

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, JUNE 28, 2017
9:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
 - a. Approval of minutes May 24, 2017 Regular Meeting.
- 5) Discussion and action concerning the approval of the Revised Special Events Policy and Application. (Block)
- 6) Presentation and discussion of the CVB Staff Productivity Report. (Arnold)
 - a. Departmental Updates:
 - *Administrative Updates
 - *Group Sales Updates
 - *Financial Updates
 - *Communication Updates
 - b. Update concerning Subcommittee Sand Castles Events/Trail meeting.
 - c. Update concerning 2017/18 recommended budget for Events & Events Marketing.
- 7) Presentation and discussion of the Atkins Group Monthly Report. (Arnold)
- 8) Discussion and action to create a subcommittee to select the agency (ies) to conduct the SPI CVB Comprehensive Travel and Marketing Research and/or Special Events Economic Impact Study. (TMP)
- 9) Discussion and action regarding application for funding request on new special events:
 - a. Back to School Basketball Tournament
 - b. Jaime J Zapata Fishing Tournament
- 10) Presentation of Post Report from Special Events Funding Recipients: (Jones)

a. CMG Media Agency

11) Consideration and approval of next month meeting date set for July 26, 2017. (Jones)

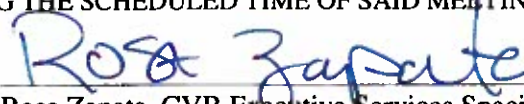
12) Adjournment.

DATED THIS THE 23rd DAY OF JUNE 2017.



Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR THE CONVENTION AND VISITORS ADVISORY BOARD 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 June 23, 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.

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

MEETING DATE: June 28, 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 May 24, 2017 Regular Meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

WEDNESDAY, MAY 24, 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, May 24, 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 full quorum was present: CVA Board Members Jimmy Hawkinson, Will Greenwood, Bill Donahue, Arnie Creinin, Paul Curtin, George Block. Also present was Ex-Officio Robert Salinas.

City Council Members present were Dennis Stahl and Paul Munarriz.

Staff: CVB Director Keith Arnold, CVB Account I Lori Moore, Business Development Director Michael Flores, 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.

IV. CONSENT AGENDA:

Board Member Block made the motion, seconded by Board Member Creinin to approve the Consent Agenda. Motion carried unanimously.

- a. Approval of minutes April 27, 2017 Regular Meeting.
- b. Approval of minutes May 4, 2017 Special Meeting.
- c. Approve excused absence from Board Member Bill Donahue for March 22, 2017 and April 27, 2017 Regular CVA Board Meeting.
- d. Approve excused absence from Board Member Bill Donahue and George Block for May 4, 2017 Special Meeting.

V. UPDATE, DISCUSSION AND POSSIBLE ACTION CONCERNING THE APPROVAL OF THE REVISED SPECIAL EVENTS POLICY AND APPLICATION.

Chairman Jones made the motion, seconded by Board Member Block to present the revised Special Event Policies and Application to City Council for approval. He also mentioned to approve the revised policies and application with any recommendations from City Council Members at the next CVA Board meeting. Motion carried unanimously.

VI. Presentation and discussion of the CVB Staff Productivity Report.

Report was given by CVB Director Keith Arnold.

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

b. Update concerning the Summer Advertising Enhancement Plan.
Update was given by Mr. Steve Atkins and Ms. Ryan Schneider.

c. The Atkins Group Marketing Report.
Report was given by Mr. Steve Atkins and Ms. Ryan Schneider.

VII. PRESENTATION OF POST REPORT FROM SPECIAL EVENTS FUNDING RECIPIENTS:

a. Texas Gulf Surfing Association (TGSA)
Report was given by Ms. Aarin Hartwell.

b. Sand Crab Run
Report was given by Mr. Bill Gardner.

c. National Tropical Weather Conference
Report was given by Mr. Tim Smith.

d. Splash
Report was given by Mr. Jay Carlson

VIII. PRESENTATION AND DISCUSSION CONCERNING THE PROJECT FOR FRIENDS OF THE RGV REEF AT SPI.

Presentation was given by Mr. Gary Glick. Board recommended several possibilities: a subcommittee be created, The Atkins Group market the project, involvement of the SPI EDC, using Venue Tax budget to help sponsor project, South Padre Island logo be included on marketing effort. No action required.

IX. CONSIDERATION AND APPROVAL OF NEXT MONTH MEETING DATE SET FOR JUNE 28, 2017.

New meeting date was set for June 28, 2017.

X. ADJOURNMENT

There being no further business, Chairman Jones adjourned the meeting at 11:30 a.m.

Approved this 28th day of June, 2017.

Wally Jones, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist
Minutes: May 24, 2017 CVA Board Meeting

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

MEETING DATE: June 28, 2017
NAME & TITLE: George Block, CVA Member
DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action concerning the approval of the Revised Special Events Guidelines and Funding Application.

ITEM BACKGROUND

City Council approved the revised guidelines and application at their Regular Meeting held on June 7th.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Board members—

Attached is the 3rd Draft of our proposed changes to the HOT tax Use Guidelines and Procedures. The Key Changes are listed below. Changes and additions are listed in **green (d2)** and **red (d3)**.

The sub-committee met this month to resolve our questions and those submitted by you. Please study this prior to our meeting, so that we approve this and move it on to the City Council for approval.

Thank you,

George, Paul and Jimmy

KEY CHANGES:

- We broke the document into 3 sections: State Law, City Policies and Compliance. Everything about the application form got moved to the application form.
- We made it clear that we are going to move from “last-minute reactive,” to “long-term strategic,” but allowed a 2-year transition period.
- Ended the terminology “Anchor event.” Ideally, we want every event to grow in to an “Anchor event.” The current bar is incredibly low. The Kite Fest made it and every dollar that we lock in to an existing event or facility, we can’t invest in growing a new one.
- Started the use of expert sub-committees to work with staff on RfP events and non-solicited event requests to develop their plan, and either recommend approval or disapproval, before they ever get to the Board. If the sub-committees work well, every event will be improved and will have a member of our board or that sub-committee on their board.
- Prioritized ALL marketing and PR to Atkins or our current provider, with staff able to grant an exemption for a local provider with all creative pre-approved and funding on a reimbursement basis.
- Included a Quality of Life “Legacy” provision in the agreement.
- We asked for more data.
 - From our eventual Economic Impact Study provider, so we can match the application to their after-action report;
 - From the City, especially Sales Tax reports to accompany the HOT tax reports. When the bikers said they couldn’t find enough rooms on the island, it was clear that the Winter Texans are not captured by the HOT tax reports. We need a better gauge of occupancy rates for determining blackout dates.
- We inserted the beginnings of a Policies and Procedures section for the Board and Sub-committees, including one ethics stipulation.

**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 Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RfP’s or accept 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 on the the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to “one off” events, unless they are MAJOR events with a significant impact on:

- 1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
- 2. Out-of-area media; and/or
- 3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

Funding Application Deadline for 2018 and 2020 will be _____.

Application Process

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a 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:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a significant impact on:

- 1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
- 2. Out-of-area media; and/or
- 1-3. Local (SPI/PI) participation.

Compliance

Selected applicants must:

- 1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;**
- 2. Attend one of the annual informational seminars on hotel occupancy tax funding;**
- 3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and**
- 1.4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.**

Events **requesting initial support** 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 Sub-committees shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committees shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses. The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPI CVA funding will decrease every year for the term of this agreement.

Any event promoter/producer responding to a SPI-CVA RfP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.

Funding will be provided on a reimbursement basis, unless contracted otherwise. In all cases, the Convention and Visitors Advisory Board shall annually retain 25% of the hotel tax-funding award that will 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.

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. Additionally, one youth charity or

facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.

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

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 months of March, June and July

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-thirds vote, grant an event a variance from these blackout periods.

Application for Initial Funding

[This will be reviewed after we select our Economic Impact provider. Ideally, the final product would be a web-based form.]

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. All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for 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. A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply? _____

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

[If we have a tour operator, we will require them to use that service.]

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

15. What geographic areas does your event reach:

16. 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)

17. 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)**

18. 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 coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

19. 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.

Supplemental Information Required With Application: Along with the application, please submit the following: *[Revise this after we get the Economic Impact template from our provider.]*

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

_____ Complete budget for the Funded Project

_____ Room night projections, with back-up, for 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

SPI CVA Policies and Procedures (for internal use only)

1. An initial strategy meeting should be held as soon as possible after the adoption of this document to develop the initial strategy and supporting sub-committees.
 - a. Subcommittee members do not have to be Board members, but a CVA Board member should chair each sub-committee.
 - b. Initial sub-committees shall be: Fishing, Sports, Arts, Music, (any others?)
2. A Strategic Planning retreat should be held as close as possible to the beginning of each fiscal year to both re-visit and update the Strategic Plan, and re-visit and update the event strategy and calendar.
3. The vast majority of funded events should come from the Strategic and Events Plans, as opposed to unsolicited requests.
 - a. The CVA Board will direct staff to develop RfP's for desired events.
 - b. If the CVA Board already has a preferred provider, the CVA Staff will enter in to negotiations with that provider.
 - a.c. The Board should NOT have contact with any preferred provider during contract negotiations.
- 2.4. The staff shall develop line items in the annual budget for
 - a. Events that are co-branded with Port Isabel; and
 - b. Marketing-only support for select events.

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

MEETING DATE: June 28, 2017
NAME & TITLE: Keith Arnold, CVB Director
DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Presentation and possible discussion of the CVB Staff Productivity Report.

- a. Departmental Updates
 - *Administrative Updates
 - *Group Sales Updates
 - *Financial Updates
 - *Communication Updates
- b. Update concerning Subcommittee Sand Castles Events/Trail meeting.
- c. Update concerning 2017/18 recommended budget for Events & Events Marketing.

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

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

MEETING DATE: June 28, 2017
NAME & TITLE: Keith Arnold, CVB Director
DEPARTMENT: South Padre Island Convention and Visitors Bureau

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- a. Departmental Updates
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COMPREHENSIVE PLAN GOAL

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Comments:

RECOMMENDATIONS/COMMENTS



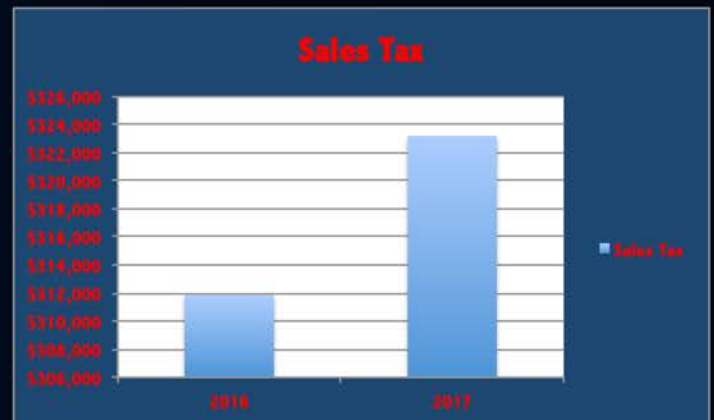
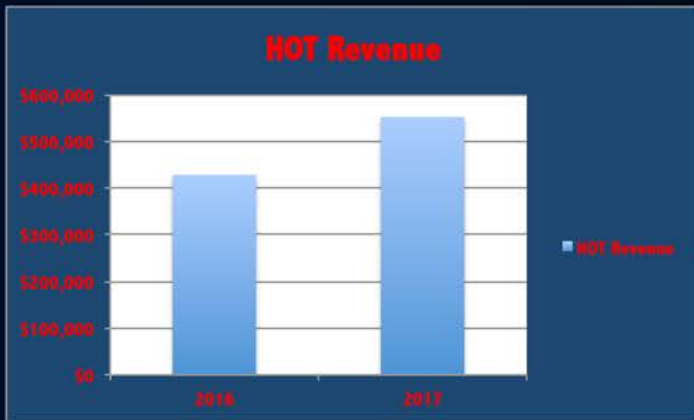
CONVENTION & VISITORS BUREAU PRODUCTIVITY REPORT



JUNE 2017



PRODUCTIVITY REPORT



ADMINISTRATION

- Attended and participated in SPI SWOT Analyses meeting and we hosted the SPI Spring Break Appreciation Lunch.
- Attended and discussed the updated budget for the Convention and Visitors Bureau with the City Budget Committee.
- Attended the Port Isabel ISD Career Technical Education Community Meeting. CTE provides students of all ages with academic and technical skills, knowledge and training necessary to succeed in future careers. SPICVB participated in the training to help these students succeed in hospitality industry, tourism and marketing field.
- Attended the South Padre Island Birding Center Board of Directors Meeting. (newly appointed ex-officio member)
- Attended a meeting with Assistant City Manager Darla Jones for the Convention Centre Paving project regarding bidding process.
- Met with Dr. Kim concerning the City Comprehensive Action Plan and discussed the section pertaining to the Convention Centre.
- Met with Assistant City Manager Darla Jones & John Miller concerning the Convention Centre preventative maintenance program.
- Participated in multiple strategic and marketing planning calls with Ryan Schneider from The Atkins Group.
- Participated in a television interview with Mary Avila from San Antonio Daytime at Nine News.
- Gave an Interview with San Antonio Express News concerning Memorial Day and summer forecast numbers.
- Interactive engaged in multiple conference calls with Dr. Jim Petrich regarding the research program for the RFP respondents.
- Met with City Council Member Alita Bagley and City Manager Susan Guthrie at the SPI Birding Center regarding potential monarch butterfly festival.
- Attended a Public Information/Media Internal Process & Records Retention/Contract Training at City Hall.
- Significant time spent preparing budget workshop for next FY budget.

