

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

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

**THURSDAY, APRIL 27, 2017**  
9:00 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) **Public announcements and comments:** *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) **Consent Agenda:**
  - a. Approval of minutes March 22, 2017 Regular Meeting.
  - b. Approval of minutes February 22, 2017 Workshop.
- 5) Presentation and possible discussion by Dan Decker regarding the results from the CVA Strategic Planning Workshop. (Arnold)
- 6) Discussion and action concerning the funding proposal for Special Summer Advertising. (Arnold)
- 7) Update and possible action concerning the approval of RFP's as follows:
  - a. Independent third party to evaluate the Special Events Economic Impact.
  - b. Comprehensive Leisure Marketing Research Plan
- 8) Update, discussion and possible action concerning Subcommittee Sand Castles Events/Trail meeting. (Jones)
- 9) Update and possible discussion concerning the proposed Special Events Policy and revisions. (Block)
- 10) Presentation, possible action and discussion of The Atkins Group Marketing Report.
- 11) Presentation of Post Report from Chad Hart with Inertia Tours. (Jones)
- 12) Presentation and possible discussion for the CVB Director's Summary Report. (Arnold)
  - a. Departmental Updates
    - \*Administrative Updates
    - \*Group Sales Updates
    - \*Financial Updates
    - \*Communication Updates

13) Discussion and possible action concerning setting new meeting date for May 2017.

14) Adjournment.

DATED THIS THE 24th DAY OF APRIL 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 April 24, 2017, at/or before 9:00 A.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

  
Rosa Zapata, CVB Executive Services Specialist

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



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

**MEETING DATE:** April 27, 2017

**ITEM DESCRIPTION**

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

Items to be considered are:

- a. Approval of minutes March 22, 2017 Regular Meeting.
- b. Approval of minutes February 22, 2017 Workshop.

**RECOMMENDATIONS/COMMENTS**

Approve Consent Agenda

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

**WEDNESDAY, MARCH 22, 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, March 22, 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: Jimmy Hawkinson, Will Greenwood, Arnie Creinin, Paul Curtin, George Block. Also present was Ex-Officio Jose Mulet and Robert Salinas. Absent was Board Member Bill Donahue.

City staff members present were City Manager Susan Guthrie, CVB Director Keith Arnold, CVB Account I Lori Moore, Business Development Director Michael Flores, Media Relations Manager Ashley Guzman, and Executive Services Specialist Rosa Zapata, Sales Manager Judith Lehn, Digital/Interactive Specialist Carlos Centeno.

**II. PLEDGE OF ALLEGIANCE.**

Chairman Jones led the Pledge of Allegiance.

**III. PUBLIC ANNOUNCEMENTS AND COMMENTS:**

Public comments were given at this time.

**IV. CONSENT AGENDA:**

a. Approval of minutes February 22, 2017 Regular Meeting.

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

**V. PRESENTATION OF POST REPORT FROM SPECIAL EVENTS:**

a. B&S Kitefest

Presentation was given by Bill Doan.

b. South Padre Island Bikefest

Presentation was given by GJ Reyna.

**VI. DISCUSSION AND POSSIBLE ACTION RETAINING AN INDEPENDENT THIRD PARTY TO EVALUATE SPECIAL EVENTS ECONOMIC IMPACT.**

1<sup>st</sup> Motion- Board Member Block made the motion, seconded by Chairman Jones to direct staff to develop an RFP to selected universities and consultants to submit proposals for conducting the following

research projects:

- a. Baseline market research covering SPI's positioning, image, markets and key customer information; and
- b. A program for determining Economic Impact from all events funded by the CVAB. This program will be used to improve the ROI for existing and future funded events. This RFP will be presented to the Board at the April meeting.

Motion carried on a unanimous vote.

2<sup>nd</sup> Motion- Board Member Block made the motion, seconded by Chairman Jones to authorize the CVAB Chair to create a 3-person sub-committee to develop a new strategic, sustainable, year-'round program of events that will significantly improve room nights, out-of-area positive media coverage, and the quality of life for permanent island residents. This will include revising and updating the Hotel Occupancy Tax Use Guidelines for South Padre Island. The SPI HOT tax revisions and the proposed new strategy will be presented to the full Board at the April meeting.

Chairman Jones recommended for the sub-committee members to be Board Member Hawkinson, Board Member Block, and Board Member Curtin. Motion carried on a unanimous vote.

## **VII. DISCUSSION AND POSSIBLE ACTION CONCERNING POLICIES FOR FUNDING SAND CASTLES EVENTS/TRAIL.**

Board Member Block made the motion, seconded by Board Member Curtin to permit the CVAB Chair to create a sub-committee in conjunction with the Chamber of Commerce and the Economic Development Corporation to develop a sustainable, strategic, long term plan for the Sand Castle Trail that will align with the global SPI marketing, image and events strategies. This sub-committee will report its plan at the May meeting.

Chairman Jones recommended for the Chamber Member Courtney Hayden or substitute, EDC President Irv Downing or substitute, CVA Vice-Chairman Greenwood, and Board Member Creinin be part of this committee.

Motion carried on a unanimous vote.

## **VIII. DISCUSSION AND POSSIBLE ACTION REGARDING DEVELOPMENT AND MANAGEMENT OF A DESTINATION PACKAGE PROGRAM FOR SOUTH PADRE ISLAND.**

CVB Director Keith Arnold gave the Board an update concerning packages that will be offered on the sopadre.com website. He has contacted Oncethere Company for a proposal and would like to have it in place this fall (August). No action taken.

