Name of Organization: South Padre Island Birding & Nature Center

Address: 6901 Padre Blvd

City, State, Zip: South Padre Island TX 78597

Contact Name: Christin Howard Contact Phone Number: 956 761 6801

Contact Cell Phone Number: 956 778 2910

Event Information

Name of Event or Project: WOWE

Date of Event or Project: January 24-28

Primary Location of Event or Project: Birding Center

Amount Requested: \$ 2,000

Amount Received: \$ 2,000

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

mcAllen monitor

Brownsville Herald

Coastal current

Parade

\$197.00 in FaceBook advertising

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

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: _____
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): _____
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): _____
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?
\$5.00 per person
7,423.05 net profit
money will be used for Educational programs/habitat
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): 1400
2. What would you estimate as the actual attendance at the event? 1530
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? _____
4. How many room nights do you estimate were actually generated by attendees of this event? _____
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.)?

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? _____

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: \$ ✓
Radio: \$ _____
TV: \$ _____
Other Paid Advertising: \$ ✓

Number of Press Releases to Media 2

Number Direct Mailings to out-of-town recipients _____

Other Promotions Winter Tuxan Expo in McAllen

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?
3. Did you negotiate a special rate or hotel/event package to attract overnight stays?
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

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:

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?

Sufco, Marcello's, for food
Toucan graphics for banners, signs, posters, etc.

Please Submit no later than (insert deadline) to:

 (fill in name, contact person, and address of your city or entity overseeing use of hotel tax)

Port Isabel South Padre Press
PO Box 308
Port Isabel TX 78578

Invoice

Phone Number: (956) 943-5545

ID# 168

SPI Birding Center
Tamie Bulon
6801 Padre Blvd
So Padre Island TX 78597

Balance Due: 590.00

Date	Description	Units	Debit	Credit
01/12/2017	Display Advertising WOWE		120.00	
01/12/2017	South Padre Parade 1/2pg w/color		175.00	
01/19/2017	Display Advertising WOWE		120.00	
01/19/2017	South Padre Parade 1/2pg w/color		175.00	
	Balance Due		590.00	

Current	30	60	90	90+
590.00	0.00	0.00	0.00	0.00

REMITTANCE COUPON

SPI Birding Center
Tamie Bulon
6801 Padre Blvd
So Padre Island TX 78597

Account No: 168

Amount Due Now: 590.00

THANK YOU for the opportunity to serve your business!

Amount Enclosed: _____

Port Isabel South Padre Press
PO Box 308
Port Isabel TX 78578

The Coastal Current**P. O. Box 2429****South Padre Island, TX 78597****Phone 956-761-9341 Fax 956-761-1436****INVOICE**

DATE: JANUARY 27,2017

SPI Birding Center
6801 Padre Blvd
South Padre Island, TX 78597

SALESPERSON	ACCOUNT NUMBER	TERMS
Russell Dean	40011727	Due on receipt

DATE	DESCRIPTION	rate	TOTAL
01/06/2017	1/8 page B&W page Ad in the Coastal Current		\$47.60
01/13/2017	1/8 page B&W page Ad in the Coastal Current		\$47.60
01/20/2017	1/8 page B&W page Ad in the Coastal Current		\$47.60
01/27/2017	1/8 page B&W page Ad in the Coastal Current		\$47.60
01/13/2017	½ page color Ad in the Coastal Current		\$209.10
01/20/2017	½ page color Ad in the Coastal Current		\$209.10
	<i>WWE Expense</i>		

Ad copy is due on Monday for the following Friday's issue.
Email - rdean@costalcurrent.com

Payment

TOTAL DUE

\$608.60

Make all checks payable to Coastal Current. We also accept most major credit cards.
If you have any questions concerning this invoice, contact Russell Dean @ (956) 761-9341

Thank you for your business!

CUSTOMER ID:
40011727
DATE: DECEMBER
28, 2016

The 22nd Annual **W.O.W.E.** Winter Outdoor & Wildlife Expo



January 24 - 28, 2017

at the
**South Padre Island
World Birding & Nature Center**



Special Events & Programs Each Day

TUE - Nature of the Valley

WED - FISHING in the
the Gulf of Mexico and
the Laguna Madre

THU - Impact of Native Plants

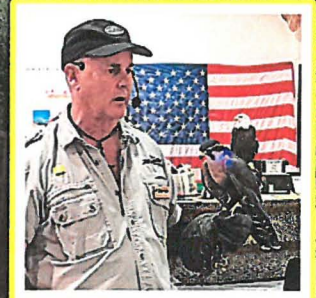
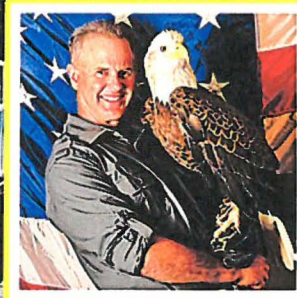
FRI - Birds of the RGV

SAT - Family Fun Day



Fun for the whole family!

and Featuring
Jonathan Wood's Raptor Project



**Three Shows Daily on Both
Friday and Saturday**

There's nothing like it in South Texas in the Winter



For Program Info:
spibirding.com
or call
956-761-6801



The Rotary Club
Of Port Isabel



Greg Storms - Development and
Mockingbird Photography

Norris
Fletcher

Linda
Poovey



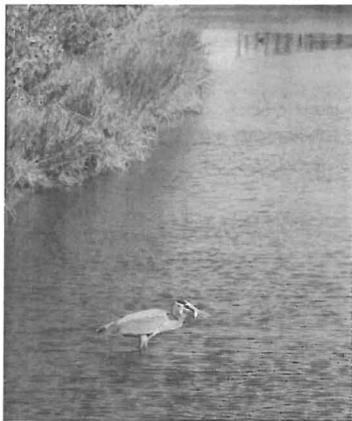
ock Ticker

WOWE Week

Categories: News

by Editor

January 27, 2017



Wildlife Expo offers something for everyone

By DINA ARÉVALO

Port Isabel-South Padre Press

editor@portisabelsouthpadre.com

Wildlife experts and novices alike were being wowed at the Winter Outdoor Wildlife Expo (WOWE) this Tuesday at the South Padre Island Birding and Nature Center (BNC).

The five-day long event is enjoying its second year being hosted at the BNC and the first day crowds looked bigger than ever, according to BNC Director Cristin Howard. "The morning started out with Boyd (Blihovde) from Laguna Atascosa with alligators, and he had the room packed. All the chairs were filled and people were standing in the back," she

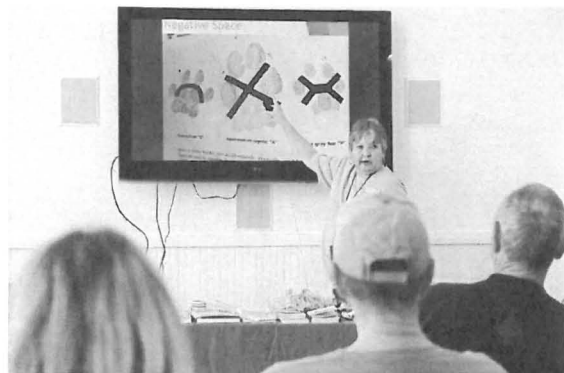
said.

Blihovde is the refuge manager for the Laguna Atascosa National Wildlife Refuge (LANWR), located just north of Laguna Vista. He was one of several federal and state officials set to deliver presentations about plants and wildlife found in the Rio Grande Valley.

But it wasn't just public employees who were sharing their expertise. Local business and landowners were on hand to talk about their trades, as well as their conservation efforts.

Maryjo Bogatto and Thadea Corkill, of the Cactus Creek Ranch, which lies near the LANWR, both delivered presentations, as well.

Want the whole story? Pick up a copy of the Port Isabel-South Padre Press, or subscribe to our E-Edition by clicking here.



0	Tweet	0	0
Like			
	G+1	Share	Teilen

Related

WOWE STATEMENT – Final Numbers 2017

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)	1,530	Children (12 and under) were free
Expenses	Amount	Explanation
Food	\$1,133.54	
Printing programs, signs, patches, fliers, banners (Toucan Graphics)	\$1,177.91	
Chair rental	\$164.16	
Jonathan Wood	\$3,000.00	
Misc (plants)	\$136.50	
Advertising- Coastal Current, Port Isabel Press, Brownsville Herald	\$2,022.60	Coastal Current/ Port Isabel Press/ Brownsville Herald/McAllen Monitor/ Facebook Boosts
Website	0	
Total expenses	\$7,634.71	

Income	Amount	Explanation
Admission	\$7,858.00	Paid \$5 each except pass holders who paid \$3 and children (free)
Donations and raffle items	\$774.00	
Concession stand	\$1,203.50	
Gift shop sales	\$1,222.26	Includes \$216.00 in Native Plants for sale
Vendor fees	\$500.00	3 vendors
Donations	\$1,500.00	Sponsorships for Jonathon Wood
Money from CVB	\$2,000.00	
Total Income	\$15,057.76	
Total Net profit after expenses	\$7,423.05	

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

MEETING DATE: February 22, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

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

- a. Texas International Fishing Tournament (August 2017)
- b. Sand Castle Trail (Ongoing Event FY 2016/17)
- c. Jailbreak Race Events-South Padre Marathon (November 2017)
- d. Valley Haven Fishing Tournament (September 2017)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: February 22, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Texas International Fishing Tournament. (August 2017)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

\$25,000 was awarded in 2015/16 FY.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

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

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

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

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

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

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

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

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 12th, 2017

Funding Application Deadline for Spring/Summer Activities: Wednesday, January 11th, 2017

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

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

Eligibility and Priority for Hotel Tax Funds:

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

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

Events can prove their potential to generate overnight visitors by:

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

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

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

Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event

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

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

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

Non-Anchor Events

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

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

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

Black Out Periods for Hotel Tax Funding

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

The month of July

The Spring Break Period

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

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

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

☒ Proposed Marketing Plan for Funded Event

☒ Schedule of Activities or Events Relating to the Funded Project

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

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

Application

Date: Tuesday, February 14, 2017

Organization Information

Name of Organization: TEXAS INTERNATIONAL FISHING TOURNAMENT, INC.

Address: P.O. BOX 2715

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

Contact Name: KRISTI COLLIER

Contact Office Phone Number: 956-943-8438

Contact Cell Phone Number: 956-802-3475

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

Non-Profit or For-Profit status: 501C4

Tax ID #: 74-1853713

Entity's Creation Date: 1934

Purpose of your organization: The Texas International Fishing Tournament was created in 1934 by community leaders in Port Isabel as a way to let the rest of the country know that south Texas was still on the map. In 1933, a series of hurricanes and storms hit the Laguna Madre area, one of them especially devastating, and threatened to undo several decades of proactive tourism outreach. Missouri Pacific Railway and city fathers partnered to create what was then know as the Tarpon Rodeo and started about the task of letting the nation know that the fish were biting, and they took the bait. In the last seven decades the tournament has grown to the largest on the Texas Gulf Coast and is ranked in the top ten billfish tournaments in the world. Family friendly and traditional, TIFT has a loyal following.

Event Information

Name of Event or Project: 78TH ANNUAL TEXAS INTERNATIONAL FISHING TOURNAMENT

Date of Event or Project: AUGUST 2-6, 2018

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

Amount Requested: \$15,000.00

Primary Purpose of Funded Activity/Facility:

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

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

FUNDS WILL BE SPECIFICALLY USED TO PROMOTE AND PROVIDE ACTIVITIES FOR PLAYDAY WHICH ENCOURAGES ANGLERS TO BRING THEIR CHILDREN AND FAMILIES TO THE TOURNAMENT. INFLATABLES, GAMES AND A FISHING TANK ARE BROUGHT IN, INCLUDING AN AWARDS CEREMONY FOR THE PARTICIPANTS.

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

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

- ☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$_____
- ☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$_____

- ☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$_____
- ☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$_____
- ☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$_____

XX f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$15,000.00

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

How many of the attendees at the sporting related event are expected to be from another city or county? 60%

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

THE TOURNAMENT NOT ONLY BRINGS IN ANGLERS TO THE EVENT, BUT FRIENDS, FAMILY, VENDORS AND SPECTATORS TRAVEL FROM ALL OVER THE COUNTRY FOR THE EVENT. SINCE THE EVENT IS A FIVE DAY EVENT, MANY UTILIZE THIS TIME AS THEIR SUMMER VACATION.

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 77
2. Expected Attendance: 2000+
3. How many people attending the Event or Project will use South Padre Island lodging establishments? UNSURE

How many nights do you anticipate the majority of the tourists will stay: 2-5

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

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
<u>2016</u>	<u>\$15,000.00</u>	<u>211</u>

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? WE WILL HAVE STUDENT VOLUNTEERS WITH IPADS OFFERING A VOLUNTARY SURVEY TO PARTICIPANTS.

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

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

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

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

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

Newspaper:	<u>\$3,000</u>
Radio:	<u>\$5,000</u>
TV:	<u>\$3,500</u>
Website, Social Media:	<u>\$2,000</u>
Other Paid Advertising:	<u>\$ _____</u>

Anticipated Number of Press Releases to Media TEN

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

Other Promotions PARTICIPATION IN TRADE SHOWS.

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

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

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

WE ARE EAGER TO ADD TO OUR MARKETING MIX TO INCLUDE PARTNERSHIPS WITH OTHER TOURNAMENTS, RETAILERS AND ORGANIZATIONS THAT CATER TO OUR TARGET DEMOGRAPHIC.