MARKETING COMMUNICATION

- Set up May and June events on the featured events section of the drop down menus.
- Uploaded Press Release: Spend Mother's Day at South Padre Island
- Reestablish link to the SPI Music Guide at the Dining & Nightlife page of our website.
- Designed ad for the RGV RV Park Map & Guide.
- Designed South Padre Island Convention & Visitors Bureau May 2017 report.
- Design an ad for the Dine & Shop Guide.
- Designed digital marquee, room and lobby signage for Cheer Fun, Respiratory Care Seminar, Region One School Board Association, Region One Technology Conference RGV School Board, PI High School Graduation, Region One Equity Conference



WEBSITE MARKETING

- Business Listing Created: 2
- Business Listing Updated: 1
- Event Created: 5
- Event Updated: 2
- Pages Updated: 2
- Pages Created: 1



SOCIAL MEDIA

Facebook:

- Increased audience growth by 2.8% (5,663 new page likes)
- Audience Engagement increased by 88.6%
- 11.3 million total impressions (increased by 7.6%)
- 6 million users reached (increased by 20%)

Twitter:

- Increased audience growth by 1.3% (25 new followers)
- Number of engagements decreased by 2.3%
- Increased number of impressions per tweet .5%

Instagram:

- Increased audience growth by 3.1% (133 new followers)
- Total number of engagements 4,705
- Total number of impressions 49,055



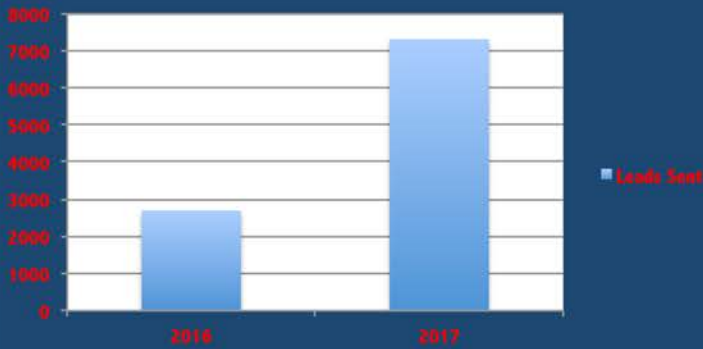
CONVENTION CENTRE ACTIVITIES & EVENTS

- May 7 - Fun Cheer
- May 11-12 - RGV Respiratory Care
- May 17-19 - Region One Technology
- May 20 - RGV School Board
- May 27 - Port Isabel High School Graduation
- May 22-24 - Region One Equity State Conference
- May 23-24 - El Paseo

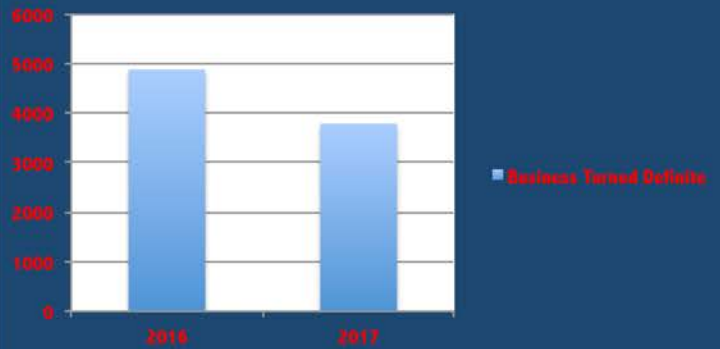


SALES DEPARTMENT REPORT

Leads Sent



Business Turned Definite



May 2017

Business Turned Definite: 3,786 room nights

Business Turned Definite Year to Date: 23,141 Room Nights (-2,122 room nights)

- Valley Aids Council, 375 rooms, May 2017
- Region One Technology Conference, 275 rooms, May 2017
- LRGV AIA, 350 rooms, September 2017
- 7th Day Adventist Church, 40 rooms, September 2018
- South Texas Association of School Maintenance Officials, 50 rooms, June 2017
- Neighbors in Need of Service, 160 rooms, July 2017
- Ladies Kingfish Tournament, 135 total rooms, August 2017
- Summer Longest Causeway Run, 145 total rooms, June 2017
- Texas State Teachers Association, 102 total rooms, July 2017
- Sand Crab Run, 220 total rooms, April 2018
- Raul Alcala Gran Fondo, 190 total rooms, November 2017
- Splash South Padre October, 440 total rooms, October 2017
- Open Water Planet Festival, 324 total rooms, November 2017
- Templo Bethel Marriage Retreat, 305 total rooms, October 2017
- Amet, 675 rooms total, November 2018

May 2017

Leads Sent: 7,301 room nights

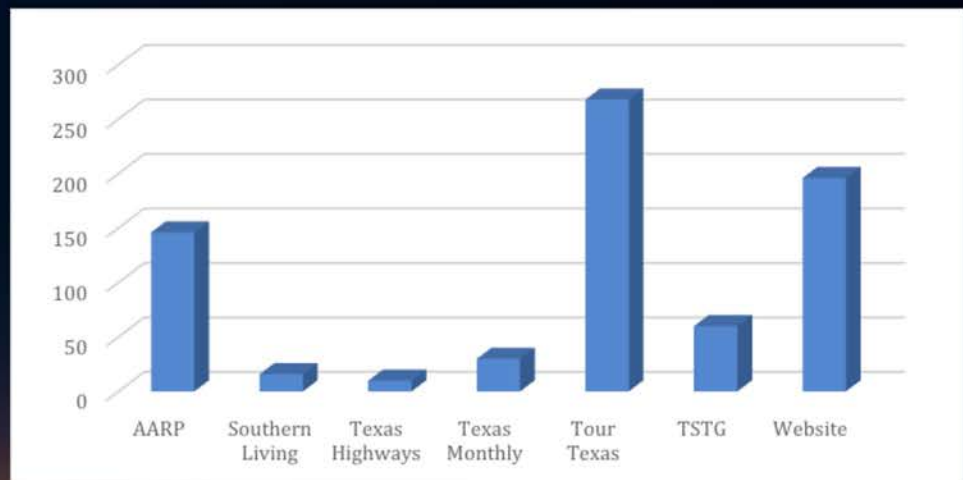
Leads Sent Year to Date: 33,877 room nights (+11,557)

May 2016

Leads Sent: 2,694 room nights
Leads Sent Year to Date: 26,576 room nights

LEADS

AARP	146
Southern Living	16
Texas Highways	10
Texas Monthly	30
Tour Texas	268
TSTG	60
Website	196
Grand Total	726
YTD	3527



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

MEETING DATE: June 28, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update concerning Subcommittee Sand Castles Events/Trail meeting.

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

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

MEETING DATE: June 28, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update concerning 2017/18 FY recommended budget for Events & Events Marketing.

ITEM BACKGROUND

More information to be provided at the meeting.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

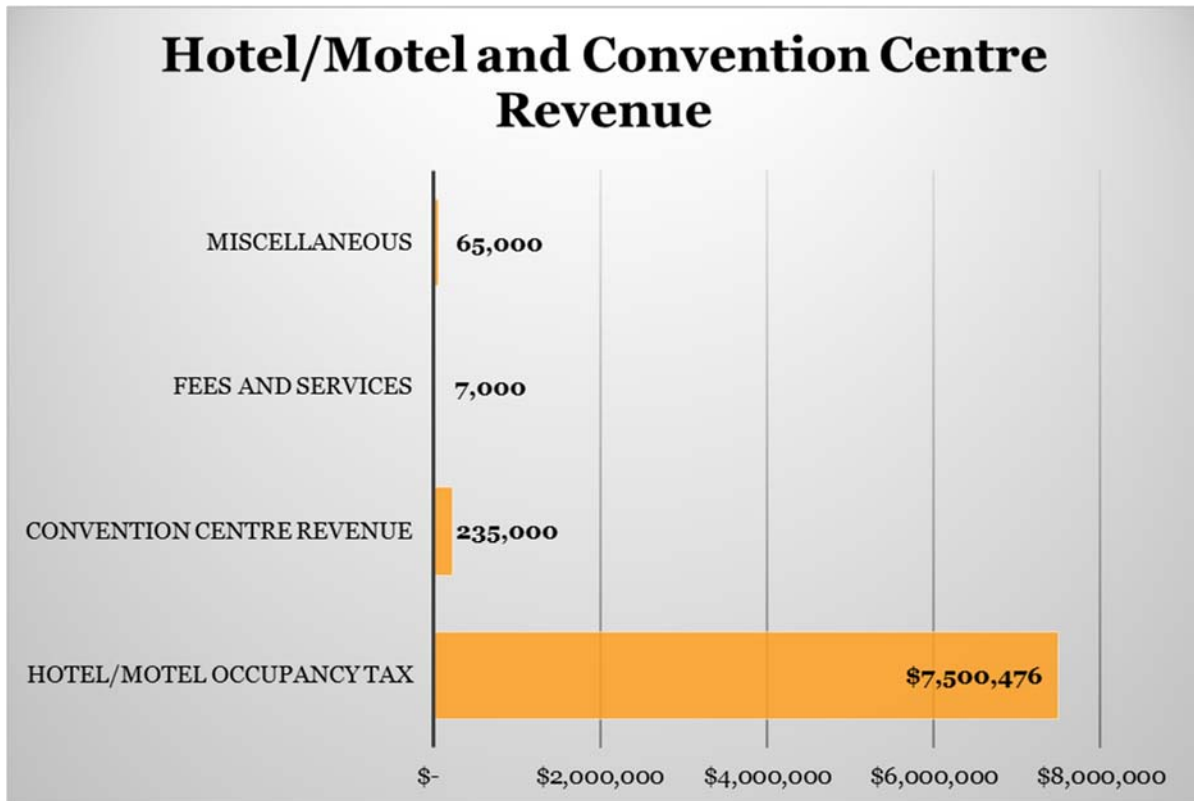
Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

REVENUE HIGHLIGHTS

Revenue Summary	FY 2017-18 Budget
Hotel/Motel Occupancy Tax	\$ 7,500,476
Convention Centre Revenue	235,000
Fees and Services	7,000
Miscellaneous	65,000
Total Revenue	\$ 7,807,476



The Hotel/Motel Tax Fund and Convention Centre Fund are used to account for the receipt of the City's local hotel occupancy tax. Collections through the month of May have increased by approximately \$285,000 or 12% compared to the same period in the prior year. Based on the current trends, the proposed budget includes HOT revenues in the amount of \$7,500,476.

HOT tax had significant increases over the past years, which allowed the expansion of budgetary allocations for both the Hotel Motel and the Convention Centre funds. Over the past ten years, HOT revenues had an average increase of 4% that is reflected in schedule below.

Hotel/Motel Tax Collections **

Fiscal Year	Amount	Percentage of Increase/(Decrease)
2006-07	5,331,068	2.88%
2007-08	4,581,727	-14.06%
2008-09	4,622,421	0.89%
2009-10	5,206,944	12.65%
2010-11	5,634,651	8.21%
2011-12	6,144,014	9.04%
2012-13	6,519,775	6.12%
2013-14	7,069,671	8.43%
2014-15	7,149,723	1.13%
2015-16	7,341,767	2.69%

** Excludes penalties & interest



Regarding other sources of revenues, \$235,000 has been budgeted for the rental of the Convention Centre facility that represents a decrease of \$5,000 compared to the current year's budget. This is due to a decrease in anticipated equipment rental fees. However, additional revenues in the amount of \$65,000 has been budgeted for advertising on the Convention Centre website. This is an increase of \$15,000 or 30% compared to the current year's budget.

estimated to be approximately \$33,000 including benefits and tax burden for the Visitor's Bureau, Sales & Administration, and Convention Centre Divisions.

Personnel Changes

The proposed budget in the Events Marketing Division includes a new Events Development and Packaging Manager position for \$60,600 including benefits and tax burden. This person will be responsible for developing, implementing and managing festivals, sports and events. Duties include research, proposal development, fund-raising, event planning as well as marketing and economic impact assessment. The potential for festivals, sports and events to fill offseason weekends is massive. A full-time manager is required to take full advantage of this market expediently and effectively. The immediate addition of this position will significantly accelerate the economic impact of events on the nine months of offseason activity and will enhance the sustainable growth of South Padre Island.