## **IX. 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. Dan Decker will be at the April meeting to give a full report. The Atkins Group and South Padre Island CVB received 10 ADDYs

Awards and the for the current campaign promoting South Padre Island as a premier travel destination won BEST in SHOW.

In addition to that, a total of 9 Gold, Silver & Bronze Awards were assigned to the individual elements of the campaign.

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

Steve Atkins and Ryan Schneider from The Atkins Group briefly went over the Marketing Performance Report. Discussion was held in reference to SPI App, Semana Santa, and Spring Break, Sopadre.com website.

**XI. SET NEW MEETING DATE FOR APRIL 2017.**

New meeting date was set for April 27, 2017.

**XII. ADJOURN.**

There being no further business, Chairman Jones adjourned the meeting at 11:25 A.m.

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Rosa Zapata, CVB Executive Services Specialist

APPROVED

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Wally Jones, CVA Chairman

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

**WEDNESDAY, FEBRUARY 22, 2017**

**I. CALL TO ORDER.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Workshop on Wednesday, February 22, 2017 at the South Padre Island Convention Centre, Conference Theater Room, 7355 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A full quorum was present: Bill Donahue, Jimmy Hawkinson, Arnie Creinin, Will Greenwood, Paul Curtin and George Block. Also present Ex-Officio Jose Mulet.

City Council Members present were Paul Munarriz, and Ron Pitcock.

City staff members present were City Manager Susan Guthrie, CVB Director Keith Arnold, Business Development Director Michael Flores, Media Relations Manager Ashley Guzman, and Executive Services Specialist Rosa Zapata, CVB Account I Lori Moore

**II. PLEDGE OF ALLEGIANCE.**

Chairman Jones led the Pledge of Allegiance.

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

No public comments were given.

**IV. FACILITATED DISCUSSION CONCERNING STRATEGIC PLANNING FOR THE CONVENTION & VISITORS BUREAU:**

- a. Core Purpose/Mission
- b. SWOT Analysis
- c. Goals
- d. Strategies
- e. Tactics

Dan Decker facilitated the Strategic Planning Workshop. A lengthy discussion concerning the topics mentioned above was held. The Convention and Visitors Bureau's mission is to position South Padre Island as a premier destination through brand integration, thus driving year-round, sustainable economic growth and quality of life.

**ADJOURN.**

There being no further business, Chairman Jones adjourned the meeting at 1:00 p.m.

**Approved**

\_\_\_\_\_  
CVB Executive Services Specialist

\_\_\_\_\_  
Wally Jones, Chairman

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

**MEETING DATE:** April 27, 2017

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

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

**ITEM**

Presentation and possible discussion by Dan Decker regarding the results from the CVA Strategic Planning Workshop.

**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:** April 27, 2017

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

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

**ITEM**

Discussion and action concerning the funding proposal for Special Summer Advertising.

**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:** April 27, 2017

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

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

**ITEM**

Update and possible action concerning the approval of RFP's as follows:

- a. Independent third party to evaluate the Special Events Economic Impact.
- b. Comprehensive Leisure Marketing Research Plan

**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:** April 27, 2017

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Update, discussion and possible action concerning Subcommittee Sand Castles Events/Trail meeting.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

***SPI Convention and Visitors Advisory Board***  
***Sub-Committee Special Events-Sand Castle Trail/Events***  
***Meeting***

April 11, 2017  
9:00 a.m.

Type of Meeting: Monthly Regular Meeting

Meeting Facilitator: Wally Jones

Members: Will Greenwood, Arnie Creinin, Courtney Hayes, Irv Downing

Guest: Alita Bagley, Dennis Stahl, Wally Jones

Staff: Keith Arnold, CVB Director

**1. Discussion regarding the following items:**

**a) Integrate the EDC & SPI Chamber with CVA concerning Special Events.**

**b) Funding-** Discussion was held concerning:

\*Sand Castle Trail- Discussion was held concerning some of the terms of funding this event, e.g., SPI businesses were to fund 50% and the CVB the other 50%, maintenance issues, and funding application.

\*Sand Castle at the Visitors Center- Discussion was held concerning the terms on the approved funding. e.g., maintenance and relocation to the new multimodal center.

\*Sand Castle Days- CVB to potentially release a RFP's for 2018 in the fall of 2017. Mass gathering city ordinance would apply. Possibility of committing 3 years funding with the condition of a 4<sup>th</sup> year being self-sustainable.

**c) Location** –Discussion was held concerning different locations throughout the island. Suggestions were Isla Blanca Park, Pearl South Padre, Schlitterbahn Water Park for future Sand Castle Days events.

**d) Event-** Discussion was held for the possibility of adding a night light laser show or music festival to help this event grow and make it a possible anchor event in the future.

**e) Possible paid staff person to be in charge of Sand Castle Days/Trail.**

**2. New meeting date.**

Possible meeting dates are May 10 or 11 @ 9:00am.

Adjournment

Date: April 11, 2017

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Recorded by Rosa Zapata  
South Padre Island CVB  
Executive Services Specialist

DRAFT

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

**MEETING DATE:** April 27, 2017

**NAME & TITLE:** George Block, CVA Member

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Update and possible discussion concerning the proposed Special Events Policy and revisions.