15. What geographic areas does your marketing, advertising and promotion reach: THE STATE OF TEXAS.

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

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

Expected Visitation by Tourists Monthly/Annually: N/A

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

18. What amount of event insurance do you have for your event and who is the carrier: \$1,000,000: SCOTTSDALE INSURANCE COMPANY.

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

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

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

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



The 78th Texas International Fishing Tournament will be held August 2 – 6, 2017 at the South Padre Island Convention Center. Enclosed please find the completed HOT Funding Request from the Texas International Fishing Tournament. Also enclosed is information relevant to our application.

Here is a quick overview:

- TIFT is the largest saltwater bay and offshore fishing tournament in Texas.
- TIFT is ranked in the top 10 billfish tournaments in the world.
- TIFT is sanctioned by the IGFA World Offshore Championship Series.
- Approximately 1,200 registrants participated in 2016.
- More than 400 boats participated.
- TIFT registrants have an average annual income in excess of \$100,000 and spend more than \$2 million in the local economy during our event—not including tournament expenses.
- TIFT is a nonprofit 501 (c) 4 corporation and has established a permanent Scholarship Endowment Program and initiated the TIFT Catch a Redfish Educational Scholarship program (TIFT CARES).
- TIFT is open to registrants of all ages.

Thank you for taking the time to review and consider our 2017 funding application. Please feel free to contact me at (956) 802-3475 with any questions you might have. I would welcome the opportunity to work with you again and look forward to hearing from you soon.

Sincerely,

Kristi Collier
Tournament Director

BACKGROUND

For more than 75 years the Texas International Fishing Tournament has taken pride in creating an atmosphere of friendly fishing competition and wholesome family fun. The 78th annual five day event, scheduled for August 2 - 6, 2017, offers fishing divisions that include bay, offshore and tarpon. TIFT is open to anglers of all ages and is the largest saltwater fishing tournament in Texas.

In 2016, approximately 1200 anglers and 400 boats participated. The action wasn't just in the offshore division as species ranging from snook, redfish, trout, drum and the popular piggy perch made their way dockside to the weigh-ins on Friday and Saturday.

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

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

PLAYDAY TITLE CORPORATE SPONSORSHIP

INVESTMENT - \$15,000

1. Designation as the Official Playday Sponsor and KidFish tank. Your company logo imprinted on a 4' x 16' banner displayed during Playday activities on Thursday, August 3, 2017.
2. Permission to provide materials for placing directly in our registration bags. Link exchange on www.tift.org. Your logo printed on the sleeve of the Playday Volunteer t-shirts and 12 t-shirts are included in your Playday Title sponsorship.
3. Access to our mailing list following the event.
4. Full page, four color advertisement in the official Texas International Fishing Tournament Program book. (Camera ready artwork to be supplied by sponsor prior to 6/1/17).
5. Listing as a Corporate Sponsor on the program book's welcome page.
6. Statewide publicity through periodic press releases issued by the Tournament. Your sponsorship is included in the event information.
7. Permission to use TIFT logo in supportive advertising and promotional materials.
8. Permission to fly your banner or display signage at all TIFT events (materials subject to tournament approval).
9. 30' x 40' exhibit space during social activities at the South Padre Island Convention Centre on Wednesday, Thursday, and Sunday (August 2, 3 and 6).
10. VIP dock seating.
11. Eight (8) complimentary adult fishing registrations, including T-shirts and hats and eight (8) custom sponsor shirts.
12. Your logo on our official tournament scoreboard, featured in all photos and related media coverage.
13. Complimentary cocktail party hosted by the TIFT Executive Board of Directors, Wednesday, August 2 from 5 - 7 p.m.

78th TIFT Calendar of Events

Wednesday, August 2	On-site registration begins VIP cocktail party
Thursday, August 3	Playday Registration continues Captain's meeting
Friday, August 4	Tournament begins Activity on the dock
Saturday, August 5	Tournament continues Activity on the dock
Sunday, August 6	Awards presentation & closing ceremony

2017 Timeline

January

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

February

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

March

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

April

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

May

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

June

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

July

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

- Scholarship funds sent to financial aid offices

August

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

September

- Fall newsletter goes out

October

- Fall advisory board meeting

Ongoing:

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

2016 TIFT

Zip Code	Count
20657	1
27954	2
31024	1
32563	1
33316	1
33710	1
51401	1
67846	2
68028	2
71953	1
74033	1
74826	1
75019	4
75028	1
75033	1
75035	1
75077	1
75159	3
75205	4
75206	1
75219	2
75220	1
75225	2
75248	4
75360	1
75701	2
75751	1
76028	1
76040	1
76049	1
76051	1
76052	1
76065	2
76087	1
76107	1
76123	2
76180	1
76377	2
76518	1
76520	2
76556	3
76901	1
77008	2

77018	1
77024	1
77027	3
77043	1
77057	3
77074	1
77089	2
77318	1
77357	2
77380	1
77382	2
77406	2
77426	1
77441	1
77459	2
77469	1
77476	1
77477	2
77478	1
77479	1
77494	1
77521	3
77537	1
77539	1
77554	1
77566	4
77571	1
77581	1
77586	1
77598	1
77801	1
77845	1
77852	1
77901	6
77903	1
77904	1
77954	2
77957	2
77979	2
77982	1
78006	10
78012	1
78014	2
78015	3
78023	3
78045	6
78064	1

78070	4
78108	1
78130	2
78132	5
78142	1
78155	2
78163	2
78164	1
78209	6
78213	2
78216	1
78229	3
78232	9
78248	2
78254	1
78255	2
78258	3
78260	4
78261	5
78263	1
78266	4
78283	1
78298	1
78336	1
78361	6
78363	5
78370	1
78372	3
78373	40
78374	2
78377	3
78379	3
78380	1
78382	6
78383	2
78385	1
78387	2
78389	3
78401	4
78411	1
78412	13
78413	3
78414	5
78418	8
78501	26
78502	2
78503	6

78504	66
78505	1
78509	1
78518	1
78520	31
78521	19
78523	2
78526	17
78534	1
78537	3
78538	2
78539	22
78540	7
78541	10
78542	3
78543	1
78550	102
78551	2
78552	44
78553	2
78559	8
78560	1
78563	1
78566	27
78568	2
78570	2
78572	17
78573	9
78574	12
78575	6
78577	11
78578	131
78580	6
78582	4
78583	15
78586	40
78589	4
78591	1
78596	33
78597	61
78598	13
78599	2
78620	1
78654	1
78666	1
78703	2
78704	1

78726	1
78732	3
78733	1
78734	1
78735	1
78737	2
78741	2
78746	1
78749	1
78751	1
78780	1
79070	1
79119	1
79410	1
79501	1
79912	1
83706	1
92592	1
785209	1
785/8/6	1
(blank)	
Grand Total	1139

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

MEETING DATE: February 22, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Sand Sculpture Trail.
(Ongoing)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

FY 2015/16
\$10,000 was awarded for new sandcastles.
\$4,000 for the sandcastle signs.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

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

Convention Centers and Visitor Information Centers: the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;

- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
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- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
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- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
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The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

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

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

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

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 12th, 2017

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

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

Eligibility and Priority for Hotel Tax Funds:

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

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

Events can prove their potential to generate overnight visitors by:

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

- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
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The City’s Convention and Visitor’s Bureau Department shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the staff shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board for both anchor events and non-anchor events. The Convention and Visitors Advisory Board may accept or amend the CVB staff’s recommendations by a majority vote of the Committee.

Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event

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

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Non-Anchor Events

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

Seed Money Limitation: Non-Anchor Event Funding from the hotel tax is to be treated as “seed money” with the intent that the event/facility program will eventually be able to fund it’s operational costs (other than marketing) from program revenues and non hotel tax sponsorships. Accordingly,

hotel tax funding for operational costs other than marketing for non-anchor events is limited to no more than four consecutive years of Hotel Tax Funding. The Convention and Visitors Advisory Board will have the discretion to amend that limitation if deemed appropriate.

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

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

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

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

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

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

Application

Date: Jan. 10, 2016

Organization Information

Name of Organization: Sandcastle Island, Inc.

Address: P.O. Box 2694, SPI, TX 78597

Contact Name: Lucinda Wierenga Contact Office Phone Number: 956-459-2928

Contact Cell Phone Number: same

Web Site Address for Event or Sponsoring Entity <http://sandcastletrail.com>

Non-Profit or For-Profit status: working on nonprofit Tax ID #: 81-2584362

Entity's Creation Date: 2016

Purpose of your organization: To promote sand sculpture on South Padre Island - including but not limited to the creation, maintenance, repair and promotion of the SPI Sandcastle Trail

Event Information

Name of Event or Project: The SPI Sandcastle Trail

Date of Event or Project: ongoing

Primary Location of Event or Project: South Padre Island

Amount Requested: \$3,000

Primary Purpose of Funded Activity/Facility:

To build, maintain, repair and promote the SPI Sandcastle Trail

Percentage of Hotel Tax Support of Related Costs

50%_____ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

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

50%_____ 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 NA _____%

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

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

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

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

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

d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$2,500

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?

The sandcastle trail encourages visitors to visit businesses and areas around town they might otherwise have missed.

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: \$500

What tourist attractions will be the subject of the signs? The various sculptures around

town_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: _____4 years
2. Expected Attendance: _____NA
3. How many people attending the Event or Project will use South Padre Island lodging establishments? _____NA

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

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

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

	Month/Year Held	Assistance Amount	Number of Hotel Rooms
Used			
	<hr/>	<hr/>	<hr/>
	<hr/>	<hr/>	<hr/>
	<hr/>	<hr/>	<hr/>

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

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

8. Will the event charge admission? No

9. Do you anticipate a net profit from the event? No

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

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet: (I donate my time and webhosting server/skills. I create rack cards with maps. I donate my time/services.)

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

Anticipated Number of Press Releases to Media _____

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

Other Promotions

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

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

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

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

—

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

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

Expected Visitation by Tourists Monthly/Annually: _____

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

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

_____.

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

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

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

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

SandCastle Island, Inc.

P.O. Box 2694, S. Padre Island, TX 78597

956-459-2928

Request for Funds 2017

Greetings and Salutations —

Please help me keep the trail alive

I am asking for a relatively small amount – \$3000 (but will do my best with whatever you are willing to give me) – that I will use to buy supplies, do repairs and maintenance and whatever I can to keep the total number of sculptures on the trail at right around 30. The money will not go to my personal account, but into a corporate account (Sandcastle Island, Inc.) overseen by a board of directors who will decide how best to spend it.

Should you decide to support us with this small sum, we will do our very best to raise additional funds from host businesses as well as private donations — including the donation of my own time and skills.

I will keep a running log of my work as well as before and after photos where it will be accessible to anyone who wants to view it at any time on the trail website (<http://sandcastletrail.com>), as well as links to continuously updated photo albums of all the sculptures on the trail – visual evidence of your funds at work.

I will provide copies of receipts for materials and sand moving services upon request.

At such time that the full amount has been spent, I will provide a full report of what I accomplished with it. At that point the board can determine whether or not they got their money's worth and either provide me with additional funds — or not.

Below is the cost breakdown of the two new sculptures I was led to

believe would be partially funded by the town.
If you could see your way through to helping, either as part of the attached funding request or separately, it would encourage me to continue the work of maintaining and growing the trail.

Thank you for your consideration,

Lucinda

Request for reimbursement

The Native Plant Center (#26 - non-profit)

Anticipated budget: \$600

Expenses (\$330):

Sand moving - \$100

Supplies (sealant) - \$30

Labor: 2 days, 3 sculptors. (I donated my time. Paul and Remy, from Bulgaria, paid for their stay at the SandBox by working on this sculpture - offseason rates, \$200.)

Initial Expectation of reimbursement from town: \$300 (not paid)

Out of my pocket: \$330

Kelly's Irish Pub (#27)

Anticipated Budget: \$1500

Expenses (so far, \$1405)

Sand delivery - \$175

supplies - (plastic liner and sealant) - \$130

Labor - I worked for free, Paul & Remy were paid \$1000

Repairs - shortly after completion, very hard rain out of the north damaged the sculpture. I spent 2 hours on repairs (\$150). I will have to spray more sealant as well.

Reimbursement from Kelly's - \$750 (paid in full)

Expected reimbursement from SPI - \$750 (not paid)

Out of my pocket: \$705

Total - \$1035 (may be folded in to the requested amount of \$3000)

THANKS!

The Sandcastler's Pledge:

I promise to HAVE FUN,
Help others HAVE FUN,
and UNLITTER!

(Unlitter - to properly dispose of more garbage than you generate)



NATIVE PLANT CENTER

P.O. Box 4000
S. Padre Island, TX 78597
703-434-1444

01-15-2017

SANDCASTLE ISLAND INC.

P.O. Box 2694
S. Padre Island, TX 78597
956-459-2928
Lucinda@sandyfeet.com

Dear SandCastle Island Inc.,

Thank you so much for your way of your very generous donation of our beautiful sand sculpture totally \$600 in services to the Native Plant Center October 15, 2016.

As you know the Native Plant Center belongs to the community; to our partner in the county, city, nonprofit and private sector who work with us on common goals; to Master Naturalists and Gardeners and others. We are committed to the development of the Center, but cannot do it without your help and support.

I am certain that the contribution made via our beautiful sculpture will help attract visitors to our center as well as encourage our commitment to growing the Sand Castle Trail.

Again, we graciously appreciate your donation and look forward to continuing working together for the betterment of our community.