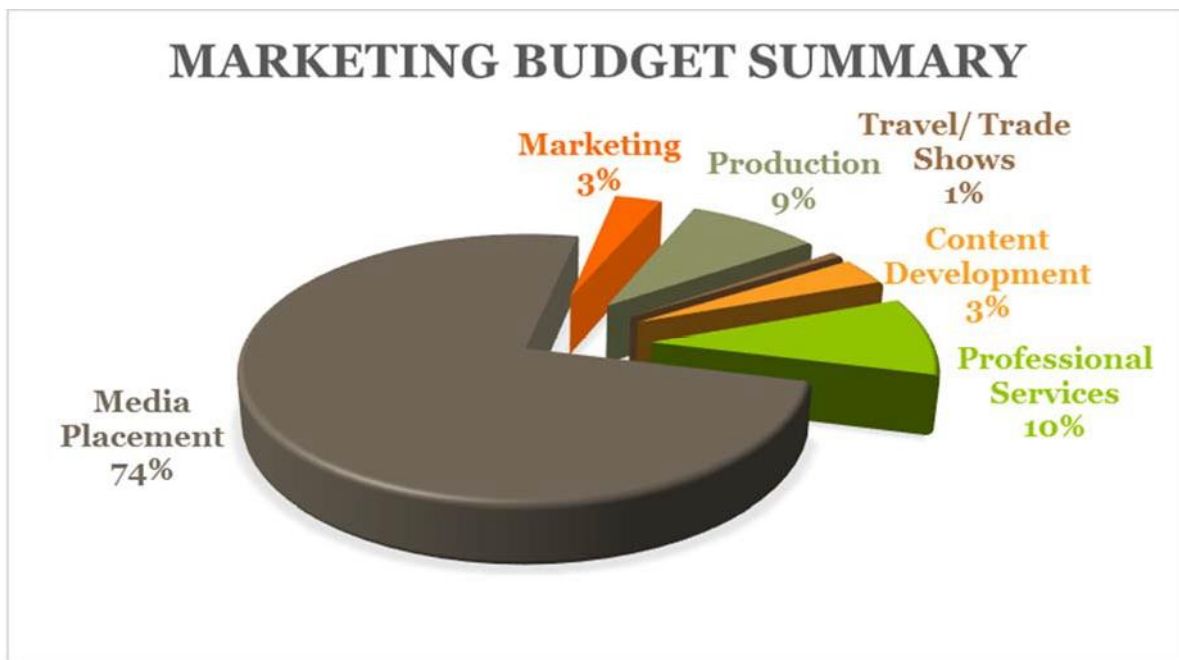


Fund 02 – Hotel/Motel Tax

Events Marketing: This division is responsible for the marketing and managing the special events that are held on the island. Sponsorships totaling \$635,751 have been budgeted for next fiscal year. Additionally, the city allocated local occupancy tax revenue for ecological tourism in the amount of \$50,000. Known and/or recurring events that have been included in the budget are the choreographed fireworks display shows for 3 summer holidays, which have been budgeted for \$80,000, the same as prior years. No transfer for public safety reimbursement during Spring Break has been budgeted. However, staff will request a budget amendment after next Spring Break once the actual cost is known.

Marketing: This division has no personnel costs and is where marketing related expenses are budgeted. An overall decrease in the division of \$160,000 is associated with decreased costs in media placement as well as production and content development. As a reminder, Council approved an additional \$350,000 for a Summer Enhancement Plan for media placement for this current fiscal year.

Of the approximate \$3 million budget for this division, 92% is allocated towards the contract with The Atkins Group, the current marketing agency that is under contract through September 30, 2017. The terms of the agreement allow for the current contract to be renewed for three additional one-year periods beginning October 1, 2016. Media placement accounts for 74% of the marketing budget.



CITY OF SOUTH PADRE ISLAND
 PROPOSED BUDGET WORKSHEET
 AS OF: MAY 31ST, 2017

02 -HOTEL/MOTEL TAX FUND

EVENTS MARKETING

DEPARTMENT EXPENDITURES

DEPARTMENT EXPENDITURES	TWO YEARS	ONE YEAR	----- CURRENT YEAR -----		PROPOSED BUDGET	INCREASE (DECREASE)
	PRIOR	PRIOR	ACTUAL	Y-T-D		
	ACTUAL	ACTUAL	BUDGET	ACTUAL		

PERSONNEL SERVICES

593-0010-01	EXEMPT	23,853.83	23,964.72	0.00	0.00	47,000.00	47,000.00
593-0010-02	NON EXEMPT	0.00	0.00	0.00	0.00	0.00	0.00
593-0030	LABOR	0.00	0.00	0.00	0.00	0.00	0.00
593-0040	TEMPORARY EMPLOYEES	0.00	0.00	0.00	0.00	0.00	0.00
593-0060	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00
593-0070	MEDICARE	401.10	360.91	0.00	0.00	884.00	884.00
593-0080	TMRS	3,379.10	3,749.05	0.00	0.00	6,088.00	6,088.00
593-0081	GROUP INSURANCE	2,774.63	2,864.60	0.00	0.00	6,382.00	6,382.00
593-0083	WORKERS COMPENSATION	87.11	52.67	0.00	(4.48)	110.00	110.00
593-0084	UNEMPLOYMENT TAX	9.00	171.00	0.00	0.00	137.00	137.00
593-0085	LONGEVITY	905.00	965.00	0.00	0.00	0.00	0.00
593-0090	MERIT ADJUSTMENTS	0.00	0.00	0.00	0.00	0.00	0.00
***	CATEGORY TOTAL ***	31,409.77	32,127.95	0.00	(4.48)	60,601.00	60,601.00

GOODS AND SUPPLIES

593-0101	OFFICE SUPPLIES	1,063.72	1,034.64	1,000.00	531.53	1,000.00	0.00
593-0104	FUEL & LUBRICANTS	559.60	93.69	900.00	0.00	0.00	(900.00)
593-0130	WEARING APPAREL	0.00	0.00	0.00	0.00	0.00	0.00
593-0150	MINOR TOOLS & EQUIPMENT	2,229.40	1,332.24	3,000.00	1,949.99	3,000.00	0.00
	Outdoor Feather Flags	1	3,000.00			3,000.00	
593-0180	INFORMATION TECHNOLOGY	0.00	0.00	0.00	0.00	6,250.00	6,250.00
	Drone-DJI Phantom 4 Pro	1	1,500.00			1,500.00	
	Drone Battery (5870mAh)	2	85.00			170.00	
	Steady Camera Osmo	1	650.00			650.00	
	Osmo Accessory Zenmuse	1	180.00			180.00	
	Computers for Lobby	1	750.00			750.00	
	Computer	1	3,000.00			3,000.00	
593-0190	SOFTWARE	0.00	0.00	0.00	0.00	12,217.00	12,217.00
	Plotagraph Pro	1	297.00			297.00	
	Simply Measured	1	4,200.00			4,200.00	
	Sprout Social	1	3,000.00			3,000.00	
	Trello	1	120.00			120.00	
	Adobe Creative Suite-Up	1	4,000.00			4,000.00	
	Constant Contact	1	600.00			600.00	
***	CATEGORY TOTAL ***	3,852.72	2,460.57	4,900.00	2,481.52	22,467.00	17,567.00

02 -HOTEL/MOTEL TAX FUND

EVENTS MARKETING

DEPARTMENT EXPENDITURES

		TWO YEARS	ONE YEAR	----- CURRENT YEAR -----			
		PRIOR	PRIOR	ACTUAL	Y-T-D	PROPOSED	INCREASE
		ACTUAL	ACTUAL	BUDGET	ACTUAL	BUDGET	(DECREASE)

REPAIR AND MAINTENANCE							
593-0420	MOTOR VEHICLES	1,342.00	41.16	1,000.00	0.00	0.00	(1,000.00)
*** CATEGORY TOTAL ***		1,342.00	41.16	1,000.00	0.00	0.00	(1,000.00)
MISCELLANEOUS SERVICES							
593-0501	COMMUNICATIONS	1,207.00	1,214.00	0.00	0.00	0.00	0.00
593-0513	TRAINING	0.00	0.00	2,500.00	30.00	2,500.00	0.00
593-0520	INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00
593-0530	PROFESSIONAL SERVICE	330.00	0.00	0.00	0.00	0.00	0.00
593-0540	ADVERTISING	117.90	0.00	0.00	0.00	0.00	0.00
593-0550	TRAVEL	134.45	365.28	3,100.00	0.00	3,100.00	0.00
593-0551	DUES & MEMBERSHIPS	750.00	1,000.00	2,100.00	1,093.76	2,100.00	0.00
	Association for Film Co	1	750.00			750.00	
	Intl Festival & Events	1	600.00			600.00	
	Misc	1	750.00			750.00	
*** CATEGORY TOTAL ***		2,539.35	2,579.28	7,700.00	1,123.76	7,700.00	0.00
EQUIPMNT > \$5,000 OUTLAY							
593-1006	LAND ACQUISITION	0.00	0.00	0.00	0.00	0.00	0.00
593-1007	MOTOR VEHICLES	0.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		0.00	0.00	0.00	0.00	0.00	0.00
SPRING BREAK							
593-7010	HOSTING COSTS	0.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		0.00	0.00	0.00	0.00	0.00	0.00
TOURSIM AND CULTURAL							
593-8015	TEXAS POLICE GAMES	438.00	210.00	0.00	0.00	0.00	0.00
593-8030	FIREWORKS	80,000.00	65,000.00	80,000.00	0.00	80,000.00	0.00
593-8045	KITE BOARDING RODEO	0.00	0.00	0.00	0.00	0.00	0.00
593-8060	ENTRANCE SIGNS	499.16	4,100.00	2,500.00	3,190.00	5,000.00	2,500.00
593-8068	KITEFEST	2,000.00	0.00	0.00	0.00	0.00	0.00
593-8070	BEACH AND BIKERFEST	0.00	195.00	0.00	0.00	0.00	0.00
593-8071	SPI MARATHON	90,000.00	0.00	0.00	0.00	0.00	0.00
593-8074	SPRING BREAK	0.00	0.00	0.00	0.00	0.00	0.00
593-8075	SAND CASTLE DAYS/SUMMER CON	30,000.00	0.00	0.00	0.00	0.00	0.00
593-8077	MEMORIAL DAY CONCERT	0.00	0.00	0.00	0.00	0.00	0.00

CITY OF SOUTH PADRE ISLAND
 PROPOSED BUDGET WORKSHEET
 AS OF: MAY 31ST, 2017

02 -HOTEL/MOTEL TAX FUND

EVENTS MARKETING

DEPARTMENT EXPENDITURES

		TWO YEARS	ONE YEAR	----- CURRENT YEAR -----			
		PRIOR	PRIOR	ACTUAL	Y-T-D	PROPOSED	INCREASE
		ACTUAL	ACTUAL	BUDGET	ACTUAL	BUDGET	(DECREASE)
593-8080	NCAA MEN'S BASKETBALL	0.00	0.00	0.00	0.00	0.00	0.00
593-8081	NBA D LEAGUE	0.00	0.00	0.00	0.00	0.00	0.00
593-8084	SPI Bikefest	0.00	0.00	0.00	0.00	0.00	0.00
593-8086	TIFT	15,000.00	0.00	0.00	0.00	0.00	0.00
593-8088	LKT	0.00	0.00	0.00	0.00	0.00	0.00
593-8099	MISC. SPONSORSHIPS	163,095.49	461,978.58	657,318.00	532,269.20	635,751.00	(21,567.00)
*** CATEGORY TOTAL ***		381,032.65	531,483.58	739,818.00	535,459.20	720,751.00	(19,067.00)
TOURISM AND CULTURAL							
593-8101	ECOTOURISM SPONSORSHIPS	0.00	0.00	50,000.00	0.00	50,000.00	0.00
593-8115	HIGH SCHOOL BASKETBALL	0.00	0.00	0.00	0.00	0.00	0.00
593-8118	FALL CONCERT SERIES	50,000.00	0.00	0.00	0.00	0.00	0.00
593-8131	KING OF THE CAUSEWAY	0.00	0.00	0.00	0.00	0.00	0.00
593-8142	JAILBREAK	0.00	0.00	0.00	0.00	0.00	0.00
593-8143	SAND CRAB RUN	0.00	0.00	0.00	0.00	0.00	0.00
593-8144	SPRING BREAK SPONSORSHIP	0.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		50,000.00	0.00	50,000.00	0.00	50,000.00	0.00
INTERFUND TRANSFERS							
593-9471	TSF TO GF - SPRINGBREAK	0.00	0.00	115,764.00	115,764.00	0.00	(115,764.00)
593-9477	TRANSPORTATION GRANT	0.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		0.00	0.00	115,764.00	115,764.00	0.00	(115,764.00)
MISC ADJUSTMENTS							
593-9999	MISC DEPT ADJ	0.00	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		0.00	0.00	0.00	0.00	0.00	0.00
*** DEPARTMENT TOTAL ***		470,176.49	568,692.54	919,182.00	654,824.00	861,519.00	(57,663.00)
		=====	=====	=====	=====	=====	=====