**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:** April 27, 2017

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

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

**ITEM**

Presentation, possible action and discussion of The Atkins Group Marketing 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

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Prepared for **South Padre Island**  
Period: March 2017  
Date: 4/27/2017

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# Monthly Highlights

the**atkins**group

# Highlights

## Summary Of Media Activity

- ▶ College Spring Break, Family Spring Break, Family Leisure Midwest/Canada, and Mexico campaigns continued with the same campaign messaging from previous months
- ▶ March was the final month for Spring Break and the Family Leisure Midwest/Canada campaigns
- ▶ The Semana Santa campaign launched on 3/28
- ▶ Site optimizations were made to increase performance within the display campaign

## KPIs

- ▶ Over **19 million ads impressions** were delivered this month from all digital ads
- ▶ College Spring Break ended the search campaign with a very strong **4% CTR**
- ▶ With over **519,000 page views**, the SPI website saw a nearly **30% increase** from the previous month, even with a slightly lower media spend
- ▶ Nearly **902 thousand users** were retargeted with display ads after visiting the SPI website
- ▶ Keywords optimizations help PPC performance by **increasing ad clicks**, and **moving up page positions**

# Highlights

## Monthly Insights

Assessment	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
Mobile/tablet is outperforming desktop for standard display campaigns	Monitor budget and determine if device optimizations are necessary
College Spring Break Facebook images were outperforming all Instagram creative	Continue to optimize toward better performing platform and creative for higher engagement rates

# Funnel Stage Performance

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

the**atkins**group

# Awareness

## Funnel Performance



### Public Relations Results

- Secured first blogger trip to SPI for family-friendly post 4/21-23 with Marina Johns of Mommy Snippets
- Working on second blogger lists with Tarlie Harris from Trekaroo Travel 5/15-18
- [TheHotelGuide.com](#) feature: "South Padre Island, a Tropical Family Getaway"
- Yahoo Finance feature: "South Padre Island Serves Up Family Fun"
- Houston Chronicle feature: "Enjoy the Beach at South Padre Island"

Metric	Mar 2017	Mar 2016*
Ad Impressions	19,011,131	12,065,615
Ad Clicks	116,668	15,953
Website Visits	213,779	316,109
Website Pageviews	519,995	935,624
Unique Visitors	169,612	216,829
Broadcast Impressions	700,297,920	40,422,279
OOH Impressions	4,310,000	5,432,332

# Engagement

## Funnel Performance

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Users visiting the landing pages stayed nearly two minutes per session.

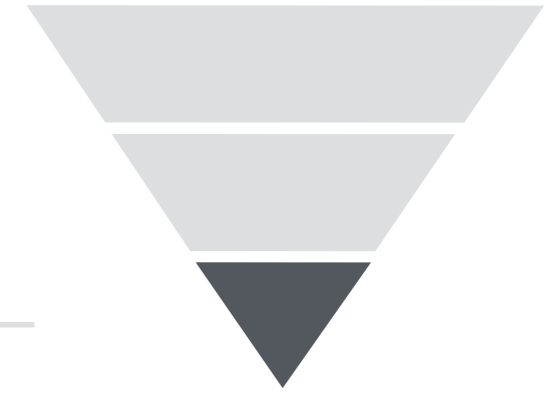
This average session time shows users are reading and engaging with content on SoPadre.com.

Metric	Mar 2017	Mar 2016*
Avg Time on Website	1:59	1:44
Avg Website Pageviews	2.43	2.96
Website Bounce Rate	58%	19%
Social Engagement	77,573	27,000

# Conversion

## Funnel Performance

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

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

Campaign	Email Leads 2017	Email Leads 2016
Spring Break: College	2,923	2,826
Spring Break: Family	553	181
Family Leisure	657	N/A
Groups and Meetings	49	N/A

# Trip Advisor

## Channel Performance



	Impressions	Clicks	CTR	Pageviews
Sponsored Content	13,061	664	5.08%	49,972

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

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



# REPORT

## South Padre Spring Break

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Prepared for **South Padre Island**  
Campaign: Spring Break  
Date: 4/27/2017

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# Campaign Highlights

the**atkins**group

# Highlights

## Summary Of Campaign Activity

- ▶ A combined \$202,000 was spent on digital media this year for the South Padre Island Spring Break initiative
- ▶ Nearly 18 million ads impressions were delivered for the College and 5 million for Family on SEM, social and retargeting platforms
- ▶ Facebook was the most cost efficient platform for both campaigns
- ▶ Nearly 6 million impressions were served to those being retargeted after visiting the Spring Break landing pages
- ▶ The average TSV on the College Spring Break landing page was 2:56, this exceeded last year's average of 1:06 by more than 100%
- ▶ The average TSV for the Family Spring Break landing page hit 1:11, also exceeding last year's average of :58
- ▶ The Device ID campaign confirmed 18,240 unique individuals visited the island after clicking one of our ads

# Overview

## College Spring Break

Platform	Spend	Impressions	Clicks	CPC
AdWords	\$78,821.90	2,159,473	75,815	\$1.04
Facebook	\$27,779.53	6,447,306	124,951	\$0.22
Instagram	\$13,627.86	1,475,153	6,838	\$1.99
AdRoll (RT)	\$12,755.52	3,603,172	6,226	\$2.05
Device ID	\$46,875	8,772,786	56,248	\$0.83
<b>TOTAL</b>	<b>\$179,859.81</b>	<b>22,457,890</b>	<b>270,078</b>	<b>\$0.67</b>