Respectfully,



Thor Lassen
Director, SPI Native Plant Center

DONATION RECEIPT

Organization: SandCastle Inc.
Date Received: October 15, 2016

Cash Contribution: -

Item Contribution: Sand Sculptor Services + Sculpture for the amount of \$600



Good Food...
Kelly's
Good Times...
IRISH PUB
FOOD SERVED LATE NITE



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UNDER TEXAS STATE LAW
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Submit to: Mike Flores, Business Development Director Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

Application

Date: __2/13/2017__

Organization Information

Name of Organization: __Jailbreak Race Events/dba South Padre Marathon

Address: __15080 hwy 156

City, State, Zip: __Justin, TX, 76247

Contact Name: __Tim Scrivner Contact Office Phone Number: __940-453-6231

Contact Cell Phone Number: __940-453-6231

Web Site Address for Event or Sponsoring Entity __www.RunSPI.com

Non-Profit or For-Profit status: For-Profit____ Tax ID #:27-2634042

Entity's Creation Date: __01/2010

Purpose of your organization: Inspire people to 'Live a Better Story', a 'Healthier Story', by providing fun and unique events for people to train for, and participate in.

Event Information

Name of Event or Project: __South Padre Marathon

Date of Event or Project: __11/10-12/2017

Primary Location of Event or Project: __Expo and 10K at Schlitterbahn, Marathon and Half Marathon at Claytons Beach Bar

Amount Requested: \$85,000

Primary Purpose of Funded Activity/Facility:

Marathon, Half Marathon, 10K, Fitness Expo

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

Marketing and Advertising, Medical staffing, Fence and Portable toilet rentals

Percentage of Hotel Tax Support of Related Costs

25%__ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

0% __ Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

0% __ 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:

We are asking for the continued support provided by the city utility dept, police and ems. They have assisted in setting up traffic cones and directing traffic.

We are also requesting the use of the Convention Center parking lot on Sunday, Nov 12th from 4am till 1pm.

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

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

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

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

- ☒ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ \$40,000 _____

How many attendees are expected to come to the sporting related event? 11,000+

How many of the attendees at the sporting related event are expected to be from another city or county? 95%

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

The runners must come to the island and attend the fitness expo in order to receive their runner packet. This means they must come to the island the day before the marathon and half marathon, combined with the 6:30am start for the events, runners are naturally encouraged to spend the night at a local hotel.

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

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

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

What percentage of the ridership will be local citizens?

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 2 _____
2. Expected Attendance: 11,000+ _____
3. How many people attending the Event or Project will use South Padre Island lodging establishments? Estimated 60% +

How many nights do you anticipate the majority of the tourists will stay: 46% stay 2 nights

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. However, groups attending the marathon often set up their own block.

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
11/15 _____	\$90,000 _____	2914 _____
11/16 _____	\$70,000 _____	1509 _____
_____	_____	_____

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: Corporate Sponsors include: HEB, Anheuser Busch, Mazda

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? est \$22,000, profits will be used as seed money to begin marketing for the 2018 event earlier than we are currently able to facilitate.

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

Newspaper:	\$2k + trade
Radio:	\$5k+ trade
TV:	\$10k+ trade
Website, Social Media:	\$40k+
Other Paid Advertising:	\$10-\$15k for Expo's, \$8k-\$12k Runners World Magazine

Anticipated Number of Press Releases to Media 10+

Anticipated Number Direct Mailings to out-of-town recipients 0

Other Promotions: Weekly Newsletter, Podcast, Billboards

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?

All biweekly newsletters will include a "Things to Do in South Padre" section (where we will highlight Island activities) and a spotlight on "Lodging in South Padre" (where we will feature various places to stay on South Padre)

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

Texas: primary regions, ATX, SA, Hou, DFW, RGV. Runners World will reach all 50 States.

We will also be doing social media advertising into Northern Mexico and Monterrey

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 670k+ based on Runners World Distribution (our most far reaching advertisement)

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

Expected Visitation by Tourists Monthly/Annually: _____

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

18. What amount of event insurance do you have for your event and who is the carrier: \$2 million, RRCA (Road Runners Club of America)

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, Business Development Director, Convention and Visitors Advisory Board/ C/O
City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199,
michael@sopadre.com**

**NOVEMBER
10TH-12TH
2017**



Expo Dates:

**Friday 11/10,
Saturday 11/11**

Race Dates:

**10K.....Sat 11/11
Half Marathon.....Sun 11/12
Marathon.....Sun 11/12**



SPI Marathon 2016

VISITOR RECAP

1930 registered runners
3716 reported staying on SPI

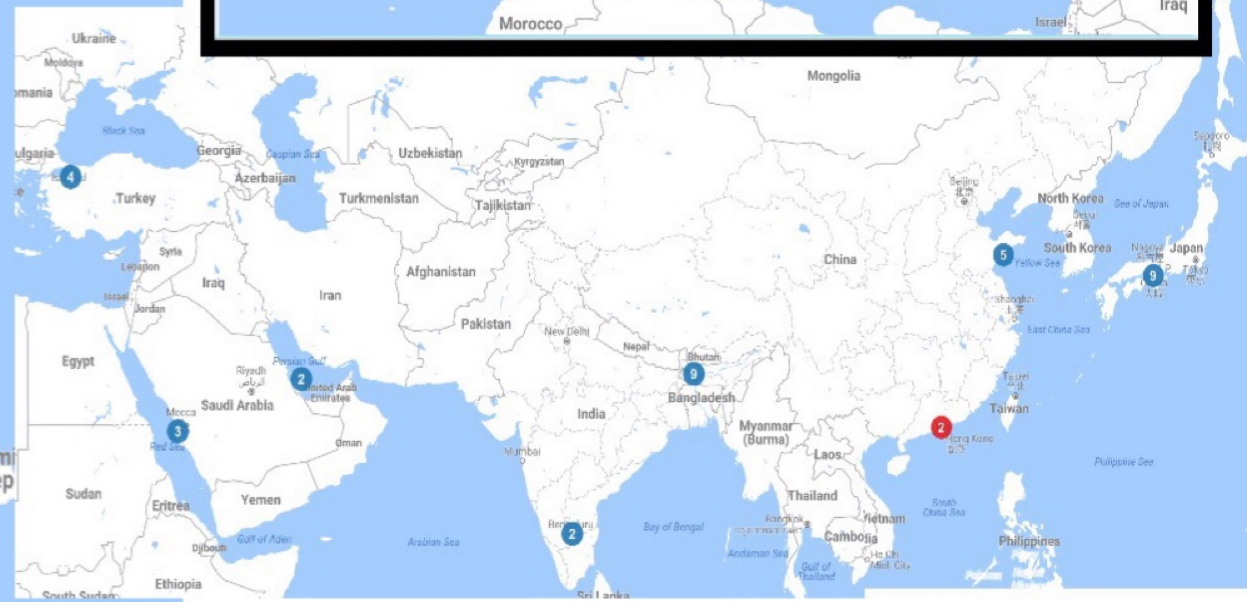
65% Female
35% Male
86% age 25-54

Hotel Lodging
1812 room nights
1 night: 11%
2 nights: 58%
3 nights: 22%
4 nights: 4%
5+ nights: 5%

***66% of the runners live
outside the RGV**

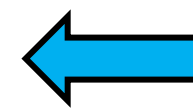
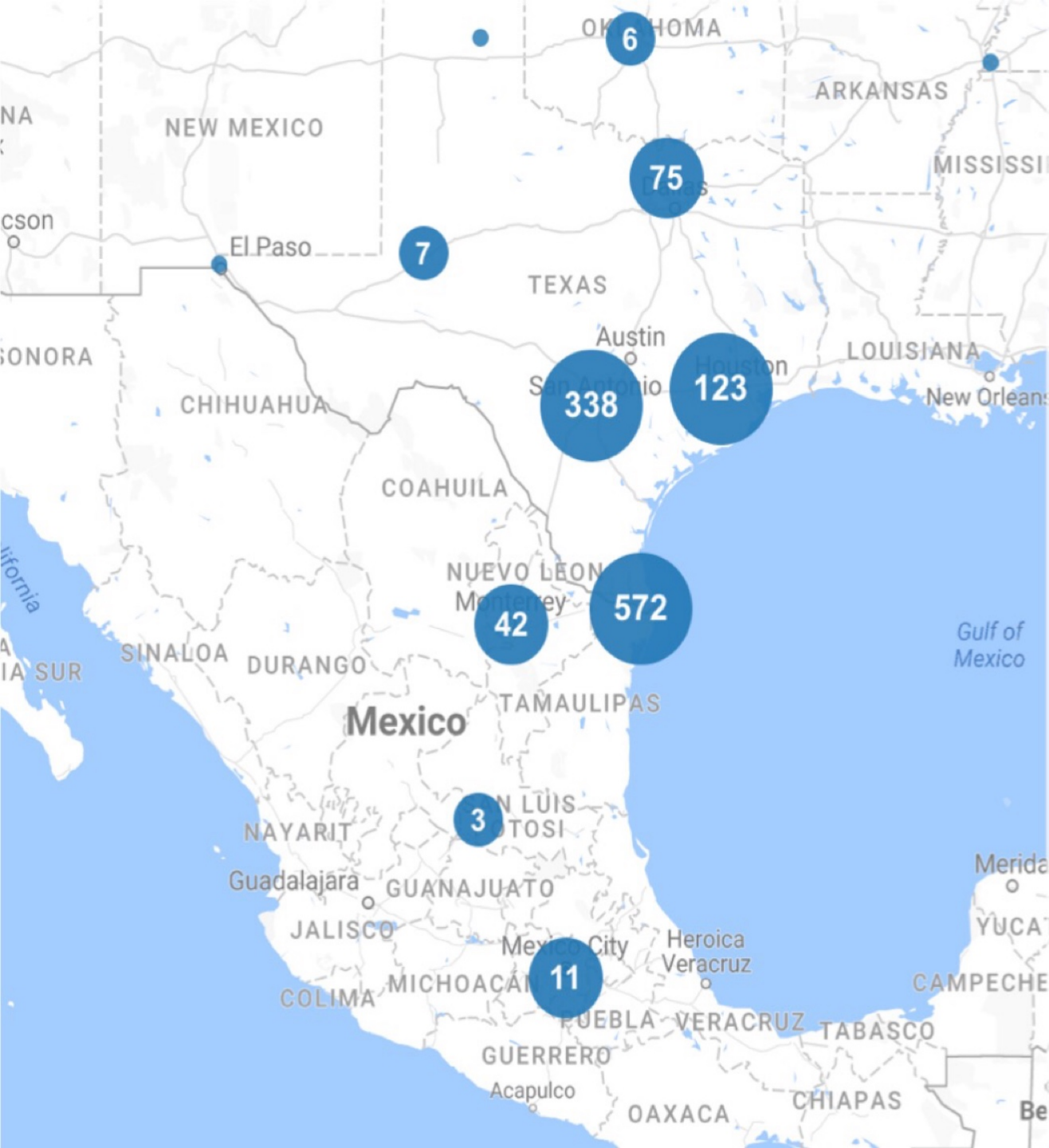
Runners From Around the Globe!

***2016 registered runners**



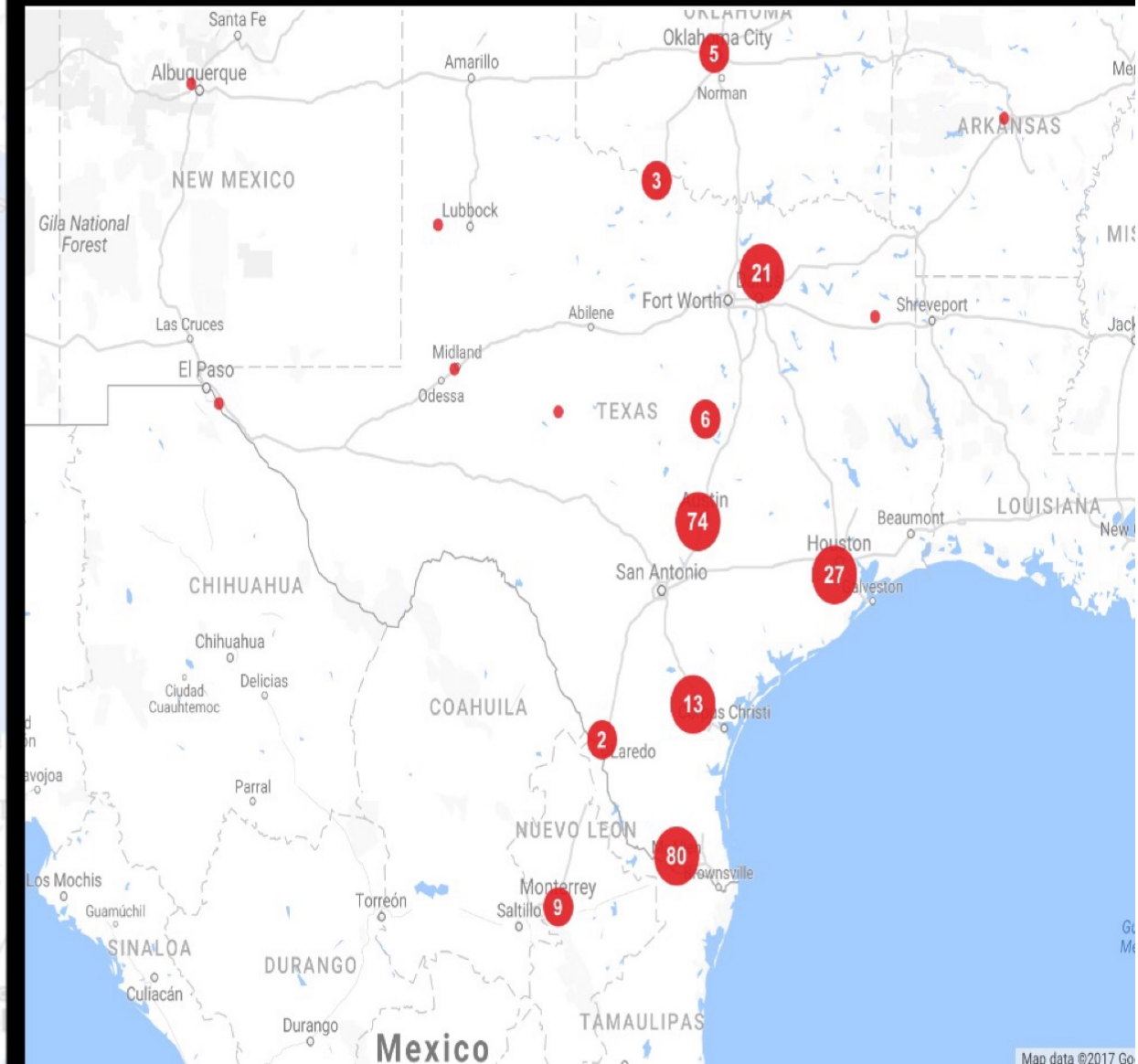
Half Marathon

Full Marathon



Half Marathon

Full Marathon



SPI Marathon 2017 Marketing

National

- **Runners World Magazine (May, Sept issues) distribution: 670k+**

- **USA Today**

The SPI marathon is a member of the USA Today Active Sports, a network of the finest full and half marathons across America. The Alliance is a vehicle that provides awareness, coverage and promotion at a national and local level through USA Today and Gannett's unique suite of assets.