CITY OF SOUTH PADRE ISLAND
 PROPOSED BUDGET WORKSHEET
 AS OF: MAY 31ST, 2017

02 -HOTEL/MOTEL TAX FUND

MARKETING

DEPARTMENT EXPENDITURES

		TWO YEARS	ONE YEAR	----- CURRENT YEAR -----			
		PRIOR	PRIOR	ACTUAL	Y-T-D	PROPOSED	INCREASE
		ACTUAL	ACTUAL	BUDGET	ACTUAL	BUDGET	(DECREASE)

GOODS AND SUPPLIES							
594-0103	VIDEO MEDIA	238.96	0.00	0.00	0.00	0.00	0.00
594-0108	FULFILMENT AND POSTAGE	20,871.68	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		21,110.64	0.00	0.00	0.00	0.00	0.00
BULK GOODS AND SUPPLIES							
594-0230	STOCK PROMO - TRADE SHOWS	27,441.27	0.00	0.00	0.00	0.00	0.00
*** CATEGORY TOTAL ***		27,441.27	0.00	0.00	0.00	0.00	0.00
MISCELLANEOUS SERVICES							
594-0530	PROFESSIONAL SERVICE	152,365.00	282,239.79	291,600.00	181,850.00	283,600.00	(8,000.00)
	TAG Public Relations Sr	1 72,000.00				72,000.00	
	TAG Social Media Mgmt	1 42,000.00				42,000.00	
	Smith Travel Research	1 6,000.00				6,000.00	
	Source Strategies/TX Ho	1 1,600.00				1,600.00	
	The Atkins Group - Over	1 162,000.00				162,000.00	
594-0531	MEDIA PLACEMENT	1,759,429.40	1,768,618.57	2,293,500.00	1,014,261.63	2,223,500.00	(70,000.00)
	TAG Local/MX/SB/Winter	1 1,973,500.00				1,973,500.00	
	TAG Meetings & Conventi	1 100,000.00				100,000.00	
	In House Misc. Houston	1 150,000.00				150,000.00	
594-0533	MARKETING	57,073.97	97,059.00	94,200.00	85,648.88	94,200.00	0.00
	Issuu Publishing	1 1,000.00				1,000.00	
	AJR Media/Beaches of TX	1 2,500.00				2,500.00	
	Airport Displays Edgeli	1 8,600.00				8,600.00	
	Brownsville/MFA Edgelit	1 8,600.00				8,600.00	
	DFW,Houston,Austin Airp	1 15,000.00				15,000.00	
	CVENT	1 50,000.00				50,000.00	
	Burrelle's	1 8,500.00				8,500.00	
594-0535	FAMILIARIZATION TOURS	14,031.37	0.00	0.00	0.00	0.00	0.00
594-0537	PRODUCTION/CONTENT DEVELOPM	86,361.24	352,762.34	368,700.00	177,897.58	268,700.00	(100,000.00)
	The Atkins Group	1 268,700.00				268,700.00	
594-0538	CONVENTION SERVICES	36,128.80	0.00	0.00	0.00	0.00	0.00
594-0550	TRAVEL EXPENSE/TRADE SHOWS	21,655.32	18,297.68	12,000.00	6,783.58	20,000.00	8,000.00
	TAG Agency Travel	1 20,000.00				20,000.00	
594-0553	TRADESHOW FEES	12,957.11	0.00	0.00	3,200.00	0.00	0.00
594-0554	FREIGHT	0.00	0.00	0.00	0.00	0.00	0.00
594-0559	CONTENT DEVELOPMENT	15,375.00	79,733.43	90,000.00	17,859.42	100,000.00	10,000.00
	TAG Online Adv/Web Bann	1 100,000.00				100,000.00	
*** CATEGORY TOTAL ***		2,155,377.21	2,598,710.81	3,150,000.00	1,487,501.09	2,990,000.00	(160,000.00)
*** DEPARTMENT TOTAL ***		2,203,929.12	2,598,710.81	3,150,000.00	1,487,501.09	2,990,000.00	(160,000.00)
		=====	=====	=====	=====	=====	=====

*** TOTAL EXPENDITURES ***

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

MEETING DATE: June 28, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Presentation and discussion regarding The Atkins Group Monthly Report.

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

REPORT

Monthly Marketing Performance

Prepared for **South Padre Island**

Period: May 2017

Date: 6/28/2017

Monthly Highlights

the**atkins**group

Highlights

Summary Of Media Activity

- ▶ In May we completely redesigned the SEM campaign targeting because our tracking showed us ways that we could improve on April's campaign activity
- ▶ We started a Facebook like campaign to increase the reach we have in areas outside of the RGV
- ▶ MOM numbers show a massive increase in conversions from advertising traffic:
 - ▶ 160% increase in daily search impression share
 - ▶ 43% increase in CTR (click-through rate)
 - ▶ 12x increase in conversions
 - ▶ 25% increase in ad clicks
 - ▶ 12x decrease in cost per conversion
 - ▶ 2,919% increase in new Facebook likes

Funnel Stage Performance

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

the**atkins**group

Awareness

Funnel Performance



Metric	May 2017
PR Features	7
SEM Impression Share	8.67%
Facebook Ad Impression Frequency Per Targeted User	1.20x
Total Impressions of Posts	5.62M
SEM Ad Impressions	234,350
Broadcast Impressions	69,479,230
OOH Impressions	4,310,000
Print Impressions	6,109,563

Engagement

Funnel Performance



Metric	May 2017	Industry Average	Difference
Sessions	105,048	68,934	52.39%
Avg. Time on Website	2m 15s	2m 41s	15.98%
Avg. Pageviews Per Website Visit	2.66	3.02	11.65%
Website Bounce Rate	53.51%	52.06%	2.77%

Engagement

Funnel Performance



Metric	2016	2017	Difference
Engaged Facebook Users	211,700	148,200	29%
Total Facebook Likes	217,980	229,590	5%
SEM Ad Clicks	1,580	2,510	58%
New Facebook Likes	2,001	7,630	3.8x

Conversion

Funnel Performance



Metric	May 2017
Outbound Link Clicked to Partner Website	15,116
E-mail Leads	46
Overall Goal Conversion Rate Of All Web Traffic	14.43%

Industry-Wide Benchmarks

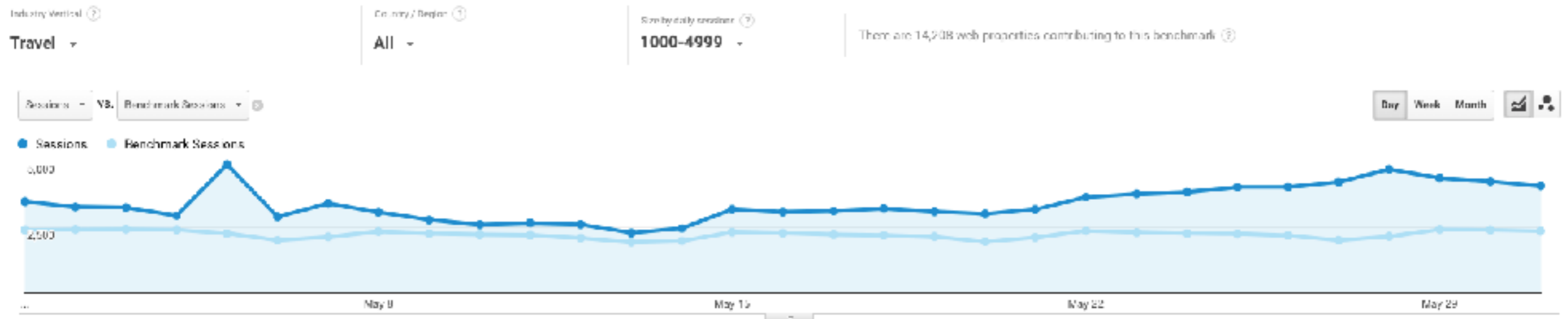
the**atkins**group

Google Analytics

Benchmarks



*Over 12,000 Other Web Properties In The Travel Industry Contributed To These Benchmarks



Appendix

Supporting campaign information inclusive of targeting parameters and screenshots

the**atkins**group

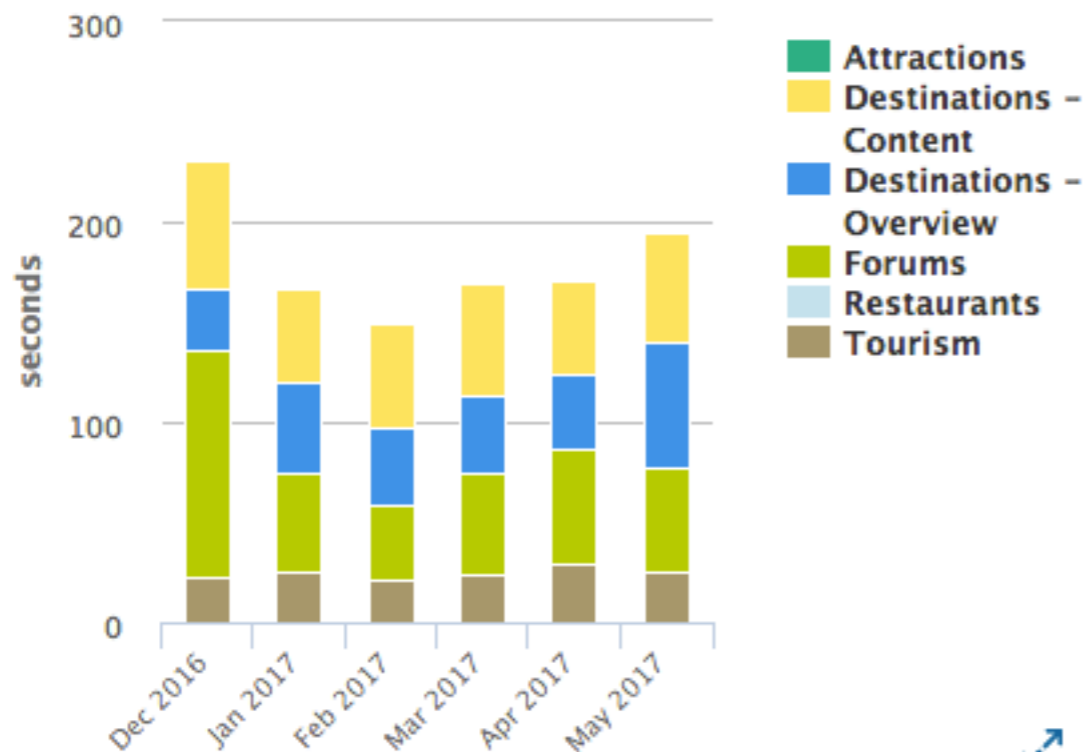


Arrivalist	Arrivals
PDP	66
Oct - Dec 2016 Flight	159
Apr - Jun 2017 Flight	164
TOTAL	389
Media Cost	\$ 76,000.00
Estimated Econ Impact	\$ 201,365.85

Total Time Spent: 1,263 Hours

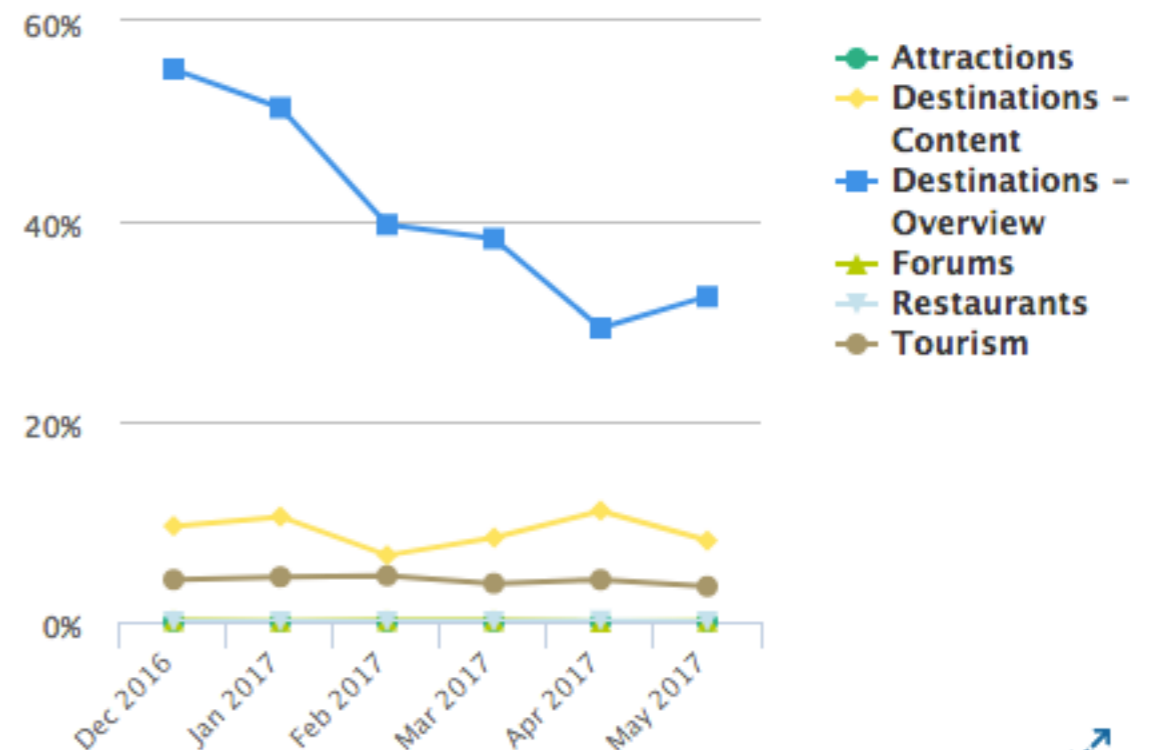
Time on page | [past 6 months](#) ?