- ▶ College Spring Break campaign launched on 8/1/16 and ended on 3/12/17
- ▶ Total media spend on digital platforms increased by \$35,000 this year
- ▶ While spend was the highest on AdWords, Facebook generated the most clicks and the most efficient CPC at \$0.22
- ▶ The PLAN YOUR TRIP page was the top lead-out page for users after they arrived at the Spring Break landing page, followed by EVENTS
- ▶ The Device ID campaign garnered the most impressions and lowest CPC after social.
- ▶ Email leads were up YOY with 2,923 new leads

# Social Advertising

## College Spring Break



\$ 41,407.39

SPEND

2016: \$88,529

7,922K

IMPRESSIONS

2016: 21,148K

132K

CLICKS

2016: 230K

1.66%

CTR (%)

2016: 1.01%

\$ 0.33

CPC (LINK)

2016: \$0.39

138K

POST ENGAGEMENT

2016: 22K

	Spend (\$)	Impressions	Actions
College Spring Break Facebook	27,779.53	6,447,306	121,261
College Spring Break Instagram	13,627.86	1,475,153	16,632

# AdWords

## College Spring Break



**\$78,821.90**

COST

2016: \$32,717

**2,159K**

IMPRESSIONS

2016: 353K

**75,815**

CLICKS

2016: 10,244

**3.51%**

CTR (%)

2016: 2.1%

**\$1.04**

AVERAGE CPC

2016: \$2.97

**1.6**

AVERAGE POSITION

2016: 1.8

# AdRoll - Retargeting

## College Spring Break



**\$12,755.52**

COST

**3,603K**

IMPRESSIONS

**6,226**

CLICKS

**0.17%**

CTR

**\$3.54**

AVERAGE CPC

# Device ID Targeting

## College Spring Break



**\$46,875.00**

COST

**8,773K**

IMPRESSIONS

**56,248**

CLICKS

**0.90%**

CTR (%)

**\$0.83**

AVERAGE CPC



# Device ID Targeting

College Spring Break



18,240

UNIQUE DEVICES

39,485

TOTAL VISITS

## UNIQUE DEVICES

Numbers of times a unique device entered an island after viewing our ad

## TOTAL VISITS

Number of visits that include if they left and came back

# Overview

## Family Spring Break

Platform	Spend	Impressions	Clicks	CPC
AdWords	\$19,569.65	647,860	7,467	\$2.62
Facebook	\$13,009.46	2,533,309	46,165	\$0.28
Instagram	\$6,600.18	671,918	6,848	\$0.96
AdRoll (RT)	\$4,340.45	1,404,886	3,092	\$1.40
<b>TOTAL</b>	<b>\$43,519.74</b>	<b>5,257,973</b>	<b>63,572</b>	<b>\$5.27</b>

- ▶ Family Spring Break campaign launched on 10/17/16 and ended on 3/12/17
- ▶ Total media spend on digital platforms is \$44,000, the same as the previous fiscal year
- ▶ While spend was the highest on AdWords, Facebook generated the most clicks and the most efficient CPC at \$0.28, followed by Instagram at \$0.96
- ▶ The FIND LODGING page was the top lead-out page for users after arrived at the Family Spring Break landing page, followed by PLAN YOUR TRIP. This shows intent to travel for users exposed to the Family Spring Break page.

# Social Advertising

## Family Spring Break



\$19,609.64

SPEND

2016: \$30,141

3,205K

IMPRESSIONS

2016: 7,423K

53,013

CLICKS

2016: 213K

1.65%

CTR (%)

2016: 2.8%

\$0.44

CPC (LINK)

2016: \$.14

143K

POST ENGAGEMENT

2016: 57K

	Spend (\$)	Impressions	Actions	Engagement Rate (%)	CPC (Link) (\$)	CPC (All) (\$)
Family Spring Break Facebook	13,009.46	2,533,309	127,256	5.02	0.34	0.28
Family Spring Break Instagram	6,600.18	671,918	15,726	2.34	1.20	0.96

# AdWords

## Family Spring Break



**\$19,569.65**

COST

2016: \$12,495

**648K**

IMPRESSIONS

2016: 206K

**7,467**

CLICKS

2016: 3,070

**1.15%**

CTR (%)