**USA
TODAY
SPORTS**
ACTIVE ALLIANCE

Digital Ads - 47MM impressions thus far

Locations of Placement- USA Today network sites

Print Ads - 3MM impressions per run x 10 runs to date = 30MM impressions

Locations of Placement- USA Today News Section, Sports Section, Money Section

SPI Marathon 2017 Marketing

Texas and Surrounding States

- Social Media...Facebook, Instagram, Twitter, YouTube, Podcast***
- Event Expos***
- Active.com...124K reach***
- AustinFit Magazine, Texas Runner and Triathlete Magazine***
- Existing email database (70K+)***

SPI Marathon 2017 Marketing

Rio Grande Valley

- Aim Media...McAllen Monitor, Brownsville Herald***
- CBS television has been our local television partner***
- iHeartRadio...WILD 104 and KTEX have been our radio partner***
- Billboards***

Jailbreak Racing Events, LLC

Profit and Loss Standard

SPI Marathon Projected 2017 Budget

Cash Basis

Ordinary Income/Expense

Income

Credit card sales	6,000.00
Merchandise Income	11,570.80
Sales	234,731.86
Sponsorship	175,000.00
Total Income	427,302.66

Expense

Advertising and Promotion

Expo/Conventions	12,348.61
Expo travel	3,808.52
Advertising and Promotion - Other	78,246.99
Total Advertising and Promotion	94,404.12

Business Licenses and Permits	65.00
Charitable Contributions	5,000.00
Computer and Internet Expenses	700.05
Event expense	

Equipment Rental	18,631.97
Bibs	801.98
Chip Timing	11,700.00
Course	6,361.10
Event contract labor	25,726.00
Fencing/potties	26,775.88
Food/beer	2,482.12
Insurance	3,285.00
Medals	11,213.87
Medical/Security	19,500.00
Parking/buses	10,294.44
Photography	1,575.00
Property	2,100.00
Registration related	500.00
Stage/Band	1,300.00
T-shirts	31,591.29
Event expense - Other	10,937.95
Total Event expense	184,776.60

Gas expense	2,243.55
Gifts	588.44
Licensing fee	34,000.00
Meals and Entertainment	619.04
Monthly contract labor	22,001.05
Office Supplies	2,219.51
Printing and Reproduction	7,079.82
Professional Fees	4,016.08
Repairs and Maintenance	500.08
Sales commission	2,500.00
Telephone Expense	287.12
Travel Expense	
Car rental	2,487.55
Flights	6,670.41
Gas	2,675.34
Hotel	7,198.89
Meals	4,803.66
Parking	854.00
Travel Expense - Other	4,694.72
Total Travel Expense	29,384.57
Uniform expense	3,456.46
Utilities	760.77
Total Expense	397,102.26
Net Ordinary Income	32,700.40
Other Income/Expense	
Other Income	
Total Other Income	0.00
Net Other Income	0.00
Net Income	32,700.40

SPI Marathon 2017

Funding Request

***We are asking for \$85,000 to
be allocated to the following:***

- \$40,000 marketing***
- \$26,000 equipment rentals
(portable toilets/fencing)***
- \$19,500 medical staffing***



SPI Marathon 2017

FUNDING REQUEST FOR MARKETING PRIOR TO JULY 2017

We are asking for \$40,000 to cover the following advertising expenditures:

- \$4,000 Runners World**
- \$5,000 Content Creation**
- \$3,500 ATX 10/20 expo**
- \$1,500 Texas Runner Magazine**
- \$20,000 FB, Instagram ads**
- \$5,000 iHeartRadio**
- \$1,000 Coastal Current**

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

MEETING DATE: February 22, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Valley Haven Fishing Tournament. (September 2017)

ITEM BACKGROUND

VHFT is asking for \$40,000 in funding.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

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

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

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

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

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

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

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

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 12th, 2017

Funding Application Deadline for Spring/Summer Activities: Wednesday, January 11th, 2017

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

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

Eligibility and Priority for Hotel Tax Funds:

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

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

Events can prove their potential to generate overnight visitors by:

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

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

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

Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event

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

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

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

Non-Anchor Events

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

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

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

Black Out Periods for Hotel Tax Funding

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

The month of July

The Spring Break Period

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

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

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

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

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

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

Application

Date: _____

Organization Information

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Office Phone Number: _____

Contact Cell Phone Number: _____

Web Site Address for Event or Sponsoring Entity _____

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

Entity's Creation Date: _____

Purpose of your organization: _____

Event Information

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: \$ _____

Primary Purpose of Funded Activity/Facility:

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

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

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

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

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

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

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

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

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

8. Will the event charge admission? _____

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

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

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

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

Anticipated Number of Press Releases to Media _____

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

Other Promotions _____

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

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

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

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

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

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

Expected Visitation by Tourists Monthly/Annually: _____

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

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

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

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

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

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

Valley Haven
3rd Annual
Fishing
Tournament
Marketing
Plan

January 9,

2017

- 1. Event Name:** Valley Haven 3rd Annual Boat & Kayak Fishing Tournament
- 2. Event Date:** September 23-24, 2017
- 3. Event Location:** Louie's Backyard- 2305 Laguna Blvd., South Padre Island, TX 78597
- 4. Event Background:** Valley Havens Annual Fishing Tournament started in 2015 as a fundraiser to help open the only Emergency Childrens Shelter in the Rio Grande Valley. The board of Valley Haven voted to continue the event as a yearly fundraiser to raise awareness of Valley Haven in the community and to donate 100% of funds raised to benefit the children that will reside at the Emergency Childrens Shelter.
- 5. Event Description:** The fishing tournament will have a boat category with a guided team and non-guided team division and a kayak category with an individual kayak division. The boat divisions will enter 1 Trout, 1 Red Fish and 1 Flounder species per boat and the kayak division will enter 1 Trout, 1 Red Fish and 1 Flounder species per individual kayak. Each division is competing for 1st, 2nd and 3rd place prizes within their own division.
- 6. Objectives:**
 - Organizational Goal: To donate 100% of raised funds from the 3rd Annual Fishing Tournament to improve the lives of the children at Valley Havens Emergency Childrens Shelter.
 - Gain 100 new boat division angler entries
 - Gain 50 new kayak division angler entries
 - Gain 20 new child division angler entries
 - Raise \$40,000.00 to donate to Emergency Children's Shelter
 - Increase the prize payout amounts for all categories
 - Gain 20 new Sponsors
 - Add a Tournament Grand Champion Prize
 - Marketing Goals:
 - To build awareness of Valley Havens mission and vision as well as key issues.
 - To promote the Boat Division and Kayak Division of the Fishing Tournament to surrounding cities and counties.
 - To promote the Child Division to surrounding cities and counties.
 - To seed partnerships with corporate sponsors in the community.
 - To motivate 30 area residents to participate or attend the event and build their understanding of the purpose of Valley Havens Tournament and utilized them as effective advocates.
- 7. Target Audience and Segments:**
 - Target audience: City residents, County residents, State residents
 - Build their understanding of Valley Haven's Mission and Vision, the purpose of the fishing tournament and how they can help improve the situation, so they are motivated to advocate for Valley Haven and the benefit of their 3rd annual fishing tournament.
 - Segments: Males and Females of all ages, singles, families, couples

8. Calls to Action:

- Goals for target audience-
 - Subscribe to Valley Haven website
 - Follow Valley Haven on Facebook, Twitter and Instagram
 - Participate in the promoting of Valley Havens Tournament
 - Share past tournament experiences to help increase angler registrants
 - Collaborate with Valley Haven and help spread the word about Valley Haven and its annual fundraiser event

9. Benefit Exchange and Barriers

- Benefit Exchange:
 - Seek to ensure that the children of the Rio Grande Valley have a safe haven to go to when they have been removed from their homes due to abuse, neglect and abandonment.
 - Want to be a part of an organization that benefits the local children of the community.
 - Take part in an event that has the potential to expand yearly and benefit the city as well as the organization.
- Barriers:
 - Some people in the community feel that this is not their problem and that the state should handle the situation.
 - Valley Haven gets confused with shelters for illegal immigrant children and some people in the community don't want to get involved.
 - Community members are already committed to other tournament events and do not want to help or participate with another tournament.

10. Situation Analysis:

- Competitive analysis:
 - The 2016 Tournament took place at the same time as 3 other tournaments. As of January 2017, there are no other tournaments scheduled for September 23-24, 2017.
- Audience research:
 - Valley Haven has gained their audiences trust with the way the tournament is ran and they really enjoy the custom plaques and the many division options.

11. Strategies

- Build the Network
 - Nurture relationships with prospective anglers and sponsors within relevant local organizations, businesses and volunteers.
- Message Development
 - Shape and deliver messages that will clarify for, connect with and engage our audiences. Consistent, memorable messaging helps our base to keep our organization top of mind, recognize its relevance to them, and spread the word about it.

12. Tactics

- Write the message platform
 - Audience Research
 - Write positioning statement
 - Tagline
 - Talking Points
 - Train volunteers and board members on messaging
 - Develop style guide
 - Launch
- Standards Guide

- Create a guide (PDF) for volunteers and board messengers to use to make decisions on messaging and “look and feel” of communications.
- Develop a one-page “leave behind” flyer summarizing the value of partnering for prospective sponsors, and a series of follow up emails (to follow in-person visits to prospective sponsorships).

13.Resources:

- Roles and Responsibilities
 - Committee Chairs will lead their committees and bring any concerns back to the board
 - Logistics Committee
 - Marketing Committee
 - Fundraising Committee
 - Promotional Item Committee
 - Sponsorship Committee
 - Decorations Committee
 - Set Up/ Tear Down Committee
 - Awards Committee
 - Registration Committee
- Budget
 - Attached to Marketing Outline

HOTEL TAX Expenditures- Valley Havens 3rd Annual Fishing Tournament

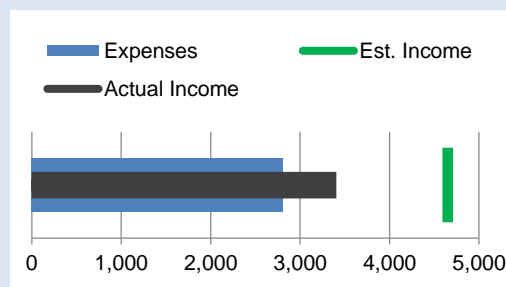
Budget Summary		Summary of Expenses and Income		
<div>Total Expenses</div> <div>\$40,000.00</div> <div>Total Actual Income</div> <div>\$40,000.00</div> <div>Balance</div> <div>\$-</div>		Expenses		
		Marketing Printing Materials	\$3,050	
		Publicity & Marketing	\$4,650	
		Event Printing	\$350	
		Angler Prizes	\$25,800	
		Angler Registration Gifts	\$6,150	
		Total	\$40,000	
Expenses				
Description	Category	Quantity	Unit Cost	Amount
Photocopying	Marketing Printing Materials	2500	0.20	500.00
Postage	Marketing Printing Materials	1200	0.50	600.00
Invitations	Marketing Printing Materials	400	0.50	200.00
Save the Date Postcards	Marketing Printing Materials	400	0.50	200.00
Thank You Cards	Marketing Printing Materials	400	0.50	200.00
Flyers	Marketing Printing Materials	2000	0.25	500.00
Signs	Marketing Printing Materials	2	125.00	250.00
Posters	Marketing Printing Materials	300	2.00	600.00
Banners	Event Printing	2	125.00	250.00
Event Programs	Event Printing	500	0.20	100.00
Website Promotions	Publicity & Marketing	50	15.00	750.00
Social Media Event Ads	Publicity & Marketing	50	15.00	750.00
TV/ Radio Commercials	Publicity & Marketing	2	1000.00	2,000.00
Photography/Video	Publicity & Marketing	1	400.00	400.00
Press Releases	Publicity & Marketing	3	200.00	600.00
Trade Shows	Publicity & Marketing	1	150.00	150.00
Boat Non-Guided Division 1st Place	Angler Prizes	3	1000.00	3,000.00
Boat Non-Guided Division 2nd Place	Angler Prizes	3	800.00	2,400.00
Boat Non-Guided Division 3rd Place	Angler Prizes	3	600.00	1,800.00
Boat Guided Division 1st Place	Angler Prizes	3	1000.00	3,000.00
Boat Guided Division 2nd Place	Angler Prizes	3	800.00	2,400.00
Boat Guided Division 3rd Place	Angler Prizes	3	600.00	1,800.00
Kayak Division 1st Place	Angler Prizes	3	1000.00	3,000.00
Kayak Division 2nd Place	Angler Prizes	3	800.00	2,400.00
Kayak Division 3rd Place	Angler Prizes	3	600.00	1,800.00
Child Division	Angler Prizes	16	50.00	800.00
Grand Champion	Angler Prizes	1	2000.00	2,000.00
Cooler Bags	Angler Registration Gifts	400	6.00	2,400.00
Sublimated Long Sleeve Shirts	Angler Registration Gifts	250	15.00	3,750.00
Personalized Stone Plaques	Angler Prizes	40	35.00	1,400.00
Total Expenses \$ 40,000.00				