Hover over any data point on the graph to see more detail.



Interaction rate (IR) | [past 6 months](#) ?

Hover over any data point on the graph to see more detail.



TripAdvisor

Ad Campaign

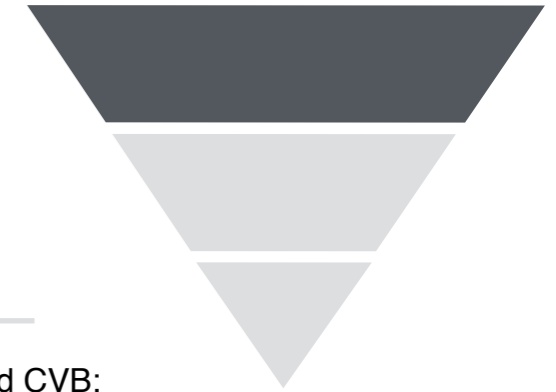


TARGETED MEDIA FLIGHT	April 2017						May 2017				
	Placement	Channel	Impressions	Clicks	Viewthroughs	CTR	Engagement	Impressions	Clicks	Viewthroughs	CTR
South Padre Destination Content	Desktop	64,311	59	774	0.09%	1.30%	71,561	66	450	0.09%	0.74%
ROS - DFW, SAT, HOU, AUS Ips + Beach Segment	Desktop	62,276	43	374	0.07%	0.67%	60,655	74	435	0.12%	0.84%
Competing Gulf Destinations Content (Biloxi, Gulf Shores, etc)	Desktop	60,141	41	8	0.07%	0.08%	20,801	15	6	0.07%	0.10%
Competing Texas Destinations Content (Galveston, etc)	Desktop	62,591	55	147	0.09%	0.32%	60,818	33	144	0.05%	0.29%
Retargeting SPI TripAdvisor Content Viewers	Desktop						4,325	2	25	0.05%	0.62%
Retargeting visitors to TripAdvisor from SoPadre.com	Desktop						4,330	1	18	0.02%	0.44%
South Padre Destination Content	Mobile	59,423	141	303	0.24%	0.75%	74,176	110	361	0.15%	0.63%
ROS - DFW, SAT, HOU, AUS Ips + Beach Segment	Mobile	27,346	76	144	0.28%	0.80%	26,357	59	185	0.22%	0.93%
Competing Gulf Destinations Content (Biloxi, Gulf Shores, etc)	Mobile	19,738	33	1	0.17%	0.17%	9,487	8	1	0.08%	0.09%
Competing Texas Destinations Content (Galveston, etc)	Mobile	27,662	75	31	0.27%	0.38%	26,085	32	40	0.12%	0.28%
Retargeting SPI TripAdvisor Content Viewers	Mobile						4,319	14	10	0.32%	0.56%
Retargeting visitors to TripAdvisor from SoPadre.com	Mobile						4,329	5	16	0.12%	0.49%
ROS ADDED VALUE	Desktop	23,174	16	25	0.07%	0.18%	14,580	10	207	0.07%	1.49%
	TOTALS	406,662	539	1,807	0.13%	0.58%	381,823	429	1,908	0.11%	0.61%

By decreasing our placements in Gulf Destination content, we were able to shift ads to better performing groups, increasing our performance in engagement and viewthroughs.

Awareness

Ares May Performance



Purchase Date: 01/01/2016 - 12/31/2016; **Orders:** Booked; **Affiliate:** South Padres Island CVB, South Padre Island CVB;
Product Category: Lodging

Purchase Month	Sell Price	Order Quantity (Room Nights/Tickets)	Number of Orders	_transactionYearMonthIndex
Jan-2016	\$18,299.08	77	23	0
Feb-2016	\$16,120.83	75	28	1
Mar-2016	\$16,908.32	106	45	2
Apr-2016	\$7,086.26	47	18	3
May-2016	\$7,914.00	49	21	4
Jun-2016	\$15,359.22	83	32	5
Jul-2016	\$9,869.25	48	22	6
Aug-2016	\$8,849.69	57	26	7
Sep-2016	\$2,775.01	33	19	8
Oct-2016	\$737.97	8	6	9
Nov-2016	\$5,462.46	48	18	10
Dec-2016	\$6,267.88	38	11	11

Purchase Month	Sell Price	Order Quantity (Room Nights/Tickets)	Number of Orders	_transactionYearMonthIndex
Jan-2017	\$16,577.01	79	19	0
Feb-2017	\$15,486.07	85	34	1
Mar-2017	\$20,241.57	104	39	2
Apr-2017	\$8,193.30	85	29	3
May-2017	\$5,747.77	39	14	4

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

MEETING DATE: May 24, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to create a subcommittee to select the agency (ies) to conduct the SPI CVB Comprehensive Travel and Marketing Research and/or Special Events Economic Impact Study. (TMP)

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

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

MEETING DATE: June 28, 2017
NAME & TITLE: Wally Jones, CVA Chairman
DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on new special events:

- a. Back to School Basketball Tournament
- b. Jaime J Zapata Fishing Tournament

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: June 28, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Back to School Basketball Tournament.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

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

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

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

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

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

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

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

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 6th, 2016.

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: 06/22/17

Organization Information

Name of Organization: Brownsville Outlawz

Address: 4883 Camino Verde

City, State, Zip: Brownsville, TX 78526

Contact Name: Raymond Rodela Contact Office Phone Number: 1-956-346-2344

Contact Cell Phone Number: 1-956-346-2344

Web Site Address for Event or Sponsoring Entity _____

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

Entity's Creation Date: _____

Purpose of your organization is to educate and empower today youth with confidence, commitment and integrity, so they can live a productive and successful tomorrow. In order to teach code of ethics built on honesty, responsibility and team work.

Event Information

Name of Event or Project: RGV/SPI Back To School Basketball Tournament

Date of Event or Project: 08/05 - 08/06

Primary Location of Event or Project: Port Isabel, Brownsville, Los Fresnos + San Benito

Amount Requested: \$ 10,000

Primary Purpose of Funded Activity/Facility:

Help with Gym expense to keep the traveling teams to stay in the SPI area.

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 _____%

Handwritten: 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:
\$ 10,000

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? 400 - 600

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

With the funding we will attempt to pay for the junior high and high gyms in Port Isabel. All out of valley teams would play there, keeping the team in an area.

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 yrs
2. Expected Attendance: 500 - 1000
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 350 - 550
How many nights do you anticipate the majority of the tourists will stay: 2 to 3 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: Inn, Island Services, Pearl, La Quinta
Brownsville and McAllen

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.)? Survey given to teams
Questions, km nights + location

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

8. Will the event charge admission? YES

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

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

\$2,000 to \$5,000 - Given back to the youth travel teams to help the kids in the game of basketball + their travel expense

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:

*Louisiana, Houston, San Antonio, Dallas, Mexico, Laredo
Austin*

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 500-1000 (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

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

MEETING DATE: June 28, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Jaime J Zapata Fishing Tournament.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application

Date: JUNE 19, 2017

Organization Information

Name of Organization: JAI ME J. ZAPATA FOUNDATION

Address: P.O. Box 423

City, State, Zip: PORT ISABEL, TX 78578

Contact Name: BETTY WELLS Contact Office Phone Number: _____

Contact Cell Phone Number: 956-561-1052

Web Site Address for Event or Sponsoring Entity WWW.ALPHAS195.COM

Non-Profit or For-Profit status: NON-PROFIT Tax ID #: 45-2018488

Entity's Creation Date: APRIL 27, 2011

Purpose of your organization: TO CREATE A FISHING TOURNAMENT WITH PROCEEDS TO GO TO SCHOLARSHIPS FOR ECONOMICALLY DISADVANTAGED YOUTH, WITH SPECIAL CONSIDERATION TO LAW ENFORCEMENT FAMILIES

Event Information

Name of Event or Project: JAI ME J. ZAPATA FISHING TOURNAMENT

Date of Event or Project: SEPT. 15-16, 2017

Primary Location of Event or Project: SOUTH PADRE ISLAND, TX

Amount Requested: \$ 5000

Primary Purpose of Funded Activity/Facility:

MEMORIAL TOURNAMENT TO HONOR ALL LAW ENFORCEMENT AGENCIES AND BENEFIT SCHOLARSHIPS

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

EVENT PROMOTION & DEVELOPMENT

Percentage of Hotel Tax Support of Related Costs

15% 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:

No

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: \$ 5000.00
- 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: 1ST YEAR
2. Expected Attendance: 400 + FAMILIES
3. How many people attending the Event or Project will use South Padre Island lodging establishments? Est. 50%

How many nights do you anticipate the majority of the tourists will stay: 1-2

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: NOT YET

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.)? SURVEY

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

8. Will the event charge admission? REGISTRATION FEES

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?

SCHOLARSHIPS

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: \$ 2500.00
Other Paid Advertising: \$ —

Anticipated Number of Press Releases to Media 2-3

Anticipated Number Direct Mailings to out-of-town recipients 3

Other Promotions INTERAGENCY CONTACTS/DISTRIBUTION

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?

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

LOCAL, REGIONAL, STATE + NATIONAL LAW ENFORCEMENT AGENCIES

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 200 (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:

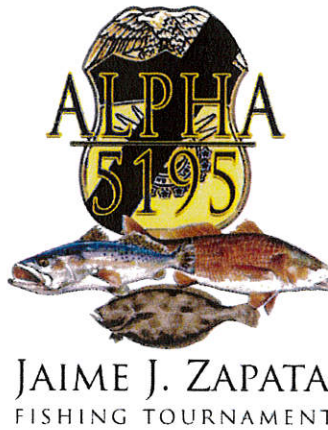
\$ 2,000,000

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: Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitor's Bureau
7355 Padre Blvd., South Padre Island, Texas 78597
(956) 761-3000 Phone (956) 761-3024 Fax



2017 Corporate Sponsor Program

Attached please find information relevant to the 1st Annual Jaime J. Zapata Fishing Tournament and its Corporate Sponsor opportunities. This invitational bay fishing tournament is scheduled for Sept. 15-16, 2017 on South Padre Island and we'd like to provide you with an overview:

- JJZFT is an invitational tournament commemorating all law enforcement officers, past and present. It is a memorial event honoring Special Agent Jaime Jorge Zapata and other agents who have given their lives while in service to our country.
- The tournament is a boat/team tournament with a maximum of four team members per boat. Teams may hire a professional guide, but the guide is not allowed to fish and will not be considered as a team member
- An invitation is extended to all law enforcement officers, although the team may be comprised of non-agent members as well.
- Late registration and social activities will be held at Louie's Backyard on South Padre Island. Weigh headquarters is Jim's Pier.
- The Jaime Jorge Zapata Foundation is a 501 (c) 3 non-profit corporation and your donations and contributions may be tax deductible.
- Proceeds from the tournament will be used to establish a scholarship program for economically disadvantaged youth, with special consideration being given to the families of law enforcement agents.
- JJZFT is a one-day bay fishing tournament with trout, redfish and flounder as eligible species
- Custom trophies will be awarded for the top three heaviest fish of each species and for the top three stringers weighed in. Awards ceremonies and dinner will be held at Louie's Backyard on Saturday evening.

Thank you for taking the time to review and consider our 2017 JJZFT Corporate Sponsorship Package. Please feel free to contact me with any questions you may have. We would welcome the opportunity to work with you on our inaugural event and look forward to hearing from you soon. The deadline for sponsorship commitments is July 15, 2017.