2016: 1.4%

**\$2.62**

AVERAGE CPC

2016: \$4.08

**1.5**

AVERAGE POSITION

2016: 1.9

# AdRoll - Retargeting

## Family Spring Break



**\$4,340.45**

COST

**1,405K**

IMPRESSIONS

**3,092**

CLICKS

**0.22%**

CTR

**\$1.40**

AVERAGE CPC

# REPORT

## South Padre La Semana Santa Social

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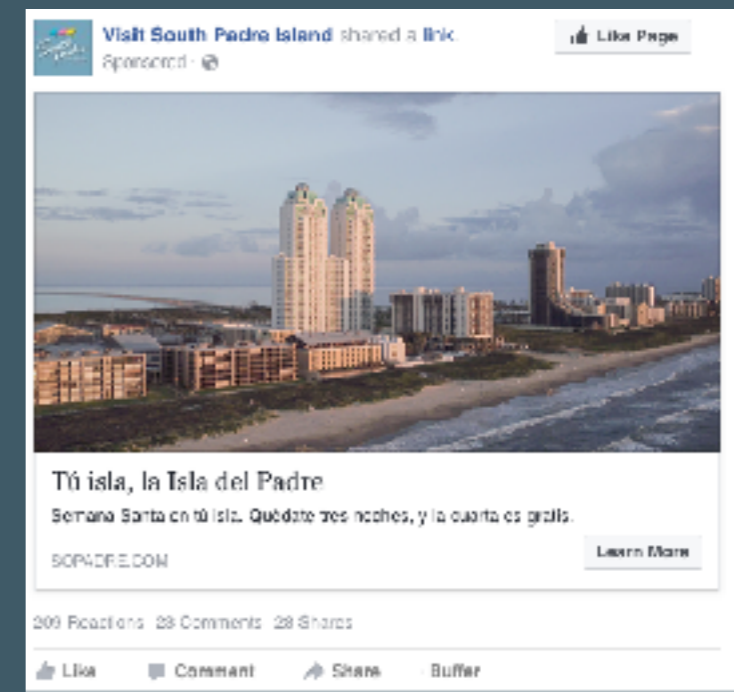
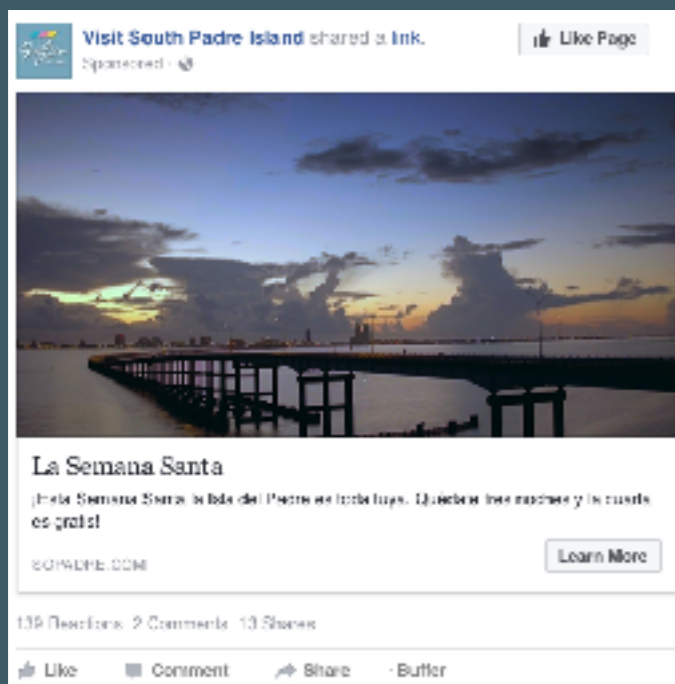
Prepared for **South Padre Island**  
Campaign: La Semana Santa  
Date: 4/27/2017

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# Highlights

## Summary Of Campaign Activity

- ▶ Confirmed media initiatives for April 2017 in our Mexico market:
  - ▶ Paid social, El Norte print, radio, OOH
- ▶ Additional social spend requested by board:
  - ▶ \$3,108 in social advertising



# Social Advertising

La Semana Santa



**\$3,108.17**

COST

**4,865K**

IMPRESSIONS

**190,906**

CLICKS

**3.91%**

CTR (%)

**\$0.06**

AVERAGE CPC





# App Market Research Review

the**atkins**group

## Survey Methodology

**5**

**Minute Survey,  
Win A 5 Night Stay.**

**4107**

**Survey Entries  
over 30 Days.**

## Primary Demographic

**68%**

Family Vacationers,  
2799 Entrants

**94%**

Of 'families'  
Intend to Drive.

**“Would you download a mobile app that made your vacation to South Padre Island more enjoyable?”**

**87%**

**Of Family Vacationers Responded, Yes.**

# 86%

of Family Vacationers that would download an App,  
preferred an 'On Island' App, rather than a Road Trip App.

# Most Requested Features

**Includes attractions and dining deals**

**Includes a calendar of events**

**Includes hotel and other accommodation deals**

# Opportunities

## **Build An App That Includes**

- Gamify Deals and Exclusive On Island Activities, Events.
- Turn Website Into an App
- Offer Exclusive App Content

## **Improve Content & Email Opt-in**

- Build content publishing platform or blog
- Produce hyper segmented content
- Improve mobile interaction of events, deals, and things to do.

# Learn More with a Webinar

## Webinar Dates with The Atkins Group

- **Tuesday 5/2 2-3pm**
- **Thursday 5/4 10-11am**
- **Tuesday 5/9 2-3pm**



# REPORT

# Summer Marketing Enhancement Plan

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Prepared for **South Padre Island**  
Date: 4/27/2017

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# Summer Marketing Enhancement Plan

## Goals

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- Enhance the existing summer marketing mix with additional spend
- Change the negative sentiment from Spring Break into a positive Summer family season



# Summer Marketing Enhancement Plan

## Execution Breakdown

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- Incremental TV, radio, digital, theatre, & airport creative
- New content development for executions
- Summer Mexico Release
- Blogger Conference
- Additional blogger monthly outreach (4 months)

# Summer Marketing Enhancement Plan

## Budget Breakdown

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May - July Media Additions	\$250,000
Agency time, content development, & Public Relations	\$100,000

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

**MEETING DATE:** April 27, 2017

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

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

**ITEM**

Presentation of Post Report from Chad Hart with Inertia Tours.

**ITEM BACKGROUND**

No copies of paid receipts were submitted with post report.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

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

**Post Event Report Form**

Date: 4/10

**Organization Information**

Name of Organization: Invernia Tours

Address: 165 S. Guadalupe #111

City, State, Zip: San Marcos, TX 78666

Contact Name: Chad Hart Contact Phone Number: 512 825 2157

Contact Cell Phone Number: (Same)

**Event Information**

Name of Event or Project: Spring Break Road Show

Date of Event or Project: Fall 2016

Primary Location of Event or Project: Midwest

Amount Requested: \$ 50,000

Amount Received: \$ 37,500

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

Promotion of College trips to South  
Padre Island on college campuses down  
to down to fraternities + sororities.  
Hotel stays, gas, wages, parking, etc.