Income / Funding			
Description	Proposed Amount		Total Amount
South Padre Island HOT Funds	\$ 40,000.00		\$ 40,000.00
Total			\$ 40,000.00

Event Budget - Seminar



Budget Summary	Summary of Expenses and Income	
Total Expenses	Expenses	
\$2,808.50	Location	\$1,500
Total Actual Income	Program	\$600
\$3,405.00	Food & Drink	\$500
Balance	Supplies	\$59
\$596.50	Other	\$150
	Total	\$2,809



<http://www.vertex42.com/ExcelTemplates/event-budget-template.html>

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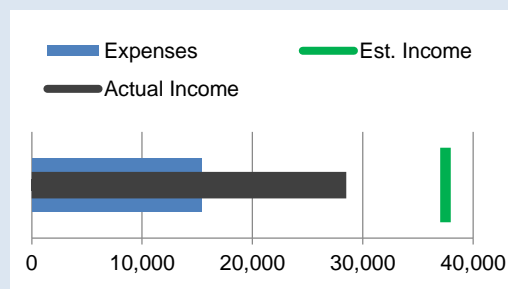
Expenses				
description	category	quantity	unit cost	amount
Room Rental	Location		1,500.00	1,500.00
Catering	Food & Drink		500.00	500.00
Speaker	Program		600.00	600.00
Custom Pens	Supplies	150	0.39	58.50
Audio CDs	Other	50	3.00	150.00
				-
				-
				-
				-
				-
				-
Total Expenses				\$ 2,808.50

Income / Funding					
description	unit cost	estimate qty	estimate amt	actual qty	actual amount
Registration	45.00	100	4,500.00	75	3,375.00
Sales (Audio CDs)	10.00	15	150.00	3	30.00
			-		-
			-		-
			-		-
Total			\$ 4,650.00	Total	\$ 3,405.00

Event Budget - Bike Race



Budget Summary	Summary of Expenses and Income	
Total Expenses	Expenses	
\$15,400.00	Location	\$2,500
Total Actual Income	Event	\$2,500
\$28,500.00	Food & Drink	\$800
Balance	Supplies	\$600
\$13,100.00	Other	\$9,000
	Total	\$15,400



<http://www.vertex42.com/ExcelTemplates/event-budget-template.html>

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Expenses				
description	category	quantity	unit cost	amount
Trail Rental	Location		2,500.00	2,500.00
Staff	Event	10	250.00	2,500.00
Staff & Volunteer Meals	Food & Drink	40	20.00	800.00
Canopy Tents	Supplies	4	150.00	600.00
T-Shirts	Other	200	5.00	1,000.00
Jerseys	Other	160	50.00	8,000.00
				-
				-
				-
				-
				-
Total Expenses				\$ 15,400.00

Income / Funding					
description	unit cost	estimate qty	estimate amt	actual qty	actual amount
Registration	150.00	200	30,000.00	165	24,750.00
Sales (Jerseys)	75.00	100	7,500.00	50	3,750.00
			-		-
			-		-
			-		-
Total			\$ 37,500.00	Total	\$ 28,500.00

VALLEY HAVENS

3rd Annual FISHING TOURNAMENT!

@ Louie's Backyard!

\$100 per Angler & \$45 CHILD Angler Fee 12 & Under
(AMATEUR & GUIDED, BOAT & KAYAK Division's)

FRIDAY: 9/23/17

REGISTRATION: 5:00-9:00 PM

(Sign in, pick up team #'s, gift bags, door prizes)

CAPTAIN'S MEETING: 7:30 PM

SOCIAL EVENT: 6:00-9:00 PM

SATURDAY: 9/24/17

CHECK IN STARTS AT: 5:30 AM

Boat's @ Louie's Backyard Kayak's @ Dolphin's Cove

(EVERY BOAT & KAYAK must be checked in by water)

FISHING HOURS: 6:00 AM- 2:00 PM

WEIGH IN: 12:00 PM-2:00 PM

(MUST BE AT THE END OF LINE BY 2:00 PM!!!)

AWARDS BANQUET: 7:00-9:00 PM

FOR MORE INFORMATION CONTACT US @

www.ValleyHavenInc.org

<https://facebook.com/valleyhaveninc>

info@valleyhaveninc.org

956-893-0422 OR *361-548-9614*

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

MEETING DATE: February 22, 2017

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

CONVENTION & VISITORS BUREAU REPORT FEBRUARY 2017


South Padre
ISLAND



ADMINISTRATION

- Attended numerous meetings with the new city manager to discuss topics ranging from staffing, communications, sales and marketing, and nature tourism.
- Conducted a hospitality and marketing training for two Port Isabel ISD staff members.
- Participated in the training for Business by MuniServices.
- Attended the Shoreline Task Force Meeting.
- Conducted a second interview for the media relations manager position and subsequently hired Ashley Guzman.
- Participated in a conference call with The Atkins Group to discuss updates on the app development and research program and to review and approve creative.
- Participated in the SPI Chamber Board of Directors Meeting.
- Part of the interview committee for the IT Director.
- Participated in a conference call with The Atkins Group regarding social media training for new employees.
- Met with Shoreline Director Brandon Hill to discuss SPI as a potential conference site (American Shore and Beach Preservation Association).
- Met with the Coalition Ventures Team to prepare for Public Council Workshop on venue tax utilization.
- Participated in the Venue Tax Public Workshop.
- Part of the interview committee for the Parks and Recreation Manager. (Hired)
- Participated in a meeting with The Atkins Group and three of the CVA Board Members to discuss the SPI Drive Market App progress.
- Attended in the TSAE Southwest Showcase Convention and Tradeshow in Austin.
- Attended in the Texas Department of Emergency Management NIMS (National Incident Management System) 100 Training. Passed the exam and qualified for certificate.



FINANCE January 2016 HOT Tax

NOTE: THIS INFORMATION WAS UPDATED WITH RECEIPTS TO FEBRUARY 16, 2017							
OCCUPANCY TAX COLLECTIONS							
February 16, 2017							
OCCUPANCY TAX	COLLECTED						
MONTH	BY SPI	FY 2017	FY 2016	FY 2015	FY 2014	FY 2013	
OCT	NOV	311,226.39	288,878.14	268,955.37	234,719.44	205,150.15	
NOV	DEC	254,499.23	193,079.41	161,516.09	152,042.43	163,654.51	
DEC	JAN	199,886.12	185,415.79	177,191.77	149,819.65	155,337.85	
			144,394.75	130,053.55	140,192.19	123,289.25	
FEB	MAR	0.00	262,313.08	234,729.05	204,077.89	199,626.43	
MAR	APR	0.00	936,915.22	680,389.79	718,514.37	855,873.42	
APR	MAY	0.00	428,171.50	482,346.46	535,517.65	338,336.84	
MAY	JUN	0.00	614,276.23	637,342.68	593,134.74	494,882.63	
JUN	JUL	0.00	1,149,623.97	1,090,244.84	1,086,513.59	1,078,508.84	
JUL	AUG	0.00	1,662,906.33	1,728,732.99	1,679,092.32	1,507,656.80	
AUG	SEPT	0.00	951,520.65	1,111,051.20	1,153,488.01	1,046,928.83	
SEPT	OCT	0.00	524,272.06	447,169.21	422,558.66	350,529.74	
TOTAL		\$ 805,736.36	\$ 7,341,767.13	\$ 7,149,723.00	\$ 7,069,670.94	\$ 6,519,775.29	
Budget		\$ 7,437,385.00					
The figures have a one month lag in reporting, for example October's taxes are not collected until November, November's taxes are not collected until December etc. These figures represent the allocation of local HOT to the CC only.							

MARKETING - COMMUNICATION - SOCIAL MEDIA

- Emailed event promoters requesting marketing materials for the following events: Ladies Kingfish Fishing Tournament, Lantern Festival, Longest Causeway Run, Open Water Festival, SPI Sandcrab Nighttime Beach Run, The South Padre Island Open, and Jailbreak SPI
- Designed promotional material for SPI Market Days for the internal TV monitors and exterior digital marquee
- Covered the Longest Causeway Run with photography and video used for Facebook Live Feed and promotional material
- Designed and printed median banner for: SPI Kitefest, SPI Bikefest and Farmers Market

WEBSITE MAINTENANCE (www.sopadre.com)

Events Uploaded

- The Best of South Texas Wildlife
- Classic Film Festival "The Good, The Bad & The Ugly"
- A Classic Film Festival "It Happened One Night"
- A Classic Film Festival "Love Story"
- A Classic Film Festival "Some Like It Hot"
- A Classic Film Festival "Singing' in the Rain"
- Indoor Kite Performance - SPI Kitefest
- SPI Kitefest
- 35th Annual Quilt Expo
- Meet the Author Series: "Wordz, Whiskerz and Wrinklez"
- End of the Road Beach Clean-Up
- South Padre Island Job Fair
- Beachfront Hotel with Dinner & Show!
- Beachfront Hotel with Dinner & Show!
- Beachfront Hotel with Dinner & Show!
- Beachfront Hotel with Dinner & Show!
- Beachfront Hotel with Dinner & Show!
- E.K. Atwood Park Ground Breaking Ceremony -
- Sea Turtle Inc. Educational Center Ground Breaking Celebration
- Marshmello at UME
- Test at UME
- ZEDD at UME
- Rae Sremmurd Live at Claytons
- The History of Rock
- Lil Yachty Live in Concert

Updated Events:

- Adopt-A-Beach Winter Cleanup
- SPICE Chili Cook-off
- Lil Wayne & Migos Spring bReak Beach Bash

Approved Events:

- Painting Demonstration with Daniel Adams
- Meet the Author Series: "Dark Triad"
- POWC Meeting
- History at Noon with Steve Hathcock
- History at Noon with Steve Hathcock
- History at Noon with Steve Hathcock
- Tropical Cafe Grand
- Ocelot Conservation Day

Updated Events:

- Spring Break
- Family Spring Break
- Deals

Deals Created:

- Romantic Valentine Getaway, Dinner & Show! - Schlitterbahn
- Valentine Special, Dinner & Show with Mario! - Schlitterbahn
- Beachfront Hotel with Dinner & Show! Schlitterbahn



151,001
Website
Visits

378,592
Website
Page Views

302,865
Unique
Visitors

63.3%
Organic
Traffic

60.8%
Mobile
Users

Social Media

All aspects of social media have been improved by utilizing new strategies and tools as well as monitoring the latest trends.

Facebook:

- Increased fans by .35% (total fans 220,726)
- Increased number of posts by 356.5%
- Increased total impressions by 30.4%
- Increased audience engagement by 175.4%
- 1.4 million organic impressions
- 6.1 million total users reached (not including paid ads)

Twitter:

- Increased followers by 2.2% (total followers 1,027)
- Increased number of tweets by 557.1%
- Increased total impressions by 129.5%
- 16,226 total impressions

Instagram:

- Increased followers by 3% (total followers 3,626)
- Total number of impression 50,862
- Average impressions per post 1,500
- Created weekly videos of events happening on the Island
- Monitored and improved the South Padre Island TripAdvisor page
- Captured aerial photos and videos using a drone for social media (FAA Certified Remote Pilot)



CONVENTION CENTRE ACTIVITIES & EVENTS

- (January 3-15) - El Paseo
- (January 13-15) - Market Days and Art League
- (January 20-21) - RGV Texas Association of Bilingual Educators
- (January 24-26) - TEEX-Water Conference
- (January 27-28) - Rio Grande Valley Quilters Guild



SALES ACTIVITY REPORT

*Leads sent in room nights:

January 2016 - 1,769
January 2017 - 3,840
+2,071 room nights

2017 Year to date leads sent: 13,089
2016 Year to date leads sent: 9,661

*Groups turned definite in room nights:

January 2016 - 457
January 2017 - 765
+308 room nights

2017 Year to date groups turned definite: 8,382
2016 Year to date groups turned definite: 7,886

*Leads sent- 16 (3,840 room nights)

Workforce Solutions, Region One Technology Conference, NOVUS Super Session, South Texas Association of School Maintenance Officials, Templo Bethel, Heat Wave Car Show, Region One Gear up, Texas Society for Respiratory Care, American Spirit Championship, Fun Cheer, South Padre Athletic Training Seminar, Tip of Texas Counselors Association, Tax Management Associates, Federation of Insurance Women of Texas, Texas Pest Control Association, Globaux Source (RFP Received at SWSC from Texas Pest Control Association but event is in 2022 so will not send out lead until May of 2018)

*Groups turned definite- 7 (765 room nights)

Workforce Solutions Infant Toddler Guidelines Conference, Heat Wave Car Show, STASMO, Southwest Park Baptist Church, Brownsville High School Reunion, TIFT 2017, Tip of Texas Counselor's Association

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

MEETING DATE: February 22, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation and possible discussion concerning The Atkins Group Monthly Marketing Performance Report.