Sincerely,

Betty Wells

Tournament Director



JAIME J. ZAPATA FISHING TOURNAMENT

2017 CORPORATE SPONSORSHIP PROGRAM

On February 15, 2011, Special Agent Jaime Zapata was shot and killed outside Mexico City, Mexico. Along with Special Agent Victor Avila, he had been assigned to the U.S. Embassy and both were attacked by 10 members of a drug cartel while on duty. The cartel members forced the agents' vehicle off the road and opened fire--fatally wounding Agent Zapata and seriously injuring Agent Avila.

Homeland Security Investigations Special Agents Zapata represented the courage, commitment and dedication to duty that so many other law enforcement agents exhibit every day. In remembrance of his life and the heroic efforts of all who serve, both past and present, the Zapata Family established a 501 (c) 3 foundation and planned to introduce an annual fishing tournament. Its purpose is to continue to inspire comradery among law enforcement brotherhood and to establish an annual scholarship program that will provide instructional and educational opportunities for youth from low to moderate income families. Special consideration will be given to families of the many law enforcement agencies who protect and serve our country and our lives.

The Zapata Family invites you to join their efforts by supporting this cause through sponsorship of the Jaime J. Zapata Fishing Tournament, scheduled to be held on South Padre Island Sept. 15-16, 2017. Your participation would be greatly appreciated.

Thank you for taking the time to review and consider our **2017 Jaime J. Zapata Fishing Tournament** sponsorship packages.

Please feel free to contact Tournament Director Betty Wells at (956) 561-1052 with any questions you might have. We would welcome the opportunity to work with your company and look forward to hearing from you soon.



The final call by dispatch to ICE Special Agent Jaime Jorge Zapata came shortly after 11:00 a.m. on a Tuesday in 2011. "Alpha 5195, this is sector" an officer with the U.S. Customs and Border Protection called on the radio. No one answered. In the silence that followed, the officer continued: "Sector to all units, Alpha 5195, Homeland Security Investigations Special Agent Jaime Jorge Zapata is 10-7 (out of service). May he rest in peace." Alpha 5195 was Jaime's call sign. He was killed in the Mexican state of San Luis Potosi on Feb. 15th. May you fish on and never forget those who give their lives so that we may continue to live ours to the fullest.

JAIME J. ZAPATA FISHING TOURNAMENT

2017 CORPORATE SPONSORSHIP PROGRAM



PRESENTING LEVEL SPONSORSHIP PACKAGE - \$25,000 ONLY ONE AVAILABLE

- Exclusive naming rights to the tournament, i.e., “(Your company) presents the Jaime J. Zapata Fishing Tournament”
- Guide Boat/Team Tournament entry. Maximum four-person team guided by a local charter captain and charter boat. Guide MAY NOT fish, and will not be counted as a team member
- Back cover, full page, full color advertisement in our souvenir program book, distributed to tournament anglers, local businesses and sponsors
- Sponsor logo on our website linked directly to the sponsor website
- 24 T-shirts and hats for your company
- 12 social entries
- Sponsor credit for a winner’s trophy
- Logo representation and inclusion on:
 - 5,000 tournament invitation brochures distributed to law enforcement agencies locally, statewide and nationally
 - The cover of our souvenir program book
 - Your exclusive logo on the sleeve of our tournament T-shirts
 - Your logo on entry forms, weigh cards and other material in which the anglers keep a copy
 - Banners at social events and the weigh station

JAIME J. ZAPATA FISHING TOURNAMENT

2017 CORPORATE SPONSORSHIP PROGRAM



GOLD LEVEL SPONSORSHIP PACKAGE - \$5,000

- Sponsorship credit, i.e., “Sponsored in part by (your logo)”
- Boat/Team Tournament entry. Maximum four-person team
- Full page, full color advertisement (Inside front, inside back if available) in our souvenir program book, distributed to tournament anglers, local businesses and sponsors
- Sponsor logo on our website linked directly to the sponsor website
- 12 T-shirts and hats for your company
- 4 social entries
- Sponsor credit for a winner’s trophy
- Logo representation and inclusion on:
 - 5,000 tournament invitation brochures distributed to law enforcement agencies locally, statewide and nationally
 - Banners at social events and the weigh station

JAIME J. ZAPATA FISHING TOURNAMENT

2017 CORPORATE SPONSORSHIP PROGRAM



SILVER LEVEL SPONSORSHIP PACKAGE - \$2,500

- Sponsorship credit, i.e., "Sponsored in part by (your logo)"
- Boat/Team Tournament entry. Maximum four-person team
- Full page, full color advertisement in our souvenir program book, distributed to tournament anglers, local businesses and sponsors
- Sponsor logo on our website linked directly to the sponsor website
- 6 T-shirts and hats for your company
- 4 social entries
- Sponsor credit for a winner's trophy
- Logo representation and inclusion on:
 - 5,000 tournament invitation brochures distributed to law enforcement agencies locally, statewide and nationally
 - Banners at social events and the weigh station

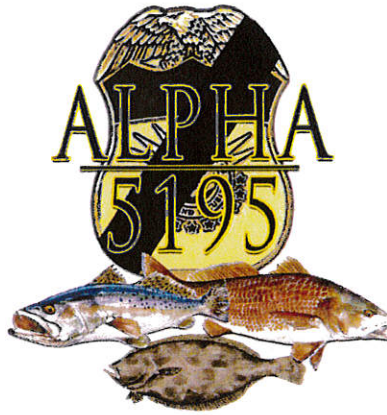
JAIME J. ZAPATA FISHING TOURNAMENT

2017 CORPORATE SPONSORSHIP PROGRAM



BRONZE LEVEL SPONSORSHIP PACKAGE - \$1,500

- Sponsorship credit, i.e., "Sponsored in part by (your logo)"
- Boat/Team Tournament entry. Maximum four-person team
- Half page, full color advertisement in our souvenir program book, distributed to tournament anglers, local businesses and sponsors
- Sponsor logo on our website linked directly to the sponsor website
- 4 T-shirts and hats for your company
- Sponsor credit for a winner's trophy
- Logo representation and inclusion on:
 - 5,000 tournament invitation brochures distributed to law enforcement agencies locally, statewide and nationally
 - Banners at social events and the weigh station



JAIME J. ZAPATA
FISHING TOURNAMENT

SPONSORSHIP CONTRACT

Sponsorship Level:

Presenting Sponsor (\$25,000) Gold Sponsor (\$5,000) Silver Sponsor (\$2,500)
 Bronze Sponsor (\$1,500)

Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Telephone: _____ Email: _____

Date Received: _____

Signature: _____ Date: _____

The Jaime J. Zapata Foundation is a 501 (c) (3) nonprofit corporation and your donations are tax deductible. To receive full benefits from your sponsorship, the commitment and artwork should be received no later than July 15, 2017 to:

Jaime J. Zapata Fishing Tournament

Attention: Betty Wells
PO Box 423 / Port Isabel, TX 78578 / Email: fish@alpha5195.com
Fax: 956-943-4001 / Phone: 956-561-1052
www.alpha5195.com

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

MEETING DATE: June 28, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation of Post Report from Rich Penner with CMG Media Agency.

ITEM BACKGROUND

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: April 4th, 2017

Organization Information

Name of Organization: CMG Media Agency LLC & StudentCity.com

Address: 20 Danada Square West, Suite 240, Wheaton, IL, 60187

City, State, Zip: Wheaton, IL, 60187

Contact Name: Shannon Posavad Contact Phone Number: 630-217-8786

Contact Cell Phone Number: 630-217-8786

Event Information

Name of Event or Project: Spring Break 2017: Campus Tour

Date of Event or Project: October 1st, 2016-Feb 15th, 2017

Primary Location of Event or Project: Multiple states and college campuses.

Amount Requested: \$ 25000.00

Amount Received: \$ 17500.00

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

Tax funds were used for the following;

digital marketing, print marketing.

How many years have you held this Event or Program: first year

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 0%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 0%
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): 0%
4. If staff costs were covered, estimate of actual hours staff spent on funded event: N/A
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?
N/A

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

Event Attendance Information

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): 2000
2. What would you estimate as the actual attendance at the event? 2000
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? approx 10,000 room nights
4. How many room nights do you estimate were actually generated by attendees of this event? approx 10,000 room nights
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 10,000
Last Year n/a
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.)?

Room blocks at Isla Grand and The Inn At South Padre Hotel.

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? _____

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: \$ 50,000

Number of Press Releases to Media 1
Number Direct Mailings to out-of-town recipients 2000

Other Promotions Digital Marketing, Social Media

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? N/A

5. Please attach samples of documents showing how _____ South Padre Island was recognized in your advertising/promotional campaign Pictures Attached.

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. Sample Attached.

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

Sporting Related Events N/A

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?

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)

BUILD THE BUZZ.

CREATE THE TREND.

Marketing has evolved. Join the revolution.

SPRING BREAK 2017 COLLEGE CAMPUS TOUR

South Padre Island, Texas

cmgmediaagency.com



USA Office:

1-866-797-7266

20 Danada Square West

#240 Wheaton, Illinois

USA 60189



Canada Office:

1-866-797-7266

3425 Harvester Rd.

#212A Burlington, Ontario

Canada L7N3N1

WHO WE ARE:

Some of the coolest brands we have had the pleasure of working with!

CMG Media Agency, LLC is a full service marketing and communications agency with a proud specialty in promoting leisure destinations and lifestyle brands.

CMG provides services to corporate brands and communities, specifically targeting the youth market through a variety of **experiential marketing services, digital marketing, strategic social media marketing and branded environments.**

We provide our clients with tailored programs and promotions that can suit any budget, strategy and personal marketing plan

The logo for GILDAN, featuring the word "GILDAN" in a bold, blue, sans-serif font with a horizontal line through the middle of the letters.The word "AXE" in a bold, black, sans-serif font.The WESTERN UNION logo, featuring the words "WESTERN UNION" in a bold, yellow, sans-serif font on a black background.The word "Spotify" in a black, sans-serif font.The Gillette logo, featuring the word "Gillette" in a blue, serif font.

IN PARTNERSHIP WITH



StudentCity is the Global Industry leader in College Spring Break travel. Originally founded as Take-A-Break travel from a dorm room on the Babson Campus in 1987, StudentCity pioneered the concept of the campus ambassador program for organizing student travel groups. StudentCity travels more college students to more destinations than any other company in the industry. StudentCity is a member of the TUI AG group of companies which is the world's number one integrated tourism business, operating in 180 countries with 31 major source markets and over 30 million customers.



- StudentCity has nearly **700 active Campus Managers** and Reps who are the go-getters and influencers among their peers.
- StudentCity travels students from **49 of the 50 states (Hawaii)** plus travelers from various countries including Canada, UK, Brazil and more.
- StudentCity travelers represent **450 colleges and universities** from the United States.
- Over **370 Greeklife chapters** make up a large percentage of our 30K annual travelers.

SPRING BREAK ECONOMICS

CMG Media Agency is a leading marketing and communications company that specializes in student & Spring Break marketing.

We specialize in the Spring Break marketplace because it provides an exceptional environment to enhance or establish brand awareness and product loyalties. Clients can expand their brand visibility by the millions just by teaming with CMG on Spring Break.

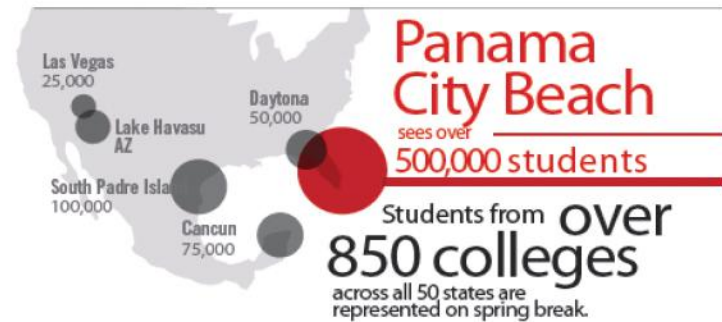
By activating with us during Spring Break, your brand will have access to a variety of proven success services and strategies specifically geared towards reaching the college demographic.

Our strong and wide networking range allows us to team up with the biggest and best located condos/hotels, the most popular night clubs, and today's hottest celebrities in order to provide our clients with an unmatched capability to reach their market. It's an experience your company won't want to miss!

Why market to students on Spring Break?

1.5 MILLION STUDENTS go on spring break every year

1 BILLION is spent during Spring Break by students in Florida and Texas alone.



GEN- 58% male 42% female avg. age **20.6** years old

2 in 5 attend Spring Break

#1 STUDENT EVENT OF THE YEAR

(highest concentration of students in one place)

College students have a purchase power of over **23 BILLION PER YEAR.**

75% of students report being influenced by brands for purchase decisions on Spring Break.