How many years have you held this Event or Program: 7 or 8

**Event Funding Information**

- 1. Actual percentage of funded event costs covered by hotel occupancy tax: 50
- 2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 0
- 3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): 50
- 4. If staff costs were covered, estimate of actual hours staff spent on funded event: 2800 + hrs.
- 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?  
No.

6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.  
Receipts.

**Event Attendance Information**

- 1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): 6500
- 2. What would you estimate as the actual attendance at the event? 6500 +
- 3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 30,000 + *This does not include booking made as a result of newsw*
- 4. How many room nights do you estimate were actually generated by attendees of this event? 30,000 + *made as a result of newsw*
- 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 30k +  
Last Year 30k +  
Two Years Ago 25k +  
Three Years Ago 25k +  
*Estimated +30% higher.*



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.)?

Inventra bookings 6,500 +. This figure does  
NOT REFLECT NON INVENTRA bookings belnded to

7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? yes. If the room block did not fill, how many rooms were picked up? \_\_\_\_\_

we used 5 hotel properties + 3 major Add 30% +  
Condo projects More

### 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: \$ 0  
 Radio: \$ 0  
 TV: \$ 0  
 Other Paid Advertising: \$ 85,000 pay per click + Social media

Number of Press Releases to Media 2  
 Number Direct Mailings to out-of-town recipients 1000 +

Other Promotions Door to Door Green house Sales.

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

We did Door to Door Selling on  
College Campuses as well as  
distributed 125,000 + Brochures on  
South Padre Island

all of our membership includes South Padre.

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.

Brochures can be provided @ post wrap



7. Please note any other success indicators of your event:

Hotel blocks all increased over last year.

Added new hotel one week - Schlittenbahn.

**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?

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

N/A

**Additional Event Information**

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

Tourism Graphics, Kellys / Hilton / Padre Aire Grill / P&A /

Gabriellas / KohNami for meals. Vendor List over 30 other island businesses utilized.

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)

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

**MEETING DATE:** April 27, 2017

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

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

**ITEM**

Presentation and possible discussion for the CVB Director’s Summary Report.

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

**ITEM BACKGROUND**

More information to 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



APRIL  
2017

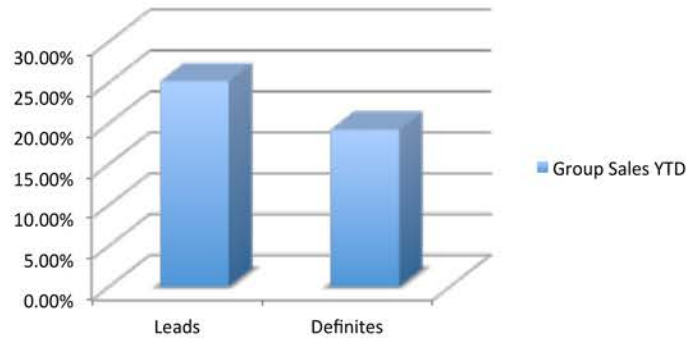


### Hotel Occupancy Tax

Fund	Percentage of Allocation	Amount
Convention Centre	8%	\$1,244,705
Beach Nourishment	0.5%	\$77,794
Beach Maintenance	2%	\$290,425
Venue Tax	2%	\$105,953

- Percentage of budget collected: 17%
- YTD Increase in local HOT: 16%
- YTD Increase in state HOT: 10%
- Venue Tax effective day: January 1<sup>st</sup>, 2017

### Group Sales YTD



### Sales Tax

- Total Collections through March: \$917,617
- YTD Increase of \$47,172 or 5.42%
- 75% allocated to the General Fund
- 25% allocated to EDC



### Sales Tax - Comparison with other cities

City	2016/17 Sales Tax Increase/(Decrease)
SPI	5.42%
Harlingen	2.81%
Galveston	1.56%
Port Aransas	1.37%
Port Isabel	1.16%
Corpus Christi	-0.09%
Brownsville	-3.66%

\* Collections through March  
Source: Texas Comptroller of Public Accounts website

## ADMINISTRATION

- Joined several meetings with City Management to discuss preventative maintenance software for Convention Centre and City Hall.
- Participated in the Spring Break Policy Workshop at City Hall.
- Met with Marv Esterly and Mike Bohn from the Valley International Airport to discuss the possibility of bringing a national skydiving event to South Padre Island.
- Met with the Brownsville South Padre Island Airport Director Bryant Walker to discuss economic development in the catchment area.
- Reviewed content recommendations for the website with The Atkins Group, via a conference call.
- Initiated SPI social strategy recommendations with The Atkins Group, via a conference call.
- Participated in a conference call with John Weimer to discuss and demo OnceThere for potential packaging development partner.
- Worked, with Mike Flores and Chelsea Burges with Connect Meetings to discuss tradeshow sponsorship opportunities, via conference call.
- Prepared and delivered remarks on CVB marketing, customer service, and facilities management to the Port Isabel Rotary Club.
- Attended and participated in the City Leadership Team strategic planning session conducted by City Manager Susan Guthrie.
- Delivered a radio interview with JD Ryan from "The Texas Road Trippin'" and broadcast.
- Met with Michael Flores and Ann Payne, SPI Parks & Recreation Manager to review the special events policies an permitting.