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

REPORT

Monthly Marketing Performance

Prepared for **South Padre Island**
Period: January 2017
Date: 2/22/2017

Quick Hits

December, 2016

Fodor's Travel named SPI "10 U.S. islands where you can beat the winter blues."

Ad impressions delivery saw a 250% increase from December 2016. This is due to the new campaign additions in 2017.

With over 378,000 page views, the SPI website saw a 200% increase from December 2016.

College Spring Break is the strongest campaign for conversion generating nearly 3,000 email leads.

Social engagement saw an increase of 30 thousand to 184,989 from December 2016. This is likely due to more social activity in the new year.

Mobile traffic increased this monthly by 4% to 60% of users.

185,000 social engagements were garnered in January.

Over 21 million impressions were served on all digital platforms.

Media Overview

Q2 Media

Family Leisure - Texas including RGV

- Q1 Media Display Ads (January - September)2017
- Official Spurs Yearbook
- TourTexas.com
- College Football Today
- Texas State Travel Guide
- Texas Highways
- USA Today Winter Travel Guide
- Houston Chronicle
- Texas Monthly

Midwest/Canada

- SEM
- PPC Campaign
- Paid Social
- Display (all platforms)
- Canadian Traveler E-Blasts
- Canadian Traveler eNewsletter
- Canadian Traveler Highlight Content Article
- AARP Great Lakes
- Explore Magazine
- Canadian Traveler

Airport

- Sun Country Terminal Two OOH

RGV/Weekenders

- Cable
- Radio
- RGV Guidebook (November - March)

B2B Group/Meetings

- Digital and Preroll
- SEM
- Eblasts
- Connect/CVENT
- Texas Town and City

Mexico/Monterrey

- SEM
- PPC Campaign
- Cable
- Radio
- El Norte

Spring Break

- SEM (College and Family)
- PPC (College and Family)
- Device ID Targeting (College)
- Spring Break Guide

Other

- TripAdvisor Partnership ad units

4

Monthly Public Relations Reporting

the**atkins**group

Public Relations Activity

Meetings and Planning

- Took part in PR team calls.
- Reviewed Month-by-Month Plan and 2017 PR Plan to assess 2017 PR priorities and opportunities.
- Monitored online mentions.
- Researched travel writers and prepared presentation for CVB team for potential 2017 FAM visits to the Island.
- Researched W.O.W.E. Winter Outdoor Wildlife Expo event.
- Interviewed the manager of the SPI Birding Center to gather additional information on the W.O.W.E. event for pitching.

Materials

- Completed research on W.O.W.E. (Winter Outdoor Wildlife Expo) event (to be held at the SPI Birding & Nature Center, Jan. 24-28, 2017) and developed an initial news release draft.
- Completed backgrounders on targeted travel bloggers and travel writers for spring and summer pitches (“Travel Writer & Blogger Profile Presentation”)
- Updated Spring Break Crisis Plan for CVB team review and potential use for 2017 season
- Developed Spring Break tips sheet for potential pitching during 2017 season
- Finalized W.O.W.E. news release

Media Pitching/Servicing

- Continued to submit SPI sanctioned events for March, April and May into Texas Highways statewide calendar
- Pitched W.O.W.E. release to Texas travel media, Texas outdoor media, birding publications and RGV media.

Results

“Whether its for Business or Pleasure, Travelers Seek Culture, Adventure,” Bakersfield Californian, January 1, 2017 – Print only.

“10 U.S. islands where you can beat the winter blues,” Fodor’s Travel – January 12, 2017 – Online - <http://www.fodors.com/news/photos/10-us-islands-where-you-can-beat-the-winter-blues#!4-south-padre-island>

“Not your typical island getaway,” Metro Boston, January 26, 2017 – Print only.

“10 U.S. islands where you can beat the winter blues,” Metro US – February 7, 2017 - <http://www.metro.us/lifestyle/10-u-s-islands-where-you-can-beat-the-winter-blues/xFYqal---DV8IIPd3ucJ0hssaFe2CvA/>

Monthly Digital Reporting

the**atkins**group

Overview

The South Padre Island paid digital media campaign efforts include display, video, PPC and social advertising.

This report details the findings and analysis for all campaigns that ran in the month of January 2017 along with Google Analytics data for SoPadre.com.

SoPadre Google Analytics

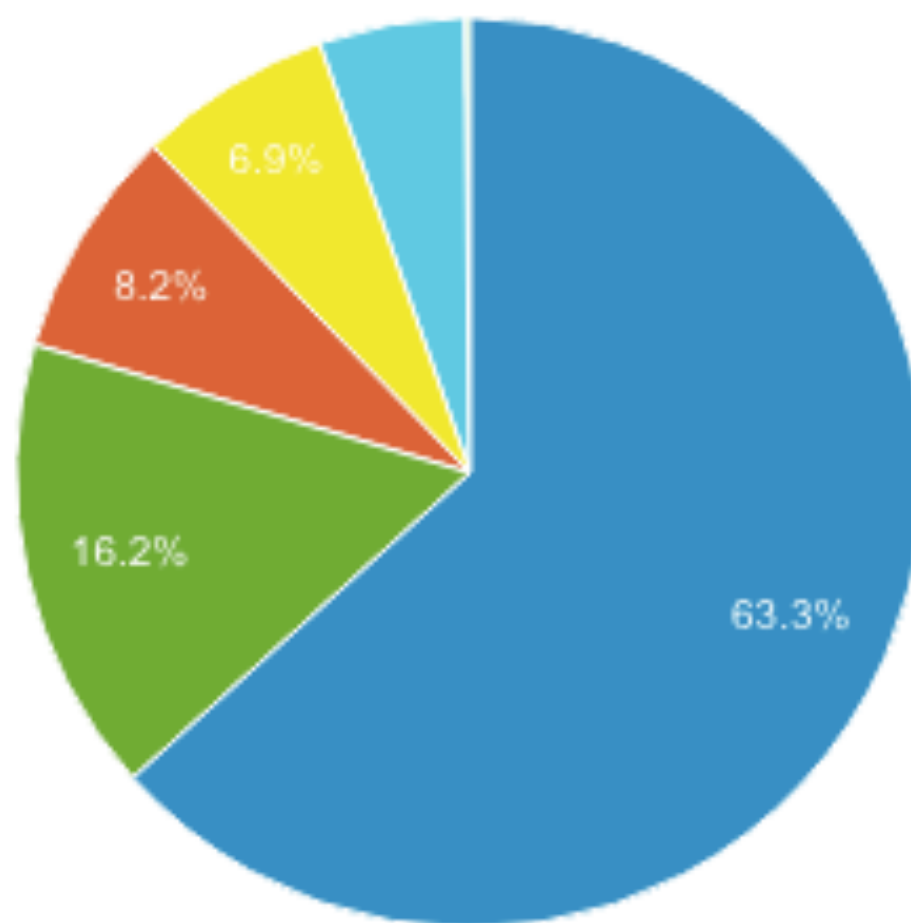
the**atkins**group

Highlights

Visits By Traffic Type

Visits by Traffic Type

■ organic ■ direct ■ social ■ paid ■ referral ■ Other

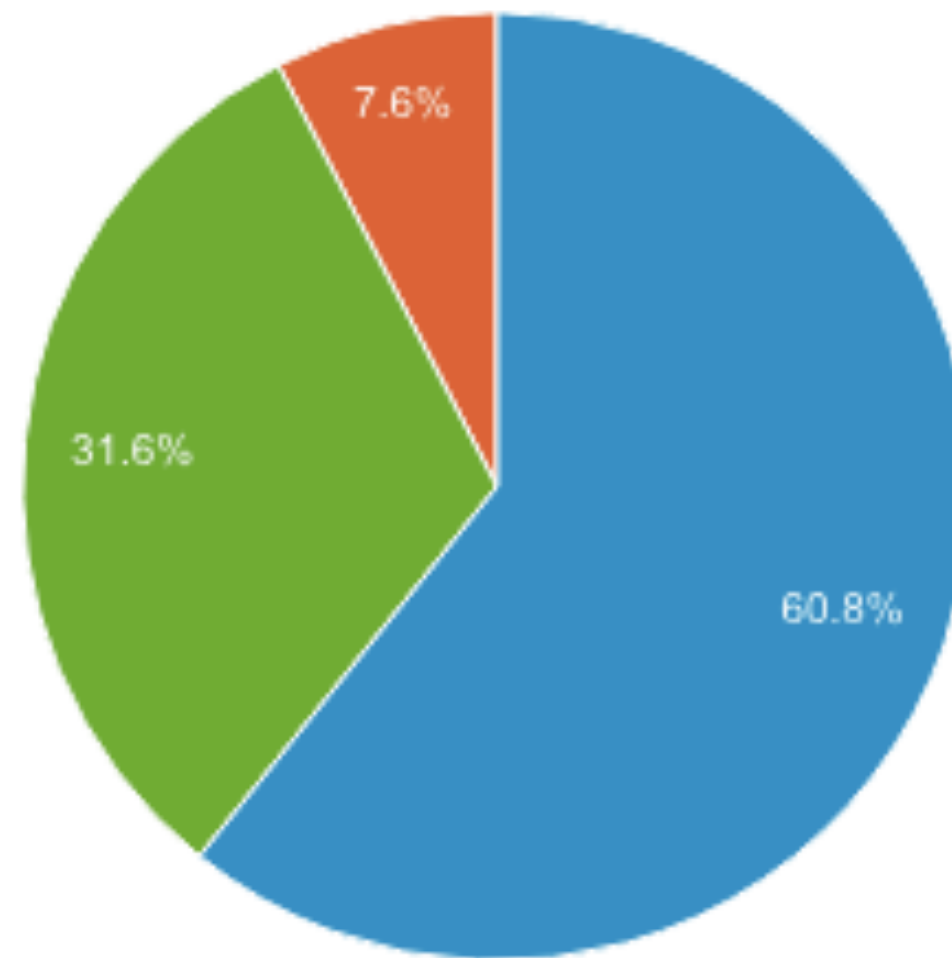


Highlights

Visits By Device Type

Visits by Device










■ mobile ■ desktop ■ tablet



Highlights

Visits By Country

Countries

Country	Sessions	Avg. Session Duration
 United States	143,306	00:02:07
 Canada	4,152	00:01:20
 Mexico	1,035	00:01:45
 United Kingdom	528	00:01:39
(not set)	263	00:03:06
 Germany	182	00:01:31
 India	172	00:01:04
 Australia	104	00:01:07
 Philippines	65	00:00:42
 Saudi Arabia	59	00:01:19

Highlights

Visits By State

States

Region	Sessions	Avg. Session Duration
Texas	63,607	00:02:08
Illinois	7,464	00:02:02
Minnesota	5,343	00:03:04
Missouri	4,551	00:02:24
California	4,497	00:01:25
Michigan	4,066	00:01:57
Wisconsin	3,452	00:02:28
New York	3,195	00:01:36
Oklahoma	2,951	00:03:09
Indiana	2,636	00:02:02

Highlights

Visits By Texas Cities

Texas Cities

City	Sessions	Avg. Session Duration
Houston	12,657	00:01:52
Dallas	9,430	00:01:49
Austin	5,318	00:01:53
San Antonio	4,661	00:02:04
South Padre Island	2,821	00:02:31
Brownsville	1,517	00:01:50
McAllen	1,246	00:01:55
Fort Worth	1,064	00:02:44
Harlingen	954	00:01:47
Corpus Christi	907	00:02:06

Paid Digital Media

the**atkins**group

Highlights

Summary Of Media Activity

- ▶ College Spring Break, Family Spring Break, Family Leisure Midwest/Canada, and Mexico campaigns continued into 2017 with the same campaign messaging from December 2016
- ▶ Groups & Meetings launched in January 2017 on all platforms
- ▶ Keywords optimizations help PPC performance by increasing ad clicks and campaign CTR, and moving up page positions
- ▶ A new Google Analytics profile was created to launch a clean slate for SPI starting 2017

KPIs

- ▶ Ad impressions delivery saw a **250% increase** from December 2016. This is due to the new campaign additions in 2017.
- ▶ Through text, display, and social ads over **21,000,000 ads impressions** were delivered this month
- ▶ **185,000 social engagements** were garnered in January 2017
- ▶ With over **378,000 page views**, the SPI website saw a **200% increase** from December 2016
- ▶ Social engagement and clicks continues to increase month-over-month with the prioritization of Facebook video and image optimizations

Highlights

Assessment & Insights	Recommendations
Keywords optimizations produced more positive page positions for AdWords	Continue to monitor high performing keywords in all campaigns and optimize where possible
Family Spring Break video is highly out performing all static creative	Continue to prioritize video creative and remove underperforming static posts
Email campaign are generating excellent open and click-thru rates	Monitor targeting and email messaging to optimize for future e-blasts
Mobile/tablet is outperforming desktop for standard display campaigns	Monitor budget and determine if device optimizations are necessary

Funnel Stage Performance

Awareness, Engagement and Conversion
results on all media platforms and services

the**atkins**group

Awareness

Funnel Performance



Over 21 million impressions were served on all digital platforms. Display, video, social, search, email and retargeting are included.