CMG
MEDIA AGENCY

THE EVENT PLAN

- Dates: October 1st-February 15th, 2017
- College Campus Tour: 43 College & University Campuses Across 18 states
- Total Student Population Reach: Over 1.2 Million Students
- March 2016 Room Block Usage: 1,743 travellers (approx 400+ rooms)
- Estimated 2017 Room Block Usage: 2,500 travelers (approx 625+ rooms)
- Average Length of Stay: 4 night
- Estimated Increase: +43%

CMG Media Agency in conjunction with **Studentcity.com** and **Rockstar Energy Drink** will take to the road on October 1st, 2016 to embark on a college campus tour using a branded motor coach. The objective is to market South Padre Island, Texas as the #1 students choice for Spring Break 2017 and beyond.

During the tour students will be provided with relevant Spring Break branded information on hotels, activities, restaurants, retail and night life that is available during their trip. Tour packages and hotel booking information will be provided so that students can make travel plans for March 2017.



EVENT SCHEDULE

Date	Tour Stop	Student Population	Break Date
October 1st, 2016	University of Michigan	43,848	March 4th-11th, 2017
October 3rd, 2016	Michigan State University	51,428	March 11th-18th, 2017
October 5th, 2016	Western Michigan University	28,227	March 11th-18th, 2017
October 7th, 2016	Central Michigan University	32,603	March 11th-18th, 2018
October 10th, 2016	Loyola University Illinois	18,169	March 4th-11th, 2017
October 12th, 2016	DePaul University	29,326	March 4th-11th, 2017
October 14th, 2016	Illinois State University	23,735	March 11th-18th, 2017
October 17th, 2016	University of Illinois	30,426	March 25th-April 1st, 2017
October 19th, 2016	Indiana University	23,146	March 4th-11th, 2017
October 21st, 2016	Ball State University	25,473	March 11th-18th, 2017
October 24th, 2016	Indiana University (Bloomington)	47,851	March 18th-25th, 2017
October 26th, 2016	Ohio University	27,240	March 4th-11th, 2017
October 28th, 2016	University Of Toledo	26,982	March 4th-11th, 2017
October 31st, 2016	Wright State University	19,664	March 4th-11th, 2017
November 2nd, 2016	Bowling Green University	20,147	March 11th-18th, 2017
November 4th, 2016	Ohio State University	63,184	March 18th-25th, 2017
November 6th, 2016	Villanova University	11,853	March 4th-11th, 2017
November 9th, 2016	Duquesne University	11,879	March 4th-11th, 2017
November 11th, 2016	Penn State University	49,160	March 11th-18th,2017
November 14th, 2016	University of Pittsburg	34,361	March 11th, 2017
November 16th, 2016	University of Pennsylvania	27,749	March 11th-18th.2017
November 18th, 2016	West Virginia University	32,849	March 11th-18th, 2017
November 21st, 2016	University Of Kentucky	28,815	March 11th-18th, 2017

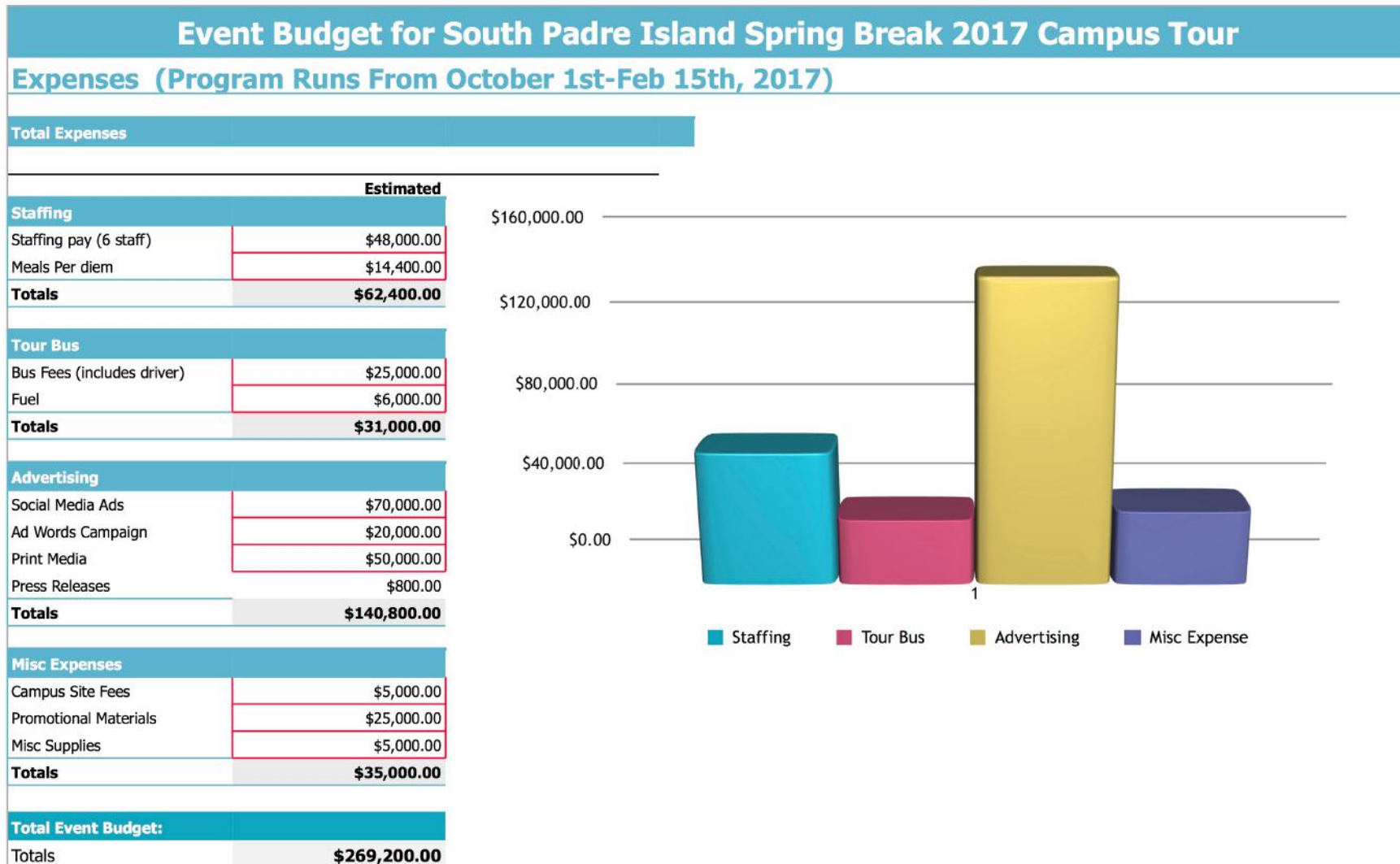
EVENT SCHEDULE

October 1st, 2016	University of Michigan	43,848	March 4th-11th, 2017
December 5th, 2016	University Of Louisville	24,224	March 11th-18th, 2017
December 7th, 2016	Missouri State University	23,334	March 11th-18th, 2017
December 9th, 2016	Park University	24,023	March 11th-18th, 2017
January 9th, 2017	University of Missouri	33,179	March 25th-April 1st, 2017
January 11th, 2017	Kansas State University	26,588	March 18th-25th, 2017
January 13th, 2017	University Of Kansas	32,128	March 18th-25th, 2017
January 16th, 2017	University Of Oklahoma	28,966	March 18th-25th, 2017
January 18th, 2017	Oklahoma State University	25,962	March 18th-25th, 2017
January 20th, 2017	Arkansas State University	16,288	March 25th-April 1st, 2017
January 23rd, 2017	University Of Arkansas	22,690	March 25th-April 1st, 2017
January 25th, 2017	Vanderbilt University	13,235	March 4th-11th, 2017
January 27th, 2017	University Of Tennessee	33,086	March 18th-25th, 2017
January 30th, 2017	University Of Georgia	39,168	March 11th-18th, 2017
February 1st, 2017	Georgia State University	36,179	March 18th-25th, 2017
February 3rd, 2017	Auburn University	26,464	March 18th-25th, 2017
February 6th, 2017	University Of Alabama	30,613	March 18th-25th, 2017
February 8th, 2017	Texas A&M University	51,437	March 18th-25th, 2017
February 10th, 2017	University Of Texas	38,210	March 18th-25th, 2017
February 15th, 2017	Texas State University	35,013	March 18th-25th, 2017
March 4th-March 31st, 2017	South Padre Island, TX	50,000 +	All dates

Note: Tour dates subject to change as necessary

EVENT BUDGET

Budget Funding Request:
\$50,000 to help offset program marketing expenses.



CONTACT

Let's get started today! Contact our office and let us begin to work for you.

Shannon Posavad

866-797-7266 ext 802

shannon@collegiatemarketinggroup.com

cmgmediaagency.com



USA Office:

1-866-797-7266

20 Danada Square West

#240 Wheaton, Illinois

USA 60189



Canada Office:

1-866-797-7266

3425 Harvester Rd.

#212A Burlington, Ontario

Canada L7N3N1



ROCKSTAR
ENERGY DRINK

**MIDWEST/ EAST COAST
ROCKSTAR BLACKOUT
C&U TOUR 2016**



Sigma Chi Tailgate— Penn State



TOUR HIGHLIGHTS



In Fall 2016, CMG Media Agency, StudentCity, and Rockstar Energy Drink partnered up for a University/College Tour to promote Rockstar's first ever C&U exclusive flavor, Rockstar Blackout, in addition to our upcoming 2017 Spring Break destination South Padre Island, TX.

Dates: **September 19th - November 26th, 2016**

Total Number of Campuses Visited: **34**

Total Number of College Brand Ambassadors Visited: **20**

Total Greek Houses Visited: **350+**

Total Number of Greek Organization Contacts Gained: **100+**

Total Number of Reps Hired from the Tour: **12**

Total Number of Sponsored Parties/Tailgates: **8**

Total Amount of Product Sampled: **4,954 cases (118,896 cans)**

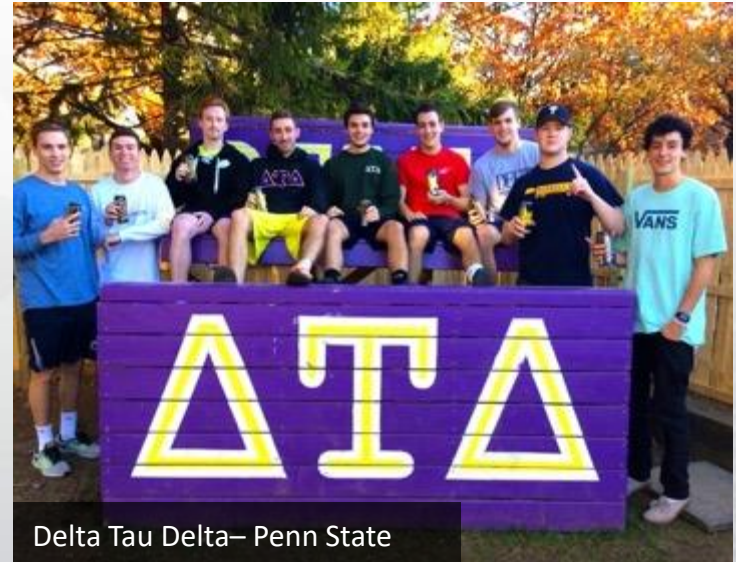
**** Approximately 37 pallets**

Flavors Sampled (2016 Innovation Items): **Pure Zero Lemonade (8 oz.), Juiced Tropical Passionfruit (8 oz.) & Blackout (16 oz.)**

CMG/StudentCity Staff: Arnie Jimenez/Lisa Alvarado

Rockstar Staff: Shelia Burns, Brendan Mitchell, Alex Dodge

Delta Gamma– Kent State Univ.