## MEDIA RELATIONS

- Issued press releases highlighting events and promoting South Padre Island.
- Monitored press mentions.
- Created and distributed the quarterly newsletter, SPI Times.
- Held strategic planning sessions.
- Met with Atkins to discuss press, social media, and website plans.
- Coordinating individual FAM Tours.



HouseBeautiful

austin360

### Press Mentions

- Local nonprofits raised close to \$35,000 over Spring Break – Valley Morning Star
- SPI rated best places to kiteboard – Valley Morning Star
- 18 of the Most Romantic Travel Destinations in Texas – House Beautiful
- 7 Affordable Family-Friendly Beach Vacations - U.S. News
- Call yourself a Texan? Make sure these spots are on your Texas travel bucket list – Austin 360



## MARKETING & COMMUNICATION HIGHLIGHTS

- Sent South Padre Island marketing image gallery to the Houston Police Department for use in their 2017 Convention Brochure, scheduled to take place at South Padre Island.
- Sent South Padre Island marketing image gallery to Leading North to be used to design the new website for The Inn hotel.
- Designed and distributed a list of meetings and events to all business contacts.
- Created a list of hotels and motels to assess the amount and type of content contained in their listing on the SoPadre.com website.
- Created list of restaurants to assess the amount and type of content contained in their listing on the SoPadre.com website.
- Created list of attractions to assess the amount and type of content contained in their listing on the SoPadre.com website.
- Updated deals section of the website. Deleted deals that have expired and a calendar to update the deals section
- Designed Welcome Spring Break 2017 median banner.
- Reviewed and approved median banner for UME 2017.
- Designed room and lobby signage for Beach Reach events.
- Designed ad for Sales Department.
- Produced the March 2017 CVB Report that was presented at the monthly CVB meeting on March 22, 2017.
- Provided South Padre Island maps of streets and hotels to Joe Elkins from the Solare Concierge Service.
- Designed promo card for the 2017 National Youth Catch Photo Release Fishing Contest that is being hosted by Fishing's Future.
- Designed room and lobby signage for Sea Turtle Inc. meeting.
- Designed a front and back promo card for the 2018 TEMPERS Convention on South Padre Island.
- Requested Semana Santa and summer deals from business partners.
- Designed Welcome - Bienvenidos median banner.
- Designed digital marquee and room and lobby signage for the Property Owners Who Care meeting.
- Designed digital marquee and room and lobby signage for El Paseo Arts - Exit the Body.
- Compiling a list of meetings and events for April 2017 to send to all business contacts.



## MARKETING COMMUNICATION EVENTS CREATED

- Pedal to Padre 2017 - May 7
- Kevin Roldan in Concert - April 14
- Meet the Author Series - "A Mexican Dream and Other Compositions" - March 10
- Meet the Author Series - "Lion Manor" - March 12
- Meet the Author Series - "Of Course, Seahorse" - March 18
- Valley Haven Inc. 3rd Annual Boat & Kayak Fishing Tournament - September 22-23
- Convention & Visitors Advisory Board - March 22
- Parks Recreation & Beautification Committee - March 22
- Sea Turtle Release - March 30
- Bird Tour at Laguna Atascosa National Wildlife Refuge - April 7
- Earth Day! - April 22
- Easter Brunch - April 16
- Fireworks on the Hilton Beach Deck - April 1
- Group Sazon LIVE on the Hilton Beach Deck - April 1
- Group Sazon LIVE on the Hilton Beach Deck - April 15

## MARKETING COMMUNICATION EVENTS UPDATED

- Lil Uzi Vert Live in Concert - March 25
- History at Noon with Steve Hathcock - March 9
- El Paseo Arts Presents: The 25th Annual Putnam County Spelling Bee - April 11-12
- Wes Walker at Louie's Backyard - March 9, 13, & 20
- Lil Wayne & Migos Live at Clayton's - March 14
- 21 Savage Live in Concert - March 16
- South Padre Island Open - April 22

## MARKETING COMMUNICATION EVENTS APPROVED

- POWC Public Forum - Solution Session - March 29
- Habitat Tour at Laguna Atascosa National Wildlife Refuge - April 1
- Bird Tour at Laguna Atascosa National Wildlife Refuge - April 6

## MARKETING COMMUNICATION BUSINESS LISTING UPDATED

- Pearl South Padre

## MARKETING COMMUNICATION DEALS CREATED

- 10% Off Guided Fishing Trip - Bob's Guide Services
- Easter & Schlitterbahn Opening Weekend - Schlitterbahn
- Save Big - Up to 25% - Island Inn
- Discount Paddle Adventure - South Padre Island Water Sports
- Pay 3 Nights and Get 1 Night FREE - Service 24
- Pearl Bed and Breakfast Package - Pearl South Padre

## SOCIAL MEDIA FACEBOOK

- Increased audience growth by .6% (2272 new page likes)
- Audience engagement decreased by 28.2%
- 5.5 million total impressions
- 3.5 million users reached



facebook.