Through these ads, over 378 thousand page views occurred on the SoPadre website within the month of January.

The unique visitor count increase 500% from December 2016.

Metric	Jan 2017
Ad Impressions	21,758,824
Ad Clicks	212,768
Website Visits	151,001
Website Pageviews	378,592
Unique Visitors	302,865

Engagement

Funnel Performance



Average website visit duration increased by (:05) and bounce rate decreased by 3% from December 2016.

Social engagement saw an increase of 30 thousand from December 2016. This is likely due to more social activity in the new year.

Metric	Jan 2017*
Avg Time on Website	2:05 ^B
Avg Website Pageviews	2.51
Website Bounce Rate	57%
Social Engagement	184,989

Conversion

Funnel Performance



All landing pages include a lead capture form to gather email leads for individual campaigns.

College Spring Break is the strongest campaign generating nearly 3,000 email leads.

Groups & Meetings generated 9 leads with the campaign launch in January 2017.

Campaign	Email Leads
Spring Break: College	2,750
Spring Break: Family	105
Family Leisure	733
Mexico	77
Groups & Meetings	9

Performance By Channel

Individual results per platform channel/vendor

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SEM / PPC

Channel Performance



	Cost (\$)	Impressions	Clicks	CTR (%)	Average CPC (\$)	Average Position
Spring Break 2017	10,711.08	270,464	11,663	4.31	0.92	1.7
Spring Break 2017 - Family	3,827.73	140,911	1,565	1.11	2.45	1.3
Leisure 2017 (Midwest)	3,237.38	304,641	1,439	0.47	2.25	2.7
Groups and Meetings 2017	1,422.17	86,139	326	0.38	4.36	2.9
Total	19,198.36	802,155	14,993	1.87	1.28	2.1

The College Spring Break campaign saw an MoM increase in ad clicks and CTR from 4% to 4.31%.

The Groups/Meetings campaign started this month and is generating an efficient CPC under \$5. Previous CPC for this campaign started at nearly \$8 in 2016.

All text ads were served through Google as it is the top and most effective search engine.

Social Advertising

Channel Performance



	Spend (\$)	Impressions	Clicks	CTR (%)	CPC (Link) (\$)	Post Engagement
College Spring Break Facebook	4,799.02	1,129,098	24,211	2.14	0.21	23,360
Mexico Facebook	4,705.12	9,726,113	127,261	1.31	0.04	112,568
College Spring Break Instagram	3,305.19	485,806	1,953	0.40	2.89	3,992
Family Spring Break Facebook	2,674.51	589,245	8,699	1.48	0.38	32,073
Family Spring Break Instagram	1,550.09	201,484	1,856	0.92	1.07	4,055
Leisure (Midwest/Canada) Facebook	1,137.71	687,648	6,661	0.97	0.19	6,293
Leisure (Midwest/Canada) Instagram	849.70	122,903	1,063	0.86	1.00	2,648
Total	19,021.34	12,942,297	171,704	1.33	0.13	184,989

More than 184 thousand social engagements were garnered in January 2017. This is 30 thousand more than the previous month.

The College Spring Break Instagram campaign CPC is decreasing MoM with optimizations on budget and post copy.

Retargeting

Channel Performance



	Cost (\$)	Impressions	Clicks	CTR	Average CPC (\$)
Spring Break 2017 - College	2,472.08	929,538	1,365	0.15	1.81
Family Spring Break 2017	816.78	357,125	731	0.20	1.12
Leisure - Midwest	1,171.06	467,224	563	0.12	2.08
Total	4,459.92	1,753,887	2,659	0.15	1.68

Nearly two million users were reached through the retargeting campaign. The reach was larger in January 2017, compared to December 2016 even with a lower budget.

Users exposed to the College Spring Break campaign continues to be the highest retargeted audience.

Q1Media

Channel Performance



	Impressions	Clicks	Video Views	VCR
Display Banners	6,133,843	21,546	N/A	N/A
Video	108,136	659	108,136	63%

Spring Break, Midwest Leisure, Texas Leisure and Groups/Meetings campaigns ran with Q1Media in the month of January 2017.

The Spring Break campaign CTR is outperforming all campaigns with a .7% CTR.

Targeting remained the same as December with people that have visited/traveled to a beach in the prior year, and geo-targeting beach destinations around the US and Canada.

Trip Advisor

Channel Performance



	Impressions	Clicks	CTR	Pageviews
Sponsored Content	13,217	690	5.22%	42,448

The SPI Video generated 298 video/photo views in the month of January in the SPI Destination page. This is a 50% increase from December (202).

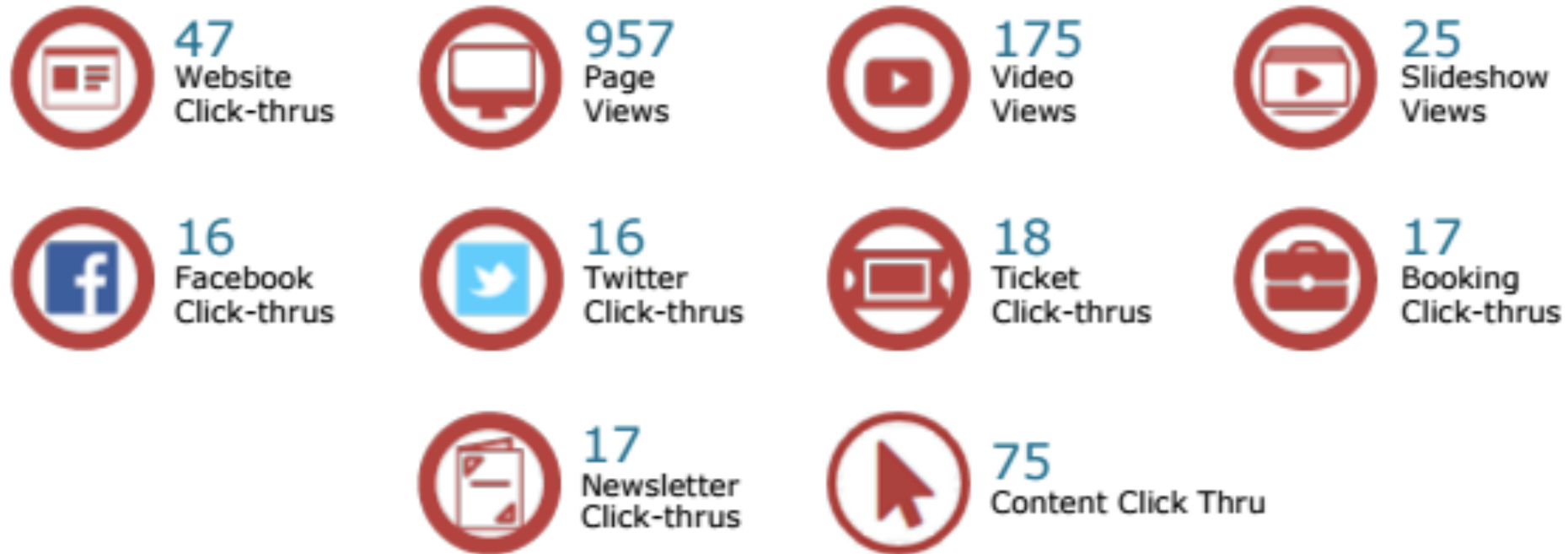
294 hours of content were consumed this month for all Trip Advisors' users.

802 users were driven to the SPI site by post-impression activity. This means these users went to the site on their own after being exposed to a banner ad without clicking on it.

No Targeted Display banners ran in January. Only banners on the SPI sponsored content.

Tour Texas

Channel Performance



269 guides have been ordered on TourTexas.com.

- 250 Postal requests
- 19 PDF downloads

Average economic impact for each Visitor Guide sent out is \$48*. The total added value impact of these requests equal \$12,912.

The top responding states for this month are Texas, Missouri and Illinois.

Prince Media

Channel Performance



	Sends	Opens	Open Rate	Clicks	CTR
E-Blast	32,000	4,332	14.7%%	470	1.47%

Groups/Meeting campaign was prioritized for the email campaign in January 2017. The e-blasts were sent to meeting planners and upper management of not-for-profit organizations.

Geography:

- DFW
- Houston
- San Antonio
- Austin
- RGV

The CTR of 1.5% is well above average the industry standard of .1%.

Appendix

Supporting campaign information inclusive of
targeting parameters and screenshots

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FAMILY LEISURE: MIDWEST/CANADA

Location:

Canada-Alberta; Canada-Saskatchewan ; Canada-Manitoba; Alabama; Colorado; Illinois; Indiana; Iowa; Kansas; Kentucky; Michigan; Minnesota; Mississippi; Missouri; Montana; Nebraska; New Mexico; North Carolina; North Dakota; Ohio; Oklahoma; Pennsylvania; South Dakota; Tennessee; Wisconsin

SPRING BREAK: FAMILY

Location:

Texas

Exclude Location:

South Padre Island

SPRING BREAK: COLLEGE

Location:

Abilene Christian
Arizona State Univ
Assumption College
Ball State Univ
Baylor Univ

Bemidji State
Bloomberg Univ of Pennsylvania
Boston College
Boston Univ Bowling Green State Univ
Bridgewater State Univ
Brown Univ
Butler Univ
California Univ of Pennsylvania
Clark Univ
Clarkson Univ Coastal Carolina Univ

Coe College
College of Charleston
College of the Holy Cross
College of William and Mary
Colorado State Univ
Cornell Univ
DePaul Univ
Dickinson College
Duquesne Univ
East Carolina College
Eastern Illinois Univ



SPRING BREAK: COLLEGE

Eastern Kentucky Univ
Eastern Michigan Univ
Emerson College
Emporia State in Kansas
Fairfield Univ
Ferris State Univ
Ferris State Univ (Michigan)
Florida State Univ
Fort Hays State Univ (Kansas)
George Mason Univ
Georgetown Univ
Gordon College
High Point Univ
Hofstra Univ
Illinois State Univ
Illinois State Univ-Normal, IL
Indiana Univ Bloomington
James Madison Univ
Kansas State Univ
Kent State Univ
Lafayette College
Lake Forest
LaSalle Univ
Le Moyne College
Loyola Univ in Maryland
LSU - Louisiana State Univ

Lynchburg College
Mankato State
Marist College
Mass College
Miami Univ-OH
Michigan State Univ
Missouri State Univ
Missouri Univ of Science & Tech
Mount Ida College
New Mexico State Univ
Northeastern Univ
Northern Illinois Univ
Northern Iowa Univ
Northwestern Univ
Ohio State Univ-Main Campus
Ohio Univ
Oklahoma State Univ
Pennsylvania State Univ
Providence College
Purdue Univ-Main Campus
Rensselaer Polytechnic Institute
Rhode Island College
Roger Williams Univ
Sacred Heart Univ
Sam Houston State Univ
San Angelo State Univ
Siena College
SMU
South Dakota State Univ

Southern Illinois Univ
St. Joseph's Univ
St. Cloud State Univ
St. Edwards (Austin, Texas)
St. Josephs Univ
St. Cloud State Univ
Stephen F. Austin
Stonehill College
SUNY at Albany
SUNY at Binghamton
SUNY at Buffalo
Syracuse Univ Main Campus
TCU (Texas Christian Univ)
Texas Christian Univ
Texas State @ San Marcos, TX
Texas State Univ
Texas Tech Univ
Towson Univ
Truman State Univ (Missouri)
Tulane Univ of Louisiana
United States Naval Academy
Univ of Akron-Main Campus
Univ of Arizona
Univ of Arkansas
Univ of Central Florida
Univ of Delaware
Univ of Illinois Champaign
Univ of Iowa
Univ of Maryland-College Park

Univ of Minnesota Duluth
Univ of Minnesota, Twin Cities
Univ of Minnesota, Twin Cities
Univ of Missouri @ Columbia MO
Univ of Nebraska
Univ of New Hampshire
Univ of New Mexico
Univ of North Carolina at Chapel Hill
Univ of Oklahoma
Univ of Pittsburg-Pittsburg Campus
Univ of Rhode Island
Univ of South Carolina
Univ of South Dakota
Univ of Tennessee
Univ of Texas at Austin
Univ of Texas at San Antonio
Univ of Texas- Arlington
Univ of Texas-El Paso, TX
Univ of Vermont
Univ of Virginia
Univ of Wisconsin
Vanderbilt Univ
Vir. Polytechnic Institute and State Univ
Wentworth Institute of Technology
Western Illinois Univ
Western Kentucky Univ
Western Michigan Univ
Worcester Polytechnic Institute
Yale Univ

Social Advertising

Targeting



FAMILY LEISURE: MIDWEST/CANADA

Location:

Canada-Alberta; Canada-Saskatchewan ; Canada-Manitoba; Alabama; Colorado; Illinois; Indiana; Iowa; Kansas; Kentucky; Michigan; Minnesota; Mississippi; Missouri; Montana; Nebraska; New Mexico; North Carolina; North Dakota; Ohio; Oklahoma; Pennsylvania; South Dakota; Tennessee; Wisconsin