Delta Tau Delta– Penn State

TOUR SOCIAL MEDIA POSTS



BLACKOUT TOUR FALL 2016



- SEP 19 UNIVERSITY OF TEXAS - AUSTIN
- SEP 22 TEXAS A & M UNIVERSITY
- SEP 25 UNIVERSITY OF ARKANSAS
- SEP 27 UNIVERSITY OF MISSOURI
- SEP 29 INDIANA STATE UNIVERSITY
- OCT 1 INDIANA UNIVERSITY
- OCT 3 UNIVERSITY OF LOUISVILLE
- OCT 5 BALL STATE UNIVERSITY
- OCT 6 UNIVERSITY OF DAYTON
- OCT 7 OHIO STATE UNIVERSITY
- OCT 10 MIAMI UNIVERSITY - OXFORD
- OCT 12 XAVIER UNIVERSITY
- OCT 13 UNIVERSITY OF CINCINNATI
- OCT 15 OHIO UNIVERSITY
- OCT 17 KENT STATE UNIVERSITY
- OCT 19 CLEVELAND STATE UNIVERSITY
- OCT 20 WEST VIRGINIA UNIVERSITY
- OCT 24 SUNY BUFFALO
- OCT 26 UNIVERSITY OF ROCHESTER
- OCT 27 SYRACUSE UNIVERSITY
- OCT 31 CORNELL UNIVERSITY
- NOV 3 PENN STATE UNIVERSITY
- NOV 7 UNIVERSITY OF DELAWARE
- NOV 10 UNIVERSITY OF MARYLAND
- NOV 14 UMASS - DARTMOUTH
- NOV 16 BOSTON UNIVERSITY
- NOV 18 UMASS - LOWELL

BLACKOUT TOUR FALL 2016

POWERED BY
ROCKSTAR ENERGY DRINK

UNIVERSITY OF TEXAS - AUSTIN*	9/19	OHIO UNIVERSITY*	10/15
TEXAS A&M UNIVERSITY*	9/22	KENT STATE UNIVERSITY*	10/17
UNIVERSITY OF ARKANSAS*	9/25	CLEVELAND STATE UNIVERSITY*	10/19
UNIVERSITY OF MISSOURI*	9/27	WEST VIRGINIA UNIVERSITY	10/20
ILLINOIS STATE UNIVERSITY*	9/29	UNIVERSITY OF BUFFALO*	10/23
UNIVERSITY OF ILLINOIS - CHAMPAIGN*	9/29	UNIVERSITY OF ROCHESTER*	10/26
INDIANA STATE UNIVERSITY*	9/29	SYRACUSE UNIVERSITY*	10/27
INDIANA UNIVERSITY	10/1	CORNELL UNIVERSITY / ITHACA COLLEGE*	10/31
UNIVERSITY OF LOUISVILLE*	10/3	PENN STATE UNIVERSITY*	11/3
BALL STATE UNIVERSITY*	10/5	UNIVERSITY OF DELAWARE*	11/6
UNIVERSITY OF DAYTON*	10/6	UNIVERSITY OF MARYLAND*	11/10
OHIO STATE UNIVERSITY*	10/7	UMASS - DARTMOUTH*	11/13
MIAMI UNIVERSITY*	10/9	BOSTON UNIVERSITY*	11/16
XAVIER UNIVERSITY*	10/12	UMASS - LOWELL*	11/18
UNIVERSITY OF CINCINNATI*	10/13		

* PEPSI OR PEPSI SHARED SCHOOL

STUDENTCITY | PADREMANIAC CLUB CARD | South Shore



Sigma Nu & Alpha Phi Mixer— University of Delaware

TOUR SOCIAL MEDIA POSTS



BLACKOUT TOUR FALL 2016



- SEP 19 UNIVERSITY OF TEXAS - AUSTIN
- SEP 22 TEXAS A & M UNIVERSITY
- SEP 25 UNIVERSITY OF ARKANSAS
- SEP 27 UNIVERSITY OF MISSOURI
- SEP 29 INDIANA STATE UNIVERSITY
- OCT 1 INDIANA UNIVERSITY
- OCT 3 UNIVERSITY OF LOUISVILLE
- OCT 5 BALL STATE UNIVERSITY
- OCT 6 UNIVERSITY OF DAYTON
- OCT 7 OHIO STATE UNIVERSITY
- OCT 10 MIAMI UNIVERSITY - OXFORD
- OCT 12 XAVIER UNIVERSITY
- OCT 13 UNIVERSITY OF CINCINNATI
- OCT 15 OHIO UNIVERSITY
- OCT 17 KENT STATE UNIVERSITY
- OCT 19 CLEVELAND STATE UNIVERSITY
- OCT 20 WEST VIRGINIA UNIVERSITY
- OCT 24 SUNY BUFFALO
- OCT 26 UNIVERSITY OF ROCHESTER
- OCT 27 SYRACUSE UNIVERSITY
- OCT 31 CORNELL UNIVERSITY
- NOV 3 PENN STATE UNIVERSITY
- NOV 7 UNIVERSITY OF DELAWARE
- NOV 10 UNIVERSITY OF MARYLAND
- NOV 14 UMASS - DARTMOUTH
- NOV 16 BOSTON UNIVERSITY
- NOV 18 UMASS - LOWELL



rockstarenergy

Following

3,270 likes

17w

rockstarenergy The college BLACKOUT TOUR launches today in Austin, TX! We'll be on the road for the next two months sampling our newest flavors and we're taking our friends from @StudentCity along for the ride! Be on the lookout for us at a campus near you!

view all 36 comments

rich98vasquez @nica_zanon97

rydco @jaretschwab

brooksjdmwrx43 Not visiting ga?

brysonp04 @blake_powers05 @hrjoubert

ittybitynes UH?

nburrell13 @madmash0 bruh why aren't we on this

madmash0 @nburrell13 I was wondering the same thing today when they sent me an email about it. #AddPurdue

zac_john Wow no Utah?

♡ Add a comment...

⋮



StudentCity added 32 new photos to the album:

StudentCity & Rockstar Present: Blackout Tour Fall 2016

— at 📍 Mizzou.

October 4, 2016 · 🌐

We've partnered with Rockstar Energy Drink to bring the fall 2016 Blackout Tour to over 25 major colleges and universities across the country.

We are hitting the road putting the spotlight on the biggest Spring Break spot out there: South Padre Island, TX. During the tour we'll be giving away two free Spring Break trips to South Padre Island for you and three friends!



👍 Like

💬 Comment

➦ Share

👍 31

2 shares



rockstarnation
The Ohio State U...

Following

48 likes

14w

rockstarnation Shoutout to our Rockstar College Brand Ambassador @tdannycollins for the invite to link up for the @osuskiclub tailgate yesterday.. we had a great time attending the tailgate & game! Until next time OSU 🍌 #rockstar #rockstarenergy #roadtorockstarbeach #blackouttour

♡ Add a comment...

⋮



TOUR ACTIVATION MATERIALS



- **Sampling Set Up**

- Tent- 10x10
- Tables
- Table Covers

- **Promo Items**

- Star Sticker Pack
- Banners- 3x10
- Banners- 1.5 x 5
- Roll Banner- Small
- Roll Banner- Large
- Water Bottles
- Small Cups
- Large Cups
- Lanyards
- Hoody M (Men's)
- Hoody XL (Men's)
- Hoody XXL (Men's)
- T-Shirt M (Men's)
- T-Shirt L (Men's)
- T-Shirt XL (Men's)
- T-Shirt XXL (Men's)
- T-Shirt S (Women's)
- T-Shirt M (Women's)
- T-Shirt L (Women's)
- Hat Snapback
- Skateboard- Short (Mod & Switch)
- Makita Set
- Backpack
- Medium Bag
- Large Bag
- Kicker Vapor Headphones
- Kicker KPW
- Kicker Amphitheater Speakers



University of Texas-Austin



Tailgate-- University of Maryland

SOUTH REGION EXECUTION



The first stop to the Rockstar Blackout C&U Tour was in the South Region. These campuses included:

- University of Texas-Austin
- Texas State University
- Texas A&M University
- University of Arkansas



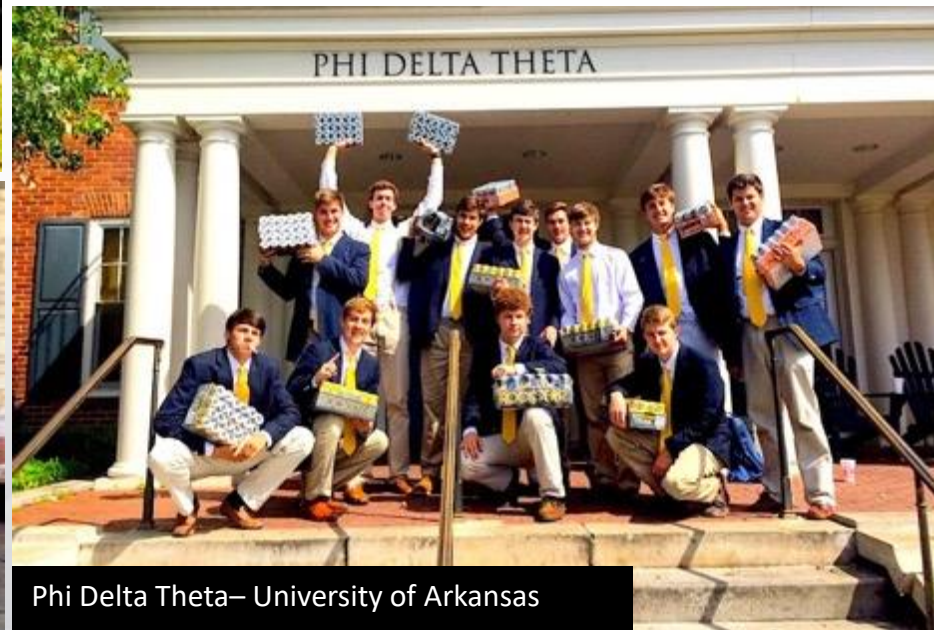
Tri Delta– University of Arkansas



Chi Omega– University of Arkansas



Sigma Alpha Epsilon– University of Texas, Austin



Phi Delta Theta– University of Arkansas

MIDWEST REGION EXECUTION



The second stop to the Rockstar Blackout C&U Tour was in the Midwest Region. These campuses included:

- University of Missouri
- Illinois State University
- University of Illinois- Urbana Champaign



Phi Gamma Delta– University of Missouri

Sigma Nu– University of Missouri



Pi Kappa Alpha– University of Missouri



ΠΚΑ

GREAT LAKES REGION EXECUTION



The third stop to the Rockstar Blackout C&U Tour was in the Great Lakes Region. These campuses included:

- Indiana University
- Indiana State University
- University of Kentucky
- University of Southern Indiana
- Ball State University
- Ohio State University
- Miami University
- University of Cincinnati
- Xavier University
- University of Louisville
- Ohio University
- Kent State University
- Cleveland State University
- Penn State University



Tailgate- Ohio State University



Sigma Chi Tailgate- Penn State

MID ATLANTIC REGION EXECUTION



The fourth stop to the Rockstar Blackout C&U Tour was in the Mid Atlantic Region. These campuses included:

- West Virginia University
- University of Maryland



Alpha Sigma Phi– University of Maryland



Phi Sigma Sigma– University of Maryland



Sigma Chi Tailgate- University of West Virginia

NORTHEAST REGION EXECUTION



The final stop to the Rockstar Blackout C&U Tour was in the Northeast Region. These campuses included:

- University of Buffalo
- University of Rochester
- Rochester Institute of Technology
- Syracuse University
- Cornell University
- Ithaca College
- University of Delaware
- University of Rhode Island
- Boston University
- University of Massachusetts- Lowell
- University of Massachusetts- Amherst



Phi Sigma Sigma– Cornell University



Theta Chi– University of Rochester



Phi Kappa Psi– Rochester Institute of Technology

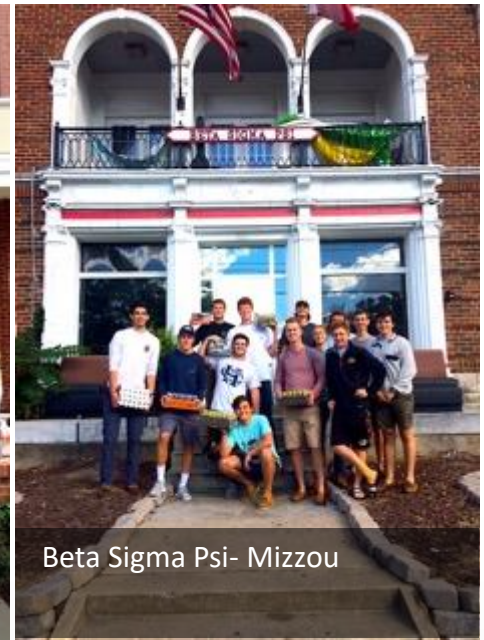
BENEFITS



- Gained brand awareness and exposure on tour while promoting South Padre Island Spring Break 2017.
- Having the Rockstar truck & trailer on the tour added to the execution overall. All sororities and fraternities felt like the top house with us sponsoring their parties, promoting South Padre Island.
- Introduced South Padre Island Spring Break to 34 college campuses in 5 different regions.
- Gained 100+ new contacts who are part of the social groups on college campuses.
- Received overall positive responses for choosing South Padre Island for Spring Break 2017 from the college market.
- Gained additional leads from Student City which helped expand our contacts on all campuses.
- Opportunity to talk to college students about our partnership with Student City & get them excited for spring break in South Padre Island!
- Introduced college students to the Rockstar Beach 2017.



Sigma Alpha Epsilon- Indiana State University



Beta Sigma Psi- Mizzou



Sigma Nu- University of Arkansas

Contact Information:



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Phi Delta Theta- Kent State



Texas A&M Tailgate