## SOCIAL MEDIA TWITTER

- Increased audience growth by 2.8% (29 new followers)
- Increased number of engagements by 79.3%
- Increased number of impressions per tweet 71.9%



twitter 



## SOCIAL MEDIA INSTAGRAM

- Increased audience growth by 7.1% (268 new followers)
- Total number of engagements 1,532 (75 comments received)
- Total number of impressions 34,629

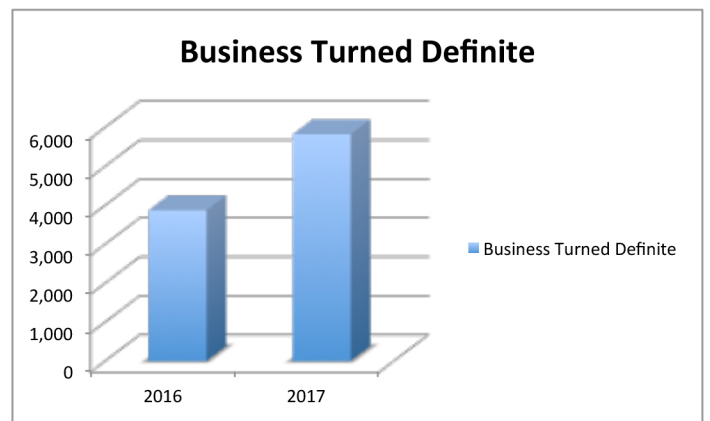
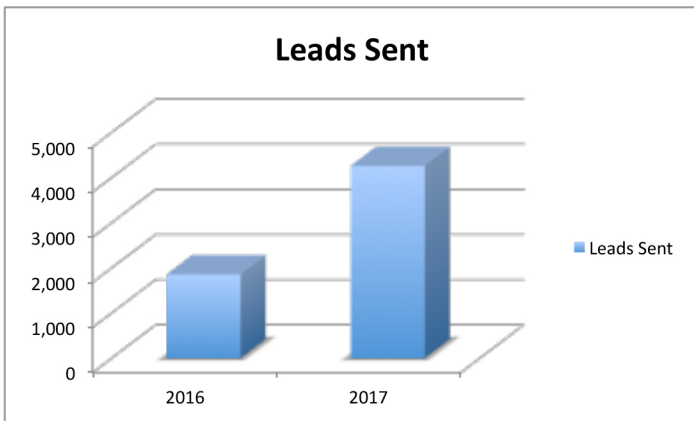


## CONVENTION CENTRE ACTIVITIES & EVENTS

- Heatwave - Spring Break Jam - March 4-5
- Beach Reach - March 13-15
- SPIPD Spring Break Quarters - March 11-18
- El Paseo Arts - March 20-April 2



## SALES ACTIVITY REPORT



Business turned definite in March 2017: 5,817 room nights - Region One School Board, Texas Crisis and Intervention Conference, Texas Society for Respiratory Care, United Van Lines, Texas Association for the Blind, Association for Migrant Educators of Texas, Plezzure Island Annual Conference, American Red Cross, Baptist Student Ministry, Hug Me Ink, Texas State Elks Association.

Business turned definite in March 2017 year to date: 16,474 room nights





## HOTEL MOTEL TAX

The following are the HOT numbers for March 2017:

Registrations	17
Renewals	42

The following are the HOT numbers for April 1-9, 2017:

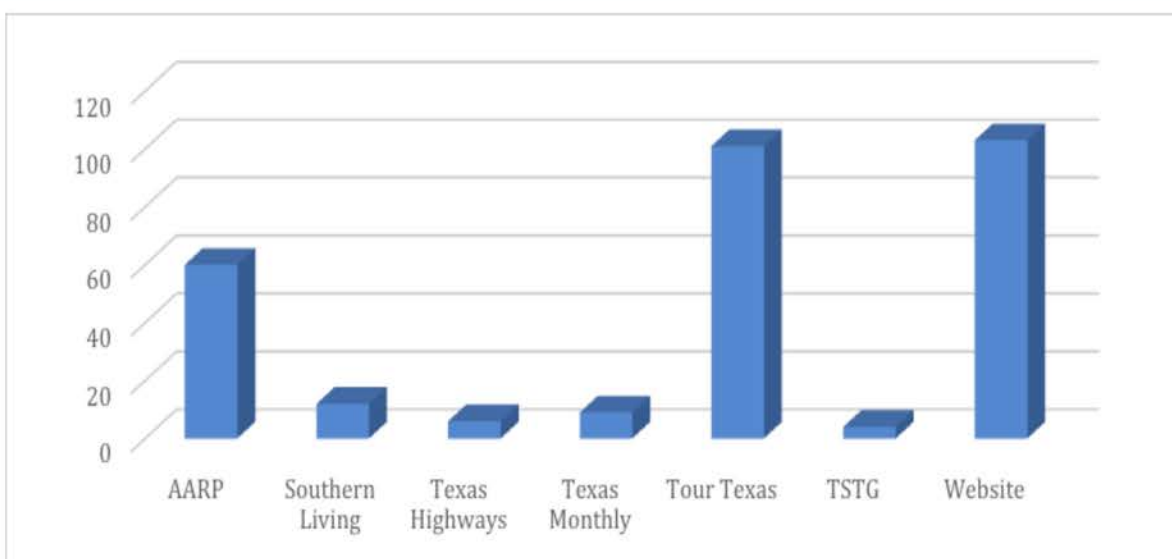
Registrations	3
Renewals	18

The following are the HOT numbers for April 10-16, 2017:

Registrations	9
Renewals	5



## LEADS



- AARP 60
- Southern Living 12
- Texas Highways 6
- Texas Monthly 9
- Tour Texas 101
- TSTG 4
- Website 103
  
- Grand Total 295
- YTD Total (Jan. & Feb.) 788