Exclude Location:

South Padre Island (+25 mi) Texas

Age:

25 - 55

Interests:

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

FAMILY LEISURE: MEXICO

Location - Living In:

Mexico: Apodaca (+25 mi), Garcia (+25 mi), Guadalupe (+25 mi), Monterrey (+25 mi), San Nicolás de los Garza (+25 mi), San Pedro Garza García (+25 mi), Santa Catarina (+25 mi) Nuevo Leon

Language :

Spanish or Spanish (Spain)

Age:

25 - 65+

Social Advertising

Targeting



SPRING BREAK: FAMILY

Location:

Texas

Exclude Location:

South Padre Island (+25 mi) Texas

Age:

27 - 49

Interests:

Travel, Travel + Leisure or traveling, Parents: (1-2 Years) Parents with Toddlers or (3-5 Years); Parents with Preschoolers; Parents with Grade School; Adventure travel, Vacations, Canoe, Parasailing, Beaches, Windsurfing, Travel, Kite surfing or water sports

SPRING BREAK: COLLEGE

Location:

Abilene Christian
Arizona State Univ
Assumption College
Ball State Univ
Baylor Univ

Bemidji State
Bloomberg Univ of Pennsylvania
Boston College
Boston Univ Bowling Green State Univ
Bridgewater State Univ
Brown Univ
Butler Univ
California Univ of Pennsylvania
Clark Univ
Clarkson Univ Coastal Carolina Univ

Coe College
College of Charleston
College of the Holy Cross
College of William and Mary
Colorado State Univ
Cornell Univ
DePaul Univ
Dickinson College
Duquesne Univ
East Carolina College
Eastern Illinois Univ

Social Advertising

Targeting



SPRING BREAK: COLLEGE

Eastern Kentucky Univ
Eastern Michigan Univ
Emerson College
Emporia State in Kansas
Fairfield Univ
Ferris State Univ
Ferris State Univ (Michigan)
Florida State Univ
Fort Hays State Univ (Kansas)
George Mason Univ
Georgetown Univ
Gordon College
High Point Univ
Hofstra Univ
Illinois State Univ
Illinois State Univ-Normal, IL
Indiana Univ Bloomington
James Madison Univ
Kansas State Univ
Kent State Univ
Lafayette College
Lake Forest
LaSalle Univ
Le Moyne College
Loyola Univ in Maryland
LSU - Louisiana State Univ

Lynchburg College
Mankato State
Marist College
Mass College
Miami Univ-OH
Michigan State Univ
Missouri State Univ
Missouri Univ of Science & Tech
Mount Ida College
New Mexico State Univ
Northeastern Univ
Northern Illinois Univ
Northern Iowa Univ
Northwestern Univ
Ohio State Univ-Main Campus
Ohio Univ
Oklahoma State Univ
Pennsylvania State Univ
Providence College
Purdue Univ-Main Campus
Rensselaer Polytechnic Institute
Rhode Island College
Roger Williams Univ
Sacred Heart Univ
Sam Houston State Univ
San Angelo State Univ
Siena College
SMU
South Dakota State Univ

Southern Illinois Univ
St. Joseph's Univ
St. Cloud State Univ
St. Edwards (Austin, Texas)
St. Josephs Univ
St. Cloud State Univ
Stephen F. Austin
Stonehill College
SUNY at Albany
SUNY at Binghamton
SUNY at Buffalo
Syracuse Univ Main Campus
TCU (Texas Christian Univ)
Texas Christian Univ
Texas State @ San Marcos, TX
Texas State Univ
Texas Tech Univ
Towson Univ
Truman State Univ (Missouri)
Tulane Univ of Louisiana
United States Naval Academy
Univ of Akron-Main Campus
Univ of Arizona
Univ of Arkansas
Univ of Central Florida
Univ of Delaware
Univ of Illinois Champaign
Univ of Iowa
Univ of Maryland-College Park

Univ of Minnesota Duluth
Univ of Minnesota, Twin Cities
Univ of Minnesota, Twin Cities
Univ of Missouri @ Columbia MO
Univ of Nebraska
Univ of New Hampshire
Univ of New Mexico
Univ of North Carolina at Chapel Hill
Univ of Oklahoma
Univ of Pittsburg-Pittsburg Campus
Univ of Rhode Island
Univ of South Carolina
Univ of South Dakota
Univ of Tennessee
Univ of Texas at Austin
Univ of Texas at San Antonio
Univ of Texas- Arlington
Univ of Texas-El Paso, TX
Univ of Vermont
Univ of Virginia
Univ of Wisconsin
Vanderbilt Univ
Vir. Polytechnic Institute and State Univ
Wentworth Institute of Technology
Western Illinois Univ
Western Kentucky Univ
Western Michigan Univ
Worcester Polytechnic Institute
Yale Univ



Spring Break: College

Cheap Spring Break Destination
Visit South Padre Island
www.sopadre.com
#1 Spring Break Location in the US. Start Your 2017
Spring Break Planning Now!

Plan Your Spring Break 2017
Visit SPI during your break
www.sopadre.com
Spring Break 2017. Make it yours. Visit the #1 Spring
Break Destination!

Spring Break 2017
Save & plan your vacation now
www.sopadre.com
Visit South Padre Island during Spring Break! Start the
party on the island.

Spring Break: Family

Family Fun On The Island
Visit South Padre Island
www.sopadre.com
Take in some rays during your unforgettable vacation on
South Padre Island.

South Padre Island Vacation
Family Fun For Everyone
www.sopadre.com
Break in some new family traditions! Visit South Padre
Island.

South Padre Island Getaway
Family Fun For Everyone
www.sopadre.com
Take a break with your family on the island! Adventure
awaits.

SEM / PPC

Screenshots

Family Leisure: Midwest/Canada



Fun Family Activities
Texas Vacation Packages

www.sopadre.com

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

Family Beach Activities
South Padre Island Texas

www.sopadre.com

Take a trip to the island for family adventures and more!

Texas Family Resorts
South Padre Island vacations

www.sopadre.com

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

Texas Family Resorts
Tropical South Padre Island

www.sopadre.com

Visit South Padre Island for Family Adventures & More!

Social Advertising

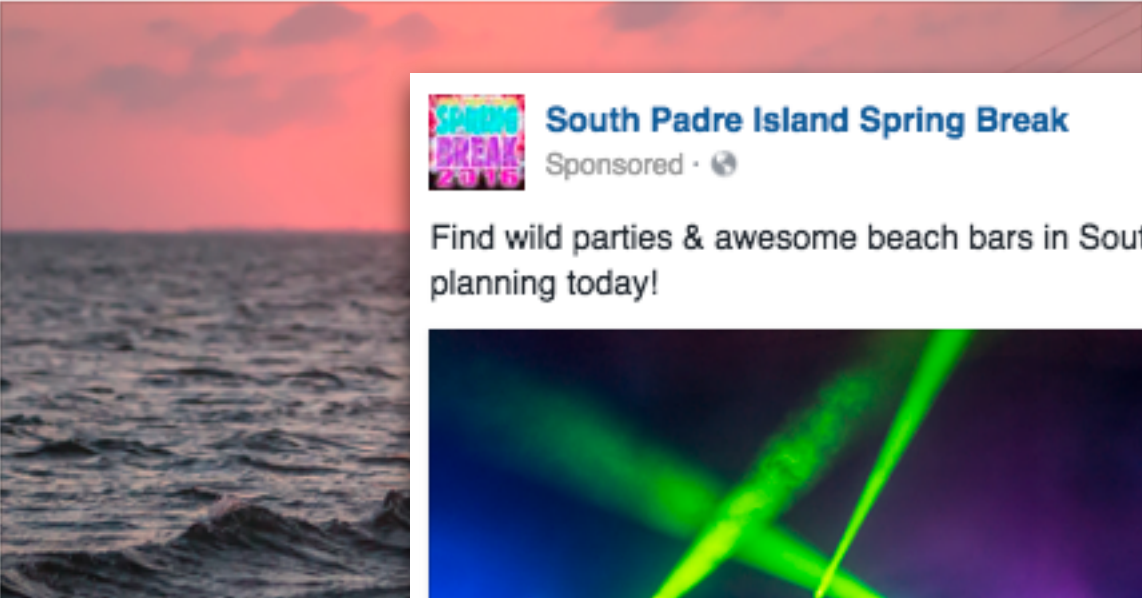
Screenshots

Spring Break: College



South Padre Island Spring Break
Sponsored · 🌐

Enjoy Spring Break in South Padre! Get the inside scoop & start planning an amazing trip!




Your ride is here.

SOPADRE.COM

South Padre Island Spring Break
Sponsored · 🌐

Find wild parties & awesome beach bars in South Padre Island. Start planning today!





Lights. Camera. Action.

SOPADRE.COM

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Instagram

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[Learn More](#) >

♥️ 💬 ➦

visitsouthpadre Your Spring Break ride is here. Get the inside scoop & start planning an amazing trip!

Social Advertising

Screenshots



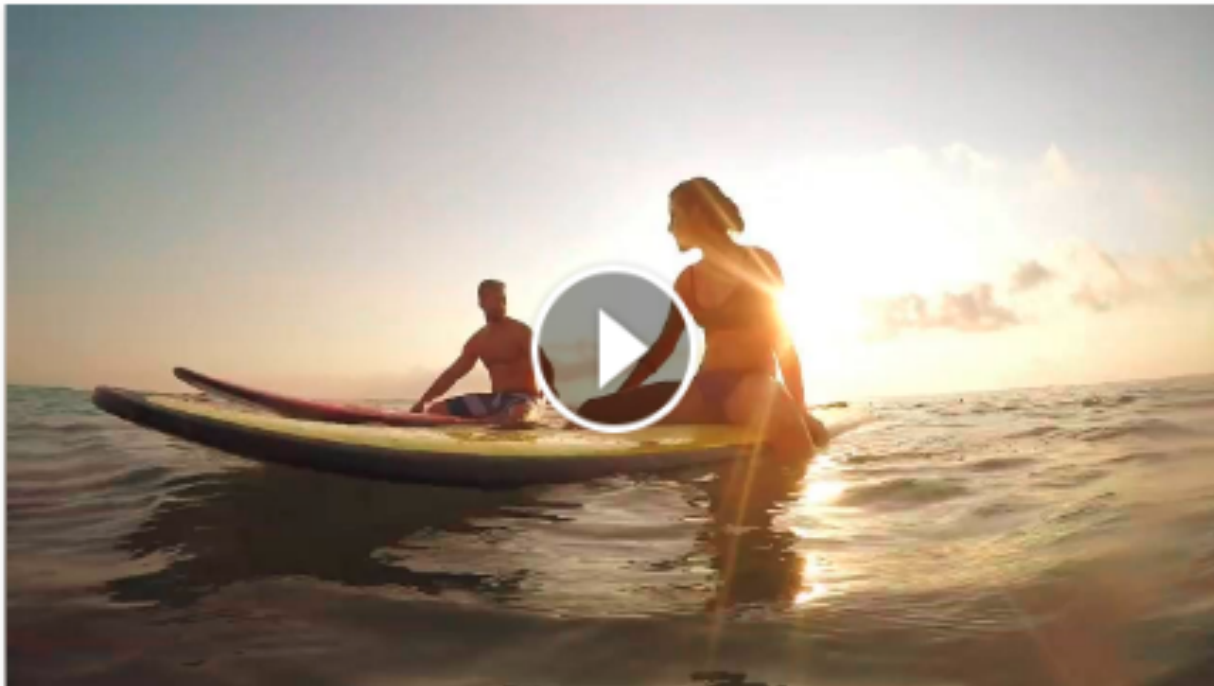
Spring Break: Family



Visit South Padre Island

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Bring your family to the perfect family getaway destination, South Padre Island.



Make it yours.

Visit us to learn more about South Padre Island spring break activities, events, request lodging info & more.

[Learn More](#)



Visit South Padre Island

Sponsored · 🌐

[Like Page](#)

School is out for a week and there's no better time than a spring getaway with the family! Join us on the island.



You won't believe how cool it is either.

Visit us to learn more about South Padre Island spring break activities, events, request lodging info & more.

SOPADRE.COM

[Learn More](#)

Social Advertising

Screenshots

Family Leisure: Midwest/Canada



**Visit South Padre Island**
Sponsored · 

Like Page

Spread your wings and fill your soul. Come visit South Padre Island!






Explore South Padre
Visit us to learn more about South Padre Island activities & events, request lodging info & more!


SOPADRE.COM




Learn More

Instagram

visitsouthpadre Sponsored 



[Learn More](#) 



visitsouthpadre Discover bluer pastures. Explore South Padre your own way.

Social Advertising

Screenshots


Family Leisure: Mexico



**Visit South Padre Island**
Sponsored · 

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Mantén a tu familia muy unida.
[See Translation](#)



¡La mejor playa en Texas!
¡Visítanos para aprender más sobre actividades y eventos en la Isla del Padre, solicita información de hospedaje y más!

SOPADRE.COM [Learn More](#)

**Visit South Padre Island** shared a link.
Sponsored · 

Like Page



¡Escapada rápida!
¡Visítanos para aprender más sobre actividades y eventos en la Isla del Padre, solicita información de hospedaje y más!

SOPADRE.COM [Learn More](#)

Display Banners

Screenshots

Spring Break: College



Display Banners

Screenshots

Spring Break: Family



Display Banners

Screenshots

Family Leisure: Midwest/Canada



Q1Media

Screenshots

